



**Global Benchmark Report**  
**2009**



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## Benchmarks Insights and Analysis

### Executive Summary

Welcome to this new and improved edition of the Eyeblander 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

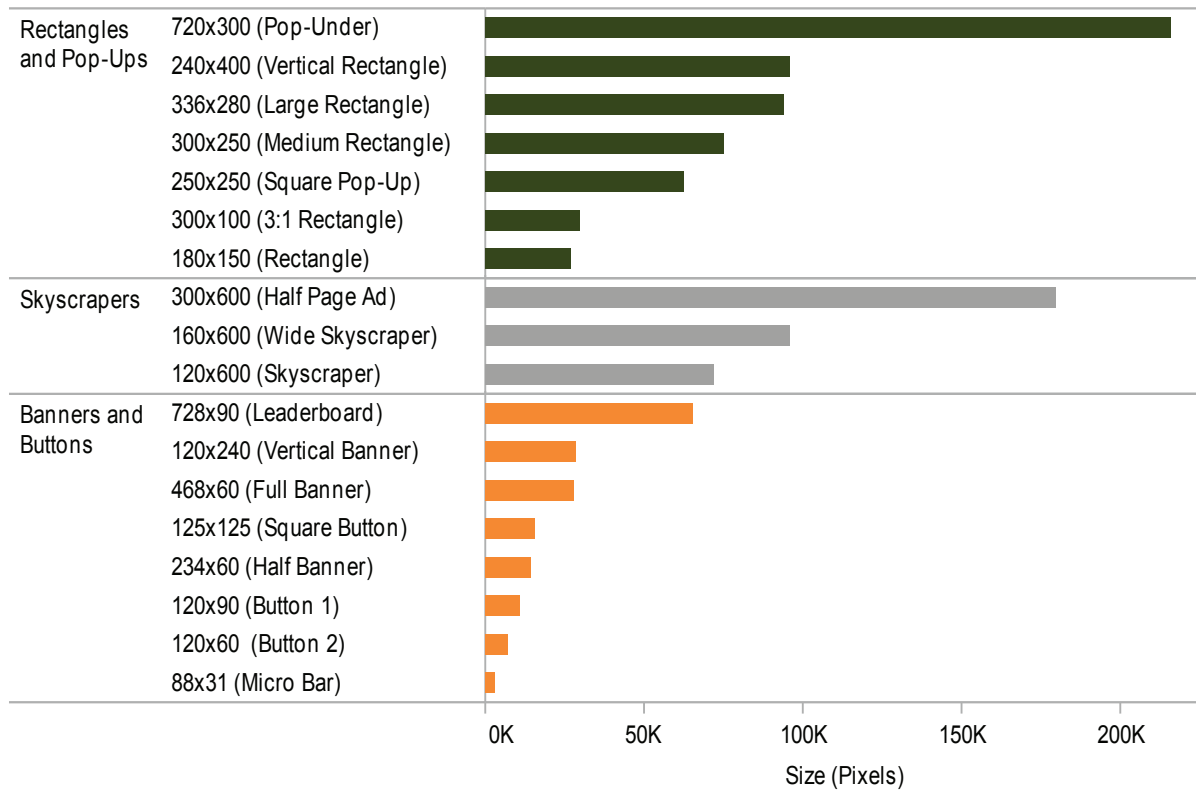
A study by the Interactive Advertising Bureau (IAB) found that larger ad units are 25% more effective in lifting key brand metrics such as brand awareness and message association, even after one exposure. The research also shows that additional exposures significantly increased persuasion metrics such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

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<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](http://www.iab.net/about_the_iab/recent_press_releases/press_release_archive/press_release/4426)

### IAB Ad Unit Guidelines



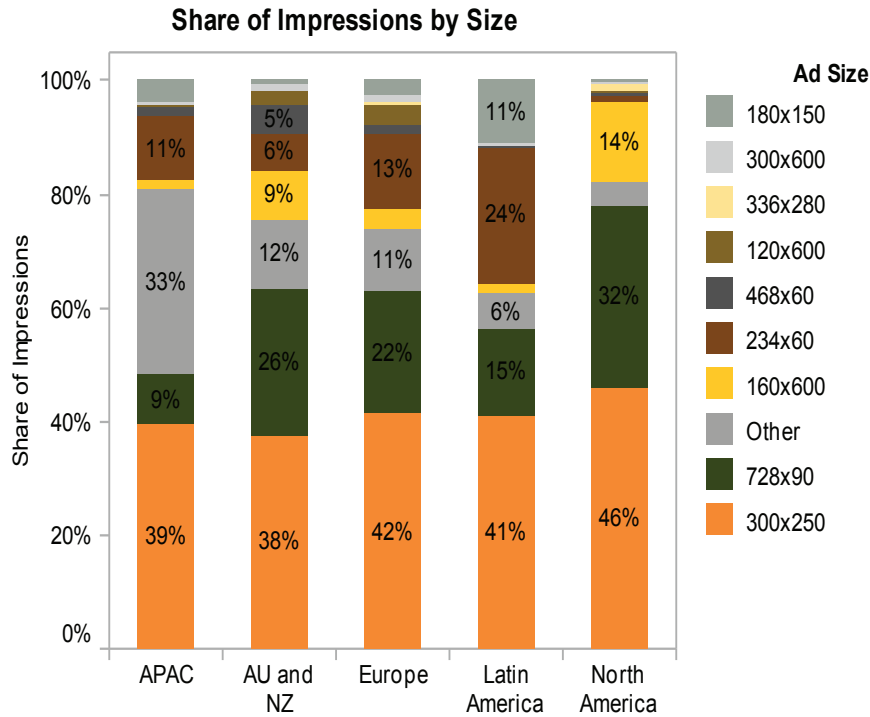
Source: IAB

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

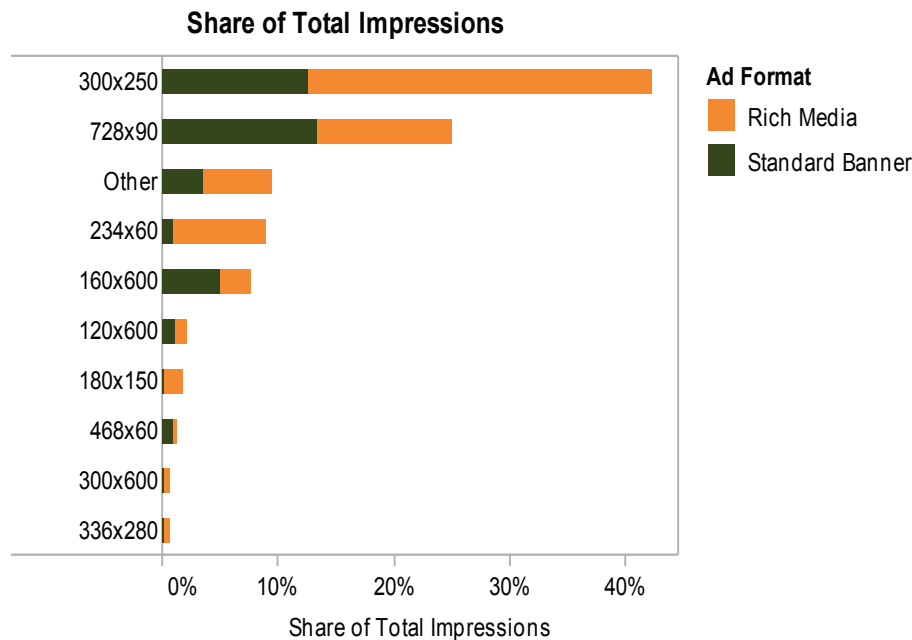
The introduction of larger sizes is a part of the increased competition on the users' attention. However, while new unit sizes are being introduced, two sizes reign supreme. Nearly 70% of the surveyed impressions worldwide are either 300x250 (Medium Rectangle) or 728x90 (Leaderboard).

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: Eyeblander 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.

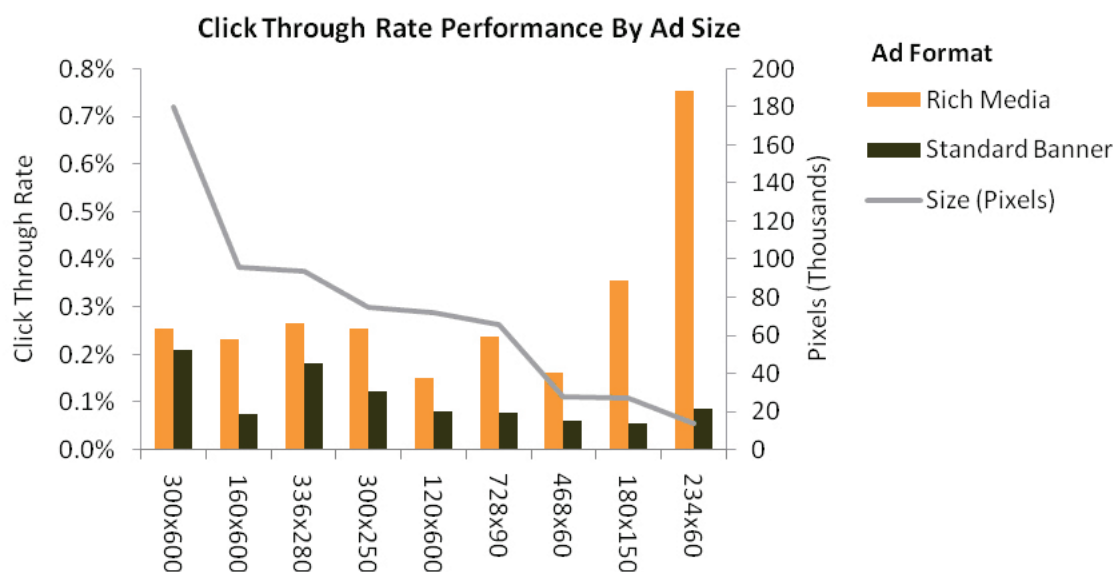


Source: Eyeblander Research. Data: Q3 '08 to Q2 '09.

