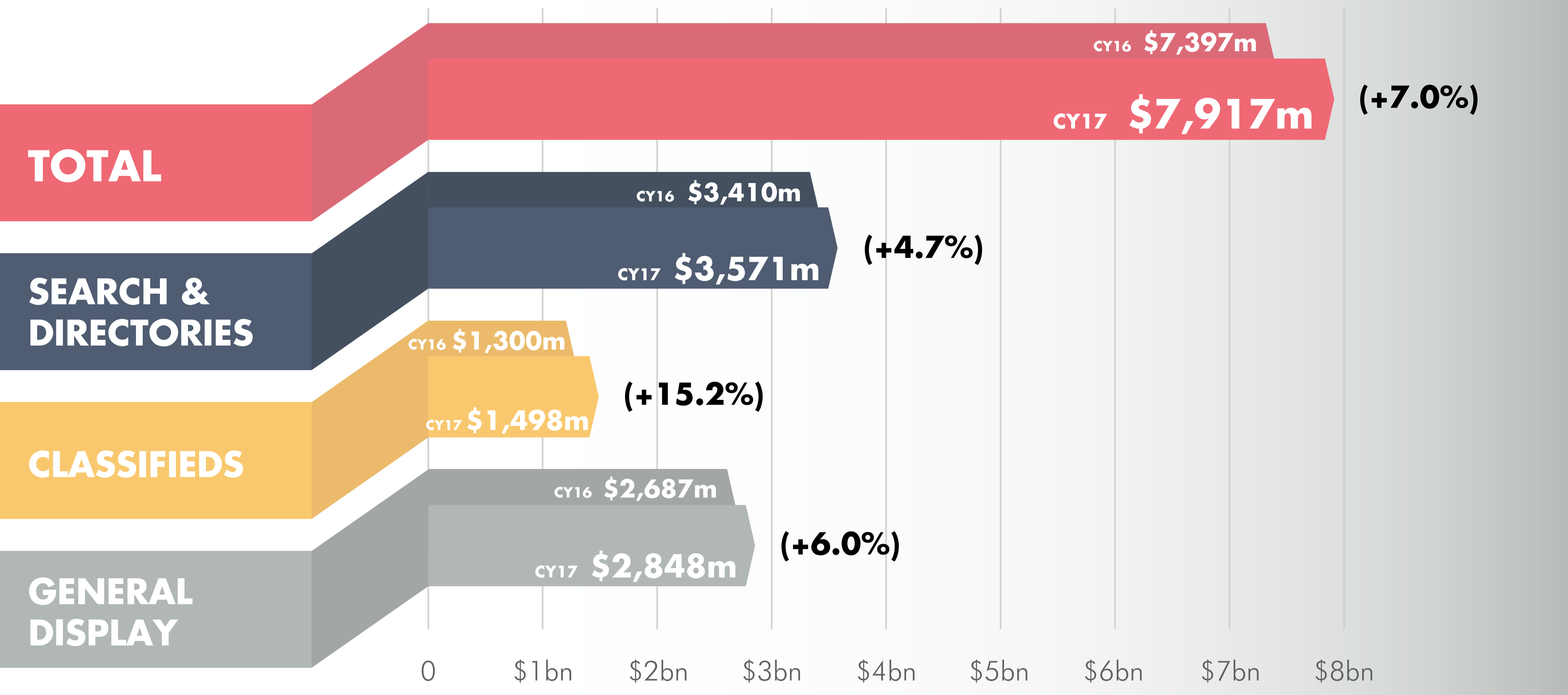
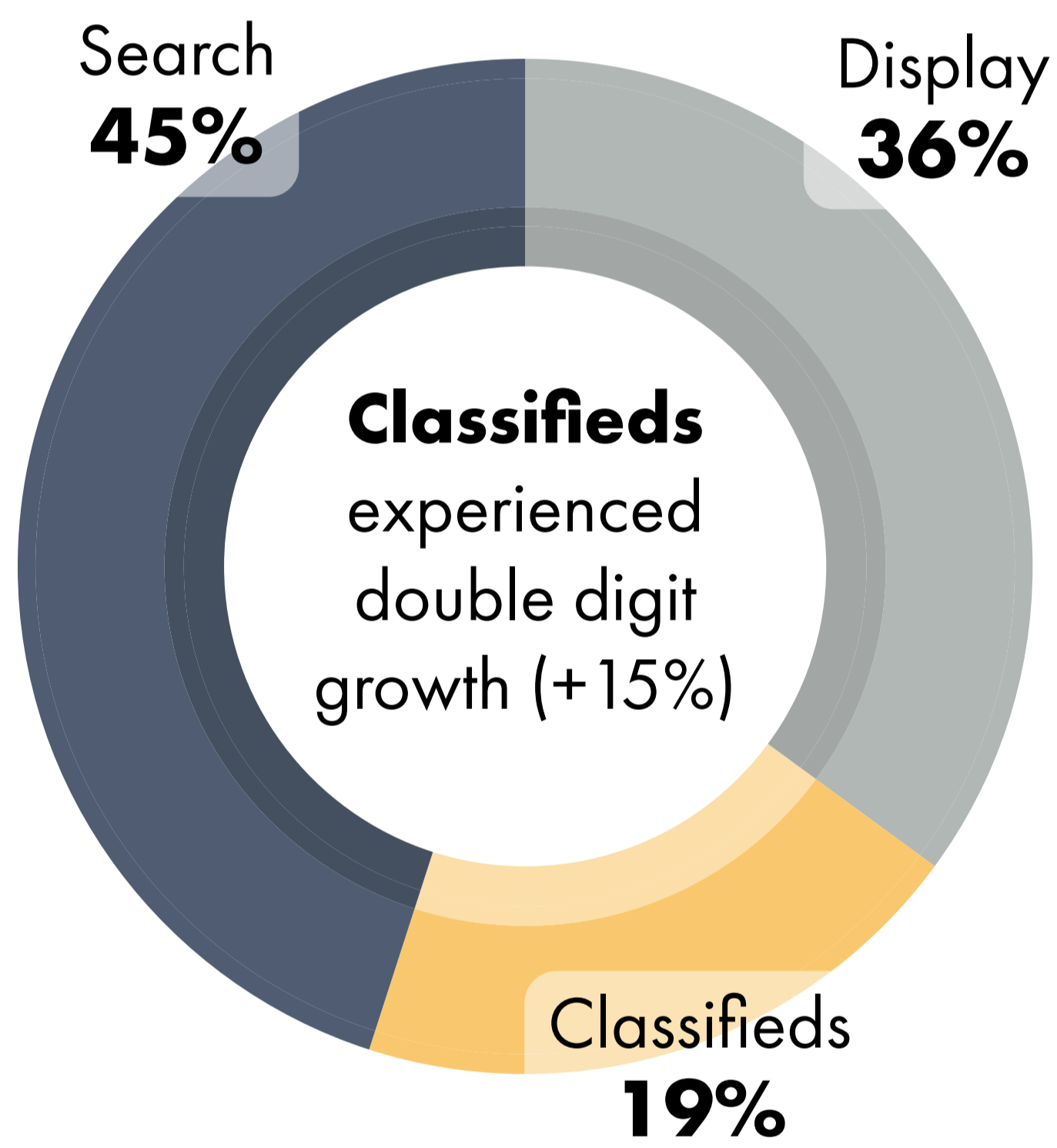


ONLINE ADVERTISING MARKET REVENUE CY17: \$7,916.9m



ONLINE ADVERTISING CATEGORY SHARE



TOP ADVERTISER INDUSTRY CATEGORIES FOR DISPLAY



- #1 Auto
- #2 Real Estate
- #3 Retail

TOP ADVERTISER INDUSTRY CATEGORIES FOR VIDEO



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

MOBILE AND VIDEO ADVERTISING EXPENDITURE CY17

