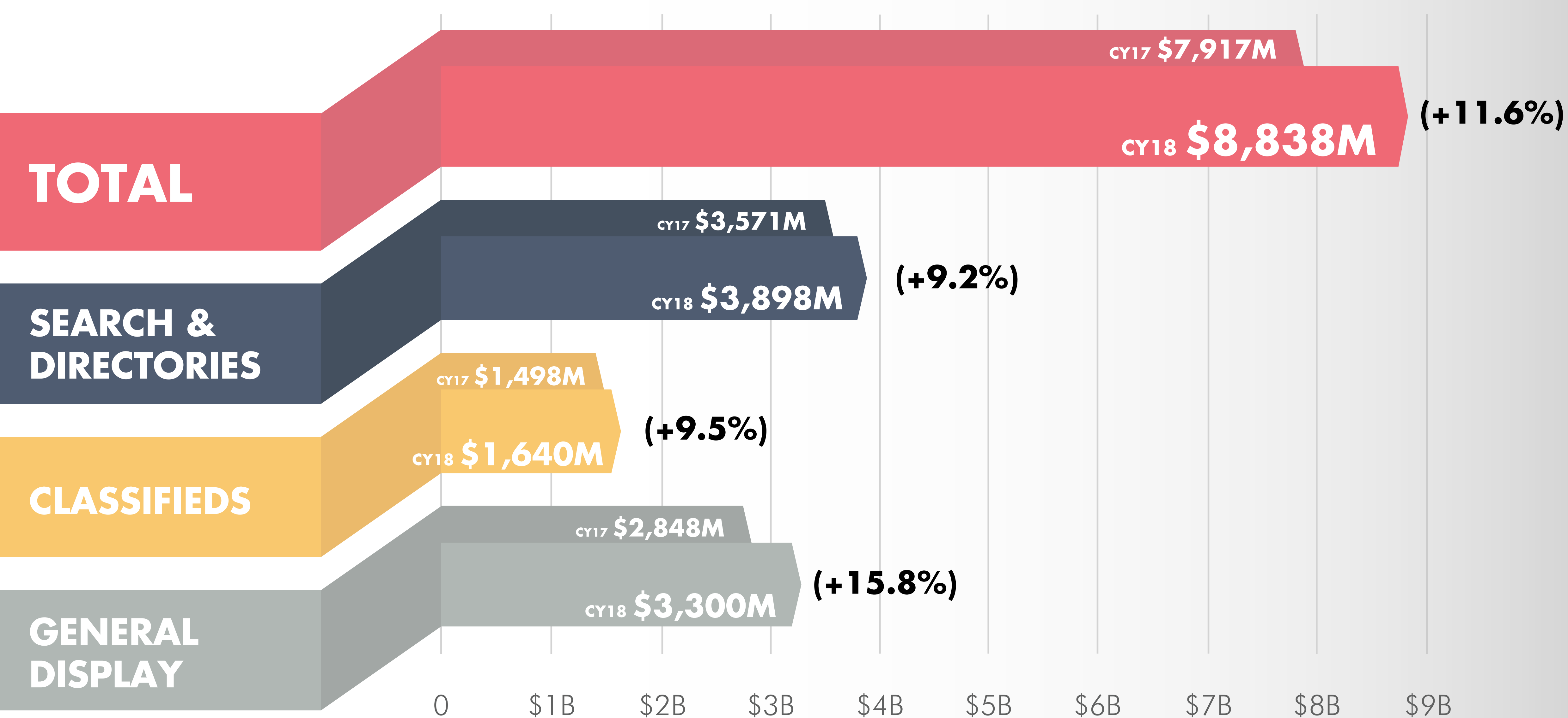
