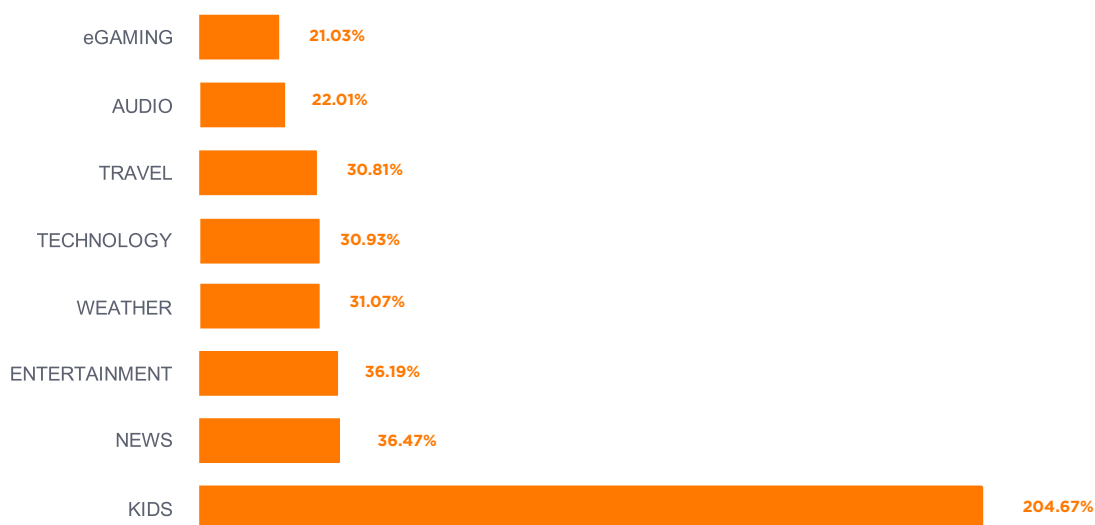


# COVID-19 Advertiser Resources & Trends

## SPOTX TREND TRACKER // COVID-19 IMPACT REPORT

As the ever-changing situation surrounding COVID-19 unfolds, we will provide regular updates on video streaming consumption and advertiser trends. SpotX is the world's leading video advertising platform, receiving more than 20 billion video ad calls per day from screens of all sizes from across the globe.

### VIEWERSHIP GROWTH BY CONTENT CATEGORY



Overall, we are seeing an increase in video streaming viewership that is positively affecting traffic across all device types (mobile, desktop, CTV) and all dayparts.

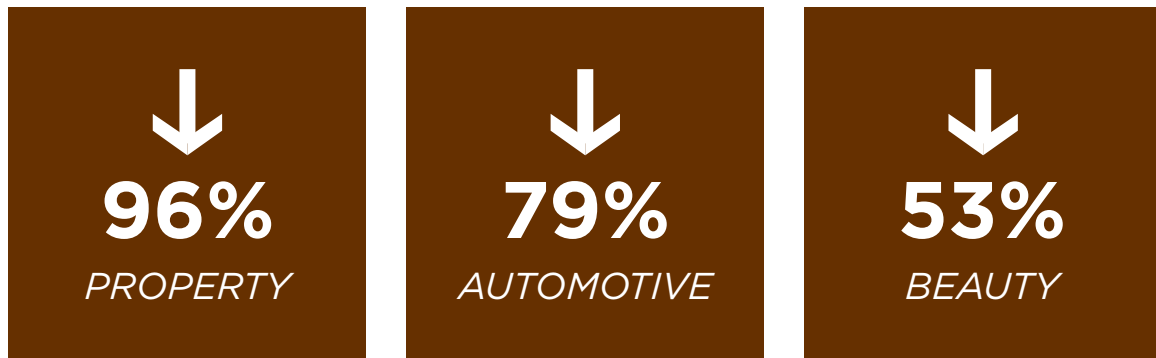
Source: SpotX Platform (April 9 - April 15 compared to March 5 - 11), excluding all commercial inventory.

# COVID-19 Advertiser Resources & Trends

## INCREASING AD SPEND BY EUROPEAN ADVERTISER CATEGORY



## DECREASING AD SPEND BY EUROPEAN ADVERTISER CATEGORY



Categories that rely heavily on physical environments such as property and auto have experienced declines, whereas products that are typically purchased online and can be used indoors are thriving.

For more information, please contact your SpotX representative

[london-demand@spotx.tv](mailto:london-demand@spotx.tv)

Source: SpotX Platform (April 9 - April 15 compared to March 5 - 11), categories are based on IAB categorization.