

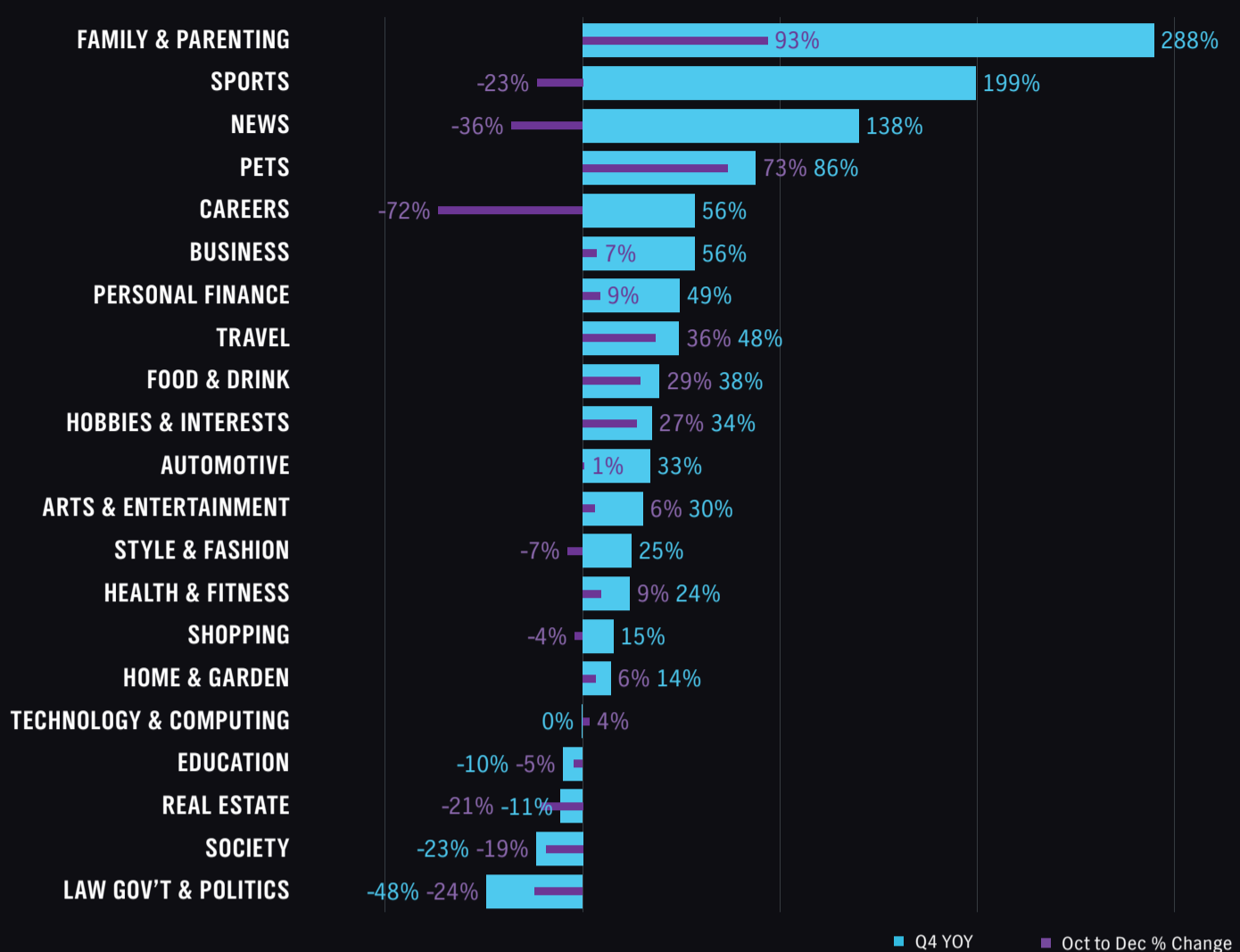
GLOBAL ADVERTISER VIDEO AD SPEND

Q4 2023

VIDEO AD SPEND CHANGE BY ADVERTISER CATEGORY

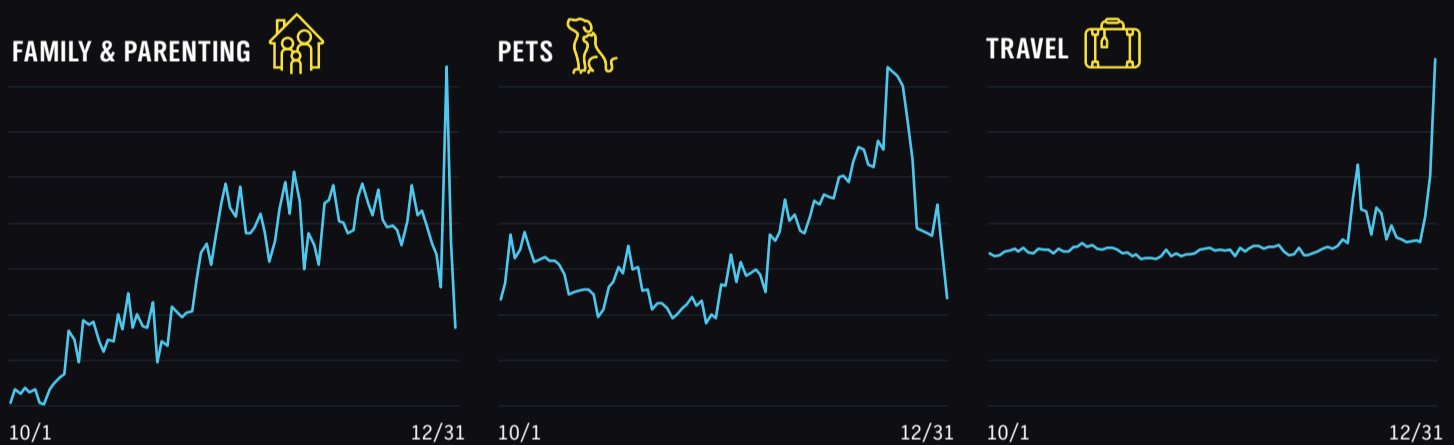
Q4 2023, YOY

Video ad spending grew 26% YoY in Q4. Family & Parenting more than tripled over last year and continued to accelerate rapidly throughout the quarter. Sports video ad spending also had a banner quarter, almost tripling last year's spend. However, Sports video ad spend started to slow down in Q4 as several big global sporting events wrapped up i.e. MLB World Series, Men's Rugby World Cup, Ryder Cup, Men's Cricket World Cup.



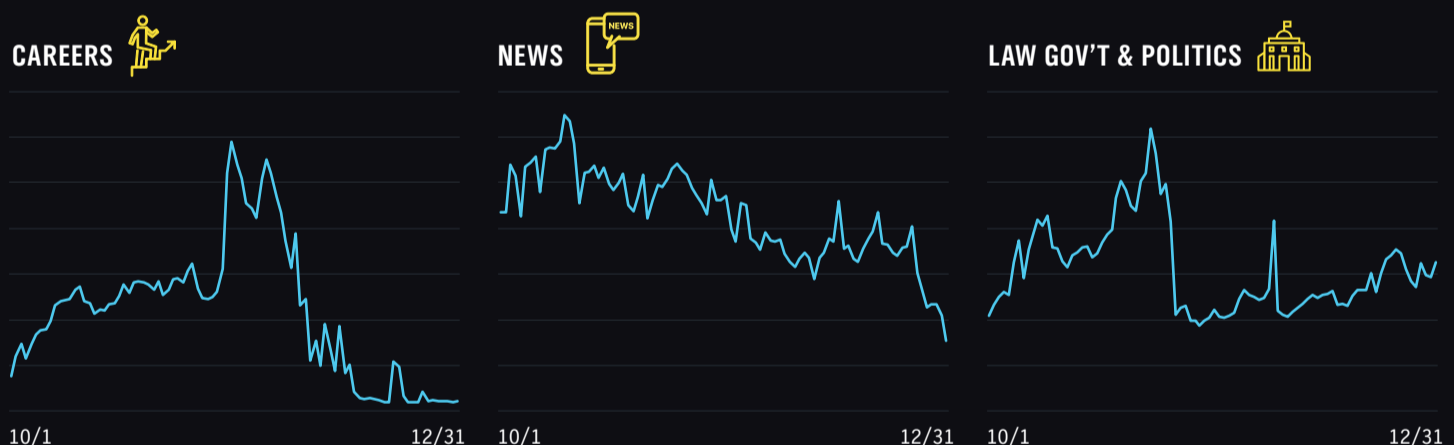
LARGEST ADVERTISER AD SPEND INCREASES DURING Q4, BY CATEGORY

The fastest growing video categories this quarter, Family & Parenting, Pets and Travel are pacing similarly to the overall growth of these categories. This indicates that most advertisers are increasing their budgets proportionally across formats. However, the rise in Travel video ad spend is more concentrated in the final days of the year compared to overall Travel ad spending.



SMALLEST ADVERTISER AD SPEND INCREASES DURING Q4, BY CATEGORY

Careers, News and Law, Government & Politics saw the biggest slowdowns in video ad spend. While the latter two categories are pegged to economic, political, and market news, the contraction in Careers is seasonal for Q4.



VIDEO AD SPEND CHANGE BY ADVERTISER CATEGORY

2023 YOY

Despite a challenging first half of the year, video ad spending saw double digit growth in 2023. Almost all categories grew year-over-year except for Careers, Hobbies & Interests, and Law, Government & Politics. The strong showing in video ad spending across Family & Parenting, Sports, and Pets in H2 drove these categories to the top for the year.

