

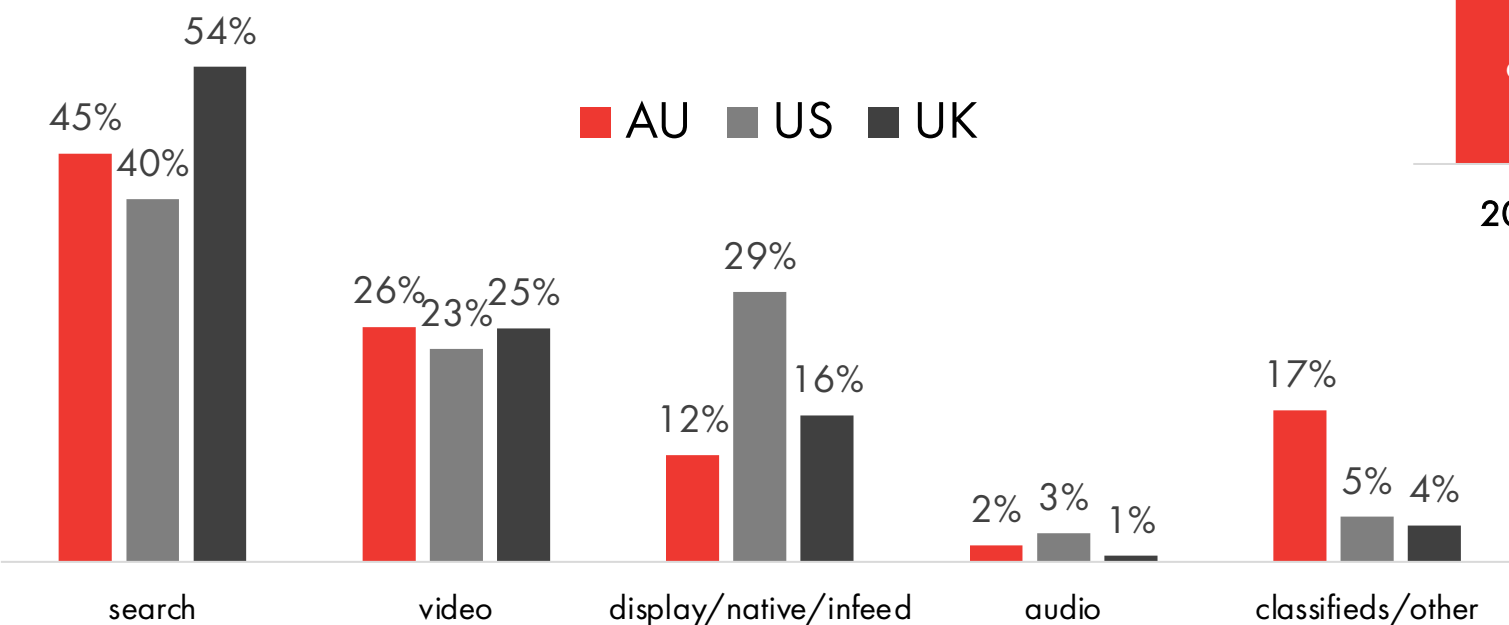
# AU/US/UK: digital advertising investment trends

The range of data collected differs across markets but where possible comparable data has been presented.