## 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.

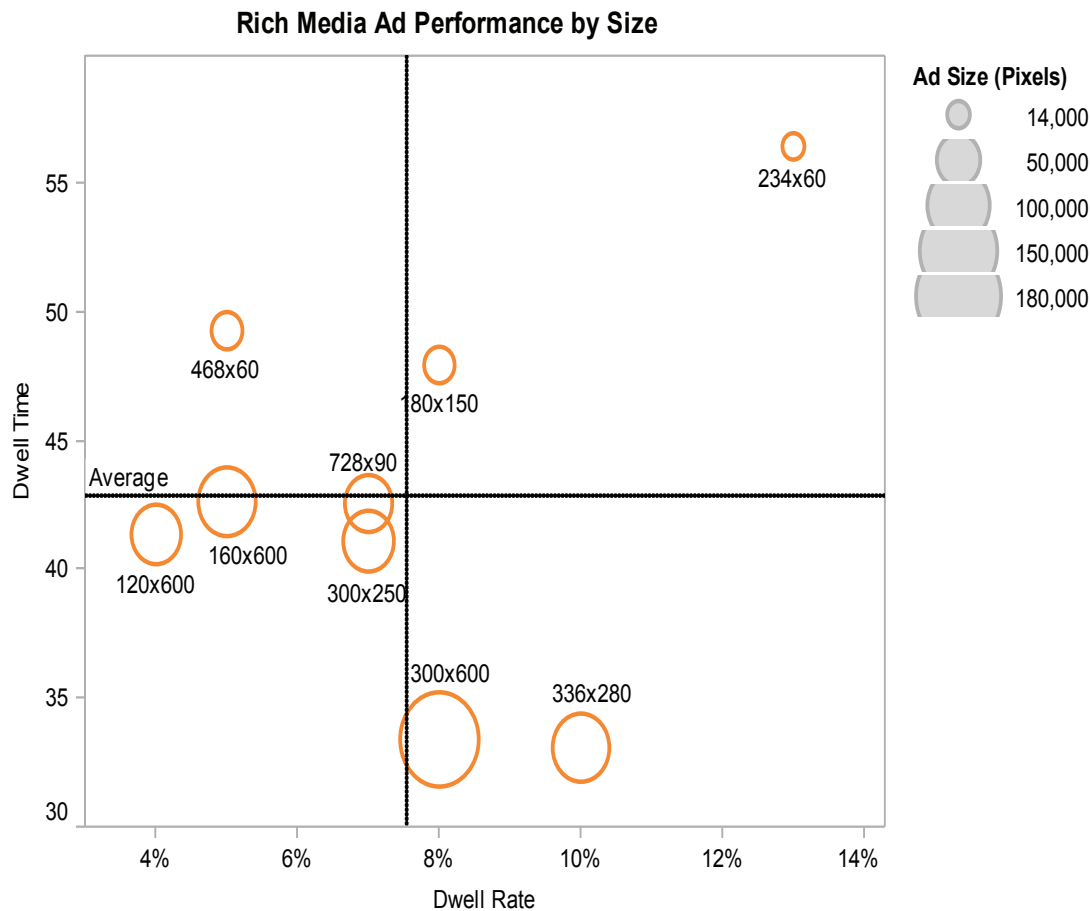
For Standard Banners, the link between size and performance is more than visible. A statistical analysis conducted by Eyeblander Research indicates that on average, an increase of 50,000 pixels yields an increase of 0.044% in CTR. This is quite an impressive figure, considering that the overall CTR of 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. Eyeblander 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>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](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.

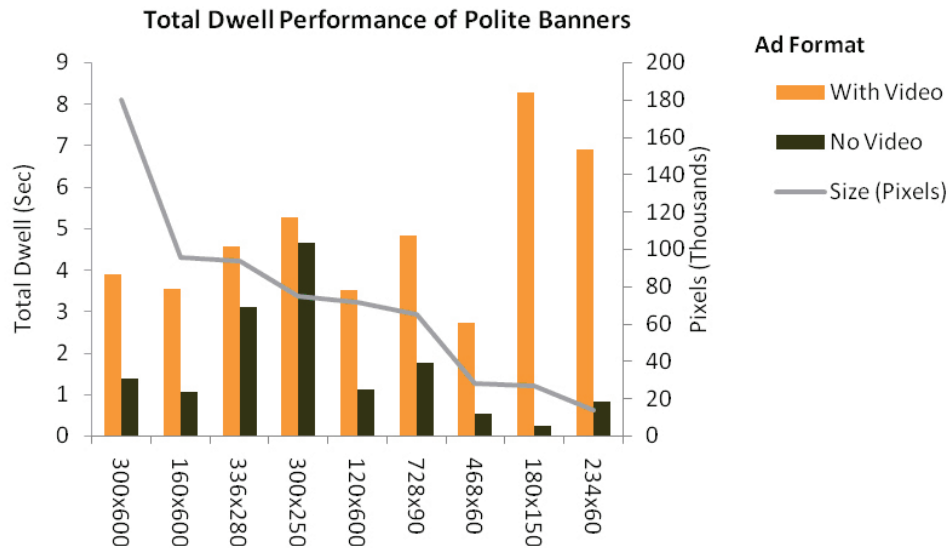


Source: Eyebalster Research. Data: Q3 '08 to Q2 '09.

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

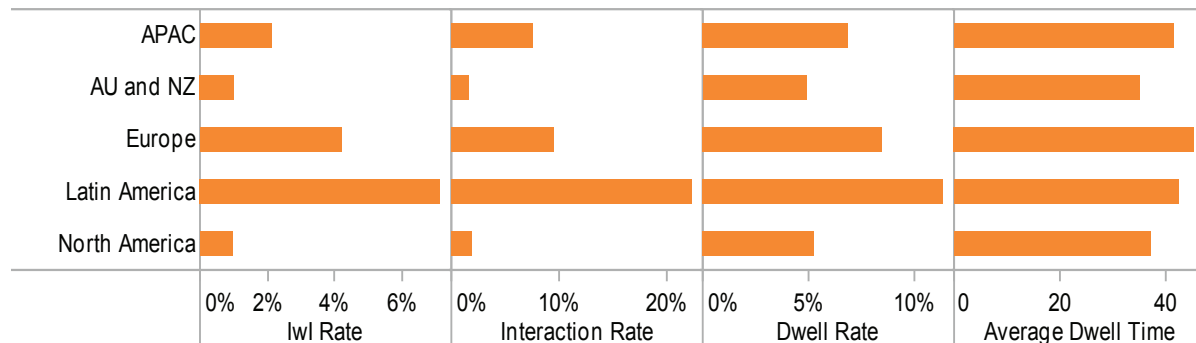
### Overview

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, Eyeblander 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%.

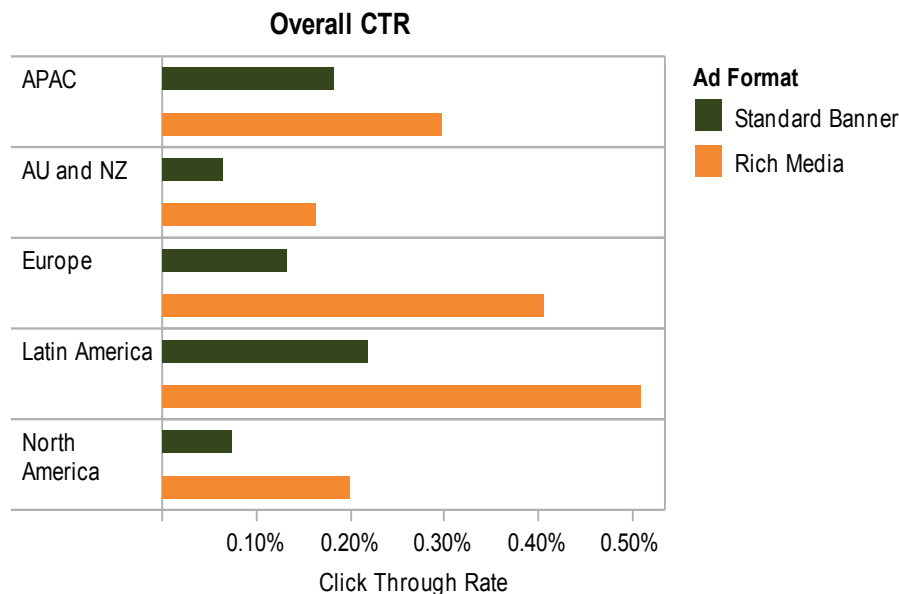
**Basic Rich Media Metrics**



Note: Iwl Rate - Impressions with Interactions Rate  
 Source: Eyeblander 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: Eyebalster 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 Eyebalster'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, Eyebalster'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:** Eyebalster 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.

Format	Basic Metrics					Video Metrics					Expandable Metrics		
	Imp. with Interactions Rate	IR	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)	
<b>Standard Banner</b>	--	--	--	--	0.07%	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.09%	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.06%	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.06%	--	--	--	--	--	--	--	
<b>Rich Media</b>													
<b>Commercial Break</b>	1.4%	1.5%	55.1%	4.9	1.40%	--	--	--	--	--	--	--	
<b>Expandable Banner</b>	4.6%	8.4%	6.3%	40.7	0.19%	30.4	14.2%	73.4%	57.8%	10.4%	49.0	49.0	
300x250	3.4%	7.5%	5.8%	37.8	0.16%	26.7	17.9%	78.2%	67.8%	10.0%	55.1	55.1	
728x90	7.0%	10.3%	7.6%	43.3	0.16%	30.7	15.5%	64.4%	64.4%	11.9%	57.5	57.5	
234x60	6.4%	13.8%	6.3%	104.4	0.15%	22.8	2.7%	49.4%	43.2%	12.5%	46.9	46.9	
<b>Expandable Strip</b>	8.2%	13.6%	10.8%	89.4	0.17%	20.4	65.3%	58.7%	46.2%	23.7%	15.2	15.2	
<b>Floating Ad</b>	7.2%	7.4%	36.6%	4.8	6.66%	8.1	57.5%	72.0%	59.4%	--	--	--	
<b>Floating Ad with Reminder</b>	3.2%	3.9%	49.8%	4.6	5.52%	--	--	--	--	--	--	--	
<b>Floating Expandable</b>	1.2%	1.3%	9.1%	39.0	1.19%	4.9	55.4%	86.0%	73.6%	--	--	--	
300x250	1.4%	1.5%	9.2%	40.8	1.37%	4.8	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%	--	--	--	
<b>In Game</b>	--	--	--	--	--	14.3	95.8%	62.5%	41.1%	--	--	--	
<b>Polite Banner</b>	0.7%	1.1%	4.3%	36.2	0.14%	27.9	51.6%	69.7%	49.5%	--	--	--	
300x250	1.0%	1.4%	4.7%	40.2	0.14%	22.8	49.8%	68.0%	50.1%	--	--	--	
728x90	0.2%	0.3%	3.1%	28.8	0.10%	66.2	73.7%	76.2%	36.0%	--	--	--	
160x600	0.9%	0.5%	3.0%	25.9	0.15%	74.0	56.1%	79.4%	48.4%	--	--	--	
<b>Push Down Banner</b>	1.3%	1.7%	7.5%	37.5	0.16%	9.9	15.5%	86.6%	72.3%	24.0%	29.3	29.3	
<b>Verticals</b>													
<b>Apparel</b>	5.5%	8.3%	5.9%	22.2	0.16%	19.2	30.6%	62.9%	24.0%	15.1%	37.1	37.1	
Auto	3.0%	5.1%	5.5%	38.9	0.14%	47.5	14.1%	80.9%	63.5%	8.7%	36.6	36.6	
B2B	4.7%	6.2%	7.1%	40.7	0.17%	22.1	4.8%	51.9%	35.8%	6.8%	38.0	38.0	
Careers	8.6%	12.6%	10.4%	54.1	0.15%	14.0	2.3%	30.8%	21.2%	13.7%	48.6	48.6	
Consumer Packaged Goods	3.4%	5.1%	5.8%	34.7	0.21%	44.0	47.7%	71.3%	38.4%	13.4%	50.8	50.8	
Corporate	10.9%	14.7%	15.5%	62.4	0.20%	36.6	60.1%	76.5%	64.4%	15.4%	44.8	44.8	
Electronics	3.5%	4.6%	7.2%	39.7	0.29%	90.1	13.2%	66.9%	22.4%	11.0%	29.3	29.3	
Entertainment	3.3%	5.5%	5.1%	42.1	0.24%	18.1	9.8%	61.1%	40.0%	10.1%	42.0	42.0	
Financial	1.0%	1.4%	4.5%	35.7	0.13%	13.2	55.2%	72.8%	54.2%	12.3%	40.4	40.4	
Gaming	2.8%	3.9%	7.8%	29.0	0.92%	50.0	32.5%	52.9%	39.2%	5.7%	63.6	63.6	
Government/Utilities	2.6%	3.3%	6.4%	36.9	0.28%	23.0	39.9%	67.1%	49.9%	30.4%	18.9	18.9	
Health/Beauty	5.1%	6.8%	5.8%	36.9	0.14%	16.0	15.7%	93.8%	84.6%	7.8%	45.1	45.1	
Medical	2.4%	3.9%	4.8%	33.1	0.10%	29.0	8.7%	72.0%	43.6%	6.9%	99.6	99.6	
News/Media	3.1%	4.1%	10.9%	28.4	0.38%	7.8	47.6%	80.8%	70.4%	16.9%	36.0	36.0	
Restaurant	1.1%	1.6%	4.7%	36.0	0.13%	27.3	13.7%	63.7%	41.8%	15.1%	85.6	85.6	
Retail	2.1%	2.8%	5.1%	18.1	0.19%	28.2	11.9%	43.3%	35.5%	11.5%	33.8	33.8	
Services	1.4%	1.9%	3.8%	23.2	0.08%	15.4	47.7%	54.6%	30.4%	0.7%	32.3	32.3	
Sports	0.6%	0.8%	7.8%	11.1	0.25%	12.3	69.9%	64.9%	45.3%	19.9%	22.2	22.2	
Tech/Internet	2.4%	8.5%	5.9%	64.4	0.18%	15.0	47.3%	74.9%	61.5%	6.6%	89.9	89.9	
Telecom	1.4%	2.3%	4.0%	29.1	0.12%	25.1	38.4%	74.4%	48.9%	10.9%	38.1	38.1	
Travel	3.0%	4.5%	6.6%	39.7	0.20%	24.1	52.9%	67.6%	50.1%	16.0%	71.5	71.5	

