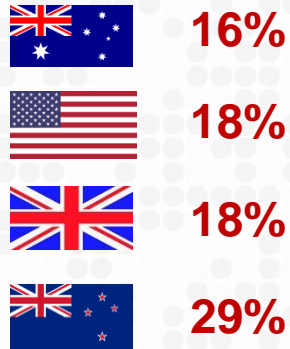


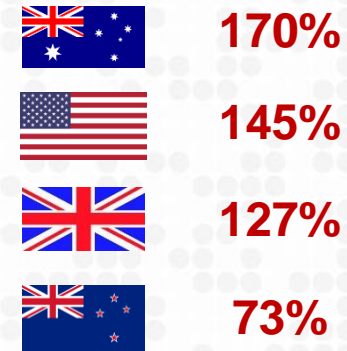
Global Digital Advertising Revenue Snapshot

Growth H1 2013 v H1 2012

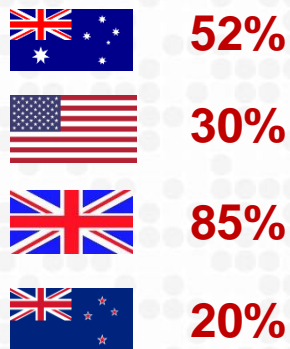
Total Market



Mobile



Video



Advertiser Categories Top 3



This data has been compiled from revenue reports produced by PWC on behalf of the IAB in Australia, US, UK & New Zealand. Note that methodologies differ slightly per market. Please refer to complete reports for further detail.