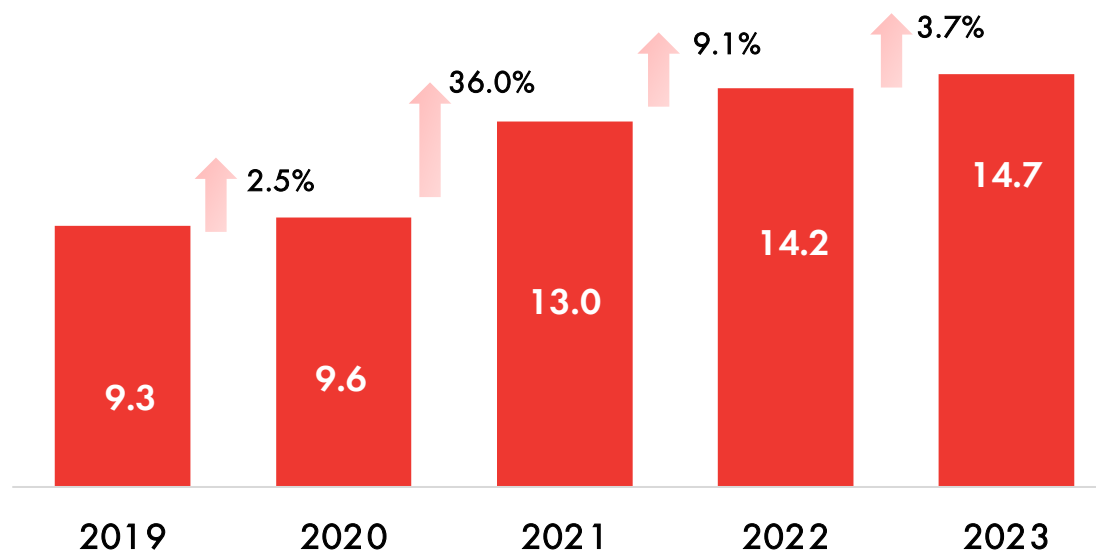
- While growth rates were similar in 2021 and 2022, growth in 2020 and 2023 was significantly soft in Australia than in the US and UK.
- The standalone classified listings market is significantly more prominent in Australia.
- Audio investment is growing at a similar rate in the US and AU markets, but the share of market is higher in the US than AU. UK growth and share of market is lower for audio.

	AU	US	UK
search	6.1%	5.2%	11.9%
video	14.2%	10.6%	11.7%
audio	20.6%	18.9%	12.8%
display/native/infeed	-15.0%	4.0%	3.8%
classifieds	-2.6%	n/a	-2.7%

