

## AD REVENUE CY2018

## \$8.8B Digital Ad Market

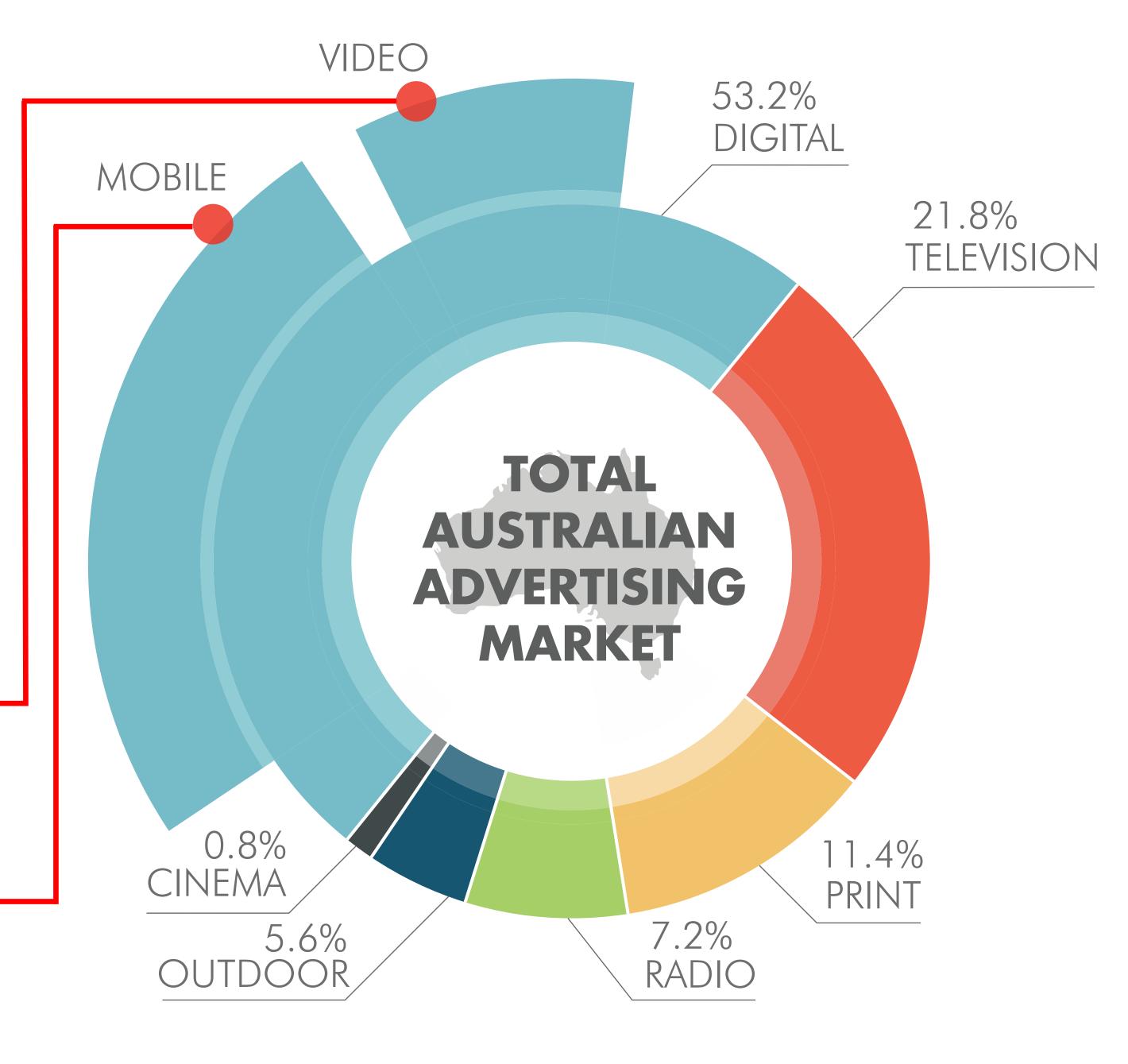
Digital represented 53.2% of Total Australian Ad Market (\$16.6B). Total Digital Ad Spend in CY18 ended on \$8.8B, up 12% on CY17.

## Video

Fastest Growing – now 8% of total ad market – up 26% on CY17.

## Mobile

Now 25% of total ad market – up 35% on CY17.



Sources: IAB Australia/PwC Online Ad Expenditure Report, Dec. 2018 and Dec. 2017; CEASA 2018