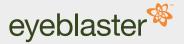




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## **Benchmarks Insights and Analysis**

## **Executive Summary**

Welcome to this new and improved edition of the Eyeblaster benchmarks. In this new format, we will provide more than just the numbers. In addition to a comprehensive set of benchmarks tables, summarizing the industry's performance in five markets and nine countries, this edition of the Global Benchmark Report offers an in-depth dive into the numbers. The Benchmarks Insights and Analysis section is divided into two parts: The first provides an analysis of the benchmark's numbers in the context of a prevalent industry question. The second provides a general overview of the benchmarks and a review of changes from the last edition.

This edition of the Global Benchmark Report is dedicated to unit sizes. Results were surprising—while the CTR performance of Standard Banners tends to improve as unit size increases, in Rich Media, size is a poor predictor of performance. In Rich Media, size is only one component of banner visibility on the site.

The analysis indicates that better predictors of performance in Rich Media are creative features such as video, ad format, flash features and expansions. Therefore, to improve performance, advertisers should focus on enhancing ads with video and other features, rather than increasing unit size.

## Does size matter?

Well, yes and no. In Standard Banners, by their nature, size is a large component of the ads' visibility and therefore affects their performance. Rich Media ads, on the other hand, have more "dimensions" than two—pixels are augmented by flash, video and expansions that catches the users' attention. Therefore in Rich Media, size portrays only a part of the performance picture.

Size is now in the heat of an industry debate, as publishers are offering larger and larger sizes in the hope of increasing the marketing effectiveness of ads on their site. Advertisers, on the other hand, are faced with options to allocate their budget to either bigger size or other rich media features. In this research, we look at which sizes are most frequently used, and then test whether size is a good predictor for performance in Standard and Rich Media.

This study is one of the most comprehensive of its kind, comprising of more than a quarter of a million ads worldwide. Ads participating in this analysis are from all sizes, formats and markets, and were served between Q3 '08 and Q2 '09.

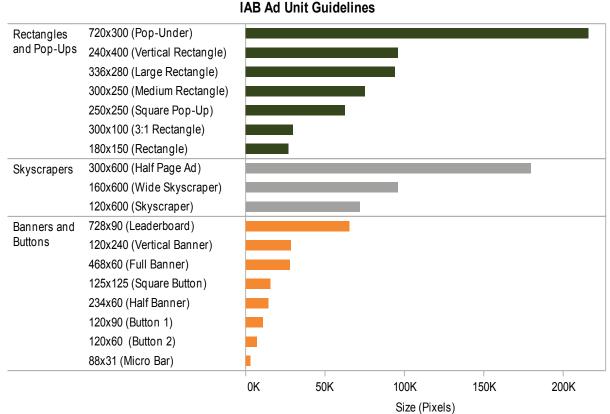
## **Background**

A study by the Interactive Advertising Bureau (IAB) found that larger ad units are 25% more effective in lifting key brand metrics such as brand awareness and message association, even after one exposure. The research also shows that additional exposures significantly increased persuasion metrics such as purchase intent<sup>1</sup>.

<sup>&</sup>lt;sup>1</sup> Interactive Advertising Bureau (IAB).

Available at: http://www.iab.net/about\_the\_iab/recent\_press\_releases/press\_release\_archive/press\_release/4426





Source: IAB

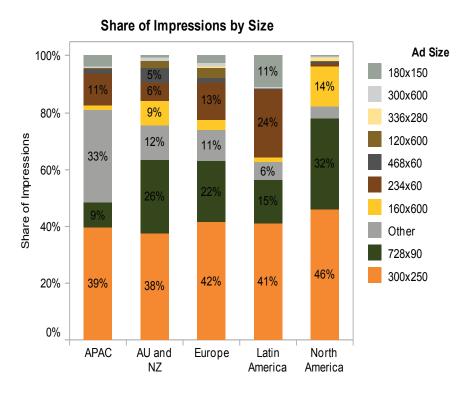
Based on the assumption that ad performance increases with size, publishers are pushing for larger ad sizes. The IAB has added a new giant ad—720x300—the largest so far. The Online Publishers Association (OPA) has also introduced new giant sizes: The 336x700 (Fixed Panel), 468x648 (The XXL Box) and 970x418 (The Pushdown).

## Two winners take nearly all

The introduction of larger sizes is a part of the increased competition on the users' attention. However, while new unit sizes are being introduced, two sizes reign supreme. Nearly 70% of the surveyed impressions worldwide are either 300x250 (Medium Rectangle) or 728x90 (Leaderboard).

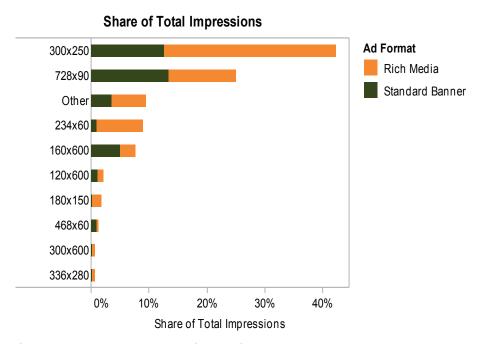
While 300x250 and 728x90 shares of total ads remain similar across markets, smaller sizes shares do change. 160x600 (Wide Skyscraper) is popular in North America and less common in the rest of the world, while 234x60 (Half Banner) is the other way around.





Source: Eyeblaster Research. Data: Q3 '08 to Q2 '09.

Worldwide, the popularity of unit sizes does not differ significantly between ad formats. Most unit sizes maintain equal proportion of Standard Banners and Rich Media. Notable exceptions are 234x60 (Half Banner) and 180x150 (Rectangle), which lean toward Rich Media and 160x600 (Wide Skyscraper) and 468x60 (Full Banner), which lean toward Standard Banners.



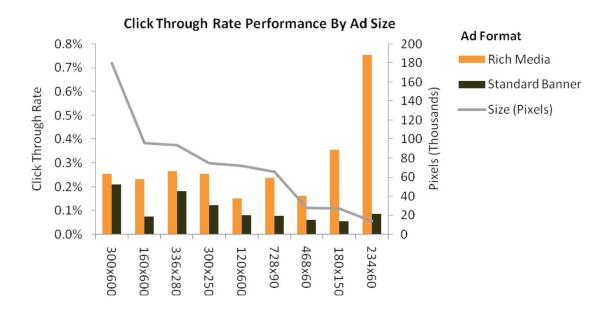
Source: Eyeblaster Research. Data: Q3 '08 to Q2 '09.



## **Size and Performance**

Larger sizes yield better performance mainly for Standard Banners; in Rich Media the picture is more complex. In addition to size, Rich Media offers video, flash and other features that may change the impact of the ad performance beyond its size. Therefore, for Rich Media, size is not a good indicator of performance as other ad attributes.

This conclusion is also supported by a research conducted by Dynamic Logic. Analyzing the results from 4,800 campaigns, the marketing research firm found that the best-performing ad size, in terms of metrics such as brand awareness, recall and purchase intent, was 180x150 (rectangle)<sup>2</sup>. Dynamic Logic's research indicates that ad effectiveness depends less on size than it does on creative, shape and placement.

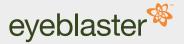


The chart above presents the CTR performance of Standard Banners and Rich Media ads by size. The ads are sorted by total pixel size, i.e. the largest, 300x600 is on the left and the smallest, 234x60 is on the right. While Rich Media ads' CTR performance has no visible correlation with total pixel size, Standard Banner ads' performance does.

For Standard Banners, the link between size and performance is more than visible. A statistical analysis conducted by Eyeblaster Research indicates that on average, an increase of 50,000 pixels yields an increase of 0.044% in CTR. This is quite an impressive figure, considering that the overall CTR of Standard Banners is 0.1%. Therefore, in Standard Banners, where unit size is one of the major factors to attract users' attention, increasing unit size is likely to boost CTR performance.

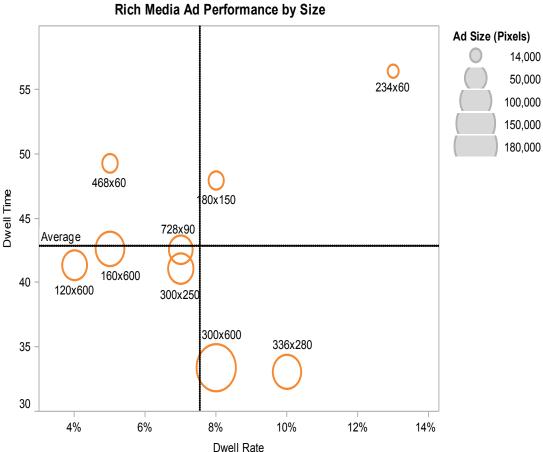
While CTR is the only metric to measure Standard Banners' performance, Rich Media has more robust metrics. Eyeblaster has developed two proprietary metrics to measure users' engagement with ads—Dwell Rate and Dwell Time. Dwell Rate measures how many impressions were intentionally engaged with by users out of total impressions. Dwell Time measures

<sup>&</sup>lt;sup>2</sup> Abbey Klaassen. Why Large Online Ad Formats Aren't Industry's Silver Bullet. AdvertisingAge, August 20, 2009. Available at: http://adage.com/digital/article?article\_id=138554.



the average length of time for which these users maintain their interest. A high score on both of Dwell Rate and Dwell Time means that ads have not only managed to draw more attention of users from the clutter of ads, but kept these users engaged for a longer duration of time.

Even when taking Dwell Rate, Dwell Time and CTR into account, unit size remains a poor predictor of performance. Ads which present superior average performance on all three metrics do not seem to have larger unit size as a common attribute.



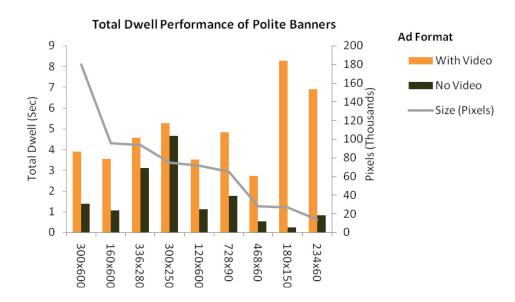
Source: Eyeblaster Research. Data: Q3 '08 to Q2 '09.

The chart above represents a comprehensive performance analysis of various Rich Media unit sizes. Dwell Rate is represented on the X-axis and Dwell Time is represented in the Y-axis; the size of the circles represents the unit's size.

Two average lines divide the chart into four quarters; the upper right quarter offers superior performance on Dwell Time and Dwell Rate. This analysis indicates that 234x60 (Half Banner), and 180x150 (Rectangle) are the highest performers. 468x60 (Full Banner) has superior engagement in terms of Dwell Time, but is disappointing on Dwell Rate, while 336x280 (Large Rectangle) and 300x600 (Half Page Ad) have it the other way around. 300x250 (Medium Rectangle) has nearly 50% of all impressions and due to its impressions volume, comprises a large portion of the average. Overall, the top performers are not the largest ads.



So, what does improve Rich Media performance? Rich Media has many attributes that affect performance other than size—among them are ad format, video and flash features. To demonstrate their effect we analyzed the performance of the most popular format, Polite Banner, with and without video, across sizes.



The chart above analyzes the performance of Polite Banners by unit size, with and without video. Unit sizes were sorted by total pixel size from high to low. To simplify the analysis, performance is measured in Total Dwell—Dwell Rate multiplied by Dwell Time. This metric quantifies the average dwell time spent on the ad by all users who were exposed to it, and provides a simple measure of Rich Media performance.

The results are that in all but three sizes, video increases performance significantly—overall by 71%. This finding cannot be underestimated—adding video and Rich Media features to ads augments their performance in nearly all sizes.

## **End Note**

So, does size matter? It definitely does for Standard Banners but not so much for Rich Media. Adding video and other Rich Media features to ads makes more of a difference than increasing the size only.

As we mentioned at the beginning of this research, there is a tradeoff between unit sizes and other features, i.e. assuming constant budget, larger unit sizes means less video and rich content. The main points of this analysis is that increasing unit size should be considered for Standard Banners, while for Rich Media, advertisers should focus on adding video, richer features and elaborate creative.



## **Benchmarks Overview**

## Overview

More than 100 billion impressions, over a quarter of a million ads and tens of thousands of campaigns were analyzed to create this edition of the benchmarks. These benchmarks outline industry performance averages and allow advertisers and agencies to compare their performance to that of their peers. With five markets and nine countries, this edition represents the most comprehensive international coverage in the industry.

To evaluate the overall performance of Rich Media, Eyeblaster has developed two proprietary metrics—Dwell Rate and Dwell Time. Dwell Rate measures the ratio of impressions in which viewers engaged with an ad out of total impressions, while Dwell Time measures the average duration of these engagements. Overall Dwell Rate is 7%, which means that one of 14 impressions was dwelled upon by a user for more than one second. These users spent an average of 43 seconds of Dwell Time with these impressions—nearly one and a half times as much as the average TV spot.

Impressions with Any Interaction Rate measures how many impressions had interactions out of total served impressions; worldwide, these average to 3%. When measuring total interactions (Including multiple Interactions) out of served impression—Interaction Rate—this figure increases to 6%.

## **APAC** AU and NZ Europe Latin America North America 0% 2% 4% 0% 10% 20 6% 20% 0% 5% 10% 40 Iwl Rate Interaction Rate **Dwell Rate** Average Dwell Time

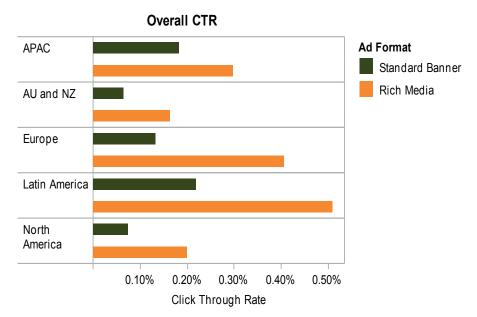
**Basic Rich Media Metrics** 

Note: Iwl Rate - Impressions with Interactions Rate Source: Eyeblaster Research. Data: Q3 '08 to Q2 '09.

Rich Media metrics provide a more comprehensive measurement of advertising effectiveness compared with CTR. However, CTR is the only metric to measure the performance of Standard Banners.

Worldwide, Standard Banners achieved Click Through Rate (CTR) of 0.1%, compared to slightly more than 0.3% for Rich Media—more than a three times increase. CTR for Rich Media is higher than CTR for Standard Banners across all markets.





Source: Eyeblaster Research. Data: Q3 '08 to Q2 '09.

Markets differentiate, naturally, in users' propensity to interact with ads. While Latin Americans are enthusiastically engaging and clicking on ads, other users in North America and APAC tend to be more selective.

One explanation for the differences is market maturity. In less mature markets, where users are novice in online advertising, they receive ads with more open arms. When the market matures, the users' fatigue together with increased competition for their attention reduces engagement significantly. The users' propensity to engage with ads should be taken into account when comparing benchmarks between geographies and verticals.

## What's New?

Whenever a new edition of the benchmarks is published, advertisers, agencies and Eyeblaster's internal team suggest new ideas for improvement. This edition offers many innovations as a part of our constant effort to create the most comprehensive set of benchmarks in the industry.

- More markets and countries covered: In addition to adding benchmarks for Latin America, we added more individual countries with their own benchmarks. The country level benchmarks can assist advertisers by comparing their performance to that of a more relevant list of peers, while market level benchmarks provide a larger sample size.
- **Performance by unit size:** After constant feedback to the Research team that size does matter, Eyeblaster's benchmarks will now include the three most popular sizes for each ad format. Our analysis shows that the three most popular sizes cover more than 70% of ads.



- Adding "Impressions with Any Interaction Rate" metric: While Interaction Rate measures the total interactions out
  of impressions, and thus counts multiple user interactions within the same impression, Impressions with Any Interaction
  Rate counts them only once. This metric is designed to measure in how many impressions users have interacted with
  the ad, regardless of the number of times they have done so.
- Insights and Analysis: Eyeblaster Research team can contribute more than a summary of the numbers. In each edition of the Benchmarks Report, we will provide actionable analysis that goes beyond the numbers. With the most sophisticated data visualization capabilities and up to date statistical computer models, these insights will provide rigorous answers to industry questions.
- **Comprehensive metrics definitions:** Thorough understanding of the metrics is key for improving campaign performance. This new glossary provides in-depth definitions of the metrics and explains how to use them.
- Verticals definitions: When comparing a campaign to its peers, it is important to select the right set of campaigns for comparison. To avoid confusion, we included a precise definition of each vertical.

## Comparing with a benchmark

A word of caution: When comparing individual campaigns to the benchmarks, it is important to understand that benchmarks provide an average of performance, but fail to show the variance. A campaign below the benchmark may not be well below its peers, if the variance in performance is large. Benchmarks do not present granularity and average campaigns that may be different in their objectives, size and budget into one number.



## Benchmarks for North America Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Video	Video Metrics		n	Expandable Metrics	ics
	Imp. with Interactions Rate	Œ	Dwell Rate	User Average Dwell Time (Seconds)		CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	:		:		9	0.07%	:	:		:	-	:	
300×250	:	,	:	-	O	0.09%	:	:		:		:	1
728×90		ı	:	-	J	0.06%	:	:				:	1
160×600	:	1	:	-	0	0.06%	:	:		:			
Rich Media													
Commercial Break	1.4%	1.5%	55.1%	4.9		1.40%	:	:		:	,	٠	,
Expandable Banner	4.6%	8.4%	6.3%	40.7	٥	0.19%	30.4	14.2%	73.4%	24.8%	4.7%	10.4%	49.0
300×250	3.4%	7.5%	5.8%	37.8		0.16%	26.7	17.9%	78.2%	67.8%	3.4%	10.0%	55.1
728x90	7.0%	10.3%	7.6%	43.3	0	0.16%	30.7	15.5%	64.4%	41.5%	%6:9	11.9%	57.5
234×60	6.4%	13.8%	6.3%	104.4	0	0.15%	22.8	2.7%	49.4%	43.2%	6.3%	12.5%	46.9
Expandable Strip	8.2%	13.6%	10.8%	89.4	•	0.17%	20.4	65.3%	28.7%	46.2%	14.5%	23.7%	15.2
Floating Ad	7.2%	7.4%	36.6%	4.8	9	%98.9	8.1	24.5%	72.0%	59.4%		:	,
Floating Ad with Reminder	3.2%	3.9%	49.8%	4.6	\$	5.52%	:	:		:		٠	,
Floating Expandable	1.2%	1.3%	9.1%	39.0		1.19%	6.4	55.4%	86.0%	73.6%	٠	:	٠
300×250	1.4%	1.5%	9.2%	40.8		1.37%	8.4	53.7%	87.4%	75.6%		;	:
728x90	1.0%	1.1%	8.5%	25.6	_	1.03%	5.2	66.1%	81.4%	66.4%			
In Game		1	:			:	14.3	95.8%	62.5%	41.1%	:		
Polite Banner	0.7%	1.1%	4.3%	36.2	3	0.14%	27.9	21.6%	%2.69	49.5%		٠	:
300x250	1.0%	1.4%	4.7%	40.2	ات	0.14%	22.8	49.8%	68.0%	50.1%			:
728×90	0.2%	0.3%	3.1%	28.8	٥	0.10%	66.2	73.7%	76.2%	36.0%	-		:
160×600	0.3%	0.5%	3.0%	25.9	ی	0.15%	74.0	26.1%	79.4%	48.4%	1		:
Push Down Banner	1.3%	1.7%	7.5%	37.5	0	0.16%	6.6	15.5%	%9'98	72.3%	%6.0	24.0%	29.3
				Basic Metrics				Video Met	Metrics		ũ	kpandable Metr	rics
	Imp. with Interactions Rate	<u>«</u>	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Apparel	5.5%	8.3%	2.9%	22.2	0.16%	0.17%	19.2	30.6%	62.9%	24.0%	%0:6	15.1%	37.1
Auto	3.0%	5.1%	5.5%	38.9	0.14%	0.08%	47.5	14.1%	80.9%	63.5%	5.1%	8.7%	36.6
B2B	4.7%	6.2%	7.1%	40.7	0.17%	0.07%	22.1	4.8%	51.9%	35.8%	4.9%	%6.9	38.0
Careers	8.6%	12.6%	10.4%	54.1	0.15%	0.10%	14.0	2.3%	30.8%	21.2%	9.4%	13.7%	48.6
Consumer Packaged Goods	3.4%	5.1%	2.8%	34.7	0.21%	0.12%	0.44	47.7%	71.3%	38.4%	2.5%	13.4%	50.8
Corporate	10.9%	14.7%	15.5%	62.4	0.70%	0.09%	36.6	60.1%	76.5%	64.4%	11.0%	15.4%	44.8
Electronics	3.5%	4.6%	7.2%	39.7	0.29%	0.10%	90.1	13.2%	%6.99	22.4%	7.3%	9.2%	29.3
Entertainment	3.3%	2.5%	5.1%	42.1	0.24%	0.15%	18.1	9.8%	61.1%	40.0%	4.3%	10.1%	42.0
Financial	1.0%	1.4%	4.5%	35.7	0.13%	0.08%	13.2	55.2%	72.8%	54.2%	4.6%	12.3%	40.4
Gaming	2.8%	3.9%	7.8%	29.0	0.92%	0.05%	20.0	32.5%	52.9%	39.2%	2.7%	12.4%	63.6
Government/Utilities	2.6%	3.3%	6.4%	36.9	0.28%	0.08%	23.0	39.9%	67.1%	49.9%	4.6%	30.4%	18.9
Health/Beauty	5.1%	6.8%	5.8%	36.9	0.14%	0.07%	16.0	15.7%	93.8%	84.6%	2.9%	7.8%	45.1
Medical	2.4%	3.9%	4.8%	33.1	0.10%	0.08%	29.0	8.7%	72.0%	43.6%	%6.9	13.8%	9.66
News/Media	3.1%	4.1%	10.9%	28.4	0.38%	0.24%	7.8	47.6%	80.8%	70.4%	2.9%	16.9%	36.0
Restaurant	1.1%	1.6%	4.7%	36.0	0.13%	0.09%	27.3	13.7%	63.7%	41.8%	1.9%	15.1%	85.6
Retail	2.1%	2.8%	5.1%	18.1	0.19%	0.07%	28.2	11.9%	43.3%	35.5%	7.8%	11.5%	33.8
Services	1.4%	1.9%	3.8%	23.2	0.08%	0.07%	15.4	47.7%	54.6%	30.4%	0.7%	1.3%	32.3
Sports	%9:0	0.8%	7.9%	11.1	0.25%	0.12%	12.3	%6.69	64.9%	45.3%	4.5%	19.9%	22.2
Tech/Internet	2.4%	8.5%	2.9%	64.4	0.18%	0.10%	15.0	47.3%	74.9%	61.5%	3.3%	%9.9	89.9
Telecom	1.4%	2.3%	4.0%	29.1	0.12%	0.09%	25.1	38.4%	74.4%	48.9%	7.3%	10.9%	38.1
									100 000				

Data Source	Eyeblaster Research, Q3 2008 to Q2 2009.
Market Definition	North America market includes United States and Canada.
	Denotes inapplicable metric or insufficient data.



