

AD REVENUE CY 2017

\$7.9B Digital Ad Market

50.7% of Total Paid Ad Market

Video

Fastest Growing – 7% of total ad market –
up 43% v CY16

Mobile

18% of total ad market – up 35% FY17 v
F16

Mobile Search 9.9% of total ad market
Mobile Display 9.7% of total ad market

