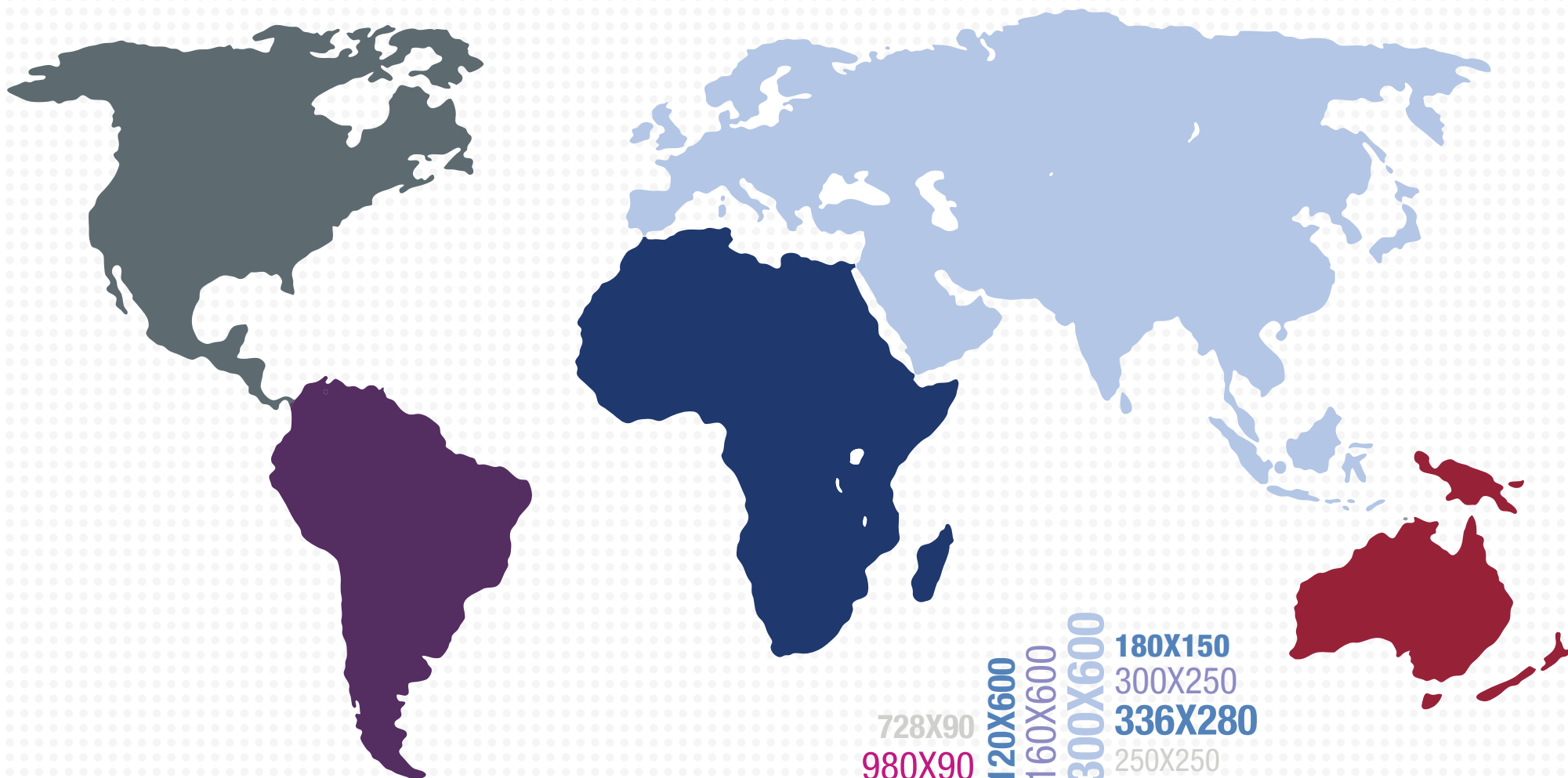


VIEWABILITY



A NEW LENS FOR ENGAGEMENT

DG MediaMind Full-Year 2012 Global Benchmark



728X90
980X90
1000X90
120X60
160X60
300X60
180X150
300X250
336X280
250X250
UNIT SIZES

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Introduction

Digital advertising accounted for 19.8% of worldwide total media advertising spending in 2012, according to eMarketer, and will account for 21.7% of it in 2013. By 2016, they expect digital to account for more than a quarter of all media ad spending worldwide. This DG MediaMind Full-Year 2012 Benchmark Report has been developed to provide a valuable tool for our clients and the industry, offering digital analysis that is unique in scale and scope.

As you read through the report, you'll see many of the trends and technologies that are driving the growth of digital advertising. This Benchmark features analysis of more than 600 billion display ad impressions from 47 countries worldwide dating from January 1, 2012 to December 31, 2012, our largest sample yet.

Executive Summary

As in previous benchmarks, standard banners remained the largest percentage of ads analyzed. However, rich media and video impressions increased their share of the total this year.

As for metrics, the benchmark tables include click-through rates (CTR), interaction rates and dwell, video and expansion metrics. The Interactive Advertising Bureau (IAB), in an effort to standardize the definition of engagement for the industry, recently published a whitepaper titled "Digital Ad Engagement: An Industry Overview and Reconceptualization." The whitepaper outlines three types of engagement: cognitive, emotional and physical. Data captured in DG MediaMind's report reside exclusively within the physical engagement definition, tracking user-initiated physical interactions occurring on the page and within the ads.

In addition to physical engagement metrics, the report provides a quick overview of DG MediaMind's latest viewability offering, which is pending Media Rating Council (MRC) accreditation. In preparation for the industry shift from served to viewable impression standard, we looked at a snapshot of global data from September 2012 and found that 63% of rich media ads were viewable. We are the first ad network to publicly release viewable rates across industries and formats, and found that viewability had a significant impact on engagement and conversion.

As we sifted through the data, including an analysis of our new viewability feature, several key takeaways emerged:

- Digital video ads took center stage in 2012. The DG MediaMind platform served a statistically measurable amount of in-stream impressions in more than 23 countries throughout the year, up 43.8% over 2011.
- Engagement with online ads (measured by clicks, dwell and other user-initiated actions) generally jumped for ad units that incorporate interactive elements such as compelling animation, expansions, sound and video.
- Viewability, benchmarked here for the first time, improved click-through rates over total served impressions by 54.5%, proving that unseen ads were dragging down the overall effectiveness of campaigns.

As we analyzed the broader benchmark data, several engagement trends began to emerge. As a result of the mature market and incremental changes in overall ad delivery, performance metrics remained largely static in North America compared to the Q2 2011-Q1 2012 report. One big change is the inclusion of the video player ad-serving interface definition (VPAID) format, which allows for fully interactive video and allows advertisers to capture user-interaction data on their video campaigns. We found that CTR increased as ads included more interactive elements.

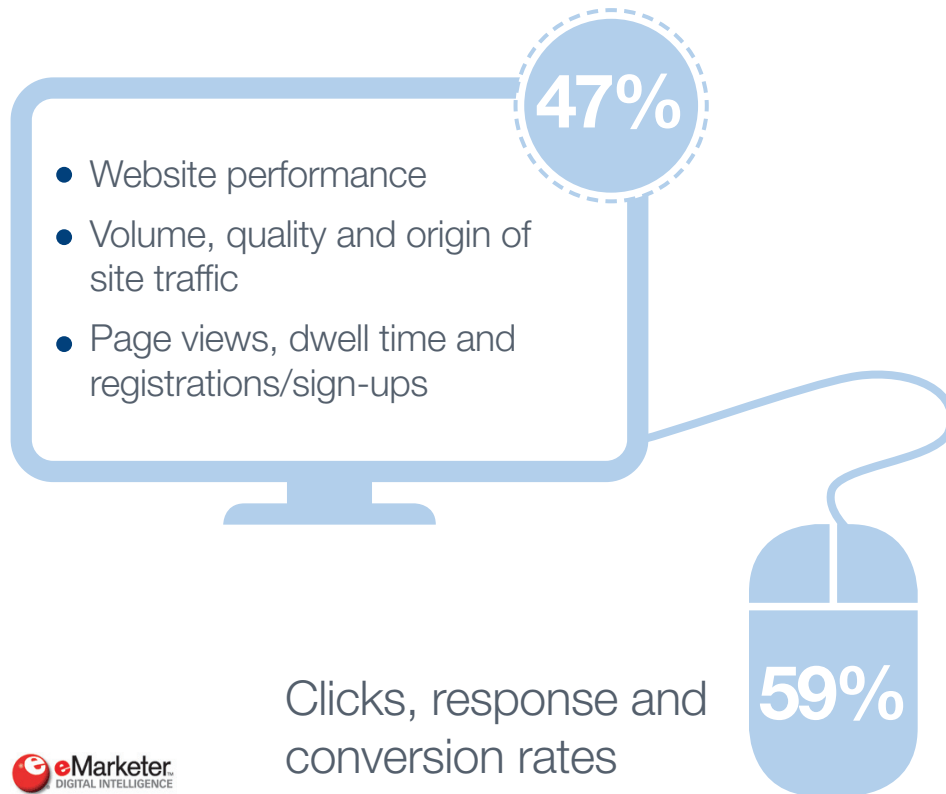
In Europe, the UK stands out for an increase in rich media performance metrics. Events such as the London Olympics, the Euro Cup, the Queen's Jubilee and numerous high-profile news stories (royal and otherwise) increased the availability of quality content against which advertisers could showcase new creative. This was especially relevant for expandable media, which saw click-through rates jump from 0.23% to 0.99%, an increase of 330% over the previous benchmark. Dwell rates for rich media jumped from 2.3% to 7.1% during the same period.

Another notable shift in the 2012 data is the growth of in-stream video (VAST) advertisements. Video ads met the threshold to be included in the new benchmarks in 23 countries versus 16 for the previous benchmark. This reflects the broad global adoption of digital video.

Viewability

As digital advertising matures, new and more robust measurement and pricing techniques are emerging, many driven by marketer demand.

According to the Q4 2012 CMO Council report, “State of Marketing 2012,” 59% of marketers used physical engagement data, including clicks, response and conversion rates to track effectiveness of their digital campaigns. Of the sample, 47% of marketers listed website performance; volume, quality and origin of site traffic and page views; dwell time and registrations or sign-ups as metrics for measuring performance.



Amid calls to eliminate the click as a performance metric, the industry is working to develop and deliver alternative measurable metrics. During 2012, the biggest move in measurement and pricing was the push for the viewable impression standard. The IAB partnered with the Media Rating Council (MRC) and leading U.S. marketers (a coalition known as Making Measurement Make Sense, or 3MS) to develop, define, and promote this new standard. While the official standard has not been finalized, the current working threshold is 50% of an ad’s pixels in view for at least one second.

DG MediaMind’s viewable impression measurement, part of our broader Verification offering, is pending accreditation from the MRC.

The idea is that a viewability standard would shift the currency standard from **served impressions** to **viewable impressions**. It would ensure advertisers that the ads they buy will be displayed within the viewable screen and for a visually relevant amount of time.

Another aspect of the shift to a viewable impression is that it will provide another sub-metric by which publishers and advertising networks will quantify and qualify their campaigns, potentially creating a two-tiered system of measurement and pricing. The additional lens will apply to basically every “physical” performance metric highlighted in the IAB’s engagement whitepaper: viewable CTR (vCTR), viewable interactions, viewable dwell rates, viewable cost-per-mille (vCPM), etc.

MediaMind’s Verification Suite, including viewability, was launched out of beta in December 2012. It allows our customers to track impressions at or above the threshold currently proposed by 3MS across our entire platform, without additional tags or in-house production costs. It combines all of the aspects of verification in one stack, including content analysis, brand safety initiatives and viewability.

In a preliminary analysis of approximately 16.1 billion rich media impressions recorded worldwide during September 2012, we quantified the correlation between campaigns with a higher aggregate viewable rate and higher engagement metrics. We concluded that non-viewable impressions (which had no chance to be seen by a consumer) dragged down overall performance – by eliminating those extraneous impressions, we saw performance increase dramatically.

The recordability issue

Accurately assessing viewability, however, requires adequate recordability (with recordable rate or “sample” being the percentage of impressions recorded out of total served). Not all ad formats can be recorded, and some browsers are set to block JavaScript. But the primary stumbling block to measuring viewable impressions is unfriendly iFrames, also called blind or cross-domain iFrames. Publishers use iFrames to allow outside access to ad content without compromising control or security of the site.

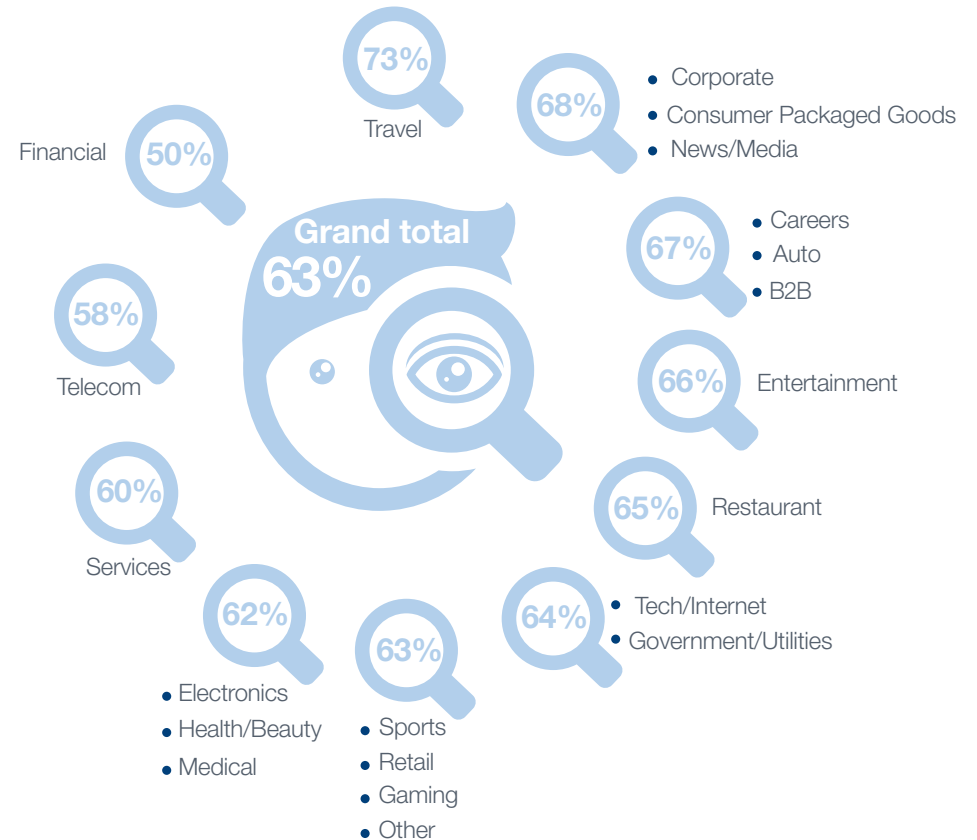
A November MRC advisory recommended more research on the topic, as recordable rates can range from 0-77% - significant variability that can hinder accurate measurement. DG MediaMind is working to solve the iFrame problem from multiple angles: we are working with publishers on a page-level solution, improving our proprietary recording technology and participating in the IAB’s SafeFrame initiative to promote recordability-friendly iFrames.

We found that the average viewable rate for rich media was 63% during the month of September. The verticals with the highest viewability were travel, news/media, consumer products and corporate.

The lowest viewable ads by vertical belonged to financial and telecom, but even those were viewable at least half the time.

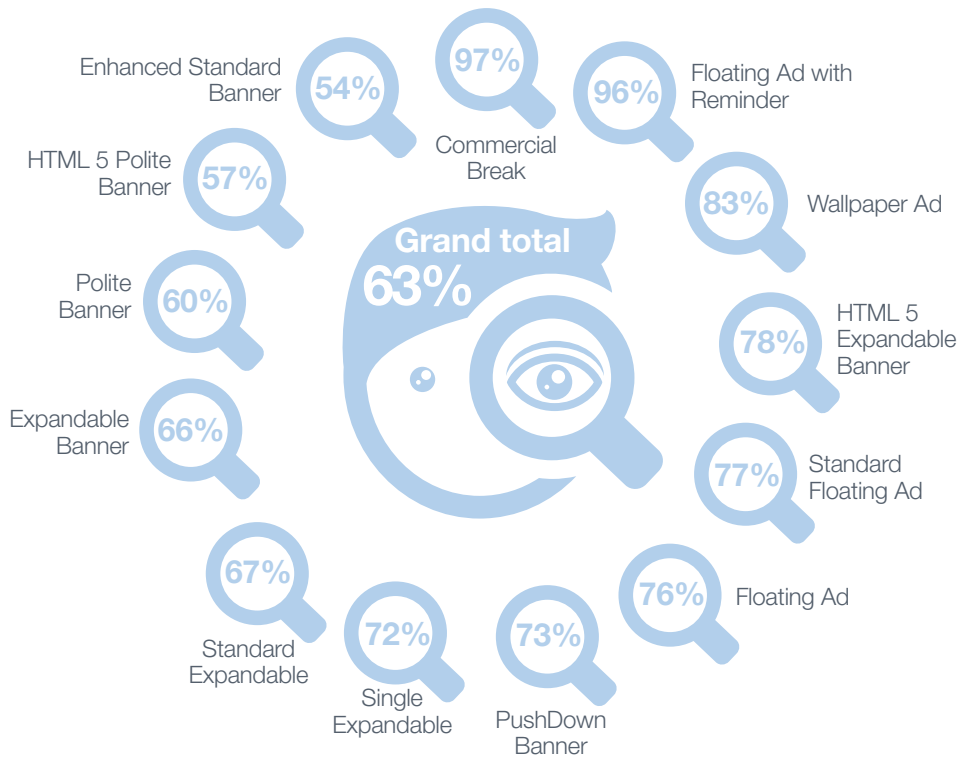
We found that the most recordable rich media ad formats were floating ads, wallpaper ads and commercial breaks. These large, persistent rich media formats also recorded the highest viewability, as they often don’t rely on specific site placement (e.g. above or below the fold). Formats that were dependent on site design and layout (such as enhanced standard banners, polite banners and standard expandable banners) were often less viewable.

Viewable Rates of Rich Media, by Vertical



Source: MediaMind Research, September 2012

Viewable Rates of Rich Media, by Format



Source: MediaMind Research, September 2012

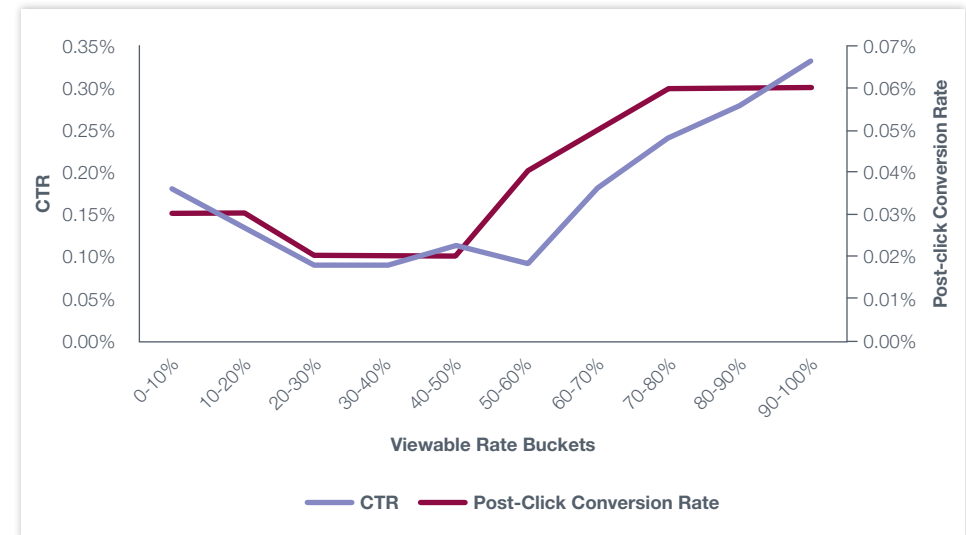
For advertisers that embrace viewability as a key performance indicator (KPI), the above chart can help to guide the creative choices of their rich media campaigns as well as set expectations for their viewable rates.

Now that we've looked at the viewable rates of impressions, we can apply viewability to performance metrics.

Worldwide, click-through rates (CTR) of viewable impressions based on the proposed 3MS standard were 0.34% compared to 0.22% for all rich media, a lift of 54.5%.

To get a better sense of the impact of viewability, we divided campaigns based on the share of impressions viewable according to the MRC/3MS recommended standard. The data shows that as the viewable rate of campaigns increased, both CTR and post-click conversion average rates rose.

CTR and PCCR by Viewability



Source: MediaMind Research, September 2012

Again, after excluding unseen impressions, the display campaigns were more engaging and resulted in a higher conversion rate – clearly a result of the new viewability attribute.

¹ MediaMind's viewability accreditation is in process. We have observed recordable rates for rich media high above the advisory issued by the MRC.

One of the biggest impediments to moving to a viewable impression over served impression pricing structure is the lack of standardized measurement.

A November 2012 advisory issued by the MRC, based on a pilot test of 22 live campaigns involving 17 advertisers, 12 agencies and five viewable data vendors, declared that the percentage of impressions in which viewability cannot be determined is too significant to reliably project across entire campaigns.

The MRC advised more testing to understand the various methods of measuring viewability and techniques used to overcome barriers such as cross-domain iFrames.¹

Publishers and ad networks are eager for new techniques in digital metrics that will counteract CPM depression and reintroduce scarcity into the digital ad market. The promise of viewable impressions is that they will be scarcer than conventional served impressions and thus command a higher premium.

NBCNews.com, Gannett's USAToday, MSN and other publishers have already redesigned their websites to maximize the viewability of high-impact ad formats such as IAB Rising Stars. They report fewer overall impressions but higher performance and increasing CPMs, benefiting both sides of the equation. Indeed, Forrester Research predicted in October 2012 that the viewable impression standard will be the main driver increasing average CPMs from \$2.66 in 2012 to \$4.68 in 2017, a jump of 76%.

As the technology continues to advance, viewability will likely influence all aspects of digital advertising, from planning, buying and pricing to measurement. Expect more from DG MediaMind Research as we continue to document its impact on all facets of the digital advertising landscape. For now, here are three key takeaways to highlight the impact viewability can have both during your campaign and attributing value during post-campaign analysis.

- In total, 10.1 billion of 16.1 billion rich media impressions served by the DG MediaMind platform were viewable during our test period of September 2012, for an average of 63%. This is the first worldwide, publicly available viewability benchmark to be published by an individual ad network.
- For advertisers looking to use viewability as a key performance indicator, consider campaigns that use high impact, above the fold creative elements such as commercial breaks (interstitials), floating ads and wallpaper ads. These formats had consistently higher viewable rates than the benchmarks and layout dependent formats such as polite and expandable banners.
- Applying viewability to your post-campaign metrics gives advertisers a better sense of how effective campaigns really are by eliminating impressions from the equation that had no chance of impacting the target audience.