## Benchmarks for Europe Performance Metrics (By Format, Size and Vertical)

Standard Banner         Imp. with Interactions Rate         IR         Dwell Rate         User Average Dwell (Seconds)           300x250         -         -         -         -         -           150x800         -         -         -         -         -           150x800         -         -         -         -         -           Commercial Break         2.6%         2.7%         54.7%         44.3           Commercial Break         2.6%         2.2.2%         11.1%         49.3           300x250         -         -         -         -           Ploating Beanner         9.9%         2.2.2%         11.1%         48.3           100x250         10.4%         16.2%         10.5%         48.3           Floating Ad with Reminder         4.5%         4.0%         33.3%         5.7           Floating Ad with Reminder         4.5%         4.0%         33.3%         5.0           Floating Expandable         5.7%         4.0%         33.3%         5.0           1 In Game         -         -         -         -         -           1 In Game         -         -         -         -         -         -         - <th></th> <th>CTR 0.13% 0.11% 0.11% 0.11% 0.11% 0.11% 0.17% 0.47% 0.47% 0.47% 0.13% 0.</th> <th>Avg. Video </th> <th>Started Rate </th> <th>60% Played Rate </th> <th>Fully Played Rate </th> <th>Any Panel  Any Panel  Expansion Rate </th> <th>Total Expansion Rate C</th> <th>Avg. Expansion Duration (Seconds) </th>		CTR 0.13% 0.11% 0.11% 0.11% 0.11% 0.11% 0.17% 0.47% 0.47% 0.47% 0.13% 0.	Avg. Video	Started Rate	60% Played Rate	Fully Played Rate	Any Panel  Any Panel  Expansion Rate	Total Expansion Rate C	Avg. Expansion Duration (Seconds)
		113% 110% 110% 141% 141% 141% 141% 119% 119% 119%	1 16.9 49.4 49.4 49.4 49.4 49.4 49.4 57.9 57.9 57.9 57.9 57.9 57.9 57.9 57.9	22.0% 28.1% 31.9% 31.9% 15.8% 62.4% 62.4% 45.0% 49.0% 51.7%	62.7% 67.1% 71.5% 40.9% 85.8% 50.3% 1	1 1 44.9% 44.9% 43.0% 52.7% 52.93% 76.33% 77.8% 76.33% 76.33% 77.8	9.55% 10.4% 14.9% 6.0%	33.7% 23.7% 23.1% 10.5%	808 808 800 800 800 800 800 800 800 800
2.6% 2.7% 54.7% 3.2 2.2% 11.1% 49.9 3.2 2.2% 11.1% 49.9 3.2 3.2 3.2% 3.2% 3.2% 3.3% 3.3% 3.9 3.3% 3.3% 3.9 3.9 3.3% 3.9 3.9 3.3% 3.9 3.9 3.9% 3.3% 3.9 3.9% 3.3% 3.9 3.9 3.9% 3.3% 3.9 3.9% 3.3% 3.9% 3.3% 3.9% 3.9		11% 11% 11% 11% 11% 11% 119% 119% 119%		22.0% 31.9% 31.9% 31.9% 26.1% 16.8% 52.4% 1 6.8% 45.0% 45.0% 443.2% 49.0%	62.7% 67.1% 67.1% 77.5% 40.9% 85.8% 50.3% 1 - 1	44.9% 61.3% 61.3% 72.3% 76.3% 76.3% 71.8% 19.2%	9.5% 8.5% 10.4% 14.9% 1.1	33.7% 33.7% 23.1% 10.5%	50.9 50.9 59.5 60.0 16.0 20.4 20.4
2.6% 2.7% 54.7% 49.9 3.2 2.9% 11.1% 49.9 3.2 4.3 4.0 4.8 4.3 4.0 4.8 4.3 4.0 4.8 4.3 4.0 4.8 4.3 4.0 4.8 4.3 4.0 4.8 4.3 4.0 4.0 4.3 4.0 4.0 4.3 4.0 4.0 4.3 4.0 4.0 4.3 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0		110% 100% 577% 177% 179% 179% 179% 199% 199%		22.0% 31.9% 31.9% 26.1% 9.1% 15.8% 52.4% 45.6% 45.0% 49.0%	62.7% 67.1% 77.5% 77.5% 70.9% 85.8% 50.3% 	44.3% 64.3% 76.3% 76.3% 76.3% 71.8% 71.8%	5.5% 5.0% 10.4% 14.9% 1.1.19%	344% 334% 337% 2337% 105%	2009 5009 6000 1600 1600 1600 1600 1600 1600 1
2.6% 2.7% 54.7% 3.2 2.9% 10.5% 11.1% 49.9 5.9% 10.5% 11.1% 49.9 15.1% 16.2% 11.2% 44.8% 57.2 15.1% 44.8% 57.2 15.1% 44.8% 5.1 10.9% 2.24% 5.1% 3.3% 84.1 10.9% 2.24% 6.0% 40.1 10.9% 2.3% 5.5% 5.1% 3.0% 11.2% 44.8% 5.1 11.1% 2.0% 3.0% 3.0% 3.0% 3.0% 3.0% 3.0% 3.0% 3		10% 41% 41% 557% 557% 119% 119% 119% 119%	43.2 43.2 63.2 29.5 31.9 31.9 16.9 1.1 16.9 17.9 37.9 37.9	22.0% 31.9% 31.9% 26.1% 15.8% 52.4% 45.2% 49.2% 49.0% 51.7%	62.7% 62.7% 62.7% 62.7% 71.5% 71.5% 95.8% 95.0% 66.4% 63.3%	29.3% 76.3% 76.3% 76.3% 76.3% 71.8% 71.8%		34.4% 33.7% 23.1% 29.7% 10.5%	59.5 60.0 60.0 10.0 20.4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
2.6%         2.7%         54.7%         3.2           9.9%         22.2%         11.1%         49.9           5.9%         9.4%         9.4%         43.4           10.4%         16.2%         10.5%         48.3           1.1%         42.7%         13.2%         57.2           4.0%         33.3%         3.9           4.0%         33.3%         3.9           4.0%         22.4%         7.4           0.4%         1.4%         22.4%         7.4           1.3%         2.8%         6.0%         40.1           1.3%         2.8%         6.0%         40.1           1.1%         2.0%         3.0%         36.6           1.1%         2.0%         3.0%         36.6           1.1%         10.5%         3.0%         36.6           1.1%         10.5%         3.0%         36.3           5.0%         10.5%         3.0%         36.3           5.0%         10.5%         3.0%         36.3           5.0%         10.5%         3.0%         36.3           6.0%         10.5%         13.0%         36.3           6.0%         10.5%         <		33%, 447%, 447%, 144%, 159%, 159%, 159%, 16%, 16%, 16%, 16%, 16%, 16%, 16%, 16	43.2 40.8 63.2 29.5 21.9 31.9 9.3        	22.0% 31.9% 31.9% 36.1% 16.8% 52.4% 62.4% 45.0% 49.0% 51.7%	62.2% 67.1% 71.5% 40.9% 86.3% 50.3% 1	44.9% 61.3% 43.0% 32.7% 29.3% 1 - 1 71.8% 49.2%	9.55% 1.04% 1.04% 1.45.9% 1.1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	34.4% 33.7% 23.7% 10.5%	50.9 60.0 60.0 60.0 7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
2.6%         2.7%         54.7%         3.2           9.9%         2.2%         11.1%         49.9           5.9%         9.4%         9.4%         49.4           10.4%         16.2%         10.4%         49.4           10.4%         16.2%         10.5%         48.3           15.1%         42.7%         13.2%         57.2           4.0%         33.3%         3.9           4.5%         4.7%         44.8%         57.2           4.5%         4.7%         44.8%         5.1           1.3%         2.3%         6.0%         7.4           1.3%         2.3%         6.0%         30.0           1.1%         1.2%         4.4%         25.0           1.1%         1.2%         3.0%         36.6           1.1%         1.2%         3.0%         36.0           1.1%         1.1%         4.4%         25.9           1.1%         1.2%         3.0%         36.0           1.1%         1.2%         3.6%         3.6           1.1%         1.1%         3.6%         3.6           4.6%         1.2%         3.6%         3.6           4.6%<		733% 71% 71% 71% 71% 73% 73% 74% 119% 119%	43.2 40.8 63.2 29.5 31.9 31.9 16.9 49.4 61.1 37.9 32.4	22.0% 31.9% 28.1% 11.8% 52.4% 52.4% 45.0% 45.0% 443.2% 49.0% 51.7%	62.7% 67.1% 67.1% 77.15% 40.9% 85.8% 50.3% 	44.9% 51.3% 43.0% 32.7% 76.3% 29.3% 1 - 1	9.5% 5.0% 10.4% 14.9% 1.1 1.1 1.1 1.1 1.1 1.1 1.1 1.1 1.1 1.1	34.4% 33.4% 23.1% 10.5%	50.9 59.5 60.0 16.0 7 4 4 0 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
9.9%         22.2%         11.1%         49.9           5.9%         9.6%         9.4%         43.4           1.0.4%         16.2%         10.5%         43.4           1.5.1%         42.7%         13.2%         84.1           4.5%         47.%         44.8%         84.1           4.5%         47.%         44.8%         5.1           1.0.%         1.4%         23.3%         5.4           1.0.%         2.3%         22.4%         7.4           1.1%         2.3%         5.5%         40.1           1.1%         2.3%         5.5%         30.0           1.1%         2.0%         4.4%         40.1           1.1%         2.0%         3.0%         36.6           1.1%         2.0%         3.0%         36.6           1.1%         2.0%         3.0%         36.6           4.6%         10.5%         3.6%         51.8           4.6%         10.2%         3.6%         51.8           4.6%         10.8%         9.6%         50.2           4.6%         10.8%         9.6%         50.2           4.6%         10.8%         9.6%         50.2		47% 47% 19% 19% 33% 36% 119% 119%	43.2 63.2 29.5 31.9 31.9 16.9 16.9 16.9 17.9 18.9 19.4 19.4 19.4 19.4 19.4 19.4 19.4 19	22.0% 31.9% 26.1% 9.1% 15.8% 52.4% 45.0% 49.2% 49.0% 51.7%	6.2.7% 6.2.7% 71.5% 71.5% 85.8% 50.3% 	44.9% 51.3% 42.7% 76.3% 29.3% 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	9.5% 5.0% 10.4% 6.0% 1.14.9%	344% 3317% 2317% 2317% 105% 	59.5 59.5 60.0 60.0 7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
5.9%   9.4%   9.4%   43.4     10.4%   16.2%   10.5%   48.3     15.1%   4.27%   13.2%   84.1     3.8%   4.0%   33.3%   3.9     4.5%   4.0%   33.3%   3.9     4.5%   4.0%   22.4%   7.4     1.3%   2.3%   5.5%   40.1     1.3%   2.3%   5.5%   40.1     1.3%   1.2%   4.4%   2.5     1.1%   2.0%   3.0%   3.6     1.1%   2.0%   3.0%   3.6     1.1%   2.0%   3.0%   3.6     1.1%   2.0%   3.6%   43.9     1.1%   2.0%   9.6%   43.9     1.1%   2.0%   9.6%   5.1     1.1%   2.0%   9.6%   5.1     1.1%   2.0%   9.8%   40.1     1.1%   2.9.5%   13.9%   50.2     1.1%   2.9.5%   13.9%   50.2     1.1%   2.9.5%   13.9%   50.2     2.8%   6.0%   6.0%   6.0     2.8%   6.0%   6.0%   4.3.5     3.5%   5.0%   13.9%   6.01     4.3%   5.0%   4.3.5     5.0%   5.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.0%   6.0%   6.01     5.0%   6.0%   6.0%   6.0%   6.0%   6.0%   6.0%     5.0%   6.		447% 147% 19% 19% 31% 31% 119% 119% 119%	40.8 63.2 29.5 31.9 9.3 16.9 49.4 61.1 51.1 37.9 32.4	31.9% 26.1% 9.1% 15.8% 52.4% - - - - - - - - - - - - - - - - - - -	67.1% 71.5% 40.9% 85.8% 50.3% - - - 95.0% 66.4% 63.3%	51.3% 43.0% 32.7% 76.3% 29.3% 71.8% 492.%	6.0% 104% 149% 6.0%	33.7% 23.1% 39.7% 10.5%	200 600 200 200 200 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
10.4%   16.2%   10.5%   48.3     15.1%   42.7%   13.2%   57.2     2.5%   4.0%   33.3%   84.1     3.8%   4.0%   33.3%   8.1     0.8%   0.9%   22.4%   7.4     0.6%   1.2%   23.0%   8.2     1.1%   2.3%   6.5%   3.0%   40.1     1.3%   2.8%   6.0%   40.1     1.1%   2.8%   6.0%   40.1     1.1%   2.8%   6.0%   3.0%   3.6     1.1%   2.8%   6.0%   3.0%   3.6     1.1%   1.2%   4.4%   5.5     1.1%   1.2%   4.4%   5.5     1.1%   1.2%   4.4%   5.5     1.1%   1.2%   4.4%   5.5     1.1%   1.2%   4.4%   5.5     1.1%   1.2%   8.4%   5.1     1.1%   1.2%   8.4%   5.1     1.1%   2.9.5%   1.3.9%   5.1     1.1%   2.9.5%   1.3.9%   5.3.0     2.8%   6.0%   6.0%   6.01     3.5%   1.70%   6.9%   6.01     4.3.5   5.6%   1.3.9%   6.01     4.3.5   5.6%   1.3.9%   4.3.5     5.6%   1.3.4%   7.9%   4.3.5     5.6%   7.9%   7.9%   4.3.5     5.6%   7.9%   7.9%   4.3.5     5.6%   7.9%   7.9%   6.0%     5.6%   7.9%   7.9%   6.0%     5.6%   7.9%   7.9%   6.0%     5.6%   7.9%   7.9%   6.0%     5.6%   7.9%   7.9%   7.9%     5.6%   7.9%   7.9%     5.6%   7.9%   7.9%     5.6%   7.9%   7.9%     5.6%   7.9%   7.9%		41% 719% 119% 888% 888% 	63.2 2.95 31.9 31.9 3.3 16.9 49.4 51.1 37.9 32.4 21.8	26.1% 91% 15.8% 52.4% = 88.2% 43.0% 43.0% 43.0% 51.7%	71.5% 40.9% 85.8% 50.3% 1	29.3% 2.7% 76.3% 29.3% 71.8%	10.4% 14.9% 6.0% 	23.1% 105% 105% 105% 105% 105%	60.0 16.0 20.4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
15.1%   42.7%   13.2%   57.2     2.7%   13.1%   9.2%   84.1     3.3%   4.0%   33.3%   3.9     4.5%   4.7%   44.8%   5.1     0.8%   1.4%   22.4%   7.4     0.4%   1.4%   23.0%   8.2     1.0%   2.3%   6.0%   40.1     0.6%   1.2%   6.0%   40.1     1.1%   2.1%   3.0%   3.6     1.1%   2.1%   3.0%   3.6     1.1%   2.1%   3.0%   3.6     1.1%   2.1%   9.6%   3.6     1.1%   1.2%   9.6%   5.18     5.0%   10.8%   9.8%   5.18     5.0%   10.8%   9.8%   5.0     7.0%   16.4%   9.8%   5.0     7.0%   16.4%   8.8%   6.0%     2.8%   6.0%   6.0%   3.4.2     2.8%   6.0%   6.0%   6.01     4.35   5.6%   13.9%   6.01     4.36   5.6%   13.9%   6.01     5.6%   13.4%   7.9%   4.3.5     5.6%   13.4%   7.9%   4.3.5     5.6%   5.6%   13.4%   4.3.5     5.6%   5.6%   13.6%   4.3.5     5.6%   5.6%   13.6%   4.3.5     5.6%   5.6%   13.6%   4.3.5     5.6%   5.6%   13.6%   4.3.5     5.6%   5.6%   13.6%   4.3.5     5.6%   5.6%   13.6%   4.3.5     5.6%   5.6%   13.6%   4.3.5     5.6%   5.6%   13.6%   4.3.5     5.6%   5.6%   13.6%   4.3.5     5.6%   5.6%   13.6%   13.6%   4.3.5     5.6%   5.6%   13.6%   13.6%   4.3.5     5.6%   5.6%   13.6%   13.6%   13.6%   13.6%     5.6%   5.6%   13.		79% 31% 31% 31% 38% 36% 19% 119% 119%	29.5 31.9 9.3 1.0 16.9 49.4 49.4 51.1 37.9 32.4 21.8	9.1% 15.8% 52.4% 	86.8% 50.3% 1 95.0% 66.4% 63.3%	32.7% 76.3% 29.3% 71.8% 492.%	6.0%	39.7% 10.5% 	20.4
5.7%         13.1%         9.2%         84.1           3.8%         4.0%         33.3%         3.9           4.5%         4.7%         4.48%         5.1           6.8%         0.9%         22.4%         7.4           1.0%         2.3%         5.5%         7.4           1.3%         2.2.4%         7.4           1.3%         2.3%         5.5%         4.0           1.1%         2.3%         6.0%         4.0           1.1%         2.0%         3.0%         40.1           1.1%         1.2%         4.4%         2.5           1.1%         1.0.5%         3.0%         43.9           1.1%         1.2%         3.6%         43.9           4.6%         1.2%         3.6%         43.9           5.0%         1.0.5%         3.6%         43.9           4.6%         1.2%         3.6%         51.8           5.0%         1.2%         3.6%         43.9           4.9%         1.2%         3.6%         43.9           4.9%         1.2%         3.6%         43.8           4.9%         1.2%         3.5%         50.2           4.9%		119% 551% 11% 119% 119% 119%	91.9 9.3 16.9 49.4 57.1 57.1 32.4 22.8	15.8% 52.4% 	85.8% 50.3% 	76.3% 29.3% 71.8% 49.2%	80%	10.5%	204
3.8%   4.0%   33.3%   5.9     4.5%   4.7%   44.8%   5.1     0.8%   1.4%   22.4%   7.4     1.0%   2.2.4%   6.0%   40.1     1.3%   1.2%   6.0%   40.1     1.1%   2.0%   3.0%   40.1     1.1%   1.2%   4.4%   25.0     1.1%   1.2%   4.4%   2.5     1.1%   1.2%   4.4%   2.5     1.1%   1.2%   4.4%   2.5     1.1%   1.2%   4.4%   3.6     1.1%   1.2%   9.6%   43.9     1.1%   1.2%   8.4%   5.1     1.1%   2.9.5%   1.3.9%   50.2     1.1%   2.9.5%   1.3.9%   50.2     1.1%   2.9.5%   1.3.9%   60.1     1.1%   2.9.5%   2.9%   60.1     1.1%   2.9.5%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   2.9%   60.1     1.1%   2.9%   2.9%   2.9%   2.9%   60.1     1.1%   2.9%		51% 88% 88% 	9.3 16.9 49.4 51.1 57.9 32.4 22.8	52.4% 98.2% 45.0% 43.2% 49.0% 51.7%	50.3% 	29.3%	1 1 1 1 1		1 1 1 1 1 1 1 1 1
4.5% 4.7% 44.8% 5.1  0.8% 0.9% 22.4% 7.7  0.4% 1.4% 22.0% 8.2  1.0% 2.3% 6.0% 40.1  0.6% 1.2% 4.4% 26.0  1.1% 2.8% 6.0% 3.0% 36.6  1.1% 10.5% 9.6% 3.0% 36.6  1.1% 10.5% 9.6% 3.0% 36.6  1.1% 10.5% 9.6% 6.0% 30.3  4.5% 10.8% 9.8% 6.0% 50.2  1.17% 2.95% 13.9% 50.2  1.17% 2.95% 13.9% 50.2  1.2.8% 6.0% 6.6% 34.0  2.8% 6.0% 34.3  2.8% 6.0% 35.3  2.8% 6.0% 35.3  2.8% 6.0% 35.3  2.8% 6.0% 35.3  2.8% 6.0% 34.2  2.8% 6.0% 34.2  2.8% 6.0% 4.3.5	1	51% 85% 36% 19% 119% 113%	 16.9 49.4 51.1 37.9 32.4 21.8	98.2% 45.0% 43.2% 49.0% 51.7%	95.0% 66.4% 63.3%	71.8%	: : : :		11:11:1
0.8%   0.9%   22.4%   7.4     0.4%   1.4%   2.30%   8.2     1.0%   2.3%   5.5%   3.60     1.3%   2.8%   6.0%   40.1     0.6%   1.2%   3.0%   3.0%   3.6     1.1%   2.0%   3.0%   3.6     1.1%   2.0%   3.0%   43.9     1.2%   3.6%   5.18     1.2%   3.6%   5.18     1.2%   3.6%   5.18     1.2%   3.6%   5.18     1.1%   2.9.5%   13.9%   50.2     1.1%   2.9.5%   13.9%   50.2     1.1%   2.9.5%   13.9%   50.2     2.8%   6.0%   6.0%   6.0%     4.3%   4.3%   6.0%   6.0%     4.3%   4.3%   6.0%   6.0%     4.3%   4.3%   6.0%   6.0%     5.6%   1.3.4%   7.9%   6.01     4.3.5   6.0%   6.0%   6.0%     5.6%   1.3.4%   7.9%   4.3.5     6.0%   6.0%   6.0%   6.0%     6.0%   6.0%   6.0%   6.0%     6.0%	100	36% 119% 119% 113%	16.9 16.9 49.4 51.1 37.9 32.4 21.8	98.2% 45.0% 43.2% 49.0% 51.7%	95.0% 66.4% 63.3%	71.8%	: : :	: : : :	1 : 1 1 : : :
14%   23.0%   8.2     1.0%   2.3%   5.5%   36.0     1.3%   2.8%   6.0%   40.1     1.1%   2.0%   3.0%   36.9     1.1%   2.0%   3.0%   3.0%   43.9     Imp. with   IR   Dwell Rate   4.0%   5.0%     4.6%   1.28%   8.4%   51.8     5.0%   1.08%   9.8%   51.8     6.0%   1.28%   6.0%   6.0%     1.1%   2.95%   13.9%   50.2     1.1%   2.95%   13.9%   50.2     1.1%   2.95%   13.9%   6.0%     2.8%   6.0%   6.6%   34.2     4.7%   8.4%   7.9%   6.01     4.7%   8.4%   6.0%   6.01     4.35   6.0%   6.0%   4.3.5     5.6%   1.34%   7.9%   6.01     4.35   6.0%   6.0%   4.3.5     5.6%   1.34%   7.9%   7.9%     5.6%   1.34%   7.9%   7.9%     5.6%   1.34%   7.9%   7.9%     5.6%   7.9%   7.9%   7.9%     5.6%   7.9%   7.9%   7.9%     5.6%   7.9%   7.9%   7.9%     5.6%   7.9%   7.9%   7.9%     5.6%   7.9%   7.9%   7.9%     5.6%   7.9%   7.9%     5.6%   7.9%   7.9%   7.9%     5.6%   7.9%   7.9%     5.6%   7.9%   7.9%     5.6%   7.9%   7.9%     5.6%   7.9%   7.9%     5	1	36%  119% 114% 113%	16.9 49.4 49.4 51.1 37.9 32.4 21.8	98.2% 45.0% 43.2% 49.0% 51.7%	95.0% 66.4% 63.3%	71.8%	: : :	: : : :	1 1 1 1 1
1.0%   2.3%   5.5%   36.0     1.3%   2.8%   6.0%   40.1     0.6%   1.2%   4.4%   2.55     1.1%   2.0%   3.0%   36.6     1.1%   10.5%   3.6%   36.6     1.1%   12.8%   8.4%   5.18     1.1%   2.9.8%   13.9%   50.2     1.17%   2.9.5%   13.9%   50.2     1.17%   2.9.5%   13.9%   50.2     1.17%   2.9.5%   13.9%   50.2     1.17%   2.9.5%   13.9%   50.2     1.17%   2.9.5%   13.9%   50.2     1.17%   2.9.5%   13.9%   50.2     1.17%   2.9.5%   13.9%   53.0     1.17%   2.9.5%   13.9%   60.0     1.17%   2.9.5%   13.9%   60.1     1.17%   2.9.5%   13.9%   60.1     1.17%   2.9.5%   13.9%   60.1     1.17%   2.9.5%   13.9%   60.1     1.17%   2.9.5%   13.9%   60.1     1.17%   2.9.5%   13.9%   4.3.5     1.17%   2.9.5%   13.9%   4.3.5     1.18%   2.9%   13.4%   7.9%   4.3.5		 19% 114% 113%	16.9 49.4 51.1 37.9 32.4 21.8	<b>98.2% 45.0%</b> 43.2% 49.0% 51.7%	95.0% 66.4% 63.3% 77.8%	71.8%	1 1		1111
1.0%   2.3%   6.5%   36.0     1.3%   2.8%   6.0%   40.1     0.6%   1.2%   4.4%   2.5     1.1%   2.0%   3.0%   36.6     1.1%   2.0%   3.0%   3.6%     Imp. with   IR   Dwell Rate   Geconds     4.6%   12.8%   8.4%   5.18     5.0%   10.8%   9.8%   5.18     5.0%   10.8%   9.8%   5.0     7.0%   14.4%   8.8%   40.8     7.0%   14.4%   8.8%   40.8     7.0%   14.4%   8.8%   40.8     7.0%   10.4%   8.8%   40.8     7.0%   10.4%   8.8%   40.8     7.0%   10.4%   8.8%   40.8     7.0%   10.4%   8.8%   40.8     7.0%   10.4%   8.8%   40.8     7.0%   10.4%   8.8%   40.8     7.0%   10.4%   8.8%   40.8     7.0%   10.4%   8.8%   40.8     7.0%   10.4%   8.8%   40.8     7.0%   10.4%   8.8%   40.8     7.0%   10.4%   8.8%   40.8     7.0%   10.4%   8.8%   40.8     7.0%   10.4%   8.1%   40.8     7.0%   10.4%   8.1%   40.8     7.0%   10.4%   8.1%   40.8     7.0%   10.4%   8.1%   40.8     7.0%   10.4%   8.1%   40.8     7.0%   10.4%   8.1%   40.8     7.0%   10.4%   10.4%   10.4%     7.0%   10.4%   10.4%   10.4%     7.0%   10.4%     7.0%   10.4%   10.4%     7.0%   10.4%     7.0%   10.4%     7.0%   10.4%     7.0%   10.4%     7.0%   10.4%     7.0%   10.4%     7.0%   10.4%     7.0%   10.4%     7.0%   10.4%     7.0%   10.4%     7.0%   10.4%     7.0%   10.4%     7.0%   10.4%     7.0%		19% 19% 14% 13%	49.4 51.1 37.9 32.4 21.8	<b>45.0%</b> 43.2% 49.0% 51.7%	<b>66.4%</b> 63.3%	49.2%	:	: :	: : : :
1.3%   2.8%   6.0%   40.1     0.6%   1.2%   4.4%   2.5     1.1%   2.0%   3.0%   3.6     7.9%   10.5%   9.6%   43.5     Imp. with   IR   Dwell Rate   Cseconds     4.6%   1.28%   8.4%   51.8     4.6%   1.08%   9.8%   35.3     4.9%   7.0%   16.4%   8.8%   40.8     1.17%   2.95%   13.9%   50.2     7.0%   16.4%   8.8%   40.8     2.8%   6.0%   6.6%   3.4.2     2.8%   6.0%   6.6%   3.4.2     4.7%   8.4%   8.1%   6.0.1     4.3%   6.0%   6.6%   6.0.1     5.6%   1.70%   6.9%   6.0.1     5.6%   1.34%   7.9%   4.3.5     5.6%   1.34%   7.9%   4.3.5     5.6%   5.6%   6.0.1     5.6%   6.0%   6.0.1     5.6%   6.0%   6.0.1     5.6%   6.0%   6.0.1     5.6%   6.0%   6.0.1     5.6%   6.0%   6.0.1     5.6%   6.0%   6.0.1     5.6%   6.0%   6.0.1     5.6%   6.0%   6.0.1     5.6%   6.0%   6.0.1     5.6%   6.0%   6.0%     5.6%   6.0%   6.		19% 14% 13% <b>19%</b>	51.1 37.9 32.4 <b>21.8</b>	43.2% 49.0% 51.7%	63.3%			:	
1.2%   4.4%   25.9     1.1%   2.0%   3.0%   3.6%   3.6%     7.3%   10.5%   9.6%   3.6%   43.9     Imp. with   IR   Dwell Rate   4.6%   6.0%   10.2%   13.9%   51.8     1.1.7%   2.26.%   13.9%   50.2     1.1.7%   2.26.%   13.9%   50.2     1.1.7%   2.26.%   13.9%   50.2     1.2.8%   6.0%   6.6%   53.0     2.2.8%   6.0%   6.6%   53.0     1.2.8%   6.0%   6.6%   60.1     1.1.7%   1.1.7%   1.2.9%   6.0%   60.1     1.1.7%   1.1.7%   1.2.9%   6.0%   6.0%     2.2.8%   6.0%   6.6%   6.0%     1.2.8%   1.3.9%   6.0%   6.0%     1.3.8%   1.3.9%   6.0%   6.0%     1.3.8%   1.3.9%   6.0%   6.0%     1.3.8%   1.3.9%   6.0%   6.0%     1.3.8%   1.3.9%   1.3.9%   6.0%     1.3.8%   1.3.9%   1.3.9%   6.0%     1.3.8%   1.3.9%   1.3.9%   4.3.5     2.8%   1.3.4%   7.9%   4.3.5     2.8%   1.3.4%   7.9%   4.3.5     2.8%   1.3.4%   7.9%   4.3.5     2.8%   1.3.4%   7.9%   4.3.5     3.8%   1.3.4%   7.9%   7.9%     3.8%   1.3.4%   7.9%   7.9%     3.8%   1.3.4%   7.9%   7.9%     3.8%   1.3.4%   7.9%   7.9%     3.8%   1.3.4%   7.9%   7.9%     3.8%   1.3.4%   7.9%   7.9%     3.8%   1.3.4%   7.9%   7.9%     3.8%   3.8%   3.8%   7.9%   7.9%		.14% .13% .19%	37.9 32.4 <b>21.8</b>	49.0%	77.8%	45.6%	:		1 1
1.1%   2.0%   3.0%   36.6     7.3%   10.5%   9.6%   43.9     Intr. with   IR   Dwell Rate   Geconds     5.0%   1.28%   8.4%   51.8     5.0%   10.8%   9.8%   51.8     1.17%   29.5%   7.4%   36.1     1.17%   29.5%   7.4%   36.1     1.17%   29.5%   7.9%   50.2     2.5%   6.0%   6.6%   53.0     2.5%   6.0%   6.6%   34.2     7.6%   17.0%   8.4%   8.1%   47.5     5.5%   13.4%   7.9%   47.5     6.0%   6.6%   6.01     7.6%   13.4%   7.9%   47.5     6.0%   6.0%   6.0%   6.0%     7.6%   6.0%   6.0%   6.0%     7.6%   13.4%   7.9%   47.5     6.0%   6.0%   6.0%   6.0%     7.6%   6.0%   6.0%     7.6%   6.0%   6.0%   6.0%     7.6%   6.0%   6.0%     7.6%   6.0%   6.0%     7.6%   6.0%   6.0%     7.6%   6.0%   6.0%     7.6%   6.0%   6.0%     7.6%   6.0%   6.0%     7.6%   6.0%   6.0%     7.6%   7.0%   7.0%		.13%	32.4	51.7%	0/0:-	64.0%	:	;	;
10.5% 9.6% Basic Motifies   10.5% 9.6% Basic Motifies   10.5% 12.8% 12.8% 12.8% 12.8% 12.8% 13.9% 10.8% 13.9% 13.9% 13.9% 13.9% 13.9% 13.9% 13.9% 13.9% 13.9% 13.4% 13.4% 13.4% 13.4% 13.9% 13.4% 13.4% 13.4% 13.9% 13.9% 13.4% 13.4% 13.9% 13.9% 13.9% 13.4% 13.9% 13		.19%	21.8		65.1%	44.6%	:	:	
Imp. with   IR   Dwell Rate   CAverage Dw   Interactions Rate   I2.8%   8.4%   51.8 5.0				40.4%	79.5%	%2'69	8.4%	17.4%	75.8
Imp. with Interactions Rate Interactions Ra	L			9	Metrics			xpandable Metrics	s.
12.8% 6.0% 6.6% 7.9% 7.9% 7.9% 7.5% 7.6% 13.9% 7.9% 7.9% 7.9% 7.9% 7.9% 7.9% 7.9% 7	Modio)	CTR (Standard	Avg. Video Duration	9	ctod boxed of	Fully Played	Impressions with any Panel	Total Expansion	Avg. Expansion
5.0% 10.8% 9.2% 7.4% 11.7% 29.5% 13.9% 7.0% 7.0% 6.0% 6.6% 7.5% 7.9% 7.7% 7.5% 7.7% 6.0% 6.6% 4.7% 8.4% 13.4% 7.9% 5.6% 13.4% 7.9% 7.9% 7.5% 7.5% 7.5% 7.5% 7.5% 7.5% 7.5% 7.5	Media)	Media)	(Seconds)	_	50 % Flayed Kate	77 0%	Expansion rate		Duration (Second
4.9% 10.7% 29.5% 7.4% 7.0% 16.4% 88% 7.0% 7.0% 7.0% 6.0% 6.9% 7.9% 7.5% 7.5% 7.5% 8.0% 6.0% 6.5% 7.5% 17.0% 9.9% 7.5% 13.4% 7.1% 8.4% 8.1% 7.9% 7.9%	0.42%	0.13%	- 20	20.00	20.0%	700 33	0.1.70	20.0%	0.00
4.3% 14.7% 29.5% 14.8% 13.9% 16.4% 88.8% 25.8% 16.0% 16.9% 16.9% 17.0% 9.9% 4.7% 84.9% 13.4% 7.9% 5.6% 13.4% 7.9% 13.4% 7.9%	0.42/8	0.12./0	0.00	30.976	00:0%	33.270	0.0%	00.0 /0	6.00
7.0% 164% 88% 7.3% 7.9% 7.9% 7.9% 7.9% 7.9% 7.9% 7.9% 7.9	0.42%	0	15.0	36 90%	10.2%	4 - 1.7%	15.7%	70.0%	20.0
3.5% 7.0% 7.9% 7.9% 7.5% 4.7% 8.4% 7.9% 5.6% 5.6% 5.6% 5.6% 5.6% 5.6% 5.6% 5.6	0.54%	0.12%	73.7	40.8%	63.0%	38 6%	10.7%	32.2%	38.5
2.8% 6.0% 6.6% 7.6% 17.0% 9.9% 4.7% 8.4% 8.4% 8.4% 5.6%	0.77%	0.12%	37.9	56.8%	89.4%	83.4%	55%	40.2%	103.1
7.6% 17.0% 9.9% 4.7% 8.4% 8.1% 5.6% 13.4% 7.9%	0.28%	0.10%	78.6	29.3%	54.1%	35.5%	9.1%	33.4%	43.9
4.7% 8.4% 8.1% 5.6% 13.4% 7.9%	0.46%	0.13%	36.3	25.8%	61.4%	45.1%	11.0%	35.3%	58.1
5.6% 13.4% 7.9%	0.26%	0.08%	37.6	42.8%	68.2%	52.2%	7.3%	28.2%	39.4
	0.44%	0.18%	47.5	30.8%	60.2%	43.7%	11.0%	34.9%	31.8
Government/Utilities 7.6% 17.3% 8.9% 39.5	0.44%	0.11%	6.69	40.5%	71.5%	57.4%	10.6%	27.4%	32.6
Health/Beauty 6.4% 12.9% 9.1% 41.8	0.37%	0.11%	29.5	29.7%	%8'.29	20.9%	8.1%	24.6%	44.2
6.2% 6.3%	0.29%	0.12%	32.5	32.6%	%6'22	45.1%	6.5%	30.0%	115.1
News/Media 4.8% 10.7% 7.6% 43.1	0.38%	0.13%	50.8	39.6%	63.0%	46.9%	11.4%	36.7%	58.6
Restaurant 4.5% 9.5% 7.4% 45.9	0.36%	%60.0	48.8	39.6%	61.8%	46.5%	6.2%	20.8%	47.8
Retail 5.7% 11.6% 8.8% 47.2	0.41%	0.13%	45.1	38.8%	25.8%	41.5%	8.5%	42.3%	49.9
s 7.8%   17.2%   8.8%	0.42%	0.12%	70.4	31.9%	%6.79	54.2%	10.3%	32.7%	35.9
Sports 3.3% 6.2% 12.0% 66.4	0.19%	%60.0	11.9	7.7%	32.4%	25.0%	11.5%	23.8%	27.7
Tech/Internet 3.1% 6.5% 7.3% 36.6	0.40%	0.08%	45.0	48.0%	83.9%	71.4%	2.7%	33.2%	45.1
Telecom 6.6% 15.8% 9.2% 41.1	0.48%	0.11%	73.9	32.4%	74.1%	45.2%	%9:6	36.4%	49.6
Travel 4.7% 10.1% 9.2% 37.8	0.53%	%20.0	70.4	44.5%	62.1%	46.2%	8.7%	46.1%	51.8

