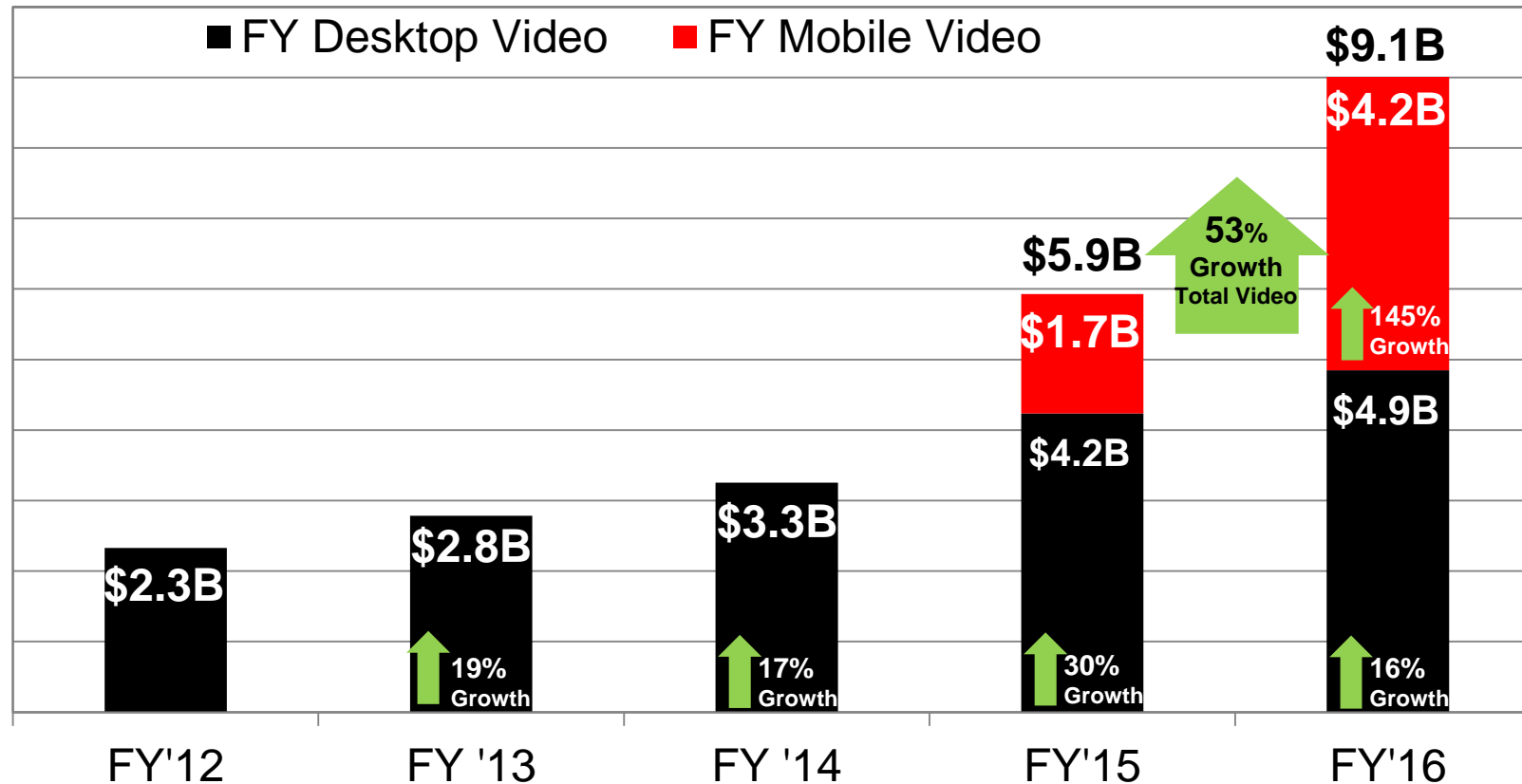


2016 Digital Video Ad Revenue: \$9.1 Billion

Mobile Video Accelerates Digital Video Ad Revenue Growth

*US Desktop and Mobile Video Ad Revenue (\$ Billions)
Full Year and % YoY Growth*