The Benchmark Data Tables

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ENGAGEMENT, AS MEASURED BY CLICK-THROUGH RATE, INCREASED DRAMATICALLY WITH THE INCLUSION OF RICH MEDIA & INTERACTIVE VIDEO ELEMENTS

CTR

0.10% STANDARD BANNER

0.14% RICH MEDIA

0.16% EXPANDABLE BANNERS

0.85% IN-STREAM VIDEO

1.92% INTERACTIVE IN-STREAM VIDEO

DWELL RATES COINCIDE WITH STRONG EXPANSION

7.9% RICH MEDIA DWELL

22.3% TOTAL EXPANSION RATE

Benchmarks for North America - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	1.7%	2.5%	5.0%	36.1	0.14%	22.2	56.2%	70.6%	58.4%	23.0	29.7%	70.7%	57.5%	3.4%	11.5%	146.4	
Expandable Banner	3.6%	5.3%	5.9%	54.0	0.16%	18.9	62.1%	74.7%	64.2%	15.4	13.2%	74.6%	62.9%	3.8%	9.1%	144.6	
300x250	2.8%	3.9%	4.9%	38.8	0.12%	19.2	60.9%	38.8	60.4%	14.6	13.8%	75.4%	63.4%	2.9%	7.1%	104.0	
728x90	4.6%	6.9%	7.2%	40.9	0.12%	17.3	60.3%	73.2%	60.9%	16.5	12.9%	75.3%	63.4%	4.5%	7.6%	63.2	
234x60	14.2%	21.6%	11.7%	108.8	0.32%	--	--	--	--	15.9	0.7%	38.2%	22.1%	14.5%	21.7%	12.7	
Floating Ad	1.1%	1.1%	28.7%	3.0	1.06%	9.8	86.9%	65.6%	52.2%	7.6	81.5%	63.5%	35.9%	--	--	--	
Polite Banner	0.3%	0.4%	3.6%	23.1	0.10%	27.7	57.9%	68.3%	54.3%	25.7	49.4%	70.6%	57.0%	--	--	--	
300x250	0.3%	0.5%	3.4%	22.6	0.10%	25.4	56.8%	67.1%	53.7%	27.1	44.2%	71.7%	58.2%	--	--	--	
728x90	0.2%	0.2%	3.6%	20.5	0.09%	35.6	62.3%	69.4%	53.3%	24.4	63.5%	69.0%	55.4%	--	--	--	
160x600	0.1%	0.2%	2.5%	21.0	0.08%	29.9	62.0%	77.4%	60.1%	23.5	67.9%	66.6%	51.5%	--	--	--	
In-Stream	--	--	--	--	1.11%	--	91.4%	81.1%	74.0%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	0.85%	--	99.3%	81.0%	73.6%	--	--	--	--	--	--	--	
In-Stream VPAID*	--	6.4%	--	--	1.92%	--	44.1%	80.9%	76.9%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	0.88%	--	--	--	--	--	--	--	--	--	--	--	
Verticals	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	1.1%	1.6%	4.1%	33.8	0.12%	0.13%	17.7	62.9%	73.9%	60.6%	14.6	39.2%	72.4%	59.5%	2.8%	12.7%	118.8
Auto	1.1%	1.4%	4.2%	22.9	0.10%	0.07%	14.6	50.4%	79.0%	67.1%	12.6	15.2%	78.2%	66.6%	2.4%	7.3%	52.6
B2B	1.1%	1.6%	4.9%	42.1	0.16%	0.10%	42.8	51.8%	74.1%	65.7%	21.7	17.1%	76.2%	64.6%	2.7%	7.7%	75.8
Careers	3.5%	6.9%	5.7%	42.3	0.19%	0.22%	17.4	75.8%	54.5%	42.5%	18.2	0.6%	44.2%	33.2%	4.0%	9.5%	44.0
Consumer Packaged Goods	1.5%	2.1%	5.5%	28.8	0.12%	0.10%	14.9	54.1%	73.1%	57.6%	15.3	17.7%	75.7%	63.2%	2.4%	8.0%	94.8
Corporate	1.4%	2.2%	6.1%	27.0	0.12%	0.09%	--	--	--	--	11.7	18.7%	51.0%	44.5%	2.9%	12.0%	94.5
Electronics	1.9%	3.0%	5.3%	43.9	0.15%	0.11%	31.1	60.7%	79.3%	64.4%	26.5	31.5%	77.6%	62.1%	5.5%	15.7%	84.7
Entertainment	2.8%	3.9%	6.0%	51.6	0.21%	0.15%	27.2	57.7%	65.5%	50.6%	19.8	31.9%	67.7%	54.4%	3.4%	13.1%	173.9
Financial	1.2%	1.5%	4.4%	29.3	0.09%	0.08%	11.9	54.9%	43.4%	33.5%	13.1	21.1%	67.0%	49.6%	2.5%	20.4%	50.8
Gaming	0.6%	0.9%	4.0%	35.3	0.13%	0.09%	29.5	50.0%	75.9%	64.1%	28.6	57.6%	70.7%	57.4%	1.8%	18.3%	117.0
Government/Utilities	2.1%	2.5%	5.9%	30.2	0.13%	0.10%	9.2	53.2%	16.9%	14.2%	14.0	20.1%	38.6%	31.6%	3.1%	5.8%	57.5
Health/Beauty	2.9%	4.5%	7.4%	36.3	0.17%	0.10%	19.3	47.4%	66.0%	54.7%	16.5	8.3%	58.3%	41.9%	4.3%	7.8%	48.4
Medical	2.5%	3.2%	5.1%	43.7	0.09%	0.08%	22.5	60.8%	61.7%	46.7%	15.8	5.6%	39.2%	29.4%	3.2%	6.2%	68.0
News/Media	0.2%	0.3%	6.3%	16.4	0.08%	0.09%	--	--	--	--	13.1	18.2%	70.8%	54.8%	0.8%	4.2%	30.0
Restaurant	0.4%	0.5%	4.7%	21.3	0.11%	0.09%	30.4	37.6%	37.0%	25.3%	12.9	2.3%	28.8%	21.4%	1.5%	14.7%	48.8
Retail	2.8%	4.8%	6.0%	32.7	0.25%	0.09%	12.7	38.1%	63.4%	50.6%	23.6	9.6%	57.7%	44.5%	5.2%	11.6%	70.4
Services	2.3%	2.8%	5.3%	30.1	0.12%	0.09%	32.9	49.8%	65.8%	53.8%	19.5	20.4%	72.2%	58.5%	3.9%	8.7%	37.6
Sports	0.6%	0.8%	2.9%	31.5	0.09%	0.10%	--	--	--	--	17.2	14.1%	63.8%	46.3%	5.5%	21.3%	73.2
Tech/Internet	2.8%	6.0%	4.1%	41.1	0.12%	0.05%	26.6	70.3%	79.5%	71.8%	16.0	20.9%	75.6%	63.9%	3.2%	2.6%	66.0
Telecom	3.7%	6.9%	7.2%	49.5	0.15%	0.07%	7.0	35.6%	88.0%	81.4%	15.7	53.8%	72.1%	60.2%	5.9%	20.1%	143.2
Travel	2.6%	3.6%	5.3%	32.0	0.11%	0.07%	11.8	61.4%	81.2%	75.0%	22.1	21.0%	67.5%	51.7%	4.1%	9.5%	47.3

Data Source: MediaMind Research, 2012
Market Definition: North America market includes United States and Canada.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Viewability - A new lens for engagement



Benchmarks for Latin America - 2012

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	3.9%	5.8%	7.9%	46.5	0.26%	37.4	56.7%	68.8%	55.1%	21.9	15.8%	77.4%	67.7%	5.8%	22.3%	162.3	
Expandable Banner	5.8%	8.8%	7.6%	69.1	0.22%	87.8	66.3%	86.4%	61.7%	13.5	7.6%	70.5%	63.3%	6.1%	20.8%	162.7	
300x250	5.6%	8.9%	7.3%	58.5	0.21%	--	--	--	--	11.0	8.2%	69.3%	62.6%	5.5%	25.7%	162.6	
728x90	9.2%	13.8%	9.7%	61.7	0.30%	--	--	--	--	21.8	9.4%	71.8%	59.3%	9.1%	16.6%	79.9	
234x60	9.8%	14.1%	7.9%	106.2	0.22%	--	--	--	--	14.1	12.6%	83.8%	78.1%	9.8%	13.8%	22.9	
Floating Ad	1.4%	1.7%	31.4%	4.7	1.34%	11.5	81.6%	47.6%	33.8%	22.0	52.5%	66.1%	52.8%	--	--	--	
Floating Ad with Reminder	1.6%	1.6%	34.4%	61.3	1.62%	--	--	--	--	--	--	--	--	--	--	--	
Polite Banner	0.5%	0.6%	2.9%	38.8	0.13%	36.4	47.3%	70.8%	60.1%	24.0	25.4%	86.8%	76.4%	--	--	--	
300x250	0.4%	0.6%	2.9%	35.2	0.13%	38.3	54.2%	69.8%	58.7%	22.1	24.4%	87.9%	79.1%	--	--	--	
728x90	0.8%	1.0%	2.7%	46.1	0.10%	--	--	--	--	39.5	49.4%	80.0%	69.6%	--	--	--	
160x600	0.1%	0.1%	1.7%	49.3	0.12%	--	--	--	--	18.1	75.5%	86.7%	53.2%	--	--	--	
In-Stream	--	--	--	--	4.06%	--	89.2%	85.9%	77.1%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	4.04%	--	97.5%	85.9%	77.1%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	0.66%	--	--	--	--	--	--	--	--	--	--	--	
Verticals	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	6.9%	9.3%	9.9%	47.4	0.34%	--	--	--	--	23.0	12.5%	83.0%	72.9%	8.7%	31.7%	40.0	
Auto	3.2%	4.8%	8.8%	34.0	0.30%	0.11%	31.8	55.1%	54.9%	41.8%	40.8	11.4%	75.3%	5.1%	19.4%	137.8	
B2B	8.0%	10.8%	23.7%	22.6	0.98%	0.11%	--	--	--	--	--	--	--	12.1%	16.6%	59.5	
Careers	--	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	
Consumer Packaged Goods	4.5%	6.8%	8.9%	46.1	0.27%	0.18%	62.7	49.6%	62.1%	35.4%	25.9	27.5%	74.1%	7.1%	28.9%	158.4	
Corporate	1.9%	2.5%	6.4%	60.0	0.22%	0.11%	19.3	38.6%	73.3%	65.0%	5.0	72.3%	95.5%	2.8%	5.0%	70.2	
Electronics	3.4%	5.1%	6.9%	51.7	0.21%	0.11%	23.1	55.6%	83.1%	70.9%	29.1	4.0%	57.7%	48.9%	4.2%	12.3%	65.5
Entertainment	4.4%	6.9%	8.3%	49.0	0.38%	0.11%	50.9	73.9%	68.0%	53.4%	21.8	16.2%	74.8%	58.3%	6.6%	20.9%	67.3
Financial	4.3%	6.3%	9.4%	41.2	0.30%	0.12%	--	--	--	--	20.1	0.6%	59.1%	46.6%	6.8%	19.4%	109.8
Gaming	4.2%	6.7%	9.8%	47.3	0.43%	0.11%	17.8	68.4%	56.6%	36.5%	33.5	27.5%	87.5%	5.1%	35.1%	134.2	
Government/Utilities	1.2%	1.6%	8.0%	18.4	0.20%	0.18%	--	--	--	--	23.2	4.8%	73.5%	59.5%	3.2%	7.8%	46.0
Health/Beauty	4.7%	7.2%	8.7%	52.9	0.28%	0.12%	--	--	--	--	27.0	6.3%	63.6%	52.2%	6.7%	21.5%	131.5
Medical	2.4%	2.7%	4.2%	62.8	0.06%	0.12%	--	--	--	--	--	--	--	2.4%	4.9%	110.4	
News/Media	0.8%	1.2%	12.2%	15.2	0.40%	0.12%	--	--	--	--	--	--	--	--	--	--	
Restaurant	3.3%	4.5%	5.8%	41.8	0.14%	0.09%	--	--	--	--	--	--	--	4.0%	4.9%	53.4	
Retail	3.1%	4.4%	8.6%	34.7	0.26%	0.12%	16.0	48.0%	83.5%	76.4%	16.8	35.5%	79.0%	4.0%	20.1%	97.9	
Services	3.4%	5.3%	7.1%	34.7	0.21%	0.09%	--	--	--	--	28.1	0.7%	75.8%	63.6%	6.6%	20.7%	99.1
Sports	8.6%	10.5%	17.9%	43.0	0.54%	0.13%	--	--	--	--	21.1	23.6%	89.0%	68.1%	13.3%	24.5%	116.6
Tech/Internet	1.7%	2.5%	5.1%	41.2	0.17%	0.07%	--	--	--	--	73.5	12.2%	64.3%	60.9%	1.7%	16.2%	218.4
Telecom	3.4%	4.9%	6.2%	50.8	0.16%	0.09%	--	--	--	--	17.1	1.1%	67.0%	54.5%	6.6%	44.6%	124.2
Travel	1.4%	1.8%	5.1%	42.8	0.11%	0.10%	--	--	--	--	11.8	67.3%	94.1%	87.1%	2.0%	4.1%	97.0

Data Source MediaMind Research, 2012
Market Definition Latin America market includes Argentina, Brazil, Chile, Colombia and Mexico.
 -- Denotes inapplicable metric or insufficient data.

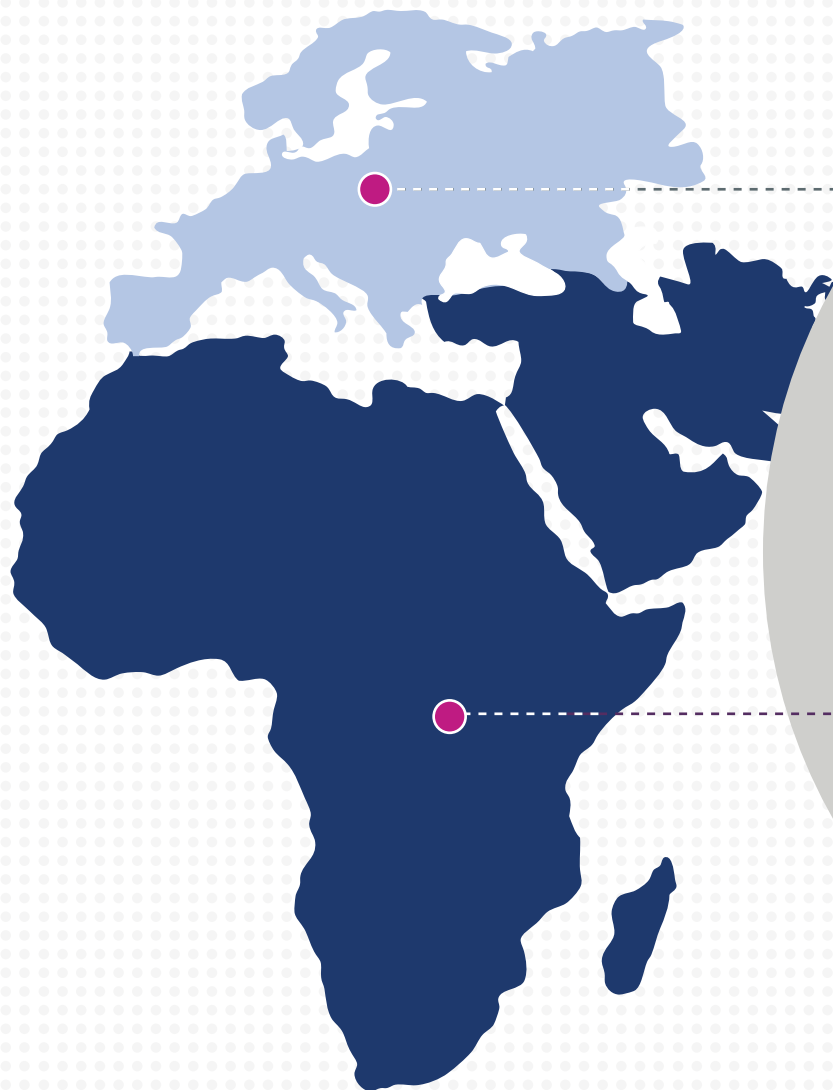
For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

VIEWABILITY



A NEW LENS FOR ENGAGEMENT

DG MediaMind Full-Year 2012 Global Benchmark



EXPANDABLE BANNERS BREAK OUT IN A STRONG YEAR FOR SPORTS CONTENT FOLLOWING THE LONDON OLYMPICS & EURO CUP

0.51% CTR

10.5% DWELL RATE

18.1% **-59.3%** AUTO/USER INITIATED VIDEO START RATE

36.1% EXPANSION RATE

STRONG GROWTH IN MOBILE IN LINE WITH REST OF THE WORLD AND OUTSTANDING RESULTS FROM EARLY IN-STREAM VIDEO CAMPAIGNS

CTR

0.73% MOBILE STANDARD BANNER

7.48% IN-STREAM VIDEO (VAST)

Viewability - A new lens for engagement



Benchmarks for Europe - 2012 Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	3.3%	6.6%	6.5%	47.7	0.28%	70.0	60.7%	70.1%	58.0%	54.4	40.9%	71.5%	58.7%	5.6%	35.1%	157.7	
Commercial Break	1.7%	1.7%	8.9%	4.0	--	--	--	--	--	--	--	--	--	--	--	--	
Expandable Banner	6.5%	10.2%	10.5%	59.3	0.51%	91.8	59.3%	70.2%	59.2%	76.8	18.1%	67.6%	55.7%	5.8%	36.1%	158.9	
300x250	6.2%	10.0%	9.8%	55.4	0.44%	85.2	55.9%	68.3%	57.6%	69.7	22.8%	70.2%	59.0%	4.6%	34.3%	192.1	
728x90	8.2%	12.3%	10.1%	65.3	0.86%	118.0	67.5%	68.2%	53.9%	86.4	20.2%	64.7%	50.3%	8.3%	26.0%	152.4	
234x60	10.9%	18.7%	7.0%	93.3	0.25%	--	--	--	--	70.7	6.3%	60.3%	50.9%	10.8%	16.4%	24.7	
Floating Ad	2.8%	6.0%	42.1%	4.3	2.27%	10.3	85.5%	43.4%	26.0%	8.8	64.5%	43.3%	27.7%	--	--	--	
Floating Ad with Reminder	3.1%	3.3%	47.9%	32.8	3.02%	--	--	--	--	10.3	74.3%	46.1%	38.3%	--	--	--	
Polite Banner	1.6%	4.8%	4.0%	38.6	0.15%	59.0	59.8%	70.2%	58.1%	50.7	54.4%	72.7%	59.6%	--	--	--	
300x250	2.0%	6.3%	3.0%	44.4	0.09%	62.0	62.1%	70.9%	58.9%	51.0	56.0%	72.8%	59.4%	--	--	--	
728x90	0.5%	1.2%	2.1%	34.3	0.08%	35.9	49.1%	72.3%	57.2%	36.7	56.4%	72.8%	60.2%	--	--	--	
160x600	0.2%	0.4%	1.8%	30.4	0.09%	41.1	68.1%	67.4%	51.4%	45.3	59.4%	72.9%	51.8%	--	--	--	
In-Stream	--	--	--	--	1.94%	--	99.0%	81.8%	75.4%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	1.93%	--	99.0%	81.9%	75.5%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	1.13%	--	--	--	--	--	--	--	--	--	--	--	
Verticals	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	1.8%	3.5%	5.8%	44.1	0.26%	0.12%	23.9	55.2%	69.5%	61.0%	51.2	27.3%	76.3%	65.0%	4.6%	25.6%	176.7
Auto	3.8%	6.5%	7.8%	47.2	0.32%	0.09%	73.9	62.9%	71.6%	60.3%	63.9	38.7%	72.9%	60.3%	5.5%	34.3%	175.9
B2B	0.6%	1.0%	4.7%	36.8	0.14%	0.11%	85.4	65.6%	96.8%	89.4%	58.8	48.7%	72.9%	56.9%	4.5%	22.7%	69.3
Careers	1.9%	2.5%	4.2%	49.7	0.12%	0.09%	12.8	76.9%	81.7%	68.1%	267.9	15.6%	72.1%	61.1%	5.6%	9.4%	82.6
Consumer Packaged Goods	4.7%	14.3%	6.3%	49.9	0.31%	0.10%	54.2	52.4%	62.9%	49.9%	65.6	36.6%	68.7%	54.8%	6.0%	32.9%	125.3
Corporate	3.4%	5.0%	8.1%	48.7	0.28%	0.09%	118.9	64.5%	83.1%	72.9%	83.4	33.2%	70.0%	55.5%	5.9%	39.0%	207.1
Electronics	1.9%	2.9%	7.7%	43.6	0.26%	0.11%	24.1	50.8%	69.9%	57.3%	41.2	32.7%	69.2%	54.7%	4.9%	35.9%	179.9
Entertainment	3.8%	5.8%	6.3%	44.9	0.34%	0.06%	91.3	64.2%	71.7%	56.9%	38.1	45.3%	74.3%	61.6%	5.3%	33.5%	101.0
Financial	2.2%	3.8%	6.8%	44.2	0.24%	0.08%	85.8	64.5%	76.1%	65.2%	48.2	42.2%	78.8%	66.0%	4.8%	27.9%	85.1
Gaming	1.9%	4.2%	4.8%	43.9	0.21%	0.11%	113.3	59.8%	63.7%	51.8%	40.1	39.6%	68.0%	55.1%	4.0%	30.7%	126.9
Government/Utilities	2.2%	3.3%	4.8%	56.6	0.15%	0.07%	89.2	61.1%	78.9%	68.1%	69.1	45.7%	69.9%	57.5%	4.7%	44.3%	228.7
Health/Beauty	3.2%	7.4%	6.2%	47.6	0.21%	0.09%	47.8	48.9%	65.5%	52.5%	54.2	31.6%	70.6%	55.3%	5.4%	36.3%	226.5
Medical	4.0%	5.9%	8.1%	39.1	0.23%	0.09%	49.2	50.9%	61.9%	50.0%	56.4	26.4%	62.4%	50.5%	5.0%	28.6%	21.3
News/Media	3.6%	12.5%	5.8%	43.5	0.92%	0.11%	62.1	67.5%	61.5%	46.5%	45.0	39.6%	65.8%	52.3%	8.1%	19.3%	40.8
Restaurant	3.8%	6.0%	6.7%	72.2	0.24%	0.11%	150.3	67.5%	76.9%	65.4%	177.1	26.1%	80.0%	68.8%	6.1%	38.3%	159.2
Retail	4.3%	7.4%	7.5%	54.4	0.26%	0.12%	105.0	88.3%	78.2%	67.8%	63.3	111.1%	67.6%	58.3%	7.0%	33.1%	197.9
Services	4.6%	6.9%	7.7%	53.4	0.30%	0.14%	55.9	65.8%	58.1%	44.6%	74.9	33.9%	71.0%	58.1%	7.1%	24.4%	219.3
Sports	5.4%	16.6%	7.5%	94.0	3.32%	0.07%	--	--	--	--	233.2	64.1%	71.8%	60.2%	6.7%	7.9%	55.7
Tech/Internet	2.9%	4.3%	6.1%	46.5	0.32%	0.09%	24.8	72.0%	78.0%	59.8%	31.2	34.3%	73.9%	54.8%	6.4%	74.6%	118.6
Telecom	3.0%	4.5%	6.3%	52.2	0.29%	0.10%	54.1	59.1%	71.4%	58.1%	86.1	27.8%	72.6%	60.4%	6.5%	43.9%	187.7
Travel	3.5%	8.4%	5.9%	47.4	0.29%	0.07%	45.7	80.5%	64.8%	51.9%	44.1	60.8%	67.2%	54.3%	7.0%	26.1%	102.9

Data Source

MediaMind Research, 2012.

Market Definition

Europe market includes Austria, Belgium, Denmark, Cyprus, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland and UK.

