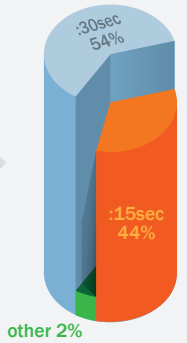


U.S. VIDEO MARKET AT-A-GLANCE

Q1, 2012

AD LENGTH

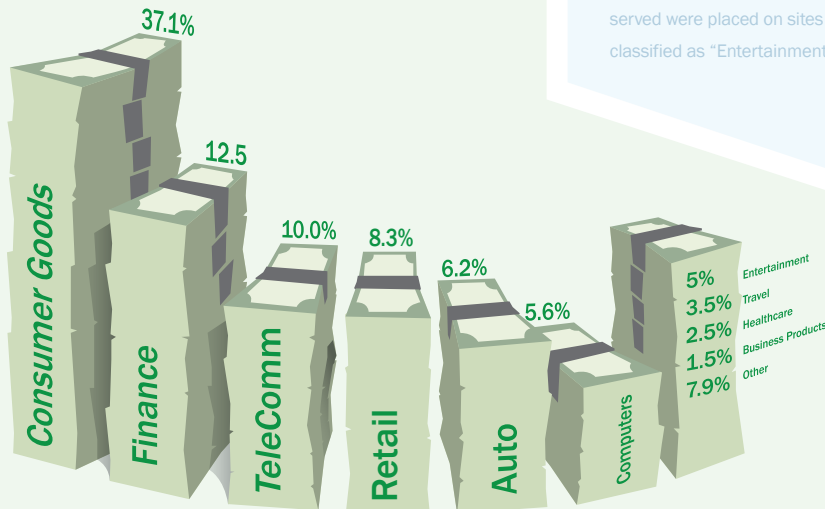
- The slight majority of ads go to :30 video units.



WHO'S ADVERTISING IN ONLINE VIDEO?

Advertisers by Category

- In Q1 2012, Consumer Goods and Finance advertisers comprised half of all video advertisers



WHERE ARE THE DOLLARS GOING?

Publisher Breakout by Genre

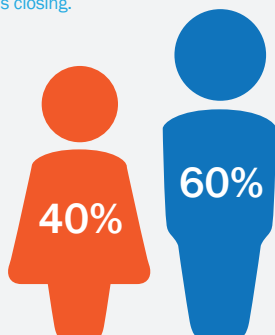
- More than half of all impressions served were placed on sites classified as "Entertainment-oriented."



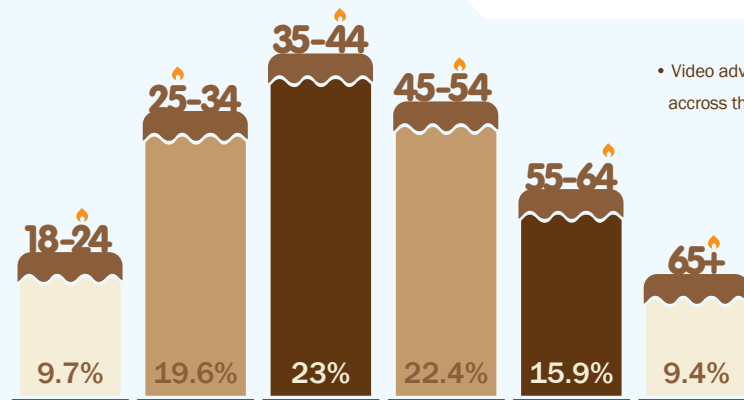
WHO ARE THEY TARGETING?

Gender Targeting Split

- The gender gap is closing.



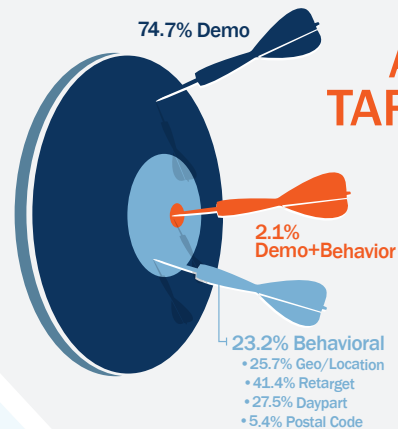
Age Breakout



- Video advertisers continue to target across the age spectrum

HOW ARE THEY TARGETING?

