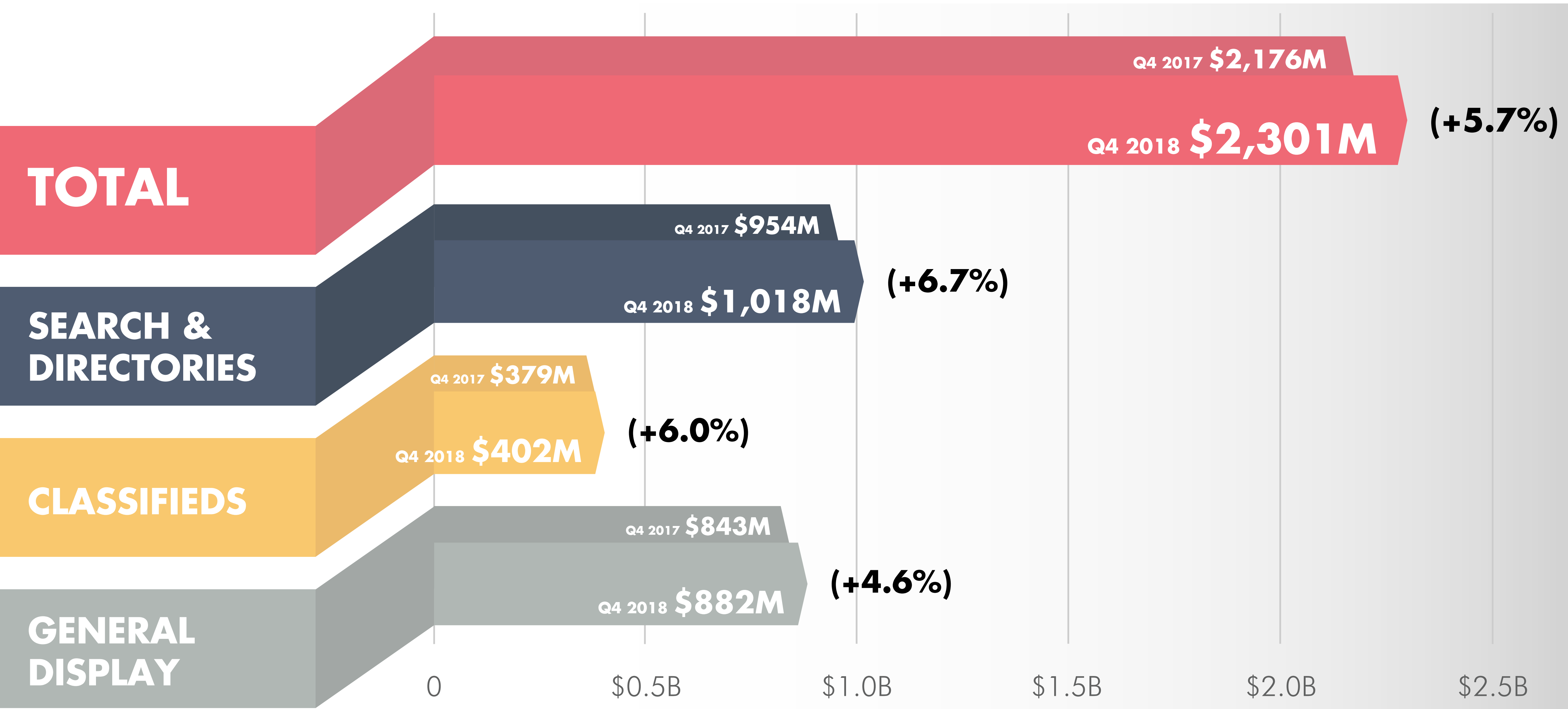
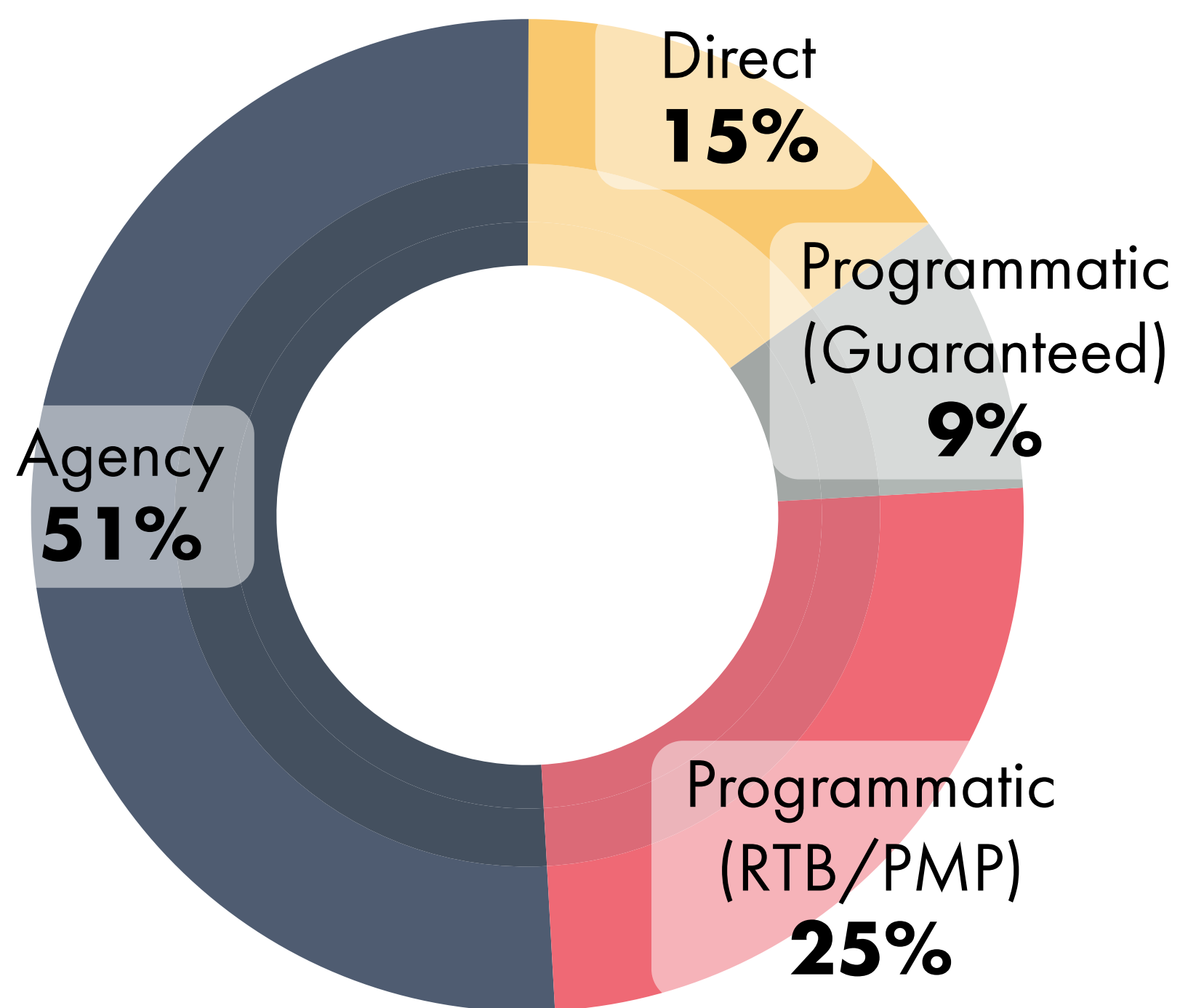