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Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Middle East & Africa - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	2.9%	4.6%	5.6%	50.0	0.21%	106.9	57.5%	69.1%	58.3%	104.9	23.1%	76.6%	64.8%	4.3%	16.3%	59.3	
Expandable Banner	4.8%	7.6%	7.7%	54.9	0.25%	128.4	46.8%	67.7%	59.0%	95.3	6.8%	66.8%	55.0%	4.4%	16.5%	59.3	
300x250	2.9%	4.0%	7.2%	39.3	0.19%	156.7	43.5%	78.6%	70.4%	88.2	6.4%	68.0%	55.5%	2.2%	16.2%	86.6	
728x90	6.9%	9.0%	8.1%	50.5	0.26%	--	--	--	--	25.4	5.4%	74.0%	58.5%	6.9%	11.3%	77.5	
234x60	11.5%	20.0%	8.1%	92.8	0.34%	--	--	--	--	23.1	3.3%	32.8%	21.7%	11.5%	19.5%	22.5	
Floating Ad	1.5%	1.8%	43.4%	7.1	1.63%	--	--	--	--	--	--	--	--	--	--	--	
Polite Banner	0.5%	0.9%	2.9%	37.2	0.12%	93.3	58.7%	67.1%	55.1%	107.1	54.1%	78.9%	67.2%	--	--	--	
300x250	0.7%	1.4%	2.8%	31.5	0.12%	94.0	58.9%	67.0%	55.0%	94.7	55.9%	77.2%	66.6%	--	--	--	
728x90	0.1%	0.1%	2.1%	34.1	0.08%	--	--	--	--	121.2	46.7%	84.0%	55.2%	--	--	--	
160x600	0.1%	0.1%	2.4%	56.0	0.07%	--	--	--	--	--	--	--	--	--	--	--	
In-Stream	--	--	--	--	7.48%	--	95.8%	55.6%	35.5%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	7.48%	--	95.8%	55.6%	35.5%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	0.73%	--	--	--	--	--	--	--	--	--	--	--	
Verticals	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	1.2%	2.0%	6.3%	44.7	0.38%	0.14%	25.7	52.1%	75.0%	65.3%	19.9	29.1%	67.5%	53.9%	2.0%	14.5%	41.7
Auto	2.7%	4.7%	6.5%	39.6	0.32%	0.12%	125.6	61.2%	71.2%	62.2%	112.3	45.5%	76.5%	66.8%	4.3%	19.1%	99.1
B2B	2.8%	6.6%	4.8%	32.7	0.27%	0.11%	--	--	--	--	--	--	--	2.6%	11.2%	73.2	
Careers	15.6%	19.7%	12.1%	43.2	0.26%	0.08%	--	--	--	--	--	--	--	15.6%	19.4%	12.4	
Consumer Packaged Goods	3.3%	5.1%	5.2%	64.2	0.25%	0.09%	--	--	--	137.2	7.5%	67.6%	54.7%	4.5%	20.0%	141.0	
Corporate	2.1%	3.1%	7.4%	47.9	0.33%	0.10%	130.7	53.6%	75.9%	62.5%	19.2	0.4%	73.8%	44.7%	4.1%	24.3%	59.8
Electronics	3.3%	5.1%	4.8%	50.3	0.22%	0.13%	28.5	42.1%	83.9%	74.2%	21.4	5.0%	47.2%	32.9%	4.2%	8.1%	50.7
Entertainment	6.5%	9.6%	11.2%	40.8	0.49%	0.32%	142.7	70.5%	69.9%	57.0%	28.2	12.3%	56.3%	36.8%	7.6%	24.2%	61.8
Financial	2.0%	3.1%	4.9%	45.2	0.18%	0.10%	90.6	65.5%	68.7%	57.7%	143.6	41.4%	86.3%	73.7%	3.2%	16.2%	111.2
Gaming	2.3%	3.3%	2.7%	67.9	0.31%	0.39%	--	--	--	--	19.1	3.5%	47.7%	35.6%	--	--	
Government/Utilities	3.8%	5.3%	5.3%	58.1	0.14%	0.10%	--	--	--	--	26.2	49.1%	72.7%	60.1%	8.3%	12.8%	47.7
Health/Beauty	1.3%	2.0%	4.0%	56.1	0.17%	0.09%	--	--	--	--	97.2	6.1%	70.9%	53.2%	3.4%	10.6%	67.5
Medical	0.3%	0.5%	2.2%	54.7	0.05%	0.14%	--	--	--	--	--	--	--	5.6%	14.8%	254.9	
News/Media	7.2%	13.6%	8.8%	44.4	0.62%	0.05%	--	--	--	25.2	24.4%	69.0%	55.8%	11.2%	22.8%	35.0	
Restaurant	5.1%	8.2%	9.4%	55.8	0.29%	0.11%	--	--	--	31.7	2.6%	39.7%	27.6%	5.1%	14.7%	25.7	
Retail	4.8%	7.5%	7.5%	53.2	0.80%	0.08%	112.9	72.5%	71.5%	61.0%	80.2	7.7%	66.0%	53.5%	4.1%	8.4%	32.4
Services	6.9%	11.9%	8.1%	72.6	0.64%	0.06%	--	--	--	--	15.4	5.5%	55.8%	36.1%	7.5%	26.7%	141.6
Sports	1.8%	2.4%	9.3%	62.1	0.35%	0.44%	--	--	--	--	160.6	57.0%	82.7%	65.0%	5.6%	8.3%	114.8
Tech/Internet	1.8%	2.7%	3.0%	62.0	0.12%	0.23%	201.8	62.7%	91.3%	83.1%	154.5	4.9%	86.9%	77.6%	4.9%	14.7%	115.7
Telecom	3.9%	6.1%	6.6%	48.4	0.37%	0.09%	--	--	--	--	38.0	11.4%	54.6%	44.1%	3.6%	15.4%	70.8
Travel	2.9%	4.4%	4.9%	57.3	0.20%	0.06%	35.6	57.2%	63.6%	51.2%	16.5	26.2%	85.4%	5.1%	10.6%	56.4	

Data Source: MediaMind Research, 2012
Market Definition: Middle East & Africa market includes Dubai, Egypt, Israel, South Africa and Turkey
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

VIEWABILITY



A NEW LENS FOR ENGAGEMENT

DG MediaMind Full-Year 2012 Global Benchmark



IN-STREAM VIDEO ADS SHINE IN JAPAN WHILE RICH MEDIA IS SOLID IN CHINA & TAIWAN

In-stream video (VAST) - Japan

3.50% CTR

77.1% FULLY PLAYED RATE

Rich media CTR

0.19% CHINA

0.38% TAIWAN

SOUTH ASIA IS A DEVELOPING MARKET WITH THE POTENTIAL TO MOVE TO DIGITAL ADS AT SCALE, BOASTING HIGH DWELL RATES, AVERAGE DWELL TIMES & EXPANSION TIMES.

Dwell rates step up with interactivity

2.2% POLITE BANNERS

7.0% EXPANDABLE BANNERS

32.2% FLOATING ADS

3.7% RICH MEDIA TOTAL

AUSTRALIA & NEW ZEALAND ARE MATURE MARKETS NESTLED IN A GROWING REGION THAT IS DRIVING OVERALL ECONOMIC GROWTH, INCLUDING DIGITAL ADVERTISING.

Rich Media

8.1% DWELL RATE

65.7 SECONDS DWELL TIME

26.9% EXPANSION RATE

108.2 SECONDS EXPANSION DURATION

Benchmarks for Australia and New Zealand - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics					User Initiated 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	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	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.04%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	1.3%	2.7%	3.7%	47.1	0.13%	42.7	62.4%	69.8%	54.5%	39.3	36.7%	74.9%	62.0%	2.9%	25.2%	87.2	
Expandable Banner	3.0%	4.7%	7.0%	58.5	0.24%	90.4	61.9%	63.6%	49.7%	77.1	11.4%	78.1%	66.1%	3.0%	25.8%	87.2	
300x250	2.1%	3.2%	6.6%	57.8	0.29%	73.9	69.8%	65.2%	51.4%	96.3	14.4%	75.9%	63.4%	1.8%	14.3%	117.3	
728x90	3.6%	5.5%	5.1%	63.4	0.19%	134.1	46.3%	59.1%	45.3%	19.8	19.6%	88.5%	78.8%	3.9%	9.1%	103.2	
234x60	1.7%	2.4%	1.0%	69.3	0.07%	--	--	--	--	3.6	3.8%	92.4%	89.1%	1.6%	2.7%	89.5	
Floating Ad	1.6%	1.6%	32.2%	4.2	1.53%	--	--	--	--	7.4	87.6%	57.7%	38.9%	--	--	--	
Floating Ad with Reminder	0.7%	0.8%	20.2%	25.0	0.37%	20.6	72.1%	43.9%	29.8%	27.0	82.8%	66.1%	51.2%	--	--	--	
Polite Banner	0.6%	2.0%	2.2%	37.4	0.08%	34.3	61.9%	71.3%	55.5%	34.8	51.4%	74.8%	61.8%	--	--	--	
300x250	1.0%	3.5%	2.1%	33.4	0.08%	35.7	62.6%	33.4	54.8%	34.8	51.0%	73.8%	61.0%	--	--	--	
728x90	0.2%	0.4%	1.4%	29.3	0.05%	29.3	60.2%	64.5%	50.6%	39.1	56.8%	75.7%	60.1%	--	--	--	
160x600	0.1%	0.2%	1.6%	29.7	0.06%	19.1	58.1%	63.6%	46.6%	40.7	72.4%	66.4%	50.7%	--	--	--	
In-Stream	--	--	--	--	1.30%	--	--	98.6%	85.3%	78.0%	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	1.30%	--	--	98.6%	85.3%	78.0%	--	--	--	--	--	--	
Mobile	--	--	--	--	0.68%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics					User Initiated Video Metrics				Expandable Metrics		
	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	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	2.7%	3.9%	4.1%	36.6	0.09%	0.09%	--	--	--	--	31.9	17.0%	57.4%	37.3%	4.5%	8.8%	67.1
Auto	1.6%	2.4%	4.1%	41.6	0.12%	0.08%	34.8	60.9%	75.0%	59.6%	27.5	34.4%	80.1%	67.5%	5.8%	52.5%	317.2
B2B	0.5%	0.6%	1.7%	22.4	0.05%	0.06%	22.8	84.6%	70.5%	47.9%	--	--	--	1.1%	1.1%	23.7	
Careers	1.3%	1.9%	5.9%	44.2	0.30%	0.07%	--	--	--	--	--	--	--	--	--	--	
Consumer Packaged Goods	0.9%	1.3%	3.9%	56.2	0.10%	0.07%	16.8	58.5%	75.1%	64.6%	78.6	20.0%	64.1%	37.0%	1.8%	9.3%	35.9
Corporate	0.2%	0.4%	2.5%	44.8	0.13%	0.06%	--	--	--	--	8.0	52.1%	92.1%	87.7%	1.0%	2.6%	33.6
Electronics	1.4%	2.5%	6.9%	61.8	0.19%	0.06%	32.8	62.1%	71.0%	60.9%	21.6	22.5%	79.1%	67.3%	1.9%	42.3%	169.8
Entertainment	2.5%	7.6%	3.8%	49.3	0.13%	0.09%	51.5	64.3%	64.1%	44.9%	30.7	41.8%	73.8%	60.8%	1.1%	22.3%	207.7
Financial	0.6%	0.8%	2.4%	33.1	0.07%	0.04%	180.5	44.6%	69.9%	59.0%	35.8	16.7%	78.8%	64.8%	2.1%	11.0%	49.0
Gaming	1.1%	2.5%	3.8%	49.8	0.14%	0.19%	22.3	61.1%	79.9%	68.5%	42.3	43.5%	80.0%	66.4%	2.0%	12.4%	19.4
Government/Utilities	1.9%	4.9%	5.1%	33.3	0.14%	0.06%	111.7	55.4%	56.1%	42.7%	52.4	39.2%	69.7%	54.1%	3.2%	11.4%	30.9
Health/Beauty	0.8%	2.4%	5.1%	43.7	0.21%	0.06%	33.7	52.1%	61.9%	50.9%	30.2	36.2%	75.3%	62.6%	1.7%	63.8%	103.5
Medical	0.4%	0.4%	4.7%	64.2	0.12%	0.07%	--	--	--	--	21.0	1.9%	47.8%	33.3%	0.9%	23.4%	276.4
News/Media	0.2%	0.3%	2.1%	29.0	0.07%	0.03%	--	--	--	--	107.6	42.6%	69.1%	52.9%	--	--	--
Restaurant	1.0%	3.9%	6.2%	36.6	0.20%	0.08%	--	--	--	--	--	--	--	1.4%	18.3%	20.3	
Retail	1.4%	4.6%	3.8%	62.7	0.23%	0.07%	69.6	50.8%	67.2%	53.9%	48.9	43.1%	75.5%	64.4%	2.9%	9.5%	67.1
Services	0.7%	1.1%	1.8%	30.0	0.07%	0.05%	18.5	102.6%	67.2%	42.2%	27.6	59.7%	60.9%	53.4%	1.9%	3.4%	32.7
Sports	0.2%	0.2%	3.0%	15.6	0.15%	0.05%	--	--	--	--	14.7	11.0%	90.3%	81.0%	0.5%	0.6%	40.4
Tech/Internet	1.1%	3.2%	5.0%	74.7	0.18%	0.04%	--	--	--	--	164.1	25.3%	78.3%	67.1%	0.6%	6.9%	81.7
Telecom	0.5%	1.0%	2.3%	29.4	0.09%	0.05%	--	--	--	--	37.5	38.4%	52.3%	35.3%	3.9%	9.8%	23.9
Travel	0.7%	1.0%	2.4%	45.5	0.09%	0.06%	76.9	48.8%	57.5%	43.3%	21.7	31.8%	79.8%	68.2%	1.5%	2.8%	41.2

Data Source MediaMind Research, 2012
Market Definition Australia and New Zealand market includes Australia and New Zealand.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for East Asia - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	1.9%	5.4%	4.4%	41.3	0.21%	60.3	61.6%	70.3%	51.4%	45.1	27.8%	63.5%	49.8%	5.3%	40.1%	61.4	
Commercial Break	4.3%	4.2%	62.2%	4.3	--	--	--	--	--	--	--	--	--	--	--	--	
Expandable Banner	6.0%	16.1%	7.9%	61.6	0.36%	82.3	53.0%	61.2%	50.3%	74.6	10.3%	50.9%	40.3%	5.6%	39.1%	61.3	
300x250	5.4%	9.0%	10.7%	43.5	0.40%	125.6	72.2%	62.2%	52.0%	53.0	15.4%	63.6%	52.3%	4.9%	25.4%	41.0	
728x90	8.7%	11.6%	10.2%	65.3	0.40%	--	--	--	--	19.9	17.7%	51.1%	39.4%	8.1%	38.4%	170.5	
234x60	10.9%	37.4%	7.3%	80.7	0.38%	--	--	--	--	73.6	4.7%	27.8%	21.8%	10.5%	18.3%	16.1	
Floating Ad	2.2%	2.9%	18.3%	4.1	0.88%	32.8	72.0%	52.9%	32.8%	19.1	73.1%	51.0%	27.0%	--	--	--	
Floating Ad with Reminder	10.8%	43.8%	14.1%	46.1	0.64%	--	--	--	--	14.3	74.7%	61.5%	30.7%	--	--	--	
Polite Banner	0.5%	1.7%	3.0%	27.4	0.15%	59.2	63.3%	72.7%	52.6%	37.9	48.4%	67.9%	53.8%	--	--	--	
300x250	0.8%	2.8%	2.6%	34.0	0.09%	69.8	70.4%	72.3%	50.6%	41.2	60.1%	68.6%	54.6%	--	--	--	
728x90	0.1%	0.2%	1.7%	32.3	0.16%	--	--	--	--	--	--	--	--	--	--	--	
160x600	0.1%	0.1%	2.0%	42.8	0.09%	--	--	--	--	--	--	--	--	--	--	--	
In-Stream	--	--	--	--	3.50%	--	100.0%	84.0%	78.6%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	3.50%	--	100.0%	84.0%	78.6%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	2.04%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	1.9%	4.5%	4.9%	41.1	0.36%	0.55%	36.0	55.5%	61.1%	44.2%	34.2	32.1%	68.1%	54.0%	7.5%	30.0%	107.4
Auto	5.6%	16.8%	8.4%	60.2	0.37%	0.10%	17.3	47.0%	52.6%	41.9%	106.1	14.3%	58.7%	47.6%	7.7%	28.9%	107.6
B2B	0.9%	1.8%	4.0%	35.5	0.73%	0.17%	--	--	--	--	29.9	31.1%	92.5%	81.1%	7.1%	32.7%	24.9
Careers	--	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	2.5%	8.4%	5.3%	46.9	0.24%	0.07%	88.7	66.2%	66.8%	53.1%	41.7	46.6%	61.2%	47.2%	1.9%	38.5%	145.7
Corporate	0.3%	0.5%	4.6%	24.1	0.13%	0.06%	--	--	--	--	24.0	62.3%	73.3%	61.9%	--	--	--
Electronics	2.7%	7.9%	5.2%	35.8	0.25%	0.07%	53.6	60.3%	65.1%	50.9%	37.6	38.7%	61.3%	46.5%	5.9%	37.7%	132.2
Entertainment	3.8%	10.7%	6.6%	46.8	0.20%	0.07%	51.8	80.9%	77.9%	43.5%	63.1	21.0%	58.5%	42.8%	3.2%	43.6%	118.1
Financial	1.2%	2.7%	4.1%	30.6	0.14%	0.06%	147.9	74.1%	74.7%	65.3%	96.0	22.3%	52.9%	40.5%	7.4%	33.2%	129.2
Gaming	5.8%	17.7%	4.3%	72.6	0.21%	0.05%	--	--	--	--	48.1	6.5%	33.1%	26.3%	10.3%	20.5%	58.7
Government/Utilities	10.8%	39.0%	7.3%	51.2	0.24%	0.12%	79.2	63.8%	70.0%	57.8%	46.5	32.8%	59.6%	45.2%	9.3%	26.0%	116.9
Health/Beauty	1.5%	4.6%	3.3%	44.1	0.15%	0.08%	57.8	37.5%	62.8%	50.7%	36.4	17.2%	56.9%	42.6%	6.2%	33.3%	116.0
Medical	5.0%	16.9%	15.5%	93.6	2.05%	0.07%	38.3	131.8%	89.7%	83.2%	72.4	71.8%	74.9%	62.6%	--	--	--
News/Media	2.0%	2.7%	23.8%	28.5	1.30%	0.08%	--	--	--	--	--	--	--	--	0.8%	45.8%	20.4
Restaurant	2.2%	3.2%	6.7%	47.5	0.27%	0.10%	--	--	--	--	103.2	50.0%	61.8%	49.4%	2.1%	54.1%	161.4
Retail	2.2%	5.0%	4.6%	33.0	0.43%	0.11%	48.3	55.2%	71.0%	40.7%	73.8	19.0%	63.2%	49.1%	4.3%	15.0%	79.7
Services	3.8%	9.4%	10.4%	35.4	0.34%	0.06%	--	--	--	--	--	--	--	--	4.7%	46.3%	57.5
Sports	11.2%	49.4%	10.7%	32.6	0.97%	--	--	--	--	--	33.6	12.7%	48.1%	36.6%	--	--	--
Tech/Internet	2.7%	8.9%	6.8%	43.4	0.24%	0.16%	--	--	--	--	157.5	36.2%	59.0%	46.6%	3.9%	47.3%	301.7
Telecom	0.7%	2.0%	2.2%	29.7	0.08%	0.32%	66.3	75.1%	71.3%	53.6%	--	--	--	--	7.1%	31.0%	38.5
Travel	4.6%	8.4%	7.9%	33.5	0.19%	0.08%	--	--	--	--	10.8	62.9%	78.5%	65.7%	10.2%	34.8%	48.5

Data Source: MediaMind Research, 2012.
Market Definition: East Asia market includes Taiwan, China, Japan, Hong Kong and Korea.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for South Asia - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics					User Initiated 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	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	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	5.0%	7.0%	8.1%	64.7	0.32%	42.6	60.4%	73.7%	62.0%	51.9	15.3%	72.9%	60.1%	7.3%	26.9%	108.2	
Expandable Banner	7.9%	11.0%	9.9%	75.7	0.36%	73.3	61.4%	67.4%	55.3%	40.6	7.1%	62.5%	50.0%	7.8%	24.5%	107.2	
300x250	6.6%	9.0%	10.2%	69.9	0.40%	73.4	62.2%	67.4%	55.3%	42.9	8.9%	66.6%	54.3%	6.4%	27.5%	124.9	
728x90	15.4%	19.9%	15.0%	84.4	0.41%	--	--	--	--	41.3	8.0%	52.4%	38.7%	15.3%	21.0%	95.5	
234x60	8.6%	12.7%	5.7%	89.0	0.20%	--	--	--	--	22.9	2.2%	33.0%	20.8%	8.6%	12.3%	37.1	
Floating Ad	1.9%	1.9%	30.8%	6.5	1.73%	--	--	--	--	--	--	--	--	--	--	--	
Floating Ad with Reminder	10.4%	15.9%	11.8%	116.1	0.65%	--	--	--	--	28.3	6.0%	30.6%	23.1%	--	--	--	
Polite Banner	0.2%	0.4%	3.6%	36.9	0.18%	32.5	60.9%	75.2%	63.4%	55.8	30.2%	79.0%	66.2%	--	--	--	
300x250	0.3%	0.5%	4.0%	38.4	0.15%	29.7	59.4%	75.8%	63.7%	47.5	36.2%	77.9%	65.0%	--	--	--	
728x90	0.1%	0.1%	2.8%	33.8	0.10%	30.8	64.9%	73.7%	60.7%	24.6	62.3%	85.1%	73.0%	--	--	--	
160x600	0.1%	0.2%	3.0%	39.7	0.13%	33.8	73.3%	75.9%	62.8%	--	--	--	--	--	--	--	
In-Stream	--	--	--	--	3.90%	--	--	99.2%	80.6%	70.9%	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	3.90%	--	--	99.2%	80.6%	70.9%	--	--	--	--	--	--	
Mobile	--	--	--	--	0.74%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics					User Initiated Video Metrics				Expandable Metrics		
	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	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	5.1%	7.5%	7.8%	56.7	0.37%	0.13%	--	--	--	--	19.2	32.2%	86.0%	75.0%	7.7%	30.3%	152.3
Auto	5.4%	7.4%	9.7%	61.1	0.36%	0.13%	54.1	59.5%	73.0%	62.0%	48.9	15.3%	65.2%	50.7%	7.0%	36.0%	152.5
B2B	7.3%	9.6%	9.8%	80.1	0.38%	0.15%	--	--	--	--	69.2	40.3%	78.9%	68.8%	8.6%	22.0%	162.0
Careers	1.3%	7.3%	7.8%	46.2	0.36%	0.11%	--	--	--	--	21.5	58.2%	58.8%	45.0%	1.1%	41.3%	181.4
Consumer Packaged Goods	3.7%	5.2%	7.5%	58.9	0.33%	0.12%	22.2	53.9%	76.5%	66.3%	62.0	16.4%	76.2%	63.2%	5.5%	22.4%	144.5
Corporate	5.3%	7.2%	8.9%	63.9	0.41%	0.11%	--	--	--	--	13.3	14.0%	61.2%	41.2%	7.4%	32.9%	150.7
Electronics	5.2%	7.2%	9.8%	63.5	0.44%	0.18%	145.0	59.3%	72.7%	61.3%	58.9	14.8%	68.0%	54.6%	7.2%	32.3%	129.2
Entertainment	4.6%	6.6%	7.5%	62.0	0.30%	0.24%	27.5	63.1%	60.1%	46.8%	32.9	13.8%	67.3%	53.5%	6.7%	24.6%	135.2
Financial	2.1%	2.5%	3.9%	62.8	0.16%	0.08%	--	--	--	--	174.5	44.6%	78.4%	67.2%	6.3%	25.3%	112.3
Gaming	1.5%	2.2%	3.4%	52.6	0.11%	0.16%	34.5	71.0%	73.0%	59.3%	--	--	--	--	14.3%	19.1%	65.5
Government/Utilities	7.9%	9.8%	11.5%	74.2	0.37%	0.07%	--	--	--	--	62.7	17.0%	62.3%	48.5%	9.3%	31.9%	139.1
Health/Beauty	5.7%	8.4%	9.5%	56.5	0.34%	0.14%	31.5	58.1%	77.0%	66.2%	40.2	15.3%	69.8%	56.3%	7.8%	26.6%	160.2
Medical	13.5%	16.9%	14.8%	85.6	0.58%	0.12%	--	--	--	--	142.9	20.9%	85.9%	78.7%	14.7%	17.9%	99.7
News/Media	6.7%	9.2%	7.9%	65.7	0.35%	0.33%	--	--	--	--	21.6	6.7%	46.2%	32.2%	7.8%	11.7%	117.2
Restaurant	2.1%	2.6%	2.9%	73.3	0.15%	0.08%	--	--	--	--	35.8	1.4%	80.2%	64.7%	5.8%	14.9%	60.1
Retail	6.6%	8.8%	11.1%	83.3	0.42%	0.12%	--	--	--	--	30.3	3.6%	45.0%	30.4%	7.1%	24.0%	157.6
Services	5.2%	7.0%	11.8%	72.6	0.49%	0.09%	--	--	--	--	27.2	13.7%	83.7%	76.4%	5.7%	36.0%	130.3
Sports	11.0%	15.4%	11.4%	65.4	0.40%	0.10%	--	--	--	--	--	--	--	--	10.8%	23.0%	157.7
Tech/Internet	6.6%	11.6%	8.3%	75.8	0.38%	0.12%	--	--	--	--	39.7	2.9%	52.8%	42.9%	6.9%	45.4%	128.4
Telecom	7.2%	9.8%	8.6%	75.8	0.29%	0.12%	--	--	--	--	38.8	5.6%	63.3%	50.2%	8.4%	17.2%	107.4
Travel	7.4%	9.7%	8.9%	73.5	0.26%	0.11%	192.5	56.2%	77.4%	63.8%	31.5	16.3%	62.1%	46.9%	11.1%	21.9%	103.6

Data Source MediaMind Research, 2012
Market Definition South Asia market includes Thailand, Pakistan, Malaysia, Singapore, India, Indonesia, the Philippines and Vietnam.
 -- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Country Benchmarks

