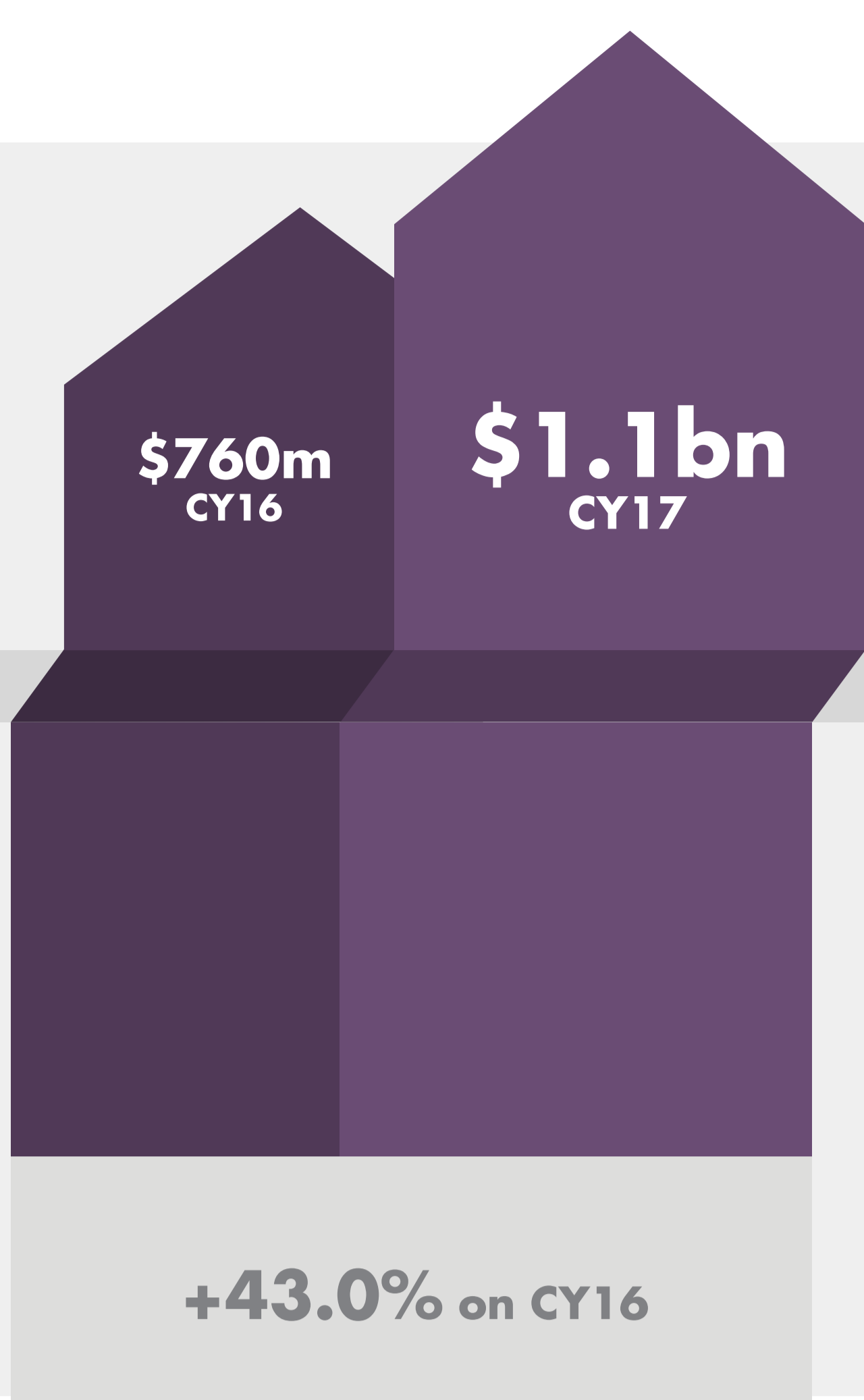


DIGITAL VIDEO ADVERTISING EXPENDITURE CY17

VIDEO REPRESENTED 38% OF DIGITAL DISPLAY REVENUE IN 2017



Continued growth reflects the popularity of video as brands seek premium, brand-safe environments



