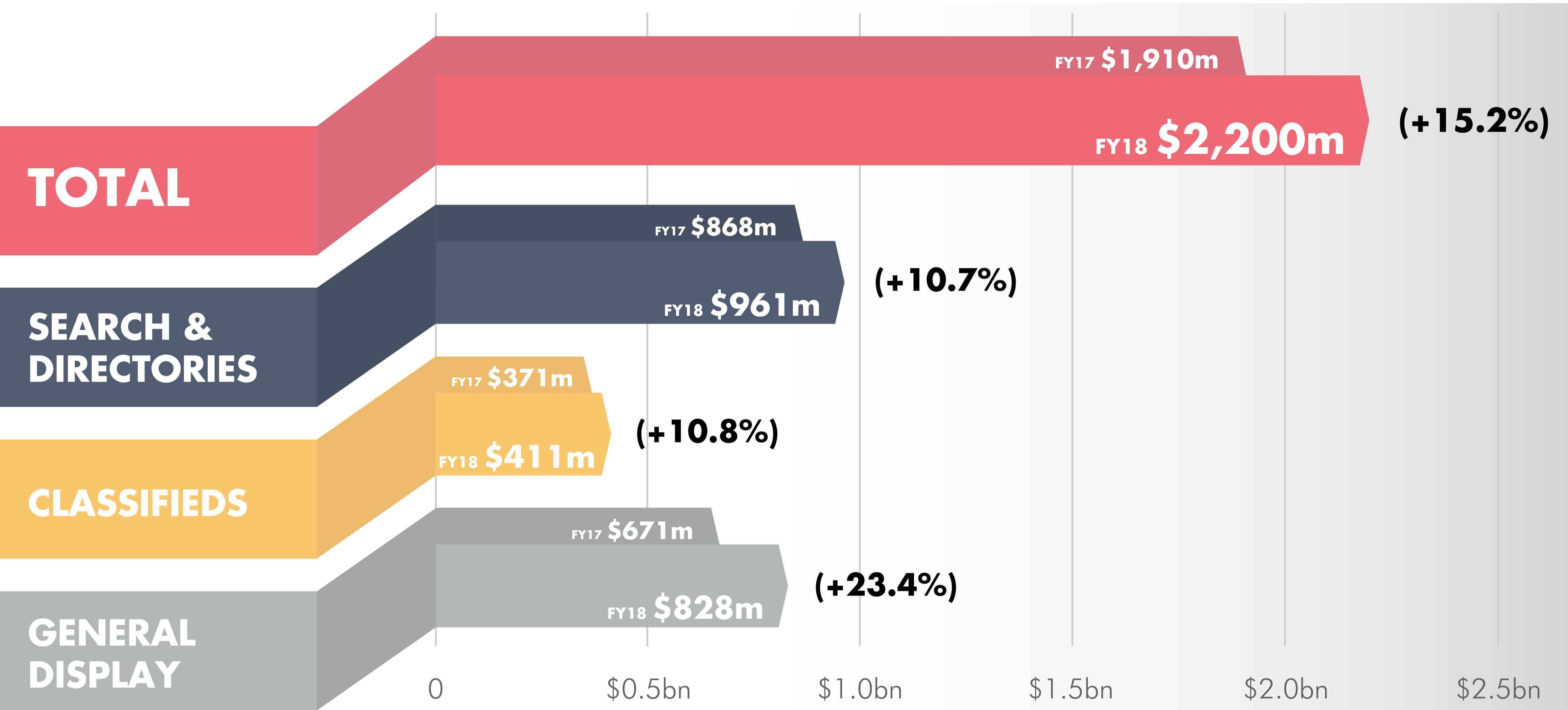
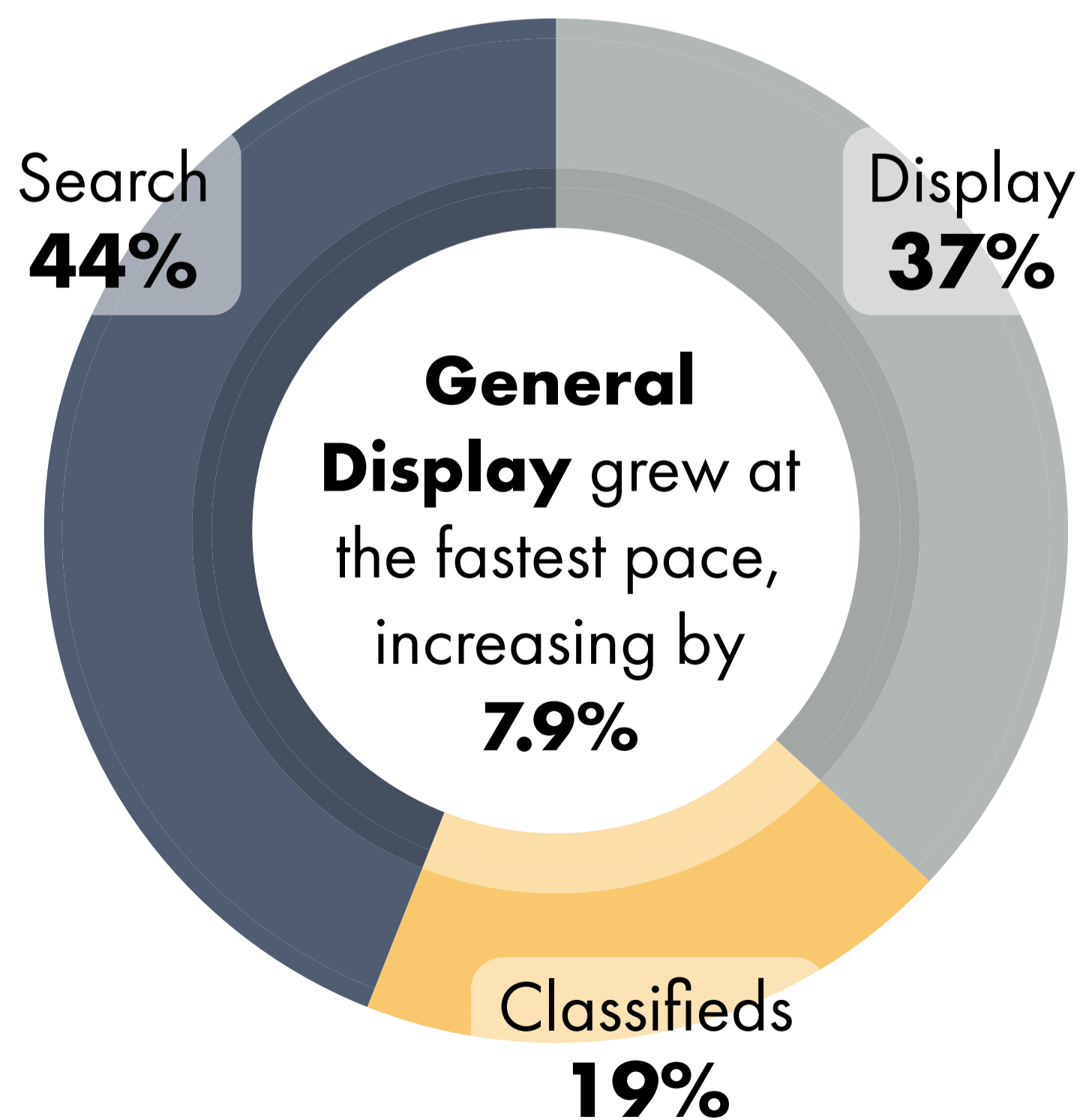