Benchmarks for Argentina - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.16%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	2.8%	3.9%	8.5%	43.9	0.31%	33.6	47.4%	71.5%	58.3%	33.0	21.9%	74.8%	60.2%	3.1%	27.2%	37.2	
Expandable Banner	4.7%	6.8%	8.2%	65.6	0.30%	--	--	--	--	15.3	10.3%	70.5%	59.6%	4.6%	17.1%	35.5	
300x250	3.2%	4.4%	9.5%	50.5	0.39%	--	--	--	--	15.6	12.7%	73.2%	62.5%	2.9%	22.8%	39.2	
728x90	5.1%	7.7%	6.7%	61.8	0.17%	--	--	--	--	10.0	8.7%	39.0%	25.8%	5.1%	7.9%	56.3	
234x60	11.5%	15.6%	8.9%	121.4	0.28%	--	--	--	--	25.3	0.2%	66.8%	40.6%	11.4%	15.1%	26.0	
Floating Ad	1.3%	1.4%	26.9%	4.0	1.27%	--	--	--	--	--	--	--	--	--	--	--	
Floating Ad with Reminder	1.6%	1.6%	34.4%	61.3	1.62%	--	--	--	--	--	--	--	--	--	--	--	
Polite Banner	0.3%	0.4%	3.3%	44.4	0.15%	28.2	42.2%	69.8%	60.2%	43.9	27.4%	77.4%	64.4%	--	--	--	
300x250	0.2%	0.3%	3.3%	40.0	0.17%	29.1	53.2%	68.5%	58.0%	41.8	32.9%	77.5%	64.0%	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	0.4%	0.5%	8.8%	24.9	0.28%	0.17%	--	--	--	--	20.9	28.6%	86.4%	76.4%	0.2%	58.9%	24.2
Auto	2.2%	4.0%	9.2%	35.3	0.39%	0.11%	37.3	50.4%	49.0%	33.6%	27.3	22.0%	63.6%	55.8%	2.3%	32.4%	102.2
Careers	--	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	2.9%	3.9%	8.7%	48.5	0.38%	0.14%	--	--	--	--	43.7	18.9%	72.2%	53.1%	3.5%	26.9%	31.9
Corporate	3.3%	4.7%	5.8%	41.8	0.10%	0.07%	19.3	38.6%	73.3%	65.0%	--	--	--	10.5%	29.4%	116.4	
Electronics	1.5%	2.1%	10.4%	38.5	0.33%	0.12%	--	--	--	--	38.8	38.5%	84.1%	76.0%	1.3%	43.6%	123.4
Entertainment	2.9%	4.0%	4.9%	78.4	0.16%	0.14%	--	--	--	--	40.3	17.0%	77.7%	46.3%	4.6%	11.4%	34.4
Financial	1.0%	1.2%	8.6%	37.9	0.24%	0.09%	--	--	--	--	20.1	0.3%	26.4%	11.4%	0.8%	35.0%	130.5
Government/Utilities	0.9%	1.0%	10.3%	38.9	0.39%	0.97%	--	--	--	--	--	--	--	--	--	--	--
Health/Beauty	4.9%	7.1%	16.2%	30.4	0.79%	0.21%	--	--	--	--	48.7	17.0%	66.2%	55.9%	5.2%	37.5%	35.9
Medical	3.9%	4.2%	3.6%	119.5	0.04%	0.14%	--	--	--	--	--	--	--	3.9%	4.8%	121.4	
Retail	1.7%	2.2%	8.6%	36.4	0.19%	0.05%	--	--	--	--	15.4	50.5%	79.3%	69.6%	1.9%	44.5%	106.3
Services	1.6%	2.0%	10.7%	37.4	0.26%	0.08%	--	--	--	--	--	--	--	1.5%	27.2%	58.9	
Tech/Internet	--	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
Telecom	4.2%	6.2%	8.8%	43.3	0.28%	0.13%	--	--	--	--	18.1	15.1%	78.1%	66.6%	4.6%	24.1%	86.6
Travel	0.7%	0.7%	3.2%	92.2	0.06%	--	--	--	--	--	40.2	1.8%	60.0%	45.1%	0.7%	1.4%	80.0

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Viewability - A new lens for engagement



Benchmarks for Australia - 2012 Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics					User Initiated 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	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	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.04%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	1.3%	2.7%	3.7%	48.0	0.13%	43.7	62.4%	69.9%	54.5%	40.1	35.6%	75.7%	63.0%	3.0%	26.8%	87.4	
Expandable Banner	3.0%	4.8%	7.3%	59.4	0.25%	91.0	62.4%	63.6%	49.7%	78.0	11.5%	78.5%	66.9%	3.1%	27.4%	87.4	
300x250	1.9%	3.0%	6.5%	59.5	0.29%	74.6	70.7%	65.2%	51.4%	98.2	14.6%	76.3%	64.3%	1.6%	14.3%	121.6	
728x90	3.6%	5.3%	5.0%	63.4	0.19%	134.1	46.3%	59.1%	45.3%	19.8	19.8%	88.5%	78.9%	3.9%	9.0%	103.4	
234x60	0.7%	1.1%	0.6%	55.1	0.05%	--	--	--	--	2.5	4.1%	95.2%	92.6%	0.5%	1.4%	122.6	
Floating Ad	1.6%	1.6%	32.1%	4.3	1.53%	--	--	--	--	7.4	87.6%	57.7%	38.9%	--	--	--	
Floating Ad with Reminder	0.7%	0.8%	20.2%	25.0	0.37%	20.6	72.1%	43.9%	29.8%	27.0	82.8%	66.1%	51.2%	--	--	--	
Polite Banner	0.6%	2.0%	2.1%	38.1	0.08%	34.9	61.8%	71.5%	55.6%	35.2	50.5%	75.6%	62.8%	--	--	--	
300x250	1.0%	3.6%	2.0%	34.0	0.08%	36.2	62.6%	72.1%	55.1%	35.4	49.9%	74.8%	62.3%	--	--	--	
728x90	0.2%	0.4%	1.4%	29.2	0.05%	29.7	61.5%	65.2%	51.5%	38.5	56.9%	76.4%	61.2%	--	--	--	
160x600	0.1%	0.2%	1.6%	29.8	0.06%	19.1	58.1%	63.6%	46.6%	40.5	72.3%	66.0%	50.2%	--	--	--	
In-Stream	--	--	--	--	1.30%	--	--	98.6%	85.4%	78.1%	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	1.30%	--	--	98.6%	85.4%	78.1%	--	--	--	--	--	--	
Mobile	--	--	--	--	0.67%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics					User Initiated Video Metrics				Expandable Metrics		
	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	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	2.7%	3.9%	4.1%	36.6	0.09%	0.08%	--	--	--	--	31.9	17.0%	57.4%	37.3%	4.5%	8.8%	67.1
Auto	1.6%	2.4%	4.1%	41.8	0.12%	0.08%	35.2	60.7%	74.7%	59.1%	27.3	34.2%	80.5%	68.0%	5.8%	53.0%	318.0
B2B	0.5%	0.6%	1.7%	22.3	0.05%	0.06%	22.8	84.6%	70.5%	47.9%	--	--	--	1.1%	1.1%	23.7	
Careers	0.6%	0.7%	6.5%	20.6	0.31%	0.04%	--	--	--	--	--	--	--	--	--	--	
Consumer Packaged Goods	0.9%	1.3%	3.9%	57.7	0.10%	0.06%	16.4	61.8%	77.6%	68.7%	97.4	15.7%	65.9%	36.2%	1.8%	9.2%	36.6
Corporate	0.2%	0.4%	2.5%	44.8	0.13%	0.06%	--	--	--	--	8.0	52.1%	92.1%	87.7%	1.0%	2.6%	33.6
Electronics	1.5%	2.8%	7.4%	63.9	0.19%	0.06%	40.0	63.7%	69.7%	60.4%	42.1	8.7%	72.4%	62.8%	1.9%	43.3%	169.8
Entertainment	2.5%	7.9%	3.8%	50.4	0.13%	0.08%	51.6	64.1%	64.3%	45.2%	30.5	41.0%	74.6%	61.8%	0.8%	23.5%	211.5
Financial	0.5%	0.5%	2.2%	32.7	0.07%	0.04%	182.1	43.3%	68.7%	58.2%	18.0	0.9%	71.4%	27.0%	1.3%	10.4%	50.2
Gaming	1.3%	2.8%	4.0%	52.3	0.15%	0.22%	22.4	61.0%	80.2%	68.9%	44.1	42.7%	80.3%	66.6%	2.1%	11.6%	20.9
Government/Utilities	2.0%	5.1%	5.2%	33.3	0.14%	0.06%	111.7	55.4%	56.1%	42.7%	52.1	38.9%	69.3%	53.7%	3.2%	11.2%	31.9
Health/Beauty	0.8%	2.3%	5.2%	44.3	0.21%	0.06%	33.9	52.0%	61.9%	51.0%	27.1	35.3%	75.1%	62.0%	1.8%	64.8%	104.3
Medical	0.4%	0.4%	4.7%	64.2	0.12%	0.07%	--	--	--	--	21.0	1.9%	47.8%	33.3%	0.9%	23.4%	276.4
News/Media	0.2%	0.3%	2.1%	28.9	0.07%	0.03%	--	--	--	--	107.6	42.6%	69.1%	52.9%	--	--	--
Restaurant	0.8%	3.9%	6.1%	36.4	0.20%	0.08%	--	--	--	--	--	--	--	0.6%	19.0%	21.1	
Retail	1.3%	4.6%	3.8%	62.7	0.23%	0.07%	73.0	50.2%	68.5%	55.3%	49.1	43.3%	75.5%	64.4%	2.8%	9.4%	67.5
Services	0.7%	1.1%	1.7%	31.4	0.07%	0.05%	23.3	100.0%	61.4%	31.8%	27.6	58.6%	57.7%	50.2%	1.8%	3.3%	33.1
Sports	0.2%	0.2%	2.8%	15.3	0.15%	0.05%	--	--	--	--	16.3	0.3%	44.1%	34.8%	0.5%	0.6%	40.4
Tech/Internet	1.1%	3.3%	5.0%	74.8	0.18%	0.03%	--	--	--	--	167.0	25.0%	78.2%	67.2%	0.6%	6.9%	81.7
Telecom	0.4%	0.9%	1.8%	29.4	0.08%	0.05%	--	--	--	--	139.1	3.3%	68.4%	51.9%	3.6%	8.5%	31.1
Travel	0.9%	1.3%	3.0%	46.6	0.12%	0.06%	76.9	48.8%	57.5%	43.3%	21.7	31.8%	79.8%	68.2%	3.0%	5.6%	42.7

Data Source

MediaMind Research, 2012

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Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Austria - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	2.9%	9.4%	4.6%	44.8	0.16%	44.1	54.9%	57.5%	40.7%	60.0	44.5%	69.3%	55.7%	3.4%	51.6%	132.6	
Expandable Banner	3.1%	7.4%	6.9%	58.1	0.29%	58.6	53.3%	45.3%	28.4%	54.1	33.7%	70.5%	55.7%	3.1%	53.1%	133.4	
300x250	3.5%	8.1%	8.2%	59.1	0.36%	--	--	--	--	52.5	38.0%	70.1%	54.4%	2.1%	70.9%	131.0	
728x90	0.3%	0.3%	3.9%	43.7	0.17%	--	--	--	--	--	--	--	--	0.3%	23.3%	105.7	
234x60	7.9%	13.0%	5.9%	45.4	0.25%	--	--	--	--	10.0	1.1%	20.7%	13.4%	7.9%	12.6%	13.9	
Polite Banner	2.8%	10.3%	3.5%	34.7	0.10%	31.5	56.5%	68.2%	51.6%	61.7	51.2%	68.9%	55.7%	--	--	--	
300x250	3.4%	13.0%	3.7%	34.3	0.09%	31.1	59.4%	66.8%	49.0%	68.5	53.3%	68.7%	55.7%	--	--	--	
728x90	0.1%	0.1%	2.5%	21.9	0.06%	--	--	--	--	12.7	54.6%	75.4%	61.9%	--	--	--	
160x600	0.8%	3.0%	2.4%	31.6	0.07%	--	--	--	--	73.8	57.4%	58.5%	42.6%	--	--	--	
Mobile	--	--	--	--	2.32%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	2.9%	10.2%	4.6%	32.3	0.21%	0.13%	--	--	--	27.9	44.0%	65.9%	50.0%	--	--	--	
Auto	1.6%	3.3%	5.9%	50.3	0.26%	0.14%	--	--	--	95.6	67.7%	79.5%	69.7%	3.2%	45.7%	80.4	
Consumer Packaged Goods	3.3%	11.0%	4.0%	40.9	0.10%	0.07%	39.4	55.6%	58.9%	41.5%	62.9	47.6%	70.0%	57.5%	3.6%	57.3%	144.2
Electronics	1.0%	1.3%	4.7%	45.0	0.24%	0.33%	--	--	--	--	--	--	--	2.5%	38.7%	163.4	
Entertainment	1.5%	4.1%	5.3%	48.6	0.17%	0.19%	--	--	--	46.4	57.3%	62.9%	43.0%	2.1%	101.9%	168.0	
Financial	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Gaming	3.2%	16.9%	6.8%	57.3	0.17%	0.26%	--	--	--	66.8	34.2%	58.9%	46.9%	--	--	--	
Tech/Internet	8.9%	12.1%	10.4%	49.1	0.42%	--	--	--	--	--	--	--	--	9.9%	23.0%	104.0	
Telecom	2.2%	6.3%	6.3%	73.6	0.48%	--	--	--	--	67.8	19.1%	75.5%	51.4%	1.3%	29.9%	117.4	

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Belgium - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	3.0%	5.9%	7.0%	36.3	0.21%	18.1	48.8%	67.8%	55.3%	20.8	43.4%	72.6%	57.4%	7.3%	17.5%	49.5	
Expandable Banner	7.8%	11.4%	11.5%	45.1	0.45%	15.1	65.9%	80.5%	68.6%	16.2	21.7%	62.6%	49.6%	7.7%	19.5%	51.5	
300x250	5.7%	9.1%	8.5%	41.5	0.38%	15.1	73.4%	41.5	73.3%	59.4%	15.5	27.2%	62.9%	50.3%	5.4%	14.8%	32.4
728x90	8.7%	11.7%	13.1%	41.2	0.54%	--	--	--	--	16.7	18.2%	54.5%	40.4%	8.6%	20.2%	32.4	
234x60	6.3%	10.7%	4.7%	63.0	0.14%	--	--	--	--	13.8	9.2%	79.6%	74.2%	6.2%	11.4%	19.7	
Floating Ad	6.0%	6.2%	52.1%	3.2	3.63%	--	--	--	--	--	--	--	--	--	--	--	
Polite Banner	0.9%	3.5%	5.1%	28.5	0.13%	19.8	57.4%	72.8%	61.0%	21.8	55.5%	75.1%	59.3%	--	--	--	
300x250	0.5%	1.1%	2.2%	27.4	0.07%	14.6	48.9%	72.1%	60.0%	17.7	49.7%	70.3%	56.2%	--	--	--	
728x90	0.1%	0.1%	1.9%	24.1	0.06%	--	--	--	--	13.5	65.5%	80.0%	67.4%	--	--	--	
160x600	0.1%	0.1%	1.5%	31.7	0.07%	--	--	--	--	21.5	82.5%	91.7%	46.9%	--	--	--	
In-Stream	--	--	--	--	3.62%	--	100.0%	66.2%	58.4%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	3.62%	--	100.0%	66.2%	58.4%	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	3.0%	5.3%	5.8%	36.8	0.31%	0.08%	10.5	57.5%	88.5%	83.9%	13.2	48.9%	83.0%	73.0%	7.1%	17.0%	16.3
Auto	7.5%	12.1%	12.9%	35.8	0.44%	0.14%	24.6	74.0%	74.2%	59.8%	18.6	32.9%	73.6%	58.2%	11.9%	24.4%	22.4
Consumer Packaged Goods	3.3%	4.5%	6.2%	38.2	0.21%	0.14%	15.5	43.7%	63.8%	51.0%	21.8	26.2%	72.0%	47.3%	6.3%	14.5%	29.1
Corporate	8.8%	19.0%	17.1%	21.1	0.44%	--	--	--	--	16.5	36.0%	36.3%	7.9%	--	--	--	
Electronics	8.9%	17.3%	10.4%	48.8	0.33%	0.16%	14.7	61.1%	81.0%	71.9%	34.8	30.6%	71.3%	56.6%	10.7%	25.3%	40.7
Entertainment	2.8%	3.9%	9.2%	34.4	0.22%	0.08%	14.8	73.4%	76.8%	64.0%	22.2	47.9%	71.9%	58.9%	12.0%	31.4%	96.4
Financial	3.2%	4.6%	10.7%	33.3	0.30%	0.08%	--	--	--	13.2	50.0%	80.9%	61.9%	8.9%	21.9%	17.1	
Gaming	2.8%	3.9%	10.0%	49.2	0.37%	0.18%	26.5	52.6%	70.0%	55.8%	43.6	38.5%	67.7%	54.1%	4.7%	39.0%	75.9
Government/Utilities	4.8%	7.8%	8.4%	38.3	0.18%	0.08%	--	--	--	13.6	25.8%	65.4%	50.1%	11.5%	16.4%	46.9	
Health/Beauty	6.8%	21.3%	9.7%	40.0	0.24%	0.08%	17.8	39.2%	57.8%	44.2%	16.9	63.2%	67.6%	53.9%	6.8%	11.2%	31.2
Medical	8.0%	12.4%	8.3%	61.2	0.21%	0.11%	--	--	--	--	--	--	--	7.5%	22.4%	87.6	
News/Media	--	--	--	--	--	0.23%	--	--	--	--	--	--	--	--	--	--	
Restaurant	2.0%	2.1%	30.6%	43.4	1.79%	0.35%	--	--	--	--	--	--	--	0.0%	66.2%	9.9	
Retail	1.5%	11.6%	4.0%	29.1	0.26%	0.18%	33.8	73.0%	77.3%	65.8%	12.8	60.0%	63.7%	49.9%	0.1%	0.3%	16.9
Services	3.5%	5.0%	9.1%	36.0	0.17%	0.13%	--	--	--	--	28.3	45.3%	71.6%	58.2%	12.2%	17.2%	49.7
Tech/Internet	2.7%	3.2%	22.4%	38.5	0.89%	0.22%	--	--	--	--	14.7	29.3%	83.8%	74.6%	--	--	--
Telecom	0.5%	1.0%	2.5%	28.8	0.08%	0.10%	--	--	--	--	22.2	44.9%	72.7%	60.6%	6.0%	18.3%	23.3
Travel	4.6%	12.8%	15.5%	37.2	0.21%	0.06%	--	--	--	--	19.3	112.5%	79.2%	66.2%	17.4%	27.8%	36.0

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Brazil - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics					User Initiated 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	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	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	3.6%	5.7%	7.0%	49.8	0.20%	16.0	71.2%	62.9%	50.7%	16.1	11.7%	76.7%	67.6%	6.0%	27.9%	178.7	
Expandable Banner	5.4%	8.6%	7.7%	67.4	0.20%	--	--	--	--	9.8	6.1%	66.1%	60.5%	6.0%	28.8%	179.1	
300x250	5.6%	9.2%	6.8%	62.1	0.16%	--	--	--	--	8.8	8.1%	69.6%	64.6%	5.6%	32.0%	188.6	
728x90	10.6%	13.9%	10.7%	57.2	0.36%	--	--	--	--	16.7	6.6%	74.6%	62.2%	10.6%	20.1%	81.2	
234x60	15.0%	24.7%	11.1%	125.9	0.24%	--	--	--	--	18.1	6.1%	79.7%	71.1%	15.0%	24.3%	32.6	
Floating Ad	0.7%	0.9%	24.0%	3.2	0.67%	--	--	--	--	22.7	58.2%	71.8%	57.8%	--	--	--	
Polite Banner	0.4%	0.5%	2.8%	34.8	0.13%	--	--	--	--	16.1	19.1%	93.6%	85.0%	--	--	--	
300x250	0.4%	0.5%	2.8%	29.5	0.12%	--	--	--	--	15.5	18.7%	94.3%	86.9%	--	--	--	
728x90	0.4%	0.5%	2.5%	37.1	0.11%	--	--	--	--	--	--	--	--	--	--	--	
160x600	0.1%	0.1%	1.1%	41.0	0.09%	--	--	--	--	--	--	--	--	--	--	--	
Standard Floating Ad	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
In-Stream	--	--	--	--	4.53%	--	76.0%	82.0%	80.2%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	4.59%	--	93.7%	82.0%	80.2%	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics					User Initiated Video Metrics				Expandable Metrics		
	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	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	9.8%	12.8%	9.6%	67.6	0.29%	--	--	--	--	--	49.0	0.1%	66.2%	38.1%	--	--	--
Auto	3.1%	4.6%	7.1%	40.3	0.28%	0.08%	--	--	--	--	--	--	--	4.6%	22.8%	229.7	
B2B	--	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	
Consumer Packaged Goods	4.2%	6.3%	8.6%	43.5	0.19%	0.15%	--	--	--	--	24.6	46.3%	71.3%	65.5%	7.7%	39.7%	195.0
Corporate	1.8%	2.3%	6.0%	67.1	0.21%	0.09%	--	--	--	--	4.8	73.0%	95.6%	90.3%	2.4%	3.5%	58.4
Electronics	3.6%	5.7%	6.7%	55.6	0.15%	0.10%	--	--	--	--	18.2	1.2%	32.2%	23.8%	4.1%	11.2%	40.0
Entertainment	4.7%	7.4%	8.6%	48.8	0.27%	0.11%	--	--	--	--	15.7	6.7%	61.7%	34.0%	7.2%	25.1%	68.5
Financial	1.4%	2.1%	3.1%	52.7	0.06%	0.06%	--	--	--	--	--	--	--	--	5.4%	13.0%	43.3
Gaming	--	--	--	--	--	0.38%	--	--	--	--	--	--	--	--	--	--	
Government/Utilities	0.2%	0.3%	9.0%	7.3	0.19%	0.06%	--	--	--	--	29.1	2.2%	51.1%	32.3%	1.4%	0.2%	112.0
Health/Beauty	4.3%	7.1%	8.4%	55.3	0.28%	0.08%	--	--	--	--	14.9	2.2%	59.5%	48.4%	7.5%	33.4%	159.3
Medical	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Restaurant	2.6%	3.3%	5.2%	30.6	0.11%	0.09%	--	--	--	--	--	--	--	2.9%	3.4%	58.6	
Retail	--	--	--	--	--	0.20%	--	--	--	--	--	--	--	--	--	--	
Services	3.8%	6.2%	5.8%	36.8	0.19%	0.09%	--	--	--	--	--	--	--	8.1%	21.8%	125.2	
Sports	--	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	
Tech/Internet	1.9%	2.7%	4.5%	37.0	0.15%	0.05%	--	--	--	--	--	--	--	1.9%	8.3%	41.1	
Telecom	3.2%	4.6%	5.6%	53.0	0.13%	0.07%	--	--	--	--	17.9	0.1%	45.0%	32.7%	7.2%	56.6%	129.4
Travel	1.7%	2.5%	4.4%	37.3	0.10%	0.10%	--	--	--	--	11.4	72.4%	94.3%	87.4%	10.6%	16.4%	83.8

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Canada - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	2.0%	2.5%	4.4%	42.3	0.13%	12.7	64.8%	75.7%	60.7%	14.4	33.7%	69.5%	55.8%	5.1%	18.1%	63.2	
Expandable Banner	5.0%	6.6%	7.3%	53.2	0.18%	18.9	66.2%	64.1%	49.2%	12.9	27.2%	72.0%	59.2%	5.2%	20.4%	67.7	
300x250	4.8%	6.4%	7.1%	54.6	0.23%	18.9	66.2%	64.1%	49.2%	12.7	28.7%	72.1%	58.8%	5.0%	21.7%	134.4	
728x90	6.7%	9.3%	8.3%	52.4	0.11%	--	--	--	--	14.3	12.7%	73.4%	58.3%	6.7%	13.1%	48.3	
Floating Ad	6.4%	6.4%	37.6%	6.2	6.19%	--	--	--	--	--	--	--	--	--	--	--	
Polite Banner	0.2%	0.2%	2.9%	31.4	0.09%	12.4	66.8%	76.4%	61.6%	16.0	48.1%	66.2%	51.6%	--	--	--	
300x250	0.2%	0.2%	2.7%	34.8	0.09%	12.5	65.5%	75.6%	61.6%	16.0	53.8%	67.5%	53.2%	--	--	--	
728x90	0.1%	0.1%	2.7%	23.7	0.07%	--	--	--	--	14.5	62.4%	76.3%	56.4%	--	--	--	
160x600	0.1%	0.1%	1.9%	20.8	0.10%	--	--	--	--	--	--	--	--	--	--	--	
In-Stream	--	--	--	--	1.13%	--	100.0%	88.0%	81.0%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	1.13%	--	100.0%	88.0%	81.0%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	1.38%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	--	--	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
Auto	3.4%	4.3%	5.9%	42.7	0.20%	0.07%	--	--	--	--	13.3	5.2%	39.6%	22.1%	5.8%	11.7%	39.1
Consumer Packaged Goods	2.4%	3.1%	4.8%	51.9	0.10%	0.06%	--	--	--	--	14.8	51.2%	70.1%	55.6%	5.7%	65.4%	217.8
Corporate	13.4%	16.6%	13.4%	65.3	0.27%	0.08%	--	--	--	--	--	--	--	13.3%	16.3%	69.1	
Electronics	--	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
Entertainment	0.4%	0.6%	3.8%	36.6	0.17%	0.13%	15.5	61.3%	70.0%	52.4%	12.5	70.0%	73.7%	60.7%	--	--	--
Financial	7.8%	11.1%	8.8%	43.8	0.12%	0.05%	--	--	--	--	--	--	--	12.2%	20.3%	41.4	
Gaming	0.9%	1.1%	2.9%	34.7	0.08%	0.11%	--	--	--	--	13.3	18.9%	71.0%	58.7%	0.5%	1.0%	38.8
Government/Utilities	4.1%	4.9%	6.2%	58.9	0.13%	0.05%	--	--	--	--	13.5	35.0%	78.4%	65.2%	6.3%	7.5%	79.6
Health/Beauty	3.8%	8.5%	10.2%	27.5	0.10%	0.06%	8.9	49.5%	70.5%	60.0%	9.7	0.1%	57.8%	49.0%	4.7%	10.4%	56.9
Medical	5.0%	6.7%	7.4%	64.0	0.08%	0.05%	--	--	--	--	--	--	--	12.5%	16.7%	72.9	
News/Media	0.1%	0.2%	5.4%	46.1	0.16%	0.04%	--	--	--	--	--	--	--	--	--	--	
Restaurant	0.3%	0.4%	2.9%	35.4	0.09%	0.06%	--	--	--	--	--	--	--	3.9%	45.4%	74.8	
Retail	--	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	
Services	13.6%	14.7%	6.3%	51.8	0.29%	0.08%	--	--	--	--	23.9	55.8%	58.1%	39.9%	15.3%	16.3%	13.6
Sports	--	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	
Tech/Internet	6.9%	7.9%	8.5%	65.0	0.05%	--	--	--	--	--	--	--	--	6.9%	7.9%	78.5	
Telecom	--	--	--	--	--	0.03%	--	--	--	--	--	--	--	--	--	--	
Travel	0.3%	0.4%	2.6%	21.6	0.07%	0.06%	--	--	--	--	--	--	--	0.5%	0.9%	73.1	