TOP ADVERTISER INDUSTRY CATEGORIES FOR VIDEO

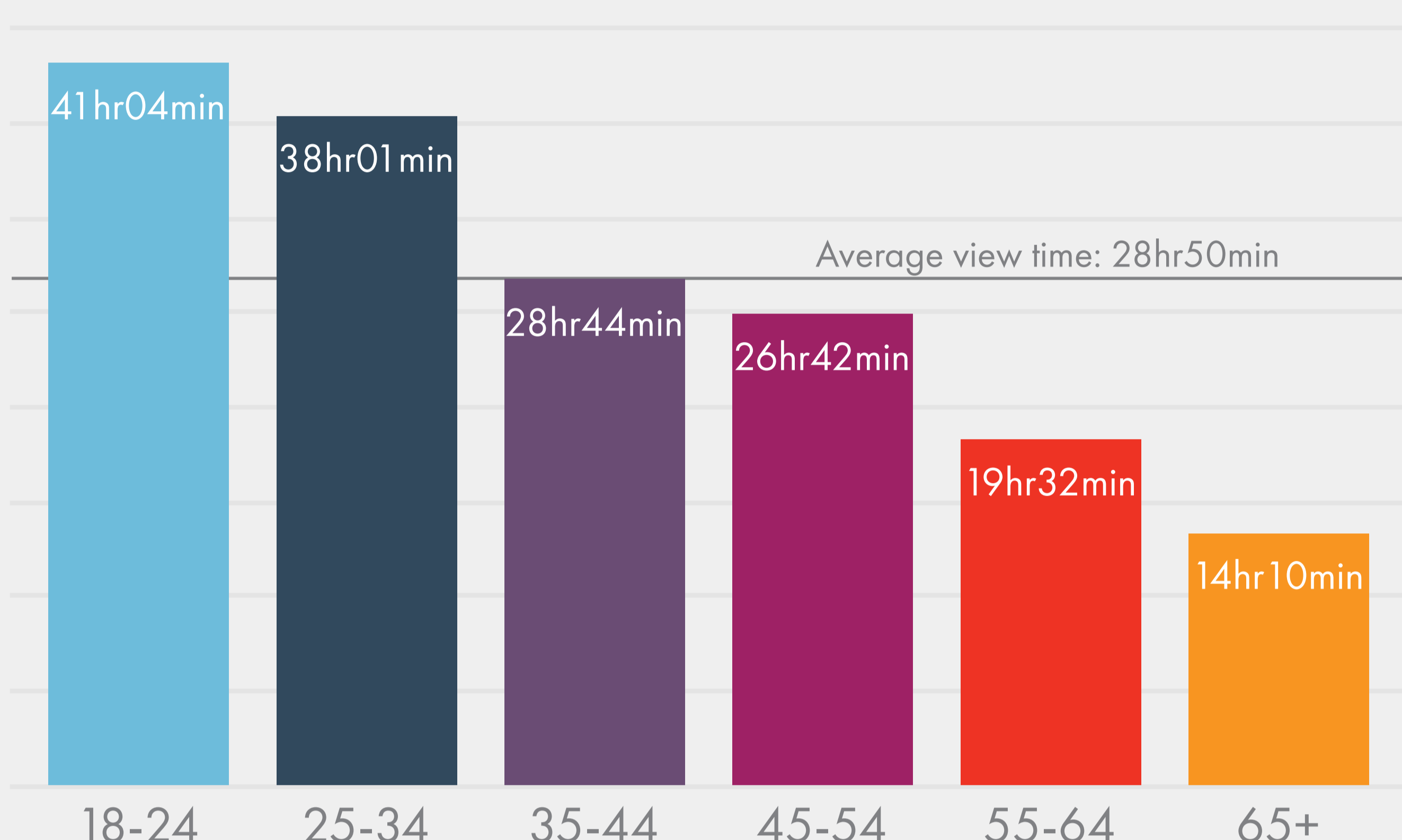


- #1** FMCG
- #2** Auto
