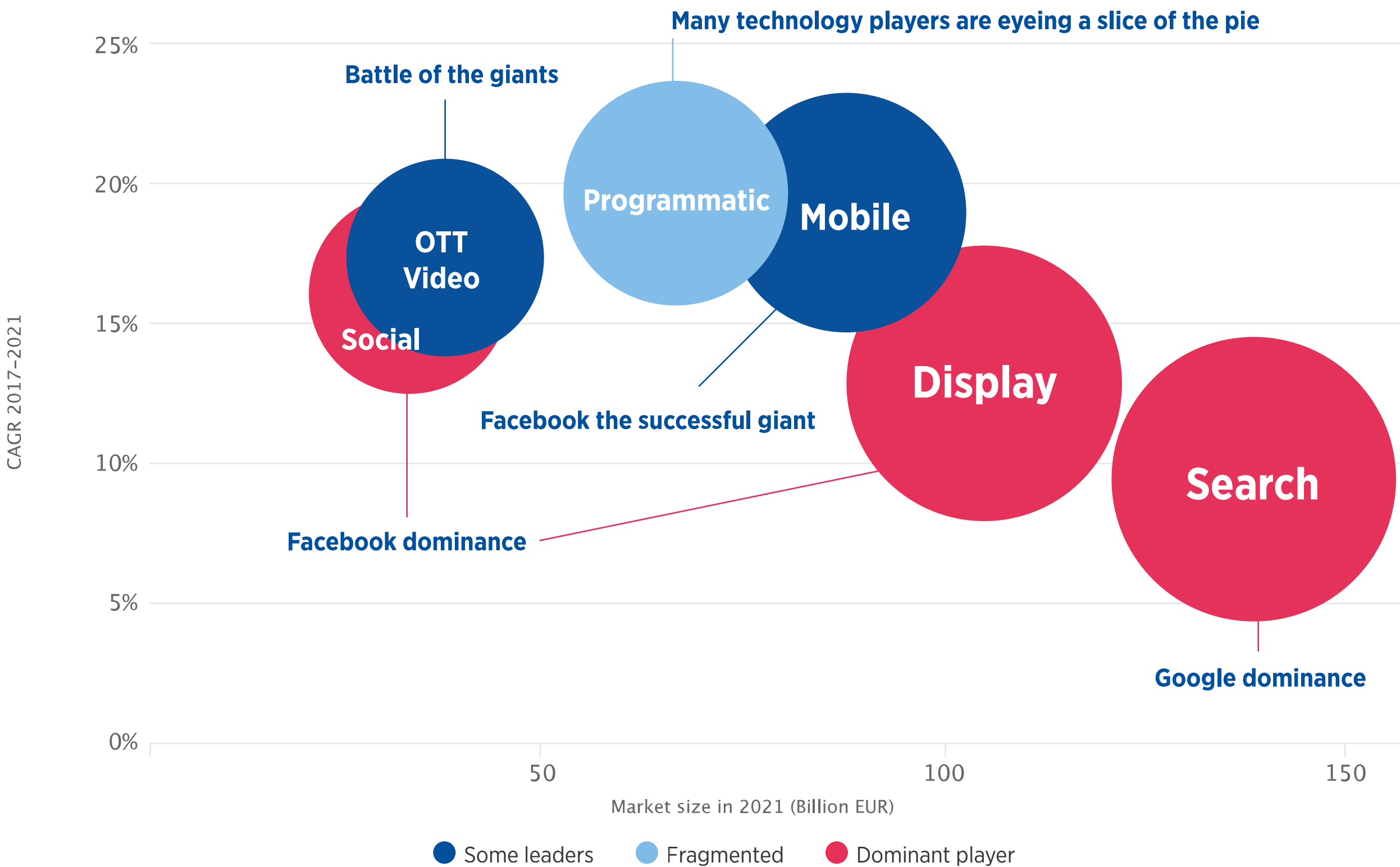


How digital advertising segments are positioned, according to market size and growth, up to 2021



Note: This figure contains some overlaps, such as mobile display advertising being included in both mobile and display segments

Source: IDATE DigiWorld in "Advertising and TDaaS"