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Czech Republic - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.02%	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics		
	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	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate
Consumer Packaged Goods	--	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--
Electronics	--	--	--	--	--	0.16%	--	--	--	--	--	--	--	--	--	--
Financial	--	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--
Retail	--	--	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Chile - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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)
Formats																
Standard Banner	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.22%	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	0.16%	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	4.5%	6.0%	5.0%	68.1	0.09%	--	--	--	--	16.3	72.8%	90.1%	84.5%	11.0%	18.7%	56.6
Expandable Banner	11.4%	15.2%	10.0%	88.7	0.15%	--	--	--	--	--	--	--	--	12.2%	16.0%	56.5
728x90	10.0%	11.4%	10.6%	98.3	0.16%	--	--	--	--	--	--	--	--	9.9%	11.2%	108.2
Polite Banner	0.1%	0.1%	2.3%	30.2	0.03%	--	--	--	--	16.0	79.3%	92.1%	86.6%	--	--	--
300x250	0.1%	0.1%	3.2%	32.9	0.07%	--	--	--	--	16.0	79.3%	92.1%	86.6%	--	--	--
Verticals																
Apparel	--	--	--	--	0.16%	--	--	--	--	--	--	--	--	--	--	--
Auto	0.0%	0.0%	2.1%	31.7	0.01%	0.10%	--	--	--	--	--	--	--	--	--	--
Careers	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	2.4%	2.9%	4.5%	52.0	0.10%	0.20%	--	--	--	15.6	75.8%	91.1%	85.6%	--	--	--
Corporate	--	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
Electronics	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
Entertainment	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
Financial	14.1%	18.8%	11.7%	90.1	0.17%	0.18%	--	--	--	--	--	--	--	14.1%	18.7%	77.4
Gaming	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
Government/Utilities	--	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
Health/Beauty	--	--	--	--	0.18%	--	--	--	--	--	--	--	--	--	--	--
Medical	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--
Restaurant	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--
Retail	--	--	--	--	0.18%	--	--	--	--	--	--	--	--	--	--	--
Services	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
Sports	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
Tech/Internet	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
Telecom	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for China - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.60%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.29%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.35%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	0.6%	0.8%	3.4%	24.7	0.19%	25.6	36.9%	71.6%	61.2%	15.4	24.6%	74.2%	55.6%	9.7%	20.3%	51.3	
Expandable Banner	8.9%	10.5%	9.2%	81.5	0.44%	16.4	35.2%	62.3%	51.3%	--	--	--	--	10.8%	21.2%	51.3	
300x250	2.8%	3.7%	4.9%	56.0	0.16%	--	--	--	--	--	--	--	--	23.5%	20.6%	67.2	
234x60	12.4%	13.7%	8.0%	107.6	0.40%	--	--	--	--	--	--	--	--	12.3%	9.4%	37.0	
Floating Ad	1.3%	4.1%	3.7%	16.8	0.38%	52.8	56.9%	54.6%	20.8%	6.6	42.5%	69.4%	7.4%	--	--	--	
Floating Ad with Reminder	4.4%	5.9%	9.7%	68.1	0.36%	--	--	--	--	--	--	--	--	--	--	--	
Polite Banner	0.2%	0.3%	3.0%	15.3	0.17%	27.8	36.3%	78.0%	70.3%	18.3	21.2%	72.6%	60.0%	--	--	--	
300x250	0.2%	0.4%	3.9%	16.5	0.24%	--	--	--	--	24.7	35.4%	85.7%	77.0%	--	--	--	
728x90	0.1%	0.2%	2.5%	27.0	0.20%	--	--	--	--	--	--	--	--	--	--	--	
160x600	0.1%	0.1%	2.6%	54.7	0.10%	--	--	--	--	--	--	--	--	--	--	--	
Mobile	--	--	--	--	3.17%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	1.2%	1.8%	3.8%	41.5	0.38%	0.62%	51.5	51.2%	54.1%	20.9%	12.8	16.4%	65.9%	48.1%	10.9%	23.4%	51.3
B2B	0.1%	3.3%	5.5%	29.4	3.20%	--	--	--	--	--	--	--	--	--	--	--	--
Financial	0.5%	0.5%	3.3%	19.8	0.11%	0.49%	--	--	--	--	--	--	--	14.5%	9.1%	44.1	
Health/Beauty	0.7%	1.2%	3.0%	33.0	0.27%	--	19.9	25.8%	61.1%	49.4%	11.1	28.2%	72.4%	47.0%	0.6%	39.2%	59.5

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Colombia - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.18%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.23%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.17%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	6.0%	8.9%	9.3%	64.8	0.25%	--	--	--	--	30.5	13.7%	54.0%	44.0%	12.2%	20.8%	53.7	
Expandable Banner	11.8%	17.9%	10.3%	92.7	0.36%	--	--	--	--	59.9	6.3%	37.4%	28.3%	11.8%	19.0%	48.1	
300x250	8.2%	10.2%	10.5%	61.3	0.24%	--	--	--	--	--	--	--	--	8.0%	12.7%	146.0	
728x90	4.2%	6.5%	5.6%	62.2	0.12%	--	--	--	--	--	--	--	--	4.1%	6.8%	82.4	
234x60	14.0%	22.9%	10.9%	122.3	0.49%	--	--	--	--	15.5	1.6%	47.6%	29.9%	14.1%	22.4%	38.9	
Floating Ad	1.7%	2.1%	44.7%	3.8	1.90%	--	--	--	--	10.7	87.8%	53.6%	40.7%	--	--	--	
Polite Banner	0.1%	0.1%	5.3%	52.4	0.02%	--	--	--	--	20.7	39.3%	68.1%	58.8%	--	--	--	
300x250	0.1%	0.1%	5.4%	52.9	0.01%	--	--	--	--	24.0	43.9%	63.7%	54.7%	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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)
Auto	0.1%	0.2%	6.1%	49.4	0.02%	0.33%	--	--	--	--	17.5	27.5%	66.0%	53.4%	2.8%	9.4%	170.9
Consumer Packaged Goods	13.0%	18.8%	12.4%	84.2	0.41%	0.15%	--	--	--	--	49.0	16.2%	44.4%	36.5%	13.8%	23.9%	132.3
Electronics	1.7%	2.3%	20.9%	9.8	1.04%	--	--	--	--	--	--	--	--	1.8%	5.1%	40.2	
Entertainment	2.2%	3.2%	4.9%	49.5	0.14%	0.43%	--	--	--	--	--	--	--	--	--	--	
Financial	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Government/Utilities	--	--	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--
Health/Beauty	11.9%	18.1%	11.0%	85.5	0.37%	0.12%	--	--	--	--	17.2	0.0%	32.1%	19.2%	11.9%	19.4%	70.6
Medical	--	--	--	--	--	0.64%	--	--	--	--	--	--	--	--	--	--	--
Services	5.0%	6.0%	23.0%	27.9	0.55%	0.17%	--	--	--	--	--	--	--	--	--	--	--
Sports	--	--	--	--	--	0.37%	--	--	--	--	--	--	--	--	--	--	--
Tech/Internet	--	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--
Telecom	4.4%	6.3%	12.7%	31.2	0.50%	0.12%	--	--	--	--	10.5	40.1%	66.8%	54.2%	13.4%	31.7%	123.3
Travel	--	--	--	--	--	0.28%	--	--	--	--	--	--	--	--	--	--	--

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Dubai - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.19%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.22%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.20%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	6.2%	10.4%	8.1%	72.1	0.38%	26.3	53.5%	74.8%	62.6%	40.7	18.8%	70.9%	56.3%	8.4%	16.0%	38.2	
Expandable Banner	8.2%	13.6%	9.5%	78.5	0.39%	--	--	--	--	47.5	4.8%	53.8%	37.3%	8.6%	16.3%	38.2	
300x250	5.1%	7.8%	7.5%	58.1	0.33%	--	--	--	--	33.7	4.3%	61.5%	47.2%	4.9%	15.1%	74.0	
728x90	10.0%	14.3%	9.8%	59.6	0.27%	--	--	--	--	18.4	2.3%	40.9%	28.9%	9.9%	14.3%	70.5	
234x60	11.8%	20.9%	8.0%	106.1	0.37%	--	--	--	--	15.2	4.1%	27.9%	18.5%	11.8%	20.4%	22.5	
Polite Banner	0.8%	1.8%	4.0%	37.8	0.33%	25.4	52.0%	76.0%	63.8%	40.2	31.2%	73.3%	59.3%	--	--	--	
300x250	0.6%	1.2%	3.8%	28.4	0.30%	25.5	53.0%	28.4	64.9%	28.9	30.2%	73.0%	58.9%	--	--	--	
728x90	0.1%	0.1%	3.1%	27.8	0.07%	--	--	--	--	--	--	--	--	--	--	--	
In-Stream	--	--	--	--	5.94%	--	98.3%	92.3%	88.4%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	5.94%	--	98.3%	92.3%	88.4%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	0.79%	--	--	--	--	--	--	--	--	--	--	--	
Verticals	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	1.3%	2.3%	4.2%	32.3	0.30%	0.23%	12.3	49.9%	70.2%	58.9%	19.4	20.2%	78.0%	64.0%	3.6%	7.2%	60.0
Auto	4.9%	7.1%	8.6%	55.6	0.30%	0.21%	--	--	--	--	21.5	23.0%	81.0%	66.2%	6.7%	14.8%	51.4
B2B	9.4%	18.0%	7.5%	37.3	0.32%	0.15%	--	--	--	--	--	--	--	11.0%	20.6%	37.0	
Careers	--	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	
Consumer Packaged Goods	8.5%	15.1%	10.1%	78.7	0.45%	0.21%	--	--	--	--	78.7	15.4%	64.0%	48.4%	10.4%	17.0%	41.0
Corporate	5.2%	7.2%	21.4%	53.2	0.72%	0.31%	--	--	--	--	--	--	--	7.4%	10.2%	75.3	
Electronics	6.8%	12.0%	7.4%	76.2	0.35%	0.22%	28.6	51.4%	72.8%	60.2%	34.2	7.8%	55.4%	41.3%	8.8%	14.4%	31.3
Entertainment	7.9%	13.2%	6.9%	91.1	0.36%	0.24%	--	--	--	--	26.5	16.9%	67.6%	51.1%	10.1%	20.7%	28.4
Financial	7.9%	12.8%	10.8%	63.9	0.39%	0.15%	--	--	--	--	29.8	29.0%	52.6%	38.5%	10.7%	25.8%	35.1
Gaming	4.0%	9.4%	7.2%	28.5	1.49%	0.33%	--	--	--	--	--	--	--	--	--	--	
Government/Utilities	10.2%	12.7%	12.9%	57.8	0.42%	0.13%	--	--	--	--	26.2	49.1%	72.7%	60.1%	14.0%	17.3%	60.1
Health/Beauty	7.6%	14.0%	6.3%	88.3	0.55%	0.17%	--	--	--	--	120.2	30.4%	81.9%	63.9%	9.3%	17.5%	39.1
News/Media	8.5%	17.0%	7.2%	61.9	0.54%	0.17%	--	--	--	--	25.2	24.4%	69.0%	55.8%	13.8%	26.3%	50.4
Restaurant	7.0%	11.5%	8.0%	81.9	0.37%	0.20%	--	--	--	--	68.6	3.4%	41.0%	29.7%	7.3%	11.8%	49.5
Retail	5.3%	9.4%	9.2%	76.0	0.48%	0.18%	--	--	--	--	118.2	20.5%	79.5%	65.5%	6.1%	10.2%	62.7
Services	7.5%	13.1%	8.3%	99.4	0.33%	0.17%	--	--	--	--	26.3	5.1%	57.4%	43.7%	7.8%	15.2%	159.6
Sports	6.4%	8.4%	9.2%	62.5	0.61%	0.22%	--	--	--	--	17.3	18.4%	92.4%	82.7%	6.7%	8.8%	83.1
Tech/Internet	8.2%	13.7%	12.0%	77.2	0.53%	0.22%	--	--	--	--	--	--	--	9.2%	17.0%	65.4	
Telecom	6.4%	11.0%	7.8%	96.7	0.21%	0.18%	--	--	--	--	--	--	--	7.5%	15.1%	32.1	
Travel	3.8%	6.1%	5.7%	41.0	0.37%	0.16%	35.6	57.2%	63.6%	51.2%	34.2	44.4%	65.1%	51.5%	9.0%	16.5%	62.2

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Egypt - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.23%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.29%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.19%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	6.1%	10.2%	7.5%	92.1	0.35%	--	--	--	--	23.1	2.7%	54.6%	38.5%	6.1%	17.2%	45.2	
Expandable Banner	6.3%	10.5%	7.6%	94.0	0.33%	--	--	--	--	23.2	1.9%	46.2%	31.2%	6.2%	17.0%	45.2	
300x250	2.6%	3.7%	9.3%	60.2	0.60%	--	--	--	--	26.0	1.3%	51.0%	37.8%	2.1%	39.8%	113.9	
728x90	0.8%	1.1%	6.0%	35.8	0.11%	--	--	--	--	18.5	1.3%	46.9%	33.7%	0.8%	1.0%	89.6	
234x60	13.2%	22.9%	9.3%	108.5	0.45%	--	--	--	--	--	--	--	--	13.1%	22.3%	26.0	
Polite Banner	0.5%	1.0%	3.1%	25.3	0.23%	--	--	--	--	23.3	13.2%	71.9%	53.2%	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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)
Auto	7.8%	12.7%	7.8%	118.6	0.31%	--	--	--	--	--	--	--	--	--	7.8%	12.3%	36.4
Consumer Packaged Goods	5.3%	8.5%	6.9%	86.1	0.27%	--	--	--	--	--	26.5	1.9%	46.5%	30.8%	5.3%	16.4%	67.9
Electronics	12.0%	19.4%	11.5%	100.1	0.63%	--	--	--	--	--	--	--	--	--	12.9%	25.7%	68.0
Financial	6.5%	9.9%	8.4%	124.1	0.24%	--	--	--	--	--	--	--	--	--	6.8%	10.2%	59.4
Government/Utilities	--	--	--	--	--	0.18%	--	--	--	--	--	--	--	--	--	--	--
Restaurant	6.0%	10.1%	7.3%	88.6	0.27%	--	--	--	--	--	--	--	--	--	5.8%	18.6%	10.7
Services	8.6%	15.3%	8.6%	84.3	0.64%	0.62%	--	--	--	--	25.1	2.2%	45.6%	31.7%	8.3%	36.5%	163.1
Tech/Internet	10.8%	21.8%	9.1%	64.1	0.72%	--	--	--	--	--	--	--	--	--	13.5%	26.5%	17.4
Telecom	4.2%	7.1%	6.3%	90.8	0.24%	0.18%	--	--	--	--	23.0	2.4%	47.8%	31.2%	4.2%	8.3%	54.8

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Finland - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.02%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.03%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.03%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	2.9%	3.9%	5.8%	51.1	0.21%	--	--	--	--	35.0	19.1%	63.9%	51.9%	4.9%	34.2%	85.0	
Expandable Banner	4.0%	4.6%	6.3%	61.9	0.32%	--	--	--	--	11.3	8.1%	34.8%	26.2%	3.7%	30.6%	159.2	
300x250	4.3%	4.6%	6.7%	57.5	0.40%	--	--	--	--	10.8	11.9%	34.7%	26.1%	3.4%	39.2%	177.3	
Polite Banner	0.1%	0.1%	3.2%	45.6	0.10%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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)
Auto	4.8%	7.0%	6.2%	38.9	0.19%	0.11%	--	--	--	--	31.7	18.9%	53.1%	44.1%	8.4%	25.8%	56.4
Entertainment	1.7%	2.4%	5.4%	58.5	0.12%	--	--	--	--	--	--	--	--	--	--	--	--
Health/Beauty	2.3%	2.4%	4.8%	54.7	0.10%	--	--	--	--	--	--	--	--	4.2%	17.6%	25.4	
Tech/Internet	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Travel	1.1%	1.5%	4.7%	67.4	0.31%	--	--	--	--	--	--	--	--	--	--	--	

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for France - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	3.3%	6.6%	6.8%	43.5	0.28%	33.6	60.3%	71.1%	62.0%	36.4	47.8%	71.3%	57.7%	4.3%	30.1%	147.8	
Expandable Banner	6.3%	9.8%	10.8%	51.2	0.51%	45.8	67.3%	75.5%	69.6%	61.2	16.3%	65.6%	52.7%	4.7%	28.9%	157.7	
300x250	6.0%	9.1%	10.9%	48.0	0.63%	29.3	76.3%	69.9%	60.8%	64.7	20.7%	65.7%	53.4%	3.3%	32.8%	86.2	
728x90	10.2%	13.0%	10.3%	53.2	0.20%	99.1	55.3%	65.0%	52.2%	80.8	14.7%	68.4%	53.9%	10.1%	15.6%	49.7	
234x60	12.0%	25.8%	8.7%	118.0	0.32%	--	--	--	--	23.1	5.7%	30.9%	17.9%	10.5%	9.2%	15.6	
Floating Ad	3.3%	3.5%	45.1%	4.0	3.35%	--	--	--	--	--	--	--	--	--	--	--	
Polite Banner	2.2%	5.6%	5.0%	39.0	0.19%	27.9	58.1%	68.8%	58.1%	35.7	58.5%	71.3%	57.4%	--	--	--	
300x250	2.3%	6.3%	3.5%	49.5	0.11%	25.5	63.3%	71.5%	59.8%	36.6	63.0%	70.5%	55.9%	--	--	--	
728x90	1.7%	5.7%	2.5%	50.3	0.08%	72.8	56.3%	64.9%	52.3%	47.4	60.1%	68.5%	56.5%	--	--	--	
160x600	0.2%	0.7%	1.8%	37.1	0.08%	--	--	--	--	67.9	64.1%	74.0%	62.8%	--	--	--	
In-Stream	--	--	--	--	2.26%	--	99.5%	77.9%	72.1%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	2.24%	--	99.5%	77.9%	72.1%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	2.82%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	2.2%	4.7%	6.9%	44.8	0.34%	0.10%	23.3	55.0%	70.3%	62.6%	45.9	32.4%	73.4%	61.6%	4.1%	20.0%	38.2
Auto	7.2%	13.5%	10.8%	40.4	0.24%	0.08%	26.3	63.6%	76.4%	66.2%	34.6	56.2%	72.3%	58.6%	4.0%	35.4%	141.3
B2B	0.3%	0.6%	4.2%	38.1	0.12%	0.08%	2.3	65.5%	100.0%	93.9%	62.2	60.8%	72.8%	56.1%	--	--	--
Careers	0.4%	0.7%	4.3%	31.6	0.11%	0.08%	12.8	76.9%	81.7%	68.1%	21.6	0.0%	36.6%	22.0%	1.5%	1.9%	64.7
Consumer Packaged Goods	3.1%	6.6%	6.8%	51.0	0.18%	0.10%	35.3	63.1%	75.5%	65.1%	39.6	63.1%	77.3%	64.9%	4.6%	50.3%	301.6
Corporate	3.0%	3.7%	5.6%	57.1	0.17%	0.15%	--	--	--	--	--	--	--	--	--	--	--
Electronics	4.1%	5.5%	7.6%	40.2	0.24%	0.11%	--	--	--	19.8	28.4%	69.9%	57.0%	4.2%	21.0%	160.4	
Entertainment	2.7%	5.3%	5.2%	51.8	0.24%	0.11%	33.6	65.8%	66.3%	51.2%	52.5	50.1%	69.7%	52.5%	4.8%	39.2%	75.9
Financial	1.8%	2.8%	8.5%	41.3	0.41%	0.07%	--	--	--	15.0	52.8%	81.4%	68.5%	2.2%	49.2%	23.4	
Gaming	4.1%	12.2%	6.0%	48.9	0.35%	0.14%	115.4	59.3%	47.6%	36.6%	50.2	51.1%	66.5%	53.7%	3.5%	35.1%	29.3
Government/Utilities	3.0%	4.0%	5.3%	49.2	0.19%	0.07%	--	--	--	20.9	59.3%	61.5%	46.1%	1.4%	46.9%	200.4	
Health/Beauty	3.4%	5.2%	8.4%	38.9	0.36%	0.14%	14.3	60.5%	72.6%	59.4%	18.4	28.4%	69.6%	56.2%	6.2%	28.2%	17.5
Medical	8.2%	11.7%	13.2%	40.1	0.89%	0.10%	--	--	--	--	--	--	--	7.6%	32.8%	9.7	
Restaurant	3.9%	7.4%	3.8%	53.2	0.07%	--	--	--	--	6.2	15.3%	97.6%	80.9%	5.7%	25.7%	377.0	
Retail	1.7%	2.5%	5.0%	40.0	0.16%	0.11%	--	--	--	25.4	57.7%	70.9%	56.9%	9.8%	34.1%	46.6	
Services	7.8%	14.7%	7.0%	37.6	0.12%	0.10%	--	--	--	23.5	64.6%	66.5%	52.1%	--	--	--	
Tech/Internet	7.8%	12.3%	8.9%	41.3	0.17%	0.07%	--	--	--	19.3	58.9%	77.5%	66.8%	11.5%	31.1%	29.8	
Telecom	--	--	--	--	--	0.03%	--	--	--	--	--	--	--	--	--	--	
Travel	1.9%	2.8%	3.8%	35.0	0.26%	0.06%	--	--	--	17.3	67.8%	65.9%	53.2%	4.7%	21.2%	41.5	

