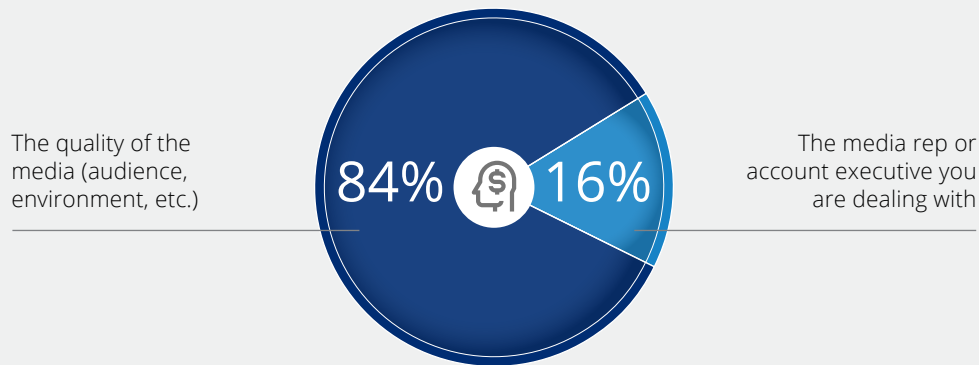


ADVERTISERS INDICATE WHAT IS MOST IMPORTANT TO THEM DURING MEDIA BUYING PROCESS

Most Influential Factor When Deciding on Where to Spend Advertising Dollars

Average Percent of Advertisers

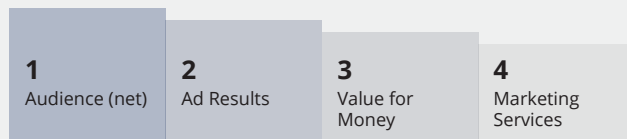


Source: August 2018 Advertiser Perceptions Omnibus Study Base: Total Respondents

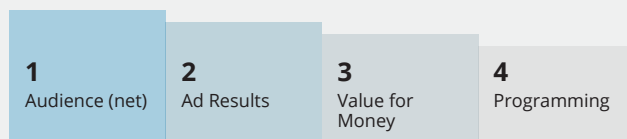
Which Product Criteria Matter Most When Selecting a Media Partner?

Analyzing Product Criteria and its Relationship to Buying Intention*

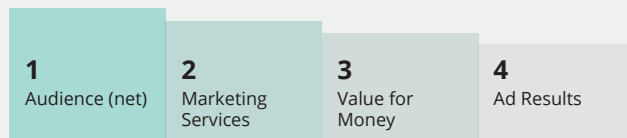
DIGITAL PARTNER



TV PARTNER



PRINT PARTNER



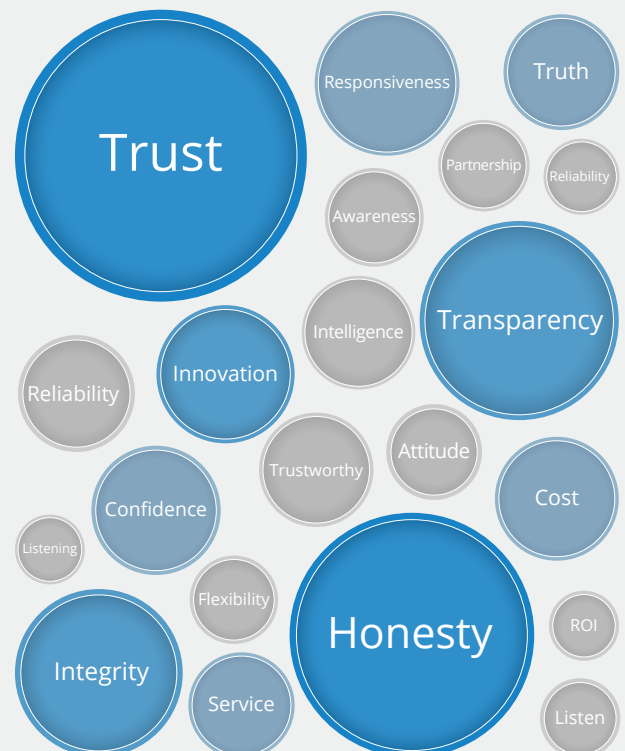
RADIO PARTNER



Source: Advertiser Intelligence Report Wave 28
Base: Digital Respondents, TV Respondents, Print Respondents, Radio Respondents

The Most Essential Attribute a Media Account Rep/Exec Exhibits

According to Advertisers



Source: August 2018 Advertiser Perceptions Omnibus Study
Base: Total Respondents