

A blurred background image of a business meeting. A person in a blue suit is using a tablet on a desk. Another person's hand is holding a pen over the tablet. There are papers and a pen on the desk.

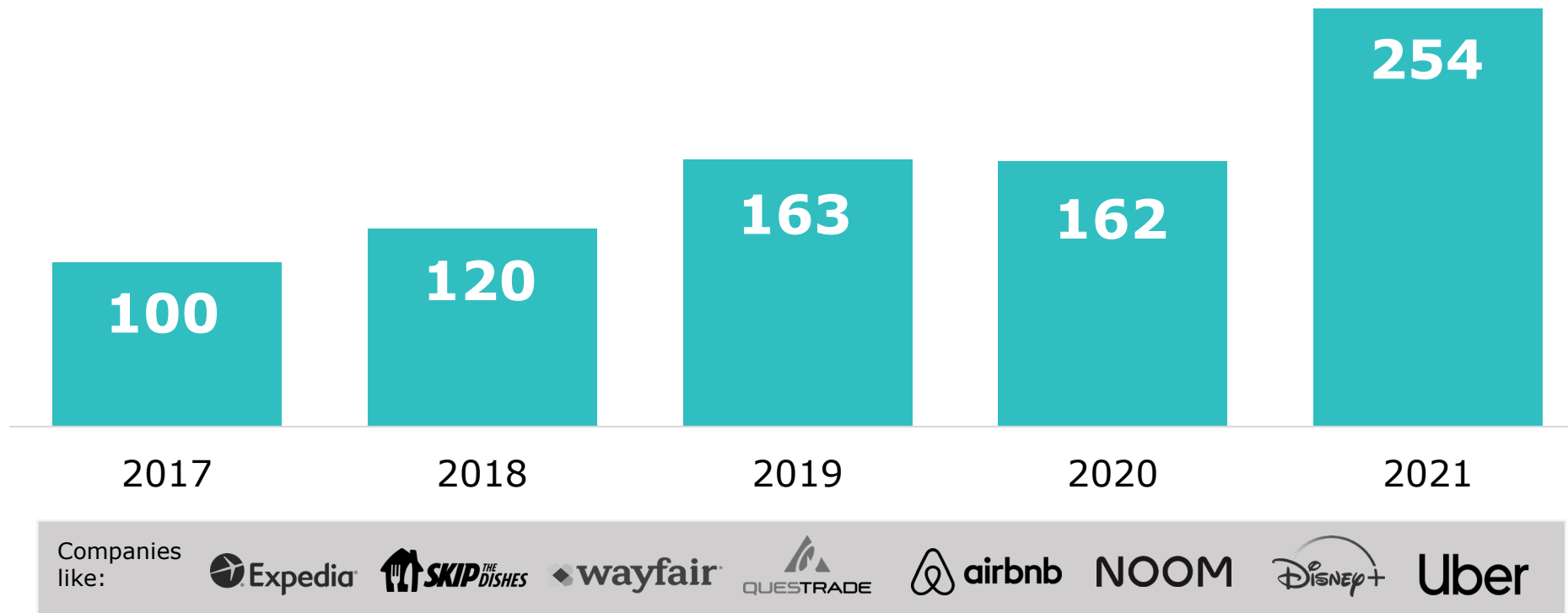
# online businesses on TV

think<sup>tv</sup>

# digital companies know **tv** works!

TV spend by internet-related products & services\* is **up 2.5x** since 2017

TV SPEND BY INTERNET BUSINESSES  
INDEXED TO 2017



sample of digital companies included:

amazon

Wealthsimple

Uber

goodfood

airbnb

QUESTRADE

Expedia®

Disney+

Apple tv+

NETCOINS

HELLO FRESH

Lovehoney

vrbo

wayfair®

PELOTON

POSHMARK

SKIP THE DISHES

NOOM

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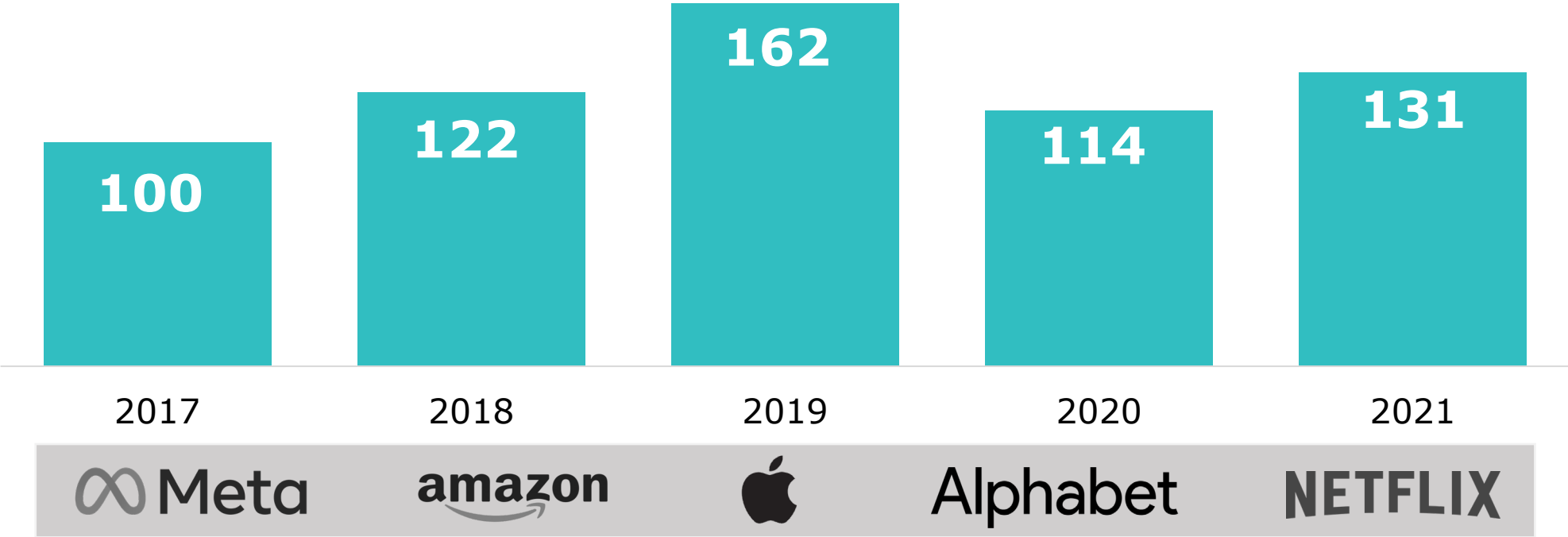
Vinted

think<sup>tv</sup>

# “MAAAN” continues to invest in

The pandemic negatively impacted MAAAN’s investment on TV, although spend is up 31% compared to 2017

**TV SPEND – MAAAN**  
INDEXED to 2017



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