Data Source	Eyeblaster Research, G3 2008 to G2 2009.
Market Definition	Europe market includes Austria. Belgium, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland and UK.
	Denotes inapplicable metric or insufficient data.



# Benchmarks for Australia and New Zealand Performance Metrics (By Format, Size and Vertical)

This part   This	Hammar   Internation   Inter	Imp. with   Imp. with   Interactions Rate   300x250	Dwell Rate	User Average Dwell Time (Seconds)	0.06% 0.06% 0.06% 0.05% 0.07% 0.22% 0.24% 0.15% 0.15% 0.19% 0.19% 0.13% 0.13% 0.13% 0.13% 0.13% 0.14% 0.14% 0.14% 0.14% 0.14% 0.14% 0.14% 0.14% 0.14% 0.14%	Avg. Video Duration (Seconds		0 000	Fully Played	Impressions with Anv Panel	Total Expansion	Avg. Expansion
Manual	Column   C	Media	44.7% 6.9% 6.5% 21.7% 21.7% 4.0% 6.0% 6.0% 6.0% 6.0% 6.0% 6.0% 6.0% 6	8.7 48.4 48.4 36.3 51.7 77.1 44.5 3.9 11.1 31.0 32.3 22.6	0.06% 0.05% 0.07% 1.86% 0.22% 0.22% 0.131% 0.19% 0.19% 0.19% 0.19% 0.19% 0.13% 0.19%		:	50% Ріауед кате	Rate	Expansion Rate	Rate	Duration (Seconds
1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,	Column   C	Packaged Goods   Pack	44.7% 6.9% 6.5% 25.6% 21.7% 21.7% 2.0% 2.0% 6.0%	8.7 8.7 48.4 36.3 51.7 77.1 44.5 3.9 11.1 31.0 27.6 22.6	0.08% 0.07% 1.86% 0.22% 0.22% 0.13% 0.13% 0.13% 0.13% 0.13% 0.13% 0.13% 0.13%			:		:	:	:
Baths	March   Marc	100x800	44.7% 44.7% 6.5% 6.5% 7.5% 3.9% 21.7% 3.1% 4.0% 5.0%	8.7 48.4 36.3 51.7 77.1 44.5 3.9 11.1 32.3 27.6 22.6	0.05% 0.07% 1.86% 0.22% 0.24% 0.15% 0.14% 0.14% 0.13% 0.07% 0.07%	: : :	:	:	:	:	:	:
Column   C	Part	Modia   President   Presiden	44.7% 7.1% 6.9% 6.5% 7.9% 3.9% 21.7% 21.7% 4.0% 6.0%	8.7 48.4 48.4 36.3 51.7 77.1 44.5 3.9 31.0 32.3 27.6 22.6	0.07% 1.86% 0.22% 0.15% 0.15% 0.19% 0.19% 0.19% 0.13% 0.13% 0.13%	:	:	:	:	:	:	-
Ballement   1564,   1464,	Bank	Media         1,6%           nercial Break         1,6%           nercial Break         7,0%           7,0%         7,0%           7,8%0         8,8%           7,3%460         9,7%           7,34%0         9,7%           1 mg Ad with Reminder         5,4%           1 mg Ad with Reminder         5,4%           1 Banner         0,5%           228x30         0,5%           160x600         0,5%           160x60         0,5%           170x6         0,2%           173x6         0,01%           173x6         0,01%           173x6         0,01%           173x6	44.7% 7.1% 6.9% 6.9% 7.9% 3.9% 21.7% 21.7% 4.0% 2.0% 3.1% 6.0%	8.7 48.4 36.3 51.7 77.1 44.5 3.9 11.1 31.0 32.3 27.6 22.6	1.86% 0.22% 0.24% 0.15% 0.09% 1.76% 0.19% 0.13% 0.07%	:	-	-	-		-	-
Comparison   Com	Section   Control   Cont	nerial Break         1.6%           ndable Banner         7.0%           300x250         8 %           728x00         8 %           234x60         9.7%           ndable Strip         1.6%           ndable Strip         0.5%           nig Ad with Reminder         5.4%           300x250         0.5%           300x250         0.5%           160x600         0.5%           Pown Banner         3.3%           Pown Banner         3.3%           Imp. with         11mp. with           Interactions Rate         7.1%           rel         7.1%           sis         3.9%           miner Packaged Goods         2.6%           riade         1.3%           rianter         1.3%           rianter         1.3%           rianter         1.3%           rianter         1.3%	44.7% 6.9% 6.5% 7.9% 25.6% 21.7% 21.7% 2.0% 2.0% 2.0%	8.7 48.4 36.3 36.3 51.7 77.1 44.5 3.9 31.0 31.0 27.6 22.6	1.86% 0.22% 0.22% 0.14% 0.11% 0.13% 0.10% 0.13% 0.07% 0.07%	•						
1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,	March   Marc	1.00	6.9% 6.5% 7.9% 3.9% 21.7% 21.7% 4.0% 2.0% 3.1% 6.0%	48.4 36.3 36.3 51.7 77.1 44.5 3.9 11.1 31.0 32.3 27.6 22.6	0.22% 0.24% 0.15% 0.31% 1.76% 0.18% 0.10% 0.13% 0.07% 0.07%		ŀ	:	:	:	:	
Column	Column   C	1989   1989	6.9% 6.5% 7.29% 3.9% 21.7% 3.17% 4.0% 5.0%	36.3 51.7 77.1 44.5 3.9 11.1 32.3 27.6 22.6	0.24% 0.15% 0.15% 0.09% 1.76% 0.14% 0.14% 0.07% 0.07%	87.5	7.4%	63.0%	49.4%	%6.9	15.9%	89.7
400         6 8 %         12 % 5 % 5 % 5 % 5 % 5 % 5 % 5 % 5 % 5 %	1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,	728x90 8.8% 128x90 8.24x90 9.7% 148x90 9.7% 149x90 9.2% 149x90 9.2% 159x90 9.2	6.5% 7.9% 3.9% 21.7% 21.7% 4.0% 2.0% 3.1% 6.0%	51.7 77.1 44.5 3.9 11.1 31.0 32.3 27.6 22.6	0.15% 0.31% 0.09% 1.76% 0.186% 0.13% 0.07% 0.07%	130.8	10.5%	71.8%	26.9%	2.0%	16.7%	114.4
1,000,   1	Markeminer   Mar	234x60 9.7% ndable Strip 0.5% ndable Strip 0.5% ndable Strip 0.5% nig Ad with Reminder 5.4% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5	7.9% 3.9% 25.6% 21.7% 3.1% 4.0% 5.0% 5.0%	77.1 44.5 3.9 3.9 11.1 31.0 27.6 22.6	0.31% 0.09% 1.76% 0.44% 0.10% 0.07% 0.07%	37.0	6.4%	57.4%	35.2%	8.8%	12.1%	59.6
Mainth   1975   1975   252-55.   14-55   1-75-55.   1	Market   1,00%   1,0	Ing Ad 1.6% 1.6% 1.6% 1.6% 1.6% 1.6% 1.6% 1.6%	3.9% 25.6% 21.7% 3.1% 4.0% 2.0% 3.1% 6.0%	44.5 3.9 11.1 31.0 32.3 27.6 22.6	0.09% 1.78% 0.84% 0.13% 0.07% 0.07% 0.07%	19.6	5.4%	45.1%	37.9%	9.7%	18.3%	46.2
And with kenninder         54%         61%         11%	Many Restriction   2,4%   6,3%   2,31%   11,1   1,1	ing Add 1.6% 1.9% 1.9% 1.9% 1.9% 1.9% 1.9% 1.9% 1.9	25.6% 21.7% 3.1% 4.0% 2.0% 3.1% 6.0%	3.9 11.1 31.0 32.3 27.6 22.6	0.84% 0.10% 0.13% 0.07% 0.08%	16.0	52.6%	%0.99	54.4%	1.0%	1.0%	161.5
Market   Section   Control   Contr	Marke   6,44,   6,54	Ing Ad with Reminder 6.4% 6.4% 6.4% 6.4% 6.4% 6.4% 6.4% 6.4%	21.7% 3.1% 4.0% 2.0% 3.1% 6.0%	31.0 32.3 32.3 27.6 22.6	0.84% 0.10% 0.13% 0.07% 0.08%	17.0	40.4%	55.1%	25.0%	:	:	1
Manuel   1,00	Manual Control   1,00 kk	Danner   0.4%	3.1% 4.0% 2.0% 3.1% <b>6.0%</b>	31.0 32.3 27.6 22.6	0.10% 0.13% 0.07% 0.08%	15.9	88.1%	62.8%	46.3%	:	•	1
Comparison   Com	2.2.00         0.0.5%         0.7%         4.0%         2.0.3         0.1.9%         50.7%         1.7%         6.0.7%         2.0.%	1000-250   0.5%     1000	4.0% 2.0% 3.1% <b>6.0%</b>	32.3 27.6 22.6	0.13% 0.07% 0.08%	38.6	39.4%	72.3%	26.5%	:	:	
Mathematic   Mat	Machine   Mach	728x90 0.3% 160x600 0.5%  Down Banner 3.3%  Imp. with Interactions Rate Fel 7.1%  2.2% 3.8% 3.8% 3.8% 3.9% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3	2.0% 3.1% <b>6.0%</b>	27.6	0.07% 0.08% 0.51%	37.3	38.4%	71.7%	22.7%	1	:	1
One-sized officed offic	Part	Control   Cont	3.1% 6.0%	22.6	0.08%	56.9	45.0%	82.3%	%6'.29	1	:	1
With Banner         3.3%         4.2%         6.0%         3.8.5         0.51%         -	Main	Imp. with   Interactions Rate   7.1%   7.1	6.0%		0.51%	31.6	42.4%	62.9%	52.4%	:	:	-
This bound base   Part   Par	Particle	Imp. with Interactions Rate 7.1% 2.2% 2.8% 3.8% 3.8% 3.9% 3.9% 3.9% 3.9% 3.9% 3.9% 3.9% 3.9		38.5	2.55		:	:	:	2.9%	13.4%	16.5
Impossible Introductions Rate         IR         Dwell Rate (Seconds)         CTR (Stended) (Accounds)         CTR (Stended) (Accounds) <td>  Imp. with   Rate   Ra</td> <td>  Imp. with   Interactions Rate   7.1%   2.2%   3.8%   3.8%   3.9%   1.3</td> <td></td> <td>Basic Metrics</td> <td></td> <td></td> <td>Video</td> <td>Metrics</td> <td></td> <td>ш</td> <td>xpandable Metric</td> <td>S.</td>	Imp. with   Rate   Ra	Imp. with   Interactions Rate   7.1%   2.2%   3.8%   3.8%   3.9%   1.3		Basic Metrics			Video	Metrics		ш	xpandable Metric	S.
Transfer Continue   12 kg	The column   The	rel 71% 71% 71% 71% 71% 71% 71% 71% 71% 71%	400	User Average Dwell Time			1	),004 100 100 100 100 100 100 100 100 100	Fully Played	Impressions with any Panel	Total Expansion	Avg. Expansion
2.2%         5.2%         2.2%         2.2%         6.0%         51.0         62.1%         6.0%         6.7%         15.1%         15.1%           3.9%         5.1%         6.4%         28.0         0.07%         0.06%             6.5%         15.4%           a 19%         5.8%         6.2%         28.3         0.41%         0.04% <td>2 2% 5.8% 5.8% 5.8% 6.8% 6.2% 7.8% 9.89 0.012% 0.06% 51.0 22.1% 62.6% 68.0% 6.7% 151% 151% 151% 151% 151% 151% 151% 15</td> <td>2.2% 3.8% 3.9% umer Packaged Goods 2.6% onics 1.3% tainment 3.4%</td> <td>6.3%</td> <td>50.0</td> <td></td> <td></td> <td>23.7%</td> <td>70.2%</td> <td>56.4%</td> <td>10.5%</td> <td>18.7%</td> <td>38.9</td>	2 2% 5.8% 5.8% 5.8% 6.8% 6.2% 7.8% 9.89 0.012% 0.06% 51.0 22.1% 62.6% 68.0% 6.7% 151% 151% 151% 151% 151% 151% 151% 15	2.2% 3.8% 3.9% umer Packaged Goods 2.6% onics 1.3% tainment 3.4%	6.3%	50.0			23.7%	70.2%	56.4%	10.5%	18.7%	38.9
3.9%         5.8%         5.8%         2.9%         0.07%         -	18	3.8% 3.9% 3.9% 3.9% 3.9% 3.9% 3.9% 3.9% 3.9	2.7%	29.9			22.1%	82.6%	%0.89	6.7%	15.1%	105.5
3 99%         5 89%         6 29%         0.41%         0.04%         6.8%         8 89%           ri Packaged Goods         1.9         6.8         2.9         0.14%         0.04%         3.2         6.8%         8.8%         1.4%         1.54%	2.9%         5.9%         6.2%         2.93         0.4%         0.04%         —         —         —         —         —         —         —         —         —         —         —         —         —         —         —         —         6.5%         8.9%         8.9%         6.9%         6.5%         6.2%         3.8         0.04%         0.04%         150         6.2%         6.2%         1.4%         1	3.9% 2.6% 0.2% 1.3%	8.4%	38.0			:	:	:	:	:	
rick doods 2 6% 4 1% 5.9% 38.0 0.18% 0.00% 33.2 15.% 69.3% 52.9% 6.2% 15.4% 15.4% 15.0 10.0 10.0 10.0 10.0 15.0 15.0 10.0 10	2 E9% 6 29% 5 9% 38 0 0 119% 0 0.09% 33 2 2 15% 693% 52.9% 6 2% 154% 154% 154% 154% 154% 154% 154% 154	2.6% 0.2% 1.3% 3.4%	6.2%	29.3				;		6.5%	8.9%	34.0
e 0.2% 0.2% 2.9% 2.4% 37.1 0.06% 0.06% 150.9 180% 87.6% 79.9% 1.4% 18% 0.06% 0	e         0.2%         0.2%         2.4%         37.1         0.06%         0.06%         160.9         67.8%         87.8%         77.9 9%         1.4%         1.8%           css         1.3%         2.0%         3.9%         4.27         0.06%         0.06%         26.1         61.0%	0.2% 1.3% 3.4%	2.9%	38.0			21.5%	69.3%	52.9%	6.2%	15.4%	40.8
cs         1.3%         2.0%         3.9%         27.8         0.15%         0.09%         1.06         23.5%         84.4%         61.0%         5.1%         9.4%           ment         2.5%         6.6%         2.5%         6.6%         2.5%         6.1%         6.1%         6.1%         6.4%         15.4%           ment         2.5%         6.5%         6.6%         2.6.7         2.2.9%         7.18%         6.6%         6.1%         15.4%         15.4%           4.6%         7.5%         9.1%         2.9.1         0.04%         2.6.1         2.8.9         6.6.5%         4.1.3%         10.6%         1.2.9%         1.2.9%         1.0.6%         1.2.9%         1.0.6%         <	cs 13% 2.0% 3.9% 4.1% 10.0% 10.0% 10.0 10.0% 10.0 10.0% 10.0 10.0	3.4%	2.4%	37.1			67.8%	82.6%	79.9%	1.4%	1.8%	18.4
ment         3.4%         5.5%         6.8%         4.5.7         0.10%         26.1         2.2.%         7.18%         56.1%         6.8%         15.4%           ment         3.5%         6.8%         4.45         0.10%         2.91         2.2.%         7.18%         56.1%         6.8%         15.4%           4.5%         5.5%         6.8%         6.4%         2.82         0.11%         7.4         2.84         6.8%         4.13%         1.0.6%         1.59%           ent/Utilities         4.2%         6.6%         6.0%         3.9.5         0.22%         0.08%         2.5         4.42%         6.2.%         4.13%         1.0.6%	ment         2.5%         5.5%         6.8%         45.7         0.25%         0.10%         26.1         23.2%         7.18%         56.1%         6.8%         15.4%           4.6%         7.5%         6.8%         6.8%         6.5%         6.5%         6.5%         6.5%         6.5%         6.5%         15.4%         15.4%           HUUlilites         4.6%         7.5%         6.0%         29.1         0.22%         0.13%         7.42         28.8%         6.5%         41.3%         16.6%         19.0%         19.0%         19.0%           aeuty         4.6%         7.4%         6.6%         6.6%         6.0%         3.2%         4.1%         6.6%         6.6%         19.0%	3.4%	3.9%	27.8	-		23.5%	84.4%	61.0%	5.1%	9.4%	123.1
2.5%         5.4%         2.81         0.04%         2.91         2.54%         5.5%         5.2%         12.9%           rent/Utilities         4.6%         5.5%         6.4%         0.04%         2.91         0.04%         2.91         0.04%         2.91         0.04%         2.91         0.04%         2.94         6.6%         6.6%         1.96%         1.06%         1.06%         2.84%         6.5%         6.5%         1.06%         1.96%	2.5%         3.5%         5.4%         28.2         0.11%         0.04%         29.1         25.4%         69.6%         55.3%         5.2%         12.9%           ent/Utilities         4.6%         7.5%         9.1%         29.1         0.04%         7.42         28.8%         65.8%         49.0%         19.6%         19.6%           ent/Utilities         4.6%         7.4%         6.6%         3.2%         0.24%         0.06%         21.0         26.9%         65.8%         49.0%         9.5%         10.0%           dia         7.4%         6.6%         3.1%         2.2%         0.04%         21.0         26.9%         67.8%         49.0%         9.2%         16.7%           dia         4.6%         7.4%         6.8%         4.1.1         0.024%         0.06%         22.0         43.0%         67.8%         16.7%         16.7%         16.2%         70.4%         16.7%         16.7%         16.8%         16.7%         16.7%         16.9%         16.7%         16.7%         16.8%         16.7%         16.7%         16.9%         16.7%         16.7%         16.9%         16.7%         16.7%         16.7%         16.7%         16.7%         16.7%         16.7%         16.7%<		8.9%	45.7			23.2%	71.8%	56.1%	%8.9	15.4%	168.0
Homology         4.5%         7.5%         9.1%         29.1         0.35%         0.13%         7.42         28.8%         4.13%         10.6%         19.6%           Bauty         4.6%         6.6%	4 6%         7.5%         9.1%         2.9.1         0.13%         7.4.2         28.8%         96.5%         41.3%         10.0%         19.6%           ent/Unities         4.6%         7.4%         6.6%         3.9.5         0.022%         0.08%         25.8         44.2%         65.6%         9.2%         19.6%           early         4.6%         7.4%         6.8%         41.1         0.24%         0.08%         21.0         26.9%         67.6%         32.8%         9.2%         19.0%           dia         1.4%         5.1%         52.9         0.17%         0.06%         20.3         4.30%         67.6%         32.8%         9.2%         16.7%           dia         2.9%         4.7%         5.2%         0.17%         0.06%         20.3         6.4%         63.4%         0.08%         16.7%         16.9%         16.7%         16.0%	2.5%	5.4%	28.2			25.4%	%9.69	55.3%	5.2%	12.9%	68.0
Heading 46% 74% 68% 41.1 0.24% 0.06% 250 750 750 750 750 750 750 750 750 750 7	Handle Beauty         4.5%         0.0%         2.0         2.0         4.2%         0.0%         2.0%         1.0%         2.0%         1.0%	4.0%	9.1%	30.5			26.6%	00.0%	41.3%	0.6%	19.0%	33.6
ledia 6.8% 1.4% 5.1% 5.29 0.17% 0.06% 259.7 43.0% 82.0% 70.4% 0.08% 42.2% 15.0% 1.0% 1.2% 1.0% 1.0% 1.0% 1.5% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0	ledia 4.3% 6.5% 3.3% 5.1% 6.29 0.17% 0.06% 259.7 43.0% 82.0% 70.4% 0.08% 42.2% 15.0% 14.0% 15.0% 15.0% 0.17% 0.06% 259.7 43.0% 63.0% 14.0% 15.0% 15.0% 15.0% 16.0% 15.0% 16.0% 15.0% 16.0%	4.6%	%8%	1.14			26.9%	57.6%	32.8%	%2.6	16.7%	69.4
tedia         4.3%         6.5%         3.3%         32.9         0.23%         0.17%         20.3         8.4%         63.0%         40.3%         10.0%         15.0%           rant         2.9%         4.7%         5.2%         34.6         0.03%         0.12%         15.2         35.9%         75.8%         63.4%         10.06%         20.2%           s         4.1%         5.2%         34.6         0.03%         0.11%         37.3         58.8%         67.1%         7.4%         10.6%         20.2%           s         4.1%         5.9%         5.3%         9.9         0.11%         37.3         68.9%         67.1%         7.4%         12.8%         8.3%           s         6.0%         5.3%         0.06%         66.0         19.9%         66.0%         12.4%         5.3%         8.3%           terret         5.0%         11.2%         0.28%         0.07%         60.4         44.2%         56.9%         17.4%         17.4%         17.6%           n         1.0%         0.28%         0.07%         0.05%         46.9         43.3%         67.4%         56.0%         17.4%         17.4%           n         1.0%         2.1	tedia         4.3%         6.5%         3.3%         32.9         0.23%         0.17%         20.3         8.4%         63.0%         40.3%         10.0%         15.0%           rant         2.9%         4.7%         5.2%         34.6         0.03%         0.12%         15.2         36.9%         75.8%         63.4%         10.6%         20.2%           s         1.8%         2.4%         4.4%         26.2         0.11%         37.3         56.8%         77.8%         67.9         7.4%         15.8%           s         4.4%         5.3%         9.3%         7.3%         67.9         0.01%         60.6         60.0         60.8%         7.8%         60.8%         17.4%         26.3%           ternet         3.6%         5.3%         0.29%         0.01%         60.4         44.2%         64.2%         60.6%         17.4%         17.8%         17.4%         17.8%         17.4%         17.8%         17.4%<	0.8%	2.1%	52.9			43.0%	82.0%	70.4%	0.8%	42.2%	222.4
2.9%         4.7%         5.2%         34.6         0.30%         0.12%         15.2         35.9%         75.8%         63.4%         10.6%         20.2%           1.8%         2.4%         4.4%         26.2         0.15%         0.11%         37.3         59.8%         78.8%         67.1%         7.4%         15.8%           s         4.1%         5.9%         5.3%         0.06%         56.0         19.9%         62.4%         46.8%         5.3%         83.%           terret         5.0%         5.3%         67.9         0.06%         56.0         19.7%         68.9%         50.6%         17.4%         28.3%           terret         3.6         7.3%         57.9         0.06%         60.4         44.2%         54.2%         56.0%         17.4%         58.3%           n         1.0%         2.1         0.10%         0.05%         46.9         44.2%         54.2%         56.0%         17.4%         56.3%           n         1.0%         2.1         0.10%         0.05%         46.9         44.2%         55.1%         8.0%         17.4%           n         1.0%         2.1         0.10%         0.10%         0.10%         66.8%	2.9%         4.7%         5.2%         34.6         0.30%         0.12%         15.2         35.9%         75.8%         63.4%         10.6%         20.2%           1.8%         2.4%         4.4%         2.62         0.15%         0.11%         37.3         59.8%         78.8%         67.1%         7.4%         15.8%           s         4.1%         2.24%         4.4%         2.62         0.11%         37.3         59.8%         74.8%         15.3%         17.4%         15.8%           s         5.0%         0.3%         7.3%         6.04         4.4.2%         62.4%         46.8%         50.3%         17.4%         18.3%           n         1.0%         1.12%         39.4         0.26%         0.07%         60.4         44.2%         64.2%         60.6%         17.4%           n         1.0%         1.13%         2.17         0.10%         0.05%         46.9         43.3%         67.4%         55.8%         56.%         17.4%           n         5.1%         8.0%         24.5         0.10%         0.10%         21.2         5.7%         66.8%         55.1%         8.0%         17.1%	4.3%	3.3%	32.9			8.4%	63.0%	40.3%	10.0%	15.0%	45.8
ss         1.8%         2.4%         4.4%         26.2         0.15%         0.11%<	s         1.8%         24.%         44.%         26.2         0.15%         0.11%         37.3         59.8%         78.8%         67.1%         7.4%         15.8%           s         4.1%         5.9%         5.9%         76.0         19.9%         62.4%         46.8%         5.3%         8.3%           terret         5.9%         5.3%         39.9         0.11%         0.06%         56.0         19.9%         62.4%         46.8%         5.3%         8.3%           n         5.0%         5.3%         11.2%         5.7         0.26%         0.07%         50.4         44.2%         56.8%         17.4%         17.6%           n         1.0%         1.4%         7.0%         24.5         0.10%         0.05%         46.9         43.3%         67.4%         55.5%         5.6%         17.4%           s         5.1%         8.0%         24.5         0.10%         0.10%         21.2         5.7%         66.8%         55.1%         8.0%         17.1%           s         5.1%         8.0%         24.5         0.10%         0.10%         1.1%         8.0%         17.1%	2:9%	5.2%	34.6			35.9%	75.8%	63.4%	10.6%	20.2%	32.5
s         4.1%         5.9%         5.3%         39.9         0.11%         0.06%         56.0         19.9%         62.4%         46.8%         5.3%         8.3%           form         5.0%         9.3%         7.3%         57.9         0.26%         0.03%         61.7         19.7%         68.9%         50.6%         12.4%         28.3%           n         3.6%         5.3%         11.2%         39.4         0.26%         0.07%         60.4         44.2%         54.2%         50.6%         17.4%         77.6%           n         1.0%         1.14%         7.0%         21.7         0.10%         46.9         44.8         57.4%         55.7%         8.0%         17.4%           n         3.1%         5.1%         8.0%         24.5         0.29%         0.10%         21.2         5.7%         66.8%         55.1%         8.0%         17.1%	s         4.1%         5.9%         5.3%         39.9         0.11%         0.06%         56.0         19.9%         62.4%         46.8%         5.3%         8.3%           fement         5.0%         9.3%         7.3%         57.9         0.26%         0.03%         61.7         19.7%         68.9%         50.6%         12.4%         26.3%           n         3.6%         7.0%         21.7         0.10%         0.07%         46.9         44.2%         54.2%         50.6%         17.4%         76.%         17.4%           n         3.1%         5.1%         8.0%         24.5         0.10%         0.10%         21.2         5.7%         66.8%         55.1%         8.0%         17.1%	1.8%	4.4%	26.2			29.8%	78.8%	67.1%	7.4%	15.8%	54.5
50%         93%         7.3%         57.9         0.26%         0.03%         61.7         19.7%         68.9%         50.6%         12.4%         26.3%           1 cernet         3.6%         5.3%         11.2%         39.4         0.28%         0.07%         50.4         44.2%         54.2%         39.2%         6.0%         17.6%         17.6%           n         1.0%         1.4%         7.0%         21.7         0.10%         0.05%         46.9         43.3%         67.4%         55.8%         17.4%         17.4%           3.1%         5.1%         8.0%         24.5         0.29%         0.10%         21.2         5.7%         66.8%         55.1%         8.0%         17.1%	50%         9.3%         7.3%         57.9         0.26%         0.03%         61.7         19.7%         68.9%         50.6%         12.4%         26.3%           Hernet         3.6%         5.3%         11.2%         39.4         0.28%         0.07%         60.4         44.2%         54.2%         39.2%         6.0%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.4%         17.4%         17.4%         17.4%         17.4%         17.4%         17.4%         17.4%         17.4%         17.4%         17.4%         17.4%         17.4%         17.4%         17.1%	s 4.1%	5.3%	39.9			19.9%	62.4%	46.8%	5.3%	8.3%	46.8
ternet         36%         5.3%         11.2%         39.4         0.26%         0.07%         50.4         44.2%         54.2%         39.2%         6.0%         17.6%           n         1.0%         1.0%         21.7         0.10%         0.06%         46.9         43.3%         67.4%         52.5%         56.%         17.4%           3.1%         5.1%         8.0%         24.5         0.29%         0.10%         21.2         5.7%         66.8%         55.1%         8.0%         17.1%	lernet         36%         5.3%         11.2%         39.4         0.26%         0.07%         50.4         44.2%         54.2%         39.2%         6.0%         17.6%           n         1.0%         1.0%         21.7         0.10%         0.05%         46.9         43.3%         67.4%         82.5%         6.0%         17.4%           3.1%         5.1%         8.0%         24.5         0.29%         0.10%         21.2         5.7%         66.8%         55.1%         8.0%         17.1%           tta Source	2.0%	7.3%	67.9			19.7%	%6.89	20.6%	12.4%	26.3%	43.9
n     1.0%     1.4%     7.0%     21.7     0.10%     0.05%     46.9     43.3%     67.4%     52.5%     5.6%     17.4%       3.1%     5.1%     8.0%     24.5     0.29%     0.10%     21.2     5.7%     66.8%     55.1%     8.0%     17.1%	n 1.0% 1.4% 7.0% 21.7 0.10% 0.05% 46.9 43.3% 67.4% 52.5% 5.6% 174% 17.1% 3.1% 5.1% 8.0% 24.5 0.29% 0.10% 21.2 5.7% 66.8% 55.1% 8.0% 17.1% 17.1% 148.5urce	3.6%	11.2%	39.4			44.2%	54.2%	39.2%	%0.9	17.6%	30.3
3.1% 5.1% 8.0% 24.5 0.29% 0.10% 21.2 5.7% 66.8% 55.1% 8.0% 17.1%	3.1% 5.1% 8.0% 24.5 0.29% 0.10% 21.2 5.7% 66.8% 55.1% 8.0% 17.1% 17.1% 148.5ource Eyeblaster Research, Q3.2008 to Q2.2009.	n 1.0%	%0.7	21.7			43.3%	67.4%	52.5%	2.6%	17.4%	94.8
	Eyeblaster Research, Q3 2008 to Q2 2009.	3.1%	8.0%	24.5			2.7%	%8.99	25.1%	8.0%	17.1%	61.5
	Eyeblaster Research, Q3 2008 to Q2 2009.											
	Eyeblaster Research, Q3 2008 to Q2 2009.											