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Germany - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	4.3%	13.5%	6.6%	51.4	0.27%	51.7	69.0%	67.6%	52.9%	53.0	62.9%	67.3%	54.1%	5.5%	77.6%	166.1	
Expandable Banner	5.1%	8.4%	9.0%	62.6	0.43%	47.3	46.8%	61.5%	47.4%	53.2	36.3%	71.4%	60.5%	5.7%	80.4%	166.2	
300x250	4.7%	8.1%	7.4%	64.8	0.36%	64.5	53.3%	71.2%	56.9%	54.1	95.1%	74.6%	64.7%	4.6%	93.6%	310.2	
728x90	4.7%	5.9%	7.6%	67.0	0.24%	--	--	--	--	23.0	26.3%	69.5%	53.8%	6.5%	57.3%	230.1	
234x60	11.6%	20.5%	6.6%	92.6	0.38%	--	--	--	--	126.6	4.6%	54.5%	40.2%	11.5%	15.4%	17.3	
Floating Ad	2.4%	2.8%	24.2%	4.5	1.75%	9.7	90.2%	45.2%	23.9%	9.5	67.8%	49.1%	27.9%	--	--	--	
Polite Banner	3.8%	16.8%	4.7%	45.4	0.14%	61.8	57.2%	66.7%	51.2%	55.9	69.8%	67.4%	53.5%	--	--	--	
300x250	6.5%	28.7%	3.5%	64.5	0.08%	62.3	60.5%	69.2%	52.5%	53.4	63.7%	69.4%	53.2%	--	--	--	
728x90	0.1%	0.2%	1.7%	29.7	0.09%	32.3	48.1%	70.4%	54.0%	30.0	48.2%	68.7%	52.5%	--	--	--	
160x600	0.1%	0.1%	1.8%	28.1	0.08%	110.5	64.8%	72.6%	59.2%	88.7	52.9%	70.7%	45.7%	--	--	--	
In-Stream	--	--	--	--	1.88%	--	96.7%	83.4%	75.5%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	1.88%	--	96.7%	83.4%	75.5%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	1.01%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	2.7%	6.0%	11.1%	41.0	0.31%	0.12%	60.2	55.5%	75.2%	63.1%	53.7	24.2%	69.5%	54.0%	9.3%	46.7%	90.8
Auto	1.4%	3.2%	8.9%	41.5	0.37%	0.12%	25.9	62.9%	82.8%	69.8%	22.7	38.3%	65.0%	48.6%	1.4%	96.0%	226.0
B2B	0.4%	0.8%	4.6%	24.5	0.36%	0.13%	--	--	--	--	--	--	--	4.3%	5.4%	58.7	
Consumer Packaged Goods	10.0%	39.3%	6.2%	69.9	0.17%	0.11%	77.3	54.3%	65.7%	52.7%	76.3	37.6%	66.7%	51.4%	8.3%	50.7%	143.1
Corporate	0.2%	0.3%	8.1%	22.9	0.17%	0.09%	170.1	55.4%	80.8%	68.4%	18.3	15.3%	85.7%	73.6%	0.3%	38.3%	158.9
Electronics	0.6%	0.8%	4.6%	33.6	0.26%	0.09%	108.1	53.9%	70.4%	55.8%	51.4	29.4%	78.2%	42.2%	3.2%	51.7%	195.1
Entertainment	2.5%	4.7%	9.9%	38.5	0.54%	0.13%	40.7	53.3%	57.0%	40.8%	34.0	41.4%	66.1%	51.9%	5.2%	103.8%	127.5
Financial	1.9%	5.1%	8.3%	48.6	0.19%	0.09%	36.1	73.2%	77.9%	65.4%	43.5	64.6%	78.7%	64.8%	3.6%	31.6%	270.8
Gaming	0.9%	1.2%	5.6%	36.4	0.27%	0.11%	17.1	47.7%	55.3%	41.9%	17.8	51.9%	57.7%	44.1%	2.7%	26.4%	84.3
Government/Utilities	0.2%	0.5%	5.1%	48.9	0.20%	0.09%	--	--	--	--	--	--	--	0.3%	108.4%	174.7	
Health/Beauty	3.8%	13.2%	5.1%	54.4	0.17%	0.07%	61.2	50.8%	70.0%	54.8%	59.9	40.2%	73.2%	56.6%	5.3%	65.5%	237.2
Medical	0.1%	0.2%	6.5%	68.7	0.14%	0.05%	--	--	--	--	--	--	--	--	--	--	--
News/Media	0.1%	0.2%	2.9%	21.7	0.09%	0.10%	15.5	56.8%	37.4%	26.4%	--	--	--	--	--	--	--
Restaurant	4.8%	6.6%	8.7%	86.0	0.32%	0.10%	--	--	--	--	--	--	--	6.4%	68.9%	90.8	
Retail	4.3%	6.5%	6.4%	54.7	0.28%	0.11%	--	--	--	--	47.2	509.7%	65.7%	57.8%	7.6%	83.7%	236.4
Services	2.8%	2.9%	5.5%	78.6	0.22%	0.07%	--	--	--	--	27.2	46.8%	66.5%	53.7%	5.9%	19.9%	299.3
Sports	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Tech/Internet	2.9%	4.4%	7.0%	43.1	0.45%	0.12%	34.9	105.6%	71.4%	31.5%	30.4	62.0%	71.3%	42.6%	5.3%	115.0%	113.0
Telecom	0.9%	1.3%	7.3%	45.6	0.24%	0.11%	--	--	--	--	21.2	15.3%	75.1%	64.1%	1.5%	97.2%	229.4
Travel	0.2%	0.2%	5.8%	43.0	0.13%	0.07%	--	--	--	--	--	--	--	--	--	--	--

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Greece - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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)		
Formats	Standard Banner	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--		
	300x250	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--		
	728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--		
	160x600	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--		
	Rich Media	1.5%	2.1%	5.6%	29.4	0.31%	103.5	63.3%	62.6%	48.6%	25.4	26.2%	85.1%	74.9%	5.9%	24.5%	131.1	
	Expandable Banner	5.9%	8.2%	6.9%	58.5	0.27%	--	--	--	--	12.9	3.7%	58.1%	43.1%	5.9%	24.5%	131.1	
	300x250	6.4%	8.0%	7.3%	59.2	0.31%	--	--	--	--	10.3	4.4%	69.5%	52.9%	6.4%	7.6%	46.7	
	Floating Ad	3.3%	3.5%	37.5%	4.7	3.29%	--	--	--	--	8.3	86.0%	72.3%	53.4%	--	--	--	
	Polite Banner	0.3%	0.7%	3.1%	36.7	0.13%	103.5	63.3%	62.6%	48.6%	25.9	29.3%	85.8%	75.8%	--	--	--	
	300x250	0.3%	0.7%	2.7%	41.1	0.11%	103.5	63.3%	62.6%	48.6%	26.3	24.7%	84.0%	73.5%	--	--	--	
728x90	0.1%	0.1%	2.8%	29.6	0.09%	--	--	--	--	24.4	76.9%	91.4%	82.7%	--	--	--		
Vertical	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics				
		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	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	1.3%	1.7%	4.3%	36.0	0.21%	0.09%	--	--	--	--	23.0	56.9%	89.8%	80.5%	8.6%	10.0%	53.8
	Consumer Packaged Goods	2.7%	3.8%	6.9%	33.0	0.42%	0.11%	--	--	--	--	12.8	31.4%	70.3%	56.4%	6.3%	14.9%	200.8
	Telecom	1.0%	1.6%	6.0%	24.5	0.33%	0.05%	105.1	63.2%	62.6%	48.5%	133.1	2.2%	61.6%	47.8%	5.0%	34.4%	284.2
Travel	--	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	

Data Source

MediaMind Research, 2012.

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Denotes inapplicable metric or insufficient data.

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Benchmarks for Hong Kong - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.17%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	5.7%	16.1%	8.6%	42.7	0.45%	67.4	66.8%	71.0%	49.7%	44.3	44.3%	64.3%	50.2%	7.0%	31.0%	27.6	
Expandable Banner	8.7%	21.3%	11.6%	46.2	0.56%	125.0	71.6%	62.2%	51.9%	39.6	13.9%	56.3%	43.6%	7.7%	27.7%	26.9	
300x250	7.5%	13.1%	15.9%	45.3	0.72%	126.6	72.3%	62.3%	52.2%	27.6	16.8%	68.0%	56.4%	6.6%	33.1%	43.7	
728x90	14.0%	21.4%	14.3%	53.6	0.32%	--	--	--	--	--	--	--	--	13.7%	45.3%	214.6	
234x60	10.9%	33.7%	6.2%	46.0	0.28%	--	--	--	--	72.2	2.9%	36.3%	26.1%	10.2%	16.8%	18.5	
Floating Ad	2.4%	2.6%	20.9%	3.8	0.99%	--	--	--	--	22.8	91.3%	45.9%	32.4%	--	--	--	
Floating Ad with Reminder	22.3%	111.5%	21.7%	29.2	1.13%	--	--	--	--	14.2	75.0%	63.2%	31.3%	--	--	--	
Polite Banner	3.4%	12.5%	4.8%	45.2	0.34%	63.9	67.2%	73.2%	50.4%	43.8	61.0%	66.7%	52.6%	--	--	--	
300x250	4.5%	16.4%	5.5%	51.6	0.18%	69.8	72.0%	74.4%	51.5%	43.0	61.6%	68.2%	54.2%	--	--	--	
728x90	0.0%	0.6%	1.8%	25.7	0.60%	--	--	--	--	--	--	--	--	--	--	--	
160x600	0.0%	0.4%	0.8%	40.1	0.41%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	4.7%	14.5%	9.1%	45.3	0.49%	0.38%	53.2	57.8%	63.6%	49.9%	54.2	43.7%	69.4%	55.8%	5.2%	43.2%	154.7
Auto	5.5%	10.3%	13.8%	36.0	0.58%	0.12%	--	--	--	--	51.6	33.0%	66.7%	53.4%	6.0%	42.3%	42.0
B2B	--	--	--	--	--	0.24%	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	4.2%	13.9%	7.2%	47.0	0.46%	0.09%	87.5	66.7%	66.9%	53.5%	44.6	57.3%	63.5%	49.6%	4.6%	40.7%	62.7
Corporate	2.1%	7.0%	3.7%	63.2	0.13%	0.11%	--	--	--	--	--	--	--	--	--	--	--
Electronics	6.4%	21.3%	10.5%	43.7	0.48%	0.14%	53.6	60.3%	65.1%	50.9%	53.4	44.3%	55.1%	5.2%	38.9%	93.6	
Entertainment	7.7%	23.9%	10.6%	47.3	0.38%	0.35%	51.8	80.9%	77.9%	43.5%	62.4	27.3%	64.2%	47.4%	6.5%	29.3%	73.6
Financial	6.8%	15.0%	10.6%	43.0	0.35%	0.09%	147.9	74.1%	74.7%	65.3%	53.4	45.2%	55.3%	41.3%	7.3%	23.4%	50.0
Gaming	10.6%	25.5%	6.4%	53.7	0.25%	--	--	--	--	--	--	--	--	10.8%	17.1%	18.3	
Government/Utilities	11.1%	40.3%	7.5%	51.5	0.25%	--	79.2	63.8%	70.0%	57.8%	46.5	32.8%	59.6%	45.2%	9.3%	26.0%	116.9
Health/Beauty	6.1%	16.9%	9.0%	34.2	0.44%	0.16%	43.0	58.6%	64.7%	51.1%	34.4	43.1%	57.9%	43.1%	7.5%	22.5%	55.3
Medical	7.1%	33.2%	6.7%	68.3	0.14%	--	116.6	68.4%	70.9%	55.3%	94.0	57.7%	70.5%	55.6%	--	--	--
News/Media	2.1%	2.8%	25.1%	28.4	1.37%	0.09%	--	--	--	--	--	--	--	0.8%	43.7%	10.8	
Restaurant	5.5%	7.7%	12.2%	42.8	0.73%	0.10%	--	--	--	--	103.2	50.0%	61.8%	49.4%	6.9%	26.0%	35.4
Retail	2.3%	6.4%	3.1%	48.5	0.61%	0.11%	52.0	53.6%	75.5%	43.3%	74.4	18.2%	63.7%	50.0%	8.7%	27.8%	73.9
Services	7.6%	19.7%	12.7%	48.5	0.48%	0.08%	--	--	--	--	--	--	--	6.3%	36.3%	61.3	
Sports	8.8%	33.4%	9.5%	32.8	0.28%	--	--	--	--	--	21.7	47.7%	62.2%	46.6%	--	--	--
Tech/Internet	8.4%	29.8%	11.2%	41.7	0.39%	0.09%	--	--	--	--	75.6	38.8%	56.6%	43.0%	7.0%	43.7%	98.5
Telecom	8.6%	24.5%	11.7%	48.2	0.55%	0.37%	66.3	75.1%	71.3%	53.6%	--	--	--	9.3%	29.1%	48.6	
Travel	5.9%	11.0%	6.9%	38.9	0.19%	0.11%	--	--	--	--	10.1	62.7%	78.4%	65.5%	13.6%	22.0%	23.0

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Hungary - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.16%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.19%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.04%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	6.3%	12.4%	8.5%	59.0	0.33%	--	--	--	--	15.4	45.2%	67.7%	55.8%	7.6%	18.9%	67.8	
Expandable Banner	7.6%	13.3%	8.9%	64.9	0.33%	--	--	--	--	14.6	26.2%	65.3%	54.7%	7.5%	18.3%	67.0	
300x250	5.5%	8.8%	9.1%	47.2	0.34%	--	--	--	--	--	--	--	--	5.4%	15.8%	73.5	
234x60	11.5%	18.4%	8.0%	92.0	0.24%	--	--	--	--	--	--	--	--	11.5%	22.8%	74.0	
Polite Banner	0.4%	8.8%	6.3%	24.6	0.31%	--	--	--	--	15.6	55.7%	68.4%	56.1%	--	--	--	
300x250	0.2%	0.3%	3.0%	29.3	0.21%	--	--	--	--	15.3	68.7%	65.8%	53.5%	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	0.7%	0.9%	4.8%	24.9	0.52%	--	--	--	--	--	15.8	66.8%	69.0%	56.7%	--	--	--
Auto	1.2%	33.5%	12.5%	26.1	0.27%	0.14%	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	9.6%	15.5%	6.6%	81.3	0.22%	--	--	--	--	--	--	--	--	9.6%	16.2%	16.6	
Electronics	--	--	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
Entertainment	10.0%	15.6%	7.2%	94.4	0.27%	--	--	--	--	--	14.5	11.9%	55.7%	43.5%	11.8%	18.1%	18.7
Financial	5.0%	9.4%	10.0%	46.4	0.21%	--	--	--	--	--	--	--	--	5.9%	19.8%	76.8	
Health/Beauty	9.6%	16.9%	10.9%	56.4	0.29%	--	--	--	--	--	--	--	--	11.7%	50.2%	141.4	
Retail	6.1%	9.4%	7.9%	51.2	0.25%	--	--	--	--	--	--	--	--	6.0%	14.5%	89.7	
Telecom	2.1%	4.5%	7.6%	44.8	0.24%	0.26%	--	--	--	--	--	--	--	2.5%	9.7%	78.3	

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for India - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.18%	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.20%	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	5.2%	7.5%	9.3%	68.4	0.43%	120.8	63.5%	74.0%	63.2%	46.0	17.3%	77.8%	66.1%	5.3%	36.3%	117.7
Expandable Banner	5.6%	7.9%	9.6%	71.8	0.44%	123.5	63.2%	74.3%	63.5%	56.0	13.8%	78.8%	67.8%	5.3%	35.9%	117.3
300x250	4.4%	5.6%	10.6%	70.0	0.48%	123.7	64.8%	74.3%	63.5%	59.0	16.3%	81.5%	70.5%	4.1%	40.3%	136.7
728x90	12.0%	16.2%	12.4%	72.3	0.54%	--	--	--	--	15.8	7.9%	55.3%	40.0%	12.0%	21.1%	105.4
234x60	12.1%	18.5%	7.0%	89.3	0.32%	--	--	--	--	--	--	--	--	12.1%	18.1%	24.3
Polite Banner	0.4%	1.4%	4.8%	21.2	0.34%	--	--	--	--	24.3	46.4%	75.6%	62.0%	--	--	--
300x250	0.3%	0.4%	3.4%	28.5	0.21%	--	--	--	--	23.2	46.1%	74.2%	61.4%	--	--	--
728x90	0.1%	0.2%	2.6%	23.5	0.14%	--	--	--	--	--	--	--	--	--	--	--
In-Stream	--	--	--	--	2.78%	--	99.2%	73.1%	57.4%	--	--	--	--	--	--	--
In-Stream VAST	--	--	--	--	2.78%	--	99.2%	73.1%	57.4%	--	--	--	--	--	--	--
Verticals	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics		
	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	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate
Apparel	6.1%	8.8%	9.9%	63.1	0.42%	0.22%	--	--	--	13.0	26.4%	51.1%	36.9%	6.0%	32.2%	167.1
Auto	4.9%	6.6%	10.1%	56.9	0.45%	0.21%	--	--	--	28.2	8.8%	66.0%	49.0%	4.8%	43.9%	158.4
B2B	6.4%	7.6%	9.9%	82.3	0.33%	0.16%	--	--	--	76.1	50.6%	85.6%	76.3%	7.7%	29.6%	184.0
Careers	1.7%	12.5%	6.3%	63.9	0.23%	--	--	--	--	--	--	--	--	1.4%	26.7%	157.6
Consumer Packaged Goods	3.2%	4.4%	7.6%	50.4	0.48%	0.19%	--	--	--	35.8	44.7%	81.7%	69.9%	3.4%	48.2%	141.5
Corporate	8.1%	10.3%	12.9%	68.5	0.52%	0.16%	--	--	--	--	--	--	--	8.8%	45.8%	131.7
Electronics	6.6%	9.3%	10.5%	64.4	0.50%	0.21%	--	--	--	20.0	9.4%	70.0%	57.0%	6.4%	35.8%	107.7
Entertainment	1.6%	2.2%	5.7%	50.2	0.33%	0.26%	--	--	--	36.2	28.4%	83.1%	69.9%	1.4%	24.6%	141.9
Financial	5.6%	6.4%	10.1%	70.2	0.51%	0.12%	--	--	--	--	--	--	--	5.4%	33.8%	101.2
Government/Utilities	5.7%	6.5%	13.5%	59.8	0.55%	0.10%	--	--	--	--	--	--	--	5.4%	40.9%	114.0
Health/Beauty	5.9%	8.7%	9.2%	59.6	0.43%	0.17%	--	--	--	70.7	14.6%	69.0%	55.9%	5.7%	33.0%	153.9
Medical	11.9%	13.8%	10.4%	45.3	0.21%	--	--	--	--	--	--	--	--	11.9%	13.6%	44.4
News/Media	--	--	--	--	--	0.26%	--	--	--	--	--	--	--	--	--	--
Restaurant	2.3%	2.8%	9.7%	45.8	0.57%	0.17%	--	--	--	--	--	--	--	1.9%	24.3%	36.9
Retail	6.1%	7.0%	14.2%	89.4	0.62%	0.24%	--	--	--	21.0	1.6%	31.3%	21.2%	6.5%	29.7%	77.0
Services	4.2%	5.9%	12.4%	71.6	0.54%	0.16%	--	--	--	12.2	3.2%	59.8%	49.9%	4.3%	42.2%	132.5
Tech/Internet	7.0%	13.2%	6.6%	91.4	0.36%	0.55%	--	--	--	33.3	2.8%	60.1%	49.7%	6.8%	50.8%	126.0
Telecom	4.0%	5.0%	5.8%	86.4	0.19%	0.20%	--	--	--	8.3	3.1%	6.6%	3.9%	4.1%	12.2%	96.7
Travel	5.4%	7.4%	8.5%	71.9	0.34%	0.18%	243.8	54.1%	88.4%	75.8%	94.8	9.7%	78.3%	6.3%	32.0%	134.6

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Indonesia - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.31%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	2.7%	3.7%	7.0%	44.5	0.24%	22.4	56.0%	79.6%	67.6%	20.7	4.3%	76.8%	63.6%	7.6%	15.9%	90.5	
Expandable Banner	9.7%	13.1%	10.0%	86.7	0.23%	--	--	--	--	21.4	1.4%	59.6%	42.9%	9.7%	14.9%	89.6	
300x250	10.8%	15.9%	10.8%	75.3	0.33%	--	--	--	--	21.5	1.7%	55.9%	39.6%	10.7%	16.8%	82.4	
728x90	13.2%	14.7%	12.5%	85.3	0.17%	--	--	--	--	--	--	--	--	13.2%	14.6%	95.2	
Floating Ad	1.7%	1.7%	30.8%	5.8	1.55%	--	--	--	--	--	--	--	--	--	--	--	
Polite Banner	0.1%	0.2%	3.4%	34.0	0.13%	22.4	56.0%	79.6%	67.6%	20.6	5.3%	78.2%	65.3%	--	--	--	
300x250	0.1%	0.2%	4.7%	32.9	0.14%	22.9	56.8%	80.3%	68.5%	16.7	8.2%	83.8%	73.3%	--	--	--	
728x90	0.1%	0.1%	2.7%	34.0	0.09%	--	--	--	--	--	--	--	--	--	--	--	
160x600	0.3%	0.4%	4.7%	31.6	0.32%	--	--	--	--	--	--	--	--	--	--	--	
In-Stream	--	--	--	--	3.99%	--	99.0%	80.2%	71.4%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	3.99%	--	99.0%	80.2%	71.4%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	0.52%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Auto	12.2%	16.7%	12.6%	79.3	0.34%	0.04%	--	--	--	--	--	--	--	15.9%	21.4%	97.9	
B2B	--	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	1.1%	1.4%	5.7%	34.7	0.24%	0.09%	--	--	--	20.6	19.9%	78.3%	65.4%	5.8%	12.2%	96.3	
Corporate	--	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--
Electronics	--	--	--	--	--	0.17%	--	--	--	--	--	--	--	--	--	--	--
Financial	6.5%	7.0%	11.4%	90.7	0.20%	0.08%	--	--	--	--	--	--	--	--	--	--	--
Government/Utilities	--	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--
Health/Beauty	7.4%	10.6%	12.0%	48.8	0.30%	0.16%	--	--	--	20.9	2.0%	60.7%	44.4%	8.3%	19.7%	133.3	
Restaurant	--	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
Retail	--	--	--	--	--	0.20%	--	--	--	--	--	--	--	--	--	--	--
Tech/Internet	4.2%	4.5%	12.2%	46.9	0.31%	0.11%	--	--	--	--	--	--	--	8.5%	9.0%	153.8	
Telecom	0.3%	0.3%	6.2%	7.9	0.31%	0.12%	--	--	--	--	--	--	--	--	--	--	
Travel	--	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Ireland - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	1.1%	1.3%	3.6%	52.1	0.10%	21.2	76.4%	76.2%	65.2%	51.9	37.8%	74.1%	58.1%	3.7%	15.3%	286.9	
Expandable Banner	3.4%	3.6%	5.3%	72.8	0.11%	--	--	--	--	50.2	8.8%	85.1%	77.0%	3.6%	14.7%	287.3	
300x250	1.8%	2.4%	4.4%	50.5	0.07%	--	--	--	--	27.0	8.4%	85.8%	77.3%	1.9%	14.3%	321.5	
728x90	7.5%	9.6%	7.8%	74.6	0.31%	--	--	--	--	192.6	13.1%	78.5%	66.8%	9.0%	18.7%	224.3	
Polite Banner	0.3%	0.5%	3.0%	40.8	0.10%	--	--	--	--	52.4	49.7%	73.3%	56.7%	--	--	--	
300x250	0.4%	0.7%	3.0%	37.7	0.11%	--	--	--	--	49.4	36.2%	71.5%	50.6%	--	--	--	
728x90	0.1%	0.1%	2.2%	46.7	0.08%	--	--	--	--	120.8	69.5%	73.2%	61.0%	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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)
Auto	0.1%	0.2%	3.8%	21.9	0.14%	0.09%	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	0.1%	0.1%	3.2%	41.1	0.11%	0.07%	--	--	--	21.1	26.6%	85.1%	73.8%	--	--	--	
Electronics	0.3%	0.5%	4.2%	31.6	0.07%	0.11%	--	--	--	--	--	--	--	--	--	--	
Entertainment	0.8%	1.0%	3.4%	46.6	0.11%	0.12%	17.8	89.8%	77.5%	66.9%	52.2	69.0%	75.7%	4.1%	21.4%	290.4	
Gaming	2.0%	3.1%	3.0%	50.6	0.09%	0.09%	--	--	--	41.5	53.0%	71.1%	58.9%	4.4%	20.9%	293.2	
Health/Beauty	2.5%	2.5%	4.6%	67.5	0.10%	0.08%	--	--	--	100.8	18.1%	58.4%	14.5%	3.7%	8.8%	284.5	
Retail	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Services	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Israel - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	1.0%	1.7%	3.5%	50.6	0.04%	--	--	--	--	160.5	70.9%	90.8%	77.7%	6.6%	29.2%	16.2
Expandable Banner	6.3%	10.9%	8.6%	54.5	0.02%	--	--	--	--	--	--	--	--	7.1%	29.2%	16.1
300x250	0.1%	0.2%	1.5%	67.6	0.00%	--	--	--	--	--	--	--	--	0.1%	15.7%	393.5
234x60	10.8%	19.1%	7.9%	32.8	0.19%	--	--	--	--	--	--	--	--	10.8%	18.9%	10.9
Floating Ad	3.1%	3.3%	53.1%	13.2	3.02%	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.1%	0.2%	2.9%	46.3	0.09%	--	--	--	--	160.5	70.9%	90.8%	77.7%	--	--	--
300x250	0.1%	0.2%	2.8%	28.0	0.12%	--	--	--	--	158.3	77.7%	93.3%	83.1%	--	--	--
728x90	0.1%	0.1%	2.0%	46.8	0.08%	--	--	--	--	124.1	46.7%	84.2%	55.0%	--	--	--
160x600	0.1%	0.1%	3.3%	76.7	0.10%	--	--	--	--	--	--	--	--	--	--	--
In-Stream	--	--	--	--	1.65%	--	75.1%	51.3%	85.1%	--	--	--	--	--	--	--
In-Stream VAST	--	--	--	--	1.65%	--	75.1%	51.3%	85.1%	--	--	--	--	--	--	--
Verticals	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics		
	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	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate
Apparel	0.9%	1.3%	11.7%	80.7	0.39%	0.15%	--	--	--	--	--	--	--	--	--	--
Auto	0.3%	0.7%	3.1%	46.1	0.09%	--	--	--	--	--	--	--	--	--	--	--
B2B	0.2%	0.2%	4.5%	20.3	0.16%	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	1.6%	2.8%	3.1%	50.1	0.09%	0.08%	--	--	--	--	--	--	--	4.7%	39.5%	293.2
Entertainment	4.1%	6.6%	22.1%	12.4	1.10%	0.53%	--	--	--	--	--	--	--	3.7%	27.6%	25.0
Financial	0.7%	1.1%	3.4%	41.9	0.09%	0.10%	--	--	--	159.4	71.4%	91.8%	79.2%	5.0%	28.2%	268.6
Gaming	--	--	--	--	--	0.48%	--	--	--	--	--	--	--	--	--	--
Government/Utilities	2.3%	4.1%	2.8%	37.7	0.06%	0.10%	--	--	--	--	--	--	--	--	--	--
Health/Beauty	0.2%	0.2%	4.1%	58.1	0.12%	0.03%	--	--	--	--	--	--	--	--	--	--
Medical	0.1%	0.3%	2.1%	52.7	0.05%	0.14%	--	--	--	--	--	--	--	8.6%	43.0%	315.0
Retail	11.0%	19.4%	8.5%	30.4	0.20%	--	--	--	--	--	--	--	--	11.0%	19.2%	10.4
Services	7.1%	12.4%	5.6%	35.7	0.12%	0.02%	--	--	--	--	--	--	--	10.6%	18.4%	11.2
Sports	0.3%	0.4%	9.7%	62.3	0.28%	--	--	--	--	170.8	66.6%	82.0%	63.8%	--	--	--
Tech/Internet	0.5%	0.8%	1.3%	86.5	0.03%	0.51%	--	--	--	--	--	--	--	9.6%	16.7%	11.2
Telecom	6.8%	12.3%	11.2%	39.5	0.21%	0.07%	--	--	--	--	--	--	--	10.0%	17.9%	13.1

