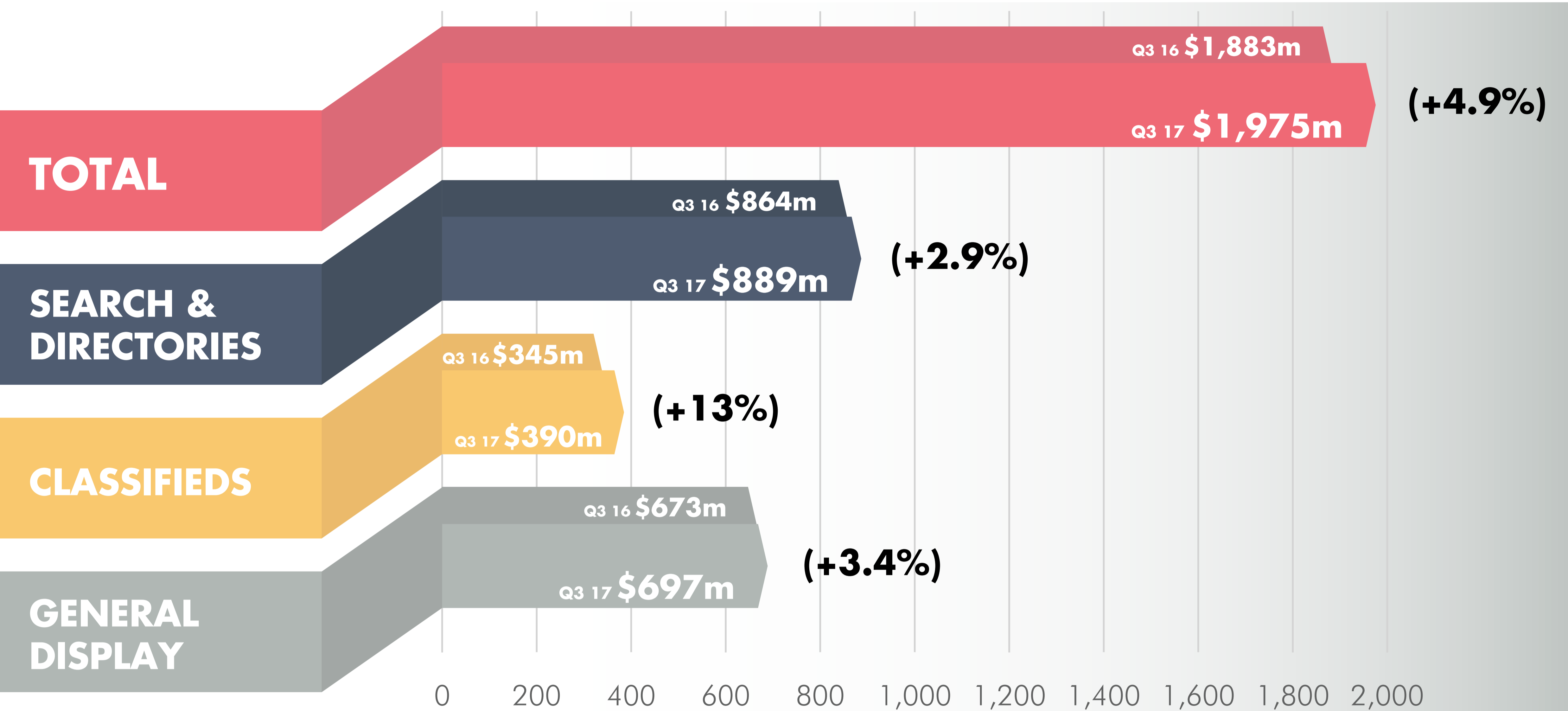
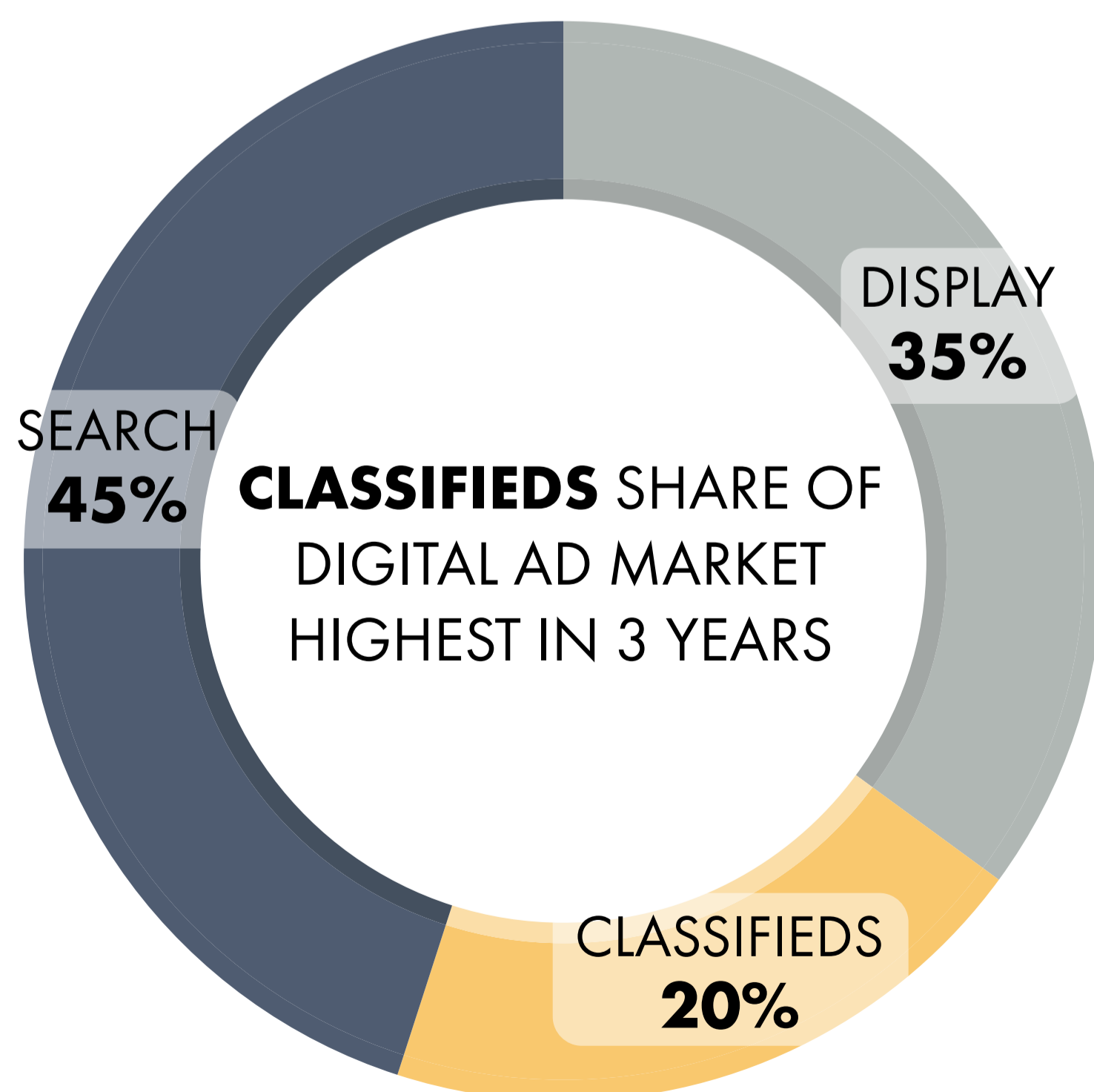


## TOTAL DIGITAL AD MARKET REVENUE IN Q3 2017: \$1,975M



### AD CATEGORY SHARE



### TOP ADVERTISER INDUSTRY CATEGORIES FOR DISPLAY



- #1** AUTO
- #2** REAL ESTATE
- #3** TELCO

### DISPLAY ADVERTISING FORMAT BREAKDOWN