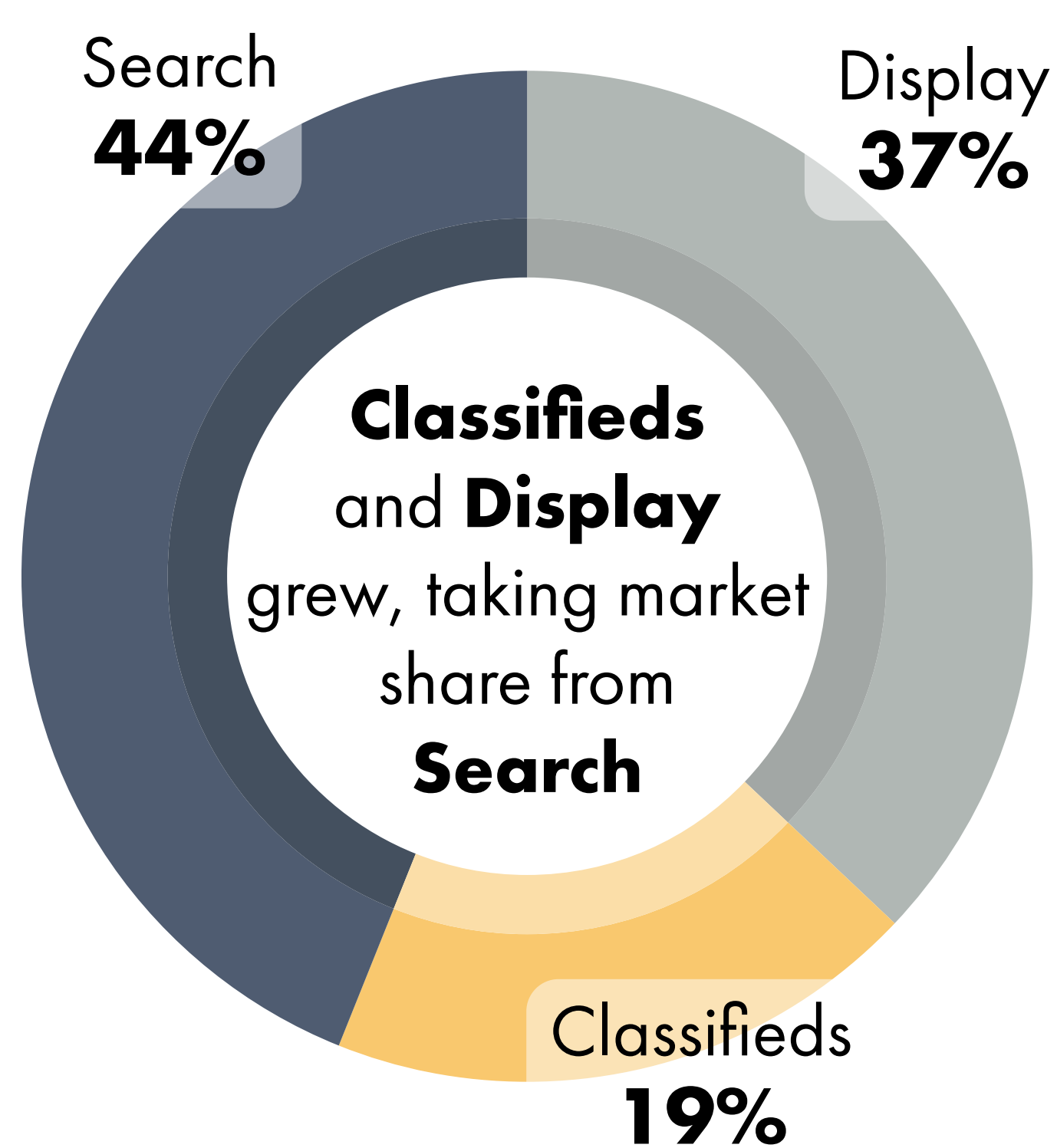


