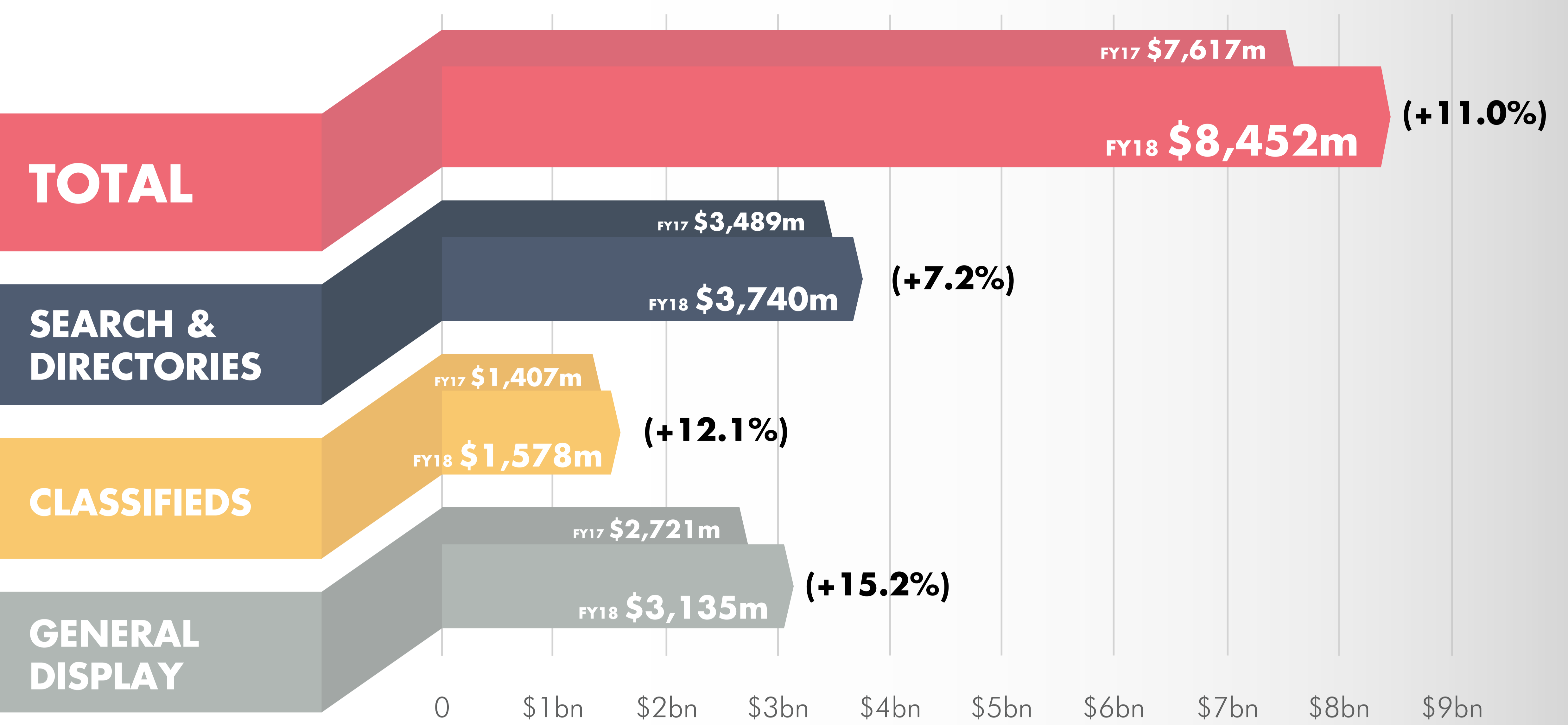
