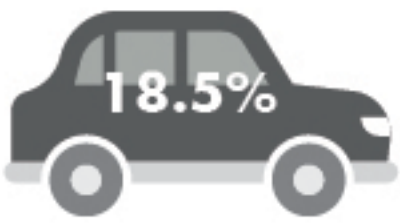
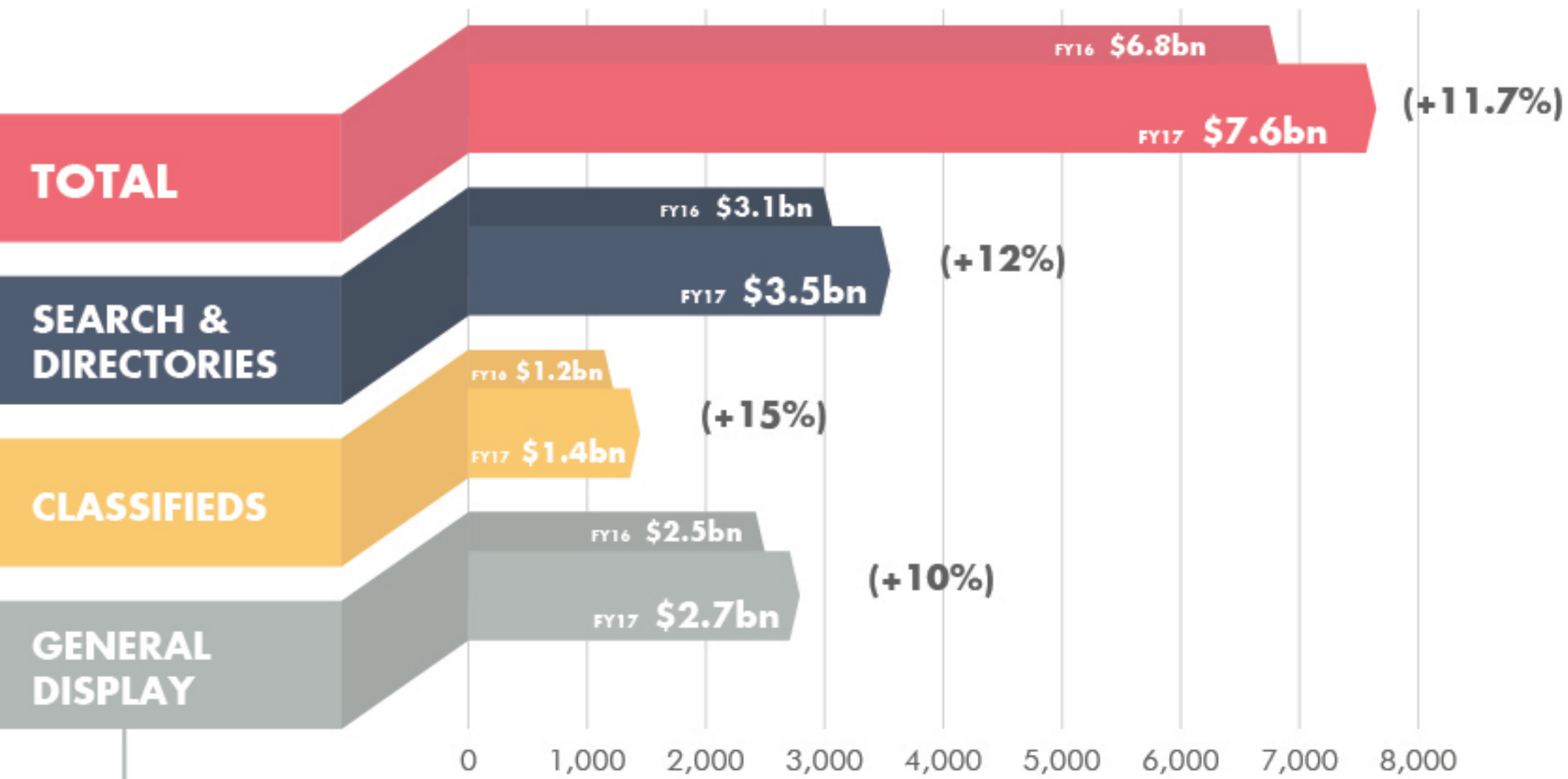


**Online Advertising Expenditure  
FY2017**

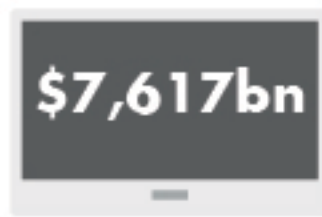
(Quarter Ended June 2017)



18.5%

**#1 Advertiser Category  
for Display**

(Of Display Ad for FY2017)



\$7,617bn

**TOTAL ONLINE  
ADVERTISING MARKET**

(FY2017)



11.7%

**ONLINE ADVERTISING  
MARKET GROWTH**

(FY2017 v FY2016)

**Online Advertising Expenditure**

(FY2017)