- #3** Retail

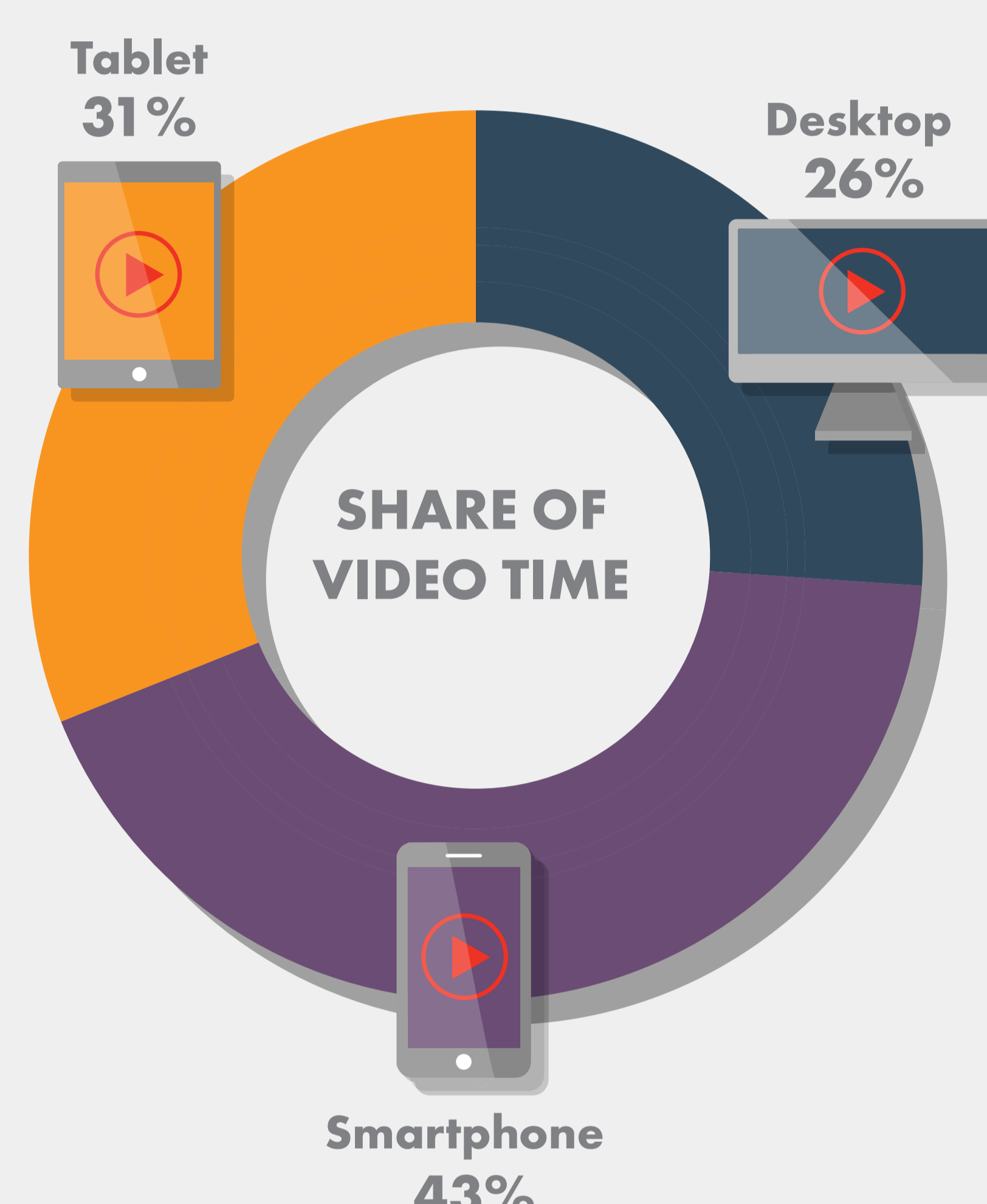
Source: IAB Australia/PwC Online Advertising Expenditure Report CY2017

