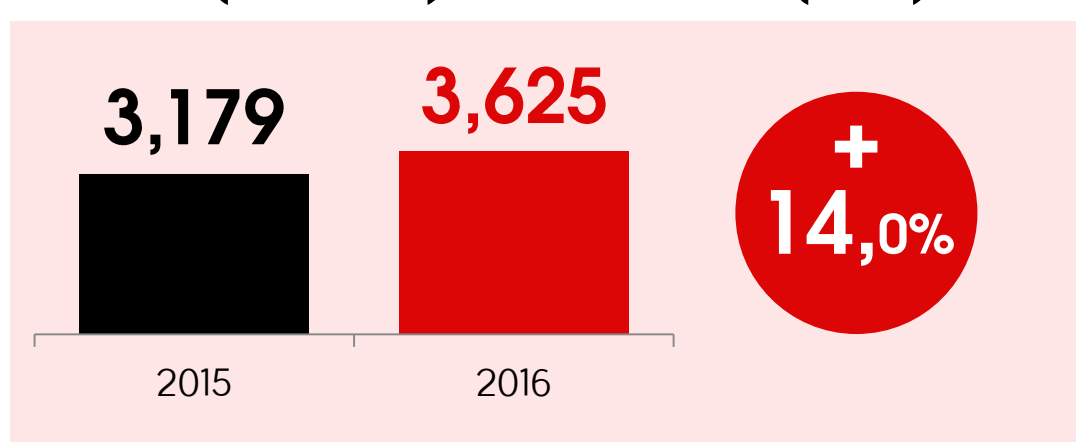


# Online advertising revenue in calendar year 2016

## VALUE (BN PLN) & GROWTH (YTY)



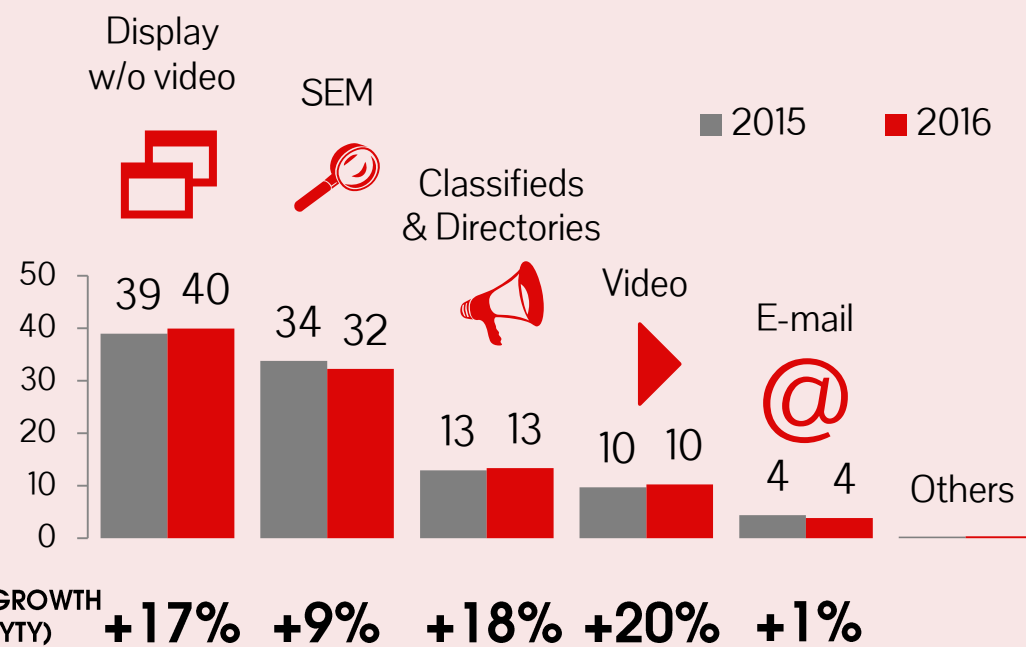
## MARKET SHARES

### MAIN CLASSIFICATION

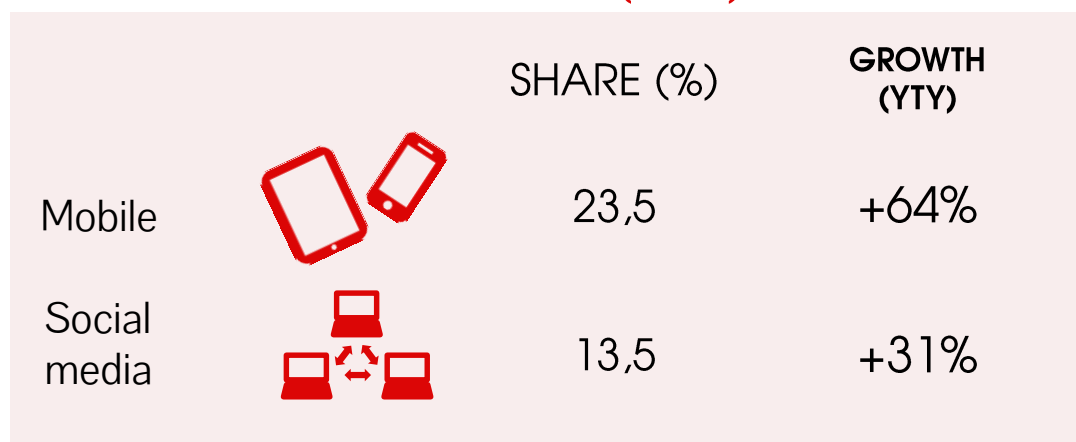
TOTAL – SHARE (%) AND GROWTH YTY (%)

	2015	2016	Growth
Display	48,7%	50,2%	+17,5%
SEM	33,8%	32,3%	+8,9%
Class. & Dir.	12,9%	13,3%	+17,9%
E-mail	4,3%	3,9%	+1,1%

DETAILS – SHARE (%) AND GROWTH YTY (%)



### ADDITIONAL CLASSIFICATION (2016)\*



\* Additional classification is included in main classification.

## AD SPEND BY SECTOR

SHARE IN 2016 CY (%)

