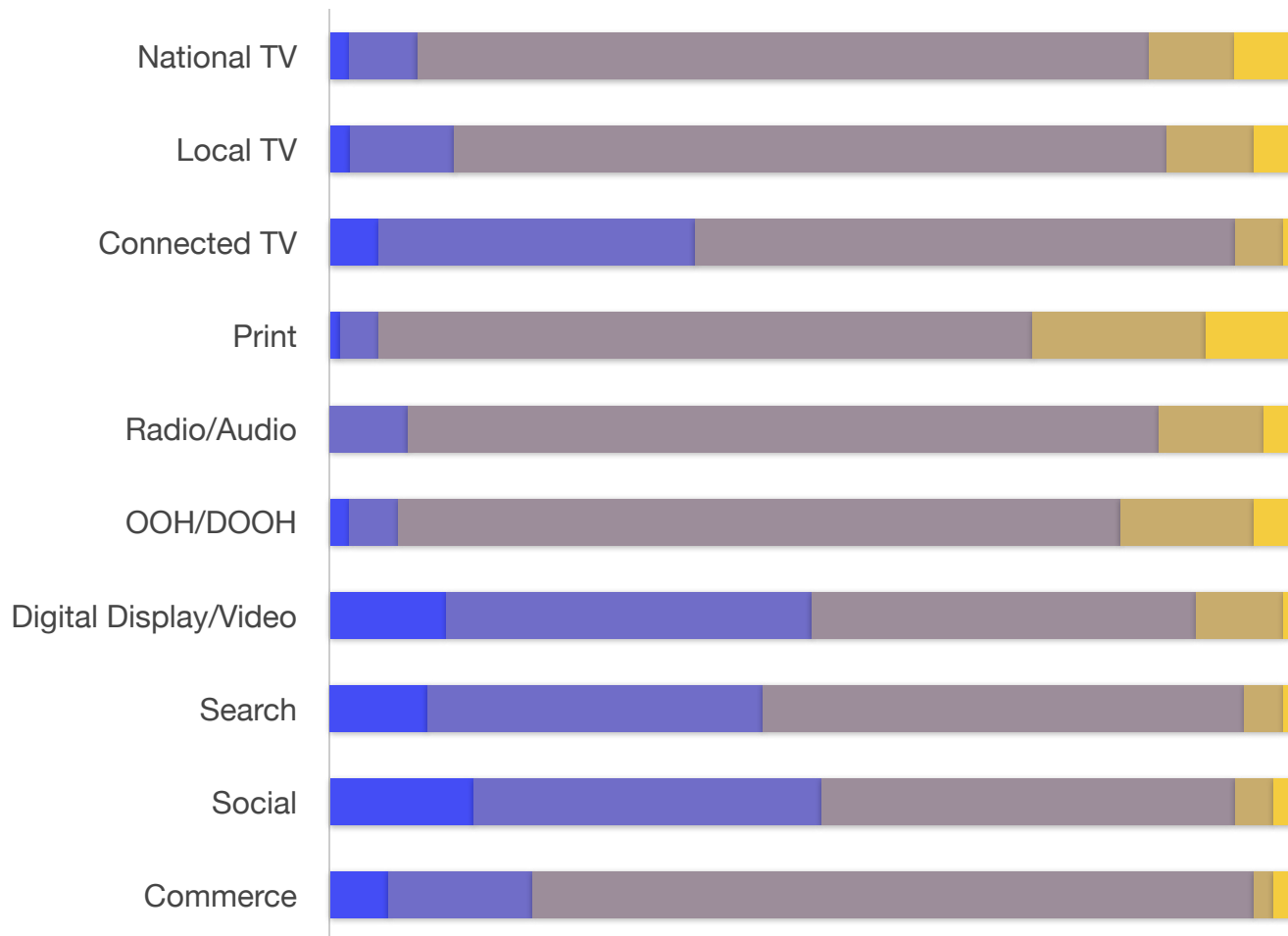


Projected Advertising Investment by Media Channel for 2021

■ Increase 25%+ ■ Increase 0-25% ■ Maintain ■ Decrease 0-25% ■ Decrease 25%+



Source: TechValidate survey of 133 users of Mediaocean



✓ Validated

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