DIGITAL VIDEO TIME PER PERSON PER MONTH

JANUARY 2018



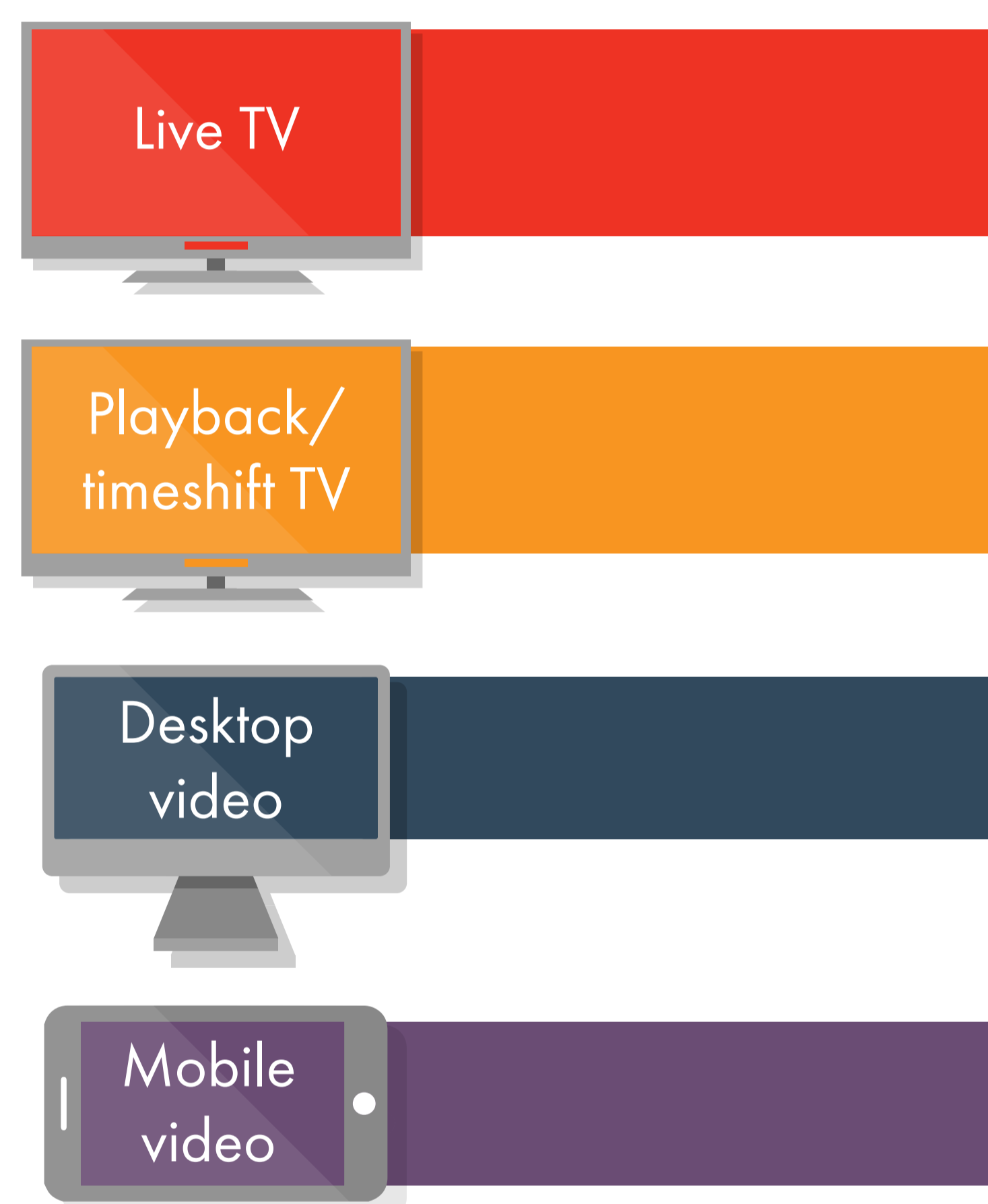
