



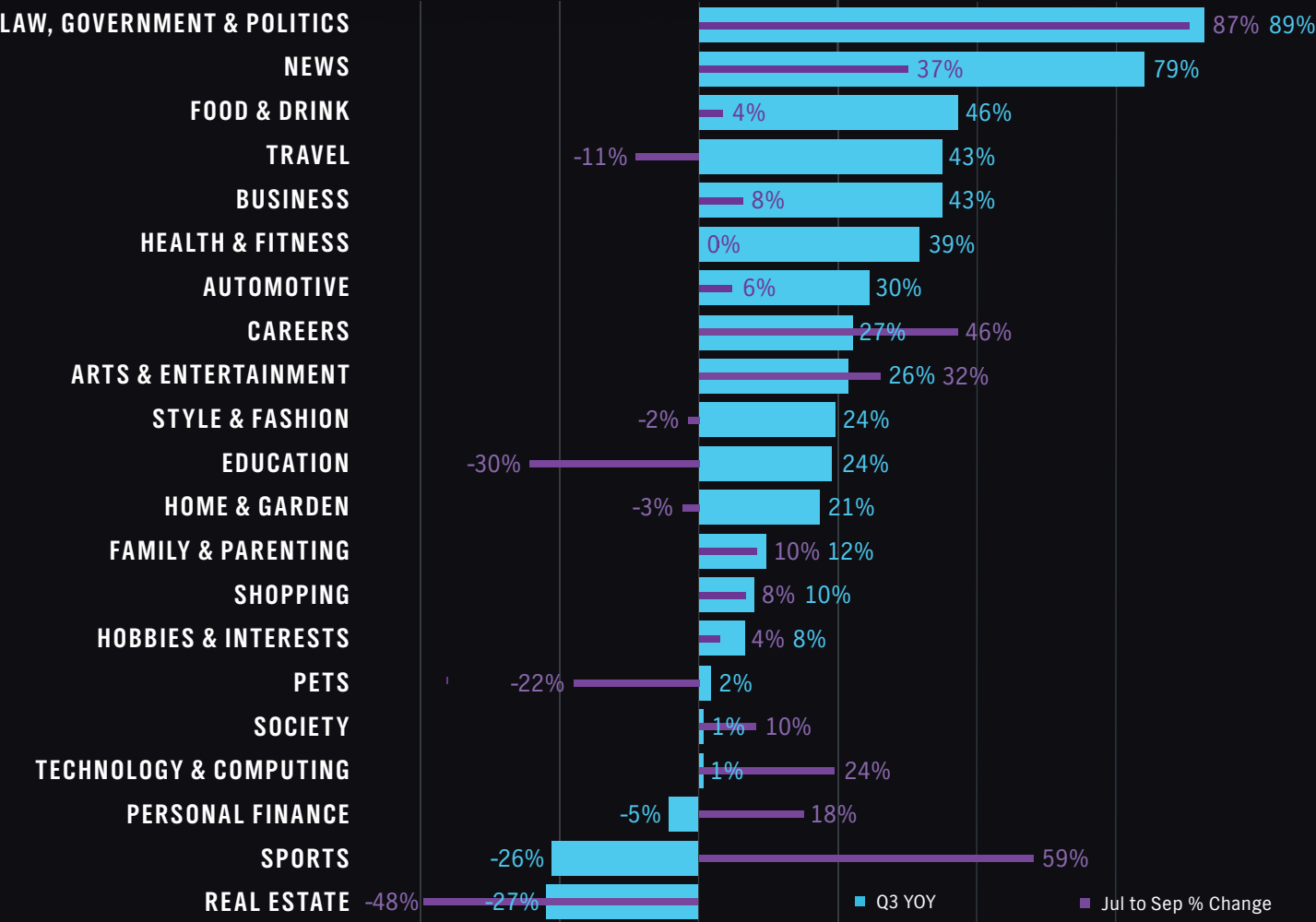
GLOBAL ADVERTISER AD SPEND

Q3 2022

AD SPEND CHANGE BY ADVERTISER CATEGORY

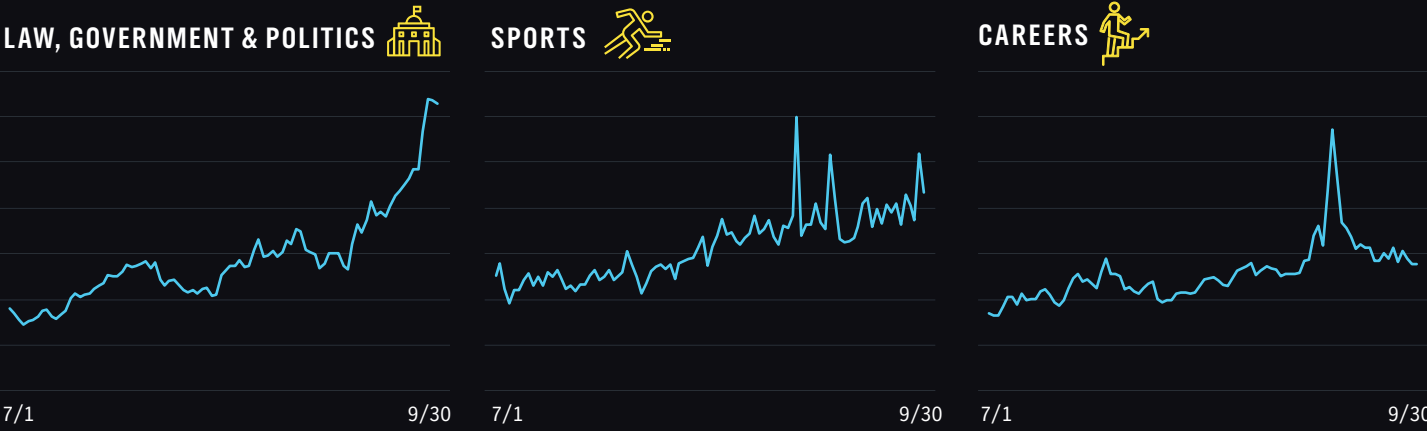
Q3 2022, YOY

Q3 global ad spend grew 19% over last year, and 9% within the quarter. While Law, Government & Politics, and News topped the list, Food & Drink ad spending grew 46% YoY. Its growth rate has outpaced the industry in all of 2022 thus far, but is showing signs of a slowdown in Q3.



LARGEST ADVERTISER AD SPEND INCREASES DURING Q3, BY CATEGORY

Law, Government & Politics ad spending expanded sharply YoY and within quarter as the conflict between Ukraine and Russia persists. Sports and Careers ad spending also expanded as seasonal sports programming picks up and the global job market rebounds.



SMALLEST ADVERTISER AD SPEND INCREASES DURING Q3, BY CATEGORY

Real estate ad spending saw the biggest drop as inflation and global interest rates continue to rise, suppressing market inventory.

