

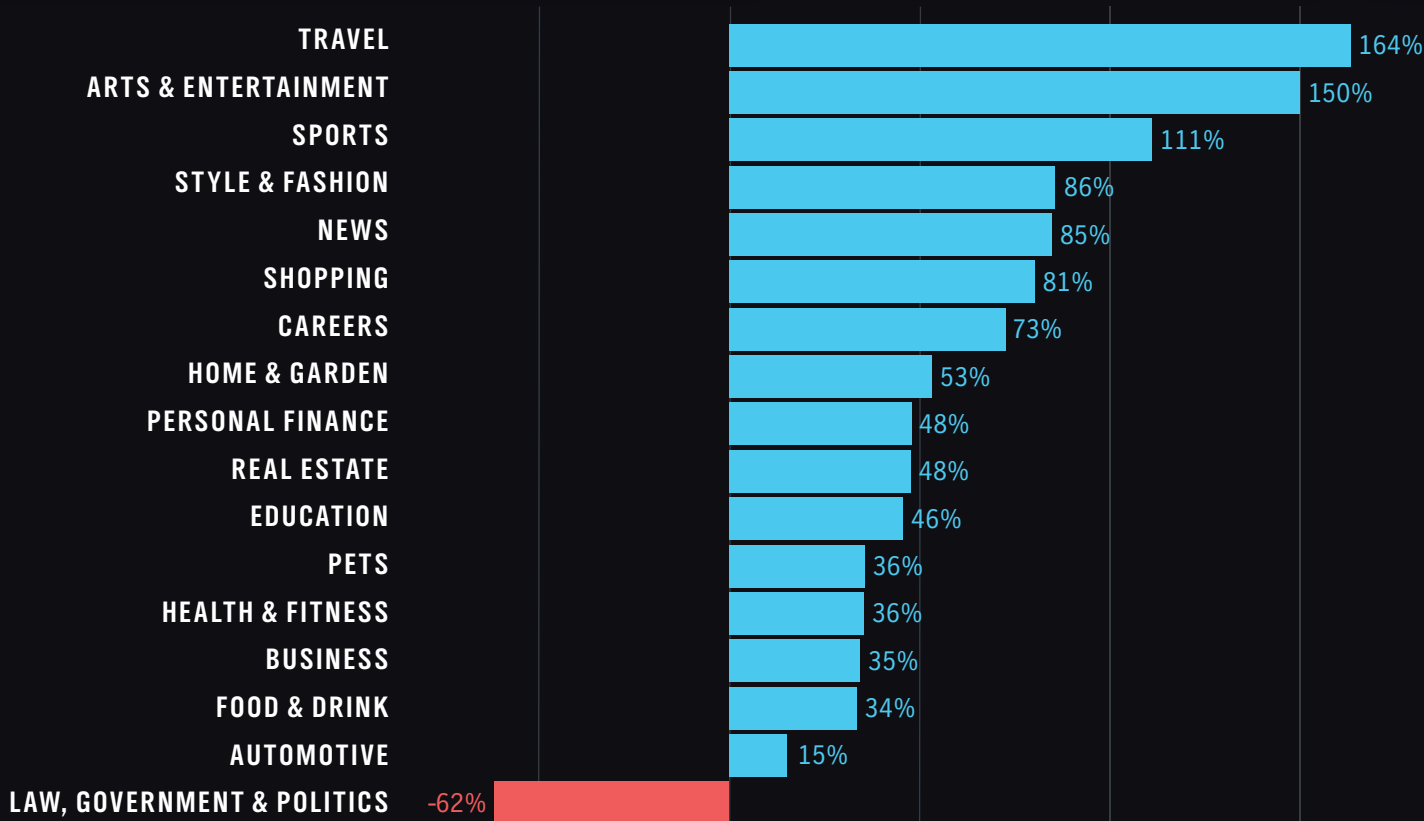
GLOBAL ADVERTISER AD SPEND

Q4 2021

AD SPEND CHANGE BY ADVERTISER CATEGORY

Q4 2021, YOY

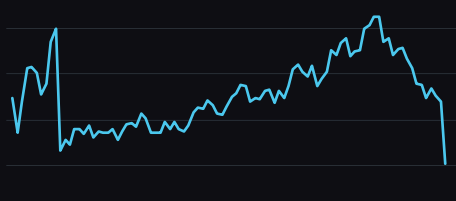
Q4 global ad spend grew 51% over Q4 2020 and expanded in almost every advertiser category. Travel spending accelerated its pace in Q4, and for a third quarter in a row, held the highest year-over-year growth rate. Law, Government & Politics continued to fall from Q4 2020's US presidential election spending.



LARGEST ADVERTISER AD SPEND INCREASES DURING Q4, BY CATEGORY

While Food & Drink saw the biggest rise within the quarter, it also saw a sharp drop near the end of December when COVID-19 cases started to rise rapidly around the world. Real estate saw an upswing as rumors of federal interest rates were slated to rise. Arts & Entertainment also saw rapid gains during the quarter.

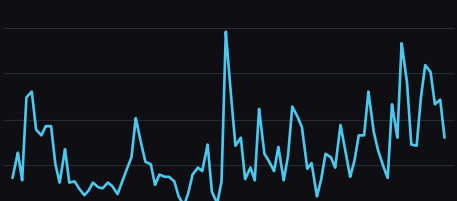
FOOD & DRINK



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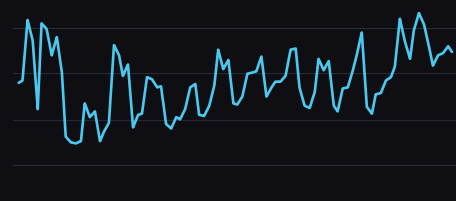
REAL ESTATE



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ARTS & ENTERTAINMENT



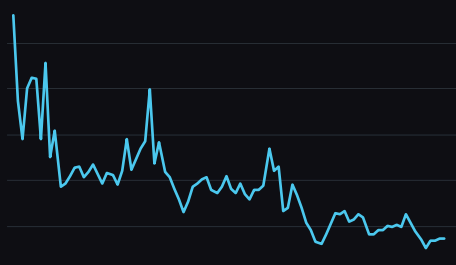
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SMALLEST ADVERTISER AD SPEND INCREASES DURING Q4, BY CATEGORY

News and Careers saw the steepest declines over Q4, cooling down from its record ad spend levels near the beginning of October. After the Summer Olympics, Sports ad spending softened over Q4 2021 while still doubling Q4 2020's spend.

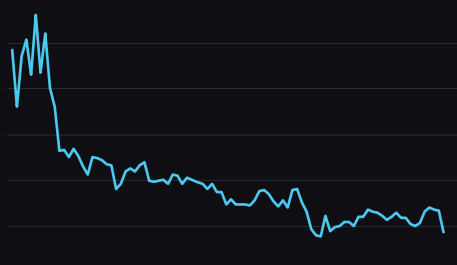
NEWS



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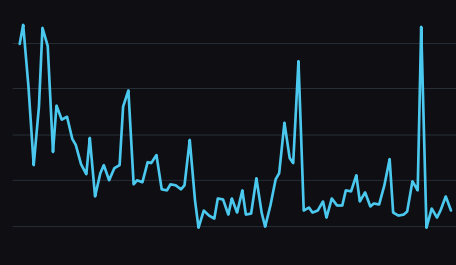
CAREERS



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SPORTS



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