

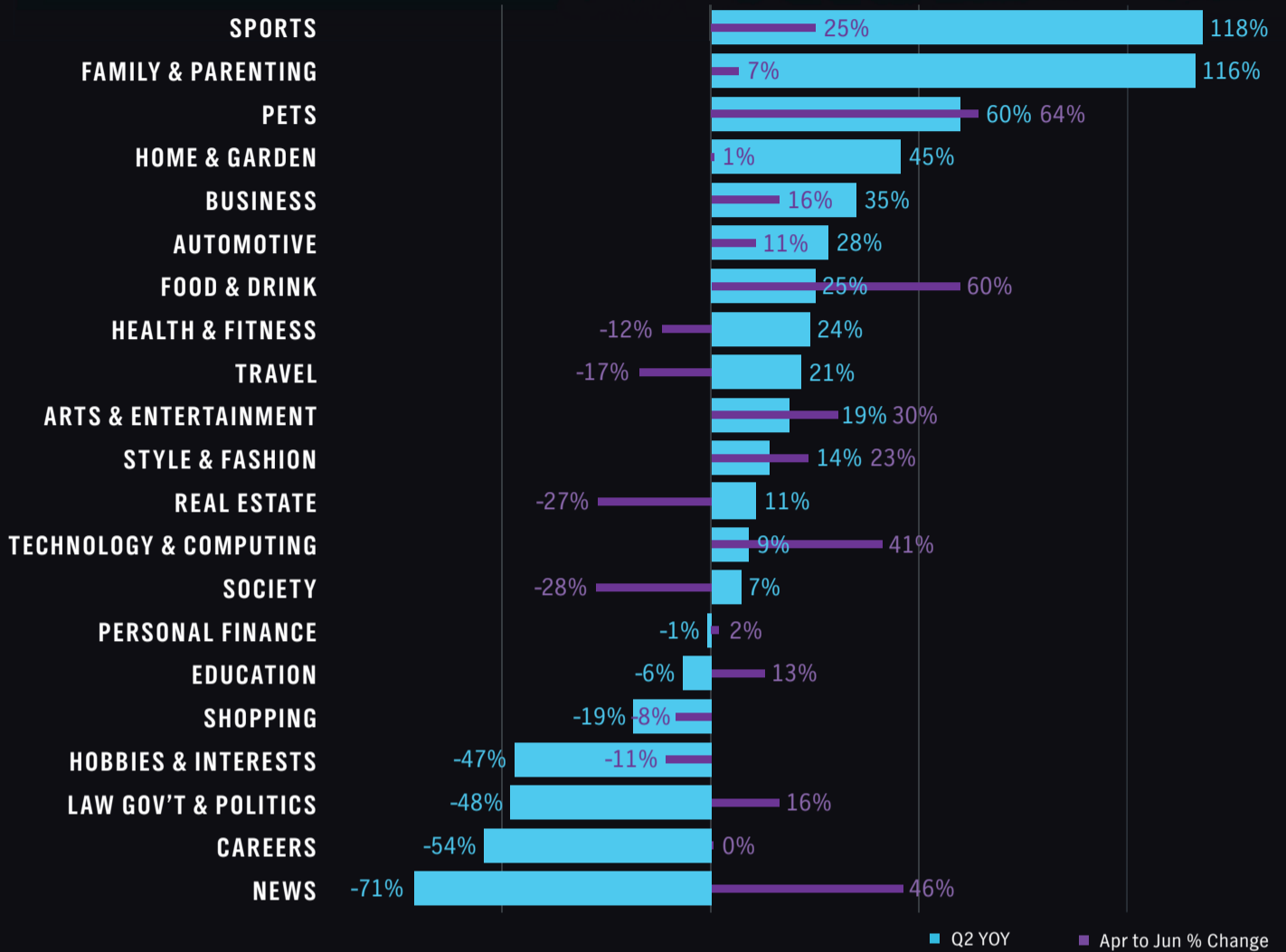
GLOBAL ADVERTISER VIDEO AD SPEND

Q2 2023

VIDEO AD SPEND CHANGE BY ADVERTISER CATEGORY

Q2 2023, YOY

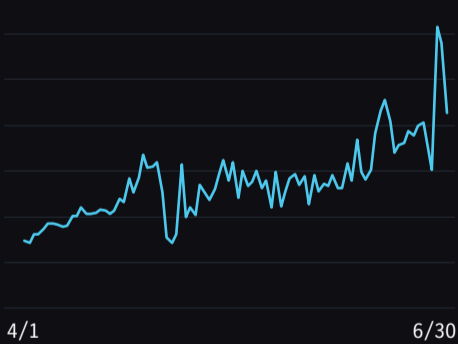
Sports video ad spend more than doubled over last year as sporting events picked up globally in Q2. Pets and Family & Parenting ad categories had the largest spend growth year-over-year.



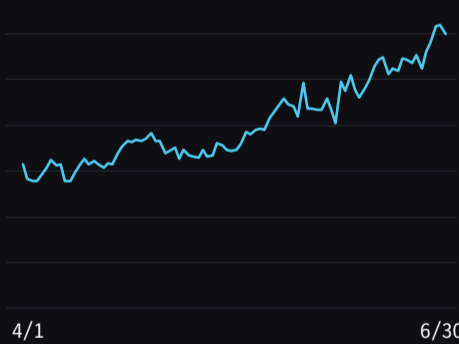
LARGEST ADVERTISER VIDEO AD SPEND INCREASES DURING Q2, BY CATEGORY

Mirroring overall trends, Pets and Food & Drink video ad spending saw rapid growth during Q2. News also saw a spike in video, contrary to overall trends.

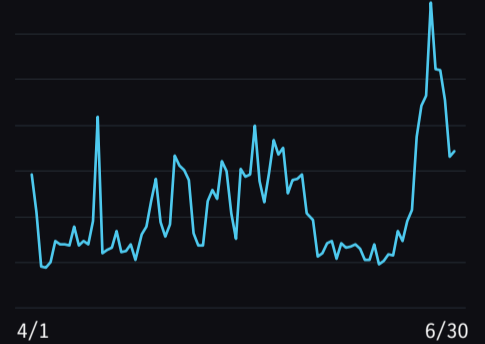
PETS 



FOOD & DRINK 



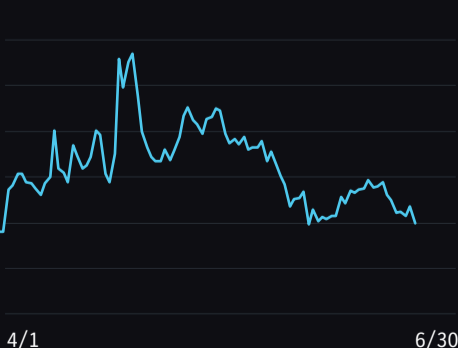
NEWS 



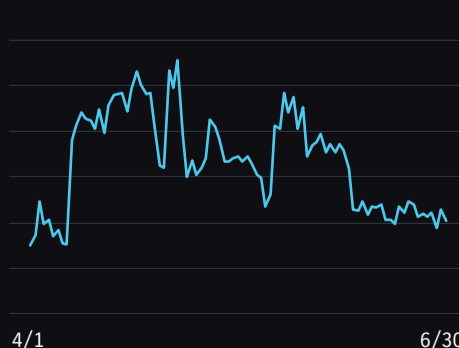
SMALLEST ADVERTISER VIDEO AD SPEND INCREASES DURING Q2, BY CATEGORY

While Society, Real Estate, and Travel video ad spending grew year-over-year, spending declined during Q2.

SOCIETY 



REAL ESTATE 



TRAVEL 

