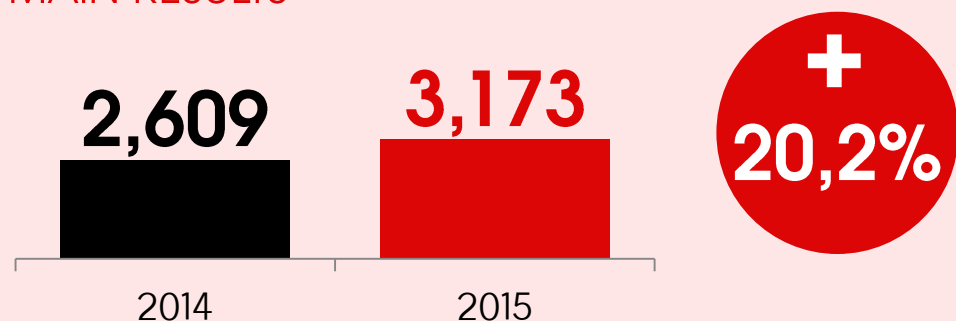


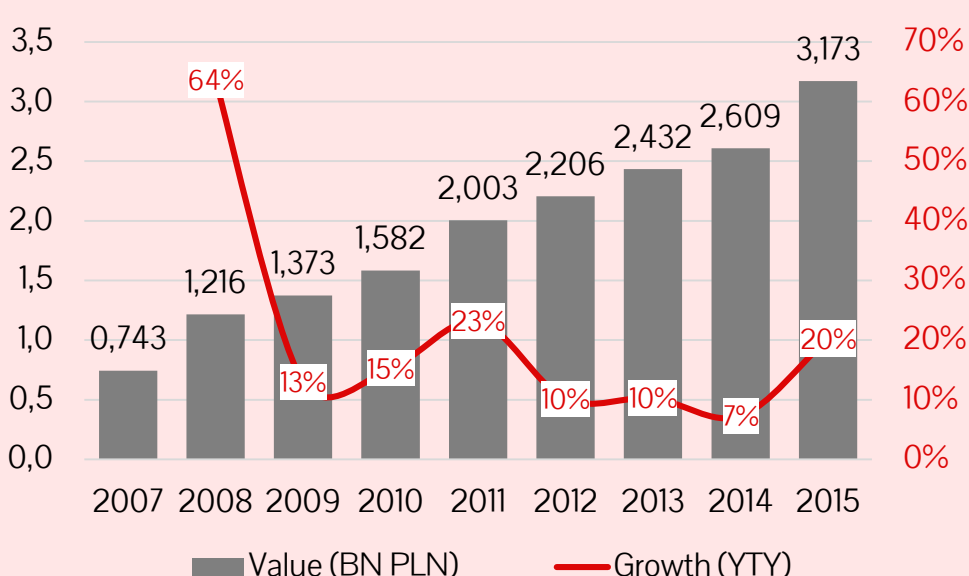
# Online advertising revenue in calendar year 2015

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

### MAIN RESULTS



### HISTORICAL DATA



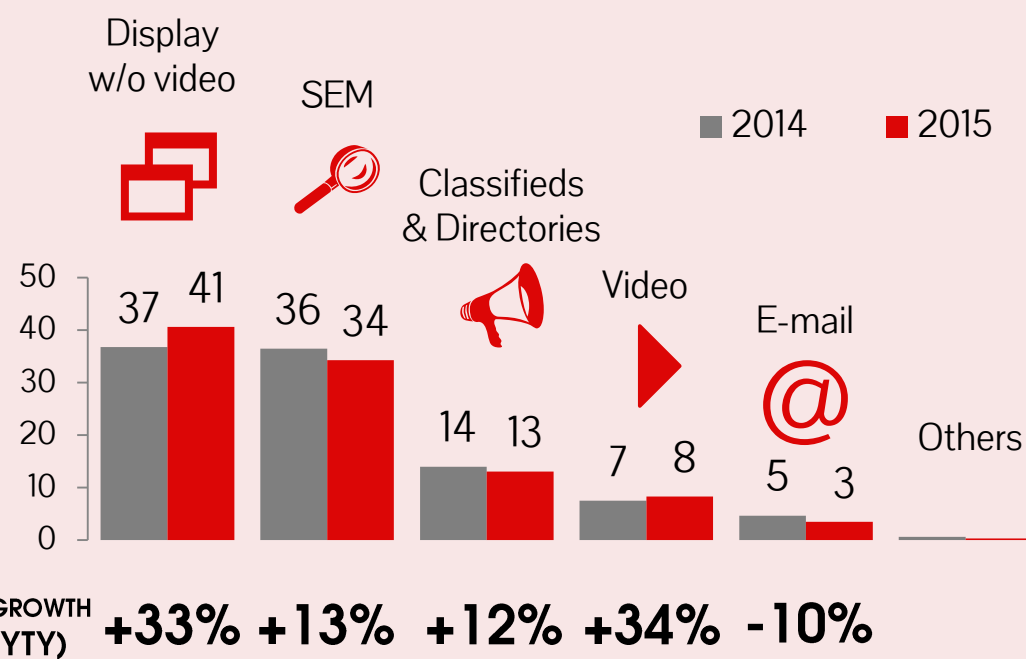
## MARKET SHARES

### MAIN CLASSIFICATION

#### TOTAL - SHARE (%) AND GROWTH YTY (%)

	2014	2015	Growth
Display	44,3%	48,9%	+32,9%
SEM	36,5%	34,2%	+12,9%
Class. & Dir.	14,0%	13,1%	+12,3%
E-mail	4,7%	3,5%	-10,5%

#### DETAILS - SHARE (%) AND GROWTH YTY (%)



### ADDITIONAL CLASSIFICATION (2015)\*

Category	Share (%)	Growth (YTY)
Mobile	16,0	+259%
Social media	12,3	+141%

\* Additional classification is included in main classification.

## AD SPEND BY SECTOR

### SHARE IN 2015CY (%)