Advertisers' Targeting Strategies



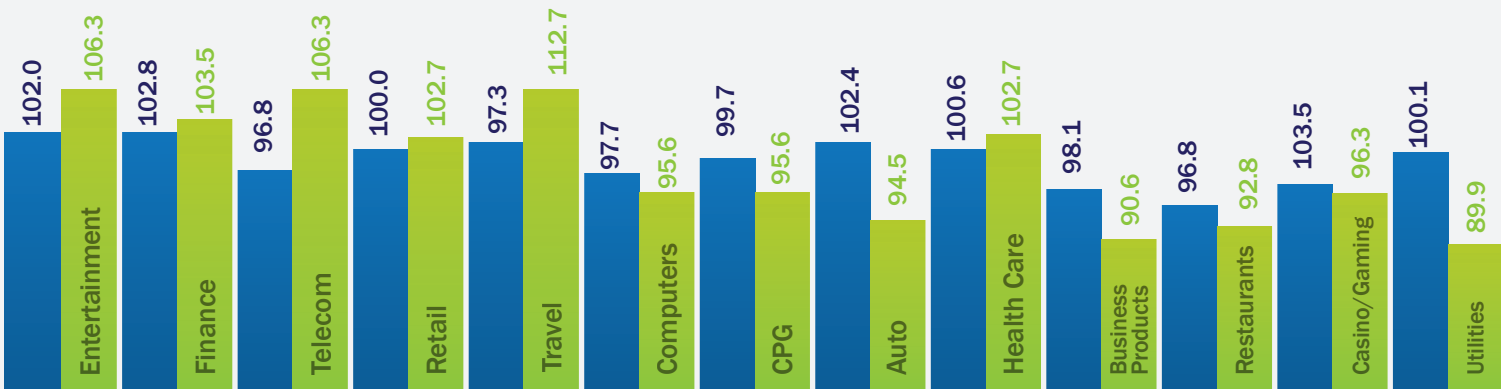
- While the majority of advertisers are still buying on demo criteria, almost 25% of impressions were directed toward geography, daypart or retargeting.

PERFORMANCE AT-A-GLANCE

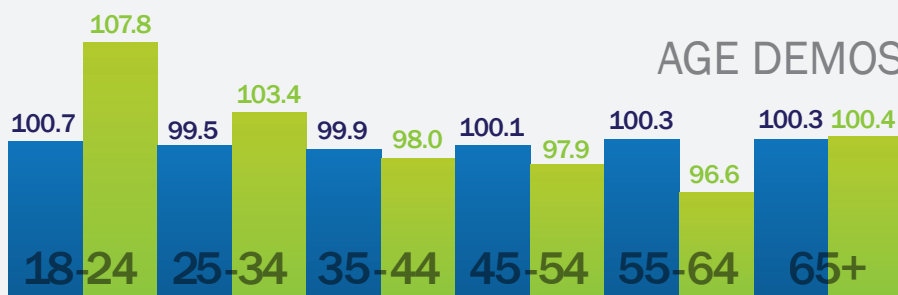
The following graphics show an index of Click through Rate and Video Completion Rates categorized for four criteria: Age, Ad Category, Content Genre and Ad Length.

VCR **CTR**

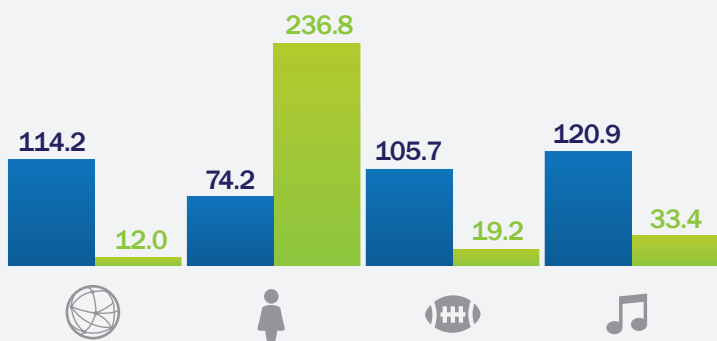
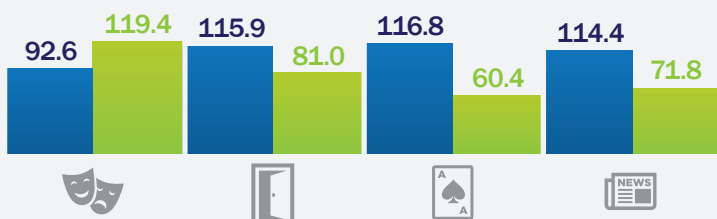
AD CATEGORY



AGE DEMOS

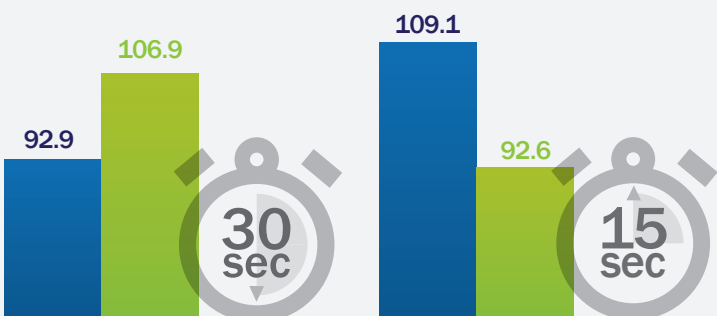


CONTENT GENRE



- Entertainment
- Portals
- Gaming
- News & Info
- Technology
- Women
- Sports
- Music

AD LENGTH



ABOUT VIDEOLOGY

The Videology Addressable Audience Platform (videologygroup.com) is a screen-agnostic video advertising technology that works to connect brands with consumers. Videology achieves this through mathematically-driven data analyses that allow us to target precise consumer segments—at scale—by demographics, psychographics, and behavioral segments. This precise targeting permits advertisers to extract increased value from every media impression, and allows our content partners to monetize their audience more effectively. Videology is headquartered in Baltimore, MD, with key offices in New York, Austin and London, and sales teams across North America.

For more information, please contact Michele Skettino,
Michele@videologygroup.com.