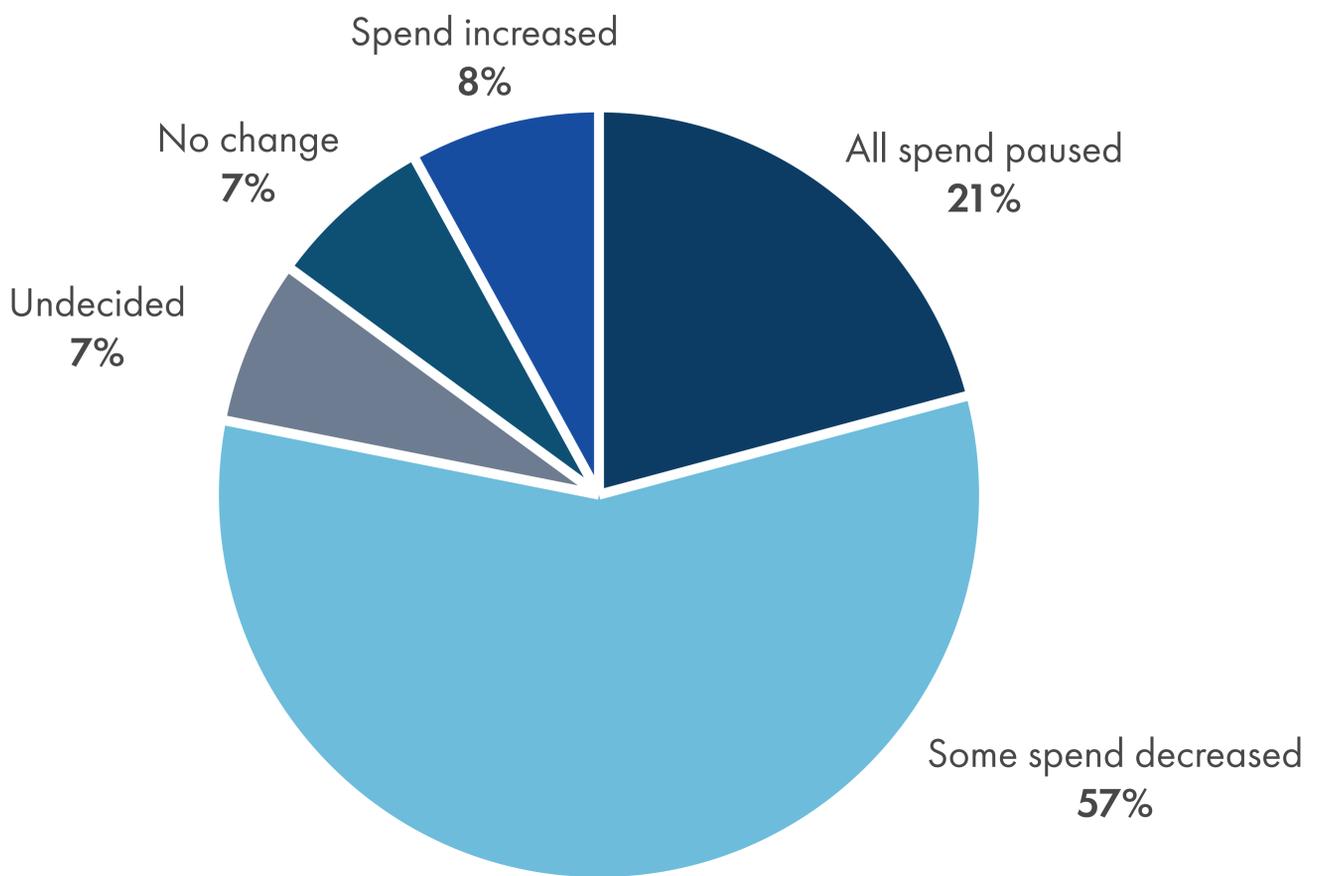


## COVID-19 Impact on Digital Ad Spend

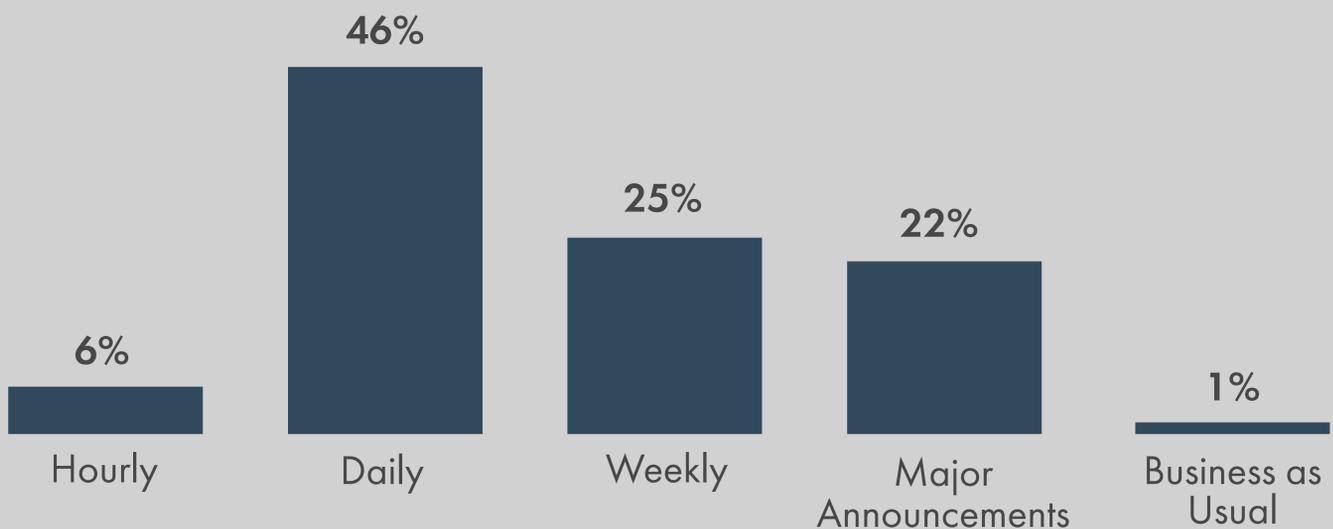


IAB Australia ran a 2 week survey for agencies and marketers assessing changes in digital ad budgets as a result of the COVID-19 crisis. This information is a quick read on the market rather than a detailed accurate projection of media spend.

## Actions for Those Decreasing Spend



## Regularity of Activity & Strategy Reviews



## Type of Spend Impacted

Brand & performance equally	44%
Primarily on performance	20%
Primarily on brand	11%
Only on performance	6%
Only on brand	4%
No change or increase in spend	15%

## Channels Impacted

(Highest to Lowest)

- DOOH
- Programmatic Display
- Publisher Direct Display
- Audio/Podcasting
- Video
- Social
- Search