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

For more information about Eyebalster Research,  
 please contact your local Eyebalster representative or email us at [info@eyebalster.com](mailto:info@eyebalster.com)

Format	Basic Metrics					Video Metrics					Expandable Metrics		
	Imp. with Interactions Rate	IR	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)	
<b>Standard Banner</b>	--	--	--	--	0.13%	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.16%	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.11%	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.10%	--	--	--	--	--	--	--	
<b>Rich Media</b>													
<b>Commercial Break</b>	2.6%	2.7%	54.7%	3.2	2.33%	--	--	--	--	--	--	--	
<b>Expandable Banner</b>	9.9%	22.2%	11.1%	49.9	0.57%	43.2	22.0%	62.7%	44.9%	34.4%	50.9	50.9	
300x250	5.9%	9.6%	9.4%	43.4	0.47%	40.8	31.9%	67.1%	51.3%	33.7%	59.5	59.5	
728x90	10.4%	16.2%	10.5%	48.3	0.41%	63.2	26.1%	71.5%	43.0%	23.1%	60.0	60.0	
1234x60	15.1%	42.7%	13.2%	57.2	0.79%	29.5	9.1%	40.9%	32.7%	39.7%	16.0	16.0	
<b>Expandable Strip</b>	5.7%	13.1%	9.2%	84.1	0.19%	31.9	15.8%	85.8%	76.3%	10.5%	20.4	20.4	
<b>Floating Ad</b>	3.8%	4.0%	33.3%	3.9	3.31%	9.3	52.4%	50.3%	29.3%	--	--	--	
<b>Floating Ad with Reminder</b>	4.5%	4.7%	44.8%	5.1	4.51%	--	--	--	--	--	--	--	
<b>Floating Expandable</b>	0.8%	0.9%	22.4%	7.4	0.85%	--	--	--	--	--	--	--	
300x250	0.4%	1.4%	23.0%	8.2	1.36%	--	--	--	--	--	--	--	
<b>In Game</b>	--	--	--	--	--	16.9	98.2%	95.0%	71.8%	--	--	--	
<b>Polite Banner</b>	1.0%	2.3%	5.5%	36.0	0.19%	49.4	45.0%	66.4%	49.2%	--	--	--	
300x250	1.3%	2.5%	6.0%	40.1	0.19%	51.1	43.2%	63.3%	45.6%	--	--	--	
728x90	0.6%	1.2%	4.4%	25.9	0.14%	37.9	49.0%	77.8%	64.0%	--	--	--	
160x600	1.1%	2.0%	3.0%	36.6	0.13%	32.4	51.7%	65.1%	44.6%	--	--	--	
<b>Push Down Banner</b>	7.9%	10.5%	9.6%	43.9	0.19%	21.8	40.4%	79.5%	69.7%	17.4%	75.8	75.8	
<b>Verticals</b>													
<b>Apparel</b>	4.6%	12.8%	8.4%	51.8	0.42%	36.1	38.2%	59.6%	47.9%	32.6%	117.9	117.9	
Auto	5.0%	10.8%	9.8%	35.3	0.42%	59.3	38.9%	68.0%	55.2%	39.6%	63.9	63.9	
B2B	4.9%	9.2%	7.4%	38.1	0.42%	12.0	56.1%	78.2%	41.1%	75.5%	55.3	55.3	
<b>Careers</b>	11.7%	29.5%	13.9%	50.2	0.94%	15.8	36.8%	58.8%	46.6%	42.0%	10.3	10.3	
<b>Consumer Packaged Goods</b>	7.0%	16.4%	8.8%	40.8	0.48%	53.5	40.8%	63.0%	38.6%	32.2%	38.5	38.5	
Corporate	3.5%	7.0%	7.9%	53.0	0.77%	37.9	56.8%	89.4%	83.4%	40.2%	103.1	103.1	
Electronics	2.8%	6.0%	6.6%	34.2	0.28%	78.6	29.3%	54.1%	35.5%	33.4%	43.9	43.9	
<b>Entertainment</b>	7.5%	17.0%	9.9%	60.1	0.46%	36.3	25.8%	61.4%	45.1%	35.3%	58.1	58.1	
Financial	4.7%	8.4%	8.1%	43.5	0.26%	37.6	42.8%	68.2%	52.2%	28.2%	39.4	39.4	
Gaming	5.6%	13.4%	7.9%	47.6	0.44%	47.5	30.8%	60.2%	43.7%	34.9%	31.8	31.8	
Government/Utilities	7.6%	17.3%	8.9%	39.5	0.11%	69.9	40.5%	71.5%	57.4%	27.4%	32.6	32.6	
Health/Beauty	6.4%	12.9%	9.1%	41.8	0.37%	29.5	29.7%	67.8%	50.9%	24.6%	44.2	44.2	
Medical	2.8%	6.2%	6.3%	32.6	0.29%	32.5	32.6%	57.9%	45.1%	30.0%	115.1	115.1	
<b>News/Media</b>	4.8%	10.7%	7.6%	43.1	0.38%	50.8	39.6%	63.0%	46.9%	36.7%	58.6	58.6	
Restaurant	4.5%	9.5%	7.4%	45.9	0.36%	48.8	39.6%	61.8%	46.5%	20.8%	47.8	47.8	
Retail	5.7%	11.6%	8.8%	47.2	0.41%	45.1	38.8%	55.8%	41.5%	42.3%	49.9	49.9	
<b>Services</b>	7.8%	17.2%	8.8%	36.5	0.42%	70.4	31.9%	67.9%	54.2%	32.7%	35.9	35.9	
Sports	3.3%	6.2%	12.0%	66.4	0.19%	11.9	7.7%	32.4%	25.0%	23.8%	27.7	27.7	
<b>Tech/Internet</b>	3.1%	6.5%	7.3%	36.6	0.40%	45.0	48.0%	83.9%	71.4%	33.2%	45.1	45.1	
Telecom	6.6%	15.8%	9.2%	41.1	0.11%	73.9	4.8%	74.1%	45.2%	36.4%	49.6	49.6	
Travel	4.7%	10.1%	9.2%	37.8	0.53%	70.4	44.5%	62.1%	46.2%	46.1%	51.8	51.8	

Data Source: Eyebalster Research, Q3 2008 to Q2 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.

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# Benchmarks for Australia and New Zealand

## Performance Metrics (By Format, Size and Vertical)

		Basic Metrics						Video Metrics						Expandable Metrics			
	Imp. with Interactions Rate	IR	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)					
<b>Formats</b>																	
Standard Banner	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	
<b>Rich Media</b>																	
Commercial Break	1.6%	1.6%	44.7%	8.7	1.86%	--	--	--	--	--	--	--	--	--	--	--	
Expandable Banner	7.0%	10.8%	7.1%	48.4	0.22%	87.5	7.4%	63.0%	49.4%	6.9%	15.9%	89.7					
300x250	5.1%	7.5%	6.9%	36.3	0.24%	130.8	10.5%	71.8%	56.9%	5.0%	16.7%	114.4					
728x90	8.8%	12.1%	6.5%	51.7	0.15%	37.0	6.4%	57.4%	35.2%	8.8%	12.1%	59.6					
234x60	9.7%	18.3%	7.9%	77.1	0.31%	19.6	5.4%	45.1%	37.9%	9.7%	18.3%	46.2					
Expandable Strip	0.5%	0.7%	3.9%	44.5	0.09%	16.0	52.6%	66.0%	54.4%	1.0%	1.0%	161.5					
Floating Ad	1.6%	1.9%	25.6%	3.9	1.76%	17.0	40.4%	55.1%	25.0%	--	--	--					
Floating Ad with Reminder	5.4%	6.3%	21.7%	11.1	0.84%	15.9	88.1%	62.8%	46.3%	--	--	--					
Polite Banner	0.4%	0.6%	3.1%	31.0	0.10%	38.6	39.4%	72.3%	56.5%	--	--	--					
300x250	0.5%	0.7%	4.0%	32.3	0.13%	37.3	38.4%	71.7%	55.7%	--	--	--					
728x90	0.3%	0.4%	2.0%	27.6	0.07%	56.9	45.0%	82.3%	67.9%	--	--	--					
160x600	0.5%	0.6%	3.1%	22.6	0.08%	31.6	42.4%	65.9%	52.4%	--	--	--					
Push Down Banner	3.3%	4.2%	6.0%	38.5	0.51%	--	--	--	--	2.9%	13.4%	16.5					
<b>Verticals</b>																	
Apparel	7.1%	12.1%	6.3%	50.0	0.27%	13.3	23.7%	70.2%	56.4%	10.5%	18.7%	38.9					
Auto	2.2%	3.2%	2.7%	29.9	0.12%	51.0	22.1%	82.6%	88.0%	6.7%	15.1%	105.5					
B2B	3.8%	5.1%	8.4%	38.0	0.07%	--	--	--	--	--	--	--					
Careers	3.9%	5.8%	6.2%	29.3	0.41%	--	--	--	--	--	--	--					
Consumer Packaged Goods	2.6%	4.1%	5.9%	38.0	0.18%	33.2	21.5%	69.3%	52.9%	6.5%	8.9%	34.0					
Corporate	0.2%	0.2%	2.4%	37.1	0.05%	150.9	67.8%	87.6%	79.9%	6.2%	15.4%	40.8					
Electronics	1.3%	2.0%	3.9%	27.8	0.15%	10.6	23.5%	84.4%	61.0%	5.1%	9.4%	123.1					
Entertainment	3.4%	5.5%	6.8%	45.7	0.25%	26.1	23.2%	71.8%	56.1%	6.8%	15.4%	168.0					
Financial	2.5%	3.5%	5.4%	28.2	0.11%	29.1	25.4%	69.6%	55.3%	5.2%	12.9%	68.0					
Gaming	4.6%	7.5%	9.1%	29.1	0.35%	74.2	28.8%	56.5%	41.3%	10.6%	19.6%	42.8					
Government/Utilities	4.2%	6.6%	6.0%	39.5	0.22%	25.8	44.2%	62.8%	49.0%	9.8%	19.0%	33.6					
Health/Beauty	4.6%	7.4%	6.8%	41.1	0.24%	21.0	26.9%	57.6%	32.8%	9.2%	16.7%	69.4					
Medical	0.8%	1.4%	5.1%	52.9	0.17%	259.7	43.0%	82.0%	70.4%	0.8%	42.2%	222.4					
News/Media	4.3%	6.5%	3.3%	32.9	0.23%	20.3	8.4%	63.0%	40.3%	10.0%	15.0%	45.8					
Restaurant	2.9%	4.7%	5.2%	34.6	0.30%	15.2	35.9%	75.8%	63.4%	10.6%	20.2%	32.5					
Retail	1.8%	2.4%	4.4%	26.2	0.15%	37.3	59.8%	78.8%	67.1%	7.4%	15.8%	54.5					
Services	4.1%	5.9%	5.3%	39.9	0.11%	56.0	19.9%	62.4%	46.8%	5.3%	8.3%	46.8					
Sports	5.0%	9.3%	7.3%	57.9	0.28%	61.7	19.7%	68.9%	50.6%	12.4%	26.3%	43.9					
Tech/Internet	3.6%	5.3%	11.2%	39.4	0.26%	50.4	44.2%	67.4%	39.2%	6.0%	17.6%	30.3					
Telecom	1.0%	1.4%	7.0%	21.7	0.10%	46.9	43.3%	67.4%	52.5%	5.6%	17.4%	94.8					
Travel	3.1%	5.1%	8.0%	24.5	0.29%	21.2	5.7%	66.8%	55.1%	8.0%	17.1%	61.5					
<b>Data Source</b>																	
Eyebalster Research, Q3 2008 to Q2 2009.																	
Australia and New Zealand market includes Australia and New Zealand.																	
-- Denotes inapplicable metric or insufficient data.																	

