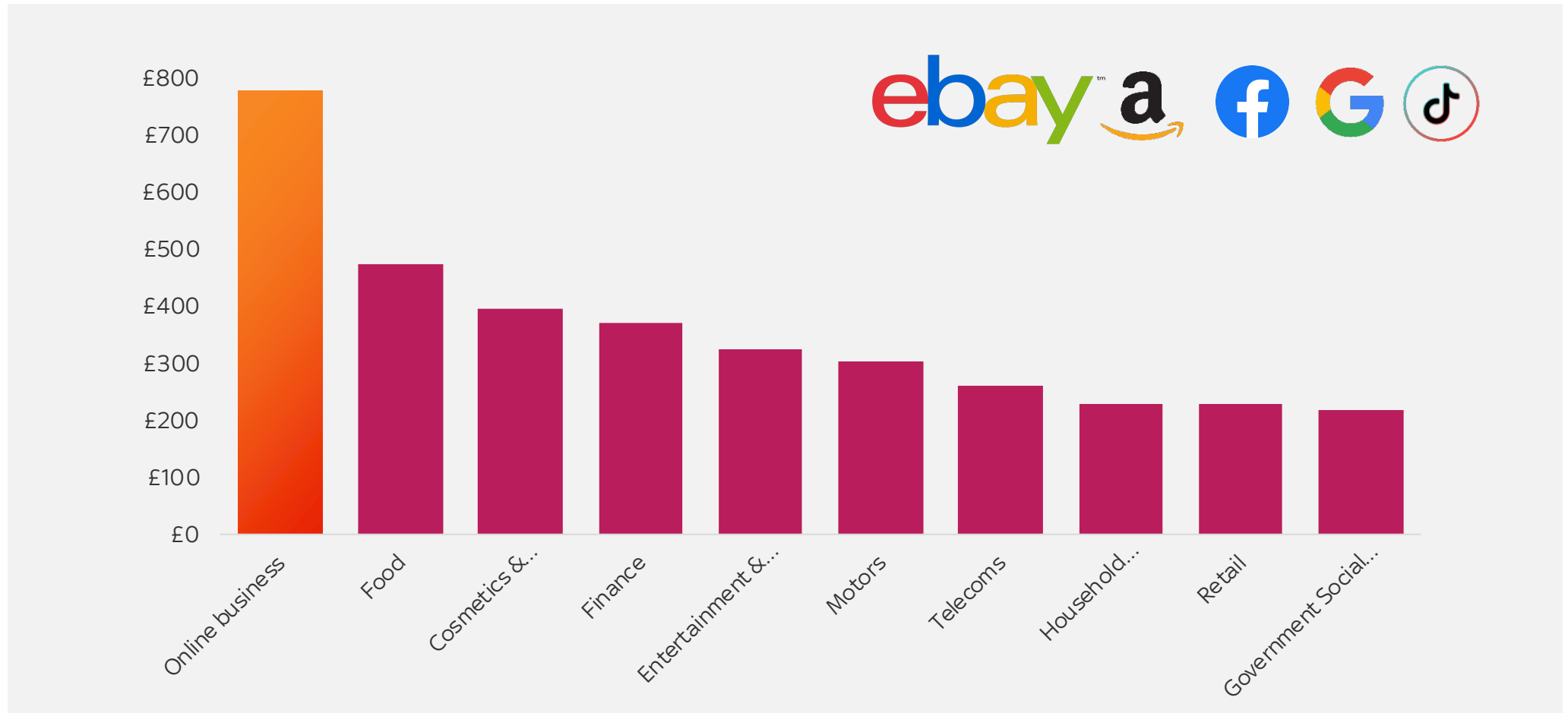


# Online businesses are now the biggest investors in TV



Source: Nielsen, 2019 'Online business' is a Thinkbox-created category which consists of all online-only brands and online services for bricks and mortar businesses.