For more information about Eyeblaster Research, please contact your local Eyeblaster.com Denotes inapplicable metric or insufficient data.



Benchmarks for APAC Performance Metrics (By Format, Size and Vertical)

	Imp. with Interactions Rate	ĸ	Dwell Rate	User Average Dwell Time (Seconds)		CTR	Avg. Video Duration (Seconds) Started Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner		١	-	1	٥	0.17%	1	1		:	:		
300x250	:			-	٥	0.12%				:	:	:	1
728x90	:	1		-	٥	0.06%				:	:	:	
160×600		1	1	1		0.04%	1		,		:		1
Rich Media													
Commercial Break	4.7%	4.8%	53.2%	4.0	4	4.63%		-	-	:	:		
Expandable Banner	6.8%	24.9%	%0.6	48.6	3	0.46%	53.2	16.0%	51.9%	33.4%	6.5%	18.8%	56.4
300x250	5.1%	8.3%	9.6%	39.0		0.43%	59.5	19.2%	68.9%	54.0%	4.4%	15.0%	30.6
728×90	16.3%	31.1%	17.4%	32.8	9	0.49%	15.3	19.7%	24.5%	16.8%	15.6%	37.5%	15.3
	7.4%	40.4%	%9'9	36.1		0.49%	84.8	7.3%	27.6%	20.2%	7.4%	19.7%	19.7
Expandable Strip	24.4%	120.2%	29.1%	63.3	3	0.37%	70.9	28.0%	45.3%	24.0%	16.5%	30.3%	6.2
Floating Ad	8.7%	8.9%	%6.6	2.9	4	4.55%	,			:	:	:	1
Floating Ad with Reminder	40.9%	12.4%	12.8%	7.7		1.13%	22.6	30.2%	24.8%	42.3%	:		٠
Polite Banner	0.4%	1.1%	4.5%	40.1	3	0.12%	84.9	%9.09	62.2%	46.9%	·		
300x250	0.5%	1.4%	3.9%	41.6	٥	0.13%	84.3	61.6%	63.8%	48.6%	:		1
728×90	0.2%	0.5%	3.1%	25.6	٥	%90:0				:	:	:	
160×600	0.1%	0.1%	53.7%	72.3	3	0.10%	1	1		:	:	:	1
Push Down Banner	3.7%	9.5%	11.0%	34.3	3	0.28%		1		:	3.2%	38.2%	13.5
				Basic Metrics				Video	Video Metrics		ш	Expandable Metrics	SS
	Imp. with	į	=	User Average Dwell Time	CTR (Rich	CTR (Standard	Avg. Video Duration		i d	Fully Played	Impressions with any Panel	Total Expansion	Avg. Expansion
Apparel	meracions rate	7 6%	A 0%	(seconds)	Media)	0 22%	(seconds)	Started Kate	50% Flayeu Kate	L'ale	Expansion rate	10.5%	Duration (Second
Auto	2.5%	8.2%	6.0%	37.4	0.31%	0.38%	87.7	57.2%	58.6%	41.2%	4.1%	13.4%	45.6
828	2.4%	3.2%	%0'9	24.6	0.08%	:		1		:	:	:	
Consumer Packaged Goods	4.0%	17.3%	2.7%	38.1	0.33%	0.16%	93.0	25.4%	54.2%	36.9%	10.5%	31.3%	25.0
Electronics	1.4%	3.7%	9.8%	29.9	0.32%	:	20.9	48.0%	58.5%	41.5%	1.8%	11.7%	47.1
Entertainment	%9:9	27.5%	16.4%	61.4	0.40%	0.10%	106.4	43.0%	54.7%	38.2%	%9.6	31.9%	22.7
Financial	3.8%	12.4%	6.1%	45.9	0.23%	%80:0	103.3	48.6%	68.1%	52.4%	10.9%	29.0%	26.5
Gaming	4.1%	5.2%	5.4%	126.9	0.24%	:	1	1	1	1	4.7%	2.6%	148.6
Government/Utilities	6.4%	35.1%	5.1%	18.9	0.38%	:	20.1	22.6%	52.9%	40.0%	6.2%	16.9%	15.8
Health/Beauty	5.1%	22.7%	6.7%	47.0	0.47%	0.08%	69.3	35.8%	24.9%	38.6%	8.3%	28.9%	25.0
Medical	1.9%	2.0%	4.7%	40.7	0.13%	0.28%		-	-	:	:	:	
News/Media	:	1	1	-	:	0.29%	1	1	1	:	:	:	1
Services	3.5%	11.9%	4.8%	38.0	0.14%	0.05%	124.7	61.2%	78.2%	65.4%	6.1%	17.2%	56.2
Tech/Internet	1.6%	4.3%	4.5%	22.3	0.21%	0.14%	51.3	25.8%	52.2%	36.0%	7.1%	23.2%	51.5
Telecom	4.5%	18.1%	8.5%	30.3	0.55%	0.12%	68.9	53.2%	79.5%	%0.69	%6.6	24.7%	19.0
Travel	4.7%	11.7%	7.8%	34.9	0.30%	0.13%	44.3	74.8%	%9'82	68.0%	9.0%	19.7%	7.8
Data Source		Eveblaster R	Eveblaster Research. Q3 2008 to Q2 2009.	38 to Q2 2009.									
				, , , , , , , , , , , , , , , , , , ,									
The second second		CYCY	Prince Tools to	20 0000 0000 0000	oo oo o								



# Benchmarks for Latin America Performance Metrics (By Format, Size and Vertical)

Imp. with   Interactions Rate						Basic Metrics				Video	Video Metrics		ш	Expandable Metrics	rics
Symbox Bloom	Particular   Par		Imp. with Interactions Rate	Œ	Dwell Rate	User Average Dwell Time (Seconds)		OTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	
Proposition	Station	Standard Banner	٠	ı	:	ı	0	.21%		ı		:	:	:	·
Proposition	Charmeted Blooks	300x250			:	-	0	.22%				:	:	:	:
Commented Bank	Part Note	728x90		1	:	1	0	.17%		ı	1	:	:	:	:
Commercial Brank	Particular   Par	160x600		1	:	-	0	.16%		ı	1	:	:	:	:
Committed Brownish   Committ	Communication   Communicatio	Rich Media													
Capacity Being Brings         1188         68.9         6.0         6.0         6.0         6.0         44.9         4.0 <td>  Capacida Binney   118%   68%</td> <td>Commercial Break</td> <td>٠</td> <td>٠</td> <td>:</td> <td></td> <td></td> <td></td> <td>٠</td> <td>:</td> <td></td> <td>:</td> <td>:</td> <td>:</td> <td>:</td>	Capacida Binney   118%   68%	Commercial Break	٠	٠	:				٠	:		:	:	:	:
Table   Tabl	2000-200   4 %%   6 %	Expandable Banner	11.6%	36.6%	13.9%	52.1	0	.64%	49.2	%2.9	47.0%	28.8%	11.7%	20.5%	44.8
Table   Tabl	Charles   Char		4.7%	%6.9	9.4%	58.6	0	39%	96.6	%9.9	64.9%	47.8%	4.4%	45.1%	143.9
Particularies   Particularie	11   12   12   12   12   12   13   13		4.9%	8.3%	7.7%	39.5	0	.22%	32.2	2.1%	53.5%	36.6%	4.4%	11.6%	75.6
Expandible Ripp         14,3%         27,8%         177,8         16,3         6,45%         12,8%         177,8         16,3         6,45%         27,8         4,43         22,4%	Particular   Par		24.6%	89.3%	24.1%	54.5		.17%	20.4	9.5%	19.1%	11.4%	24.6%	86.9%	12.6
Add with Reminded         2.2,5%         2.0,0%         6.4         2.24%         1.05         6.6.3%         2.4.4%         1.05	Mathonistic   2.3%   2.3%   2.4%   2.4%   2.24%   2.		14.3%	37.8%	17.7%	110.3	0	.45%		ı			14.3%	29.8%	21.8
Add with Reminder         1.2%         5.2%         2.1%         6.6%         2.44         0.24%         5.6         3.0%         7.7%         6.6%         1.0%         1.0%         1.0%         1.0%         2.24         0.24%         0.24%         6.69         3.11%         7.71%         6.6%         1.0%	1,10%   1,10	Floating Ad	2.3%	2.6%	30.0%	4.8	-	%86:	12.5	28.7%	26.3%	24.6%	:	:	:
This burner   18   18   18   18   18   18   18   1	Politic Batimory   1,8 %   2,8 %   2,8 %   2,2 %   2	Floating Ad with Reminder	2.2%	2.3%	27.1%	5.4	2	.24%	•	ı	1	1	:	:	:
Table   Tabl	2000-200   1,1%   1,1%   2,22%   6,0%   20.7   0,22%   20.7   0,22%   20.0   1,3%   20.1   20.7   0,22%   20.0   1,3%   20.1   20.0   0,1%   20.7   20.7   20.2   20.0	Polite Banner	1.8%	3.3%	%0.9	24.4	0	.24%	55.0	30.9%	77.3%	26.6%	:	:	:
The color   17%   23.9%   6.0%   16%   16%   18%   16%   18%   11%   18%   18%   11%   18%   18%   11%   11%   18%   11%   1	13.1%   3.6%   6.6%   2.07   0.2%   2.90   0.42%   0.60%   0.42%   0.60%   0.42%   0.60%   0.42%	300x250	1.0%	1.8%	2.9%	26.2	0	.24%	55.9	31.1%	77.1%	56.4%	:	:	:
This continue   Table   Tabl	This color   13 1%   Sac   S	728x90	1.7%	3.6%	%0.9	20.7	0	.20%	29.0	61.3%	80.1%	65.8%	:	:	:
The color base   Part	The control of the	160x600	13.1%	23.2%	8.0%	16.6	0	.42%		ı		1	:	:	:
Interpretations with Interactions Rate         IR         Dwell Rate (Seconds)         CTR (Rich and rate) (Seconds)         CTR (Standard and rate) (S	Interactions Rate   IR   Discription Division   Midela)   CTR (Rich   CTR (Rich   Midela)   CTR (Rich   CTR					Basic Metrics				Video	Metrics		ш	xpandable Met	ics
Michael   Mich	Higgs-Richine Rate   Rate   Executes   Media)   Records   Started Rate   Started Rate   Started Rate   Rate   Expansion Rate   Rate		lmp. with	!		User Average Dwell Time	CTR (Rich	CTR (Standard	Avg. Video Duration			Fully Played	Impressions with any Panel	Total Expansion	
e 00%         141%         98%         404         0 42%         0 12%         12.0%         66.8%         52.3%         8.7%         32.%           r Packaged Goods         7.2%         20.4%         10.5%         0.15%	Figure 6 60% 141% 98% 404 0 042% 0 015% 0 015% 122% 120% 680 % 62.3% 87.7     Figure 6 60% 141% 98% 404 0 042% 0 015% 0 033% 1128 1128 112% 65.2% 105% 0 033% 1128 1128 1128 1128 1128 1128 1128 112	Apparel	Interactions Kate	26.8%	22.3%	(Seconds)	(0.72%	Media)	(seconds)	Started Kate	50% Played Kate	Kate :	Expansion Kate	<b>Kate</b> 75.2%	Duration (Second
T 2%         20.4%         10.5%         41.3         0.55%         0.33%         132.8         13.5%         77.4%         56.8%         9.0%         44.3%           1 5%         0.0%         0.0%                 1 5%         0.0%         0.0%                 1 5%         0.0%         0.0%         0.1%         1.0         0.1%         0.0%         0.	T.2%         20.4%         10.5%         41.3         0.55%         0.33%         13.2%         77.4%         55.8%         9.0%           as         10.9%         3.4%         10.7         0.10%         —         —         —         —         —         —           as         15.8%         3.4%         10.7         0.10%         — <th< td=""><td>Auto</td><td>%0.9</td><td>14.1%</td><td>9.8%</td><td>40.4</td><td>0.42%</td><td>0.15%</td><td>42.2</td><td>12.0%</td><td>%8'69</td><td>52.3%</td><td>8.7%</td><td>33.2%</td><td>78.8</td></th<>	Auto	%0.9	14.1%	9.8%	40.4	0.42%	0.15%	42.2	12.0%	%8'69	52.3%	8.7%	33.2%	78.8
15.6%   5.6%   7.7%   1.7%   1.0.7%   1.6   1.	9         0.9%         0.9%         3.4%         10.7         0.10%	Consumer Packaged Goods	7.2%	20.4%	10.5%	41.3	0.55%	0.33%	132.8	13.5%	77.4%	55.8%	9.0%	44.3%	127.5
15.5%         55.0%         17.7%         61.7         0.57%         0.17%         16.2         13.0%         49.6%         40.2%         20.1%         80.8%           ment         4.5%         13.9%         11.7%         38.6         0.56%         0.21%         38.1         14.0%         66.6%         36.9%         5.8%         5.2%         5.8% <td>15.5%         55.0%         17.7%         61.7         0.57%         0.17%         16.2         13.0%         49.6%         40.2%         20.1%           ment         4.5%         11.3%         11.7%         61.7         0.57%         0.17%         16.2         13.0%         40.5%         20.1%         20.1%           ment         9.1%         26.4%         11.5%         39.3         0.50%         0.21%         30.7         46.5%         37.7         14.4%         58.8%         37.7         14.8%         45.5%         37.4%         18.8%           enr/Utilities         9.1%         23.2%         12.2%         79.8         1.14%          36.8         5.8%         31.2%         19.9%         9.4%           enr/Utilities         9.1%         23.2%         12.2%         79.8         1.14%          36.8         5.8%         31.4%         49.6%         14.7         22.2%         49.6%         9.4%           auty         12.4%         35.4         0.77%          17.2         7.3%         16.7%         17.2%         17.2%         17.2%         17.2%         17.2%         17.2%         17.2%         17.7%         17.2%         17.7%</td> <td>Corporate</td> <td>%6:0</td> <td>%6:0</td> <td>3.4%</td> <td>10.7</td> <td>0.10%</td> <td>:</td> <td>1</td> <td>1</td> <td>1</td> <td>1</td> <td>:</td> <td>:</td> <td>:</td>	15.5%         55.0%         17.7%         61.7         0.57%         0.17%         16.2         13.0%         49.6%         40.2%         20.1%           ment         4.5%         11.3%         11.7%         61.7         0.57%         0.17%         16.2         13.0%         40.5%         20.1%         20.1%           ment         9.1%         26.4%         11.5%         39.3         0.50%         0.21%         30.7         46.5%         37.7         14.4%         58.8%         37.7         14.8%         45.5%         37.4%         18.8%           enr/Utilities         9.1%         23.2%         12.2%         79.8         1.14%          36.8         5.8%         31.2%         19.9%         9.4%           enr/Utilities         9.1%         23.2%         12.2%         79.8         1.14%          36.8         5.8%         31.4%         49.6%         14.7         22.2%         49.6%         9.4%           auty         12.4%         35.4         0.77%          17.2         7.3%         16.7%         17.2%         17.2%         17.2%         17.2%         17.2%         17.2%         17.2%         17.7%         17.2%         17.7%	Corporate	%6:0	%6:0	3.4%	10.7	0.10%	:	1	1	1	1	:	:	:
nent         4.5%         13.9%         11.7%         38.6         0.50%         0.21%         38.1         14.0%         66.6%         36.9%         5.8%         28.4%           18.6%         26.4%         11.7%         39.3         0.44%         0.14%         0.04%         0.14%         30.7         20.2%         48.5%         31.7%         18.8%         70.7%           18.6%         23.2%         12.2%         12.2%         1.14%          36.8         58.%         21.4%         26.2%         11.4%         70.7%           ent/Utilities         91.%         23.2%         18.4         49.6%         14.2%         24.8%         9.4%         71.5%           11.2%         35.0%         13.6%         52.0         0.77%	ment         4.5%         1139%         11,7%         386         0.56%         0.21%         38.1         14.0%         66.6%         36.9%         5.6%           1.4%         226.4%         11.5%         39.3         0.4%         0.14%         30.7         22.2%         35.9%         56.8%         57.9%         58.9%         57.4%         58.9%         57.4%         58.8%         57.4%         58.8%         57.4%         58.8%         57.4%         58.8%         57.4%         58.8%         57.4%         58.8%         57.4%         58.8%         59.8%         59.8%         59.8%         59.8%         59.8%         51.2%         51.2%         51.2%         51.2%         51.2%         51.2%         51.2%         51.2%         51.2%         50.9%         50.9%         51.2%         50.9%         51.2%         50.9%         51.2%         50.9%         51.2%         52.2%         50.9%	Electronics	15.5%	25.0%	17.7%	61.7	0.57%	0.17%	16.2	13.0%	49.6%	40.2%	20.1%	80.8%	75.3
9.1% 26.4% 11.5% 39.3 0.49% 0.14% 30.7 20.2% 48.5% 37.1% 18.8% 70.7% 14.9% 11.6% 18.6% 70.7% 11.6% 18.6% 17.3% 22.2% 15.9 11.6% 15.9 11.6% 20.1% 20.2% 18.6% 20.1% 20.2% 20.2%	8 91% 264% 115% 393 0.49% 0.14% 307 202% 445% 37.1% 188% 188% ant/Utilities 191% 222% 15.9% 15.9 0.14% 33.3 181% 22.5% 21.4% 222% 22.2% ant/Utilities 23.2% 23.	Entertainment	4.5%	13.9%	11.7%	38.6	0.50%	0.21%	38.1	14.0%	%9.99	36.9%	2.8%	28.4%	83.8
18 6%         72 3%         24 0%         15 9         3.10%          33.3         18 1%         42.5%         21 4%         282 %         114 9%           seut/Vulities         11,4%          36.8         8.8%         31.2%         19.9%         21.6%         31.5%           seut/Y         112.4%         36.0%         52.0         0.77%	18 6%   72 3%   24 0%   15 9   31 0%     33 3   18 1%   42 5%   21 4%   28 2%   22 4%   22 2%   2	Financial	9.1%	26.4%	11.5%	39.3	0.49%	0.14%	30.7	20.2%	48.5%	37.1%	18.8%	%2'02	88.1
ment/Utilities         9.1%         23.2%         12.2%         79.8         1.14%          36.8         5.6%         31.2%         19.9%         9.4%         31.5%           Beauty         11.2%         36.0%         13.6%         52.0         0.76%         0.17%   <	ment/Utilities         91%         232%         122%         79.8         1.14%          36.8         5.8%         31.2%         19.9%         9.4%           Beauty         11.2%         36.0%         136.%         5.0         0.76%         0.17%	Gaming	18.6%	72.3%	24.0%	15.9	3.10%	:	33.3	18.1%	42.5%	21.4%	28.2%	114.9%	15.8
Beauty 112% 36.0% 13.6% 52.0 0.76% 0.17% 14.7 23.2% 66.3% 49.6% 142% 54.2% ledia 12.4% 35.1% 12.1% 37.3 0.73%	Beauty         11.2%         36.0%         13.6%         52.0         0.78%         0.17%         14.7         23.2%         66.3%         49.6%         142.%           In 12.4%         35.1%         12.1%         37.3         0.73%                In 48%         36.4%         30.0%         5.1         0.6%          17.2         7.3%         42.4%         21.3%            s         9.9%         57.4%         20.0%         35.4         0.79%          17.2         7.3%         45.4%         21.3%	Government/Utilities	9.1%	23.2%	12.2%	79.8	1.14%	:	36.8	5.8%	31.2%	19.9%	9.4%	31.5%	113.1
12.4%         35.1%         12.1%         37.3         0.73%	12.4%   35.1%   12.1%   37.3   0.73%   .	Health/Beauty	11.2%	36.0%	13.6%	52.0	0.76%	0.17%	14.7	23.2%	96.3%	49.6%	14.2%	54.2%	55.7
tedia         24.8%         84.5%         30.0%         5.1         0.62%          18.4         30.0%         42.4%         21.3%                        72.9%          72.9% </td <td>ledia         24.8%         84.5%         30.0%         5.1         0.62%          18.4         30.0%         42.4%         21.3%            s         16.9%         57.4%         20.0%         35.4         0.79%          17.2         7.3%         16.7%         10.1%         17.2%           s         99%         27.0%         9.2%         0.40%         0.15%         45.4         2.3%         50.9%         36.7%         15.7%         15.7%           n         8.1%         24.2%         10.7%         43.1         0.42%         0.14%         26.3         22.4%         61.7%         40.3%         7.1%           n         4.5%         18.2%         11.7%         46.7         0.66%         0.16%         62.4         30.7%         77.7%         50.5%         7.1%</td> <td>Medical</td> <td>12.4%</td> <td>35.1%</td> <td>12.1%</td> <td>37.3</td> <td>0.73%</td> <td>:</td> <td></td> <td>ı</td> <td></td> <td>1</td> <td>:</td> <td>:</td> <td>:</td>	ledia         24.8%         84.5%         30.0%         5.1         0.62%          18.4         30.0%         42.4%         21.3%            s         16.9%         57.4%         20.0%         35.4         0.79%          17.2         7.3%         16.7%         10.1%         17.2%           s         99%         27.0%         9.2%         0.40%         0.15%         45.4         2.3%         50.9%         36.7%         15.7%         15.7%           n         8.1%         24.2%         10.7%         43.1         0.42%         0.14%         26.3         22.4%         61.7%         40.3%         7.1%           n         4.5%         18.2%         11.7%         46.7         0.66%         0.16%         62.4         30.7%         77.7%         50.5%         7.1%	Medical	12.4%	35.1%	12.1%	37.3	0.73%	:		ı		1	:	:	:
s         16.9%         57.4%         20.0%         35.4         0.79%          17.2         7.3%         16.7%         10.1%         17.2%         72.9%           s         9.9%         31.9%         12.0%         38.5         0.40%         0.15%          11.1         8.7%         50.9%         36.7%         15.7%         62.9%           n         9.5%         27.0%         9.2%         22.1         0.50%          11.1         8.7%         25.9%         16.7%         10.9%         61.1%           n         4.5%         10.7%         43.1         0.42%         0.14%         26.3         22.4%         61.7%         40.3%         7.1%         56.5%	s         16.9%         57.4%         20.0%         35.4         0.79%          17.2         7.3%         16.7%         10.1%         17.2%           s         9.9%         31.9%         12.0%         38.5         0.40%         0.15%         45.4         2.3%         50.9%         36.7%         15.7%           n         25.%         27.0%         9.2%         43.1         0.40%         0.14%         26.4         23.8         50.9%         36.7%         15.7%           n         4.5%         18.2%         11.7%         46.7         0.66%         0.16%         62.4         30.7%         77.7%         50.5%         7.1%           habitater Research, Q3.2008 to Q2.2009.         11.2%         46.7         0.66%         0.16%         62.4         30.7%         77.7%         50.5%         7.1%	News/Media	24.8%	84.5%	30.0%	5.1	0.62%	:	18.4	30.0%	42.4%	21.3%	:	:	:
s 99% 319% 12.0% 38.5 0.40% 0.15% 45.4 2.3% 50.9% 36.7% 15.7% 62.9% lemet 9.5% 27.0% 9.2% 22.1 0.50% 11.1 8.7% 26.9% 16.3% 10.9% 61.1% 11.1% a.8.1% 0.16% 0.16% 0.16% 62.4 30.7% 77.7% 50.5% 7.1% 54.0%	s         9.9%         31.9%         12.0%         38.5         0.40%         0.15%         45.4         2.3%         50.9%         36.7%         15.7%           In         9.5%         27.0%         9.2%         22.1         0.50%          11.1         8.7%         25.9%         18.3%         10.9%           In         4.5%         18.2%         11.7%         43.1         0.45%         0.14%         26.3         22.4%         61.7%         40.3%         11.2%           In Source         Eveblaster Research, 03.2008 to 02.2009.         66.6%         0.16%         62.4         30.7%         77.7%         50.5%         7.1%	Retail	16.9%	57.4%	20.0%	35.4	0.79%	;	17.2	7.3%	16.7%	10.1%	17.2%	72.9%	107.5
temet 9.5% 2.70% 9.2% 22.1 0.50% 11.1 8.7% 25.9% 18.3% 10.9% 61.1% n	temet 9.5% 27.0% 9.2% 22.1 0.50% 11.1 8.7% 25.9% 18.3% 10.9% 10.9% n 4.5% 11.2% 11.2% and a 4.5% 11.2% and a 4.5% and	Services	%6.6	31.9%	12.0%	38.5	0.40%	0.15%	45.4	2.3%	20.9%	36.7%	15.7%	62.9%	85.2
n 8.1% 24.2% 10.7% 43.1 0.42% 0.14% 26.3 22.4% 61.7% 40.3% 11.2% 45.3% 11.2% 46.7 0.66% 0.16% 62.4 30.7% 77.7% 50.5% 7.1% 54.0%	n 8.1% 24.2% 10.7% 43.1 0.42% 0.14% 26.3 22.4% 61.7% 40.3% 11.2% 11.2% 45.5	Tech/Internet	9.5%	27.0%	9.2%	22.1	0.50%	:	11.1	8.7%	25.9%	18.3%	10.9%	61.1%	133.9
4.5%     18.2%     11.7%     46.7     0.66%     0.16%     62.4     30.7%     77.7%     50.5%     7.1%     54.0%	4.5%         18.2%         11.7%         46.7         0.66%         0.16%         62.4         30.7%         77.7%         50.5%         7.1%           tha Source         Eveblaster Research, Q3.2008 to Q2.2009.	Telecom	8.1%	24.2%	10.7%	43.1	0.42%	0.14%	26.3	22.4%	61.7%	40.3%	11.2%	45.3%	91.5
		Travel	4.5%	18.2%	11.7%	46.7	%99:0	0.16%	62.4	30.7%	77.7%	20.5%	7.1%	54.0%	12.8