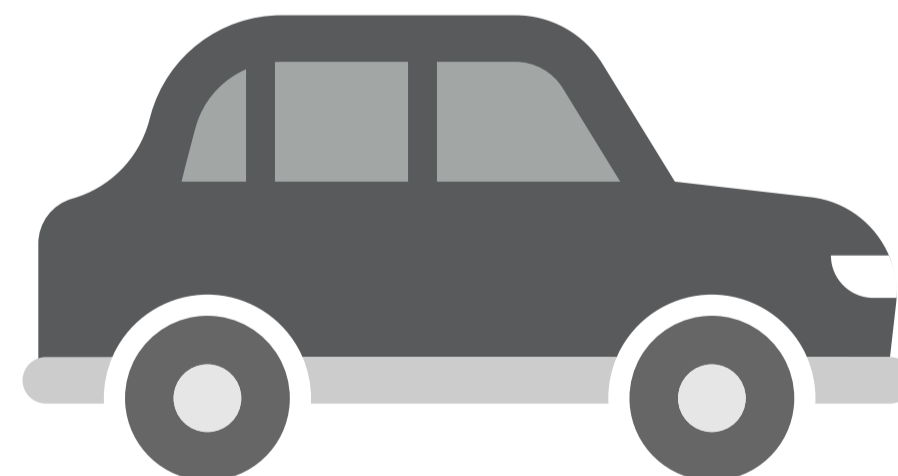
## ONLINE ADVERTISING MARKET REVENUE Q2 2018: \$2,200m



### ONLINE ADVERTISING CATEGORY SHARE



### TOP ADVERTISER INDUSTRY CATEGORIES FOR DISPLAY



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

### DISPLAY ADVERTISING FORMAT BREAKDOWN