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		Basic Metrics					Video Metrics					Expandable Metrics		
	Imp. with Interactions Rate	IR	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)		
<b>Formats</b>														
Standard Banner	--	--	--	--	0.17%	--	--	--	--	--	--	--		
300x250	--	--	--	--	0.12%	--	--	--	--	--	--	--		
728x90	--	--	--	--	0.06%	--	--	--	--	--	--	--		
160x600	--	--	--	--	0.04%	--	--	--	--	--	--	--		
<b>Rich Media</b>														
Commercial Break	4.7%	4.8%	53.2%	4.0	4.63%	--	--	--	--	--	--	--		
Expandable Banner	6.8%	24.9%	9.0%	48.6	0.46%	53.2	16.0%	51.9%	33.4%	18.8%	56.4	56.4		
300x250	5.1%	8.3%	9.6%	39.0	0.43%	59.5	19.2%	66.9%	54.0%	15.0%	30.6	30.6		
728x90	16.3%	31.1%	17.4%	32.8	0.49%	15.3	19.7%	24.5%	16.8%	37.5%	15.3	15.3		
234x60	7.4%	40.4%	6.6%	36.1	0.49%	84.8	7.3%	27.6%	20.2%	19.7%	19.7	19.7		
Expandable Strip	24.4%	120.2%	29.1%	63.3	0.37%	70.9	58.0%	45.3%	24.0%	30.3%	6.2	6.2		
Floating Ad	8.7%	8.9%	9.9%	2.9	4.55%	--	--	--	--	--	--	--		
Floating Ad with Reminder	10.9%	12.4%	12.8%	7.7	1.13%	22.6	30.2%	54.8%	42.3%	--	--	--		
Polite Banner	0.4%	1.1%	4.5%	40.1	0.12%	84.9	60.6%	62.2%	46.9%	--	--	--		
300x250	0.5%	1.4%	3.9%	41.6	0.13%	84.3	61.6%	63.8%	48.6%	--	--	--		
728x90	0.2%	0.5%	3.1%	25.6	0.06%	--	--	--	--	--	--	--		
160x600	0.1%	0.1%	53.7%	72.3	0.10%	--	--	--	--	--	--	--		
Push Down Banner	3.7%	9.2%	11.0%	34.3	0.28%	--	--	--	--	38.2%	13.5	13.5		
<b>Verticals</b>														
Apparel	2.6%	7.6%	4.0%	35.2	0.19%	--	--	59.6%	41.2%	--	10.5%	18.1		
Auto	2.5%	8.2%	6.0%	37.4	0.31%	87.7	57.2%	--	--	13.4%	45.6	45.6		
B2B	2.4%	3.2%	6.0%	24.6	0.08%	--	--	--	--	--	--	--		
Consumer Packaged Goods	4.0%	17.3%	5.7%	38.1	0.33%	93.0	25.4%	54.2%	36.9%	10.5%	25.0	25.0		
Electronics	1.4%	3.7%	9.8%	29.9	0.32%	20.9	48.0%	58.5%	41.5%	1.8%	47.1	47.1		
Entertainment	6.6%	27.5%	16.4%	61.4	0.40%	106.4	43.0%	54.7%	38.2%	9.6%	22.7	22.7		
Financial	3.8%	12.4%	6.1%	45.9	0.23%	103.3	48.6%	68.1%	52.4%	10.9%	26.5	26.5		
Gaming	4.1%	5.2%	5.4%	126.9	0.24%	--	--	--	--	4.7%	148.6	148.6		
Government/Utilities	6.4%	35.1%	5.1%	18.9	0.38%	20.1	22.6%	52.9%	40.0%	6.2%	15.8	15.8		
Health/Beauty	5.1%	22.7%	6.7%	47.0	0.47%	69.3	35.8%	54.9%	38.6%	8.3%	25.0	25.0		
Medical	1.9%	5.0%	4.7%	40.7	0.13%	--	--	--	--	--	--	--		
News/Media	--	--	--	--	0.29%	--	--	--	--	--	--	--		
Services	3.5%	11.9%	4.8%	38.0	0.14%	124.7	61.2%	78.2%	65.4%	6.1%	56.2	56.2		
Tech/Internet	1.6%	4.3%	4.5%	22.3	0.21%	51.3	26.8%	52.2%	36.0%	7.1%	51.5	51.5		
Telecom	4.5%	18.1%	8.5%	30.3	0.55%	68.9	53.2%	79.5%	69.0%	9.9%	19.0	19.0		
Travel	4.7%	11.7%	7.8%	34.9	0.30%	44.3	74.8%	78.6%	68.0%	9.0%	7.8	7.8		

**Data Source** Eyebalster Research, Q3 2008 to Q2 2009.  
**Market Definition** APAC market includes Taiwan, China, Japan, Hong Kong and Korea.  
 -- Denotes inapplicable metric or insufficient data.

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	Basic Metrics					Video Metrics					Expandable Metrics		
	Imp. with Interactions Rate	IR	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)	
<b>Standard Banner</b>													
300x250	--	--	--	--	0.24%	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.22%	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.17%	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.16%	--	--	--	--	--	--	--	
<b>Rich Media</b>													
<b>Commercial Break</b>													
<b>Expandable Banner</b>													
300x250	11.6%	36.6%	13.9%	52.1	0.64%	49.2	6.7%	47.0%	28.8%	11.7%	50.5%	44.8	
728x90	4.7%	6.9%	9.4%	58.6	0.39%	96.6	6.6%	64.9%	47.8%	4.4%	45.1%	143.9	
234x60	24.6%	89.3%	24.1%	39.5	0.22%	32.2	2.1%	53.5%	36.6%	4.4%	11.6%	75.6	
Expandable Strip	14.3%	37.8%	17.7%	110.3	0.45%	20.4	9.5%	19.1%	11.4%	24.6%	86.9%	12.6	
Floating Ad	2.3%	2.6%	30.0%	4.8	1.98%	12.5	58.7%	56.3%	24.6%	--	29.8%	21.8	
Floating Ad with Reminder	2.2%	2.3%	27.1%	5.4	2.24%	--	--	--	56.6%	--	--	--	
Polite Banner	1.8%	3.3%	6.0%	24.4	0.24%	55.0	30.9%	77.3%	56.4%	--	--	--	
300x250	1.0%	1.8%	5.9%	26.2	0.24%	55.9	31.1%	77.1%	56.4%	--	--	--	
728x90	1.7%	3.6%	6.0%	20.7	0.20%	29.0	61.3%	80.1%	65.8%	--	--	--	
160x600	13.1%	23.2%	8.0%	16.6	0.42%	--	--	--	--	--	--	--	
<b>Formats</b>													
<b>Apparel</b>													
Apparel	15.2%	56.8%	22.3%	25.8	0.72%	--	--	--	--	15.2%	75.2%	14.2	
Auto	6.0%	14.1%	9.8%	40.4	0.42%	42.2	12.0%	69.8%	52.3%	8.7%	33.2%	78.8	
Consumer Packaged Goods	7.2%	20.4%	10.5%	41.3	0.55%	132.8	13.5%	77.4%	55.8%	9.0%	44.3%	127.5	
Corporate	0.9%	0.9%	3.4%	10.7	0.10%	--	--	--	--	--	--	--	
Electronics	15.5%	55.0%	17.7%	61.7	0.57%	16.2	13.0%	49.6%	40.2%	20.1%	80.8%	75.3	
Entertainment	4.5%	13.9%	11.7%	38.6	0.21%	38.1	14.0%	66.6%	36.9%	5.8%	28.4%	83.8	
Financial	9.1%	26.4%	11.5%	38.3	0.49%	30.7	20.2%	48.5%	37.1%	18.8%	70.7%	88.1	
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	
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	
Health/Beauty	11.2%	36.0%	13.6%	52.0	0.76%	14.7	23.2%	66.3%	49.6%	14.2%	54.2%	55.7	
Medical	12.4%	35.1%	12.1%	37.3	0.73%	--	--	--	--	--	--	--	
News/Media	24.8%	84.5%	30.0%	5.1	0.62%	18.4	30.0%	42.4%	21.3%	--	--	--	
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	
Services	9.9%	31.9%	12.0%	38.5	0.40%	45.4	2.3%	50.9%	36.7%	15.7%	62.9%	85.2	
Tech/Internet	9.5%	27.0%	9.2%	22.1	0.50%	11.1	8.7%	25.9%	16.3%	10.9%	61.1%	133.9	
Telecom	8.1%	24.2%	10.7%	43.1	0.42%	26.3	22.4%	61.7%	40.3%	11.2%	45.3%	91.5	
Travel	4.5%	18.2%	11.7%	46.7	0.66%	62.4	30.7%	77.7%	50.5%	7.1%	54.0%	12.8	
<b>Verticals</b>													
<b>Apparel</b>													
Apparel	15.2%	56.8%	22.3%	25.8	0.72%	--	--	--	--	15.2%	75.2%	14.2	
<b>Auto</b>													
Auto	6.0%	14.1%	9.8%	40.4	0.42%	42.2	12.0%	69.8%	52.3%	8.7%	33.2%	78.8	
<b>Consumer Packaged Goods</b>													
Consumer Packaged Goods	7.2%	20.4%	10.5%	41.3	0.55%	132.8	13.5%	77.4%	55.8%	9.0%	44.3%	127.5	
<b>Corporate</b>													
Corporate	0.9%	0.9%	3.4%	10.7	0.10%	--	--	--	--	--	--	--	
<b>Electronics</b>													
Electronics	15.5%	55.0%	17.7%	61.7	0.57%	16.2	13.0%	49.6%	40.2%	20.1%	80.8%	75.3	
<b>Entertainment</b>													
Entertainment	4.5%	13.9%	11.7%	38.6	0.21%	38.1	14.0%	66.6%	36.9%	5.8%	28.4%	83.8	
<b>Financial</b>													
Financial	9.1%	26.4%	11.5%	38.3	0.49%	30.7	20.2%	48.5%	37.1%	18.8%	70.7%	88.1	
<b>Gaming</b>													
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	
<b>Government/Utilities</b>													
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	
<b>Health/Beauty</b>													
Health/Beauty	11.2%	36.0%	13.6%	52.0	0.76%	14.7	23.2%	66.3%	49.6%	14.2%	54.2%	55.7	
<b>Medical</b>													
Medical	12.4%	35.1%	12.1%	37.3	0.73%	--	--	--	--	--	--	--	
<b>News/Media</b>													
News/Media	24.8%	84.5%	30.0%	5.1	0.62%	18.4	30.0%	42.4%	21.3%	--	--	--	
<b>Retail</b>													
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	
<b>Services</b>													
Services	9.9%	31.9%	12.0%	38.5	0.40%	45.4	2.3%	50.9%	36.7%	15.7%	62.9%	85.2	
<b>Tech/Internet</b>													
Tech/Internet	9.5%	27.0%	9.2%	22.1	0.50%	11.1	8.7%	25.9%	16.3%	10.9%	61.1%	133.9	
<b>Telecom</b>													
Telecom	8.1%	24.2%	10.7%	43.1	0.42%	26.3	22.4%	61.7%	40.3%	11.2%	45.3%	91.5	
<b>Travel</b>													
Travel	4.5%	18.2%	11.7%	46.7	0.66%	62.4	30.7%	77.7%	50.5%	7.1%	54.0%	12.8	
<b>Data Source</b>	Eyebalster Research, Q3 2008 to Q2 2009.												
<b>Market Definition</b>	Latin America market includes Brazil, Mexico, Colombia and Argentina.												
--	Denotes inapplicable metric or insufficient data.												