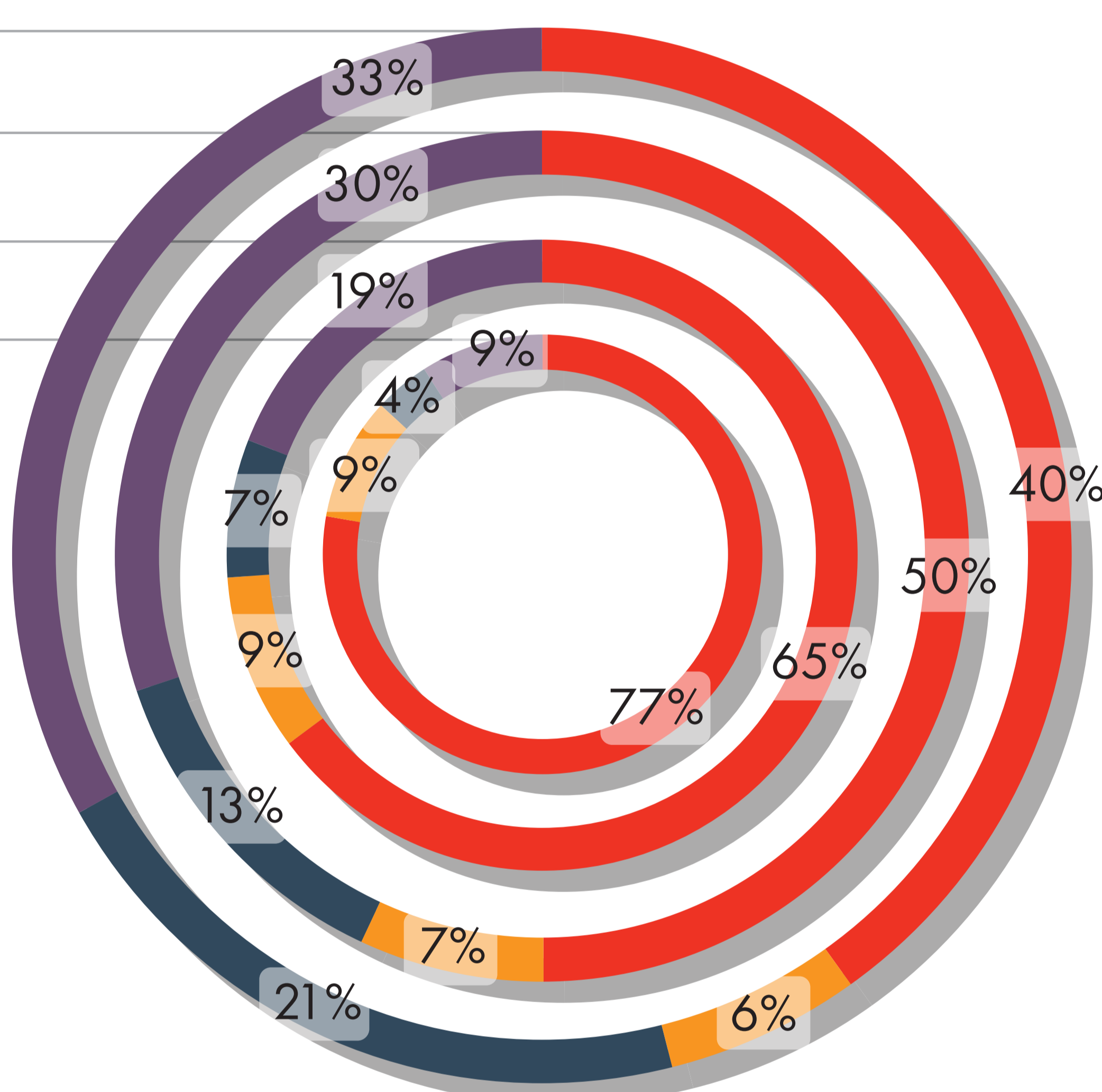
Source: Nielsen Digital Content Ratings Jan 2018