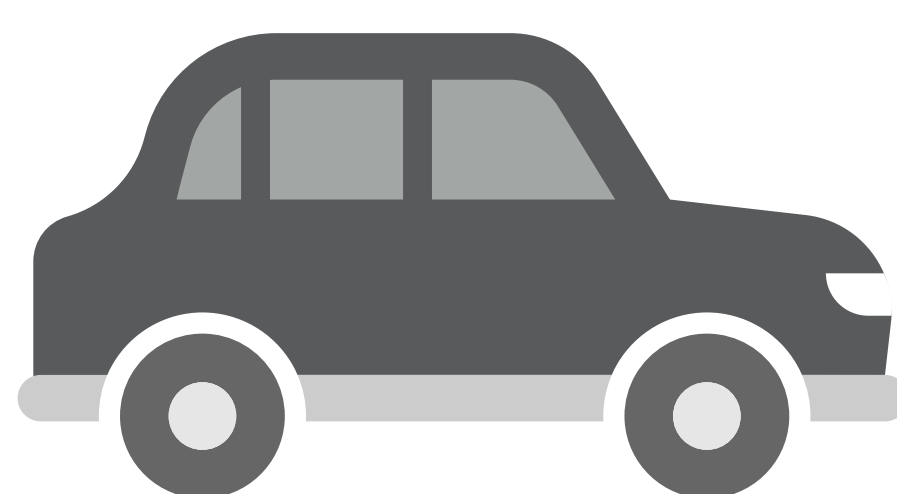
ONLINE ADVERTISING MARKET REVENUE CY18: \$8,838M



ONLINE ADVERTISING CATEGORY SHARE

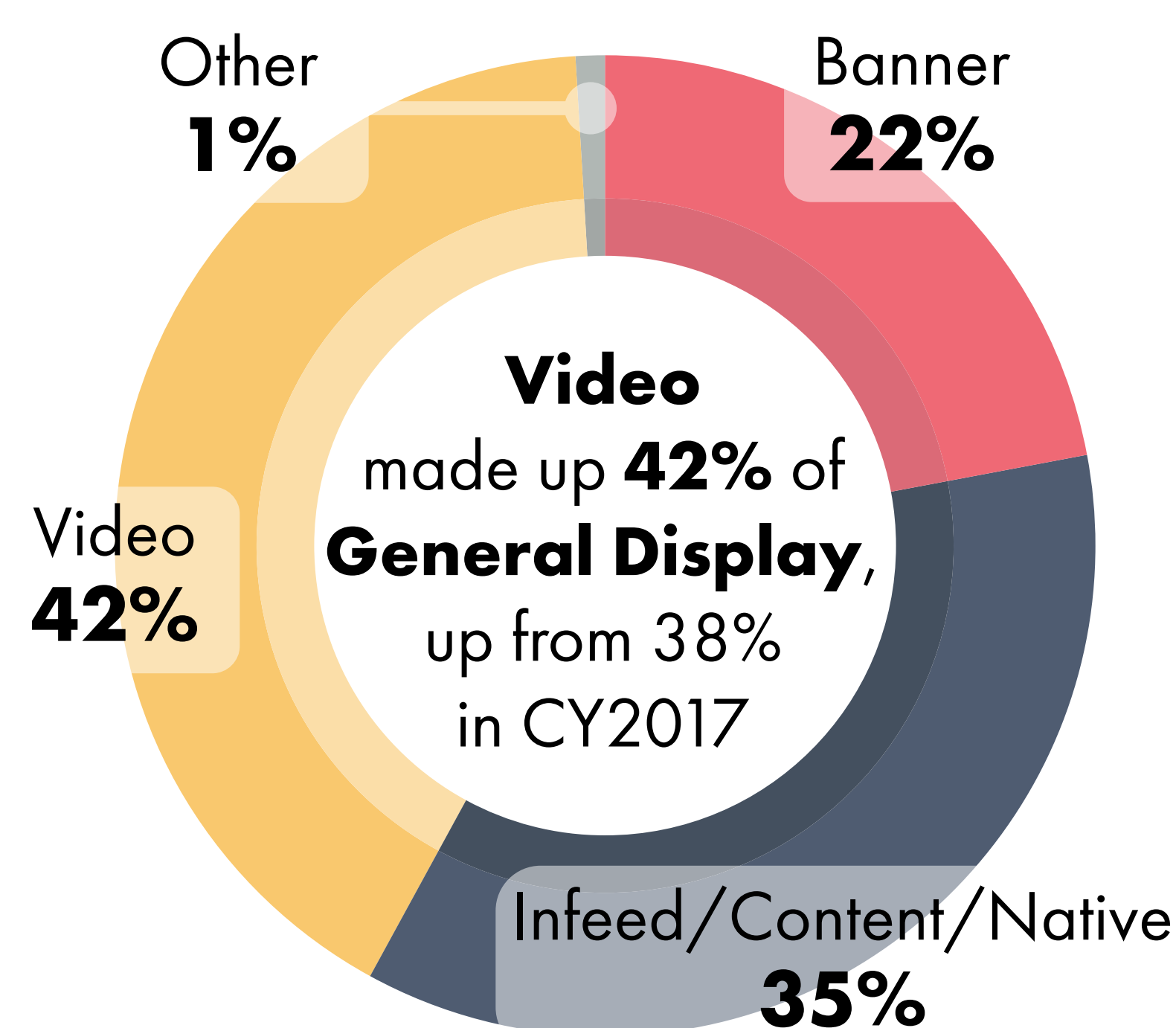


TOP ADVERTISER INDUSTRY CATEGORIES FOR DISPLAY



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

DISPLAY ADVERTISING FORMAT BREAKDOWN



MOBILE AND VIDEO ADVERTISING EXPENDITURE CY18

