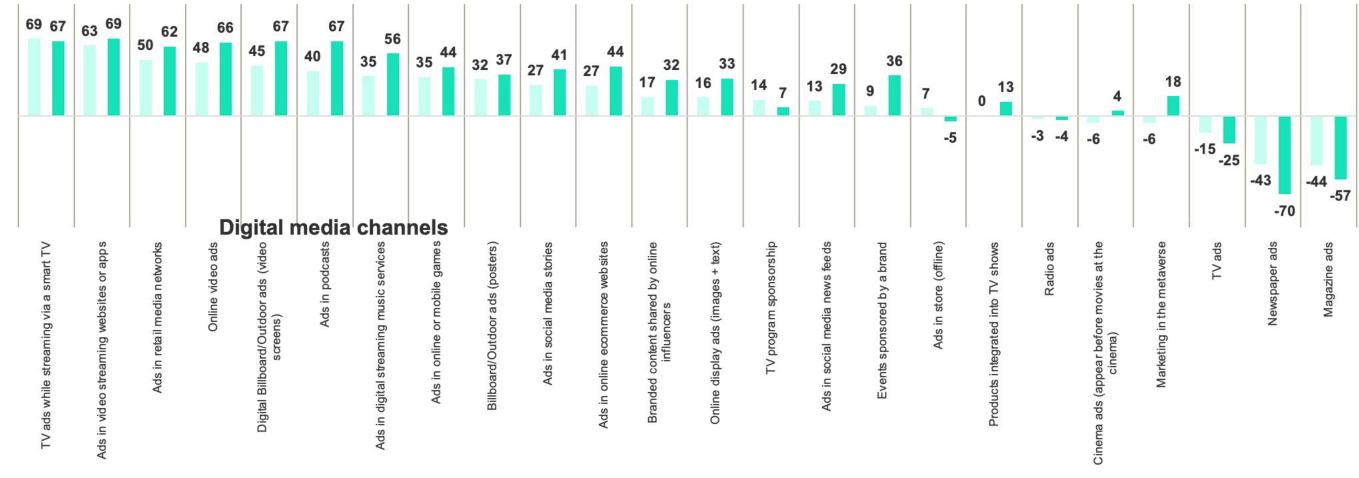
Digital media spend is increasing in 2023; this is expected to continue in 2024

Changes in budget/resource allocation 2023 versus 2022 (% net +ve)





Anticipated in 2024



Q. How has your allocation of budget and/or resources for the following channels for 2023 changed (compared to 2022)

Q. How do you expect allocation of your budget and/or resource to change in 2024