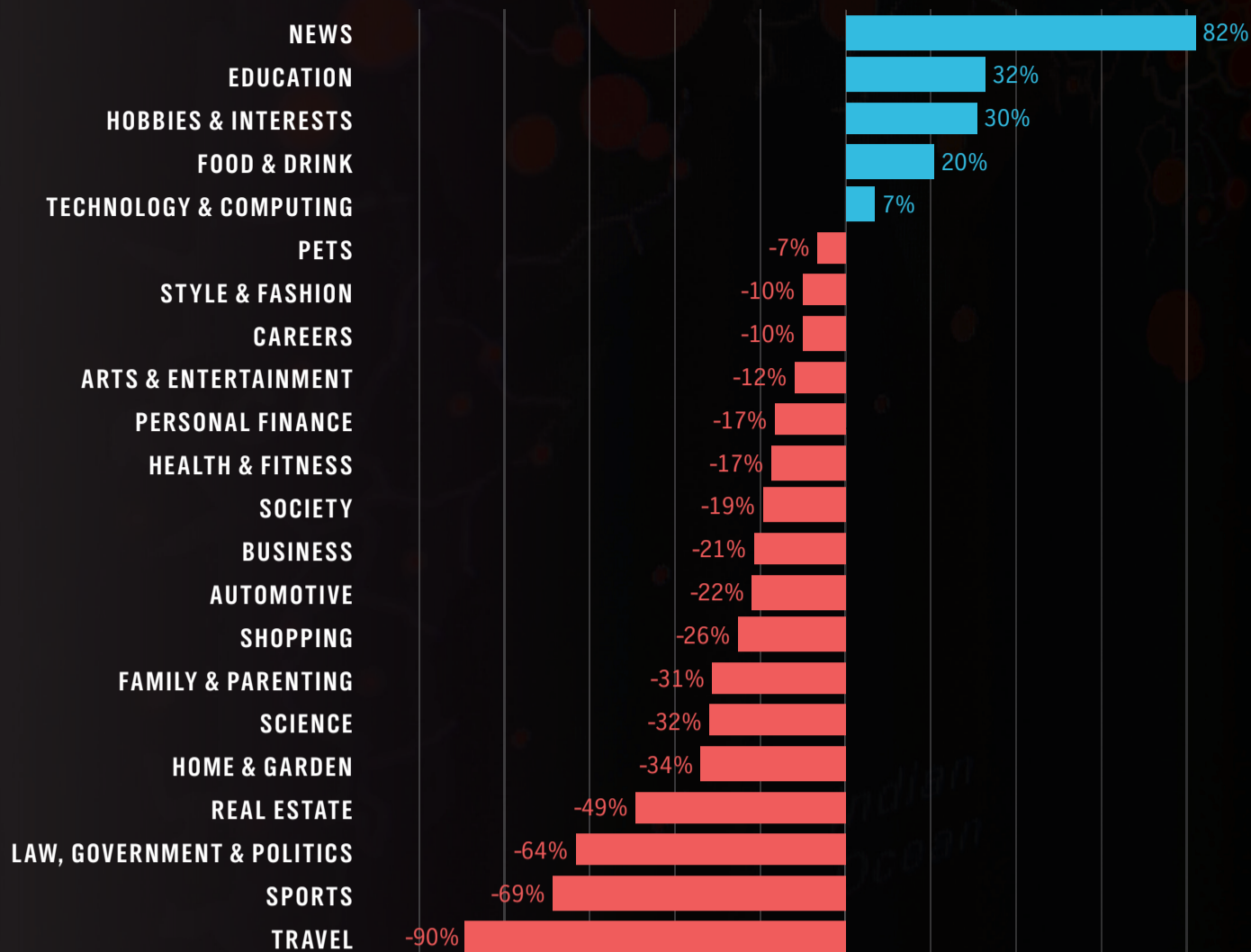


# IMPACT OF COVID-19 ON GLOBAL AD SPEND

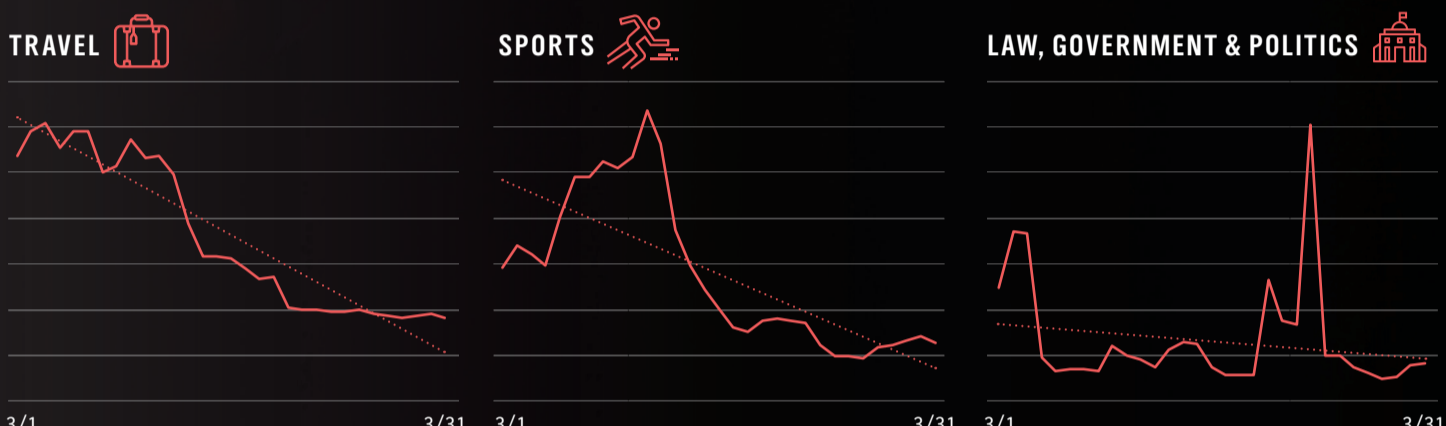
MARCH 2020

