Despite a slight decline in Q3 video revenue, video ad spending grew 9% year-over-year, and accelerated during the quarter, rising 28% between July and September. Family & Parenting topped the list in year-over-year growth in video in Q3, and still saw double digit growth during the quarter.

### LARGEST ADVERTISER AD SPEND INCREASES DURING Q3, BY CATEGORY

The industry categories that swelled in video mirrored other formats. While global events in Q3 (e.g. Greek wildfires, ongoing Russia/Ukrainian conflict, Israeli protests, US political woes, etc) created a rise in video ad spend in Q3, various global sporting matches (e.g. Women’s World Cup, Men’s Rugby World Cup) drove Sports video ad spend.

### SMALLEST ADVERTISER AD SPEND INCREASES DURING Q3, BY CATEGORY

Both Pets and Real Estate ad spending also saw significant slow downs in video as it did in other digital formats.