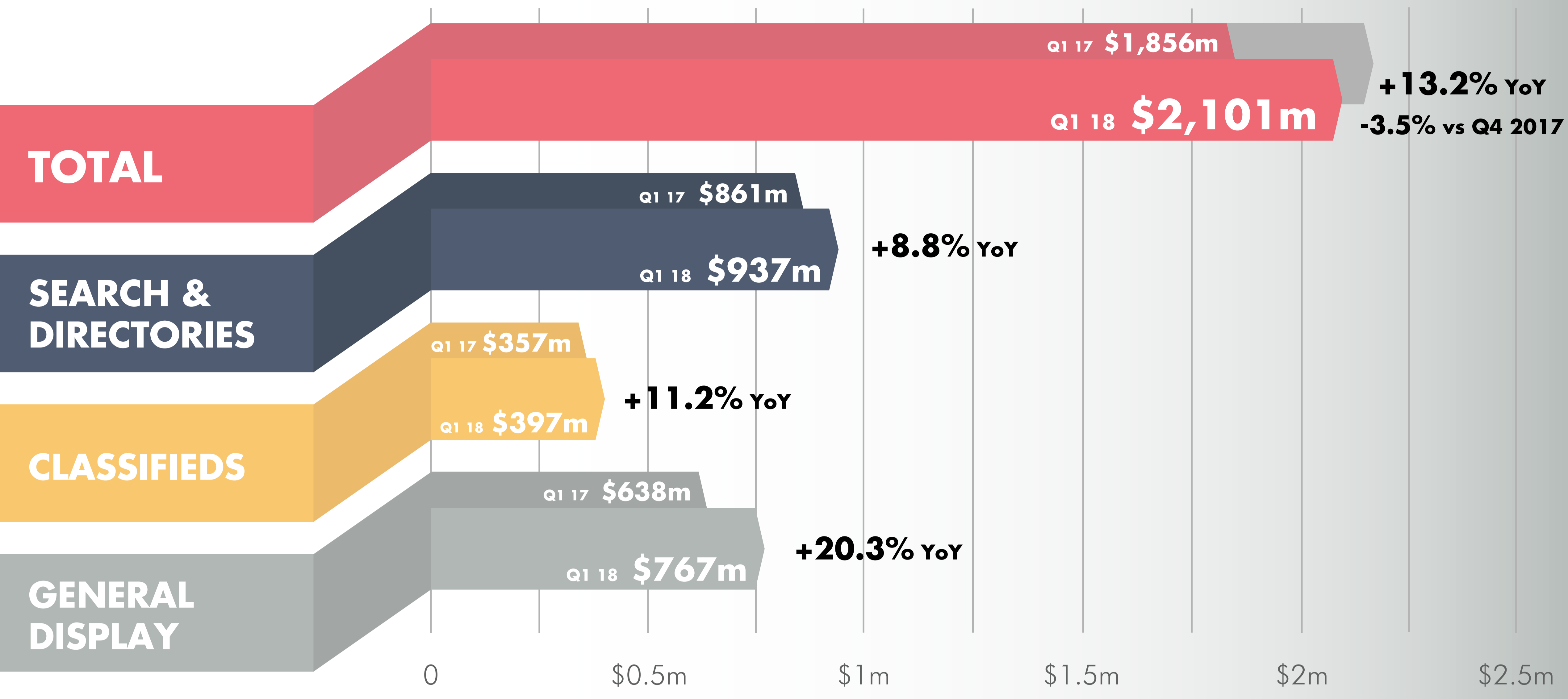
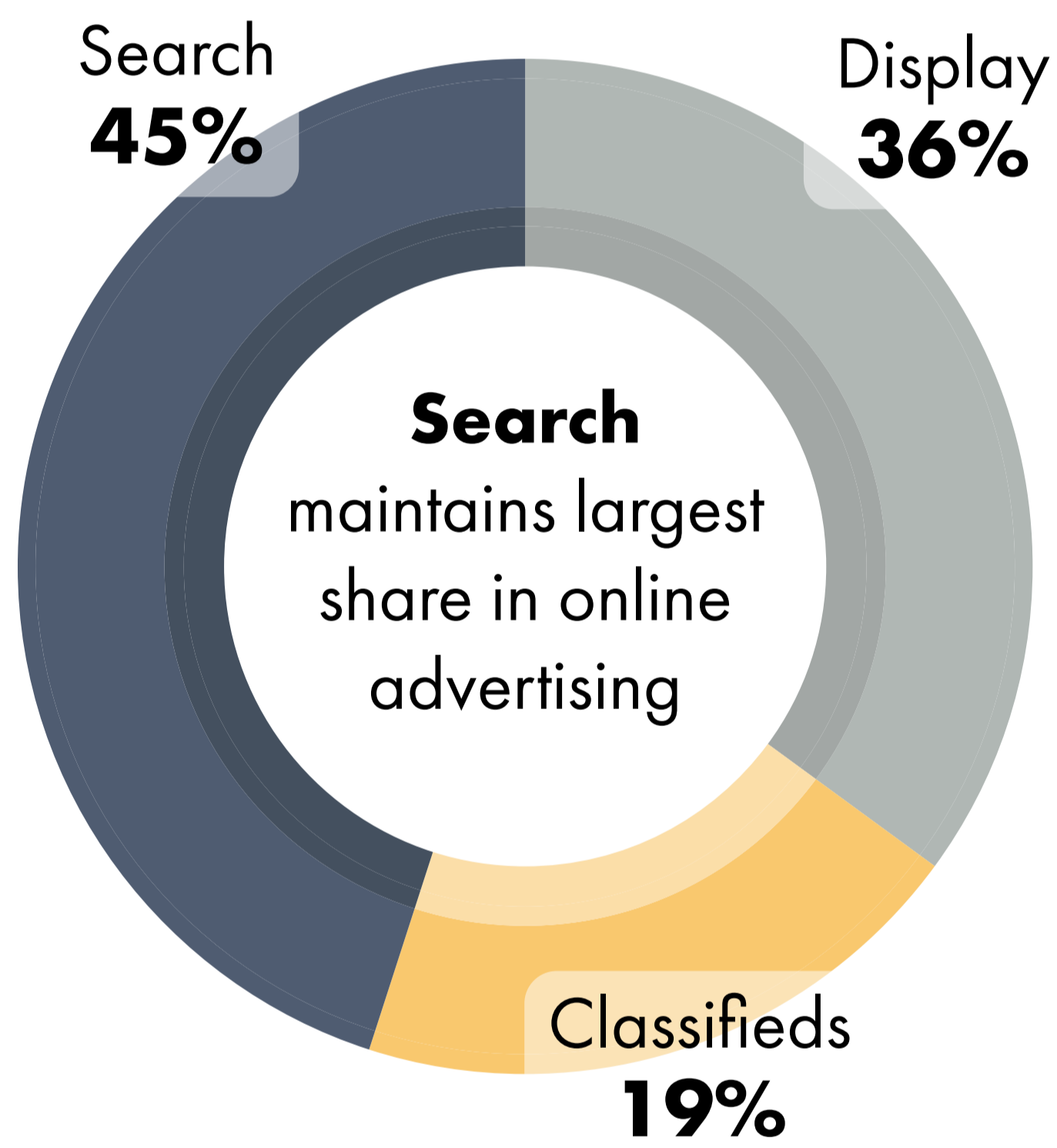


## ONLINE ADVERTISING MARKET REVENUE Q1 2018: \$2,101m



### 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 Finance
- #3 Telco

## MOBILE AND VIDEO ADVERTISING EXPENDITURE Q1 2018

