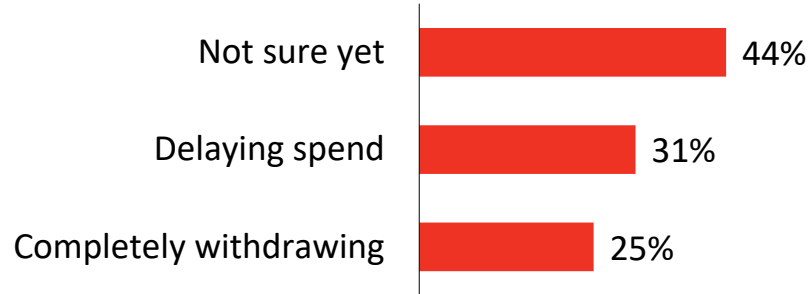


COVID-19 DIGITAL AD IMPACT STUDY

IAB Australia ran a 2 week survey for agencies and marketers assessing changes in digital ad budgets as a result of the COVID-19 crisis. This information is a quick read on the market rather than a detailed accurate projection of media spend.

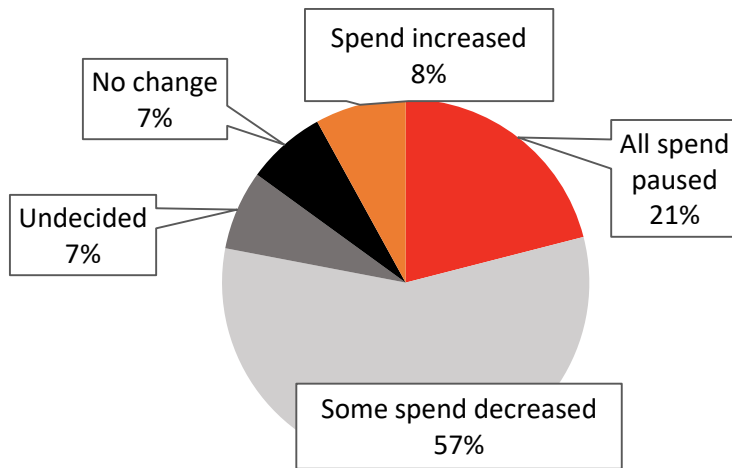
Actions for Those Decreasing Spend



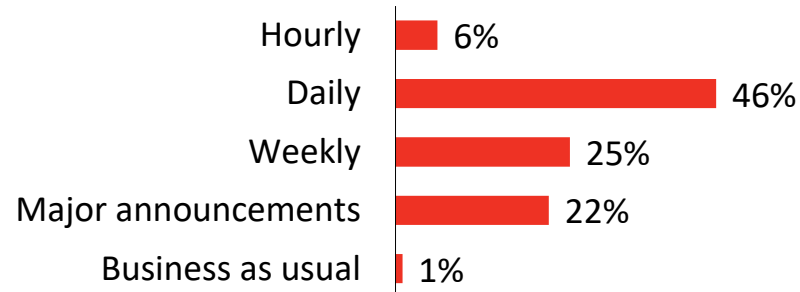
Channels Impacted (HIGHEST TO LOWEST)

- DOOH
- Programmatic Display
- Publisher Direct Display
- Audio/Podcasting
- Video
- Social
- Search

COVID-19 Impact on Digital Ad Spend



Regularity of Activity & Strategy Reviews



Type of Spend Impacted

Brand & performance equally	44%
Primarily on performance	20%
Primarily on brand	11%
Only on performance	6%
Only on brand	4%
No change or increase in spend	15%