Latin America market includes Brazil, Mexico, Colombia and Argentina. Denotes inapplicable metric or insufficient data. Market Definition

For more information about Eyablaster Research, please contact your local Eyeblaster.com



## Benchmarks for United States Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				oania	Video Metrics		m	Expandable Metrics	SO
	Imp. with Interactions Rate	<u>~</u>	Dwell Rate	User Average Dwell Time (Seconds)		CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	:					0.07%	:	:		:	٠	:	
300×250	:	1	1	-	,	0.09%	:	1	1	:	1	-	1
728×90	:		-	-		0.06%	:	:	1	:		:	
160×600	;		-	-		0.06%	:	:	-	:	1	:	1
Rich Media													
Commercial Break	1.4%	1.5%	25.1%	4.9		1.40%	:	:		:	1	:	
Expandable Banner	4.5%	8.3%	6.2%	40.3		0.19%	30.9	14.3%	73.3%	27.6%	4.6%	9.1%	49.0
300×250	3.3%	7.5%	2.7%	36.9		0.15%	27.2	18.2%	78.0%	%9'.29	3.3%	7.8%	49.7
728×90	%2'9	%6.6	7.5%	43.6	,	0.16%	31.0	15.5%	64.4%	41.3%	%9:9	11.4%	60.7
234×60	6.4%	13.9%	6.3%	104.4	,	0.15%	22.8	2.7%	49.4%	43.2%	6.4%	12.5%	47.0
Expandable Strip	8.2%	13.6%	10.8%	89.4		0.17%	20.4	65.3%	28.7%	46.2%	14.5%	23.7%	15.2
Floating Ad	%9.2	7.8%	38.2%	4.8		7.26%	8.1	24.5%	72.0%	59.4%		:	٠
Floating Ad with Reminder	3.2%	3.9%	49.8%	4.6	-,	5.52%	:	:		:		:	٠
Floating Expandable	1.2%	1.3%	7.9%	46.3		1.19%	4.8	68.2%	84.6%	71.5%		:	-
300x250	1.5%	1.6%	7.8%	50.0		1.41%	4.6	%9:69	85.9%	73.5%		:	-
728×90	1.0%	1.1%	8.5%	25.6		1.03%	5.2	66.1%	81.4%	66.4%	1	:	-
In Game	:	ı	:			:	14.3	92.8%	62.5%	41.1%	1	:	1
Polite Banner	%2.0	1.0%	4.3%	37.0		0.14%	28.0	27.0%	%5'69	49.2%		:	•
300×250	1.0%	1.4%	4.8%	41.5		0.14%	22.7	50.4%	%6.79	%0.09	1	:	1
728×90	0.2%	0.3%	3.1%	29.0		0.11%	68.3	73.7%	75.5%	33.0%	1	:	ı
160×600	0.3%	0.5%	3.0%	25.9		0.15%	76.2	22.7%	79.9%	48.4%	1	:	1
Push Down Banner	1.3%	1.7%	7.5%	37.5		0.16%	6.6			72.3%	%6.0	24.0%	29.3
				Basic Metrics				Video	e Metrics		W.	xpandable Metri	cs
	Imp. with Interactions Rate	ĸ	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Apparel	2.5%	8.3%	2.9%	22.2	0.16%	0.17%	19.5	29.6%	62.0%	24.1%	%0.6	15.1%	37.1
Auto	2.6%	4.5%	2.5%	40.4	0.14%	0.08%	52.4	11.4%	81.1%	63.1%	4.5%	6.2%	42.9
B2B	4.6%	6.1%	7.2%	40.8	0.16%	0.07%	22.8	2.0%	52.0%	35.8%	4.9%	6.9%	37.7
Careers	4.9%	7.8%	%9'.2	58.0	0.07%	0.10%	8.7	3.8%	35.9%	25.1%	2.8%	9.5%	33.4
Consumer Packaged Goods	3.5%	5.2%	2.8%	34.9	0.21%	0.12%	44.4	48.0%	71.3%	38.2%	2.6%	12.3%	55.1
Corporate	11.1%	15.0%	15.5%	62.4	%09:0	%60:0	36.6	60.1%	76.5%	64.4%	11.0%	15.4%	44.8
Electronics	3.3%	4.1%	6.7%	41.7	0.26%	0.10%	90.1	13.2%	%6:99	22.4%	%6.9	8.2%	30.9
Entertainment	3.3%	2.5%	5.1%	42.2	0.25%	0.13%	18.4	9.5%	%6:09	39.7%	4.3%	10.1%	41.6
Financial	0.9%	1.3%	4.6%	36.5	0.14%	0.09%	13.2	26.7%	72.8%	54.2%	4.9%	%0.7	72.8
Garming	2.7%	3.9%	7.8%	29.0	0.92%	0.05%	90.0	32.5%	92.9%	39.2%	5.7%	12.4%	63.6
Government/Utilities	2.5%	3.2%	6.3%	36.7	0.29%	0.07%	23.5	39.0%	%6.99	49.2%	4.3%	31.5%	18.3
Health/Beauty	4.5%	5.9%	4.9%	39.8	0.13%	0.07%	10.8	4.6%	80.3%	51.9%	4.8%	6.1%	46.4
Medical	0.9%	1.6%	3.9%	33.5	0.11%	0.08%	79.0	8.7%	72.0%	43.6%	3.0%	70.5%	131.6
News/Media	3.1%	4.1%	10.9%	28.4	0.38%	0.24%	7.8	47.6%	80.8%	70.4%	2.9%	16.9%	36.0
Kestaurant	1.3%	1.6%	4.5%	78.1	0.13%	0.09%	30.3	20.4%	%G.Fd	38.1%	2.3%	3.0%	45.7
Ketali	2.1%	2.7%	9.1%	4.71	0.19%	0.07%	28.2	11.9%	43.3%	35.5%	7.6%	11.3%	32.9
Services	1.5%	2.0%	3.8%	23.2	0.08%	0.07%	10.7	41.0%	%0.44	15.5%	0.7%	1.1%	37.0
Sports Took/lafermot	0.6%	0.7%	8.3%	10.3	0.26%	0.11%	12.3	69.9%	%6.49%	45.3%	4.5%	19.9%	7.77
Tologo	4.4%	0.0%	0.0%	0.00	0.10%	0.10%	9. 4. c	47.0%	75.0%	01.7%	3.2%	0.4%	90.7
Telecoll	1.4%	4.10/	4.0% 6.20/	5.82	0.12%	0.08%	25.3	39.9%	75.1%	49.0%	7.0%	10.5%	37.4
layei	2.070	÷ 7	0.270	200.2	0.1470	0.00%	23.9	30.0%	07.5.70	50.570	7.170	0.1.1%	45.0
	l										l	l	l
0													
000		-veh acter Pc	seearch O3 207										



Benchmarks for Canada Performance Metrics (By Format, Size and Vertical)

Property Holison									00014	VIGEO INICALICS		,	Expandable menics	3
Column   C		Imp. with	≅	Dwell Rate	User Average Dwell Time (Seconds)		CIR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Column	Standard Banner		1	:		3	.11%	:	1	1	1	:	:	:
Participation   Participatio	300x250	1	1	;	-	3	1.14%	:	-	-	1	:	:	:
Column   C	728x90	1	1	:	-	J	%80.0	:	-	-	1		:	1
Marche   Control   Contr	160x600	1	1	:	-	ی	%90°L	:	-		1	:	:	:
Marche   March   Mar	Rich Media													
1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,	Expandable Banner	%6.9	10.7%	8.4%	45.6		.19%	15.5	11.8%	78.8%	65.4%	6.7%	32.5%	50.3
8.800  1.35	300x250	4.8%	8.2%	8.4%	48.6		1.23%	13.4	11.3%	84.6%	73.5%	4.4%	44.6%	65.3
Substitute   1,3 %   1,4 %   2,3 %   2,4 %	728x90	9:9%	14.1%	8.6%	41.1		1.13%	20.0	14.8%	64.9%	46.2%	86.6	17.2%	32.8
Decomposition 1.3% 1.4% 2.33% 8.7 1.15% 6.5 3 30.9% 8.22% 8.2 2.4% 6.2 2.4% 6.2 2.4% 6.2 2.4% 6.2 2.4% 6.2 2.4% 6.2 2.4% 6.2 2.2 3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	Floating Ad	3.4%	3.4%	22.1%	4.1	67	.45%	:	1	1	-		٠	٠
1.15%   1.15%   1.25%   2.27%   2.27%   2.27%   2.27%   2.22%   2.22%   2.22%   2.22%   2.22%   2.22%   2.22%   2.22%   2.22%   2.22%   2.22%   2.22%   2.22%   2.24%   2.23%   2.24%   2.22%   2.24	Floating Expandable	1.3%	1.4%	23.7%	8.7		.15%	5.3	30.9%	92.1%	82.4%	:	:	:
1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,	300x250	1.3%	1.4%	23.7%	8.7	-	.15%	5.3	30.9%	92.1%	82.4%	:	:	:
1	Polite Banner	%6.0	1.3%	4.2%	28.0	ی	.12%	23.2	40.7%	76.1%	58.3%		:	
Page   Control   Column   Co	300x250	1.0%	1.6%	4.5%	28.3	٥	1.13%	24.0	34.9%	74.3%	24.0%	:	:	:
Publication   10.5%   10.5%   10.7%	728x90	0.3%	0.4%	3.4%	27.3	٦	%20.0	24.7	74.1%	84.8%	74.6%		:	:
Increase   Paris   P	160x600	0.5%	0.7%	2.8%	25.2	J	%20°L	8.7	%6.07	64.2%	48.7%		:	:
Intervention Rate   IR   Davil Rate   IR   Da					Basic Metrics				Video	Metrics		ш	xpandable Metri	S
s S 9%         8.7%         5.9%         29.1         0.11%         0.11%         30.7         72.0%         66.2%         66.2%         9.0%         24.8%           s b considered Goods         14.2%         2.00%         14.2%         2.0%         14.1%         61.2         2.0%         14.2%         2.10%         14.2%		Imp. with	_ ≅	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)		50% Plaved Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
14.2%   14.2%   14.1%   151   1.2   1.2   1.2   1.4   1.2   1.4   1.2   1.2   1.4   1.2   1.4   1.2   1.2   1.4   1.2   1.2   1.4   1.2   1.2   1.4   1.2   1.4   1.2   1.2   1.2   1.2   1.4   1.2	Auto	2.9%	8.7%	2.9%	29.1	0.16%	0.11%	30.7		80.2%	64.9%	%0.6	24.8%	29.8
s between controls of the state o	B2B				-		0.09%		-	-	1			
Secondary   Seco	Careers	14.2%	20.0%	14.1%	51.2	0.28%	0.12%	14.4	2.2%	30.4%	21.0%	14.2%	19.6%	55.3
1.5   1.5	Consumer Packaged Goods	2.2%	3.6%	2.9%	31.4	0.26%	0.12%	16.2	36.8%	74.3%	52.1%	3.3%	39.3%	28.5
National	Corporate	1	1	1	1	1	0.12%	1	1	1	1	:	:	:
Figure   F	Electronics	8.8%	15.4%	13.8%	25.9	0.85%	:	:	1	-	1	17.5%	30.0%	18.5
ali 1.3% 2.0% 4.0% 2.86 0.07% 0.07% 17.4 5.7% 69.8% 54.1% 3.1% 37.4% 37.4% 31.4% 31.4% 31.4% 31.4% 31.4% 31.4% 31.4% 31.4% 31.4% 32.6 0.07%	Entertainment	2.1%	3.0%	2.0%	36.7	0.15%	0.46%	8.7	56.2%	64.4%	46.6%	%0.9	27.4%	72.7
35%         43%         58%         77.2         007%	inancial	1.3%	2.0%	4.0%	28.6	0.07%	0.07%	17.4	2.7%	8:69	54.1%	3.1%	37.4%	24.5
ment/Utilitées         32%         4.8%         7.5%         39.6         0.18%         0.15%         17.0         54.7%         74.4%         57.9%         9.6%         13.6%         10.6%         10.18%	Saming	3.5%	4.3%	2.8%	77.2	0.07%	-	1	-	1	1	:	:	1
Beauty         66%         95%         8.1%         32.1         0.16%         0.15%         24.1         41.5%         97.3%         93.1%         10.8%         15.3%           I         9.2%         13.9%         8.4%         32.6         0.06%         0.11%	Sovemment/Utilities	3.2%	4.8%	7.5%	39.6	0.18%	0.15%	17.0	54.7%	74.4%	27.9%	%9.6	13.6%	56.9
1   92%   139%   84%   32.6   0.06%   0.01%               137%   19.6%   19	Health/Beauty	%9:9	9.5%	8.1%	32.1	0.18%	0.15%	24.1	41.5%	97.3%	93.1%	10.8%	15.3%	43.3
ledia 0.8% 1.9% 16.2% 32.3 0.84%	Medical	9.5%	13.9%	8.4%	32.6	%90.0	0.11%	:	1	1	ı	13.7%	19.6%	36.4
rent 0.5% 1.5% 5.3% 57.7 0.13% 0.07% 15.7 6.1% 71.7% 55.7% 0.5% 56.0% 56.0% 1.0.6% 14.5% 10.2% 49.5 0.05% 2.0.6% 2.0.6% 2.0.6% 2.0.0.6% 2.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0	News/Media	0.8%	%6:0	16.2%	32.3	0.84%	0.54%	1	-	-	1	:	:	:
is 10.6% 14.5% 10.2% 49.5 0.37% 0.05%	Restaurant	0.5%	1.5%	5.3%	57.7	0.13%	0.07%	15.7	6.1%	71.7%	25.7%	0.5%	26.0%	91.8
10%         0.7%         3.9%         23.3         0.08%         0.10%         12.9         82.7%         81.8%         69.1%         0.8%         8.7%           Hemet         1.0%         1.2%         6.3%         15.5         0.19%         0.13%         -<	Retail	10.6%	14.5%	10.2%	49.5	0.37%	0.05%	1	-	1	1	:	:	:
lement         1.0%         1.2%         6.3%         15.5         0.13%	Services	0.5%	%2'0	3.9%	23.3	0.08%	0.10%	12.9	82.7%	81.8%	69.1%	0.8%	8.7%	17.6
tlemet         3.4%         5.1%         8.0%         51.7         0.19%         0.14%         32.8         16.0%         63.1%         39.4%         10.1%         15.8%         15.8%         15.8%         15.8%         15.8%         16.1%         15.8%         10.1%         15.8%         18.9%         18.	Sports	1.0%	1.2%	6.3%	15.5	0.19%	0.13%	1	-	1	1	:	:	:
m 2.0% 3.3% 4.2% 24.5 0.13% – 9.7 11.9% 34.6% 12.4% 18.9% 18.9% 18.9% 18.9% 18.9% 18.9% 19	Tech/Internet	3.4%	5.1%	8.0%	51.7	0.19%	0.14%	32.8	16.0%	63.1%	39.4%	10.1%	15.8%	56.0
4.6%         6.4%         8.7%         44.6         0.47%         0.06%         29.6         17.4%         77.3%         44.2%         9.8%         34.8%           lab Source         Eyeblaster Research, 0.3 2008 to 0.2 2009.	Telecom	2.0%	3.3%	4.2%	24.5	0.13%	1	9.7	11.9%	34.6%	3.5%	12.4%	18.9%	41.8
	Travel	4.6%	6.4%	8.7%	44.6	0.47%	0.06%	29.6	17.4%	77.3%	44.2%	9.8%	34.8%	94.7
	Data Source		Eveblaster Re	search. Q3 200i	3 to Q2 2009.									

For more information about Eyablaster Research, please contact your local Eyablaster representative or email us at info@eyeblaster.com Eyeblaster Research, Q3 2008 to Q2 2009. Denotes inapplicable metric or insufficient data.



Benchmarks for UK
Performance Metrics (By Format, Size and Vertical)

				Dasic Metrics				VIGEO	Video Metrics		ū	Expandable Metrics	CS
	Imp. with Interactions Rate	<u>«</u>	Dwell Rate	User Average Dwell Time (Seconds)		CTR	Avg. Video Duration (Seconds) Started Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	:	-	1			0.10%	-	-	-	:		:	-
300x250	1	1	ı	1		0.13%		1	1	:	:	:	1
728x90		1	1	-		%60.0		1	1	:	:	:	1
160×600		1	1	-		%60:0		-	-		:	:	-
Rich Media													
Commercial Break	1.4%	1.4%	36.7%	3.7		1.41%				:		:	,
Expandable Banner	10.2%	21.1%	10.0%	70.2		0.38%	45.7	19.8%	%9.29	45.3%	10.0%	26.1%	62.1
	7.1%	12.0%	9.1%	59.8		0.18%	41.8	24.2%	%9'.29	54.8%	%8:9	24.5%	85.6
728×90	9.7%	15.3%	8.6%	56.7		0.24%	67.1	25.1%	%0.92	41.8%	9.5%	16.9%	62.4
234×60	16.5%	44.4%	13.4%	91.6		0.86%	25.8	9.3%	53.0%	44.6%	16.5%	37.7%	18.8
Expandable Strip	4.2%	9.5%	7.4%	88.8		0.12%	65.8	6.3%	%9'89	26.8%	4.0%	%6'9	38.6
Floating Ad	5.5%	6.1%	34.5%	5.0		5.11%	9.7	45.0%	42.8%	16.1%	:	1	١
Polite Banner	1.1%	2.0%	4.5%	33.5		0.14%	30.8	36.3%	68.2%	52.1%		٠	
300x250	1.4%	2.6%	5.3%	34.4		0.16%	28.2	30.9%	%6.09	43.6%	:	,	1
728×90	9:0	1.0%	3.5%	34.2		0.10%	34.3	49.7%	78.7%	65.0%	:	ı	1
160×600	1.1%	1.9%	2.8%	28.1		0.12%	27.8	43.3%	74.9%	25.6%	:	1	1
Push Down Banner	8.9%	11.9%	8.6%	56.3		0.08%	19.0	37.4%	81.1%	71.9%	8.7%	19.0%	88.4
				Basic Metrics				Video Metr	Metrics		10	Expandable Metrics	cs
	Imp. with	≅	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Plaved Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Apparel	2.7%	2.9%	6.3%	32.6	0.27%	0.10%	13.9	34.0%	75.2%	65.3%	9.1%	30.2%	259.9
Auto	2.8%	2.6%	4.8%	42.1	0.12%	%60.0	31.4	39.5%	65.1%	54.4%	5.3%	16.4%	70.8
B2B	11.0%	17.2%	6.7%	17.1	0.36%	:		1	ı	:	11.7%	17.9%	16.3
Careers	4.8%	%9.9	2.0%	46.9	0.09%	0.13%	1	1	1	:	%2'9	%0'6	33.8
Consumer Packaged Goods		11.6%	6.7%	47.2	0.22%	%60.0	31.9	30.7%	67.1%	42.7%	10.1%	19.5%	36.4
Corporate	0.7%	1.0%	3.8%	26.6	0.07%	:	26.0	47.9%	37.8%	23.5%	:	:	1
Electronics	1.4%	2.1%	3.8%	30.1	0.13%	%60:0	87.8	35.9%	31.8%	23.3%	%6:9	20.0%	80.7
Entertainment	7.7%	15.8%	%0.6	72.0	0.36%	0.11%	34.6	24.1%	62.7%	47.8%	12.4%	34.3%	77.1
	4.4%	7.2%	6.5%	60.3	0.13%	%90:0	62.9	22.2%	64.2%	37.6%	%9:6	21.7%	74.0
	2.0%	12.0%	7.3%	55.2	0.35%	0.20%	33.5	28.4%	%2.09	44.3%	13.1%	40.1%	27.5
	11.2%	23.9%	9.5%	61.0	0.42%	0.17%	7.8	14.3%	%9'.29	53.1%	13.3%	25.3%	63.2
⊕ Health/Beauty	2.9%	10.6%	8.2%	46.9	0.21%	%60.0	30.7	27.3%	72.2%	25.6%	7.4%	19.8%	0.09
	0.9%	1.8%	3.8%	23.6	0.10%	0.13%	12.0	27.7%	%2.09	49.1%	2.9%	12.9%	40.4
News/Media	3.3%	2.1%	6.2%	70.0	0.27%	0.14%	54.4	18.7%	48.2%	33.1%	9.2%	45.1%	74.7
Restaurant	10.7%	22.6%	11.6%	56.2	0.31%	0.10%	5.2	%0.99	91.2%	84.5%	10.8%	17.9%	52.3
Retail	2.0%	%6.7	7.3%	47.3	0.32%	0.25%	21.0	16.8%	%6'.29	54.6%	12.6%	19.6%	55.0
Services	%9:9	10.0%	%6:9	44.2	0.26%	0.10%	35.7	21.7%	55.3%	39.2%	10.9%	24.1%	52.5
Sports	0.1%	0.2%	;	-	0.07%	%90.0		-	1	1	:	:	-
Tech/Internet	1.7%	2.6%	5.8%	38.0	0.15%	%90.0	11.6	27.8%	%6.98	80.9%	4.4%	22.8%	21.3
Telecom	5.3%	14.7%	6.7%	57.3	0.38%	0.10%	62.9	21.0%	81.5%	27.0%	8.8%	18.8%	44.8
Travel	2.6%	4.4%	2.0%	51.7	0.15%	%90.0	144.5	17.0%	73.5%	61.1%	%9:9	22.5%	81.7



