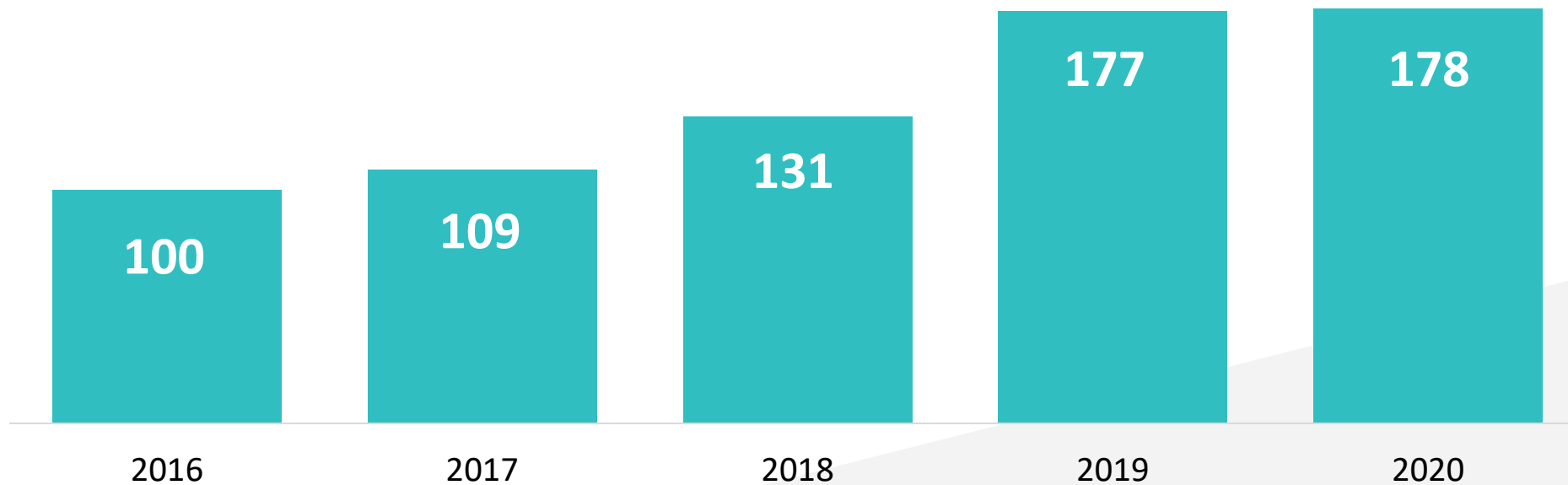


digital companies know **tv** works!

TV spend by internet-related products & services* is **up over 1.8x** since 2016

INDEXED TO 2016
TV SPEND BY INTERNET BUSINESSES



Companies like:



sample of digital companies included:

amazon

Casper

Uber

goodfood

eharmony

ENDY

Expedia

Disney+

Apple tv+

ebay

HELLO FRESH

ancestry

knixwear

wayfair

PELOTON

POSHMARK

SKIP THE DISHES

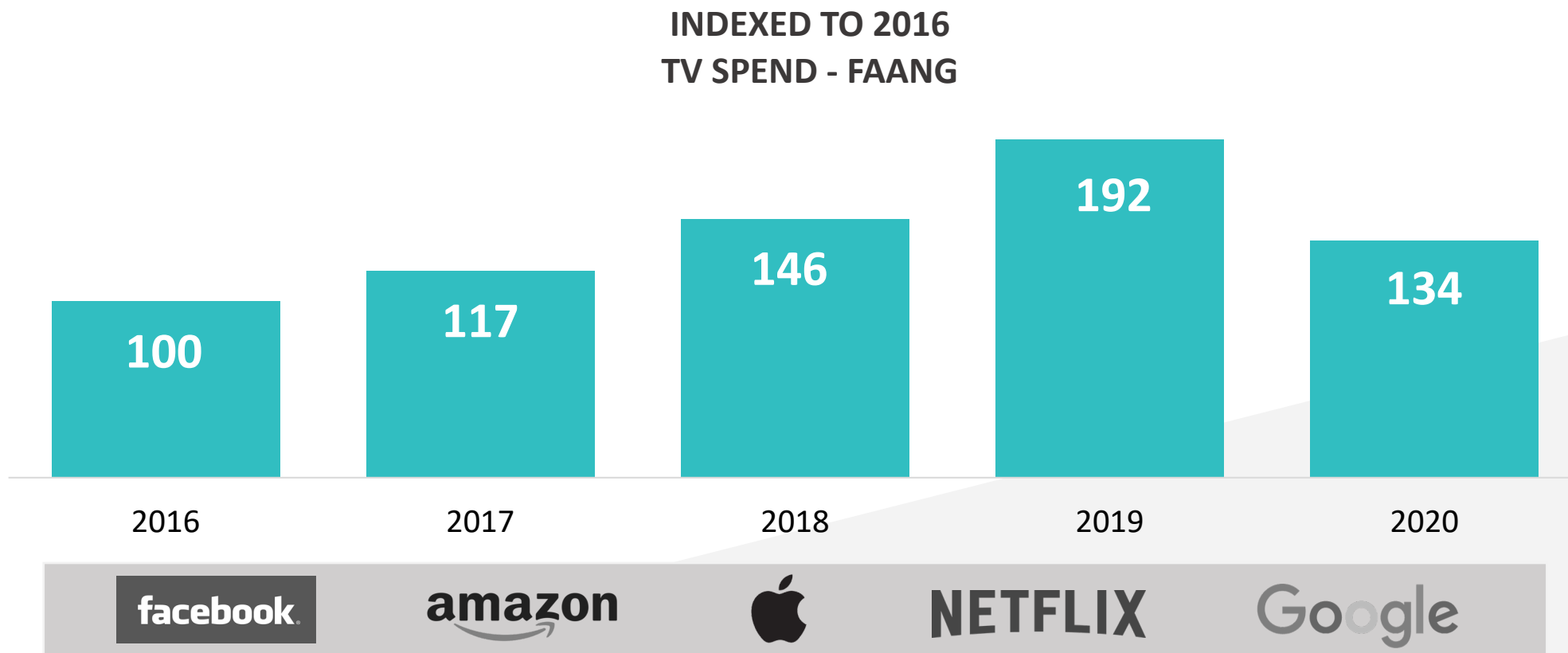
PURPLE BRICKS

DOORDASH

indeed

FAANG continues to invest in

the pandemic negatively impacted FAANG's investment on TV, although spend is up 34% compared to 2016



Top 10 **tv** spenders in Canada 2020

the “FAANG” group of companies together were the #2 TV advertiser in 2020

Rank	Company
1	P&G
2	FAANG
3	Provincial Government Lotteries
4	Restaurant Brands International
5	McDonald's
6	Johnson & Johnson
7	General Motors
8	PepsiCo
9	Leon's Furniture
10	Government of Canada

facebook Alphabet amazon Apple NETFLIX

P&G OLG Johnson & Johnson gm McDonald's PEPSICO Leon's Canada

