

Last Updated: 17 February 2023

In accordance with Article 24(2) [Regulation \(EU\) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market for Digital Services and amending Directive 2000/31/EC \(“Digital Services Act” or “DSA”\)](#), online platforms are required to publish information on the average monthly active recipients of the service in the European Union (“EU”) every six months starting from 17 February 2023.

The number of monthly active recipients of the services provided by Outbrain (individuals who interact with ads served by Outbrain on publisher sites) in the European Union according to Article 24 (2) DSA, on average during the period from 1st August 2022 to 31st January 2023 was over 45 millions per month.

This figure is only accurate to a certain degree as it is subject to several technical restrictions:

- Absence of unified user accounts and of cross-device tracking: Outbrain will have as many user profiles as an individual uses different devices and browsers.
- Context-based advertising: Outbrain will only display context-based advertising to non-consented users and no data will be collected for delivering those recommendations.
- Third-party and cross-site tracking cookies limitations: users may have multiple user profiles for each website they visit where Outbrain’s technology is implemented, even if those users are browsing from the same browser and device.

We have performed our calculation to the best of our knowledge based on the current information available from relevant regulators. This figure may be subject to uncertainty related to the exact methodology to be retained by regulators, as well as technical constraints.

Outbrain will update this information on a regular basis in accordance with Article 24 (2) DSA.

This information is being provided solely for purposes of complying with Article 24(2) of DSA and should not be used for any other purposes.