



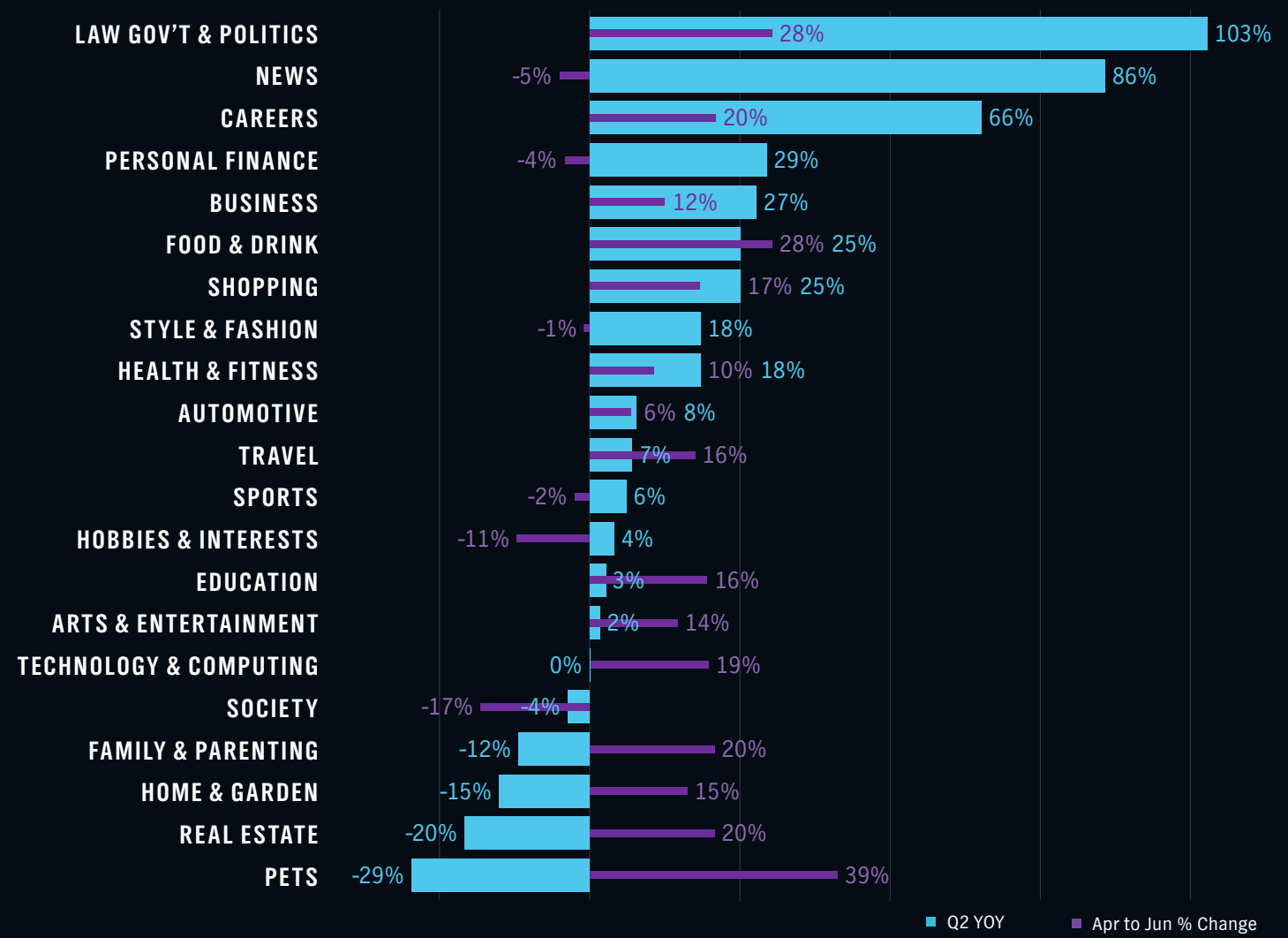
# GLOBAL ADVERTISER AD SPEND

## Q2 2024

### AD SPENDING CHANGE BY ADVERTISER CATEGORY

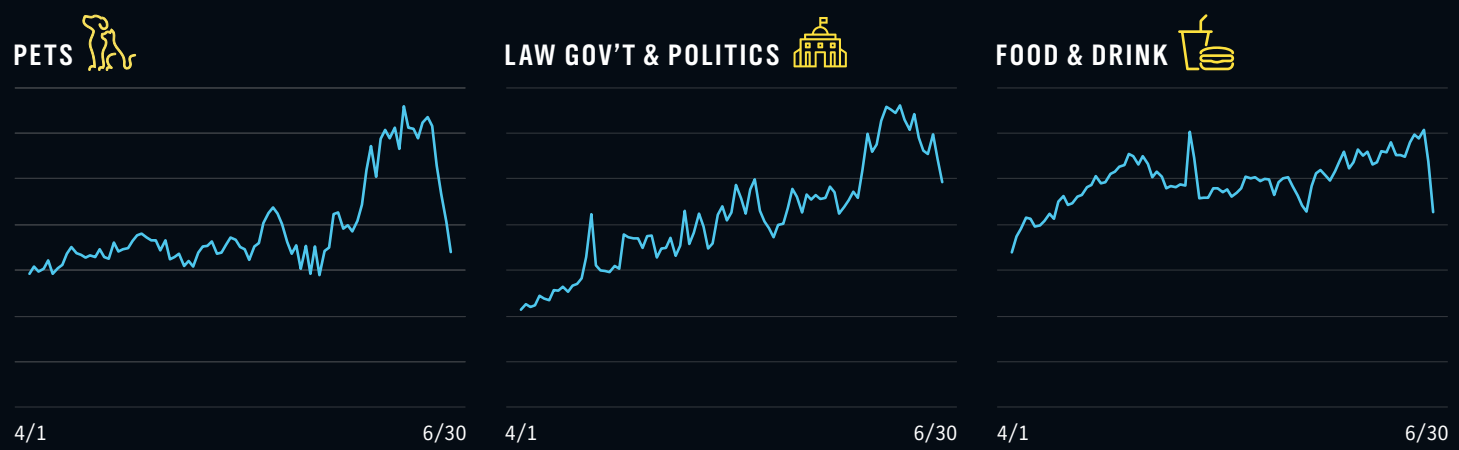
Q2 2024, YOY

Global advertising expenditure in the second quarter increased by 15% compared to the previous year, fueled by growth across the top 10 ad spend category verticals. At the category level, spending by US political advertisers continues to surge, propelling Law, Government & Politics and News to the top as the categories experiencing the fastest year-over-year growth. Pet ad spending saw further decline in Q2, shrinking by 29% compared to the previous year. This drop comes as consumers grapple with **rising prices** in the pet food sector.



### LARGEST ADVERTISER AD SPEND INCREASES DURING Q2, BY CATEGORY

Despite experiencing the largest decrease in ad spending compared to last year, the Pets category emerged as the fastest-growing sector, gaining rapid momentum in the last month of the quarter. Law, Government & Politics continued to swell in Q2. During the last US presidential election in 2020, this advertising category exhibited rapid growth that extended well into Q4. Food & Drink shows double-digit year-over-year and in-quarter growth, aligning with seasonal trends. However, due to **high price inflation**, these growth rates are more modest compared to previous years.



### SMALLEST ADVERTISER AD SPEND INCREASES DURING Q2, BY CATEGORY

Society ad spending continues its gradual decline, decreasing by 17% in Q2 and 4% year-over-year. This category has seen year-over-year declines in every quarter since Q1 of 2023. News ad spending began to decelerate in Q2 but still achieved an 86% increase compared to last year.

