

Europe Q2 '07 - Q1 '08

Performance Metrics (Format and Verticals)

Formats	Basic Metrics			Video Metrics				Expandable Metrics		
	IR	Interaction Avg. Duration (Sec)	CTR	Avg. Video Duration (seconds)	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Impressions with any Panel Expansion Rate	Avg. Expansion Duration (seconds)
Standard Banner	--	--	0.15%	--	--	--	--	--	--	--
Rich Media										
Commercial Break	6%	2.51	6.42%	--	--	--	--	--	--	--
Expandable Banner	35%	3.38	0.65%	59.40	30%	65%	48%	42%	17%	53.53
Floating Ad	11%	2.77	3.80%	8.37	58%	48%	31%	--	--	--
Floating Ad With Remindec	46%	2.74	5.65%	46.38	10%	48%	18%	--	--	--
Floating Expandable	10%	2.89	0.74%	--	--	--	--	39%	7%	34.98
In Game	21%	--	5.71%	16.62	97%	96%	90%	--	--	--
Polite Banner	7%	2.93	0.24%	41.42	62%	66%	50%	--	--	--
Push Down Banner	19%	3.18	0.19%	36.33	27%	79%	71%	28%	13%	48.44
Video Strip	26%	4.14	0.25%	60.26	18%	73%	59%	67%	9%	66.44

Verticals	Basic Metrics				Video Metrics				Expandable Metrics		
	IR	Average Duration (Sec)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (seconds)	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Impressions with any Panel Expansion	Avg. Expansion Duration (seconds)
Apparel	16%	3.06	0.43%	0.17%	46.02	50%	66%	46%	17%	6%	49.49
Auto	17%	3.06	0.44%	0.15%	45.88	54%	70%	50%	20%	8%	65.54
B2B	6%	2.94	0.26%	0.11%	9.66	43%	79%	69%	4%	4%	15.59
Careers	11%	3.16	0.40%	0.15%	18.70	67%	49%	33%	15%	5%	94.02
Consumer Packaged Goods	19%	3.27	0.51%	0.13%	29.90	43%	54%	40%	21%	8%	52.87
Corporate	19%	3.51	0.40%	0.09%	23.65	40%	65%	52%	25%	12%	73.83
Electronics	24%	2.91	0.35%	0.12%	50.44	92%	79%	64%	12%	5%	47.99
Entertainment	26%	3.34	0.55%	0.22%	42.91	33%	61%	44%	20%	9%	41.44
Financial	16%	3.02	0.37%	0.12%	33.14	47%	63%	45%	21%	10%	56.60
Gaming	17%	3.62	0.69%	0.22%	92.93	47%	64%	43%	14%	6%	51.27
Government/Utilities	6%	2.87	0.23%	0.08%	31.96	43%	65%	51%	7%	3%	59.74
Health/Beauty	17%	3.19	0.52%	0.12%	31.70	42%	59%	43%	17%	8%	49.73
Medical	32%	2.96	0.83%	0.22%	63.51	43%	49%	31%	38%	14%	63.47
News/Media	13%	3.27	0.36%	0.09%	72.50	42%	62%	43%	15%	5%	68.15
Restaurant	16%	3.40	0.31%	0.07%	25.70	56%	45%	38%	14%	5%	27.79
Retail	23%	2.93	0.53%	0.15%	41.93	60%	62%	48%	30%	12%	46.49
Services	23%	3.12	0.47%	0.09%	50.77	36%	62%	38%	19%	10%	59.52
Sports	58%	3.37	1.04%	0.24%	37.73	31%	86%	83%	57%	32%	56.44
Tech/Internet	17%	3.18	0.38%	0.17%	22.63	38%	72%	56%	23%	8%	57.65
Telecom	18%	3.08	0.43%	0.15%	42.85	45%	55%	40%	20%	8%	47.32
Travel	26%	3.22	0.55%	0.19%	40.82	57%	67%	56%	22%	8%	45.44

Interaction Rate (IR)	User Initiated Interactions' divided by 'Served Impressions'
Click-through Rate (CTR)	Frequency of Click-throughs as a percentage of served impressions. 'Clicks' divided by 'Impressions'.
Avg. Video Duration	The average duration the video was played, including user and auto initiated videos (in seconds).
Started Rate	The number of times the video started out of video's served Impressions
50% Played Rate	The number of videos that played over 50% of their total video length divided by 'Video Started'.
Fully Played Rate	The number of videos that were fully played divided by video that started
Total Expansion Rate	Total expansions divided by served impressions.
Impressions with any Panel Expansion Rate	The number of impressions with at least one panel expansion.
Avg. Expansion Duration	The average time a panel was expanded, including user and auto initiated expansions
Rich Media Ads	All Eyeblander's format excluding standard banner, wallpaper and window ads
--	Not Available - either this measurement is not applicable to the format or there was not enough data to be statistically relevant

For more information about Eyeblander research,
please contact your local Eyeblander representative or email us at info@eyeblander.com