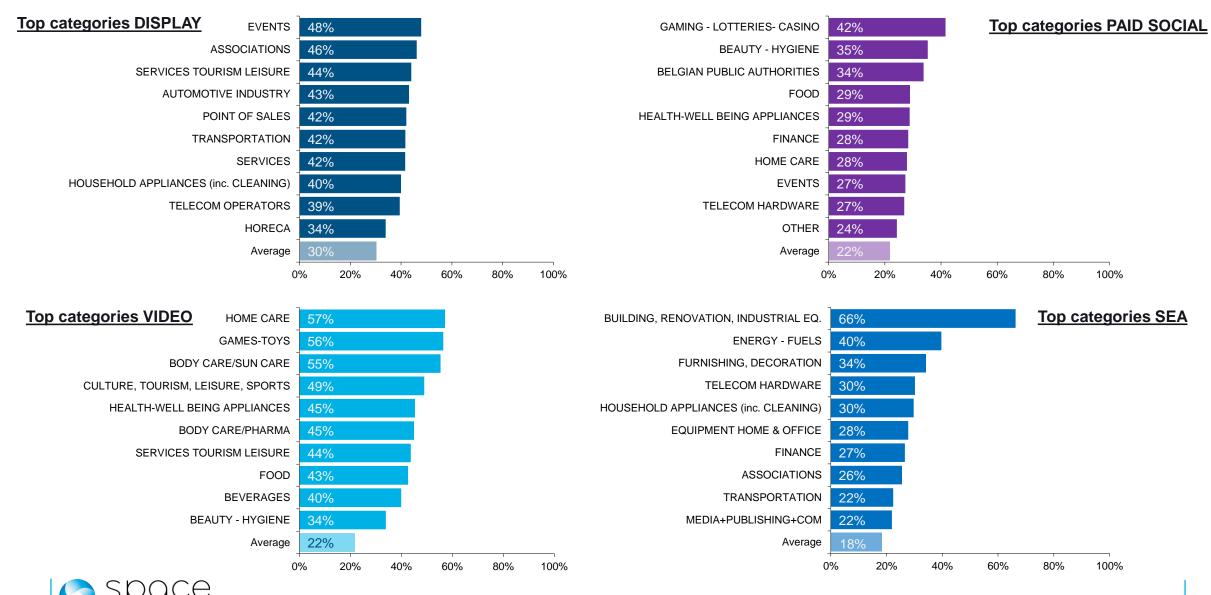
Main digital channels allocations by category Q3-2020



Source : UMA Digital Benchmark Q3-2020

Horizontal %: 100% = total value invested in digital Categories displayed invest ≥0,5% of total cross media value