SHARE OF ALL VIDEO (DIGITAL & TV) TIME BY AGE

Q4 2017 AUSTRALIA

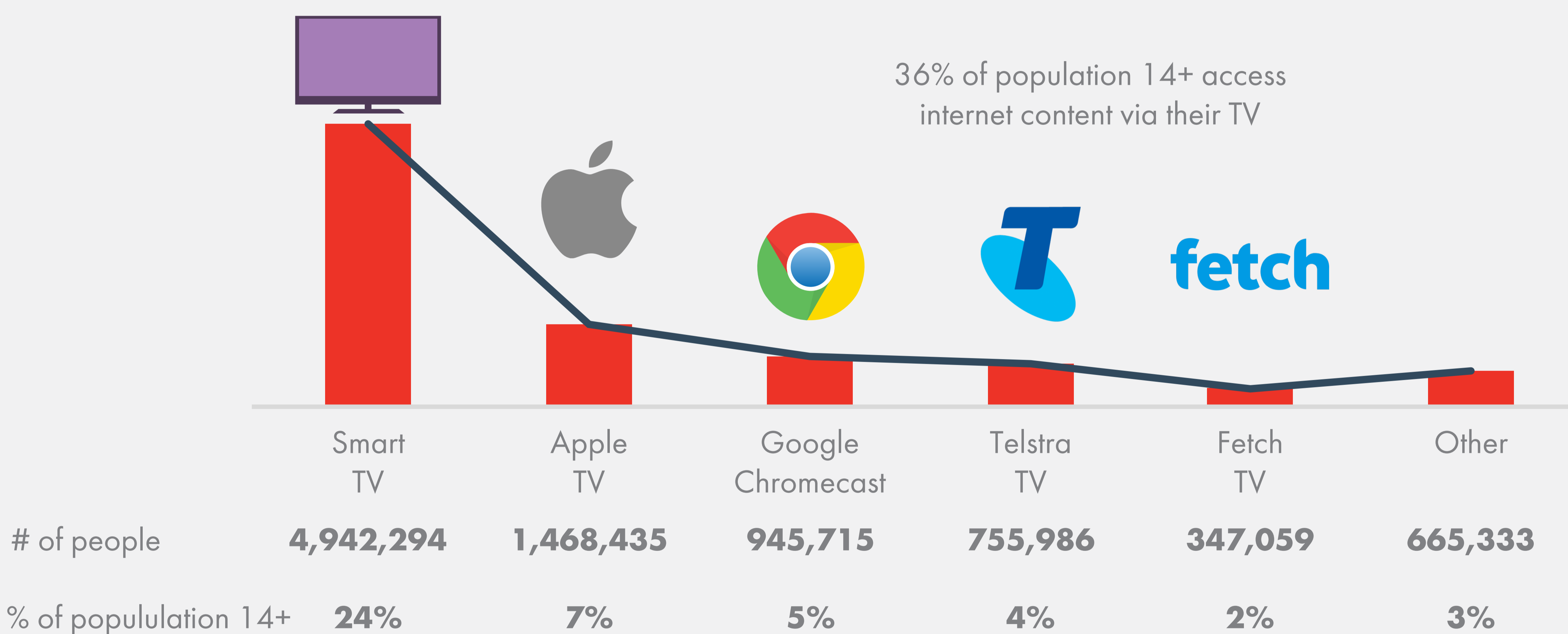
AGES 18-24
AGES 25-34
AGES 35-49
AGES 50-64



