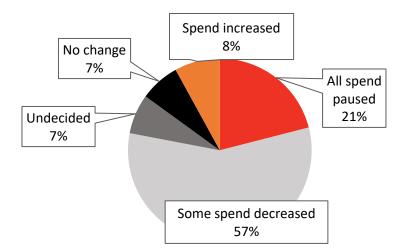
COVID-19 DIGITAL AD IMPACT STUDY



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.

COVID-19 Impact on Digital Ad Spend





Actions for Those Decreasing Spend

44%

31%

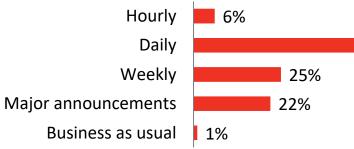
46%

25%

Not sure yet

Delaying spend

Completely withdrawing



Channels Impacted (HIGHEST TO LOWEST)	
DOOH	
Programmatic Display	
Publisher Direct Display	
Audio/Podcasting	
Video	
Social	
Search	

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%

Source; IAB Australia Industry Market Pulse – COVID 19 Ad Impact – fieldwork 25^{th} March – 6^{th} April 2020 n = 78, media agency executives (on behalf of individual clients) & senior marketers