

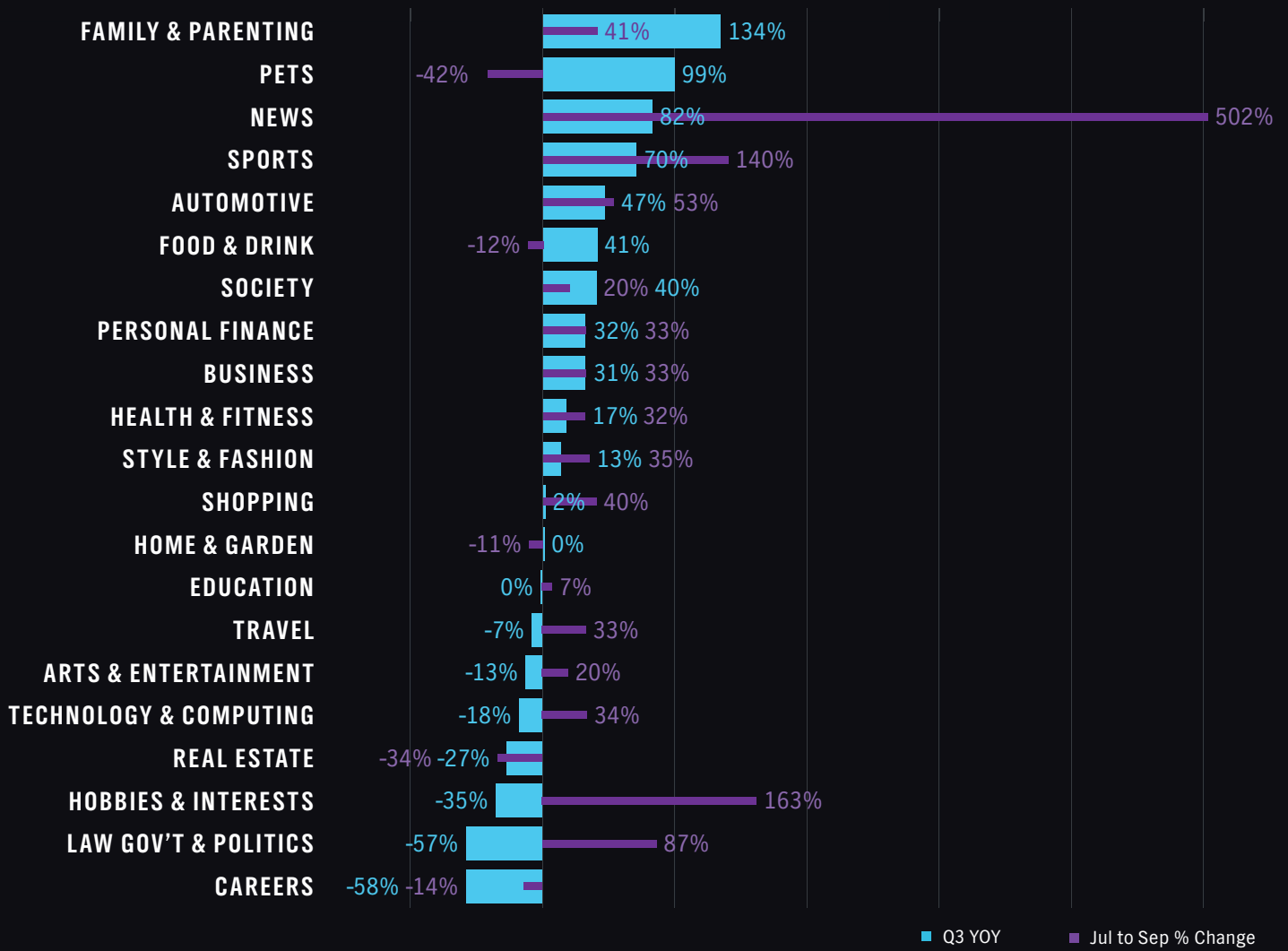
GLOBAL ADVERTISER VIDEO AD SPEND

Q3 2023

VIDEO AD SPEND CHANGE BY ADVERTISER CATEGORY

Q3 2023, YOY

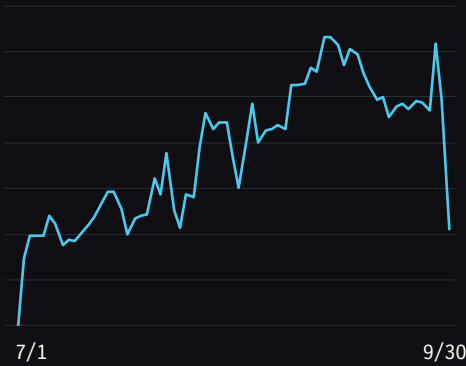
Despite a slight decline in Q3 video revenue, video ad spending grew 9% year-over-year, and accelerated during the quarter, rising 28% between July and September. Family & Parenting topped the list in year-over-year growth in video in Q3, and still saw double digit growth during the quarter.



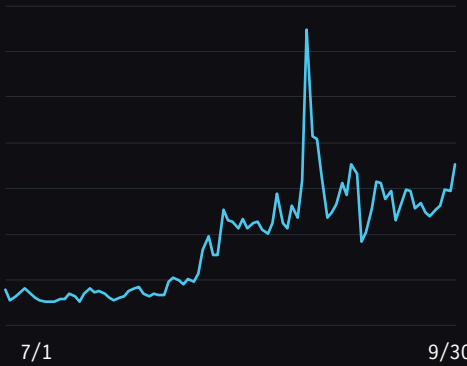
LARGEST ADVERTISER AD SPEND INCREASES DURING Q3, BY CATEGORY

The industry categories that swelled in video mirrored other formats. While global events in Q3 (e.g. Greek wildfires, ongoing Russia/Ukrainian conflict, Israeli protests, US political woes, etc) created a rise in video ad spend in Q3, various global sporting matches (e.g. Women's World Cup, Men's Rugby World Cup) drove Sports video ad spend.

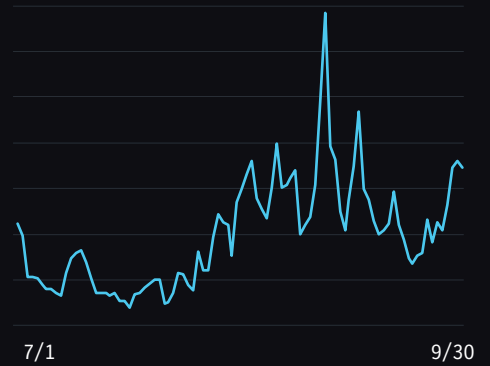
NEWS



HOBBIES & INTERESTS



SPORTS



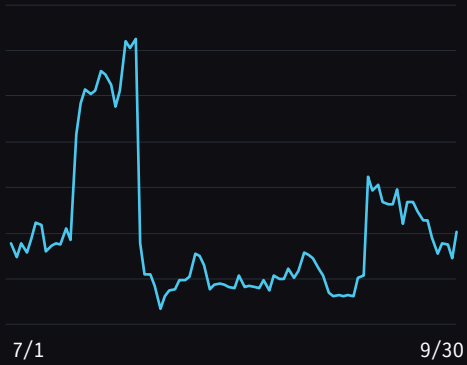
SMALLEST ADVERTISER AD SPEND INCREASES DURING Q3, BY CATEGORY

Both Pets and Real Estate ad spending also saw significant slow downs in video as it did in other digital formats.

PETS



REAL ESTATE



CAREERS