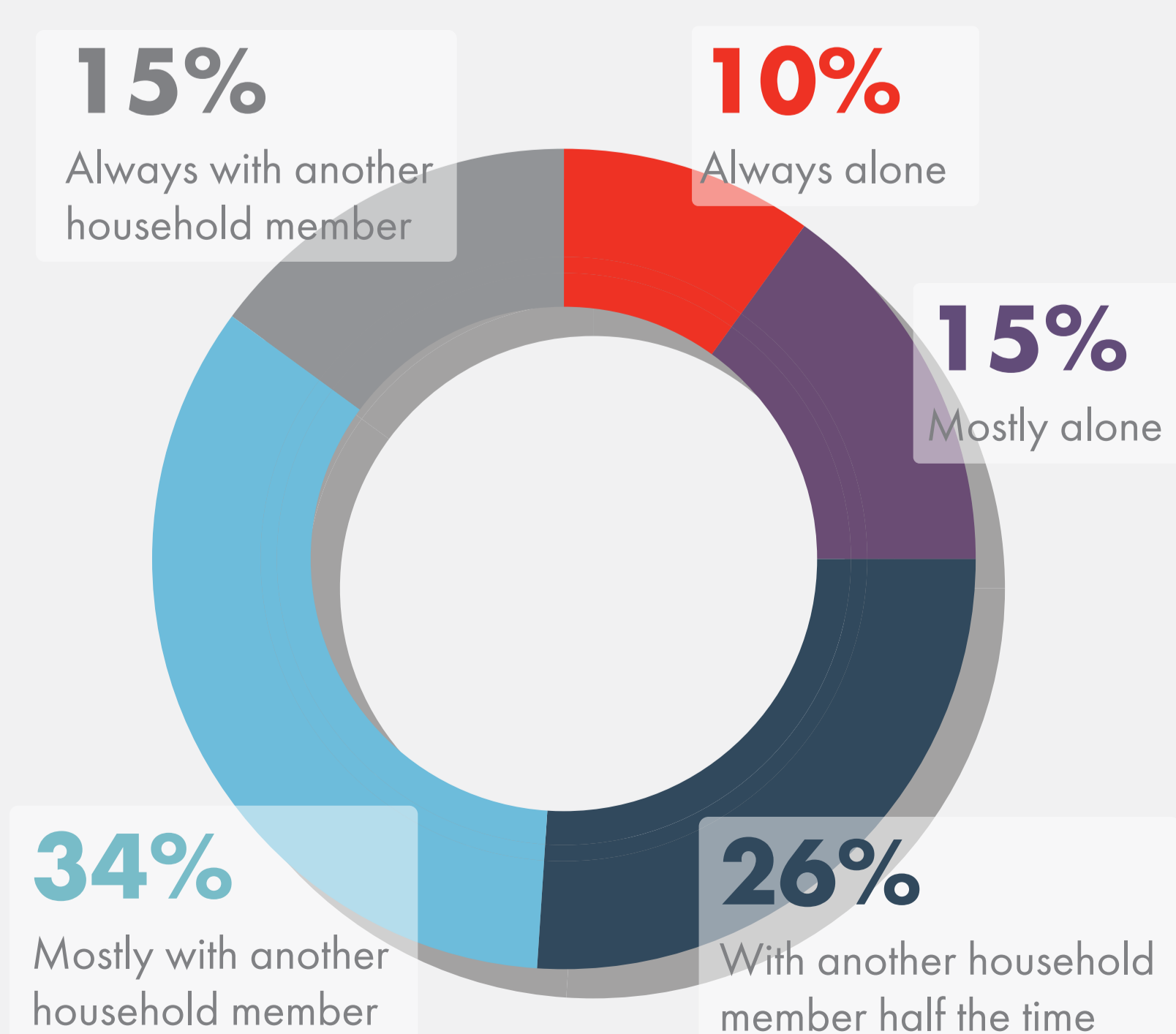
Source: OzTam Australian Video Viewing Report Quarter 4 2017