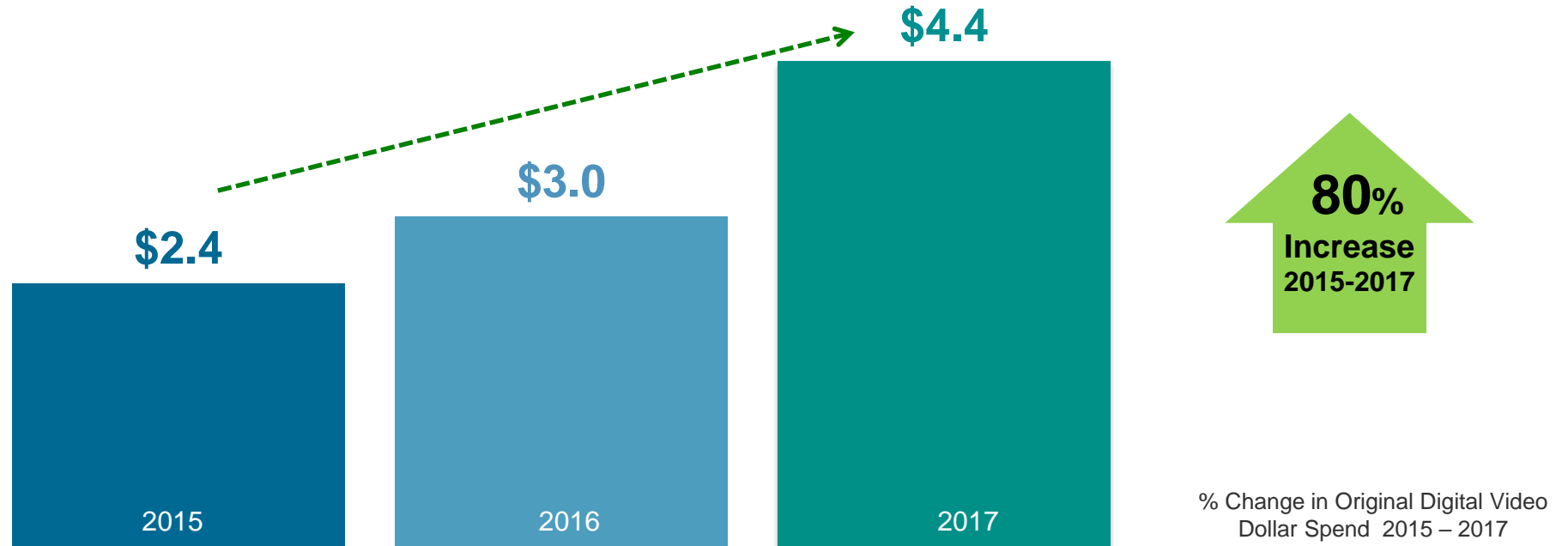
**Half Year totals accurately reflect the sum of half year totals as rounded to two decimal places.
Prior to 2016, mobile video was included in mobile ad revenue*

Source: IAB Internet Advertising Revenue Reports, Conducted by PWC, Full Year 2012-2016

Typical Annual Spend on Original Digital Video Advertising Has Nearly Doubled Over 3 Years

- Buyers anticipate spending an average of \$4.4 million on original digital video in 2017
- 9 in 10 advertisers (88%) increased original digital video budgets as a result of attending the NewFronts

Average Dollar Amount Spent on Original Digital Video —3 Year Trend (in millions)
by Marketers and Advertisers



Q143. Previously you said your company will spend [INSERT RANGE] on digital video/mobile video in 2017. We'd like to get a bit more detail on that and prior year's spending. To the best of your knowledge, what exactly was that spending amount in 2015 and 2016? What do you anticipate spending in 2017?

Q145 What portion of your total digital video advertising budget for [your company's/your client's] biggest most important product or service in the [INSERT ASSIGNED MARKET SECTOR] market was spent advertising on each type of content in 2015 and 2016? And what do you anticipate those shares will be in 2017?

Base: Total Respondents

Source: IAB 2017 Video Ad Spend Study