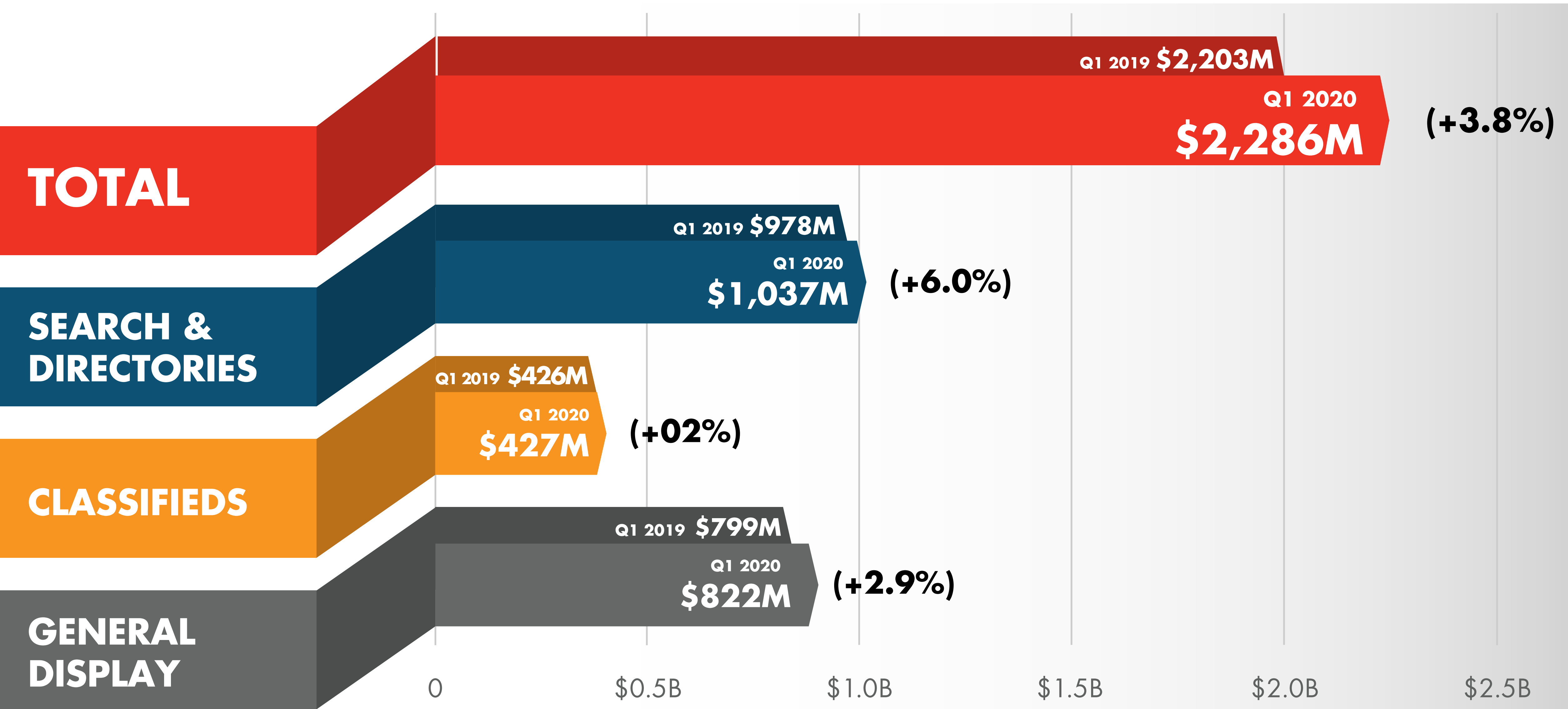


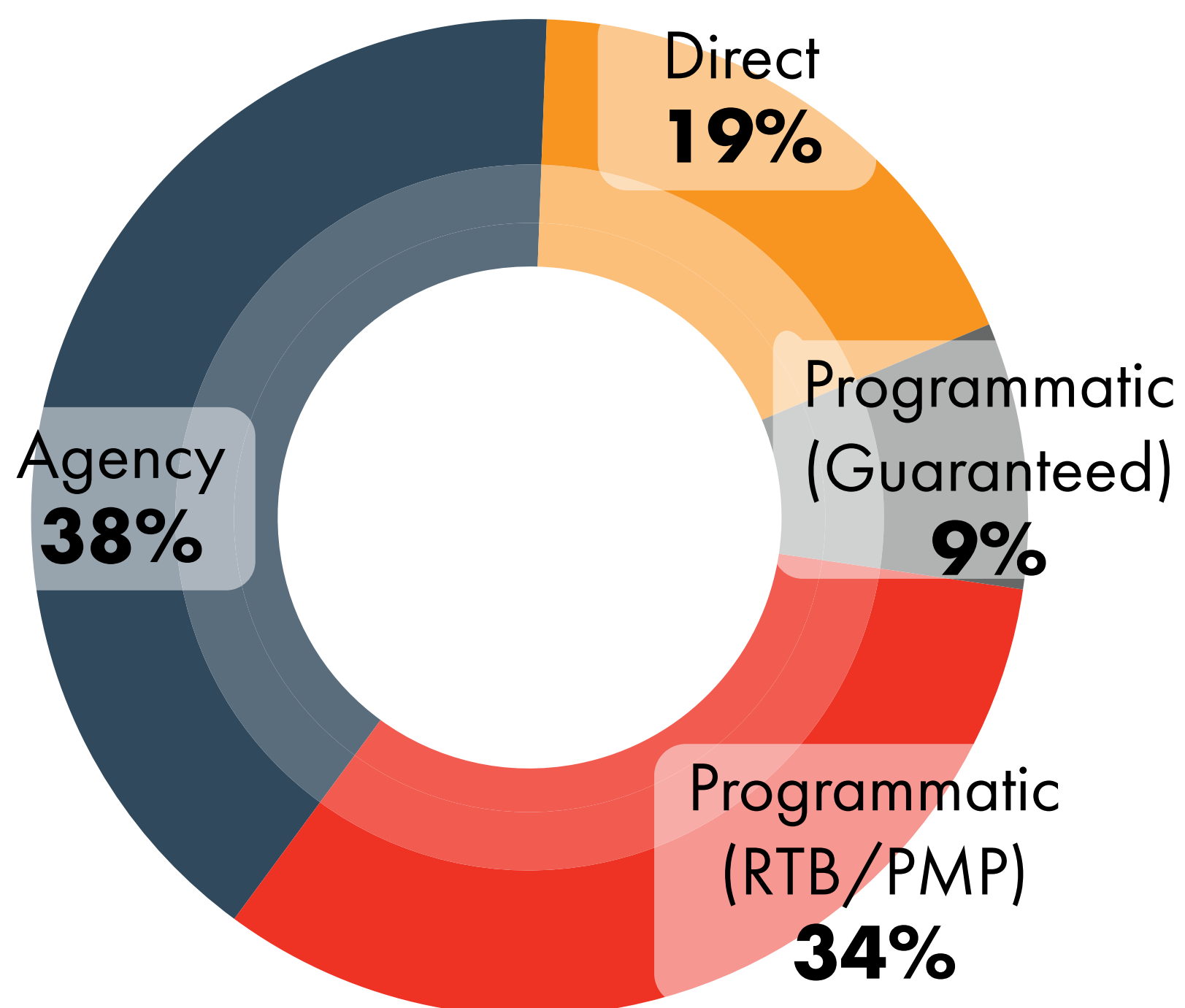
ONLINE ADVERTISING EXPENDITURE REPORT

Three months ended 31 March 2020 (Q1 2020)

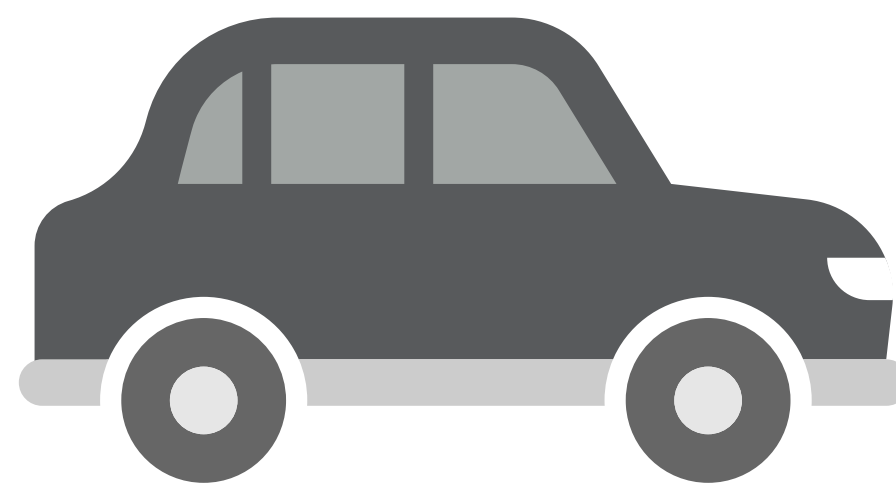
ONLINE ADVERTISING MARKET REVENUE Q1 2020: \$2,286M



BUYING METHODS FOR CONTENT PUBLISHERS



TOP ADVERTISER INDUSTRY CATEGORIES FOR DISPLAY



- #1 Auto
- #2 Retail
- #3 Finance

DISPLAY ADVERTISING FORMAT BREAKDOWN