For more information about Eyebalster Research,  
please contact your local Eyebalster representative or email us at [info@eyebalster.com](mailto:info@eyebalster.com)



Format	Basic Metrics					Video Metrics					Expandable Metrics		
	Imp. with Interactions Rate	IR	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)	
<b>Standard Banner</b>	--	--	--	--	0.07%	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.09%	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.06%	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.06%	--	--	--	--	--	--	--	
<b>Rich Media</b>													
<b>Commercial Break</b>	1.4%	1.5%	55.1%	4.9	1.40%	--	--	--	--	--	--	--	
<b>Expandable Banner</b>	4.5%	8.3%	6.2%	40.3	0.19%	14.3%	73.3%	57.6%	4.6%	9.1%	49.0		
300x250	3.3%	7.5%	5.7%	36.9	0.15%	18.2%	78.0%	67.6%	3.3%	7.8%	49.7		
728x90	6.7%	9.9%	7.5%	43.6	0.16%	15.5%	64.4%	41.3%	6.6%	11.4%	60.7		
234x60	6.4%	13.9%	6.3%	104.4	0.15%	2.7%	49.4%	43.2%	6.4%	12.5%	47.0		
<b>Expandable Strip</b>	8.2%	13.8%	10.8%	89.4	0.17%	65.3%	46.2%	46.2%	14.5%	23.7%	15.2		
<b>Floating Ad</b>	7.6%	7.8%	36.2%	4.8	7.26%	8.1	72.0%	59.4%	--	--	--		
<b>Floating Ad with Reminder</b>	3.2%	3.9%	49.8%	4.6	5.52%	--	--	--	--	--	--		
<b>Floating Expandable</b>	1.2%	1.3%	7.9%	46.3	1.19%	68.2%	84.6%	71.6%	--	--	--		
300x250	1.5%	1.6%	7.8%	50.0	1.41%	69.6%	85.9%	73.5%	--	--	--		
728x90	1.0%	1.1%	8.5%	25.6	1.03%	66.1%	81.4%	66.4%	--	--	--		
<b>In Game</b>	--	--	--	--	--	14.3	95.8%	41.1%	--	--	--		
<b>Polite Banner</b>	0.7%	1.0%	4.3%	37.0	0.14%	52.0%	69.5%	49.2%	--	--	--		
300x250	1.0%	1.4%	4.8%	41.5	0.14%	50.4%	67.9%	50.0%	--	--	--		
728x90	0.2%	0.3%	3.1%	29.0	0.11%	73.7%	75.5%	33.0%	--	--	--		
160x600	0.3%	0.5%	3.0%	25.9	0.15%	55.7%	79.9%	48.4%	--	--	--		
<b>Push Down Banner</b>	1.3%	1.7%	7.5%	37.5	0.16%	16.5%	86.6%	72.3%	0.9%	24.0%	29.3		
<b>Verticals</b>													
<b>Apparel</b>	5.5%	8.3%	5.9%	22.2	0.16%	29.6%	62.0%	24.1%	9.0%	15.1%	37.1		
Auto	2.6%	4.5%	5.5%	40.4	0.14%	11.4%	81.1%	63.1%	4.5%	6.2%	42.9		
B2B	4.6%	6.1%	7.2%	40.8	0.16%	5.0%	52.0%	35.8%	4.9%	6.9%	37.7		
Careers	4.9%	7.8%	7.6%	58.0	0.07%	3.8%	35.9%	25.1%	5.8%	9.2%	33.4		
Consumer Packaged Goods	3.5%	5.2%	5.8%	34.9	0.21%	48.0%	71.3%	38.2%	5.6%	12.3%	55.1		
Corporate	11.1%	15.0%	15.5%	62.4	0.60%	60.1%	76.5%	64.4%	11.0%	15.4%	44.8		
Electronics	3.3%	4.1%	6.7%	41.7	0.26%	13.2%	66.9%	22.4%	6.9%	8.2%	30.9		
Entertainment	3.3%	5.5%	5.1%	42.2	0.25%	9.5%	60.9%	39.7%	4.3%	10.1%	41.6		
Financial	0.9%	1.3%	4.6%	36.5	0.14%	56.7%	72.8%	54.2%	4.9%	7.0%	72.8		
Gaming	2.7%	3.9%	7.8%	29.0	0.92%	32.5%	52.9%	39.2%	5.7%	12.4%	63.6		
Government/Utilities	2.5%	3.2%	6.3%	36.7	0.29%	39.0%	66.5%	49.2%	4.3%	31.5%	18.3		
Health/Beauty	4.5%	5.9%	4.9%	39.8	0.13%	4.6%	80.3%	51.9%	4.8%	6.1%	46.4		
Medical	0.8%	1.6%	3.9%	33.5	0.11%	8.7%	72.0%	43.6%	3.0%	10.5%	131.6		
News/Media	3.1%	4.1%	10.9%	28.4	0.38%	47.6%	70.4%	70.4%	2.9%	16.9%	36.0		
Restaurant	1.3%	1.6%	4.5%	28.1	0.13%	20.4%	61.5%	38.1%	2.3%	3.6%	45.7		
Retail	2.1%	2.7%	5.1%	17.4	0.19%	11.9%	43.3%	35.5%	7.6%	11.3%	32.9		
Services	1.5%	2.0%	3.8%	23.2	0.08%	41.0%	44.0%	15.5%	0.7%	1.1%	37.6		
Sports	0.8%	0.7%	8.3%	10.3	0.11%	64.9%	45.3%	45.3%	4.5%	19.9%	22.2		
Tech/Internet	2.4%	8.6%	5.8%	65.0	0.10%	47.8%	75.0%	61.7%	3.2%	6.4%	90.7		
Telecom	1.4%	2.2%	4.0%	29.3	0.12%	39.9%	75.1%	49.6%	7.0%	10.3%	37.4		
Travel	2.6%	4.1%	6.2%	38.2	0.14%	56.0%	67.3%	50.3%	7.1%	11.1%	43.8		

**Data Source**  
Eyebalster Research, Q3 2008 to Q2 2009.  
-- Denotes inapplicable metric or insufficient data.

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please contact your local Eyebalster representative or email us at [info@eyebalster.com](mailto:info@eyebalster.com)

	Basic Metrics					Video Metrics					Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impr. with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)	
<b>Standard Banner</b>													
300x250	--	--	--	--	0.14%	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.08%	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.06%	--	--	--	--	--	--	--	
<b>Rich Media</b>													
<b>Expandable Banner</b>	<b>6.9%</b>	<b>10.7%</b>	<b>8.4%</b>	<b>45.6</b>	<b>0.19%</b>	<b>15.5</b>	<b>11.8%</b>	<b>78.8%</b>	<b>65.4%</b>	<b>6.7%</b>	<b>32.5%</b>	<b>50.3</b>	
300x250	4.8%	8.2%	8.4%	48.6	0.23%	13.4	11.3%	84.6%	73.5%	4.4%	44.6%	65.3	
728x90	9.9%	14.1%	8.6%	41.1	0.13%	20.0	14.8%	64.9%	46.2%	9.9%	17.2%	32.8	
<b>Floating Ad</b>	<b>3.4%</b>	<b>3.4%</b>	<b>22.1%</b>	<b>4.1</b>	<b>3.45%</b>	--	--	--	--	--	--	--	
<b>Floating Expandable</b>	<b>1.3%</b>	<b>1.4%</b>	<b>23.7%</b>	<b>8.7</b>	<b>1.15%</b>	<b>5.3</b>	<b>30.9%</b>	<b>92.1%</b>	<b>82.4%</b>	--	--	--	
300x250	1.3%	1.4%	23.7%	8.7	1.15%	5.3	30.9%	92.1%	82.4%	--	--	--	
<b>Polite Banner</b>	<b>0.9%</b>	<b>1.3%</b>	<b>4.2%</b>	<b>28.0</b>	<b>0.12%</b>	<b>23.2</b>	<b>40.7%</b>	<b>76.1%</b>	<b>58.3%</b>	--	--	--	
300x250	1.0%	1.6%	4.5%	28.3	0.13%	24.0	34.9%	74.3%	54.0%	--	--	--	
728x90	0.9%	0.4%	3.4%	27.3	0.07%	24.7	74.1%	84.8%	74.6%	--	--	--	
160x600	0.5%	0.7%	2.8%	25.2	0.07%	8.7	70.9%	64.2%	48.7%	--	--	--	
<b>Formats</b>													
<b>Auto</b>	<b>5.9%</b>	<b>8.7%</b>	<b>5.9%</b>	<b>29.1</b>	<b>0.16%</b>	<b>30.7</b>	<b>72.0%</b>	<b>80.2%</b>	<b>64.9%</b>	<b>9.0%</b>	<b>24.8%</b>	<b>29.8</b>	
B2B	--	--	--	--	0.09%	--	--	--	--	--	--	--	
Careers	14.2%	20.0%	14.1%	51.2	0.28%	14.4	2.2%	30.4%	21.0%	14.2%	19.6%	55.3	
Consumer Packaged Goods	2.2%	3.6%	5.9%	31.4	0.26%	16.2	36.8%	74.3%	52.1%	3.3%	39.3%	28.5	
Corporate	--	--	--	--	0.12%	--	--	--	--	--	--	--	
Electronics	8.8%	15.4%	13.8%	25.9	0.85%	--	--	--	--	17.5%	30.0%	18.5	
Entertainment	2.1%	3.0%	5.0%	36.7	0.15%	8.7	56.2%	64.4%	46.6%	6.0%	27.4%	72.7	
Financial	1.3%	2.0%	4.0%	28.6	0.07%	17.4	5.7%	69.8%	54.1%	3.1%	37.4%	24.5	
Gaming	3.5%	4.3%	5.8%	77.2	0.07%	--	--	--	--	--	--	--	
Government/Utilities	3.2%	4.8%	7.5%	39.6	0.18%	17.0	54.7%	74.4%	57.9%	9.6%	13.6%	56.9	
Health/Beauty	6.6%	9.5%	8.1%	32.1	0.18%	24.1	41.5%	97.3%	93.1%	10.8%	15.3%	43.3	
Medical	9.2%	13.9%	8.4%	32.6	0.06%	--	--	--	--	13.7%	19.6%	36.4	
News/Media	0.8%	0.9%	16.2%	32.3	0.84%	15.7	6.1%	71.7%	55.7%	0.5%	56.0%	91.8	
Restaurant	0.5%	1.5%	5.3%	57.7	0.37%	--	--	--	--	--	--	--	
Retail	10.6%	14.5%	10.2%	49.5	0.13%	12.9	82.7%	81.8%	69.1%	0.8%	8.7%	17.6	
Services	0.5%	0.7%	3.9%	23.3	0.08%	--	--	--	--	--	--	--	
Sports	1.0%	1.2%	6.3%	15.5	0.19%	--	--	--	--	--	--	--	
Tech/Internet	3.4%	5.1%	8.0%	51.7	0.14%	32.8	16.0%	63.1%	39.4%	10.1%	15.8%	56.0	
Telecom	2.0%	3.3%	4.2%	24.5	0.13%	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%	29.6	17.4%	77.3%	44.2%	9.8%	34.8%	94.7	

Data Source: Eyebalster Research, Q3 2008 to Q2 2009.

