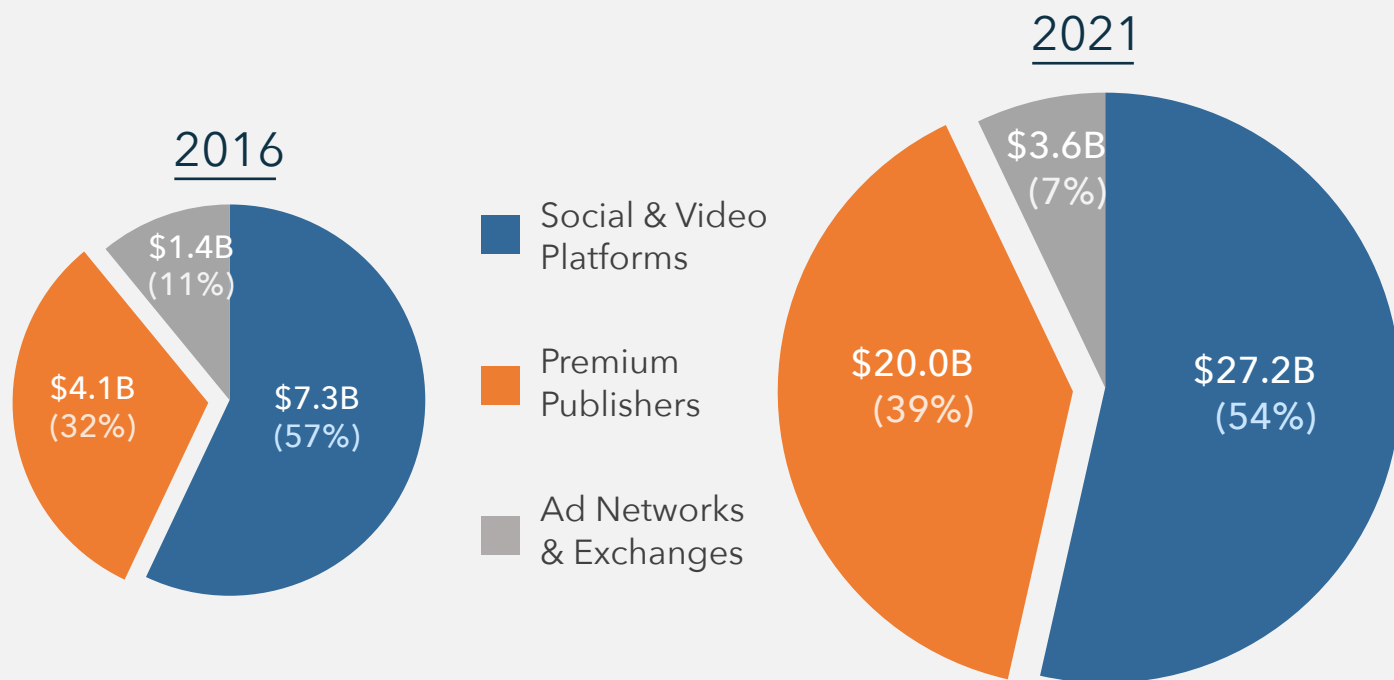


# PREMIUM BRANDED CONTENT MARKET SIZE

Premium branded content is the fastest growing sector of the content advertising industry

## 1) Content Advertising Revenues and Shares by Sector:



**\$12.8B** — Total Digital Content Advertising — **\$50.8B**  
**7%** — % Share of Total Digital Advertising — **14%**

## 2) Premium Branded Content: Publisher Digital Revenue (US\$B)