# Benchmarks for Spain Performance Metrics (By Format, Size and Vertical)

The control of the	The continue of the continue					Basic Metrics				Oania	ideo Metrics		1	expandable Metrics	S
Lange   Lang	Lance   Lanc		Imp. with Interactions Rate	Œ	Dwell Rate	User Average Dwell Time (Seconds)	3	Ë	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate		Avg. Expansion Duration (Seconds)
Comparison   Com	Column   C	Standard Banner			:		0	15%	:	-		-			:
Column	Bankary   2.75,   2.	300x250	1	:	:	-	0.	17%	:	1	:	-	:	:	:
Bank   Color	Column   C	728x90	1	:	-	-	0	15%	:	1	1	1	:	:	:
1.	11   12   12   13   14   15   15   15   15   15   15   15	160x600	1	:	:	1	0.	10%	:	1	:	1	:	:	:
1.   1.   1.   1.   1.   1.   1.   1.	1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,	Rich Media													
Banks   Fig. 22, 22, 14, 14, 14, 14, 14, 14, 14, 14, 14, 14	State   Stat	Commercial Break	2.7%	2.8%	55.7%	3.2	2.	46%		1		-			
13.8%   13.8	0.00	Expandable Banner	12.2%	27.7%	15.6%	40.4	0	%11	75.8	11.7%	55.1%	43.3%	11.6%	43.6%	63.4
Column   C	0.00  2.17 % 2.24	300x250	8.4%	14.0%	10.7%	44.0	0.	52%	66.2	11.7%	61.1%	47.5%	7.9%	33.4%	68.0
May big	March   Marc	728x90	13.5%	22.2%	14.7%	39.8	0.	95%	102.8	13.8%	64.1%	52.2%	12.8%	37.9%	40.5
May be style and with the minder         44%         215%         125%	Mail	234×60	21.7%	71.4%	20.5%	64.0	0.	%66	66.2	11.1%	24.5%	18.0%	21.7%	66.7%	16.1
Mark Reminder   4,2%   4,5%   4,5%   5,0   4,5%   5,0   4,5%   5,0   4,5%   5,0   4,5%   5,0   4,5%   5,0   4,5%   5,0   4,5%   5,0   4,5%   5,0   5	May be minimized   1,2%   2,5%   4,5%   5,50   5,00   1,7%   2,5%   2,00%   2,0%   2	Expandable Strip	8.4%	21.5%	12.3%	89.3	0	22%	111.9	4.4%	83.9%	27.2%	8.4%	14.6%	17.9
Advite Heaminder   1,3%   3,0%   7,4%   4,3%   4,3%   6,22%   6,22%   6,9%	Authority   Auth	Floating Ad	2.2%	2.3%	18.6%	3.5	-	71%	:	1	:	1	:	1	
1.3%   2.2%   2.2%   6.2%   2.2%   6.2%	1.2%   1.2%	Floating Ad with Reminder	4.6%	4.7%	45.7%	5.0	4	21%	:	1	:	1	:	:	
1,3%   2,2%   2,2%   2,2%   2,22   2,29   2,23   2,24   2,22   2,24	1.3%   2.2%   2.2%   2.2	Polite Banner	1.3%	3.0%	7.4%	43.6	0	23%	97.5	52.9%	70.9%	20.5%	:	1	
Column   C	1.5%   2.4%   3.1%   2.21   2.2   0.5%   2.2   0.5   0.5%	300x250	1.3%	3.3%	7.5%	45.9	0.	23%	97.2	52.3%	69.1%	49.0%			
The color	Column   C	728x90	1.2%	2.2%	5.2%	26.2	0.	17%	84.4	33.3%	75.7%	29.0%	:	:	:
The color of the	Figure   F	160x600	0.5%	2.4%	3.1%	22.1	0.	38%	:	1	:	-	ı	:	:
Imp. with functions Rate         IR         Dwell Rate (Seconds)         CTR (Rich III)         CTR (Standar) (Seconds)         CTR (Standar) (Seconds)         Any Using Seconds (Seconds)         Middle)         CTR (Standar) (Seconds)         CTR (Standar) (Seconds)         Middle)         CTR (Standar) (Seconds)         CTR (Standar) (Seconds)         CTR (Standar) (Seconds)         CTR (Standar) (Seconds)         Middle)         CTR (Standar) (Seconds)         CTR (Se	Imp. with lines         Impression with line					Basic Metrics				Video	Metrics		"	Expandable Metr	ics
Important Interpretation Rate (1.2%)         Inch (1.2%)         <	Interactione Rate   R.   Daviel Rate   Crecordes								Avg. Video				Impressions with		
6 c7%         16 2%         10 7%         64.5         0 26%         —         431         45 5%         53 0%         38 7%         12 7%         39 7%           r Packaged Goods         16 2%         14 6%         54.2         0 26 %         —         431         45 5%         57 2         17 7%         38 7%         12 7%         39 7%           r Packaged Goods         18 5%         14 6%         57 2         0 60%         —         24 8         73 4%         58 7%         17 7%         17 7%         32 7%           s action         13 5%         14 5%         57 2         0 60%         0 23%         17 2         4 2 8%         7 4 1%         17 7%         17 1%<	6 67% 162% 107% 545 025% — 431 465% 530% 387% 127% 127% 397% 174% 144% 570 024% — 431 465% 530% 387% 107% 393% 116% 342 016% 1-3 4.4 4.8 570 0.24% 0.05% 138% 144% 570 0.024% 0.028% 1382% 144% 144% 570 0.024% 0.028% 1382% 144% 144% 112% 570 0.024% 0.028% 1382% 144% 144% 112% 148% 112% 148% 148% 148% 148% 148% 148% 148% 148		Imp. with Interactions Rate	ĸ	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	any Panel Expansion Rate	Total Expansion Rate	
6 6%         12 8%         11 8%         34.2         0.47%         0.16%         78.7         26.4%         73.4%         58.7%         10.7%         32.3%           r Packaged Goods         9 2%         12 6%         14.4%         57.0         0.66%         0.23%         132.4         42.8         71.0%         13.0%         18.2%         13.0%         18.2%         17.0%         18.2%         18.2%         17.0%         18.2% <t< td=""><td>6 6 % 12 8 % 11 6 % 12 8 % 11 6 % 3 4 2 0 4 4 % 0 1 6 % 7 8 7 7 4 % 7 26 4 % 7 34 % 7 34 % 7 34 % 10,7% 32 3 % 11 6 % 1 10 6 % 11 2 %</td><td>pparel</td><td>6.7%</td><td>16.2%</td><td>10.7%</td><td>54.5</td><td>0.25%</td><td> </td><td>43.1</td><td>45.5%</td><td>53.0%</td><td>38.7%</td><td>12.7%</td><td>39.7%</td><td>162.6</td></t<>	6 6 % 12 8 % 11 6 % 12 8 % 11 6 % 3 4 2 0 4 4 % 0 1 6 % 7 8 7 7 4 % 7 26 4 % 7 34 % 7 34 % 7 34 % 10,7% 32 3 % 11 6 % 1 10 6 % 11 2 %	pparel	6.7%	16.2%	10.7%	54.5	0.25%		43.1	45.5%	53.0%	38.7%	12.7%	39.7%	162.6
13 0%         14 5%         14 4%         57 0         0.24%         —         —         —         —         —         —         14 1%         50 %           The Dataged Goods         12 8%         11 2%         57 2         0.60%         0.23%         — <td>  13.0%   18.5%   14.4%   57.0   0.24%     -   1.20%   18.2%   14.1%   57.2   0.60%   0.22%   1.32%   14.1%   57.2   0.60%   0.22%   1.32%   14.1%   57.2   0.60%   0.22%   1.32%   14.1%   1.2%   67.3   0.46%   0.65%   1.32%   1.41</td> <td>uto</td> <td>%9'9</td> <td>12.8%</td> <td>11.6%</td> <td>34.2</td> <td>0.47%</td> <td>0.16%</td> <td>78.7</td> <td>26.4%</td> <td>73.4%</td> <td>28.7%</td> <td>10.7%</td> <td>32.3%</td> <td>49.3</td>	13.0%   18.5%   14.4%   57.0   0.24%     -   1.20%   18.2%   14.1%   57.2   0.60%   0.22%   1.32%   14.1%   57.2   0.60%   0.22%   1.32%   14.1%   57.2   0.60%   0.22%   1.32%   14.1%   1.2%   67.3   0.46%   0.65%   1.32%   1.41	uto	%9'9	12.8%	11.6%	34.2	0.47%	0.16%	78.7	26.4%	73.4%	28.7%	10.7%	32.3%	49.3
rPackaged Goods         92%         26 5%         11 2%         57 2         0 60%         0 23%         1324         46 2%         71 %         41 2%         14 1%         65 5%           s         46 2%         17 4%         11 26%         67 73         0 64 %         —         21 2         33.3%         87 7%         74 0%         10 4%         66 7%         66 7%         50 8%         14 1%         66 7%         66 7%         51 9%         66 7%         66 7%         67 2%         66 7%         67 4%	Figure (a)         92%         265%         112%         572         0.66%         0.23%         1424         462%         741%         412%         141,%         50.8%         60.8%           ss         6.3%         1.46%         1.66%         6.7%         -         2.13.3%         67.7%         74.0%         20.9%         66.7%         60.8%         67.8%         60.8%         67.8%         67.8%         67.8%         67.8%         67.8%         67.8%         67.8%         67.8%         66.7%	2B	13.0%	18.5%	14.4%	57.0	0.24%	,	:	1	:	-	13.0%	18.2%	62.7
8         4.6%         13.3%         12.6%         67.3         0.44%         -         219.2         33.3%         87.7%         74.0%         20.9%         66.7%           5.8         6.3%         17.3%         12.6%         67.3%         67.7%         74.0%         70.9%         66.7%         66.7%           nent         6.3%         17.6%         47.0         0.56%         0.16%         70.4         18.4%         66.7%         51.9%         60.7%         60.7%           nent/utilities         6.3%         13.1%         17.0%         27.3         0.46%         0.16%         70.4%         67.5%         67.9%         66.7%         33.1%           nent/utilities         6.3%         17.0%         44.8         0.66%         0.16%         76.5         75.6%         67.9%         66.7%         33.1%           nut/utilities         6.7%         1.2%         44.8         0.66%         0.16%         76.5         78.2%         67.9%         86.%         45.8%           nut/utilities         6.7%         1.2%         44.8         0.16%         0.16%         78.2%         65.3%         12.5%         43.0%           dia         1.2%         2.2%         1.2%	9 4 6%         13.3%         12.6%         67.3         0.44%         —         219.2         33.3%         87.7%         74.0%         20.9%         66.7%           55         6.3%         1.18%         24.5         0.55%         0.16%         56.6         18.4%         66.7%         52.9%         1.39%         66.7%           ment         6.8%         1.18%         4.1%         4.1%         4.1%         4.1%         4.1%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.7%         1.39%         66.3%         1.39%         66.3%         1.39%         66.3%         1.39%         66.3%         1.39%         1.45%         1.45%         1.45%         1.45%         1.45%         1.45%         1.45%         1.45%         1.45%         1.45%         1.45%         1.45%         1.45%	onsumer Packaged Goods	9.5%	26.5%	11.2%	57.2	%09:0	0.23%	132.4	46.2%	74.1%	41.2%	14.1%	20.5%	62.7
ss         6.3%         11.8%         24.5         0.65%         0.16%         56.6         18.9%         67.2%         52.8%         13.9%         60.1%           ment         68%         11.9%         47.0         0.65%         0.16%         0.10%         18.9%         67.2%         52.8%         13.9%         60.1%           ment         68%         13.1%         47.0         0.54%         0.06%         0.06%         13.95         24.9%         67.5%         40.9%         45.8%         45.8%         45.8%         45.8%         45.8%         45.8%         45.8%         45.8%         45.8%         45.8%         45.8%         45.8%         45.8%         45.8%         45.8%         45.8%         45.8%         45.8%         45.3%         45.8%         45.3%         45.8%         45.3%         45.8%         45.3%         45.8%         45.3%         45.8%         45.3%         45.8%         45.3% <t< td=""><td>sist         6.3%         174%         118%         245         0.65%         0.16%         566         189%         67.%         52.8%         13.9%         60.1%           ment         6.8%         16.9%         14.1%         47.0         0.56%         0.16%         566         184%         66.7%         52.8%         13.9%         60.1%           7.2%         1.1%         1.7%         47.0         0.66%         0.06%         0.19%         16.4         86.7%         67.5%         12.9%         46.3%         46.8</td><td>corporate</td><td>4.6%</td><td>13.3%</td><td>12.6%</td><td>67.3</td><td>0.44%</td><td></td><td>219.2</td><td>33.3%</td><td>87.7%</td><td>74.0%</td><td>20.9%</td><td>%2'99</td><td>14.0</td></t<>	sist         6.3%         174%         118%         245         0.65%         0.16%         566         189%         67.%         52.8%         13.9%         60.1%           ment         6.8%         16.9%         14.1%         47.0         0.56%         0.16%         566         184%         66.7%         52.8%         13.9%         60.1%           7.2%         1.1%         1.7%         47.0         0.66%         0.06%         0.19%         16.4         86.7%         67.5%         12.9%         46.3%         46.8	corporate	4.6%	13.3%	12.6%	67.3	0.44%		219.2	33.3%	87.7%	74.0%	20.9%	%2'99	14.0
ment         6.8%         16.9%         14.1%         47.0         0.45%         0.10%         7.94         18.4%         66.7%         51.9%         9.0%         33.1%           ment         6.8%         17.2%         17.1%         77.0         0.46%         0.06%         0.10%         79.4         18.4%         66.7%         51.9%         9.0%         33.1%           mult         7.2%         17.4%         17.0%         6.3         1.18         6.7%         46.9%         6.7%         46.9%         46.9%         46.9%         45.3%           en/Utilities         6.7%         1.64%         1.13%         44.8         0.46%         0.10%         78.2         57.8%         65.3%         1.15%         45.3%           auvy         10.3%         2.45%         0.16%         0.10%         7.82         57.8%         65.3%         1.15%         39.2%           auvy         10.3%         0.44%         0.10%         1.64         48.1%         66.3%         41.3%         46.9%         47.3%         46.3%           auvy         1.57%         1.08%         3.2         0.14%         0.11%         48.49         60.0%         64.3%         46.9%         77.8 <t< td=""><td>nent         6.8%         16.9%         47.0         0.65%         0.07%         79.4         18.4%         66.7%         51.9%         9.0%         33.1%           7.2%         17.2%         17.0%         27.3         0.46%         0.05%         116.4         48.1%         55.6%         40.9%         8.6%         45.8%           Further         6.7%         17.4%         17.0%         0.46%         0.05%         0.10%         78.2         57.8%         51.2%         12.0%         45.3%           Further         6.7%         17.4%         17.3%         44.8         0.66%         0.10%         78.2         57.8%         78.2%         45.0%         45.3%           Purther         16.3%         0.16%         0.10%         16.5         29.8%         66.3%         13.5%         43.0%         15.3%         43.0%         12.5%         43.0%         12.5%         43.0%         17.5%         17.5%         17.5%         17.5%         17.5%         17.1%         84.9         66.5         29.8%         66.3%         17.1%         48.9%         17.1%         17.1%         17.1%         46.9%         17.1%         17.1%         17.1%         17.1%         17.1%         17.1%</td><td>lectronics</td><td>6.3%</td><td>17.4%</td><td>11.8%</td><td>24.5</td><td>0.55%</td><td>0.16%</td><td>56.6</td><td>18.9%</td><td>67.2%</td><td>52.8%</td><td>13.9%</td><td>60.1%</td><td>28.9</td></t<>	nent         6.8%         16.9%         47.0         0.65%         0.07%         79.4         18.4%         66.7%         51.9%         9.0%         33.1%           7.2%         17.2%         17.0%         27.3         0.46%         0.05%         116.4         48.1%         55.6%         40.9%         8.6%         45.8%           Further         6.7%         17.4%         17.0%         0.46%         0.05%         0.10%         78.2         57.8%         51.2%         12.0%         45.3%           Further         6.7%         17.4%         17.3%         44.8         0.66%         0.10%         78.2         57.8%         78.2%         45.0%         45.3%           Purther         16.3%         0.16%         0.10%         16.5         29.8%         66.3%         13.5%         43.0%         15.3%         43.0%         12.5%         43.0%         12.5%         43.0%         17.5%         17.5%         17.5%         17.5%         17.5%         17.1%         84.9         66.5         29.8%         66.3%         17.1%         48.9%         17.1%         17.1%         17.1%         46.9%         17.1%         17.1%         17.1%         17.1%         17.1%         17.1%	lectronics	6.3%	17.4%	11.8%	24.5	0.55%	0.16%	56.6	18.9%	67.2%	52.8%	13.9%	60.1%	28.9
7.2%         131%         17.0%         27.3         0.66%         0.05%         116.4         48.1%         53.6%         40.9%         86%         45.8%           ent/Utilities         6.70%         17.0%         17.0%         17.0%         17.0%         17.0%         17.0%         17.0%         45.8%         65.9%         46.9%         66.5%         67.5%         67.2%         45.9%         45.9%         46.9%	7.2%         13.1%         17.0%         27.3         0.46%         0.05%         116.4         48.1%         53.6%         40.9%         86%         45.6%%           ent/Utilities         67.0%         17.1%         17.1% <t< td=""><td>intertainment</td><td>6.8%</td><td>16.9%</td><td>14.1%</td><td>47.0</td><td>0.54%</td><td>0.10%</td><td>79.4</td><td>18.4%</td><td>%2'99</td><td>51.9%</td><td>%0.6</td><td>33.1%</td><td>46.9</td></t<>	intertainment	6.8%	16.9%	14.1%	47.0	0.54%	0.10%	79.4	18.4%	%2'99	51.9%	%0.6	33.1%	46.9
7.0%         17.4%         10.8%         63.0         0.36%         0.38%         139.5         51.2%         51.2%         12.0%         45.3%           seury         10.3%         1.3%         41.3         0.46%         0.10%         78.2         57.8%         51.2%         12.0%         45.3%           seury         10.3%         24.4         0.46%         0.10%         66.5         28.8%         65.3%         12.0%         13.5%         39.2%           dia         7.7%         14.9%         32.1         0.46%         0.10%         66.5         28.8%         62.6%  <	7.0%         17.4%         10.8%         63.0         0.36%         0.38%         139.5         51.2%         12.0%         45.3%           Beauty         16.7%         16.4%         11.3%         44.8         0.46%         0.10%         78.2         67.8%         51.2%         12.0%         45.3%           Beauty         16.3%         15.0%         44.8         0.46%         0.10%         16.5         29.8%         65.3%         12.2%         15.3%         43.0%           actush         16.3%         16.9%         32.1         0.46%         0.16%         66.5         29.8%         62.5%             dia         7.3%         15.7%         10.6%         33.2         0.44%         0.11%         84.9         60.0%         64.3%         48.8%         11.1%         36.8%           nt         6.6%         16.6%         0.14%         0.11%         11.19         13.3%         46.8%         7.7%         30.8%           nt         6.6%         16.6%         0.14%         0.11%         14.04         48.2%         7.1%         7.7%         16.8%         7.7%         11.1%         36.8%           nt         14.6%         17.4%	inancial	7.2%	13.1%	17.0%	27.3	0.46%	0.05%	116.4	48.1%	23.6%	40.9%	8.6%	45.8%	27.1
6.7%         16.4%         11.3%         41.3         0.46%         0.10%         78.2         57.8%         78.2%         65.3%         13.8%         39.2%           10.3%         2.64%         16.0%         0.66%         0.16%         0.66.5         29.8%         63.2%         12.5%         43.0%         39.2%           0.3%         14.5%         33.2         0.44%         0.11%         163.4         60.0%         64.3%         11.1%         36.8%           6.6%         18.8%         10.5%         55.9         0.44%         0.11%         84.9         60.0%         64.3%         11.1%         36.8%           6.6%         18.8%         10.5%         55.9         0.44%         0.11%         14.1         66.9%         34.6%         7.7%         30.8%           6.1%         18.8%         10.5%         55.9         0.41%         0.11%         14.1         48.9%         34.6%         7.7%         30.8%           6.1%         10.4%         0.11%         1.140         48.5%         7.11%         50.2%         10.3%         28.1%         10.3%         28.1%         10.4%         30.8%           6.0%         1.4.6%         1.4.6%         0.10%	67% 164% 113% 41.3 0.46% 0.10% 782 578% 782% 66.3% 13.9% 39.2% 10.3% 10.3% 15.0% 44.8 0.66% 0.16% 0.16% 66.5 528% 12.9% 12.5% 12.9% 17.5% 14.9% 14.8 32.1 0.44% 0.11% 163.4 63.2% 65.3% 12.5% 17.5% 17.5% 17.5% 16.9% 16.3% 16.3% 16.3% 17.5% 16.9% 16.3% 16.3% 16.3% 17.5% 16.9% 16.3% 16.3% 17.5% 16.5% 10.11% 17.5% 17.5% 10.11% 17.5% 17.5% 10.11% 17.5% 17.5% 10.11% 17.5%	Saming	40.7	17.4%	10.8%	63.0	0.56%	0.36%	139.5	24.9%	67.5%	51.2%	12.0%	45.3%	100.1
Seeulty         10.3%         24.5%         15.0%         44.8         0.66%         0.16%         66.5         29.8%         63.2%         49.0%         12.5%         43.0%           0.3%         0.7%         14.9%         32.1         0.10%         168.4         66.2%         76.4%         62.8%              edia         7.9%         16.8%         10.8%         0.14%         0.11%         111.9         13.3%         46.9%         7.7%         36.8%           ant         6.6%         16.5%         50.6         0.38%         0.11%         111.9         13.3%         46.9%         34.6%         7.7%         36.8%           s         6.6%         16.5%         50.6         0.38%         0.11%         140.4         48.2%         71.1%         56.2%         15.3%         36.6%           s         6.6%         16.6%         0.40%         0.11%         140.4         48.2%         79.3%         67.3%         10.2%         28.1%           s         6.0%         16.4%         0.10%         1.14.7         26.7%         79.3%         67.3%         10.4%         10.4%         10.14         48.2%         79.3%         69.8%	Deality         10.3%         24.5%         15.0%         44.8         0.66%         0.16%         66.5         29.8%         63.2%         49.0%         12.5%         43.0%         12.5%         43.0%         12.5%         43.0%         12.5%         43.0%         12.5%         43.0%         12.5%         43.0%         12.5%         43.0%         12.5%         43.0%         12.5%         43.0%         12.5%         43.0%         12.5%         46.9%         46.5%         7.7%         46.9%         46.5%         7.7%         46.9%         46.9%         46.9%         46.9%         7.7%         36.8%           ant         66.%         18.6%         10.6%         65.9         0.11%         111.9         13.3%         46.9%         7.7%         36.8%         7.7%         36.8%           s         66.%         14.5%         10.6%         0.11%         111.9         14.8%         71.1%         76.2%         71.1%         76.2%         77.7%         36.8%           s         66.%         14.2%         46.9%         0.11%         114.4         48.2%         71.1%         76.2%         11.2%         36.8%           s         17.5%         14.8%         14.2%         14.8%	Sovemment/Utilities	6.7%	16.4%	11.3%	41.3	0.46%	0.10%	78.2	27.8%	78.2%	65.3%	13.5%	39.5%	31.9
edia         0.3%         0.7%         14.9%         32.1         0.43%         0.10%         163.4%         63.2%         76.4%         62.6%              edia         7.9%         15.7%         10.8%         33.2         0.44%         0.11%         60.0%         64.3%         48.8%         11.1%         36.8%           ant         66%         16.8%         10.5%         0.35%         0.11%         11.19         60.0%         15.3%         11.1%         36.8%           s         66%         14.6%         10.9%         45.8         0.40%         0.11%         140.4         48.2%         71.1%         65.2%         15.3%         36.8%           s         66%         14.6%         10.9%         0.41%         0.11%         140.4         48.2%         75.3%         10.2%         28.1%           s         66%         14.6%         10.4%         0.11%         114.7         26.7%         80.7%         14.8%         10.4%         38.4%           s         11.2%         39.5         0.10%         10.1         37.5%         69.8%         53.2%         11.2%         48.8%           s         14.8%         14.2%<	edla 7.9% 0.7% 14.9% 32.1 0.43% 0.10% 163.4 63.2% 76.4% 62.6%	Health/Beauty	10.3%	24.5%	15.0%	44.8	%99.0	0.16%	66.5	29.8%	63.2%	49.0%	12.5%	43.0%	29.0
Media         7.9%         16.7%         10.8%         33.2         0.44%         0.11%         84.9         60.0%         64.3%         48.8%         11.1%         36.9%           mant         6.6%         18.8%         10.5%         55.9         0.35%         0.11%         11.19         13.3%         46.9%         34.6%         7.7%         30.8%           ses         6.6%         14.6%         10.9%         45.8         0.40%         0.11%         174.7         26.7%         70.3%         67.3%         10.2%         28.1%           nlemet         6.0%         14.7%         10.4%         45.1         0.55%         0.10%         174.7         26.7%         80.7%         14.8%         10.4%         38.4%           m         8.7%         14.2%         32.5         0.10%         0.17%         10.1         37.5%         64.1%         42.7%         14.8%         76.2%	Media         7.9%         15.7%         10.8%         33.2         0.44%         0.11%         84.9         60.0%         64.3%         48.8%         11.1%         36.8%         11.1%         36.8%         11.1%         36.8%         11.1%         36.8%         11.1%         36.8%         11.1%         36.8%         11.1%         36.8%         11.1%         36.8%         11.1%         36.8%         3	Aedical	0.3%	0.7%	14.9%	32.1	0.43%	0.10%	163.4	63.2%	76.4%	62.6%		-	1
Institute         6.6%         16.8%         0.11%         111.9         13.3%         46.9%         34.6%         7.7%         30.8%           Institute         6.1%         11.2%         6.6%         0.36%         0.11%         11.1         11.1         46.9%         34.6%         7.7%         30.8%           es         6.6%         14.6%         45.1         0.40%         0.11%         140.4         48.2%         73.3%         10.4%         28.1%           nemet         6.0%         14.7%         10.4%         45.1         0.55%         0.10%         174.7         26.7%         80.7%         14.8%         10.4%         38.4%           m         8.7%         14.2%         39.5         0.51%         0.17%         10.1         37.5%         69.8%         55.2%         11.2%         48.8%           T.5%         14.8%         14.2%         31.2         1.36%         0.14%         60.3         51.0%         64.1%         42.7%         14.8%         76.2%	rient         6.6%         18.8%         10.5%         55.9         0.35%         0.11%         11.19         13.3%         46.9%         34.6%         7.7%         30.8%           ses         6.1%         13.7%         8.0%         50.6         0.40%         0.44%         1.48%         71.1%         56.2%         15.3%         36.6%         28.7%           nemet         6.0%         14.6%         45.8         0.40%         0.17%         174.7         26.7%         80.7%         10.2%         38.4%           m         8.7%         17.4%         12.2%         39.5         0.51%         0.17%         10.1         37.5%         69.8%         53.2%         11.2%         48.8%           n         14.8%         14.2%         31.2         1.36%         0.14%         60.3         51.0%         64.1%         42.7%         14.8%         76.2%	News/Media	7.9%	15.7%	10.8%	33.2	0.44%	0.11%	84.9	%0.09	64.3%	48.8%	11.1%	36.8%	0.99
es 6.1% 13.7% 8.0% 50.6 0.30% — 75.7 36.5% 71.1% 56.2% 15.3% 36.6% les 36.6%	6.1% 13.7% 8.0% 50.6 0.30% 75.7 36.5% 71.1% 56.2% 15.3% 36.6% left left left left left left left left	Restaurant	%9'9	18.8%	10.5%	55.9	0.35%	0.11%	111.9	13.3%	46.9%	34.6%	7.7%	30.8%	46.2
66%         146%         10.9%         45.8         0.40%         0.11%         140.4         48.2%         79.3%         67.3%         10.2%         28.1%           6.0%         14.7%         10.4%         45.1         0.56%         0.10%         174.7         26.7%         80.7%         11.8%         10.4%         38.4%           8.7%         17.2%         12.2%         39.5         0.61%         0.17%         10.1         37.5%         69.8%         53.2%         11.2%         48.6%           7.5%         14.8%         14.2%         31.2         1.36%         0.14%         60.3         51.0%         64.1%         42.7%         14.8%         76.2%	66%         146%         10.9%         45.8         0.40%         0.11%         140.4         48.2%         79.3%         67.3%         10.2%         28.1%         28.1%           6.0%         14.7%         10.4%         45.1         0.55%         0.10%         114.7         26.7%         80.7%         14.8%         10.4%         38.4%         38.4%           7.5%         14.8%         14.2%         31.2         1.36%         0.11%         60.3         51.0%         64.1%         42.7%         14.8%         76.2%	Retail	6.1%	13.7%	8.0%	50.6	0:30%	1	75.7	36.5%	71.1%	56.2%	15.3%	36.6%	29.1
6.0%         14.7%         10.4%         45.1         0.55%         0.10%         114.7         26.7%         80.7%         14.8%         10.4%         38.4%           8.7%         17.2%         12.2%         39.5         0.51%         0.17%         101.1         37.5%         69.8%         53.2%         11.2%         48.8%           7.5%         14.8%         14.2%         31.2         1.36%         0.14%         60.3         51.0%         64.1%         42.7%         14.8%         76.2%	60%         14.7%         10.4%         45.1         0.55%         0.10%         174.7         26.7%         80.7%         14.8%         10.4%         38.4%           8.7%         17.4%         12.2%         38.5         0.51%         0.17%         101.1         37.5%         69.8%         55.2%         11.2%         48.8%           7.5%         14.8%         14.2%         1.36%         0.14%         60.3         51.0%         64.1%         42.7%         14.8%         76.2%	services	%9:9	14.6%	10.9%	45.8	0.40%	0.11%	140.4	48.2%	79.3%	67.3%	10.2%	28.1%	41.9
87%     17.4%     12.2%     39.5     0.51%     0.17%     101.1     37.5%     69.8%     53.2%     11.2%     48.8%       7.5%     14.8%     14.2%     31.2     1.36%     0.14%     60.3     51.0%     64.1%     42.7%     14.8%     76.2%	8.7% 17.4% 12.2% 39.5 0.51% 0.17% 101.1 37.5% 68.8% 53.2% 11.2% 48.8% 76.2% 7.5% 14.8% 14.2% 31.2 1.36% 0.14% 60.3 51.0% 64.1% 42.7% 14.8% 76.2% a source	ech/Internet	90.9	14.7%	10.4%	45.1	0.55%	0.10%	174.7	26.7%	80.7%	14.8%	10.4%	38.4%	18.7
7.5% 14.8% 14.2% 31.2 1.36% 0.14% 60.3 51.0% 64.1% 42.7% 14.8% 76.2%	7.5% 14.8% 14.2% 31.2 1.36% 0.14% 60.3 51.0% 64.1% 42.7% 14.8% 76.2% ata Source Eyeblaster Rasearch, 0.3 2008 to 0.2 2009.	Lelecom	8.7%	17.4%	12.2%	39.5	0.51%	0.17%	101.1	37.5%	%8'69	53.2%	11.2%	48.8%	67.4
		Fravel	7.5%	14.8%	14.2%	31.2	1.36%	0.14%	60.3	51.0%	64.1%	42.7%	14.8%	76.2%	15.9