## AD SPEND CHANGE BY ADVERTISER CATEGORY

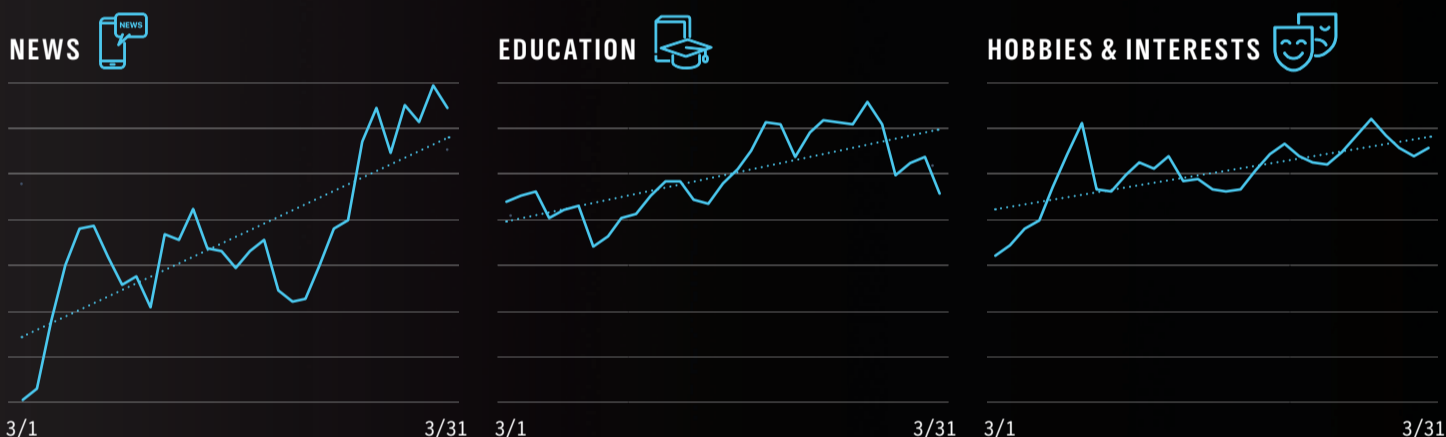
First Week March (1-7) vs. Last Week March (25-31)