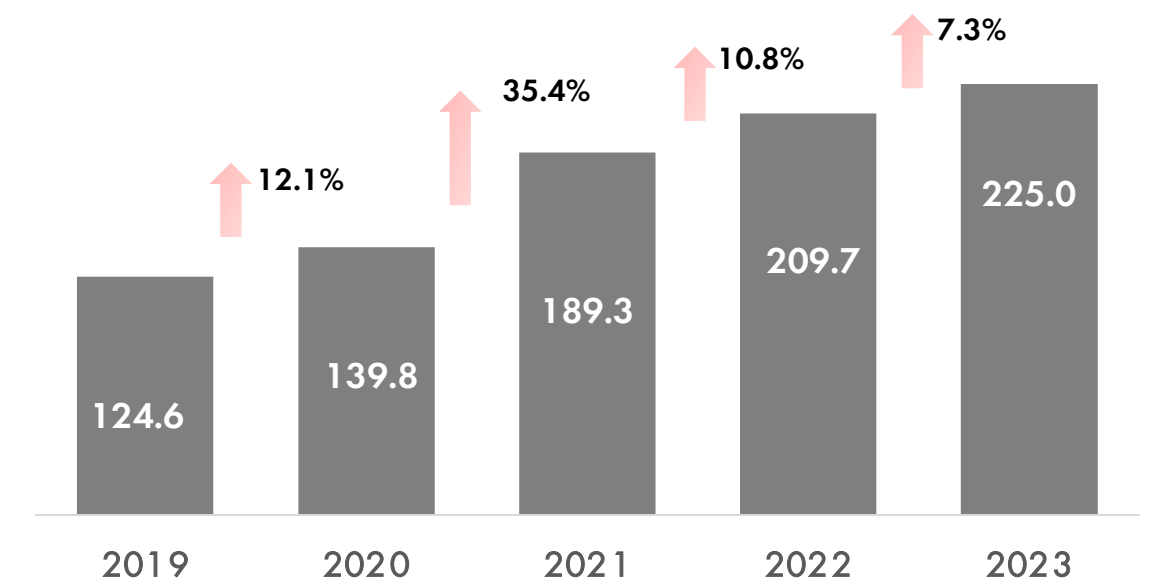
## share of investment



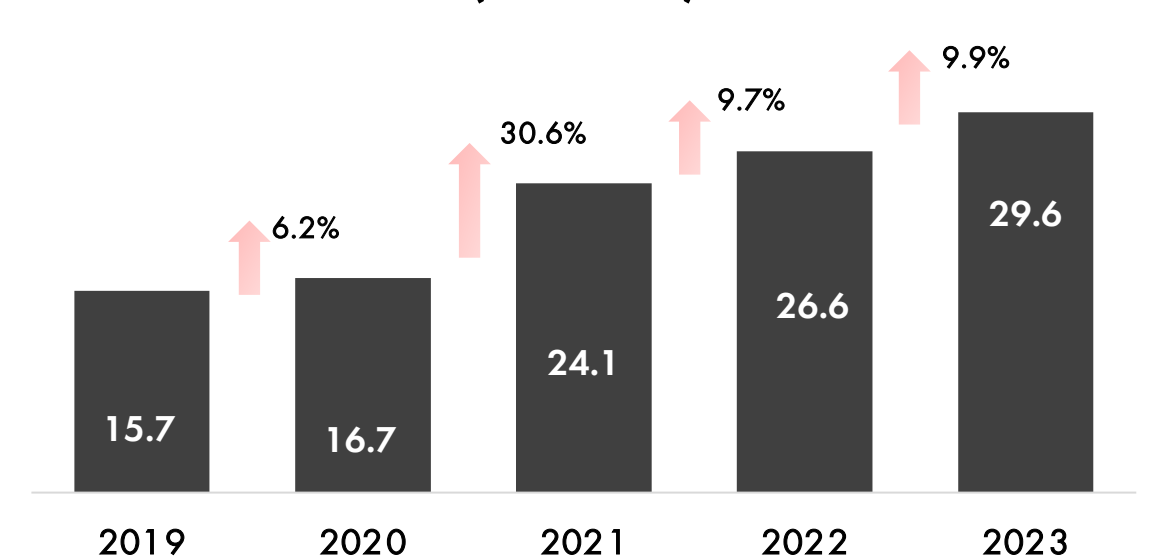
## AU digital ad market trend 2019-2023 (AUD billions)