For more information about Eyeblaster Research, please contact your local Eyeblaster.com



Benchmarks for France Performance Metrics (By Format, Size and Vertical)

lard	Avg. Video  Duration (Seconds)  Started Rate	Started Rate			Impressions with		
Standard Banner         -         -         -         -         0.02           300x280         -         -         -         -         0.02           160x600         -         -         -         -         0.03           Rich Modia         -         -         -         -         0.01           Rich Modia         -         -         -         -         0.01           Rich Modia         -         -         -         -         0.01           300x280         4.6%         6.6%         9.6%         27.5         0.64           300x280         8.7%         12.2%         8.9%         2.8         0.04           Floating Banner         0.9%         2.1%         6.6%         2.8         2.8           Floating Banner         0.9%         2.1%         6.4%         2.8         0.03           Auto         0.01 <t< th=""><th>39.2 1 4 1.3 28.1</th><th></th><th>50% Played Rate</th><th>Fully Played Rate</th><th>Any Panel Expansion Rate</th><th>Total Expansion Rate</th><th>Avg. Expansion Duration (Seconds)</th></t<>	39.2 1 4 1.3 28.1		50% Played Rate	Fully Played Rate	Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
2002200	39.2 41.3 68.1		-			:	:
Fign-Region	39.2 41.3 58.1			:	:	:	:
Floxe00	39.2 41.3 58.1			:	:	:	:
Rich Media         5.6%         9.8%         8.1%         37.7         0.48           Expandable Banner         4.6%         6.6%         9.6%         27.5         0.48           T28x50         6.6%         9.6%         27.5         0.64           T28x50         8.7%         12.1%         6.0%         2.78         0.58           Floating Ad         5.5%         2.1%         5.4%         49.9         0.29           Pointe Banner         0.3%         2.1%         5.5%         49.9         0.2           300x250         1.1%         2.8%         5.5%         49.9         0.2           160x60         0.2%         2.1%         49.9         0.2         0.2           160x60         0.2%         3.7%         49.9         0.2         0.2           Autho         0.2%         3.1%         4.5%         4.5%         0.3         0.3           Consumer Packa	39.2 41.3 58.1	1		:	:	·	:
Fxpandable Banner         5.6%         9.8%         8.1%         37.7         0.69           200x250         4.6%         6.6%         9.6%         27.5         0.65           200x250         4.6%         12.2%         8.9%         37.5         0.58           Floating Ad         5.6%         5.6%         30.0%         2.8         0.29           Polite Banner         0.3%         2.1%         5.4%         42.8         0.00           Polite Banner         0.2%         0.4%         1.6%         5.6%         0.00         0.00           Polite Banner         0.2%         0.4%         0.4%         1.6%         5.6%         6.8%         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00	<b>39.2</b> 41.3 58.1						
200x250   4.6%   6.6%   9.6%   27.5   0.64     278x30   8.7%   12.2%   8.9%   35.8   0.38     234x30   8.7%   12.2%   8.9%   35.8   0.38     234x30   8.5%   5.6%   30.0%   2.8   2.89     234x30   1.2%   5.4%   42.8   0.24     230x250   1.1%   2.8%   3.7%   36.1   0.08     100x50   0.2%   0.4%   1.6%   6.6%   37.2     100x50   0.2%   0.4%   1.6%   28.5   0.31     100x50   0.2%   0.4%   1.6%   6.6%   36.7   0.13     100x50   0.2%   0.4%   1.6%   6.6%   36.7   0.13     100x50   0.2%   0.4%   1.6%   0.85   0.31     100x50   0.2%   0.4%   1.6%   0.85   0.31     Auto	41.3	30.8%	64.8%	47.7%	4.2%	19.3%	20.0
T28x90   87%   12.2%   89%   35.8   0.36   0.36   0.36   0.36   0.36   0.36   0.36   0.36   0.36   0.36   0.38   0.34   0.35   0.34   0.35	58.1	51.9%	%6.89	52.6%	1.9%	24.3%	22.8
Planting Add		20.7%	63.9%	49.4%	7.7%	13.2%	31.2
Add         5.5%         5.8%         30.0%         2.8         2.98         2.99         0.00	48.0	5.2%	34.2%	24.8%	5.4%	12.0%	14.4
numer         0.9%         2.1%         5.4%         42.8         0.24           xx50         1.1%         2.8%         5.5%         49.9         0.20           xx50         0.2%         0.4%         1.6%         28.5         0.17           xx50         0.2%         0.4%         1.6%         28.5         0.13           xx50         0.2%         0.4%         1.6%         22.4         0.38           xx50         0.2%         0.4%         1.6%         0.29         0.11           xx50         0.2%         0.4%         1.6%         0.38         0.13           xx50         0.2%         0.4%         0.38         0.38         0.33           xx50         0.2%         0.4%         0.38         0.34%         0.34%           xx50         0.2%         0.4%         0.34%         0.34%         0.34%           xx50         0.2%         0.3%         0.34%         0.36%         0.36%           xx50         0.2%         0.3%         0.36%         0.36%         0.36%           xx50         0.2%         0.3%         0.36%         0.36%         0.36%           xx50         0.3%         0	6.1	83.3%	75.0%	63.0%	:	:	:
N250         1.1%         2.8%         5.5%         49.9         0.20           x80         0.4%         0.8%         3.7%         36.1         0.03           wn Barner         1.3%         1.6%         6.6%         22.4         0.12           wn Barner         1.3%         1.6%         6.6%         22.4         0.23           memer         1.3%         1.6%         6.6%         22.4         0.23           Pockled         1.3%         1.6%         6.6%         22.4         0.23           East C Mortics         1.13%         0.23         0.23%         0.23%           East C Mortics         1.13%         0.33%         0.33%         0.23%           E sys         6.9%         1.182%         1.09%         7.4         0.33%         0.54%           F sys         1.4%         2.7%         4.5%         3.3         0.54%         0.54%           I sys         1.02%         7.5%         3.6         0.34%         0.34%           I sys         1.02%         1.2%         3.4         0.34%         0.38%           I sys         1.02%         1.00%         1.1         0.38%         0.38%           I s	48.5	62.4%	65.4%	47.1%	:	:	:
x80         0.4%         0.8%         3.7%         36.1         0.09           x800         0.2%         1.6%         6.6%         22.4         0.21           wn Banner         1.3%         6.6%         22.4         0.23           Imp. with Interactions Rate         IR         Dwell Rate         1.6%         2.2.4         0.23           er Packaged Goods         1.8%         6.1%         7.8%         7.4         0.33%         0.31%           er backaged Goods         4.8%         8.5%         7.4%         33.8         0.55%         0.55%           iment         4.3%         1.02%         7.2%         39.5         0.55%         0.55%           iment         4.3%         1.02%         7.5%         3.47         0.25%         0.55%           iment         4.3%         1.02%         7.5%         3.47         0.25%         0.55%           iment         4.3%         1.02%         7.5%         3.6         0.34%         0.55%           iment         4.3%         0.2%         7.5%         3.6         0.34%         0.38%           iment         4.8%         9.2%         7.0%         3.2.8         0.35%         0.35% </td <td>49.6</td> <td>61.8%</td> <td>64.8%</td> <td>46.3%</td> <td>:</td> <td>:</td> <td>:</td>	49.6	61.8%	64.8%	46.3%	:	:	:
wknow         0.2%         0.4%         1.6%         28.5         0.12           wkn Banner         1.3%         1.6%         6.6%         22.4         0.21           imp. with interactions Rate interactions	63.0	26.5%	83.0%	71.1%	:	:	1
win Banner         1.3%         1.6%         6.6%         22.4         0.29           Imp. with interactions Rate         Imp. with interactions Rate         IR         Dwell Rate         User Average Dwell Time         CTR (Rich Bedia)           2.8%         5.1%         6.8%         36.7         0.33%           2.8%         1.82%         10.9%         79.9         1.13%           e e conds         3.7%         4.5%         37.8         0.54%           cs         1.4%         2.7%         4.5%         0.26%           cs         1.4%         1.0.2%         7.2%         0.31%           l         3.0%         3.8%         7.5%         0.31%           l         3.0%         5.3%         0.31%         0.38%           l         4.3%         6.9%         7.0%         32.8         0.56%           l         3.0%         7.5%         39.5         0.31%         0.38%           l         4.3%         6.9%         7.0%         32.8         0.36%           l         4.3%         9.2%         7.0%         32.8         0.36%           e         4.4%         3.5         39.5         0.36%           e			1	:	:	:	:
Imp. with   Interactions Rate   IR   Dwell Rate   Seconds   Media)		1		١	1.3%	4.4%	67.5
Imp. with   Imp. with   Interactions Rate   IR   Dwell Rate   IR   Cseconds)   Media   Cseconds   Media   Cseconds   Media   Cseconds   Media   Cseconds		Video	Video Metrics		ľ	Expandable Metrics	S
Imp. with   Page   Dwell Rate   Ore (Nectage Dwell Time   OFR (Rich Interactions Rate   1.8%   5.1%   6.8%   36.7   0.33%   3.7%   6.1%   7.8%   47.4   0.33%   1.3%   6.9%   4.8%   8.5%   7.4%   3.38   0.54%   e.   2.1%   5.4%   3.4%   3.47   0.25%   e.   2.1%   5.4%   3.4%   3.5%   0.34%   e.   2.1%   6.9%   4.11   0.47%   e.   2.1%   6.9%   4.11   0.47%   e.   2.1%   6.9%   4.4%   3.2%   0.38%   e.   2.2%   3.4%   3.9.5   0.38%   e.   2.2%   3.4%   3.9.5   0.30%   e.   2.2%   3.4%   3.9.5   0.30%   e.   2.2%   3.4%   5.7%   3.9.5   0.30%   e.   2.2%   3.4%   5.2%   3.2%   0.30%   e.   2.2%   3.2%	Avg. Video				Impressions with		
2.8% 5.1% 6.8% 36.7 0.31% 6.3% 6.5% 6.8% 36.7 0.31% 6.9% 37.8% 6.9% 47.4 0.33% 6.9% 18.2% 7.8% 7.9.9 1.13% 6.9% 7.9.9 1.13% 6.5% 7.4% 33.8 0.55% 6.5% 7.4% 33.8 0.55% 6.5% 7.4% 34.7 0.25% 6.5% 1.4% 2.1% 5.4% 34.7 0.25% 6.5% 6.9% 7.2% 34.7 0.55% 6.9% 6.9% 41.1 0.47% 6.8% 6.9% 41.1 0.47% 6.8% 6.9% 41.1 0.47% 6.8% 6.9% 41.1 0.47% 6.8% 6.9% 34.8 0.56% 6.9% 6.3% 34.8 0.56% 6.3% 6.3% 6.3% 6.3% 6.3% 6.3% 6.3% 6.	Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
3.7%         6.1%         7.8%         47.4         0.33%           er Packaged Goods         4.8%         18.2%         10.9%         79.9         1.13%           e         3.2%         5.7%         4.5%         33.8         0.54%           cs         1.4%         2.1%         5.4%         34.7         0.26%           removal         3.2%         4.5%         34.7         0.55%           removal         1.2%         7.2%         39.5         0.56%           removal         3.0%         6.8%         6.3%         41.1         0.47%           removal         4.3%         6.3%         6.3%         34.8         0.56%           removal         4.3%         9.2%         7.0%         32.8         0.56%           removal         4.2%         7.7%         32.8         0.38%           removal         2.2%         7.7%         35.6         0.38%           removal         2.2%         7.7%         35.5         0.38%	55.5	44.1%	53.7%	38.8%	2.0%	16.1%	18.0
Ferchaged Goods         18.2%         10.9%         79.9         1.13%           er Packaged Goods         3.8%         7.4%         33.8         0.54%           cs         1.4%         2.1%         4.5%         34.7         0.55%           inment         4.3%         10.2%         7.2%         39.5         0.55%           i         3.0%         3.8%         7.5%         39.5         0.55%           i         3.7%         8.0%         5.3%         34.1         0.47%           i         3.7%         8.0%         5.3%         34.8         0.38%           eauty         4.8%         9.2%         7.0%         32.8         0.56%           oda         2.2%         4.4%         33.5         0.38%           int         2.2%         5.7%         39.5         0.38%	79.3	54.1%	79.1%	%8.99	2.6%	15.6%	41.7
er Packaged Goods         4.8%         8.5%         7.4%         33.8         0.64%           er exequed Goods         3.2%         5.7%         4.5%         34.7         0.65%           cs         1.4%         5.7%         5.6%         27.2         0.34%         0.58%           imment         4.3%         10.2%         7.2%         39.5         0.58%           imment         3.0%         3.8%         7.5%         36.2         0.31%           imment         3.7%         6.9%         41.1         0.38%           imment         4.8%         9.2%         7.0%         32.8         0.38%           eauty         4.2%         7.7%         42.%         26.7         0.35%           cida         2.2%         4.4%         33.5         0.35%           int         2.2%         34.8         5.7%         0.35%	16.8	54.7%	77.3%	65.3%	5.4%	8.8%	18.4
e 3.2% 5.7% 4.5% 34.7 0.25% cs 1.4% 2.1% 5.4% 27.2 0.33% mment 3.0% 1.2% 7.2% 39.5 0.33% ent/thities 4.3% 1.2% 6.9% 41.1 0.47% ent/thities 4.3% 8.0% 5.3% 34.8 0.56% ent/thities 4.2% 7.0% 32.8 0.56% ent/thities 4.2% 7.0% 32.8 0.56% ent/thities 2.2% 3.4% 5.7% 39.5 0.33% ent/thities 2.2% 3.4% 5.7% 39.5 0.33%	31.9	46.9%	53.6%	32.7%	4.2%	18.4%	13.4
tos 14% 2.1% 5.4% 27.2 0.34% 1.05% 1	23.3	64.6%	67.1%	20.5%	3.8%	14.9%	12.8
ment         4.3%         10.2%         7.2%         39.5         0.55%           I         3.0%         3.8%         7.5%         36.2         0.31%           3.7%         6.0%         6.3%         41.1         0.47%           rent/Utilities         4.3%         6.0%         5.3%         34.8         0.38%           eauty         4.8%         9.2%         7.0%         32.8         0.56%           oda         2.2%         4.2%         26.7         0.38%           oda         2.2%         3.4%         5.7%         39.5         0.39%	97.5	40.8%	%6.02	36.1%	2.2%	17.7%	36.6
3.0% 3.8% 7.5% 36.2 0.31%	32.8	35.7%	28.5%	32.7%	4.4%	25.9%	14.9
3.7%         6.8%         6.9%         41.1         0.47%           nenr/Utilities         4.3%         8.0%         5.3%         34.8         0.38%           eauty         4.8%         92%         7.0%         32.8         0.56%           4.2%         7.7%         4.2%         26.7         0.38%           4.2%         7.7%         4.4%         33.5         0.38%           init         2.2%         3.4%         5.7%         39.5         0.30%	21.6	60.4%	70.2%	56.1%	2.1%	23.5%	16.2
rent/Utilities         4.3%         8.0%         5.3%         34.8         0.38%           eauty         4.8%         9.2%         7.0%         32.8         0.56%           action         4.2%         7.7%         4.2%         26.7         0.38%           oids         2.2%         3.4%         5.7%         39.5         0.35%           int         2.2%         3.4%         5.7%         39.5         0.30%	58.9	35.3%	57.4%	40.8%	4.7%	18.3%	17.9
eauty 4.8% 9.2% 7.0% 32.8 0.56% 7.5% 5.28 0.56% 9.38% 9.38% 9.38% 9.38% 9.38% 9.38% 9.38% 9.38% 9.38% 9.38% 9.38% 9.38% 9.38% 9.38% 9.38% 9.38% 9.39%	40.0	4.5%	32.9%	20.0%	4.4%	10.3%	19.0
4.2%         7.7%         4.2%         26.7         0.38%           edia         2.2%         3.6%         4.4%         33.5         0.35%           int         2.2%         3.4%         5.7%         39.5         0.30%	20.6	34.5%	65.1%	47.6%	5.4%	14.3%	20.6
a 2.2% 3.6% 4.4% 33.5 0.35% 2.2% 3.4% 5.7% 39.5 0.30%	14.9	1.4%	52.9%	38.8%		:	:
2.2%     3.4%     5.7%     39.5     0.30%	24.0	45.2%	43.0%	23.7%	2.1%	4.3%	16.8
	44.0	42.8%	29.5%	42.9%	2.0%	15.0%	41.3
6.2% 53.8 0.33%	16.1	%0.99	71.9%	59.4%	4.7%	12.5%	16.2
3.8% 5.6%	16.5	147.4%	89.5%	80.9%	2.3%	20.2%	12.8
	31.4	29.0%	85.6%	79.1%	3.4%	19.0%	21.3
	78.2	28.9%	%8.92	58.1%	4.7%	23.4%	22.6
Travel 3.8% 10.1% 10.2% 50.8 0.47%	58.7	68.5%	26.8%	45.6%	2.8%	21.1%	22.5

Data Source Eyeblast	Eyeblaster Research, Q3 2008 to Q2 2009.
	Denotes inapplicable metric or insufficient data.



# Benchmarks for Germany Performance Metrics (By Format, Size and Vertical)

	Imp. with Interactions Rate	Œ	Dwell Rate	User Average Dwell Time (Seconds)	J	CTR	Avg. Video Duration (Seconds) Started Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner			:		Ö	0.13%					:	٠	:
300x250		ı	:	-	0	0.17%	:			1	:	:	:
728x90	-	1	:	-	0	0.09%	:	-	1	1	:	:	1
160x600	1	1	;	-	0	0.10%	:	1		1	:	:	:
Rich Media													
Expandable Banner	4.9%	12.8%	10.7%	6.99	o	0.68%	50.7	26.2%	61.3%	37.9%	4.9%	87.7%	57.0
300x250	2.2%	3.4%	%0.6	71.3	0	0.53%	59.7	27.8%	58.5%	25.2%	1.7%	111.9%	73.0
728×90	2.8%	4.6%	9.4%	47.0	0	0.63%	51.6	29.7%	62.1%	45.7%	2.7%	65.6%	76.5
234x60	15.9%	49.8%	15.1%	38.6	-	1.10%	14.0	5.3%	26.6%	14.7%	15.9%	44.1%	13.9
Expandable Strip	4.8%	8.0%	9.4%	89.8	0	0.33%	113.4	15.5%	26.9%	45.5%	4.7%	%9'2	32.2
Floating Ad	3.3%	3.5%	41.3%	3.6	2.	2.90%	13.6	28.0%	21.6%	35.2%	:	:	:
Floating Expandable	1.0%	1.0%	27.7%	5.5	0	%96.0	:			1	:	:	:
Polite Banner	1.3%	3.6%	%9'.	32.1	0	0.26%	47.7	41.2%	61.5%	43.8%	:	:	:
300x250	1.4%	4.3%	7.4%	44.3	0	0.25%	44.9	42.8%	61.1%	42.7%	:	:	:
728x90	1.0%	2.1%	%0.6	12.1	0	0.28%	47.9	36.1%	58.1%	41.6%	:	:	:
160×600	1.6%	2.4%	4.0%	49.1	0	0.14%	54.0	%6:09	63.8%	47.6%	:	:	:
				Basic Metrics				Video	Metrics		W	xpandable Metri	S
	Imp. with	9	ote d llow d	User Average Dwell Time	CTR (Rich	CTR (Standard	Avg. Video Duration	0 0	oted boyeld 2008	Fully Played	Impressions with any Panel	Total Expansion	Avg. Expansion
Apparel	5.3%	28.3%	11.2%	104.5	1.00%	0.10%	40.9	39.0%	57.6%	46.9%	7.8%	65.6%	64.4
Auto	1.5%	2.6%	12.1%	42.8	0.65%	0.11%	18.4	23.2%	43.4%	28.5%	1.5%	100.9%	88.1
B2B	0.5%	0.5%	%8.9	54.5	0.44%		9.6	55.1%	82.8%	42.1%	1.0%		:
Consumer Packaged Goods	1.2%	2.3%	6.2%	41.5	0.41%	0.12%	74.1	66.1%	64.3%	23.7%	3.6%	71.1%	72.3
Corporate	5.3%	9.5%	13.5%	89.7	0.32%	0.07%	25.6	1			2.6%	91.9%	129.3
Electronics	%6:0	2.3%	7.2%	46.6	0.38%	0.03%	46.9	46.4%	46.8%	31.3%	2.8%	115.9%	70.5
Entertainment	2.9%	17.8%	10.8%	45.3	0.48%	0.13%	36.9	27.9%	64.0%	45.9%	10.8%	%9'92	77.5
Financial	1.7%	2.9%	7.5%	48.2	0.32%	0.01%	65.2	2.5%	79.1%	%6:02	3.4%	26.2%	75.2
Gaming	3.7%	2.5%	10.0%	45.5	0.54%	0.25%	9.89	42.9%	61.2%	47.9%	3.9%	53.4%	63.0
Government/Utilities	1.9%	2.7%	2.7%	82.1	0.14%	0.08%	125.9	61.2%	70.8%	53.7%	18.5%	26.1%	41.4
Health/Beauty	2.9%	10.8%	10.7%	33.1	0.57%	0.16%	25.1	39.9%	62.6%	41.0%	7.8%	26.5%	45.2
Medical	0.4%	0.5%	7.1%	25.8	0.35%	0.10%	14.4	50.1%	44.5%	29.4%	;	:	:
News/Media	%9:0	0.8%	3.7%	27.5	0.28%	0.13%	26.3	20.8%	61.2%	45.6%	·	:	:
Retail	3.7%	10.8%	%8.6	72.3	0.35%	0.11%	45.3	43.0%	53.7%	38.5%	3.5%	109.8%	74.1
Services	0.4%	0.4%	5.1%	61.6	0.37%	0.03%	:				;	:	:
Sports	1.4%	1.4%	:	1	1.41%	0.21%	:	1	1	1	:	:	1
Tech/Internet	3.3%	8.4%	10.9%	44.4	0.61%	0.07%	10.3	70.1%	59.4%	4.2%	4.9%	106.9%	76.2
Telecom	1.9%	2.8%	%8'6	46.3	0.53%	0.10%	42.2	45.1%	53.4%	36.6%	2.7%	99.1%	75.3
Travel	0.5%	0.5%	%6.6	31.3	0.35%	0.03%	20.7	32.2%	62.5%	42.9%	0.2%	99.7%	86.2
Data Source	_	Eyeblaster Research, Q3 2008 to Q2 2009.	search, Q3 200	8 to Q2 2009.									



Benchmarks for Australia Performance Metrics (By Format, Size and Vertical)

Imp. with   Interactions Rate													
		IR Dwell	Dwell Rate	User Average Dwell Time (Seconds)	J	CIR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
	•		1		0	%90.0	:	1	:	1	:	:	:
-	_	_			0	0.08%	:	-	:		:	:	;
-			-	-	0.	0.05%	:	-	:	1	:		:
Н	<u>'</u>	· -	;	-	0	0.07%	:	-	:	ı	:	:	:
			%6:9	51.3	0	0.21%	94.2	7.4%	62.3%	48.7%	%6:9	15.7%	92.5
		-	%2.9	40.1	0.	0.23%	146.8	10.7%	71.6%	26.8%	5.1%	17.5%	124.8
			6.5%	52.6	0	0.15%	37.0	%9.9	57.4%	35.2%	8.6%	11.8%	60.4
			7.5%	79.2	0	0.28%	19.6	5.4%	45.6%	38.4%	9.3%	16.8%	48.7
			3.9%	44.5	0	%60.0	16.0	27.6%	%0.99	54.4%	1.0%	1.0%	161.5
			25.4%	3.9	1.	1.76%	17.0	40.4%	55.1%	25.0%		٠	٠
Floating Ad with Reminder 5.5%			21.6%	11.1	0.	0.83%	15.9	89.1%	62.8%	46.3%	:	:	:
Polite Banner 0.4%	9.0		3.0%	29.8	0.	0.10%	37.1	38.1%	73.0%	57.2%	•	:	:
_			3.8%	30.7	0.	0.13%	35.2	37.0%	72.1%	56.2%		:	:
			1.9%	27.6	0.	0.07%	60.3	42.8%	82.1%	67.5%			1
160x600 0.6%		0.6% 3.	3.1%	22.6	0.	0.08%	31.6	42.3%	%0.99	52.5%	:	1	:
Push Down Banner 3.7%		4.8% 6.1	6.1%	39.2	0	0.57%	:	1	:	٠	3.3%	14.6%	16.5
			80	Basic Metrics				Video M	Metrics			Expandable Metrics	CS
Imp. with Interactions Rate	th Rate		Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	Started Rate 50% Plaved Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Apparel 6.5%	L	%	6.3%	20.0	0.25%	0.10%	13.2	32.2%	70.2%	96.5%	%6.6	18.3%	34.3
Auto 2.2%		3.2% 2.	2.7%	29.6	0.12%	0.06%	51.5	22.5%	82.5%	%8'.29	6.8%	15.3%	106.2
B2B 3.8%		5.1% 8.4	8.4%	38.0	0.07%	0.05%	:	1	ŀ	ı	:	:	:
Careers 4.4%		6.5% 6.8	6.8%	29.2	0.45%	0.03%	:	1	:	1	8.0%	11.0%	32.9
Consumer Packaged Goods 2.5%		3.9% 5.8	2.8%	38.5	0.18%	0.08%	32.5	21.7%	69.1%	53.1%	%0.9	15.2%	41.5
Corporate 0.2%			2.4%	37.1	0.05%	%90.0	150.9	67.8%	87.6%	%6.62	1.4%	1.8%	18.4
			3.9%	28.0	0.15%	0.09%	10.6	23.5%	84.4%	61.0%	5.1%	9.3%	124.0
Entertainment 3.2%			6.7%	44.7	0.25%	0.09%	26.1	22.7%	73.0%	57.4%	6.4%	14.5%	177.7
			4.8%	24.7	0.10%	0.04%	33.4	22.5%	68.4%	54.4%	2.0%	12.1%	73.0
			9.3%	29.0	0.36%	0.07%	76.1	28.1%	26.9%	41.8%	10.5%	19.5%	42.2
Government/Utilities 4.1%			5.7%	41.8	0.20%	%90.0	26.4	46.1%	63.8%	20.0%	9.4%	17.0%	33.1
Health/Beauty 4.9%			%6.9	42.8	0.24%	%90.0	20.5	26.6%	22.0%	31.7%	9.5%	16.4%	70.2
Medical 0.8%			4.9%	54.8	0.18%	0.05%	259.7	43.0%	82.0%	70.4%	0.8%	42.2%	222.4
News/Media 4.5%			3.3%	32.9	0.24%	0.17%	20.3	8.4%	63.0%	40.3%	10.0%	15.0%	45.8
urant			2.0%	36.9	0.30%	0.12%	15.2	34.8%	74.9%	62.8%	11.1%	21.2%	31.6
Retail 1.7%			4.3%	26.9	0.14%	0.11%	39.5	59.2%	78.1%	%9:99	%9'.2	10.6%	26.1
s			5.3%	40.2	0.11%	0.06%	2:09	18.6%	61.7%	46.4%	5.3%	8.1%	42.3
Sports 4.8%			7.2%	60.5	0.26%	0.03%	61.7	19.7%	68.9%	%9.09	1	:	:
Tech/Internet 2.8%		3.8% 11.	11.6%	41.6	0.25%	0.07%	54.3	42.5%	51.4%	36.8%	4.6%	16.0%	32.3
Telecom 0.4%	9.0		7.1%	14.6	%90.0	0.05%	17.6	98:3%	61.7%	45.4%	%0.9	31.1%	160.9
Travel 3.5%	5.7	5.7% 8.7	8.7%	25.2	0.32%	0.08%	21.1	6.5%	%2'99	25.0%	10.2%	22.6%	62.8