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Italy - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	6.1%	8.6%	10.7%	35.5	0.63%	14.8	52.5%	59.5%	48.3%	17.7	36.6%	66.6%	55.4%	3.0%	40.3%	52.6	
Expandable Banner	7.4%	11.6%	16.3%	40.6	0.73%	12.2	43.1%	54.0%	42.7%	15.5	14.8%	47.2%	35.7%	3.0%	40.7%	52.6	
300x250	9.0%	14.5%	16.7%	40.1	0.85%	11.9	42.9%	40.1	41.2%	17.7	16.8%	52.3%	41.2%	3.0%	32.5%	41.1	
728x90	7.5%	14.0%	13.9%	25.4	0.31%	10.3	51.6%	55.9%	43.5%	10.8	46.6%	58.5%	46.6%	2.0%	18.1%	22.0	
234x60	14.1%	28.2%	9.4%	82.2	0.24%	--	--	--	--	--	--	--	--	14.1%	29.5%	37.4	
Floating Ad	3.4%	3.9%	45.8%	4.5	2.89%	10.9	80.8%	40.9%	31.1%	7.9	88.8%	41.8%	24.6%	--	--	--	
Polite Banner	4.9%	5.3%	3.1%	4.1	0.42%	17.0	64.6%	30.1	53.4%	18.8	62.8%	73.4%	62.6%	--	--	--	
300x250	6.0%	6.1%	1.9%	33.9	0.06%	17.3	65.9%	67.0%	55.8%	18.3	67.0%	75.1%	64.3%	--	--	--	
728x90	0.1%	0.1%	2.6%	32.4	0.10%	--	--	--	--	--	--	--	--	--	--	--	
Standard Floating Ad	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
In-Stream	--	--	--	--	1.65%	--	100.0%	83.7%	80.0%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	1.65%	--	100.0%	83.7%	80.0%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	1.28%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	1.3%	1.7%	4.9%	33.2	0.21%	0.08%	18.5	58.8%	59.9%	44.8%	22.3	49.8%	84.8%	77.0%	2.1%	47.9%	132.2
Auto	5.2%	8.5%	13.7%	36.8	1.25%	0.10%	17.5	53.0%	60.6%	48.7%	18.5	38.5%	62.9%	51.1%	3.4%	43.2%	71.0
B2B	0.2%	0.3%	3.4%	28.4	0.11%	--	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	6.2%	10.0%	11.4%	36.7	0.41%	0.09%	12.9	51.0%	53.2%	41.2%	16.6	26.3%	54.8%	42.3%	2.9%	45.4%	49.1
Corporate	1.3%	1.9%	7.4%	33.8	0.68%	0.08%	--	--	--	--	17.3	56.9%	68.4%	44.4%	5.4%	72.7%	38.2
Electronics	4.6%	6.1%	10.7%	33.9	0.42%	0.15%	12.2	58.1%	57.8%	49.2%	13.8	43.9%	48.6%	38.3%	4.3%	38.6%	35.3
Entertainment	8.6%	9.6%	6.0%	32.5	0.26%	0.06%	15.2	56.1%	78.5%	69.8%	16.7	55.6%	80.1%	70.6%	2.0%	29.2%	75.3
Financial	3.7%	5.3%	14.5%	33.8	0.64%	0.07%	13.7	58.3%	65.8%	56.0%	18.1	25.7%	59.1%	48.5%	2.5%	34.5%	42.7
Gaming	8.6%	11.2%	16.6%	26.4	0.61%	0.06%	12.6	38.2%	50.7%	38.4%	10.3	24.9%	48.3%	39.2%	1.3%	30.0%	26.7
Government/Utilities	5.6%	7.3%	10.0%	41.4	0.41%	0.08%	18.3	55.6%	57.6%	45.8%	16.7	11.2%	52.8%	42.9%	2.1%	64.9%	172.0
Health/Beauty	7.0%	10.7%	18.0%	39.9	0.86%	0.08%	17.0	47.8%	55.7%	44.3%	31.1	42.4%	65.0%	47.2%	5.6%	31.8%	27.2
Medical	15.2%	23.6%	20.6%	43.5	0.50%	0.06%	13.7	46.0%	54.9%	43.1%	14.5	23.7%	49.8%	40.9%	1.7%	43.6%	21.2
News/Media	5.1%	5.9%	7.3%	33.0	0.24%	0.13%	13.3	58.8%	64.5%	52.0%	11.2	56.8%	61.0%	48.1%	3.9%	28.3%	38.0
Restaurant	10.2%	13.8%	9.4%	65.5	0.25%	0.09%	--	--	--	--	15.4	16.0%	72.4%	60.3%	--	--	--
Retail	9.2%	12.7%	16.3%	30.6	0.65%	0.18%	11.9	55.1%	55.3%	46.0%	11.4	47.3%	51.5%	37.8%	5.8%	33.6%	24.9
Services	6.8%	9.3%	16.8%	30.4	0.74%	0.07%	10.1	64.6%	33.5%	25.4%	16.9	41.2%	46.5%	33.6%	1.6%	27.1%	22.8
Sports	--	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
Tech/Internet	2.2%	2.5%	5.5%	26.3	0.25%	0.17%	--	--	--	--	--	--	--	0.6%	126.5%	161.8	
Telecom	7.6%	12.8%	19.7%	37.6	1.87%	0.09%	10.6	46.7%	50.0%	39.6%	13.4	21.0%	74.8%	66.2%	3.0%	49.1%	101.1
Travel	5.2%	6.7%	19.0%	46.9	1.03%	0.08%	17.8	51.9%	65.1%	56.4%	16.4	28.9%	55.4%	43.3%	2.4%	51.4%	37.6

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Japan - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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)	
Formats																	
Standard Banner	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	0.4%	0.7%	3.0%	33.3	0.10%	15.3	71.6%	70.2%	57.9%	16.7	29.9%	70.8%	56.8%	1.6%	59.6%	121.9	
Commercial Break	4.3%	4.2%	62.2%	4.3	--	--	--	--	--	--	--	--	--	--	--	--	
Expandable Banner	1.6%	2.3%	3.7%	55.7	0.15%	--	--	--	--	17.3	1.4%	46.7%	32.6%	1.6%	59.9%	122.0	
300x250	2.6%	3.7%	3.6%	19.8	0.12%	--	--	--	--	12.6	15.8%	57.5%	42.1%	2.5%	17.4%	21.7	
Polite Banner	0.1%	0.2%	2.6%	29.0	0.09%	15.2	71.7%	70.4%	58.0%	16.5	33.7%	71.2%	57.2%	--	--	--	
300x250	0.1%	0.2%	2.0%	26.5	0.06%	--	--	--	--	18.4	55.6%	67.7%	53.2%	--	--	--	
728x90	0.0%	0.0%	1.4%	37.4	0.03%	--	--	--	--	--	--	--	--	--	--	--	
160x600	0.0%	0.0%	2.1%	39.4	0.04%	--	--	--	--	--	--	--	--	--	--	--	
In-Stream	--	--	--	--	3.50%	--	100.0%	83.9%	78.6%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	3.50%	--	100.0%	83.9%	78.6%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	0.29%	--	--	--	--	--	--	--	--	--	--	--	
Verticals																	
Apparel	1.1%	1.6%	3.8%	21.3	0.21%	0.34%	--	--	--	12.4	44.8%	70.1%	56.7%	5.9%	16.3%	31.9	
Auto	0.4%	0.5%	4.0%	33.5	0.12%	0.09%	--	--	--	--	--	--	--	--	--	--	
B2B	1.1%	1.3%	3.3%	40.1	0.08%	0.12%	--	--	--	--	--	--	--	7.1%	31.1%	22.2	
Careers	--	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	
Consumer Packaged Goods	0.3%	0.6%	3.2%	37.4	0.06%	0.04%	--	--	--	--	--	--	--	--	--	--	
Corporate	0.2%	0.3%	4.7%	22.5	0.13%	0.06%	--	--	--	22.2	55.6%	62.6%	50.1%	--	--	--	
Electronics	0.9%	1.5%	2.9%	19.6	0.16%	0.06%	--	--	--	--	--	--	--	6.5%	35.1%	324.2	
Entertainment	1.0%	1.6%	4.0%	33.4	0.08%	0.07%	--	--	--	75.2	29.1%	45.3%	29.9%	1.2%	49.6%	126.5	
Financial	0.5%	1.4%	5.6%	48.2	0.20%	0.03%	--	--	--	--	--	--	--	--	--	--	
Gaming	--	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	
Government/Utilities	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Health/Beauty	0.1%	0.2%	2.1%	31.7	0.06%	0.06%	--	--	--	15.3	4.6%	80.7%	70.5%	1.4%	71.7%	136.9	
Medical	2.9%	3.4%	20.4%	97.1	3.14%	0.07%	24.5	158.9%	93.2%	88.4%	24.1	162.3%	92.8%	87.8%	--	--	--
News/Media	--	--	--	--	--	0.04%	--	--	--	--	--	--	--	--	--	--	
Retail	1.8%	2.4%	7.2%	16.0	0.15%	0.04%	--	--	--	--	--	--	--	3.0%	5.1%	20.7	
Services	0.5%	0.6%	8.5%	17.9	0.23%	0.06%	--	--	--	--	--	--	--	1.0%	70.0%	53.8	
Tech/Internet	0.8%	3.3%	4.8%	32.3	0.16%	0.27%	--	--	--	--	--	--	--	2.4%	57.2%	512.5	
Telecom	0.0%	0.0%	1.1%	10.3	0.04%	0.10%	--	--	--	--	--	--	--	--	--	--	
Travel	1.0%	1.5%	11.4%	19.7	0.18%	0.07%	--	--	--	--	--	--	--	--	--	--	

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Lithuania - 2012
Performance Metrics (By Format, Size and Vertical)

Format	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	17.0%	24.1%	17.8%	32.6	0.60%	--	--	--	--	--	--	--	--	21.1%	59.7%	46.1
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics			Expandable Metrics			
Auto	17.0%	24.1%	17.8%	32.6	0.60%	CTR (Rich Media)	0.09%	CTR (Standard Media)	0.09%	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)
														21.1%	59.7%	53.7

Data Source: MediaMind Research, 2012.

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Benchmarks for Malaysia - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	8.7%	11.6%	9.4%	75.1	0.26%	26.3	50.3%	72.6%	60.6%	26.9	10.6%	66.1%	52.1%	11.1%	18.4%	85.9	
Expandable Banner	11.5%	15.3%	11.1%	81.7	0.29%	--	--	--	--	26.7	4.8%	54.1%	41.0%	11.4%	17.5%	85.9	
300x250	10.8%	14.0%	11.1%	74.0	0.32%	--	--	--	--	19.0	4.5%	55.8%	41.6%	10.7%	16.7%	110.0	
728x90	18.8%	23.6%	17.2%	88.2	0.33%	--	--	--	--	37.7	7.7%	48.6%	35.3%	18.7%	23.3%	94.8	
234x60	7.6%	11.1%	5.3%	89.7	0.18%	--	--	--	--	25.3	1.6%	34.2%	22.6%	7.6%	10.2%	29.6	
Polite Banner	0.2%	0.3%	3.8%	22.6	0.14%	26.2	59.2%	73.3%	61.1%	26.8	33.2%	72.6%	57.9%	--	--	--	
300x250	0.2%	0.3%	3.2%	31.1	0.13%	22.5	50.9%	54.1%	39.5%	25.7	34.0%	71.7%	57.3%	--	--	--	
728x90	0.1%	0.1%	2.7%	24.4	0.10%	--	--	--	--	--	--	--	--	--	--	--	
160x600	0.1%	0.1%	2.3%	32.0	0.10%	--	--	--	--	--	--	--	--	--	--	--	
In-Stream	--	--	--	--	3.88%	--	98.3%	80.4%	73.0%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	3.88%	--	98.3%	80.4%	73.0%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	1.11%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	2.3%	3.8%	5.0%	38.4	0.28%	0.13%	--	--	--	--	18.9	32.9%	82.9%	67.6%	6.7%	11.1%	65.1
Auto	5.7%	7.5%	8.0%	58.4	0.24%	0.12%	--	--	--	--	29.4	17.7%	66.6%	52.6%	12.8%	22.3%	113.1
B2B	--	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
Careers	1.0%	1.4%	3.1%	50.1	0.16%	--	--	--	--	--	21.2	54.5%	56.7%	44.6%	--	--	--
Consumer Packaged Goods	7.9%	10.4%	8.1%	81.0	0.25%	0.11%	--	--	--	--	19.9	10.4%	68.5%	57.6%	8.1%	16.8%	201.8
Corporate	4.8%	7.5%	6.6%	75.8	0.43%	0.07%	--	--	--	--	--	--	--	8.6%	19.4%	222.5	
Electronics	7.0%	9.0%	8.0%	80.1	0.32%	0.17%	--	--	--	--	19.1	5.9%	82.0%	71.1%	7.9%	20.7%	170.2
Entertainment	8.6%	12.4%	9.7%	71.5	0.30%	0.13%	--	--	--	--	29.0	10.4%	62.4%	48.4%	11.5%	20.7%	168.7
Financial	9.1%	12.0%	10.9%	73.1	0.33%	0.10%	--	--	--	--	122.9	16.8%	30.8%	19.4%	12.3%	21.7%	109.7
Government/Utilities	10.6%	13.4%	8.4%	99.1	0.27%	0.06%	--	--	--	--	--	--	--	10.6%	13.1%	56.7	
Health/Beauty	7.7%	9.9%	8.6%	70.5	0.34%	0.06%	--	--	--	--	26.4	5.4%	67.2%	54.9%	8.8%	18.3%	194.0
Medical	0.9%	1.3%	10.7%	13.7	0.89%	--	--	--	--	--	--	--	--	--	--	--	
News/Media	8.2%	10.9%	9.2%	71.4	0.24%	0.08%	--	--	--	--	21.5	8.2%	46.8%	32.6%	9.7%	14.3%	133.6
Restaurant	5.9%	7.4%	5.8%	88.0	0.22%	0.09%	--	--	--	--	7.4	8.0%	84.5%	70.4%	7.6%	8.9%	112.1
Retail	6.8%	10.3%	8.2%	62.6	0.29%	0.10%	--	--	--	--	22.5	3.4%	40.7%	27.8%	7.2%	19.8%	256.5
Services	13.0%	15.9%	11.1%	79.2	0.25%	0.09%	--	--	--	--	--	--	--	13.0%	15.6%	75.8	
Sports	10.7%	14.8%	9.3%	65.9	0.26%	0.10%	--	--	--	--	--	--	--	10.7%	14.5%	56.4	
Tech/Internet	9.5%	13.3%	10.7%	85.0	0.31%	0.10%	--	--	--	--	76.4	0.0%	69.8%	55.6%	9.9%	30.4%	260.1
Telecom	10.4%	14.2%	10.2%	80.3	0.28%	0.14%	--	--	--	--	27.1	6.3%	68.7%	54.8%	11.3%	17.0%	107.7
Travel	11.3%	14.7%	11.1%	82.8	0.20%	0.10%	--	--	--	--	32.4	16.4%	58.2%	41.9%	13.3%	18.0%	90.3

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Malta - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics					User Initiated 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	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%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	1.5%	1.9%	3.5%	52.7	0.08%	--	--	--	--	15.0	4.6%	44.6%	31.9%	7.7%	9.5%	86.7	
Expandable Banner	7.7%	9.7%	7.7%	79.4	0.15%	--	--	--	--	--	--	--	--	7.7%	9.5%	86.7	
Polite Banner	0.0%	0.1%	2.4%	31.9	0.06%	--	--	--	--	--	--	--	--	--	--	--	
300x250	0.1%	0.1%	1.0%	54.9	0.06%	--	--	--	--	--	--	--	--	--	--	--	
Mobile	--	--	--	--	0.45%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics					User Initiated Video Metrics				Expandable Metrics		
	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	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)
Gaming	1.5%	1.9%	3.5%	52.7	0.08%	0.07%	--	--	--	--	15.0	4.6%	44.6%	31.9%	7.7%	9.5%	84.3

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Mexico - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	0.16%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	4.6%	6.6%	9.4%	41.0	0.36%	49.0	62.1%	68.5%	53.7%	25.8	21.1%	78.0%	69.0%	6.0%	12.1%	45.3
Expandable Banner	6.3%	9.2%	7.1%	71.0	0.23%	101.1	68.1%	84.6%	61.8%	17.6	10.9%	77.3%	68.9%	6.2%	9.8%	45.0
300x250	6.6%	10.1%	7.5%	54.2	0.26%	--	--	--	--	18.8	5.7%	61.8%	49.9%	6.4%	10.9%	61.6
728x90	9.2%	16.1%	9.6%	64.4	0.30%	--	--	--	--	24.6	11.5%	73.2%	60.7%	8.9%	16.5%	79.8
234x60	7.0%	8.6%	6.4%	90.9	0.20%	--	--	--	--	13.7	16.0%	84.5%	79.2%	6.9%	8.3%	11.4
Floating Ad	2.2%	2.6%	39.9%	5.9	2.02%	11.8	84.9%	46.2%	31.9%	19.8	36.2%	42.3%	31.8%	--	--	--
Polite Banner	0.9%	1.1%	2.7%	47.3	0.16%	51.7	52.8%	74.4%	63.1%	30.5	30.8%	79.7%	65.8%	--	--	--
300x250	0.7%	0.9%	2.4%	43.5	0.18%	52.4	54.3%	75.0%	63.6%	28.1	26.0%	78.7%	68.0%	--	--	--
728x90	1.6%	1.9%	3.0%	60.5	0.10%	--	--	--	--	39.5	57.8%	80.0%	69.6%	--	--	--
160x600	0.1%	0.2%	2.6%	54.5	0.18%	--	--	--	--	18.1	75.5%	86.7%	53.2%	--	--	--
In-Stream	--	--	--	--	3.67%	--	100.0%	88.4%	75.1%	--	--	--	--	--	--	--
In-Stream VAST	--	--	--	--	3.67%	--	100.0%	88.4%	75.1%	--	--	--	--	--	--	--
Mobile	--	--	--	--	0.44%	--	--	--	--	--	--	--	--	--	--	--
Verticals	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics		
	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	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate
Apparel	4.6%	6.8%	10.8%	33.8	0.45%	0.20%	--	--	--	33.0	6.2%	68.0%	57.7%	8.8%	15.7%	76.9
Auto	4.6%	6.6%	11.5%	30.3	0.37%	0.15%	--	--	--	26.4	18.5%	78.3%	68.8%	6.6%	12.1%	76.4
B2B	7.0%	8.9%	25.9%	14.7	1.13%	0.10%	--	--	--	--	--	--	--	10.7%	13.9%	66.4
Careers	--	--	--	--	--	0.17%	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	5.4%	8.3%	9.4%	45.8	0.40%	0.18%	23.2	27.3%	52.1%	39.0%	18.2	6.1%	61.6%	7.1%	13.5%	93.4
Corporate	2.6%	3.6%	15.2%	16.0	0.71%	0.18%	--	--	--	--	--	--	--	6.1%	21.3%	33.8
Electronics	3.5%	4.6%	6.3%	50.6	0.30%	0.15%	23.6	48.9%	74.5%	62.0%	23.2	5.6%	45.4%	5.4%	8.0%	47.3
Entertainment	4.4%	7.0%	9.2%	43.2	0.69%	0.19%	64.7	73.3%	71.8%	55.7%	22.1	34.7%	79.5%	68.7%	15.7%	75.2
Financial	5.6%	8.8%	13.9%	32.1	0.52%	0.11%	--	--	--	19.6	1.7%	60.8%	48.6%	7.5%	15.1%	99.6
Gaming	4.4%	7.0%	10.0%	47.6	0.44%	0.18%	17.8	68.4%	56.6%	36.5%	33.5	27.5%	87.5%	5.1%	35.1%	134.2
Government/Utilities	2.8%	3.7%	5.6%	55.9	0.19%	0.11%	--	--	--	13.2	7.6%	73.9%	57.4%	3.6%	5.7%	56.7
Health/Beauty	5.1%	6.9%	8.1%	50.5	0.24%	0.11%	--	--	--	20.5	12.3%	64.1%	52.0%	5.8%	7.9%	40.3
Medical	8.6%	12.3%	14.4%	44.5	0.36%	0.14%	--	--	--	--	--	--	--	--	--	--
News/Media	1.1%	1.5%	12.3%	9.0	0.56%	0.28%	--	--	--	--	--	--	--	--	--	--
Restaurant	12.7%	18.4%	15.1%	91.2	0.63%	0.21%	--	--	--	--	--	--	--	15.5%	22.0%	29.8
Retail	3.7%	5.4%	8.8%	34.2	0.30%	0.13%	--	--	--	31.6	6.5%	73.5%	62.5%	5.3%	8.2%	45.3
Services	3.2%	4.2%	9.3%	28.3	0.29%	0.11%	--	--	--	28.1	0.7%	75.8%	63.6%	7.0%	10.6%	68.0
Sports	5.6%	6.4%	19.5%	28.5	0.61%	--	--	--	--	81.6	24.7%	90.6%	67.9%	8.6%	21.3%	118.0
Tech/Internet	0.7%	1.1%	7.9%	52.6	0.28%	0.23%	--	--	--	--	--	--	--	0.6%	57.3%	323.5
Telecom	4.4%	5.5%	7.7%	50.1	0.26%	0.13%	--	--	--	27.4	34.4%	41.0%	25.1%	6.1%	11.0%	52.1
Travel	1.4%	1.8%	6.7%	33.0	0.15%	0.10%	--	--	--	--	--	--	--	1.4%	3.7%	108.6

Data Source: MediaMind Research, 2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for New Zealand - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics						Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.06%		--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.10%		--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	0.05%		--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	0.05%		--	--	--	--	--	--	--	--	--	--	--
Rich Media	1.1%	1.8%	3.6%	32.1	0.12%		25.2	62.3%	69.2%	54.9%	32.6	50.1%	68.3%	52.5%	2.2%	7.6%	37.1
Expandable Banner	2.2%	3.5%	3.8%	38.4	0.13%		--	--	--	--	41.6	8.0%	62.5%	38.0%	2.2%	7.5%	37.1
300x250	4.9%	6.7%	8.8%	35.8	0.29%		--	--	--	--	42.1	10.7%	64.0%	38.6%	5.0%	13.8%	21.8
728x90	8.1%	25.5%	9.3%	63.2	0.58%		--	--	--	--	--	--	--	8.0%	20.6%	94.6	
234x60	7.1%	9.5%	3.4%	85.2	0.14%		--	--	--	--	40.4	1.6%	39.8%	24.3%	7.1%	9.3%	17.3
Polite Banner	0.4%	0.7%	3.5%	28.2	0.12%		25.6	63.7%	69.3%	55.1%	32.3	59.9%	68.5%	52.9%	--	--	--
300x250	0.5%	0.8%	3.5%	28.2	0.13%		29.0	62.5%	65.9%	50.3%	31.7	59.0%	67.7%	52.6%	--	--	--
728x90	0.6%	0.5%	1.9%	38.7	0.08%		12.5	39.3%	44.8%	28.0%	67.1	50.3%	51.3%	17.6%	--	--	--
160x600	0.2%	0.2%	1.2%	28.5	0.03%		--	--	--	--	--	--	--	--	--	--	--
Mobile	--	--	--	--	0.99%		--	--	--	--	--	--	--	--	--	--	--
Verticals	Basic Metrics						Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics		
	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	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	--	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--
Auto	0.8%	1.2%	5.4%	27.8	0.20%	0.07%	--	--	--	--	36.7	50.6%	60.2%	44.9%	--	--	--
B2B	--	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
Careers	1.6%	2.2%	5.7%	52.6	0.30%	0.16%	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	1.1%	1.3%	3.6%	30.5	0.12%	0.10%	20.0	41.1%	47.1%	32.0%	38.5	46.2%	60.5%	38.5%	1.5%	9.4%	13.9
Electronics	0.2%	0.3%	3.3%	28.0	0.16%	0.16%	12.7	57.9%	74.6%	62.3%	14.1	56.9%	81.6%	69.0%	--	--	--
Entertainment	1.9%	3.2%	4.1%	35.0	0.18%	0.15%	49.4	67.6%	59.3%	39.1%	33.2	51.5%	66.2%	50.0%	4.7%	9.1%	26.8
Financial	4.5%	6.2%	8.2%	35.7	0.19%	0.06%	--	--	--	--	36.1	52.3%	79.1%	66.2%	9.1%	17.3%	38.8
Gaming	0.2%	0.4%	2.5%	24.4	0.09%	0.05%	--	--	--	--	20.3	59.9%	76.8%	63.0%	--	--	--
Government/Utilities	0.1%	0.1%	4.7%	33.4	0.08%	0.08%	--	--	--	--	--	--	--	--	--	--	--
Health/Beauty	0.3%	5.2%	4.2%	30.0	0.16%	0.11%	--	--	--	--	54.8	45.8%	77.0%	67.5%	0.3%	22.6%	14.3
Medical	--	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
News/Media	--	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
Restaurant	3.5%	4.6%	7.8%	39.0	0.28%	0.12%	--	--	--	--	--	--	--	4.4%	15.6%	15.4	
Retail	3.2%	8.4%	7.2%	61.6	0.35%	0.11%	--	--	--	--	32.7	30.7%	77.3%	64.0%	7.0%	11.9%	39.4
Services	0.6%	0.8%	4.8%	21.4	0.09%	0.08%	--	--	--	--	27.5	70.3%	86.6%	78.9%	--	--	--
Sports	--	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--
Tech/Internet	--	--	--	--	--	0.31%	--	--	--	--	--	--	--	--	--	--	--
Telecom	0.8%	1.1%	3.2%	29.5	0.10%	0.05%	--	--	--	--	36.0	46.4%	52.0%	35.1%	4.4%	11.7%	18.0
Travel	--	--	--	--	--	0.04%	--	--	--	--	--	--	--	--	--	--	--