-- Denotes inapplicable metric or insufficient data.

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

Format	Basic Metrics					Video Metrics					Expandable Metrics		
	Imp. with Interactions Rate	IR	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)	
<b>Standard Banner</b>	--	--	--	--	0.10%	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.13%	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.08%	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.09%	--	--	--	--	--	--	--	
<b>Rich Media</b>													
<b>Commercial Break</b>	1.4%	1.4%	36.7%	3.7	1.41%	--	--	--	--	--	--	--	
<b>Expandable Banner</b>	10.2%	21.1%	10.0%	70.2	0.38%	45.7	19.8%	65.6%	45.3%	26.1%	62.1	62.1	
300x250	7.1%	12.0%	9.1%	59.8	0.18%	41.8	24.2%	67.6%	54.8%	24.5%	85.6	85.6	
728x90	9.7%	15.3%	8.6%	56.7	0.24%	67.1	25.1%	76.0%	41.8%	16.9%	62.4	62.4	
234x60	16.5%	44.4%	13.4%	91.6	0.86%	25.8	9.3%	53.0%	44.6%	37.7%	18.8	18.8	
<b>Expandable Strip</b>	4.2%	9.5%	7.4%	88.8	0.12%	65.8	6.3%	68.6%	56.8%	6.9%	38.6	38.6	
<b>Floating Ad</b>	5.6%	6.1%	34.5%	5.0	5.11%	7.6	45.0%	42.8%	16.1%	--	--	--	
<b>Poll Banner</b>	1.1%	2.0%	4.5%	33.5	0.14%	30.8	36.3%	68.2%	52.1%	--	--	--	
300x250	1.4%	2.6%	5.3%	34.4	0.16%	28.2	30.9%	60.9%	43.6%	--	--	--	
728x90	0.6%	1.0%	3.5%	34.2	0.10%	34.3	49.7%	78.7%	65.0%	--	--	--	
160x600	1.1%	1.9%	2.8%	28.1	0.12%	27.8	43.3%	74.9%	55.6%	--	--	--	
<b>Push Down Banner</b>	8.9%	11.9%	8.6%	56.3	0.08%	19.0	37.4%	81.1%	71.9%	19.0%	88.4	88.4	
<b>Verticals</b>													
<b>Apparel</b>	2.7%	5.9%	6.3%	32.6	0.27%	13.9	34.0%	75.2%	65.3%	30.2%	259.9	70.8	
<b>Auto</b>	2.8%	5.6%	4.8%	42.1	0.12%	31.4	39.5%	65.1%	54.4%	16.4%	16.3	33.8	
<b>B2B</b>	11.0%	17.2%	6.7%	17.1	0.36%	--	--	--	--	9.0%	16.3	36.4	
<b>Careers</b>	4.8%	6.6%	5.0%	46.9	0.09%	31.9	30.7%	67.1%	42.7%	10.1%	19.5%	36.4	
<b>Consumer Packaged Goods</b>	6.2%	11.6%	6.7%	47.2	0.22%	26.0	47.9%	37.8%	23.5%	--	--	--	
<b>Corporate</b>	0.7%	1.0%	3.8%	26.6	0.07%	87.8	35.9%	31.8%	23.3%	6.9%	80.7	80.7	
<b>Electronics</b>	1.4%	2.1%	3.8%	30.1	0.13%	30.7	30.7%	67.1%	42.7%	10.1%	19.5%	36.4	
<b>Entertainment</b>	7.7%	15.8%	9.0%	72.0	0.36%	34.6	24.1%	62.7%	47.8%	12.4%	77.1	77.1	
<b>Financial</b>	4.4%	7.2%	6.5%	60.3	0.13%	57.9	22.2%	64.2%	37.6%	21.7%	74.0	74.0	
<b>Gaming</b>	5.0%	12.0%	7.3%	55.2	0.35%	33.5	28.4%	60.7%	44.3%	40.1%	27.5	27.5	
<b>Government/Utilities</b>	11.2%	23.9%	9.5%	61.0	0.42%	7.8	14.3%	67.6%	53.1%	13.3%	63.2	63.2	
<b>Health/Beauty</b>	5.9%	10.6%	8.2%	46.9	0.21%	30.7	27.3%	72.2%	55.6%	7.4%	60.0	60.0	
<b>Medical</b>	0.9%	1.8%	3.8%	23.6	0.10%	12.0	27.7%	60.7%	49.1%	12.9%	40.4	40.4	
<b>News/Media</b>	3.3%	5.7%	6.2%	70.0	0.27%	54.4	18.7%	48.2%	33.1%	45.1%	74.7	74.7	
<b>Restaurant</b>	10.7%	22.6%	11.6%	56.2	0.31%	5.2	66.0%	91.2%	84.5%	10.8%	52.3	52.3	
<b>Retail</b>	5.0%	7.9%	7.3%	47.3	0.32%	21.0	16.8%	67.9%	54.6%	12.6%	55.0	55.0	
<b>Services</b>	6.6%	10.0%	6.9%	44.2	0.26%	35.7	21.7%	55.3%	39.2%	24.1%	52.5	52.5	
<b>Sports</b>	0.1%	0.2%	--	--	0.07%	--	--	--	--	--	--	--	
<b>Tech/Internet</b>	1.7%	2.6%	5.8%	38.0	0.15%	11.6	57.8%	86.9%	80.9%	22.8%	21.3	21.3	
<b>Telecom</b>	5.3%	14.7%	6.7%	57.3	0.35%	65.9	21.0%	81.5%	27.0%	18.8%	44.8	44.8	
<b>Travel</b>	2.6%	4.4%	5.0%	51.7	0.06%	144.5	17.0%	73.5%	61.1%	22.5%	81.7	81.7	

**Data Source** Eyebalster Research, Q3 2008 to Q2 2009.  
-- Denotes Inapplicable metric or insufficient data.

For more information about Eyebalster Research, please contact your local Eyebalster representative or email us at [info@eyebalster.com](mailto:info@eyebalster.com)

Format	Basic Metrics					Video Metrics					Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impr. with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)	
<b>Standard Banner</b>													
300x250	--	--	--	--	0.15%	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.17%	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.15%	--	--	--	--	--	--	--	
					0.10%								
<b>Rich Media</b>													
Commercial Break	2.7%	2.8%	55.7%	3.2	2.46%	--	--	--	--	--	--	--	
Expandable Banner	12.2%	27.7%	15.6%	40.4	0.77%	75.8	11.7%	55.1%	43.3%	43.6%	63.4		
300x250	8.4%	14.0%	10.7%	44.0	0.52%	66.2	11.7%	61.1%	47.5%	33.4%	68.0		
728x90	13.5%	22.2%	14.7%	39.8	0.95%	102.8	13.8%	64.1%	52.2%	37.9%	40.5		
234x60	21.7%	71.4%	20.5%	64.0	0.99%	66.2	11.1%	24.5%	18.0%	66.7%	16.1		
Expandable Strip	8.4%	21.5%	12.3%	89.3	0.22%	111.9	4.4%	83.9%	27.2%	14.6%	17.9		
Floating Ad	2.2%	2.3%	18.6%	3.5	1.71%	--	--	--	--	--	--		
Floating Ad with Reminder	4.6%	4.7%	45.7%	5.0	4.57%	--	--	--	--	--	--		
Polite Banner	1.3%	3.0%	7.4%	43.6	0.23%	97.5	52.9%	70.9%	50.5%	--	--		
300x250	1.3%	3.3%	7.5%	45.9	0.23%	97.2	52.3%	69.1%	49.0%	--	--		
728x90	1.2%	2.2%	5.2%	26.2	0.17%	84.4	33.3%	75.7%	59.0%	--	--		
160x600	0.5%	2.4%	3.1%	22.1	0.38%	--	--	--	--	--	--		
<b>Verticals</b>													
Apparel	6.7%	16.2%	10.7%	54.5	0.25%	43.1	45.5%	53.0%	38.7%	39.7%	162.6		
Auto	6.6%	12.8%	11.6%	34.2	0.47%	78.7	26.4%	73.4%	58.7%	32.3%	49.3		
B2B	13.0%	18.5%	14.4%	57.0	0.24%	--	--	--	--	18.2%	62.7		
Consumer Packaged Goods	9.2%	26.5%	11.2%	67.3	0.60%	132.4	46.2%	74.1%	41.2%	50.5%	66.7		
Corporate	4.6%	13.3%	12.6%	57.2	0.44%	219.2	33.3%	87.7%	74.0%	66.7%	14.0		
Electronics	6.3%	17.4%	11.8%	24.5	0.55%	56.6	18.9%	67.2%	52.8%	60.1%	28.9		
Entertainment	6.8%	16.9%	14.1%	47.0	0.54%	79.4	18.4%	66.7%	51.9%	33.1%	46.9		
Financial	7.2%	13.1%	17.0%	27.3	0.46%	116.4	48.1%	53.6%	40.9%	45.8%	27.1		
Gaming	7.0%	13.8%	10.8%	63.0	0.36%	139.5	24.9%	67.5%	51.2%	45.3%	100.1		
Government/Utilities	6.7%	16.4%	11.3%	41.3	0.46%	78.2	57.8%	78.2%	65.3%	39.2%	31.9		
Health/Beauty	10.3%	24.5%	15.0%	44.8	0.66%	66.5	29.8%	63.2%	49.0%	43.0%	29.0		
Medical	0.3%	0.7%	14.9%	32.1	0.43%	163.4	63.2%	76.4%	62.6%	--	--		
News/Media	7.9%	15.7%	10.8%	33.2	0.44%	84.9	60.0%	64.3%	48.8%	11.1%	66.0		
Restaurant	6.5%	18.8%	10.5%	55.9	0.35%	111.9	13.3%	46.9%	34.6%	30.8%	46.2		
Retail	6.1%	13.7%	8.0%	50.6	0.30%	75.7	36.5%	71.1%	56.2%	36.6%	29.1		
Services	6.6%	14.6%	10.9%	45.8	0.40%	140.4	48.2%	79.3%	67.3%	28.1%	41.9		
Tech/Internet	6.0%	14.7%	10.4%	45.1	0.55%	174.7	26.7%	80.7%	14.8%	38.4%	18.7		
Telecom	8.7%	17.4%	12.2%	39.5	0.51%	101.1	37.5%	69.8%	53.2%	48.8%	67.4		
Travel	7.5%	14.8%	14.2%	31.2	1.36%	60.3	51.0%	64.1%	42.7%	76.2%	15.9		

Data Source: Eyebalster Research, Q3 2008 to Q2 2009.

-- Denotes inapplicable metric or insufficient data.

