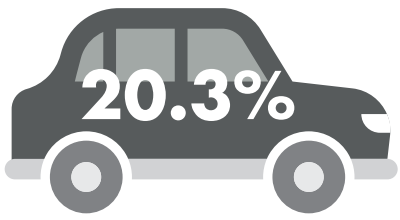
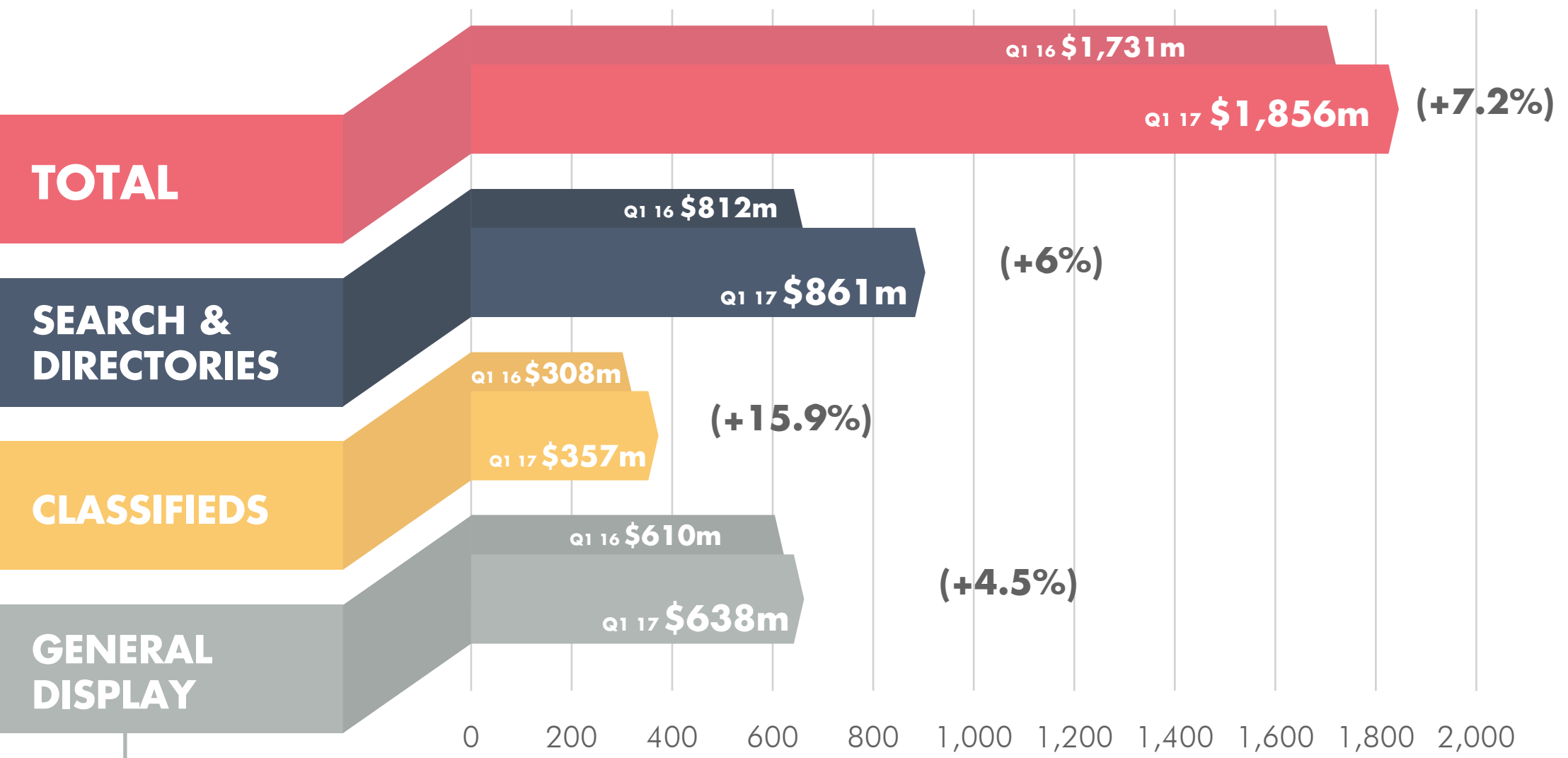


Online Advertising Expenditure Compared to Prior Comparative Quarter

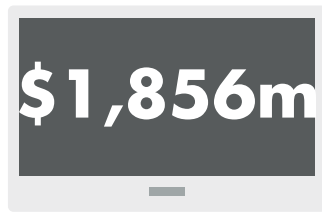
(March Quarter 2016)



**#1 Advertiser Category
for Display**

(Of Display Ad for Qtr 2017)

20.3%



**TOTAL ONLINE
ADVERTISING MARKET**

(Mar Qtr 2017)

\$1,856m



**ONLINE ADVERTISING
MARKET GROWTH**

(Mar Qtr 2017 v Mar Qtr 2016)

7.2%

Online Advertising Expenditure

(March Quarter 2017)

