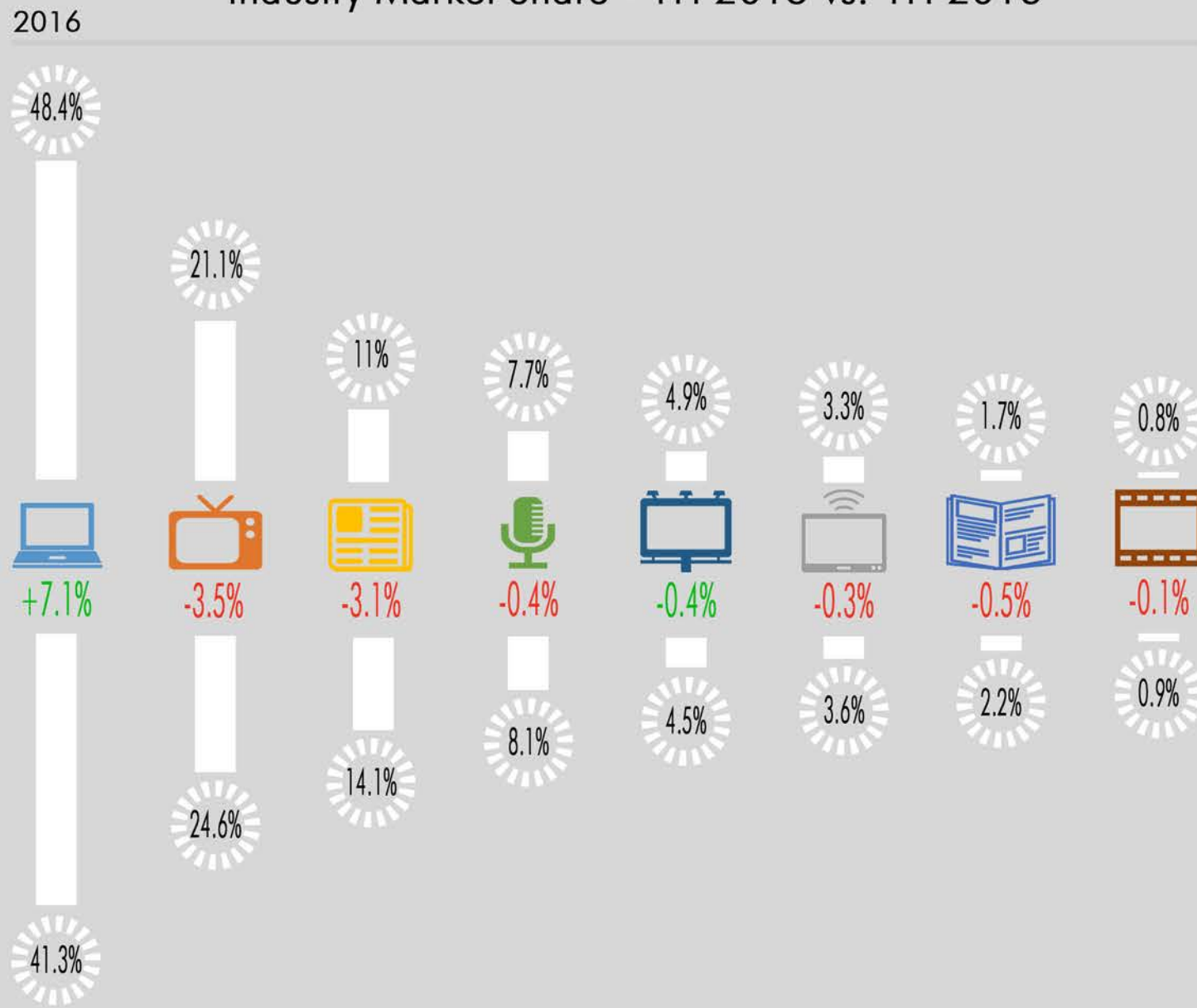
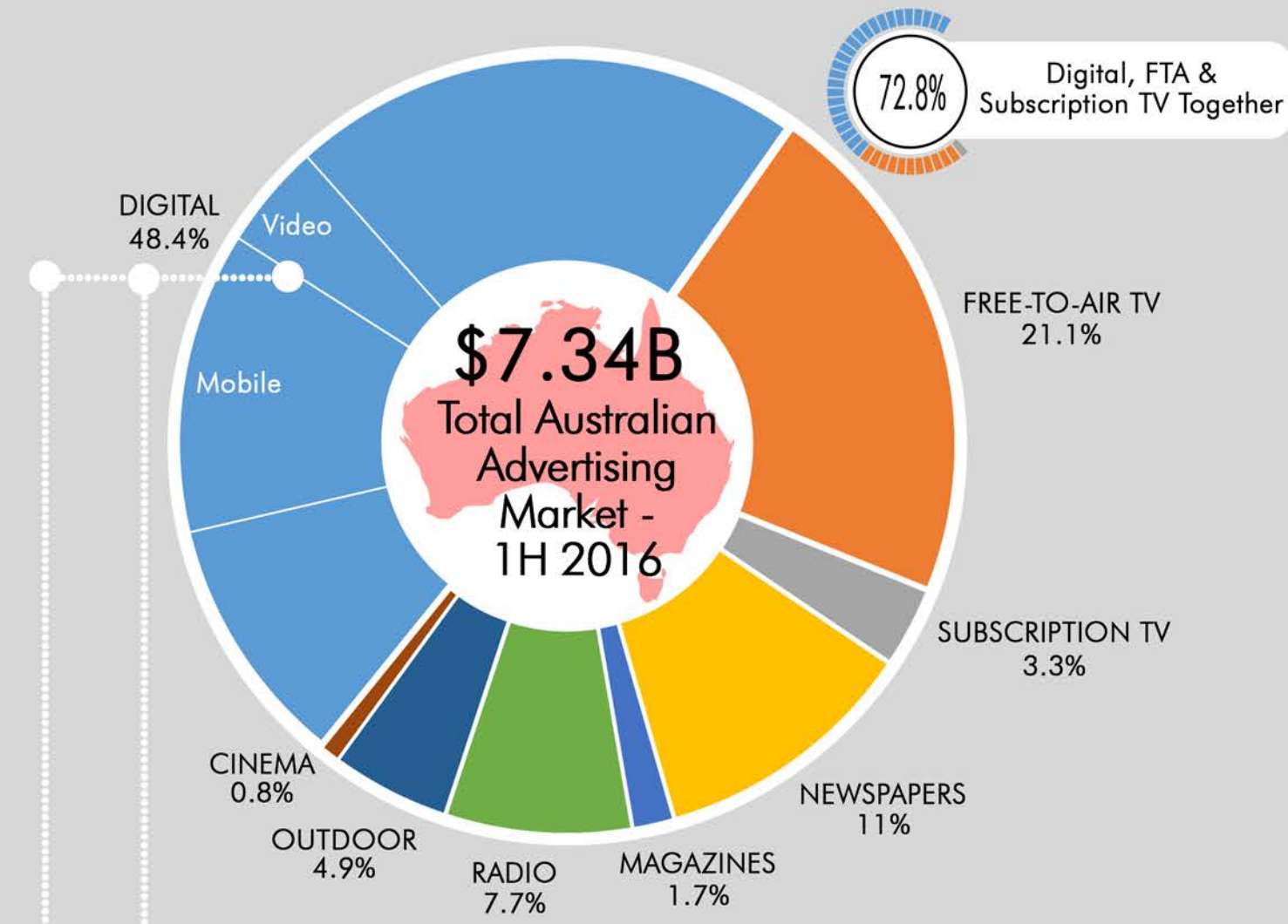


ADVERTISING EXPENDITURE IN MAIN MEDIA - 6 MONTHS JAN.-JUNE 2016

Industry Market Share - 1H 2015 vs. 1H 2016



Industry Market Share - 1H 2016



2015

Industry Expenditure - 1H 2016 (Including Digital Mobile and Video Sub-Markets)



Digital Mobile and Video Expenditure as Sub-components of Total Digital