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## Benchmarks for France

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Video Metrics					Expandable Metrics																
	Imp. with Interactions Rate	IR	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)	Imp. with Interactions Rate	IR	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)		
<b>Standard Banner</b>	-	-	-	-	0.15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
300x250	-	-	-	-	0.20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
728x90	-	-	-	-	0.11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
160x600	-	-	-	-	0.09%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Rich Media</b>																											
<b>Expandable Banner</b>	5.5%	9.5%	8.1%	27.5	0.59%	37.7	30.8%	64.8%	47.7%	4.2%	19.3%	20.8															
300x250	4.5%	6.6%	9.6%	27.5	0.64%	37.7	30.8%	64.8%	47.7%	4.2%	19.3%	20.8															
728x90	8.7%	12.2%	8.9%	35.8	0.36%	56.1	51.9%	68.9%	52.6%	1.9%	24.3%	22.8															
234x60	5.8%	12.1%	6.0%	57.5	0.59%	48.0	50.7%	63.9%	49.4%	7.7%	13.2%	31.2															
<b>Floating Ad</b>	5.5%	5.8%	30.0%	2.8	2.99%	2.8	83.3%	75.0%	63.0%	-	-	-															
<b>Polite Banner</b>	0.9%	2.1%	5.4%	42.8	0.24%	48.5	62.4%	65.4%	47.1%	-	-	-															
300x250	1.1%	2.5%	5.5%	49.9	0.20%	49.9	61.8%	64.8%	46.3%	-	-	-															
728x90	0.4%	0.8%	3.7%	36.1	0.09%	63.0	56.5%	83.0%	71.1%	-	-	-															
160x600	0.2%	0.4%	1.6%	28.5	0.12%	28.5	-	-	-	-	-	-															
<b>Push Down Banner</b>	1.3%	1.6%	6.6%	22.4	0.29%	22.4	-	-	-	1.3%	4.4%	67.5															
<b>Verticals</b>																											
<b>Apparel</b>	2.8%	5.1%	6.8%	36.7	0.31%	36.7	44.1%	53.7%	38.8%	5.0%	16.1%	18.0															
Auto	3.7%	6.1%	7.8%	47.4	0.33%	47.4	79.1%	79.1%	66.8%	5.6%	15.6%	41.7															
Careers	6.9%	18.2%	10.9%	79.9	1.13%	79.9	54.7%	77.3%	65.3%	5.4%	8.8%	18.4															
Consumer Packaged Goods	4.8%	8.5%	7.4%	33.8	0.54%	33.8	46.9%	53.6%	32.7%	4.2%	18.4%	13.4															
Corporate	3.2%	5.7%	4.5%	34.7	0.25%	34.7	64.6%	67.1%	50.5%	3.8%	14.9%	12.8															
Electronics	1.4%	2.1%	5.4%	27.2	0.34%	27.2	40.8%	70.9%	36.1%	2.2%	17.7%	36.6															
Entertainment	4.3%	10.2%	7.2%	39.5	0.65%	39.5	35.7%	58.5%	32.7%	4.4%	25.9%	14.9															
Financial	3.0%	3.5%	7.5%	36.2	0.31%	36.2	60.4%	70.2%	56.1%	2.1%	23.5%	16.2															
Gaming	3.7%	6.5%	6.9%	41.1	0.47%	41.1	35.3%	57.4%	40.8%	4.7%	18.3%	17.9															
Government/Utilities	4.3%	8.0%	5.3%	34.8	0.38%	34.8	4.5%	32.9%	20.0%	4.4%	10.3%	19.0															
Health/Beauty	4.8%	9.2%	7.0%	32.8	0.56%	32.8	34.5%	65.1%	47.6%	5.4%	14.3%	20.6															
Medical	4.2%	7.7%	4.2%	26.7	0.38%	26.7	1.4%	52.9%	38.8%	-	-	-															
News/Media	2.2%	3.6%	4.4%	33.5	0.35%	33.5	45.2%	43.0%	23.7%	2.1%	4.3%	16.8															
Restaurant	2.2%	3.4%	5.7%	39.5	0.30%	39.5	42.8%	59.5%	42.9%	2.0%	15.0%	41.3															
Retail	4.9%	10.3%	6.2%	53.8	0.33%	53.8	56.0%	71.9%	59.4%	4.7%	12.5%	16.2															
Services	3.5%	5.6%	8.1%	46.0	0.45%	46.0	147.4%	89.5%	80.9%	2.3%	20.2%	12.8															
Tech/Internet	2.1%	3.4%	6.1%	33.5	0.46%	33.5	29.0%	85.6%	79.1%	3.4%	19.0%	21.3															
Telecom	4.3%	6.6%	8.2%	39.9	0.56%	39.9	58.9%	76.8%	58.1%	4.7%	23.4%	22.6															
Travel	3.8%	10.1%	10.2%	50.8	0.47%	50.8	68.5%	56.8%	45.6%	2.8%	21.1%	22.5															

**Data Source** Eyebalster Research, Q3 2008 to Q2 2009.  
 -- Denotes inapplicable metric or insufficient data.

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# Benchmarks for Germany

## Performance Metrics (By Format, Size and Vertical)

Basic Metrics				Video Metrics				Expandable Metrics				
Format	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impr. with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
<b>Formats</b>												
<b>Standard Banner</b>	---	---	---	---	---	---	---	---	---	---	---	---
300x250	4.9%	12.8%	10.7%	66.9	0.68%	50.7	26.2%	61.3%	37.9%	4.9%	87.7%	57.0
300x250	2.2%	3.4%	9.0%	71.3	0.53%	59.7	57.8%	58.5%	25.2%	1.7%	111.9%	73.0
728x90	2.8%	4.6%	9.4%	47.0	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%	33.9
<b>Expandable Strip</b>	8.0%	9.4%	9.4%	89.8	0.33%	113.4	15.5%	56.9%	45.5%	4.7%	7.6%	32.2
<b>Floating Ad</b>	3.3%	3.5%	41.3%	3.6	2.90%	13.6	58.0%	51.6%	35.2%	---	---	---
<b>Floating Expandable Poite Banner</b>	1.0%	1.0%	27.7%	5.5	0.96%	---	---	---	---	---	---	---
300x250	1.3%	3.6%	7.6%	32.1	0.26%	47.7	41.2%	61.5%	43.8%	---	---	---
300x250	1.4%	4.3%	7.4%	44.3	0.25%	44.9	42.8%	61.1%	42.7%	---	---	---
728x90	1.0%	2.1%	9.0%	12.1	0.28%	47.9	36.1%	58.1%	41.6%	---	---	---
160x600	1.6%	2.4%	4.0%	49.1	0.14%	54.0	50.9%	63.8%	47.6%	---	---	---
<b>Verticals</b>												
<b>Apparel</b>	5.3%	28.3%	11.2%	104.5	1.00%	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%	18.4	23.2%	43.4%	28.5%	1.5%	100.9%	88.1
B2B	0.5%	0.5%	6.8%	54.5	0.44%	9.4	55.1%	82.8%	42.1%	1.0%	---	---
<b>Consumer Packaged Goods</b>	1.2%	2.3%	6.2%	41.5	0.41%	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%	25.6	---	---	---	5.6%	91.9%	129.3
Electronics	0.9%	2.3%	7.2%	46.6	0.03%	46.9	46.4%	46.8%	31.3%	2.8%	115.9%	70.5
Entertainment	5.9%	17.8%	10.8%	45.3	0.48%	36.9	27.9%	64.0%	45.9%	10.8%	76.6%	77.5
Financial	1.7%	2.9%	7.5%	48.2	0.32%	65.2	5.5%	79.1%	70.9%	3.4%	56.2%	75.2
Gaming	3.7%	5.5%	10.0%	45.5	0.54%	68.6	42.9%	61.2%	47.9%	3.9%	53.4%	63.0
<b>Government/Utilities</b>	1.9%	2.7%	5.7%	82.1	0.14%	125.9	61.2%	70.8%	53.7%	18.5%	26.1%	41.4
Health/Beauty	5.9%	10.8%	10.7%	33.1	0.57%	25.1	39.9%	62.6%	41.0%	7.8%	56.5%	45.2
Medical	0.4%	0.5%	7.1%	25.8	0.35%	14.4	50.1%	44.5%	29.4%	---	---	---
News/Media	0.6%	0.8%	3.7%	27.5	0.28%	26.3	20.8%	61.2%	45.6%	---	---	---
Retail	3.7%	10.8%	9.8%	72.3	0.35%	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%	---	---	---	---	---	---	---
Sports	1.4%	1.4%	---	---	1.41%	---	---	---	---	---	---	---
Tech/Internet	3.3%	8.4%	10.9%	44.4	0.61%	10.3	70.1%	59.4%	4.2%	4.9%	106.9%	76.2
Telecom	1.9%	2.8%	9.8%	46.3	0.53%	42.2	45.1%	53.4%	36.6%	2.7%	99.1%	75.3
Travel	0.5%	0.5%	9.9%	31.3	0.03%	20.7	32.2%	62.5%	42.9%	0.2%	99.7%	86.2
<b>Data Source</b>												
Eyebalster Research, Q3 2008 to Q2 2009.												
--- Denotes inapplicable metric or insufficient data.												

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Format	Basic Metrics					Video Metrics					Expandable Metrics		
	Imp. with Interactions Rate	IR	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)	
<b>Standard Banner</b>	--	--	--	--	0.06%	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.08%	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.05%	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.07%	--	--	--	--	--	--	--	
<b>Rich Media</b>													
<b>Expandable Banner</b>	6.9%	10.6%	6.9%	51.3	0.21%	94.2	7.4%	62.3%	48.7%	6.9%	15.7%	92.5	
300x250	5.2%	7.6%	6.7%	40.1	0.23%	146.8	10.7%	71.6%	56.8%	5.1%	17.5%	124.8	
728x90	8.6%	11.8%	6.5%	52.6	0.15%	37.0	6.6%	57.4%	35.2%	8.6%	11.8%	60.4	
234x60	9.3%	16.6%	7.5%	79.2	0.28%	19.6	5.4%	45.6%	38.4%	9.3%	16.8%	48.7	
<b>Expandable Strip</b>	0.5%	0.7%	3.9%	44.5	0.09%	16.0	52.6%	66.0%	54.4%	1.0%	1.0%	161.5	
Floating Ad	1.6%	1.9%	25.4%	3.9	1.76%	17.0	40.4%	55.1%	25.0%	--	--	--	
Floating Ad with Reminder	5.6%	6.4%	21.6%	11.1	0.83%	15.9	89.1%	62.8%	46.3%	--	--	--	
Polite Banner	0.4%	0.6%	3.0%	29.8	0.10%	37.1	38.1%	73.0%	57.2%	--	--	--	
300x250	0.5%	0.7%	3.8%	30.7	0.13%	35.2	37.0%	72.1%	56.2%	--	--	--	
728x90	0.3%	0.4%	1.9%	27.6	0.07%	60.3	42.8%	82.1%	67.5%	--	--	--	
160x600	0.6%	0.6%	3.1%	22.6	0.08%	31.6	42.3%	66.0%	52.5%	--	--	--	
<b>Push Down Banner</b>	3.7%	4.8%	6.1%	39.2	0.57%	--	--	--	--	3.3%	14.6%	16.5	
<b>Verticals</b>													
<b>Apparel</b>	6.5%	11.4%	6.3%	50.0	0.25%	13.2	32.2%	70.2%	56.5%	9.9%	18.3%	34.3	
Auto	2.2%	3.2%	2.7%	29.6	0.12%	51.5	22.5%	82.5%	67.8%	6.8%	15.3%	106.2	
B2B	3.8%	5.1%	8.4%	38.0	0.07%	--	--	--	--	--	--	--	
Careers	4.4%	6.5%	6.8%	29.2	0.45%	--	--	--	--	8.0%	11.0%	32.9	
Consumer Packaged Goods	2.5%	3.9%	5.8%	38.5	0.18%	32.5	21.7%	69.1%	53.1%	6.0%	15.2%	41.5	
Corporate	0.2%	0.2%	2.4%	37.1	0.05%	150.9	67.8%	87.6%	79.9%	1.4%	1.8%	18.4	
Electronics	1.3%	1.9%	3.9%	28.0	0.15%	10.6	23.5%	84.4%	61.0%	5.1%	9.3%	124.0	
Entertainment	3.2%	4.9%	6.7%	44.7	0.25%	26.1	22.7%	73.0%	57.4%	6.4%	14.5%	177.7	
Financial	2.4%	3.2%	4.8%	24.7	0.10%	33.4	22.5%	68.4%	54.4%	5.0%	12.1%	73.0	
Gaming	7.8%	7.8%	9.3%	29.0	0.36%	76.1	28.1%	56.9%	41.8%	41.8%	19.5%	42.2	
Government/Utilities	4.1%	6.0%	5.7%	41.8	0.20%	26.4	46.1%	63.8%	50.0%	9.4%	17.0%	33.1	
Health/Beauty	4.9%	7.8%	6.9%	42.8	0.24%	20.5	26.6%	57.0%	31.7%	9.2%	16.4%	70.2	
Medical	0.8%	1.4%	4.9%	54.8	0.18%	259.7	43.0%	82.0%	70.4%	0.8%	42.2%	222.4	
News/Media	4.5%	6.8%	3.3%	32.9	0.24%	20.3	8.4%	63.0%	40.3%	10.0%	15.0%	45.8	
Restaurant	2.7%	4.2%	5.0%	36.9	0.30%	15.2	34.8%	74.9%	62.8%	11.1%	21.2%	31.6	
Retail	1.7%	2.4%	4.3%	26.9	0.14%	39.5	59.2%	78.1%	66.6%	7.6%	10.6%	26.1	
Services	4.2%	6.1%	5.3%	40.2	0.11%	60.7	18.6%	61.7%	46.4%	5.3%	8.1%	42.3	
Sports	4.8%	8.9%	7.2%	60.5	0.26%	61.7	19.7%	68.9%	50.6%	--	--	--	
Tech/Internet	2.8%	3.8%	11.6%	41.6	0.07%	54.3	42.5%	51.4%	36.8%	4.6%	16.0%	32.3	
Telecom	0.4%	0.6%	7.1%	14.6	0.06%	17.6	66.3%	61.7%	45.4%	6.0%	31.1%	160.9	
Travel	3.5%	5.7%	8.7%	25.2	0.32%	21.1	6.5%	66.7%	55.0%	10.2%	22.6%	62.8	

