

Full Year 2016 and Q4 2016

# **Growth Drivers of the Digital Advertising Industry and the Challenges It Faces**

## **Detailed Analysis**

April 2017

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# Growth Drivers of the Digital Advertising Industry and the Challenges It Faces



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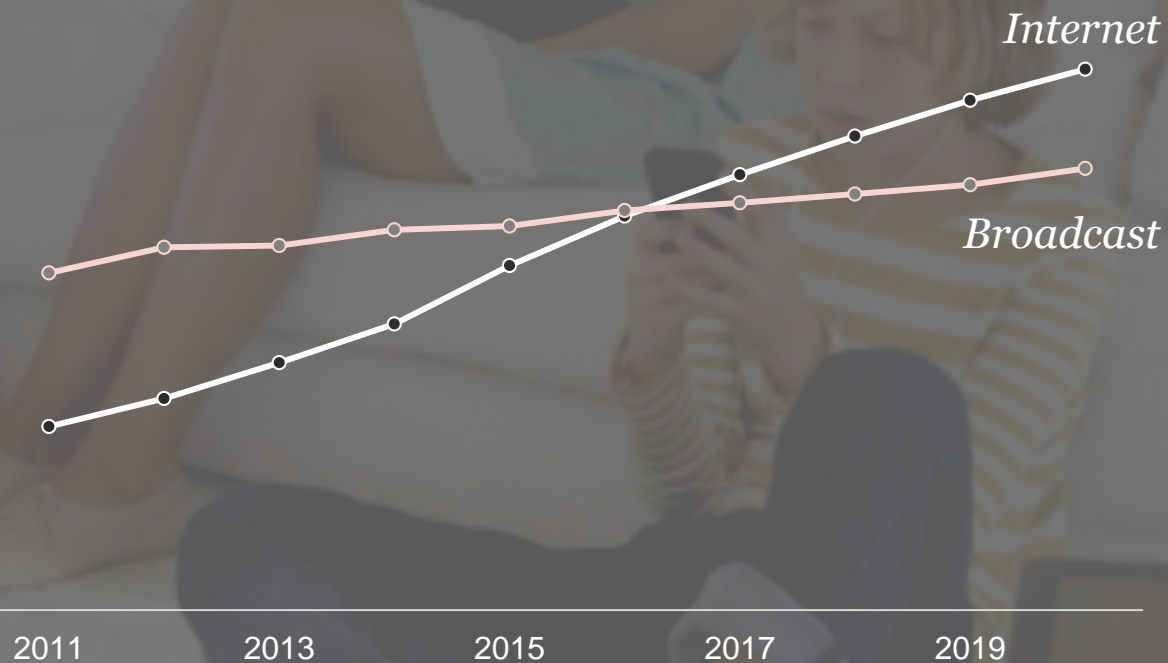
2016 Internet Advertising  
Revenue Full Year Report  
Webinar

26 April 2017

# What's driving growth?

## #1 You and your kids

Internet advertising vs.  
Broadcast TV advertising revenue



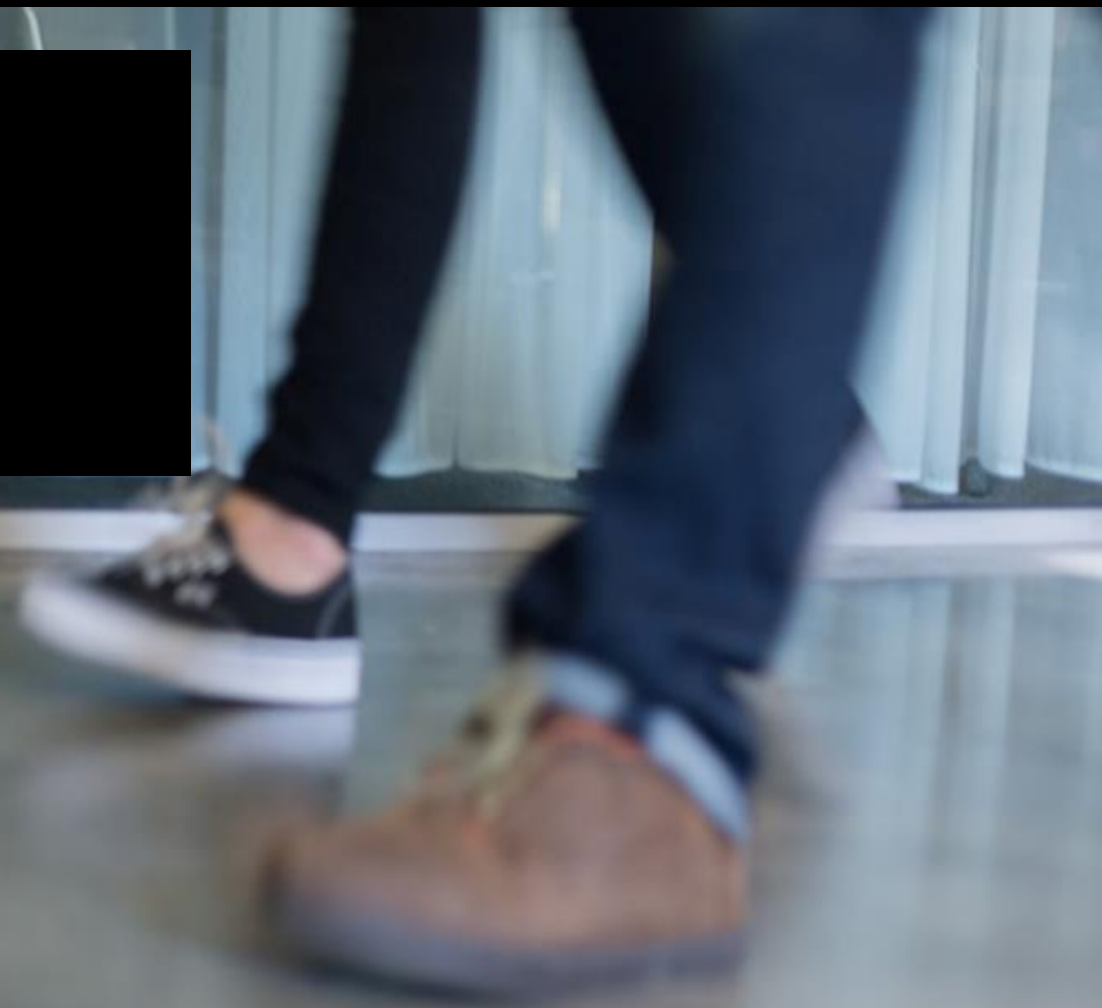


# What's driving growth? #2 Mobile coming of age

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# Growth Driver #3

## Video going mobile



# Challenge #1

## Trust and the advertising supply chain

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## Challenge #2

# Programmatic Video and the rise of addressable TV



# Challenge #3

## Proliferation of channels and the cross platform play

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# Challenge #4


## Ad blocking and the year of creativity





# Challenge #5

## Advertiser and publishers rethink Operations



# Challenge #6

## Talent and the new skills of advertising

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*Thank you*

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