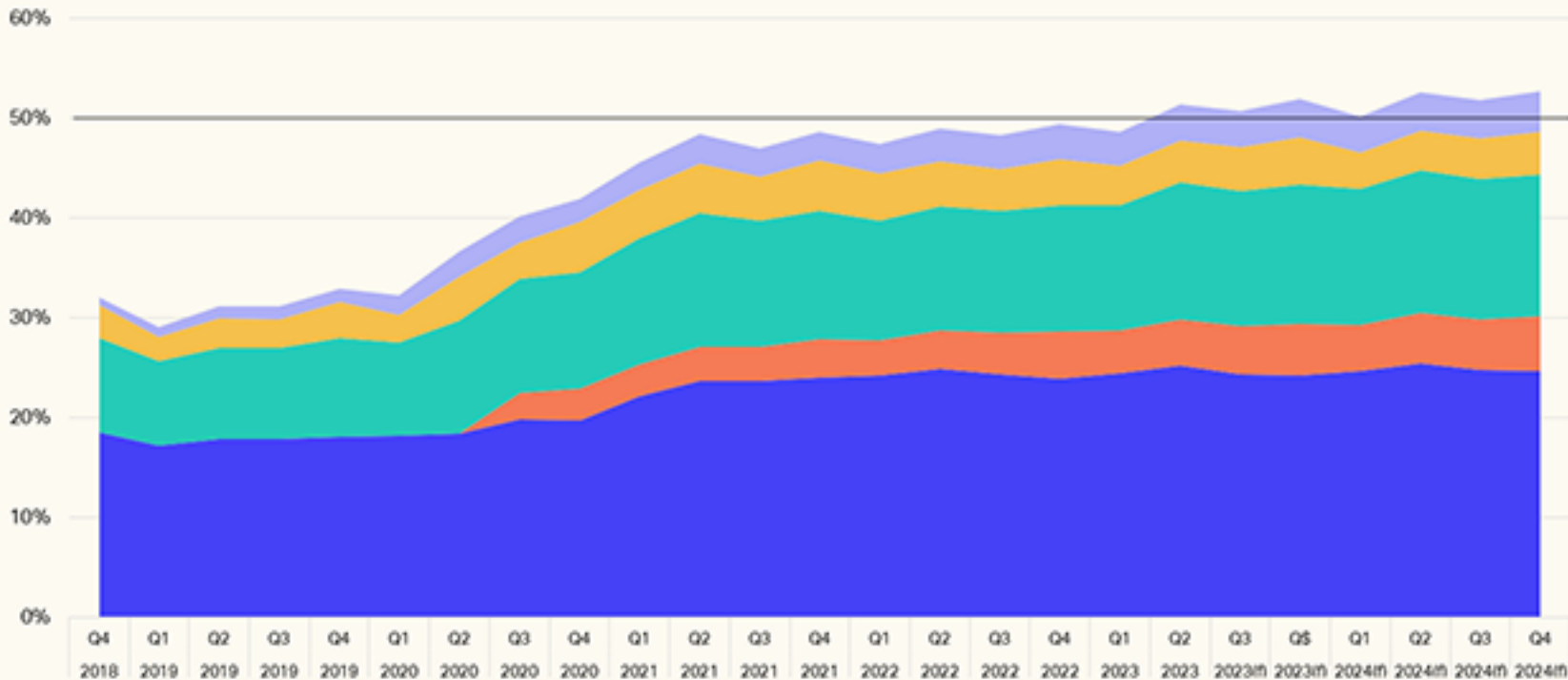


## Five companies attract more than half of global advertising spend

■ Alphabet ■ Amazon ■ Meta ■ Alibaba ■ Bytedance



WARC Media, *Ad Spend Outlook 2023/24: Withstanding Turbulence*, August 2023