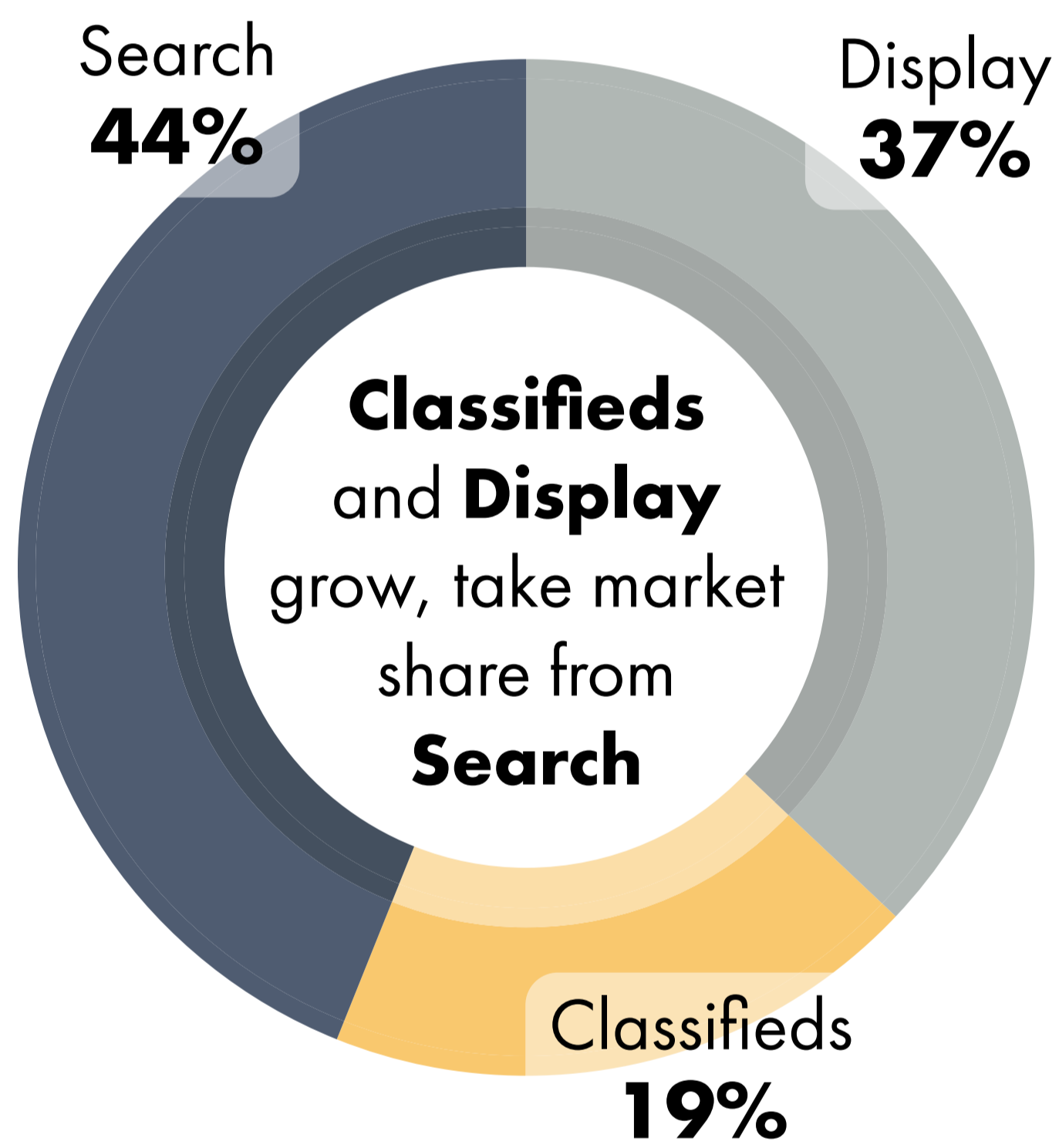