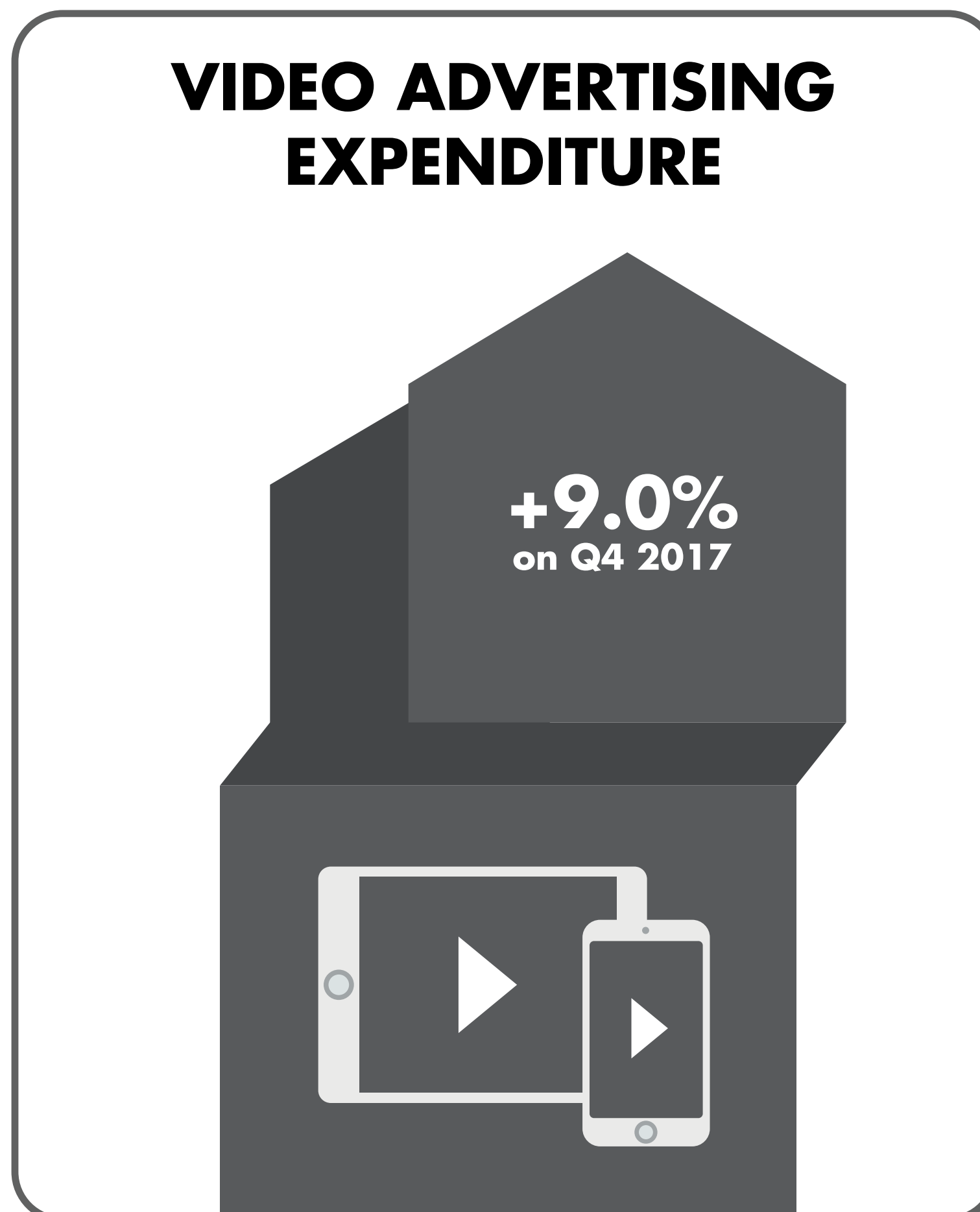
## ONLINE ADVERTISING MARKET REVENUE Q4 2018: \$2,301M



### BUYING METHODS FOR CONTENT PUBLISHERS



### VIDEO ADVERTISING EXPENDITURE



### DISPLAY ADVERTISING FORMAT BREAKDOWN