# Benchmarks for Japan Performance Metrics (By Format, Size and Vertical)

Particular Heaving Particular	Particle Britant Bri	Internation Rate   R   Les Assistance Paral					Basic Metrics				Video	Video Metrics		ũ	Expandable Metrics	SOI
Standing Barnet	Suppose	Substitution Britten British         -		Imp. with Interactions Rate	<u>«</u>	Dwell Rate			CTR	Avg. Video Duration (Seconds)			Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
2002:00	State   Stat	Succession	Standard Banner		1	1	:		%60°	1	:	1	:	ı	١	
Participation   Participatio	Commercial Break	Commercial Browk   4,6%   4,	300x250		,	ı	:		.10%		,	1		,	ı	,
Commercial Enekt         4.6%         55.3%         4.0         1.5%         -	Comment   Comm	Characteristic   Char	728x90	:	ı	1	:		.03%	1	1	1	1	ı	ı	ı
Commonical Break	Particulari Broak	Control   Cont	Rich Media													
Expandable Banner         3.8%         4.6%         6.6         0.22%         -         -         -         -         -         1.11%         2.91%         9.80%           7.08-60         1.30 kg         1.90 kg	Epartable Bannot         3.8%         4.8%         6.6         0.28%         -         -         -         -         -         -         -         17/4         8.8%         8.8%         9.8% <td>  Equation   Equation</td> <td></td> <td>4.6%</td> <td>4.6%</td> <td>53.3%</td> <td>4.0</td> <td>4</td> <td>.53%</td> <td></td> <td>:</td> <td></td> <td>:</td> <td></td> <td>٠</td> <td></td>	Equation		4.6%	4.6%	53.3%	4.0	4	.53%		:		:		٠	
2002-200         1 7 8%         1 90 %         34 0         0 68%         -         -         -         -         1 7 0%         224 8%         224	2002-20         1 78%         34 0         68%         -         -         -         -         -         1 70%         2848%           2002-20         1 26%         1 66%         1 66%         -         -         -         -         -         1 70%         2848%           2 244%         1 65%         2 68         66%         1 70%         1 70%         1 70%         1 70%         2848%           Polite aniest         1 0.2%         2 34%         2 34%         2 34%         4 65%         2 44%         1 65%         2 44%         1 65%         2 44%         1 65%         2 44%         1 65%         2 44%         1 65%         2 44%         1 65%         2 44%         1 65%         2 44%         1 65%         2 44%         1 65%         2 44%         1 65%         2 44%         1 65%         2 44%         1 65%         2 44%         1 65%         2 44%         2 45%         2 44%         2 45%         2 44%         <	2000-2500   17.0%   19.0%   24.0   0.06%   2.0%		3.5%	4.6%	8.9%	9.99	J	1.22%				:	3.1%	8.0%	114.6
Tobility State (1) (2) (2) (3) (4) (4) (4) (4) (4) (4) (4) (4) (4) (4	224.600         13.0%         <	Expansible Strip   24.4%   13.0%   1		7.8%	9.2%	19.0%	34.0		%89"		:	1		7.0%	29.1%	13.8
Expande bit profit         0.4%         0.4%         0.4%         77.2         0.03%         -         -         -         -         -         -         -         -         -         -         -         -         -         0.4%         0.0%         0.4%         1.02.7%         0.03%         2.3%         0.23%         0.23%         0.23%         0.23%         0.23%         0.23%         0.23%         0.1%	Carteline   Cart	Expandable Strip  2.4.4%  2.0.		13.0%	18.5%	27.5%	56.5		.58%	1	1	1	ı	11.1%	34.8%	8.5
Expandable Strip         24.4%         102.%         29.4%         65.3%         65.0%         45.3%         65.0%         45.3%         65.0%         45.3%         65.0%         45.3%         10.2%         30.3%         90.3%         40.3%         72.3%         61.2%         72.3%         61.2%         72.3%	Expandable Strip         244%         130 2%         531%         633         613%         70.9         681%         45.8%         45.8%         45.8%         72.3%         16.5%         30.3%         93.%           Polite Banner         0.1%         0.3%         2.03         0.11%         2.16         7.33%         81.2%         72.3%         1.23%	Exponeible Strip         24.%         13.2%         65.3         0.37%         70.9         65.0%         46.5%         46.5%         46.5%         30.3%         10.3%		0.4%	%9.0	0.4%	77.2		.03%	1	1	1	ı	0.4%	0.5%	40.4
Pollice Banner         0.1%         0.3%         3.3%         0.11%         21.6         71.3%         61.2%         71.3%         61.2%         71.3%         61.2%         71.3%         61.2%         71.3%         61.2%         71.3%         61.2%         71.3%         61.2%         71.3%         71.3%         71.3%         71.3%         71.3%         71.3%         71.3%         71.3%         71.3%         71.3%         71.3%         71.3%         71.4%	Politic Banner         0.1%         21.6         73.3%         61.2%         77.3.%         61.2%         77.3.%         61.2%         77.3.%         8	Politic Banner         0.1%         0.3%         3.3%         0.1%         7.13%         81.2%         7.23%         81.2%         7.23%	Expandable Strip	24.4%	120.2%	29.1%	63.3	3	1.37%	6.07	28.0%	45.3%	24.0%	16.5%	30.3%	6.2
300x260         0.2%         0.2%         2.9%         2.9%         2.0%         2.1%         7.13%         F1.2%         7.23%         -	300k250         0.2%         0.2%         2.9%         20.9         0.11%         2.16         73.3%         61.2%         72.3%         61.2%         72.3%         61.2%         72.3%         61.2%         7.7d to Matrics           Imp. with interactions Rate and a contraction state in the result of the contraction state in the result of	The color of the	Polite Banner	0.1%	0.3%	3.3%	20.9	3	111%	21.6	73.3%	81.2%	72.3%			٠
Imp. with Interactions Rate   List Case and	Imp. with limp. with	Imp. with interactions Rate   Rate   Laste Conds   Laste Constitution   Laste Conds   Laste Conds   Laste Conds   Laste Constitution   Laste Consti	300x250	0.2%	0.3%	2.9%	20.9		1.11%	21.6	73.3%	81.2%	72.3%		ı	
Machine Lectronics         Interactions Rate leads         Interactions Rate leads         Interactions Machine Leads         Interactions	Imp. with rections wi	Hup with Interactions Rate         IR         Dwell Rate (Seconds)         CTR (Rich dia)         CTR (Standard dia)         CTR (Standard dia)         CTR (Standard dia)         Augh Value dia)         Full Played Rate (Seconds)         Fair Planel (Seconds)         Total Expansion Rate (Seconds)         CTR (Seconds) </th <th></th> <th></th> <th></th> <th></th> <th>Basic Metrics</th> <th></th> <th></th> <th></th> <th>Video</th> <th>Metrics</th> <th></th> <th>Û</th> <th>xpandable Metr</th> <th>ics</th>					Basic Metrics				Video	Metrics		Û	xpandable Metr	ics
Apparel         Interactions Rate         IR         Dwell Rate         (Seconds)         Modia)         Modia)         Modia)         Modia)         Modia         Modia         Modia         Modia         Started Rate         50% Played Rate         Expansion Rate         Rate         Rate           Apparel         0.3%         1.9%         2.3.1         0.0%%             0.4%         0.6%           Auto         0.9%         1.2%         2.3%         4.6%         25.1         0.06%	Authorizations Rate         IRR         Dwell Rate         (Seconds)         Medial         (Seconds)         Started Rate         Coll Played Rate         Rate         Expansion Rate         Rate           Authorization         0.3%         1.2%         3.7%         1.2%         <	Appeted         Interactions Rate         IR         Dwell Rate         (Seconds)         Modia)         Modia)         (Seconds)         Macian         Modia         (Seconds)         Stanted Rate         Rate         Expansion Rate         Rate         Expansion Rate         Rate         Rate         CAPS         1.1%         2.3.1         0.12%		Imp. with				CTR (Rich	CTR (Standard	Avg. Video Duration		_	Fully Played	Impressions with any Panel	Total Expansion	_
Apparel         0.3%         0.4%         1.9%         23.1         0.12%              0.4%         0.8%           Auto         0.9%         1.2%         3.7%         1.67         0.09%	Apparel         0.3%         0.4%         1.9%         23.1         0.12%              0.4%         0.8%           Abuba         1.1%         3.7%         1.67         0.09%	Adparel 0.3% 0.4% 1.9% 2.3.1 0.12%		Interactions Rate	뜨	Dwell Rate	(Seconds)	Media)	Media)	(Seconds)	Started Rate	-	Rate	Expansion Rate	Rate	Duration (Second
Auto         0.9%         1.2%         37%         16.7         0.09%	Auto         0.9%         1.2%         37%         16.7         0.09%	Auto         0.9%         12%         37%         167         0.09%	Apparel	0.3%	0.4%	1.9%	23.1	0.12%	:		ı	1	1	0.4%	0.8%	22.9
BCB         1.1%         2.3%         4.6%         25.1         0.06%	BCB         Consumer Packaged Goods         1.1%         2.3%         4.6%         25.1         0.06%	BCBB         Committed         Com	Auto	%6:0	1.2%	3.7%	16.7	%60.0	1	1	1	1	1	1	1	1
Consumer Packaged Goods         0.3%         0.1%         0.16%         -	Constrinct Packaged Goods         0.3%         0.4%         27%         0.16%         -	Consumer Packaged Goods         0.3%         0.4%         27%         266         0.17%         0.16%         -	B2B	1.1%	2.3%	4.6%	25.1	0.06%	:		1	1	1		1	
Electronics         1.2%         1.3%         12.3%         10.3%	Electronics         1.2%	Electronics         1.2%         1.3%         29.9         0.38%          29.5         0.1%         82.2%         72.2%         1.2%         31.8%           Enhertainment         7.0%         27.3%         13.8%         47.7         0.33%          71.1         58.3%         45.0%         72.2%         1.2%         11.3%         29.8%           Enhertainment         7.0%         27.3%         13.8%         47.7         0.34% <td>Consumer Packaged Goods</td> <td>0.3%</td> <td>0.4%</td> <td>2.7%</td> <td>26.6</td> <td>0.17%</td> <td>0.16%</td> <td>1</td> <td>1</td> <td>1</td> <td>1</td> <td>1</td> <td>1</td> <td>1</td>	Consumer Packaged Goods	0.3%	0.4%	2.7%	26.6	0.17%	0.16%	1	1	1	1	1	1	1
Entertainment         7.0%         27.3%         13.8%         47.7         0.31%          71.1         58.3%         45.0%         23.4%         10.3%         29.6%           Financial         0.4%         0.8%         3.9%         31.6         0.14%  1.03%             1.00%            1.00%	Entertainment         7.0%         27.3%         13.8%         47.7         0.31%          71.1         58.3%         45.0%         23.4%         10.3%         29.6%           Financial         0.4%         0.8%         3.9%         31.6         0.14% <td>Entertainment         7.0%         27.3%         13.8%         47.7         0.31%          71.1         58.3%         45.0%         23.4%         10.3%         29.8%           Financial         0.4%         0.3%         3.16         0.14%                    47.8         5.6%             47.9         5.6%              47.9         5.6%              47.9         5.6%               47.0%         5.6%             47.0%         5.6%  -</td> <td>_</td> <td>1.2%</td> <td>1.9%</td> <td>12.3%</td> <td>29.9</td> <td>0.38%</td> <td>:</td> <td>29.5</td> <td>0.1%</td> <td>82.2%</td> <td>72.2%</td> <td>1.2%</td> <td>31.8%</td> <td>56.1</td>	Entertainment         7.0%         27.3%         13.8%         47.7         0.31%          71.1         58.3%         45.0%         23.4%         10.3%         29.8%           Financial         0.4%         0.3%         3.16         0.14%                    47.8         5.6%             47.9         5.6%              47.9         5.6%              47.9         5.6%               47.0%         5.6%             47.0%         5.6%  -	_	1.2%	1.9%	12.3%	29.9	0.38%	:	29.5	0.1%	82.2%	72.2%	1.2%	31.8%	56.1
Financial         0.4%         0.8%         39%         316         0.14%   <	Financial         0.4%         0.8%         33%         316         0.14%   <	Financial         0.4%         0.8%         3.9%         31.6         0.14%	_	7.0%	27.3%	13.8%	47.7	0.31%	:	71.1	58.3%	45.0%	23.4%	10.3%	29.8%	17.9
Gaming         4.1%         5.2%         5.4%         126.9         0.23%             4.7%         5.6%           Health/Deauty         0.4%         0.7%         2.7%         18.0         0.23%             1.3%         10.0%           1.3%         10.0%	Gaming         4.1%         5.2%         5.4%         126.9         0.23%             4.7%         5.6%           Health/Beauty         0.4%         0.7%         2.7%         18.0         0.23%             1.3%         10.0%           Health/Beauty         0.1%         2.7%         2.14         0.09% <td>Gaming         4.1%         5.2%         5.4%         126.9         0.24%             4.7%         5.6%           Healti/Pleaulty         0.4%         0.7%         2.7%         18.0         0.23%             1.3%         10.0%         10.0%         10.0%         1.3%         10.0%         10.0%   -</td> <td>_</td> <td>0.4%</td> <td>0.8%</td> <td>3.9%</td> <td>31.6</td> <td>0.14%</td> <td>:</td> <td></td> <td>:</td> <td>-</td> <td>1</td> <td></td> <td>1</td> <td>-</td>	Gaming         4.1%         5.2%         5.4%         126.9         0.24%             4.7%         5.6%           Healti/Pleaulty         0.4%         0.7%         2.7%         18.0         0.23%             1.3%         10.0%         10.0%         10.0%         1.3%         10.0%         10.0%   -	_	0.4%	0.8%	3.9%	31.6	0.14%	:		:	-	1		1	-
Health/Beauty         0.4%         0.7%         2.7%         18.0         0.23%             1.3%         10.0%           Medical         0.0%         0.1%         3.4%         21.4         0.03%   -	Health/Beauty         0.4%         0.7%         2.7%         18.0         0.23%             1.3%         10.0%           Medical         0.0%         0.1%         21.4         0.03%                 Services         0.6%         0.1%         2.34         0.10%                 Services         0.6%         0.1%         0.10%                  Tech/Inhithent         0.1%         0.1%         0.10%            0.1%         0.2%           Tech/Inhithent         0.4%         6.1         6.1         0.37%                 Technique         0.6%         7.0%         6.1         0.30%                           <	Health/Beauty         0.4%         0.7%         2.7%         18.0         0.23%               1.3%         10.0%           Necical         0.0%         0.1% </td <td></td> <td>4.1%</td> <td>5.2%</td> <td>5.4%</td> <td>126.9</td> <td>0.24%</td> <td>:</td> <td>1</td> <td>1</td> <td>1</td> <td>1</td> <td>4.7%</td> <td>2.6%</td> <td>148.6</td>		4.1%	5.2%	5.4%	126.9	0.24%	:	1	1	1	1	4.7%	2.6%	148.6
Ill         0.0%         0.1%         3.4%         21.4         0.09%	Ill         0.0%         0.1%         3.4%         21.4         0.09%	als         0.0%         0.1%         3.4%         21.4         0.09%	_	0.4%	0.7%	2.7%	18.0	0.23%	:		1	-	:	1.3%	10.0%	54.8
ss 0.6% 0.8% 2.9% 33.4 0.10%	ss 0.6% 0.8% 2.9% 33.4 0.10% 0.1% 0.1% 0.1% 0.1% 0.2% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1%	ass         0.6%         0.8%         2.9%         33.4         0.10%	Medical	%0:0	0.1%	3.4%	21.4	0.09%	:	1	1	1	1	1	1	1
Hemet 0.1% 0.1% 3.2% 20.8 0.08% 0.1% 0.2% 0.08	Itemet         0.1%         0.1%         20.8         0.08%             0.1%         0.2%           m         0.4%         0.6%         7.0%         6.1         0.37%          21.6         73.3%         81.2%         72.3%         90.%         17.3%	ternet         0.1%         0.1%         2.08         0.06%             0.1%         0.2%           m         0.4%         0.6%         7.0%         6.1         0.37%             0.1%         0.2%           m         0.4%         0.6%         7.0%         6.1         0.37% <td>Services</td> <td>%9:0</td> <td>0.8%</td> <td>2.9%</td> <td>33.4</td> <td>0.10%</td> <td></td> <td></td> <td>1</td> <td>1</td> <td> </td> <td></td> <td>1</td> <td></td>	Services	%9:0	0.8%	2.9%	33.4	0.10%			1	1			1	
m 0.4% 0.6% 7.0% 6.1 0.37%	m 0.4% 0.6% 7.0% 6.1 0.37%	m 0.4% 0.6% 7.0% 6.1 0.37%	Tech/Internet	0.1%	0.1%	3.2%	20.8	0.08%	:	1	-	1	1	0.1%	0.2%	37.2
4.5% 5.1% 8.5% 40.6 0.30% 21.6 73.3% 81.2% 72.3% 9.0% 17.9%	4.5%     5.1%     8.5%     40.6     0.30%      21.6     73.3%     81.2%     72.3%     9.0%     17.9%	4.5%     5.1%     8.5%     40.6     0.30%      21.6     73.3%     81.2%     72.3%     9.0%     17.9%	Telecom	0.4%	%9:0	7.0%	6.1	0.37%	:		1	-	1			
			Travel	4.5%	5.1%	8.5%	40.6	0.30%	:	21.6	73.3%	81.2%	72.3%	%0.6	17.9%	7.0



Benchmarks for Taiwan
Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Video	Video Metrics		ű	<b>Expandable Metrics</b>	cs
	Imp. with Interactions Rate	Œ	Dwell Rate	User Average Dwell Time (Seconds)		CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner		:	:	:	3	%60.0	:	:					:
300x250	1	:	:	:	9	0.10%	:	:	:	1		ı	:
728x90	1	:	:	:	0	%90.0	:	:	:		1	ı	·
160x600		1		:	0	0.04%	:	:		ı	1	ı	:
Rich Media													
Expandable Banner	10.9%	43.3%	12.8%	37.4	3	0.75%	54.8	19.5%	51.8%	31.7%	%9.6	37.6%	24.0
300x250	6.1%	7.1%	19.1%	39.1		1.68%	68.0	36.0%	69.1%	51.8%	1.6%	26.5%	31.1
728x90	17.0%	37.2%	17.5%	23.2	0	0.59%	14.7	19.9%	24.5%	16.8%	16.2%	43.7%	12.5
234x60	12.9%	71.8%	11.6%	31.7	0	0.68%	105.6	7.9%	27.4%	20.4%	12.8%	33.4%	11.9
Polite Banner	0.4%	1.3%	8.2%	74.7	3	0.12%	128.6	62.1%	63.0%	48.6%			
300x250	%9:0	2.4%	6.8%	98.6	0	0.19%	137.7	60.2%	96.3%	52.0%	1	ı	:
728x90	0.1%	0.2%	3.4%	12.3	٥	0.06%	:	:	·	ı		1	:
160x600	0.1%	0.2%	71.6%	72.9	J	0.13%	:	:	:	ı		ı	:
Push Down Banner	0.4%	%6.0	2.6%	16.3	3	0.17%	:				٠	,	:
				Basic Metrics				Video	Video Metrics		Û	<b>Expandable Metrics</b>	cs
	Imp. with			User Average Dwell Time	CTR (Rich	CTR (Standard	Avg. Video Duration			Fully Played	Impressions with any Panel	Total Expansion	Avg. Expansion
	Interactions Rate	ĸ	Dwell Rate	(Seconds)	Media)	Media)	(Seconds)	Started Rate	50% Played Rate	Rate	Expansion Rate	Rate	Duration (Seconds)
Auto	9.1%	37.5%	15.4%	44.0	1.39%		:	:	:	1	8.1%	47.9%	44.7
Consumer Packaged Goods	11.1%	26.8%	12.6%	46.9	0.80%		117.2	23.1%	53.3%	36.1%	12.7%	40.8%	13.6
Entertainment	3.6%	17.1%	23.4%	75.8	0.47%	0.10%	128.1	42.9%	%8.09	45.9%	%8.9	38.6%	20.0
Financial	2.5%	25.7%	9.1%	69.8	0.27%		121.4	45.0%	64.8%	48.4%			
Health/Beauty	8.3%	33.5%	13.0%	36.1	%09:0		69.2	40.4%	24.9%	38.4%	8.2%	42.2%	13.7
Tech/Internet	2.0%	6.7%	3.3%	31.2	0.12%	%60:0	40.4	21.6%	%2'09	45.2%	6.2%	25.7%	55.1
Telecom	0.8%	1.9%	2.8%	94.0	0.24%	1	:	:	:	1	1	1	:



## **Eyeblaster Verticals Definitions**

Vertical	Definition
Apparel	Manufactures and retailers specializing in apparel. Typically includes manufacturers and retailers whose main business is fashion, clothing, shoes and sports shoes, accessories and jewelry.
Auto	Products and Services related to the auto industry. Typically includes manufacturers of cars, trucks and motorcycles, car dealerships, traders and buying guides, car rental agencies, car repair shops, car part manufacturers, other auto service providers and gas stations. Does not include auto insurance (included in Financial).
B2B	Products and services marketed primarily to corporations. Typically, such products are not suited for individual consumers. For example, commodities or enterprise solutions.
Career	Job postings and resume services.
Consumer Packaged Goods	Products that are sold in retail stores such as supermarkets and convenience stores. Typically includes food, pet supplies, tobacco, alcoholic and non-alcoholic beverages. Does not include toiletries, personal care and cosmetics (included in Health/Beauty).
Corporate	Corporate awareness and branding. Typically campaigns aimed at increasing the corporate brand awareness rather than the awareness of a specific product. Usually these campaigns mention the name of the company, while not mentioning any of its brands.
Electronics	Electronic products such as TVs and home cinema systems, DVDs, stereos, MP3 players and cell phone devices. Does not include computers and peripherals (included in Tech/Internet).
Entertainment	Providers of entertainment services. Typically includes movies and movie studios, TV shows and channels, music albums and concerts, museums and amusement parks. Does not include books and magazines (included in News/Media).
Financial	Services and products related to the financial and insurance industries. Typically includes banks, mortgages, car loans, investment firms, consumer credit, credit cards and insurance companies.
Gaming	Consoles, PC games and their byproducts, retail and online gaming. Typically includes video and computer games, game consoles, casinos and lottery.
Government/Utilities	Government agencies and utilities. Typically includes government offices, anti-smoking campaigns, election campaigns, electricity and water. Does not include Telecom (included in Telecom).
Health/Beauty	Products and services for personal care. Typically includes cosmetics, dietary supplements, toiletries, perfume, personal hygiene and hair care. Does not include prescription on over-the-counter medications (included in Medical).
Medical	Prescription and over-the-counter medication. Does not include physician services, clinics and hospitals (included in Services).
News/Media	Companies providing news, print and radio broadcasting services. Typically includes radio stations, newspapers, magazines and books. Excludes TV channels and shows (included in Entertainment).
Restaurant	Providers of dining services. Typically includes casual dining and fast food chains. Does not include food items (included in Consumer Packaged Goods).
Retail	Brick and mortar retailers and online retailers. Campaigns aimed at pulling people to the store rather than to promote a specific product or service. Typically includes department stores, home improvement stores, electronic stores, supermarkets, book stores and furniture stores. Does not include apparel retailers (included in Apparel).
Services	Providers of miscellaneous services such as education, non-profit organizations and health-care services. Typically includes universities and colleges, associations, hospitals and clinics. Does not include medical insurance (included in Financial).
Sports	Sports related goods and services. Typically includes sporting equipment, leagues and competitions, games and events, and sport accessories. Excludes sports shoes and apparel (included in Apparel).
Tech/Internet	Computer hardware, software and internet. Typically includes desktop and laptop computers, software, peripherals and Internet companies. Excludes Internet service providers (included in Telecom).
Telecom	Telephony and data service providers. Typically includes land-line phone providers, cell phone providers, cable companies and internet service providers. Excludes cell phone device manufacturers (included in Electronics), and cell phone software providers (included in Tech/Internet).
Travel	Travel and tourism related services. Typically includes hotels, airlines, transportation, travel agencies and tourism boards. Excludes car rental agencies (included in Auto).
Other	Products and services that do not fall into any other category.



# **Eyeblaster Metrics Definitions**

Metric	What does it measure?	How should it be used?
Impressions with Any Interaction Rate	The number of impressions with at least one interaction out of the total number of served impressions. Impressions with multiple interactions are accounted for only once. Interactions are defined as clicks, opening (expanding) a panel, Flash movie replay, video mute, video sound on, video pause, full screen video mode start / pause / end or other user-defined Interactions.	To quantify how many of the served impressions were interacted with.
Interaction Rate (IR)	The total number of interactions out of the total number of served impressions. Impressions with multiple interactions are accounted for multiple times. Interactions are defined as clicks, opening (expanding) a panel, Flash movie replay, video mute, video sound on, video pause, full screen video mode start / pause / end or other user-defined Interactions.	To quantify the extent to which served impressions were interacted with.
Dwell Rate	The number of impressions that were dwelled upon out of all impressions. Dwell is defined as an active engagement with an ad. It includes positioning the mouse over an ad, user-initiation of video, user-initiation of an expansion, and any other user-initiated Custom Interaction. Unintentional Dwell, lasting less than one second, is excluded.	This proprietary Eyeblaster metric measures what portion of impressions were intentionally engaged with. Used to quantify the share of impressions that attracted users to actively engage with an ad.
User Average Dwell Time (Seconds)	The average duration of a Dwell. For impressions that were dwelled upon, this metric sums the duration of User Average Dwell Time the following user initiated actions: The amount of time in which a mouse was positioned over an ad, user-initiated video duration, user-initiated expansion duration and the duration of any other user-initiated Custom Interaction. Unintentional Dwell, lasting less than one second, is excluded.	For impressions that were dwelled upon, this proprietary Eyeblaster metric measures the average duration of active engagement. Used to quantify how engaging an ad is to users who were initially attracted to actively engage with it.
Click Through Rate (CTR)	The number of impressions that resulted in clicks out of served impressions. A historic metric that is used primarily for Standard Banners.	For Standard Banners, serves as the only measure of the ads' effectiveness.
Avg. Video Duration (Seconds)	The average duration, in seconds, of the video assets that played in the ad. This metric includes user-initiated and auto-initiated videos.	To quantify the duration of the video that played in an ad.
Started Rate	The number of times the video assets started out of served impressions with video. This metric includes user-initiated and auto-initiated videos.	To quantify the number of times videos in ads started playing.
50% Played Rate	Of the video assets that started playing, how many of them played up to 50% of the video's duration, out of started video impressions.	To measure the proportion of started videos in which the video played at least 50% of its total duration.
Fully Played Rate	Of the video assets that started playing, the portion of videos that played their full duration.	To measure the proportion of started videos in which the video played to its full duration.
Impressions with Any Panel Expansion Rate	The number of impressions with at least one panel expansion out of served expandable impressions. This metric measures user-initiated expansions.	To quantify how many of the expandable served impressions had expansions.
Total Expansion Rate	The total number of panel expansions out of served impressions. This metric measures user-initiated and auto-initiated expansions.	To quantify the extent to which expandable served impressions were expanded.
Avg. Expansion Duration (Seconds)	The average time a panel was expanded. This metric measures auto-initiated and user-initiated expandable banners.	To measure the time that the user spent with the banner expanded on the screen.