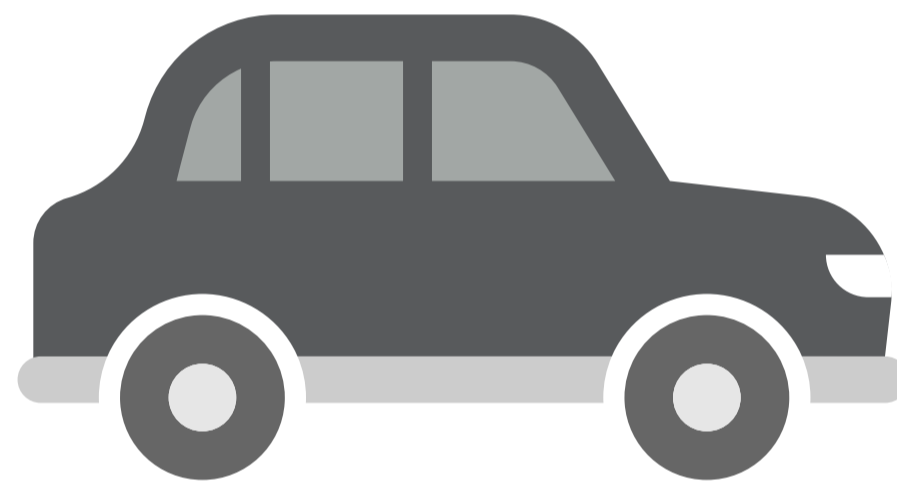
## ONLINE ADVERTISING MARKET REVENUE FY18: \$8,452m



### ONLINE ADVERTISING CATEGORY SHARE

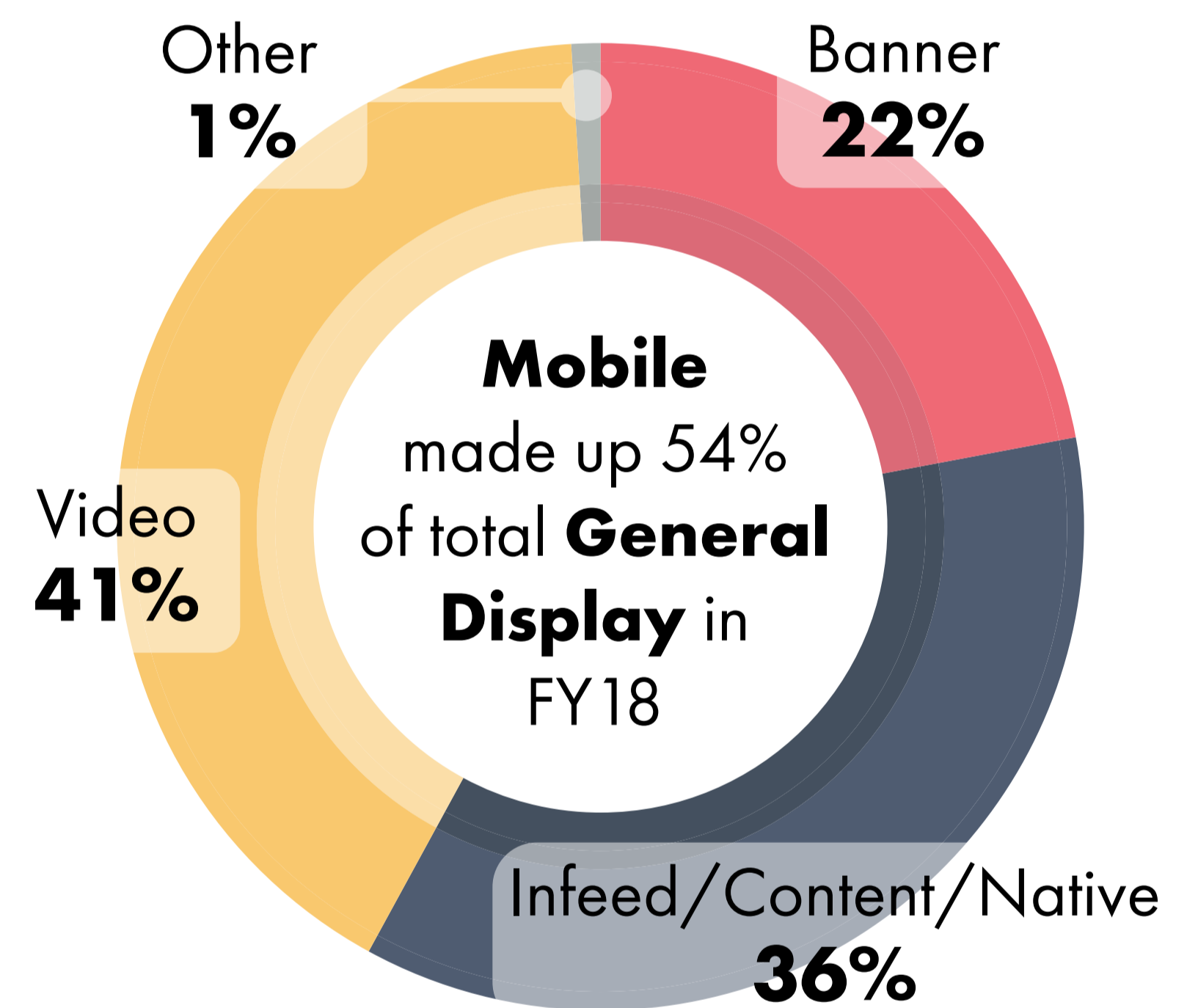


### TOP ADVERTISER INDUSTRY CATEGORIES FOR DISPLAY



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

### DISPLAY ADVERTISING FORMAT BREAKDOWN



## MOBILE AND VIDEO ADVERTISING EXPENDITURE FY18

