MarketVector™ Indexes

FACTSHEET

BlueStar® Digital Advertising Index

The BlueStar® Digital Advertising Index (BADTQ) tracks the performance of companies involved in the digital advertising services and software segments. This is a modified market cap-weighted index, and only includes companies that generate at least 50% of their revenue from (1) digital advertising-focused data services, (2) digital advertising services, platforms and market places, (3) digital advertisement video production and delivery solutions, and (4) digital marketing software and services including rewards programs.

Key Features

Index	329.28/78.60	155.51/117.23

Size and Liquidity Requirements
Full MCap of at least 150 mln USD. Three month average-daily-trading volume of at least 1 mln USD at a review and also at the previous two reviews. At least 250,000 shares traded per month over the last six months at a review and also at the previous two reviews.

Pure-Play
Companies have to generate at least 50% of revenue from digital advertising.

Diversification
Company weightings are capped at 8%.

Review
Quarterly.

Index Data

INDEX PARAMETERS	
Launch Date	28 Dec 2021
Type	Sector
Currency	USD
Base Date	30 Dec 2016
Base Value	100.00

Components	27
Volatility (250 days)	23.45
Full MCap bn USD	128.33
Float MCap bn USD	82.53
Correlation* (250 days)	0.00

* -

FUNDAMENTALS*	
Price/Earnings Trailing	-57.86
Price/Book	2.47
Price/Sales	1.96
Price/Cash Flow	17.92
Dividend Yield	0.24

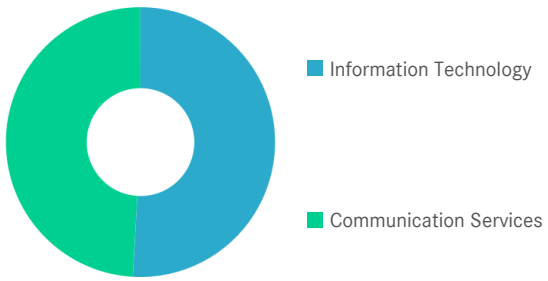
** as of 31 Jul 2024*

ANNUALISED PERFORMANCE*	
1 Month	7.66%
1 Year	8.90%
3 Years	-18.45%
5 Years	3.54%
7 Years	5.19%

** Total Return Net Index*

Sector Weightings

Sector	Count	Weight
Information Technology	12	50.93%
Communication Services	15	49.07%



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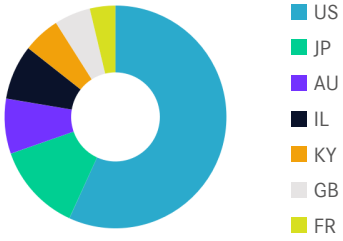
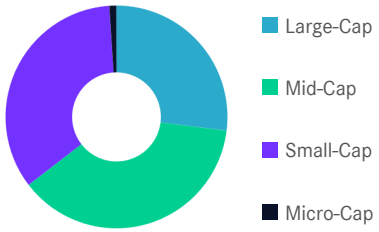
Country and Size Weightings

Country	Count	Weight
United States	12	56.83%
Japan	3	12.83%
Australia	1	7.99%
Israel	4	7.96%
Cayman Islands	3	5.39%
United Kingdom	3	5.27%
France	1	3.73%





Size	Count	Weight
Large-Cap (> 6 bn)	3	26.97%
Mid-Cap (1.5 bn - 6 bn)	8	37.58%
Small-Cap (0.2 bn - 1.5 bn)	15	34.40%
Micro-Cap (0.0 bn - 0.2 bn)	1	1.04%

Index Components

Top Components by Weight	Country	Weight
APPLOVIN CORP	US	10.91%
ZETA GLOBAL HOLDINGS CORP-A	US	8.55%
TRADE DESK INC/THE -CLASS A	US	8.07%
REA GROUP LTD	AU	7.99%
KLAVIYO SRS A ORD	US	5.15%
CYBERAGENT INC	JP	5.07%
DOUBLEVERIFY HOLDINGS INC	US	4.41%
APPIER GROUP INC	JP	4.23%
MAGNITE INC	US	4.06%
CRITEO SA	FR	3.73%
DIGITAL GARAGE INC	JP	3.53%
INTEGRAL AD SCIENCE HOLDING	US	3.38%
Subtotal		69.08%

Best Performing Components	YTD	1 Day
APPLOVIN CORP	182.51%	6.60%
MAGNITE INC	50.75%	4.07%
SPROUT SOCIAL INC	-54.77%	3.69%
CARDLYTICS INC	-59.50%	3.61%
LIVERAMP HOLDINGS INC	-30.81%	2.70%

Worst Performing Components	YTD	1 Day
SIMILARWEB LTD	53.10%	-14.73%
APPIER GROUP INC	-8.60%	-2.09%
CYBERAGENT INC	15.96%	-1.97%
CRITEO SA	71.80%	-1.96%
WEIMOB INC	-57.93%	-1.57%

Symbols

	Symbol	ISIN	WKN	Sedol	Bloomberg	Reuters	Telekurs
Price Return	BADTQ	DE000SL0EZP1	SL0EZP	BP6VV64	BADTQ	.BADTQ	115677872
Total Return Net	BADTQNTR	DE000SL0EZQ9	SL0EZQ	BP6VV75	BADTQNTR	.BADTQNTR	115677870
Total Return Gross	-	-	-	-	-	-	-

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For further information visit www.marketvector.com

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