## AD SPEND CHANGE BY ADVERTISER CATEGORY – DECREASES

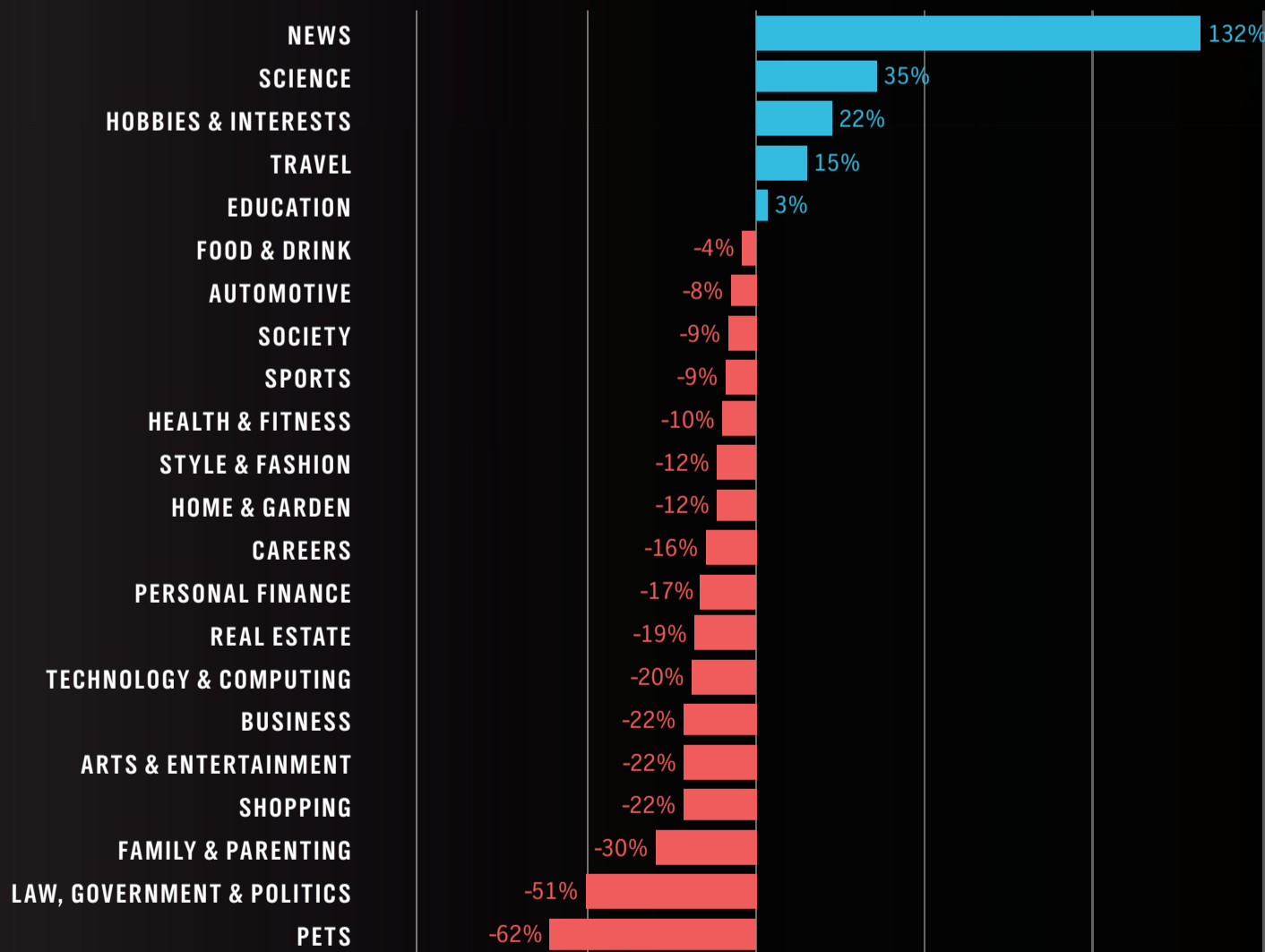


## AD SPEND CHANGE BY ADVERTISER CATEGORY – INCREASES



## eCPM CHANGE

First Week March (1-7) vs. Last Week March (25-31)



## eCPM TRENDS

