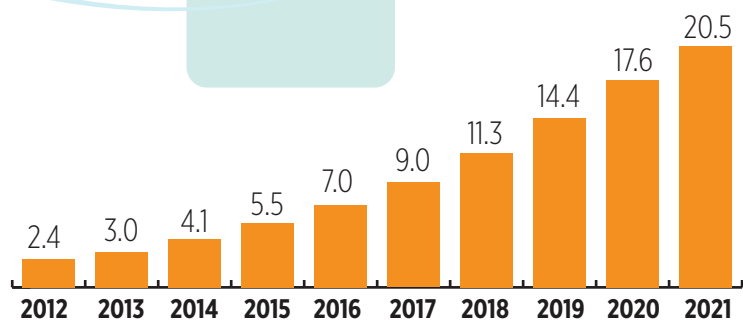


Spotlight on Advertising

Digital advertising first surpassed the TV ad spend in 2016, and Magna predicts that it will hit levels at more than double the TV ad spend by 2021, when digital will hit \$124.6 billion versus \$57.4 billion for TV.

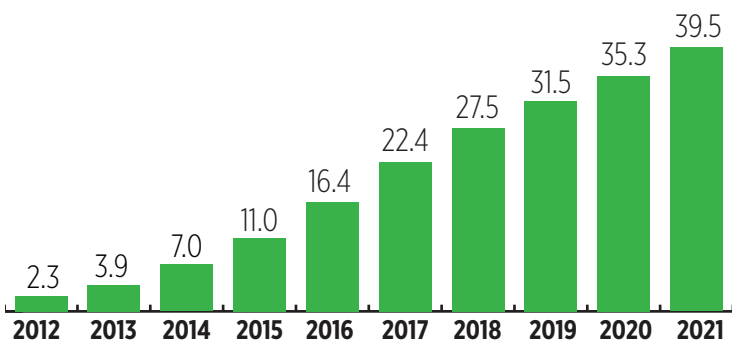
Total Digital Video Advertising

\$ billions



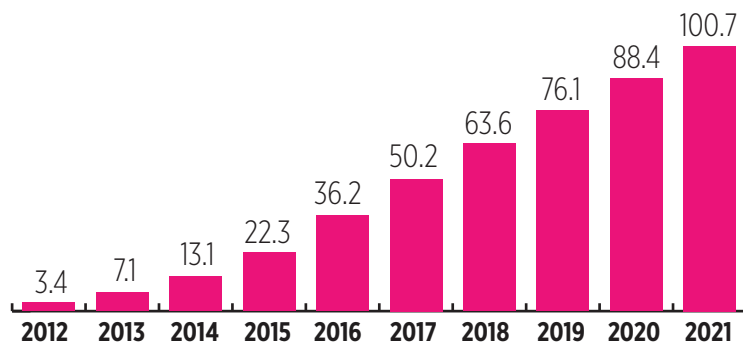
Total Social Media Advertising

\$ billions



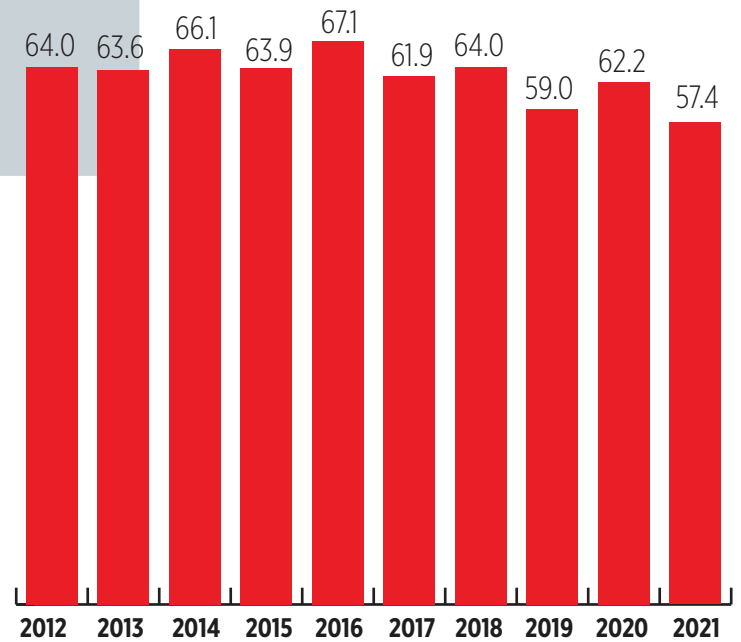
Total Mobile Advertising

\$ billions



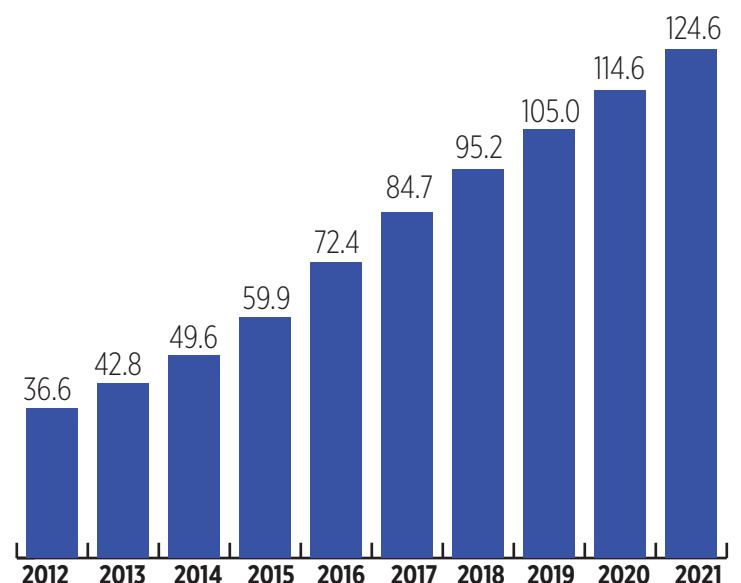
Total TV Advertising

\$ billions



Total Digital Advertising

\$ billions



SOURCE: Magna. Actual data from 2011-2016; projections for 2017 to 2021.