## US digital ad market trend 2019-2023 (USD billions)



## UK digital ad market trend 2019-2023 (£ billions)

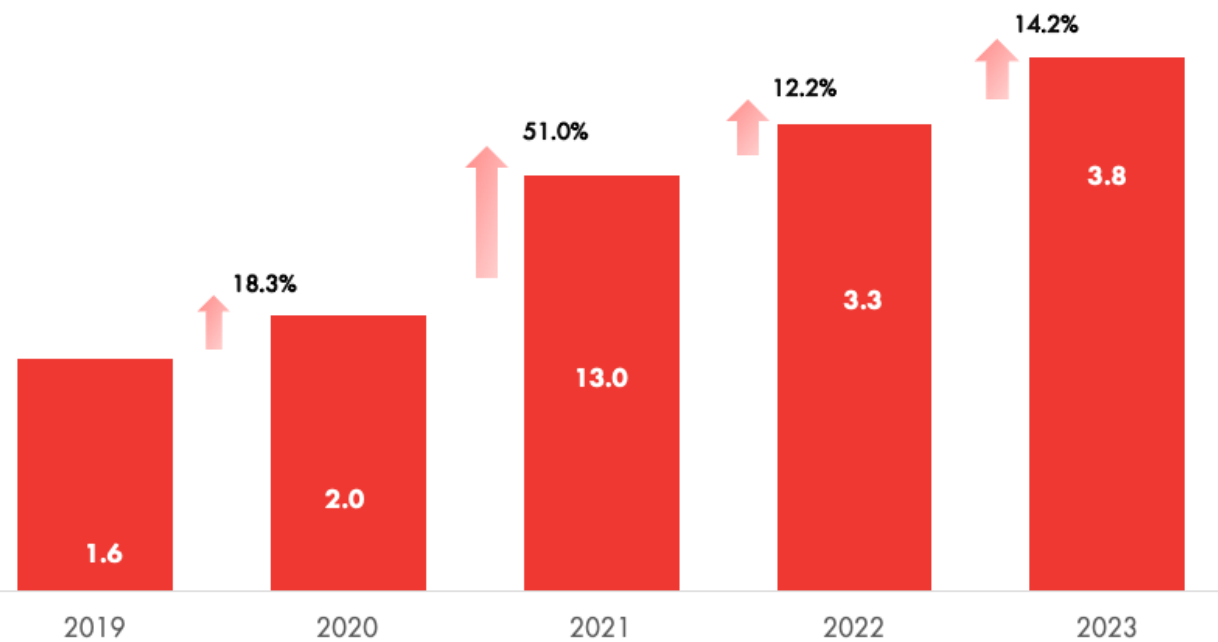


# AU/US/UK: digital video investment trends

Digital video investment is following similar patterns in Australia, the US and UK with comparable share of the total digital ad market (26%, 23% and 25% respectively). Growth rates for digital video investment from 2019 to 2023 have a similar pattern with the UK and US slightly ahead at 141% and 140% respectively compared to Australia at 129%.

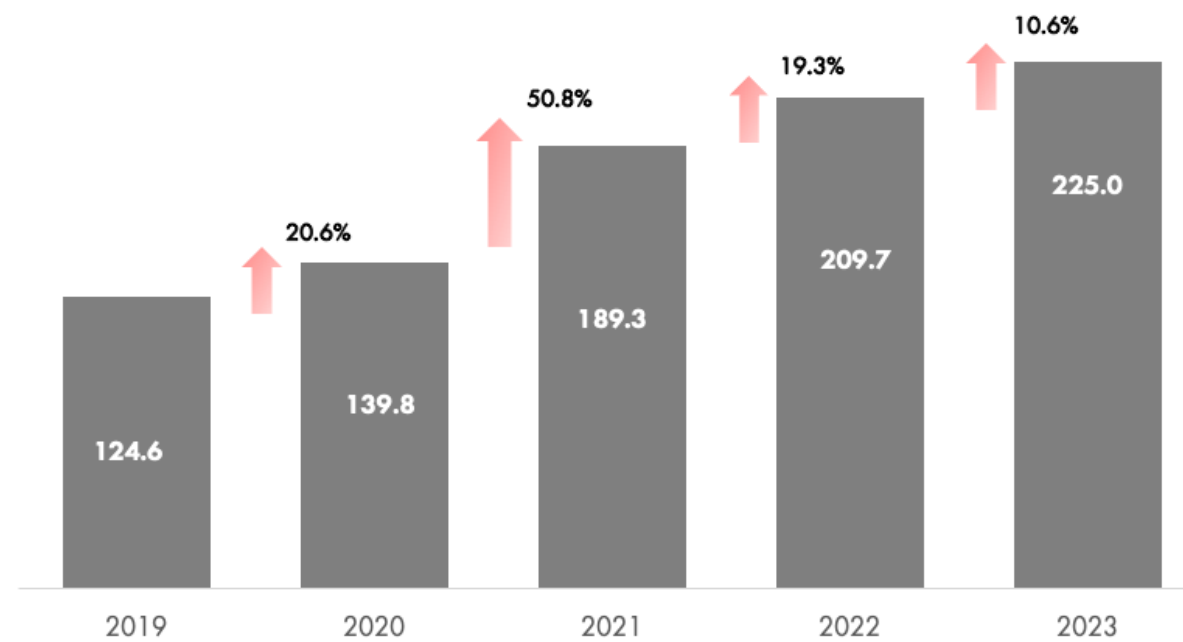
### AU digital video market trend 2019-2023

(AUD billions)



### US digital video market trend 2019-2023

(USD billions)



### UK digital video market trend 2019-2023

(£ billions)

