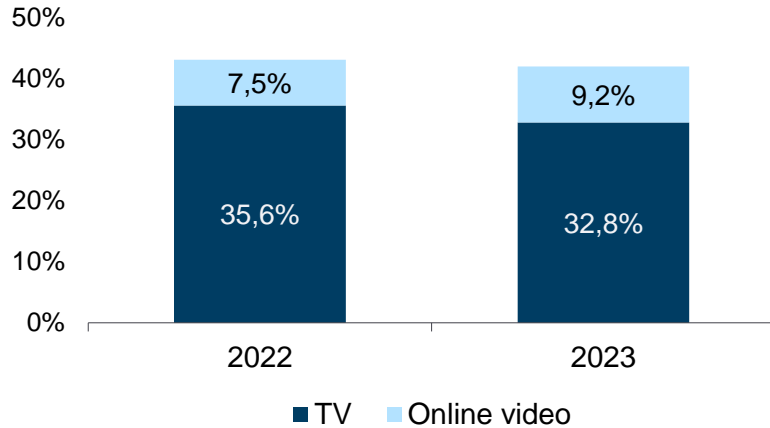


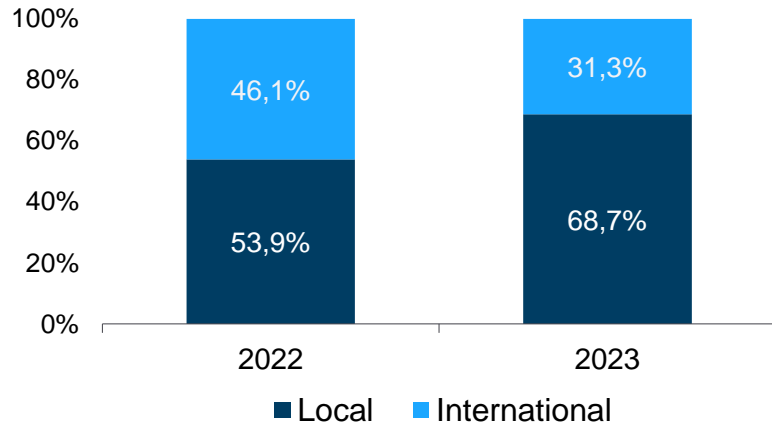
2023, the boost of online video advertising

It partially compensates for the evolution of TV

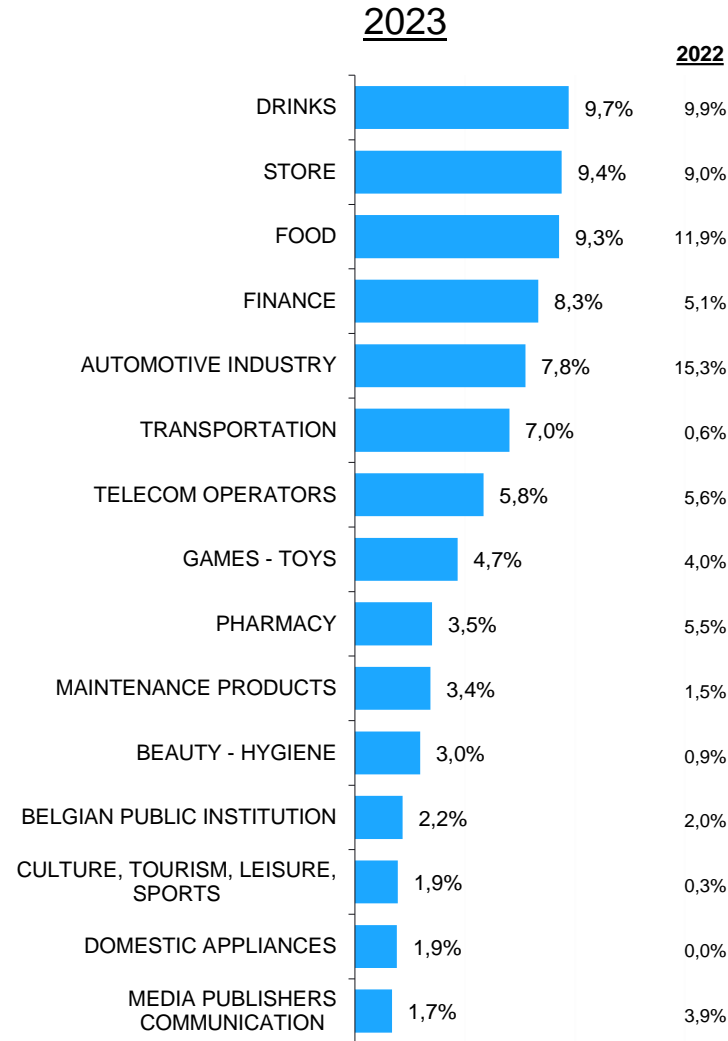
Share of cross media mix



Online video:
local vs international



Main categories in online video



Online video as % of digital