CONNECTED TV TRENDS

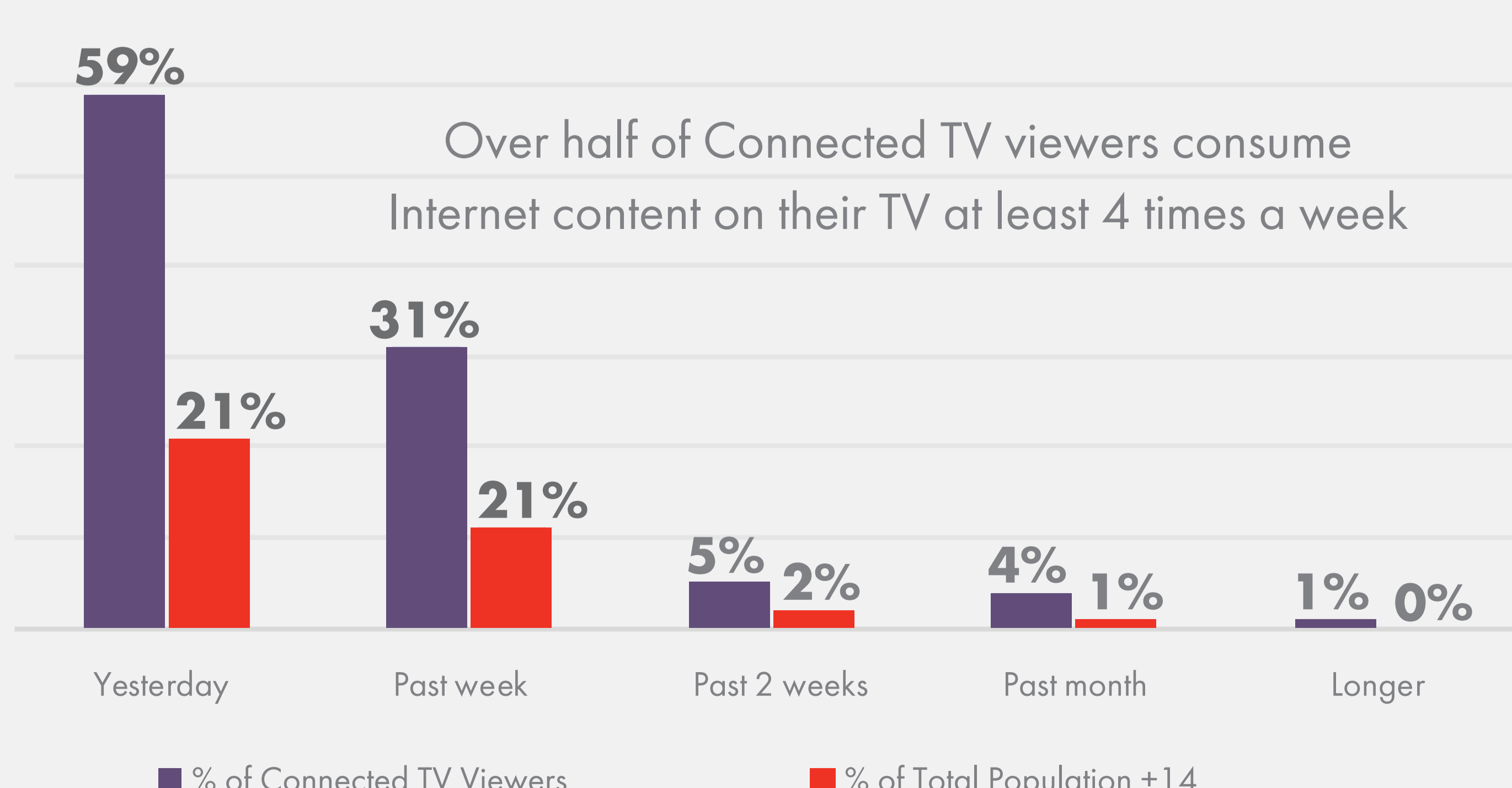
36% of population 14+ access internet content via their TV



HOW IS INTERNET CONTENT VIEWED ON TV?



HOW OFTEN DO VIEWERS CONSUME INTERNET CONTENT ON TV?



Source: IAB Australia Enumeration Study Jan 18, ages 14+, n=3000 per quarter