

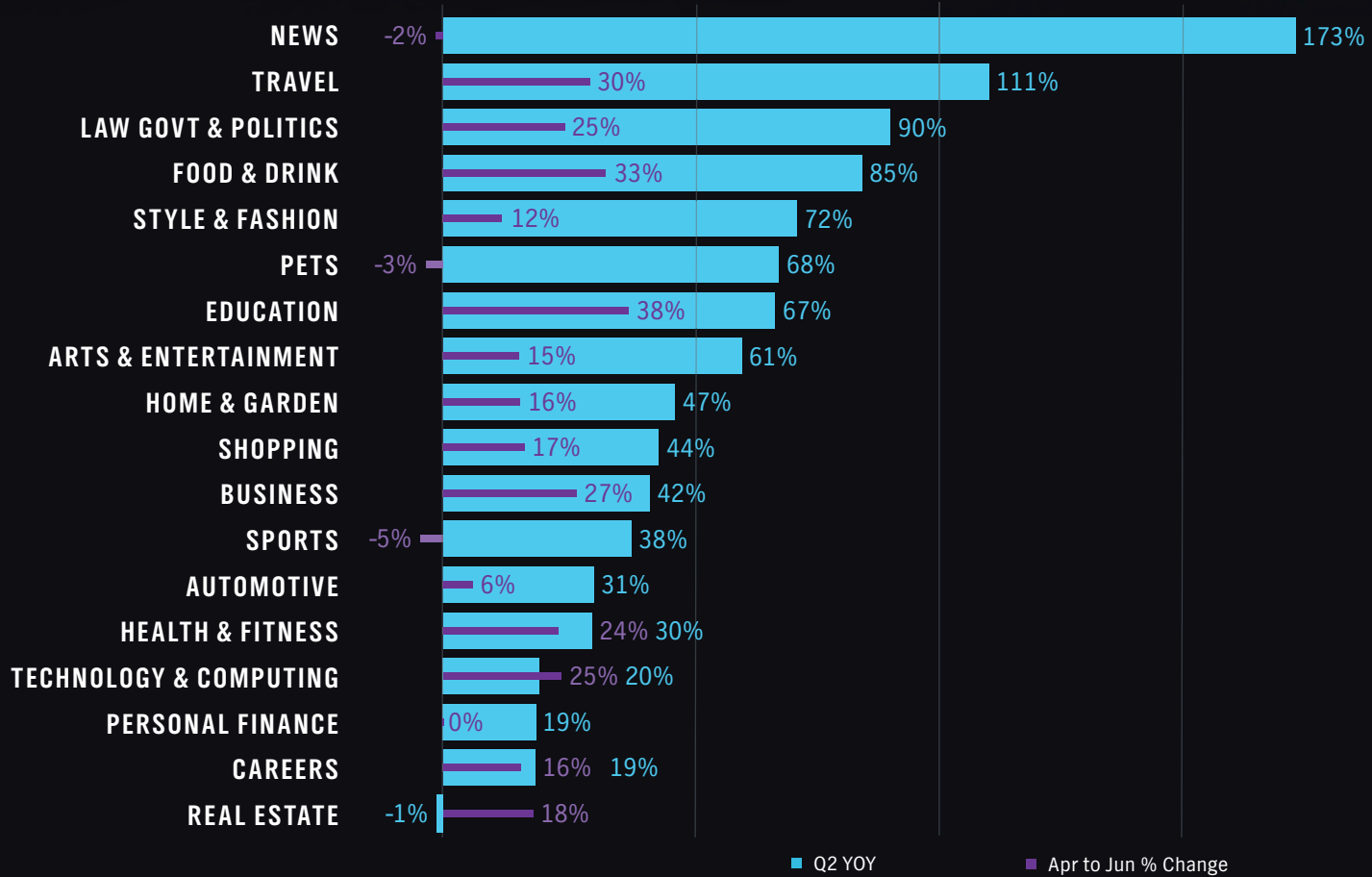
GLOBAL ADVERTISER AD SPEND

Q2 2022

AD SPEND CHANGE BY ADVERTISER CATEGORY

Q2 2022, YOY

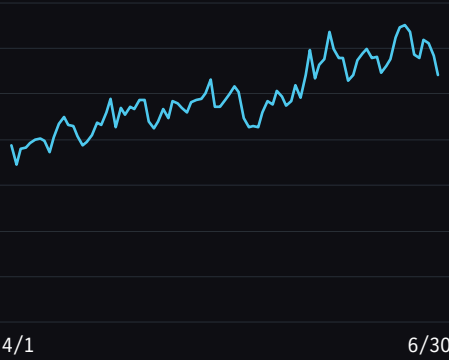
Q2 global ad spend grew 41% over last year and expanded in almost every advertiser category. Real estate ad spending dipped slightly as the market adjusts to elevated interest rates in the US. News spending, however, topped the growth charts as the Ukrainian/Russian war continues.



LARGEST ADVERTISER AD SPEND INCREASES DURING Q2, BY CATEGORY

Hospitality spending soared in Q2 growing both YoY and within the quarter. Travel, in particular, continued its notable expansion, more than doubling last year’s ad spending while growing 30% within the quarter.

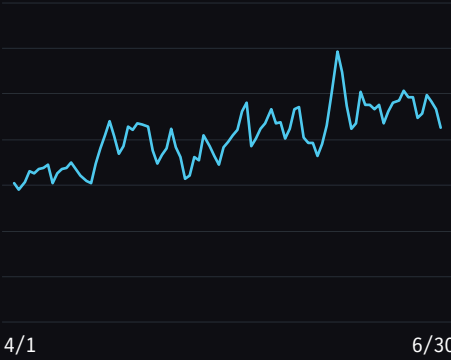
EDUCATION



FOOD & DRINK



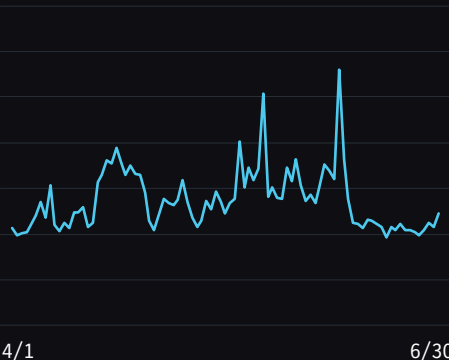
TRAVEL



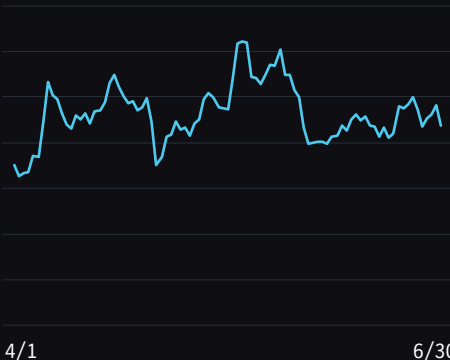
SMALLEST ADVERTISER AD SPEND INCREASES DURING Q2, BY CATEGORY

Pets, one of the few categories that continued to grow throughout the global pandemic, is seeing a slight softening this quarter. Overall average ad spending for News also saw a slight decline within the quarter, but spiked sharply during the last two days of Q2.

SPORTS



PETS



NEWS

