

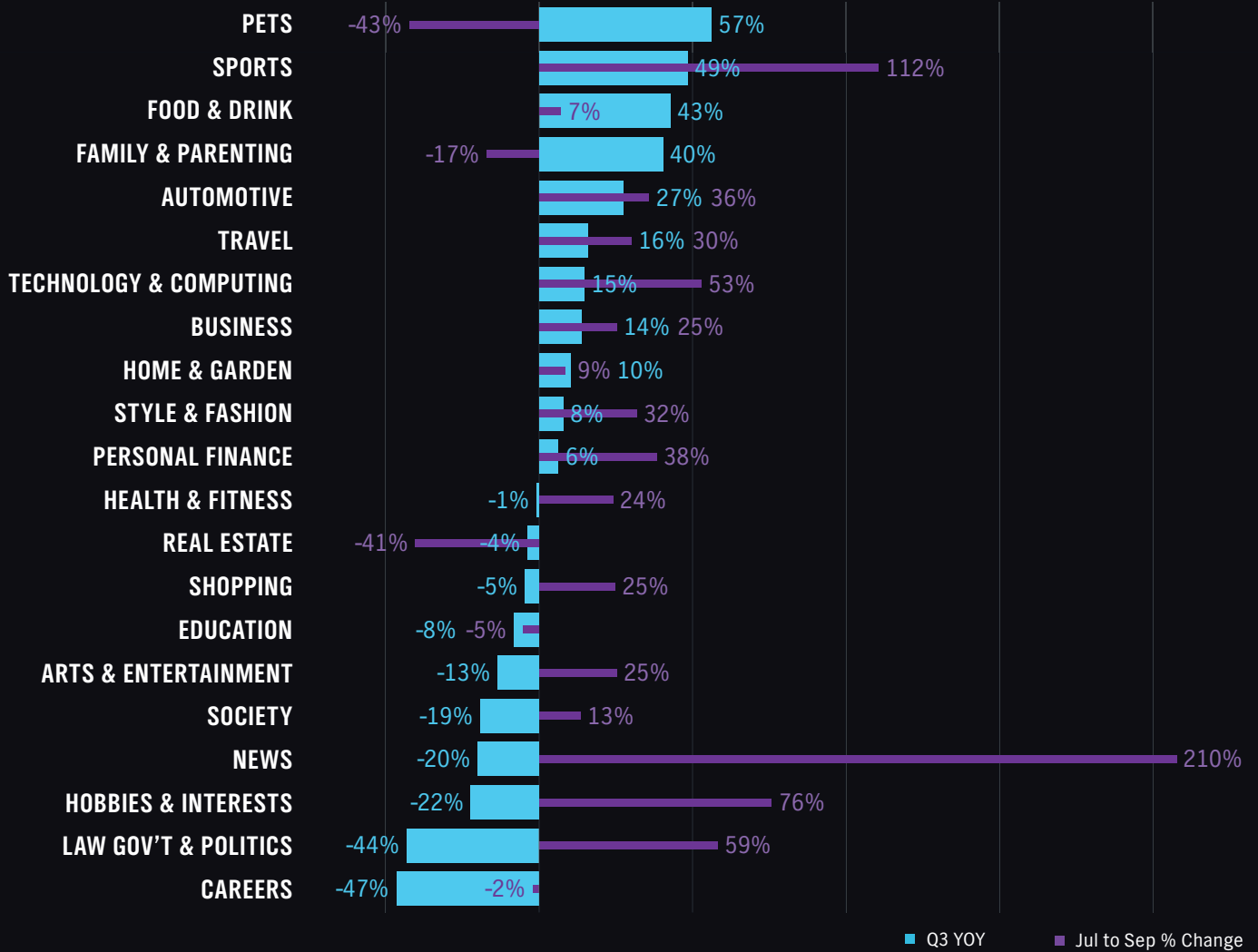
GLOBAL ADVERTISER AD SPEND

Q3 2023

AD SPEND CHANGE BY ADVERTISER CATEGORY

Q3 2023, YOY

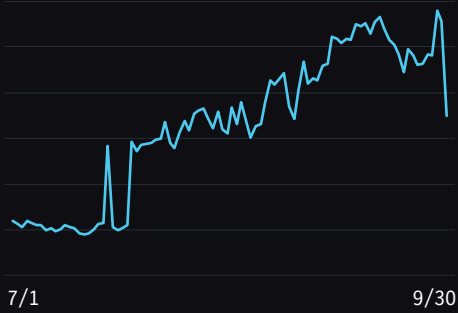
Q3 global ad spend continued to grow over last year, and accelerated as the quarter progressed. Food & Drink drove more than half of Q3's absolute dollar ad spend increases. For the third quarter in a row, Pets ad spending grew the most year-over-year among all other verticals.



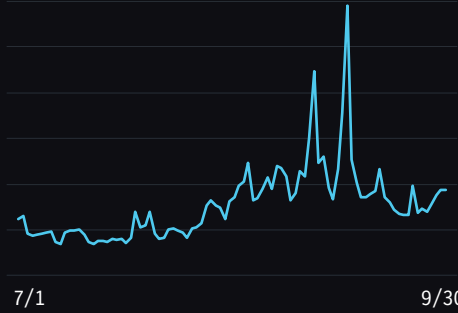
LARGEST ADVERTISER AD SPEND INCREASES DURING Q3, BY CATEGORY

There was a swell in ad spending from News advertisers throughout Q3 as various global events topped headlines: Greek wildfires, ongoing Russia/Ukrainian conflict, Israeli protests, US political woes. Various global sporting events (e.g. Women's World Cup, Men's Rugby World Cup) also spiked Sports ad spending as well.

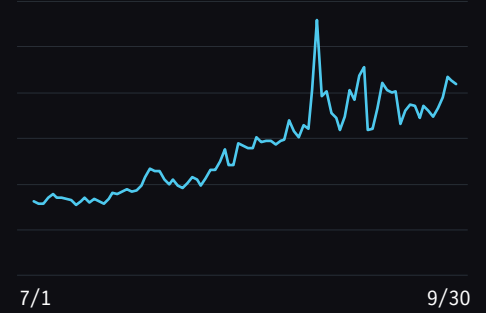
NEWS



SPORTS



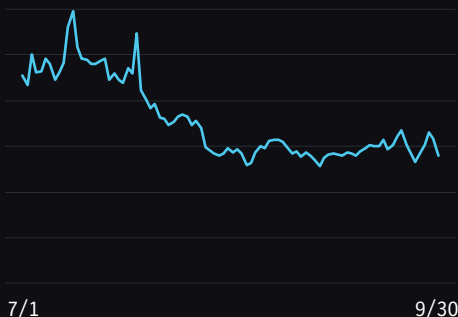
HOBBIES & INTERESTS



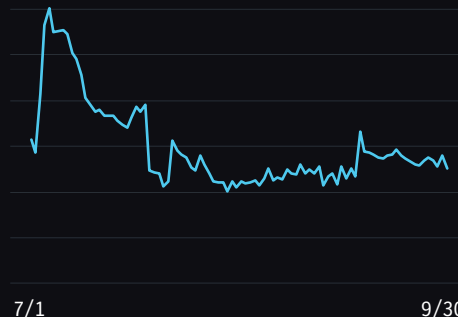
SMALLEST ADVERTISER AD SPEND INCREASES DURING Q3, BY CATEGORY

Pets ad spending showed signs of slowing down in Q3 after continuous double digit growths in the first half of this year. Real estate ad spending also contracted as the housing market cooled down.

PETS



REAL ESTATE



FAMILY & PARENTING