**Data Source** Eyebalster Research, Q3 2008 to Q2 2009.

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Basic Metrics					Video Metrics					Expandable Metrics				
Format	Imp. with Interactions Rate	IR	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)		
<b>Standard Banner</b>	3.00x250	4.6%	1.9%	23.1	0.09%	21.6	73.3%	81.2%	72.3%	0.4%	0.8%	22.9		
728x90	3.00x250	4.6%	1.9%	23.1	0.09%	21.6	73.3%	81.2%	72.3%	0.4%	0.8%	22.9		
<b>Rich Media</b>	728x90	4.6%	1.9%	23.1	0.09%	21.6	73.3%	81.2%	72.3%	0.4%	0.8%	22.9		
Commercial Break	300x250	4.6%	1.9%	23.1	0.09%	21.6	73.3%	81.2%	72.3%	0.4%	0.8%	22.9		
Expandable Banner	728x90	4.6%	1.9%	23.1	0.09%	21.6	73.3%	81.2%	72.3%	0.4%	0.8%	22.9		
300x250	234x60	4.6%	1.9%	23.1	0.09%	21.6	73.3%	81.2%	72.3%	0.4%	0.8%	22.9		
728x90	300x250	4.6%	1.9%	23.1	0.09%	21.6	73.3%	81.2%	72.3%	0.4%	0.8%	22.9		
Expandable Strip	300x250	4.6%	1.9%	23.1	0.09%	21.6	73.3%	81.2%	72.3%	0.4%	0.8%	22.9		
Polite Banner	300x250	4.6%	1.9%	23.1	0.09%	21.6	73.3%	81.2%	72.3%	0.4%	0.8%	22.9		
300x250	300x250	4.6%	1.9%	23.1	0.09%	21.6	73.3%	81.2%	72.3%	0.4%	0.8%	22.9		
	300x250	4.6%	1.9%	23.1	0.09%	21.6	73.3%	81.2%	72.3%	0.4%	0.8%	22.9		
<b>Verticals</b>	Apparel	0.3%	0.4%	16.7	0.12%	29.5	0.1%	82.2%	72.2%	1.2%	31.8%	56.1		
Auto	B2B	0.8%	1.2%	16.7	0.09%	71.1	58.3%	45.0%	23.4%	10.3%	28.8%	17.9		
Consumer Packaged Goods	Electronics	1.1%	2.3%	25.1	0.06%	29.5	0.1%	82.2%	72.2%	1.2%	31.8%	56.1		
Entertainment	Financial	0.3%	0.4%	26.6	0.17%	71.1	58.3%	45.0%	23.4%	10.3%	28.8%	17.9		
Gaming	Health/Beauty	0.4%	0.8%	31.6	0.14%	29.5	0.1%	82.2%	72.2%	1.2%	31.8%	56.1		
Medical	Services	0.4%	0.7%	126.9	0.24%	71.1	58.3%	45.0%	23.4%	10.3%	28.8%	17.9		
Tech/Internet	Telecom	0.4%	0.7%	18.0	0.23%	29.5	0.1%	82.2%	72.2%	1.2%	31.8%	56.1		
Travel	Travel	0.4%	0.6%	21.4	0.10%	71.1	58.3%	45.0%	23.4%	10.3%	28.8%	17.9		
		0.1%	0.1%	20.8	0.08%	29.5	0.1%	82.2%	72.2%	1.2%	31.8%	56.1		
		0.4%	0.6%	6.1	0.37%	29.5	0.1%	82.2%	72.2%	1.2%	31.8%	56.1		
		4.6%	5.1%	40.6	0.30%	21.6	73.3%	81.2%	72.3%	9.0%	17.9%	7.0		

**Data Source**  
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Format	Basic Metrics						Video Metrics						Expandable Metrics		
	Imp. with Interactions Rate	IR	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)			
<b>Standard Banner</b>															
300x250	--	--	--	--	0.09%	--	--	--	--	--	--	--			
728x90	--	--	--	--	0.10%	--	--	--	--	--	--	--			
160x600	--	--	--	--	0.06%	--	--	--	--	--	--	--			
160x600	--	--	--	--	0.04%	--	--	--	--	--	--	--			
<b>Rich Media</b>															
<b>Expandable Banner</b>															
300x250	10.9%	43.3%	12.8%	37.4	0.75%	54.8	19.5%	51.8%	31.7%	9.6%	37.6%	24.0			
728x90	6.1%	7.1%	19.1%	39.1	1.68%	68.0	36.0%	69.1%	51.8%	1.6%	56.5%	31.1			
234x60	17.0%	37.2%	17.5%	23.2	0.59%	14.7	19.9%	24.5%	16.8%	16.2%	43.7%	12.5			
<b>Pop Up Banner</b>															
300x250	12.9%	71.8%	11.6%	31.7	0.68%	105.6	7.9%	27.4%	20.4%	12.8%	33.4%	11.9			
728x90	0.4%	1.3%	8.2%	74.7	0.12%	128.6	62.1%	63.0%	48.6%	--	--	--			
300x250	0.6%	2.4%	6.8%	98.6	0.19%	137.7	60.2%	66.3%	52.0%	--	--	--			
728x90	0.1%	0.2%	3.4%	12.3	0.06%	--	--	--	--	--	--	--			
160x600	0.1%	0.2%	71.6%	72.9	0.13%	--	--	--	--	--	--	--			
<b>Push Down Banner</b>															
160x600	0.4%	0.5%	5.6%	16.3	0.17%	--	--	--	--	--	--	--			
<b>Auto</b>															
Consumer Packaged Goods	9.1%	37.5%	15.4%	44.0	1.39%	--	--	--	--	8.1%	47.9%	44.7			
Entertainment	11.1%	56.8%	12.6%	46.9	0.80%	117.2	23.1%	53.3%	36.1%	12.7%	40.8%	13.6			
Financial	3.6%	17.1%	23.4%	75.8	0.47%	128.1	42.9%	60.8%	45.9%	6.8%	38.6%	20.0			
Health/Beauty	5.5%	25.7%	9.1%	69.8	--	121.4	45.0%	64.8%	48.4%	--	--	--			
Tech/Internet	8.3%	33.5%	13.0%	36.1	0.60%	69.2	40.4%	54.9%	38.4%	8.2%	42.2%	13.7			
Telecom	2.0%	6.7%	3.3%	31.2	0.12%	40.4	21.6%	60.7%	45.2%	6.2%	25.7%	55.1			
Telecom	0.8%	1.9%	5.8%	94.0	0.24%	--	--	--	--	--	--	--			

**Data Source**  
Eyebalster Research, Q3 2008 to Q2 2009.  
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Vertical	Definition
<b>Apparel</b>	Manufactures and retailers specializing in apparel. Typically includes manufacturers and retailers whose main business is fashion, clothing, shoes and sports shoes, accessories and jewelry.
<b>Auto</b>	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).
<b>B2B</b>	Products and services marketed primarily to corporations. Typically, such products are not suited for individual consumers. For example, commodities or enterprise solutions.
<b>Career</b>	Job postings and resume services.
<b>Consumer Packaged Goods</b>	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).
<b>Corporate</b>	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.
<b>Electronics</b>	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).
<b>Entertainment</b>	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).
<b>Financial</b>	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.
<b>Gaming</b>	Consoles, PC games and their byproducts, retail and online gaming. Typically includes video and computer games, game consoles, casinos and lottery.
<b>Government/Utilities</b>	Government agencies and utilities. Typically includes government offices, anti-smoking campaigns, election campaigns, electricity and water. Does not include Telecom (included in Telecom).
<b>Health/Beauty</b>	Products and services for personal care. Typically includes cosmetics, dietary supplements, toiletries, perfume, personal hygiene and hair care. Does not include prescription or over-the-counter medications (included in Medical).
<b>Medical</b>	Prescription and over-the-counter medication. Does not include physician services, clinics and hospitals (included in Services).
<b>News/Media</b>	Companies providing news, print and radio broadcasting services. Typically includes radio stations, newspapers, magazines and books. Excludes TV channels and shows (included in Entertainment).
<b>Restaurant</b>	Providers of dining services. Typically includes casual dining and fast food chains. Does not include food items (included in Consumer Packaged Goods).
<b>Retail</b>	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).
<b>Services</b>	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).
<b>Sports</b>	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).
<b>Tech/Internet</b>	Computer hardware, software and internet. Typically includes desktop and laptop computers, software, peripherals and Internet companies. Excludes Internet service providers (included in Telecom).
<b>Telecom</b>	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).
<b>Travel</b>	Travel and tourism related services. Typically includes hotels, airlines, transportation, travel agencies and tourism boards. Excludes car rental agencies (included in Auto).
<b>Other</b>	Products and services that do not fall into any other category.



## Eyebalster Metrics Definitions

Metric	What does it measure?	How should it be used?
<b>Impressions with Any Interaction Rate</b>	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.
<b>Interaction Rate (IR)</b>	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.
<b>Dwell Rate</b>	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 Eyebalster 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.
<b>User Average Dwell Time (Seconds)</b>	The average duration of a Dwell. For impressions that were dwelled upon, this metric sums the duration of 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 Eyebalster 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.
<b>Click Through Rate (CTR)</b>	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.
<b>Avg. Video Duration (Seconds)</b>	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.
<b>Started Rate</b>	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.
<b>50% Played Rate</b>	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.
<b>Fully Played Rate</b>	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.
<b>Impressions with Any Panel Expansion Rate</b>	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.
<b>Total Expansion Rate</b>	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.
<b>Avg. Expansion Duration (Seconds)</b>	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.