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Netherlands - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	1.1%	1.4%	3.0%	42.1	0.12%	68.6	71.6%	82.5%	70.4%	21.9	41.3%	74.7%	61.0%	9.4%	30.1%	87.2	
Expandable Banner	8.9%	11.4%	10.0%	78.5	0.44%	--	--	--	--	14.5	41.2%	74.4%	59.4%	9.5%	30.9%	87.3	
300x250	6.1%	7.4%	8.7%	52.4	0.31%	--	--	--	--	12.8	34.2%	72.6%	61.2%	7.4%	38.2%	67.8	
728x90	2.4%	3.0%	24.0%	47.6	0.97%	--	--	--	--	6.0	28.0%	24.5%	17.6%	4.7%	39.9%	22.3	
234x60	19.4%	36.8%	11.1%	47.8	0.28%	--	--	--	--	--	--	--	--	19.4%	36.4%	21.8	
Polite Banner	0.1%	0.2%	2.2%	25.7	0.08%	19.3	64.4%	78.4%	65.2%	26.1	42.1%	75.3%	62.3%	--	--	--	
300x250	0.1%	0.3%	2.1%	29.0	0.08%	22.1	68.0%	29.0	65.8%	17.1	57.5%	75.3%	62.1%	--	--	--	
728x90	0.1%	0.1%	1.6%	27.4	0.07%	--	--	--	--	--	--	--	--	--	--	--	
160x600	0.1%	0.1%	1.8%	29.2	0.08%	--	--	--	--	--	--	--	--	--	--	--	
Mobile	--	--	--	--	0.86%	--	--	--	--	--	--	--	--	--	--	--	
Verticals	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	0.7%	0.7%	1.9%	48.2	0.10%	0.12%	--	--	--	--	20.9	17.3%	67.8%	44.5%	6.0%	14.1%	81.3
Auto	0.9%	1.6%	3.9%	30.2	0.12%	0.07%	--	--	--	--	17.6	62.0%	71.8%	60.8%	7.6%	77.1%	98.1
B2B	--	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--
Careers	0.1%	0.1%	1.7%	33.0	0.06%	0.08%	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	0.9%	1.2%	5.2%	27.0	0.20%	0.07%	--	--	--	--	18.9	13.4%	81.5%	69.5%	5.2%	79.3%	49.6
Corporate	0.1%	0.1%	12.8%	14.8	0.13%	0.07%	--	--	--	--	--	--	--	--	--	--	--
Electronics	1.2%	2.0%	4.1%	34.3	0.18%	0.18%	--	--	--	--	14.5	78.2%	64.0%	46.4%	9.0%	52.0%	143.3
Entertainment	2.8%	3.6%	6.0%	41.7	0.15%	0.11%	--	--	--	--	18.9	52.8%	74.4%	58.0%	7.3%	34.9%	99.0
Financial	0.3%	0.4%	2.3%	37.6	0.08%	0.19%	17.1	74.0%	82.7%	70.2%	--	--	--	8.5%	46.0%	25.2	
Gaming	1.5%	2.7%	3.6%	41.0	0.13%	0.09%	--	--	--	--	17.6	55.6%	74.2%	63.8%	12.4%	21.5%	14.6
Government/Utilities	1.0%	1.5%	3.2%	45.8	0.07%	0.07%	--	--	--	--	--	--	--	--	--	--	--
Health/Beauty	3.0%	4.2%	5.1%	51.6	0.31%	0.12%	--	--	--	--	10.9	53.7%	79.2%	68.4%	14.4%	27.3%	85.9
Medical	--	--	--	--	--	0.18%	--	--	--	--	--	--	--	--	--	--	--
News/Media	0.0%	0.0%	1.6%	24.2	0.04%	0.38%	--	--	--	--	--	--	--	--	--	--	--
Retail	2.8%	3.0%	4.8%	54.2	0.27%	0.09%	--	--	--	--	19.0	62.6%	68.6%	52.1%	14.0%	24.8%	92.7
Services	8.2%	18.1%	8.5%	45.2	0.36%	0.07%	--	--	--	--	--	--	--	15.4%	34.4%	16.4	
Sports	--	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--
Tech/Internet	0.2%	0.2%	2.0%	33.0	0.08%	0.10%	--	--	--	--	81.8	57.7%	76.1%	63.4%	3.6%	72.3%	99.7
Telecom	1.6%	1.6%	3.3%	43.1	0.14%	0.07%	--	--	--	--	--	--	--	8.5%	11.2%	86.6	
Travel	0.2%	0.7%	2.2%	29.2	0.09%	0.07%	--	--	--	--	--	--	--	--	--	--	--

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Norway - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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)	
Formats	Standard Banner	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	
	300x250	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	
	728x90	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	
	160x600	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	
	Rich Media	1.5%	1.8%	4.6%	51.2	0.17%	--	--	--	--	23.0	34.1%	81.4%	70.7%	4.7%	10.2%	56.4
	Expandable Banner	2.7%	3.0%	4.8%	62.4	0.20%	--	--	--	--	12.2	9.1%	83.3%	44.1%	4.4%	9.0%	80.8
	300x250	2.8%	3.3%	3.9%	41.8	0.22%	--	--	--	--	--	--	--	--	2.8%	6.8%	95.6
	Polite Banner	0.2%	0.2%	4.2%	41.0	0.14%	--	--	--	--	23.5	46.7%	81.7%	73.0%	--	--	--
	300x250	0.2%	0.3%	2.4%	33.7	0.21%	--	--	--	--	16.3	23.1%	74.8%	61.9%	--	--	--
	Mobile	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
Verticals	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	0.3%	0.2%	7.6%	53.7	0.11%	0.13%	--	--	--	--	--	--	--	--	--	--
	Auto	--	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--
	Consumer Packaged Goods	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Corporate	--	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--
	Entertainment	1.1%	1.3%	5.1%	33.8	0.21%	0.09%	--	--	--	17.3	31.6%	76.6%	64.3%	--	--	--
	Gaming	2.1%	2.6%	4.8%	62.5	0.23%	--	--	--	--	--	--	--	--	--	--	--
	Health/Beauty	4.2%	5.3%	4.4%	50.9	0.21%	--	--	--	--	--	--	--	--	--	--	--
	Telecom	0.4%	0.4%	3.5%	64.2	0.15%	--	--	--	--	--	--	--	--	--	--	--

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Philippines - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.19%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.24%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.16%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	11.5%	16.2%	11.8%	71.0	0.49%	--	--	--	--	37.5	14.3%	61.3%	44.2%	11.3%	17.0%	67.7	
Expandable Banner	11.6%	17.1%	11.6%	72.9	0.28%	--	--	--	--	17.2	5.7%	44.6%	30.4%	11.6%	16.9%	67.7	
300x250	15.5%	22.6%	15.1%	70.4	0.36%	--	--	--	--	16.9	6.5%	44.9%	30.6%	15.5%	22.1%	73.9	
728x90	8.6%	12.8%	11.3%	82.7	0.21%	--	--	--	--	--	--	--	--	8.5%	11.5%	101.2	
234x60	6.2%	9.8%	3.9%	87.6	0.16%	--	--	--	--	--	--	--	--	--	--	--	
Polite Banner	13.2%	14.4%	9.9%	99.0	1.37%	--	--	--	--	45.5	42.3%	68.5%	50.2%	--	--	--	
300x250	16.0%	15.7%	10.7%	127.6	0.78%	--	--	--	--	--	--	--	--	--	--	--	
728x90	0.1%	0.1%	3.7%	27.9	0.09%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	0.1%	0.2%	4.2%	25.4	0.12%	0.13%	--	--	--	--	--	--	--	--	--	--	--
Auto	16.8%	18.4%	12.7%	121.9	0.73%	0.10%	--	--	--	--	43.3	41.1%	70.1%	51.5%	--	--	--
Careers	--	--	--	--	--	0.16%	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	5.7%	8.4%	7.9%	71.8	0.16%	0.22%	--	--	--	--	--	--	--	5.7%	10.3%	128.3	
Electronics	13.7%	16.2%	14.5%	119.3	0.37%	--	--	--	--	--	60.1	32.3%	50.9%	35.9%	15.8%	17.9%	128.6
Entertainment	--	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
Health/Beauty	14.3%	21.5%	13.3%	62.3	0.49%	0.24%	--	--	--	--	18.0	6.7%	42.7%	28.8%	14.3%	21.3%	64.5
Medical	--	--	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
Restaurant	--	--	--	--	--	0.19%	--	--	--	--	--	--	--	--	--	--	--
Services	6.5%	8.0%	8.5%	85.6	0.19%	0.13%	--	--	--	--	--	--	--	6.8%	8.2%	110.2	
Tech/Internet	--	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--
Telecom	3.8%	5.6%	5.9%	81.8	0.12%	0.12%	--	--	--	--	--	--	--	4.0%	5.7%	107.9	
Travel	--	--	--	--	--	0.18%	--	--	--	--	--	--	--	--	--	--	--

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Poland - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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)
Formats																
Standard Banner	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	2.9%	5.2%	13.8%	33.6	0.25%	108.4	63.3%	64.5%	48.9%	24.2	18.3%	66.1%	52.4%	5.8%	15.5%	56.0
Expandable Banner	5.8%	7.6%	15.7%	52.9	0.24%	--	--	--	--	30.3	2.6%	47.6%	34.0%	5.9%	15.9%	56.0
300x250	6.2%	9.4%	8.3%	62.2	0.35%	--	--	--	--	55.0	22.6%	76.1%	64.0%	5.9%	13.1%	43.0
234x60	8.6%	11.6%	4.6%	89.9	0.13%	--	--	--	--	--	--	--	--	8.6%	11.4%	19.8
Floating Ad	1.8%	19.7%	62.3%	4.2	1.54%	--	--	--	--	8.1	24.1%	12.1%	6.1%	--	--	--
Polite Banner	1.5%	3.4%	10.4%	29.3	0.19%	109.2	63.3%	64.4%	48.8%	24.7	25.8%	70.1%	55.9%	--	--	--
300x250	0.9%	1.6%	5.4%	24.4	0.12%	--	--	--	--	19.3	34.6%	76.2%	62.4%	--	--	--
Mobile	--	--	--	--	0.24%	--	--	--	--	--	--	--	--	--	--	--
Verticals																
Apparel	1.4%	1.9%	15.4%	27.3	0.15%	0.28%	--	--	--	57.2	6.2%	73.4%	59.5%	2.1%	4.6%	60.0
Auto	6.4%	13.3%	17.4%	37.8	0.17%	0.15%	--	--	--	15.9	32.0%	60.0%	48.2%	13.1%	13.4%	87.4
B2B	--	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	3.3%	7.1%	10.9%	32.2	0.14%	0.11%	--	--	--	23.6	15.1%	65.1%	49.0%	6.9%	12.8%	51.5
Electronics	1.6%	2.0%	16.4%	37.3	0.43%	0.13%	--	--	--	22.4	33.9%	69.3%	55.9%	1.4%	40.5%	22.6
Entertainment	0.9%	1.9%	17.1%	39.6	0.22%	--	--	--	--	26.7	0.0%	63.8%	44.3%	--	--	--
Financial	5.3%	6.2%	9.1%	61.4	0.15%	0.11%	--	--	--	--	--	--	--	4.5%	37.8%	114.6
Gaming	--	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--
Health/Beauty	2.1%	2.8%	12.3%	34.4	0.47%	--	--	--	--	11.6	15.3%	60.1%	41.9%	5.0%	7.5%	46.0
Medical	0.6%	0.6%	6.4%	19.0	0.07%	--	--	--	--	--	--	--	--	--	--	--
Restaurant	--	--	--	--	--	0.26%	--	--	--	--	--	--	--	--	--	--
Retail	5.6%	9.1%	15.2%	22.3	0.23%	0.23%	--	--	--	--	--	--	--	5.9%	9.2%	36.6
Services	--	--	--	--	--	0.25%	--	--	--	--	--	--	--	--	--	--
Tech/Internet	3.0%	3.6%	27.2%	9.4	0.60%	0.28%	--	--	--	--	--	--	--	--	--	--
Telecom	4.3%	6.0%	11.0%	41.3	0.16%	--	--	--	--	27.9	32.4%	51.8%	38.1%	5.5%	14.1%	18.2

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Portugal - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	0.04%	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	4.4%	6.4%	9.3%	41.2	0.39%	119.5	73.6%	64.3%	55.0%	102.5	48.1%	70.7%	60.0%	10.2%	23.5%	46.0
Expandable Banner	10.0%	14.5%	9.4%	76.4	0.31%	111.0	74.2%	40.6%	30.6%	53.7	13.9%	66.6%	56.5%	10.0%	23.0%	45.0
300x250	6.3%	9.0%	9.5%	44.1	0.35%	111.0	74.2%	40.6%	30.6%	64.1	21.5%	71.0%	61.1%	6.2%	23.0%	71.1
234x60	13.6%	20.1%	8.7%	113.2	0.21%	--	--	--	--	83.9	4.9%	34.0%	21.2%	13.6%	19.8%	19.7
Floating Ad	3.1%	3.2%	39.4%	3.5	2.31%	12.3	87.8%	51.8%	43.3%	10.7	88.4%	53.3%	44.2%	--	--	--
Polite Banner	0.3%	0.6%	3.5%	48.2	0.14%	123.5	73.2%	66.9%	57.8%	112.4	62.1%	72.2%	61.4%	--	--	--
300x250	0.2%	0.5%	3.0%	48.7	0.12%	134.3	73.7%	68.2%	59.2%	113.4	63.4%	71.5%	60.6%	--	--	--
728x90	0.2%	0.2%	2.8%	17.9	0.15%	--	--	--	--	--	--	--	--	--	--	--
In-Stream	--	--	--	--	2.31%	--	75.2%	76.8%	69.2%	--	--	--	--	--	--	--
In-Stream VAST	--	--	--	--	2.33%	--	73.1%	80.1%	72.1%	--	--	--	--	--	--	--
Mobile	--	--	--	--	0.82%	--	--	--	--	--	--	--	--	--	--	--
Verticals	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics		
	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	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate
Apparel	3.5%	5.1%	7.4%	56.9	0.34%	0.16%	--	--	--	70.3	49.3%	82.7%	74.3%	7.9%	24.9%	155.7
Auto	3.9%	5.6%	8.6%	37.8	0.33%	0.12%	145.9	74.7%	67.9%	58.9%	116.7	38.8%	72.2%	9.9%	26.6%	74.4
B2B	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	5.6%	8.9%	12.4%	40.0	0.52%	0.09%	109.5	70.5%	65.9%	56.6%	73.4	38.6%	54.8%	10.9%	25.5%	21.9
Electronics	9.9%	11.8%	13.2%	68.2	0.32%	--	--	--	--	119.1	54.0%	64.7%	52.6%	14.2%	25.2%	84.6
Entertainment	5.1%	7.7%	6.5%	71.6	0.27%	0.33%	42.2	74.8%	77.7%	71.0%	38.7	44.7%	70.4%	13.7%	25.9%	57.5
Financial	2.6%	3.6%	13.6%	15.4	0.44%	0.07%	--	--	--	145.6	66.6%	70.8%	60.3%	8.8%	13.1%	51.8
Gaming	1.9%	2.7%	4.6%	46.3	0.19%	0.26%	65.4	72.0%	41.9%	35.9%	42.8	56.0%	70.4%	4.8%	45.6%	179.9
Government/Utilities	3.2%	4.6%	5.0%	41.9	0.19%	0.14%	--	--	--	185.1	68.0%	58.8%	45.2%	16.4%	22.7%	40.8
Health/Beauty	4.2%	5.8%	11.6%	30.3	0.53%	0.09%	--	--	--	107.6	57.5%	76.0%	64.8%	8.6%	18.6%	42.6
Medical	3.8%	5.3%	5.9%	59.5	0.15%	0.08%	--	--	--	--	--	--	--	--	--	--
News/Media	1.6%	1.6%	46.6%	4.0	1.58%	--	--	--	--	--	--	--	--	--	--	--
Restaurant	3.8%	5.2%	8.0%	40.3	1.19%	0.22%	--	--	--	99.7	64.0%	73.3%	61.7%	12.0%	17.5%	21.0
Retail	8.8%	12.7%	7.7%	112.4	0.23%	0.14%	132.2	72.5%	66.9%	57.5%	190.5	11.5%	45.5%	12.5%	24.4%	98.3
Services	8.1%	10.5%	20.7%	23.2	0.72%	--	8.8	85.7%	58.8%	52.9%	50.2	33.7%	69.6%	12.4%	21.5%	88.1
Sports	0.3%	0.3%	8.1%	9.4	0.23%	--	--	--	--	--	--	--	--	0.1%	0.1%	67.0
Tech/Internet	6.4%	8.8%	7.0%	85.4	0.18%	--	--	--	--	128.6	0.1%	35.6%	18.4%	6.9%	9.3%	40.2
Telecom	5.6%	7.8%	7.2%	68.7	0.38%	0.09%	--	--	--	107.6	45.1%	66.8%	54.8%	11.2%	20.0%	73.8
Travel	--	--	--	--	--	0.19%	--	--	--	--	--	--	--	--	--	--

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Romania - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.18%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.19%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	3.4%	5.3%	17.8%	30.2	0.40%	35.9	144.6%	85.7%	74.4%	26.1	73.7%	90.7%	77.8%	3.5%	18.7%	85.7	
Expandable Banner	7.6%	11.8%	10.7%	79.9	0.24%	--	--	--	--	20.6	0.7%	66.5%	56.2%	5.2%	29.3%	85.8	
300x250	5.4%	13.0%	8.2%	70.1	0.24%	--	--	--	--	--	--	--	--	5.4%	11.7%	85.2	
728x90	10.6%	11.7%	14.1%	81.6	0.28%	--	--	--	--	--	--	--	--	10.4%	18.3%	49.8	
234x60	15.0%	19.8%	10.8%	87.3	0.83%	--	--	--	--	--	--	--	--	15.0%	18.8%	37.5	
Floating Ad	1.3%	1.3%	62.6%	8.1	1.29%	--	--	--	--	--	--	--	--	--	--	--	
Polite Banner	0.6%	0.7%	7.1%	21.9	0.14%	--	--	--	--	--	--	--	--	--	--	--	
300x250	1.2%	1.3%	3.5%	20.9	0.13%	--	--	--	--	--	--	--	--	--	--	--	
728x90	0.1%	0.2%	3.2%	30.8	0.14%	--	--	--	--	--	--	--	--	--	--	--	
160x600	0.1%	0.1%	2.3%	22.6	0.08%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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)
Auto	2.9%	3.5%	19.1%	34.2	0.53%	0.07%	32.7	146.8%	85.9%	74.7%	26.1	73.7%	90.7%	77.8%	0.5%	21.5%	136.5
Consumer Packaged Goods	3.2%	6.3%	17.9%	23.5	0.30%	0.12%	--	--	--	--	--	--	--	--	6.1%	11.7%	77.9
Electronics	0.3%	0.5%	6.4%	56.1	0.22%	0.16%	--	--	--	--	--	--	--	--	0.2%	32.1%	117.6
Entertainment	14.6%	19.3%	10.5%	87.2	0.79%	0.28%	--	--	--	--	--	--	--	--	14.6%	18.2%	38.5
Gaming	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Services	13.1%	13.5%	14.6%	98.9	0.20%	0.13%	--	--	--	--	--	--	--	--	--	--	--

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Singapore - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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)
Formats																
Standard Banner	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	5.8%	8.0%	7.9%	66.6	0.29%	31.6	66.7%	70.7%	57.4%	23.4	15.3%	64.4%	50.9%	7.8%	23.1%	63.1
Expandable Banner	8.3%	11.4%	9.6%	73.5	0.36%	21.4	62.7%	59.8%	46.7%	22.2	6.8%	49.9%	35.4%	8.1%	21.5%	62.8
300x250	6.4%	8.8%	9.0%	65.8	0.35%	21.4	62.7%	59.8%	46.7%	19.2	8.0%	50.4%	35.6%	6.2%	18.1%	61.7
728x90	12.7%	17.7%	12.0%	80.3	0.39%	--	--	--	--	33.8	5.8%	50.6%	36.8%	12.6%	16.3%	80.6
234x60	10.9%	15.5%	6.7%	90.2	0.28%	--	--	--	--	22.6	3.6%	35.6%	20.3%	10.9%	17.4%	63.4
Floating Ad	1.2%	1.4%	28.5%	6.0	0.87%	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.1%	0.2%	3.0%	34.0	0.10%	34.3	68.0%	73.8%	60.5%	24.7	46.3%	72.3%	59.4%	--	--	--
300x250	0.1%	0.2%	3.4%	31.9	0.12%	33.6	64.1%	74.5%	61.3%	22.0	46.1%	72.2%	59.3%	--	--	--
728x90	0.1%	0.1%	2.5%	33.5	0.08%	35.6	71.8%	71.6%	58.1%	--	--	--	--	--	--	--
160x600	0.1%	0.1%	2.7%	48.3	0.09%	33.8	73.3%	75.9%	62.8%	--	--	--	--	--	--	--
In-Stream	--	--	--	--	1.85%	--	98.1%	88.0%	82.3%	--	--	--	--	--	--	--
In-Stream VAST	--	--	--	--	1.85%	--	98.1%	88.0%	82.3%	--	--	--	--	--	--	--
Mobile	--	--	--	--	0.66%	--	--	--	--	--	--	--	--	--	--	--
Verticals																
Apparel	6.0%	8.3%	8.7%	62.0	0.40%	0.11%	--	--	--	16.7	20.3%	82.1%	69.5%	7.0%	29.2%	148.4
Auto	5.7%	7.9%	8.4%	55.7	0.26%	0.12%	--	--	--	21.8	13.8%	58.5%	46.4%	7.3%	24.5%	106.5
B2B	7.7%	11.2%	9.0%	79.2	0.39%	0.23%	--	--	--	37.7	23.6%	53.9%	41.2%	9.0%	14.2%	95.9
Careers	1.3%	1.6%	6.8%	44.8	0.32%	--	--	--	--	--	--	--	--	7.6%	70.3%	68.0
Consumer Packaged Goods	10.7%	20.5%	11.2%	79.5	0.40%	0.09%	--	--	--	16.9	6.3%	36.1%	25.0%	10.3%	26.4%	104.8
Corporate	3.9%	5.0%	4.3%	57.6	0.21%	0.10%	--	--	--	14.2	39.9%	61.3%	38.7%	4.5%	6.9%	66.9
Electronics	7.4%	9.6%	9.6%	72.7	0.37%	0.13%	--	--	--	40.4	7.4%	49.7%	35.5%	7.2%	22.9%	127.1
Entertainment	5.0%	6.9%	8.7%	66.6	0.32%	0.07%	22.3	66.3%	59.0%	31.1	11.0%	51.9%	37.3%	5.5%	29.9%	106.8
Financial	1.1%	1.4%	4.4%	45.0	0.13%	0.06%	--	--	--	20.2	46.3%	61.2%	45.0%	5.7%	34.7%	144.7
Gaming	1.4%	2.1%	3.3%	51.4	0.10%	0.12%	34.5	71.0%	73.0%	--	--	--	--	--	--	--
Government/Utilities	9.2%	11.2%	7.8%	89.3	0.20%	0.10%	--	--	--	19.2	23.3%	58.2%	42.1%	10.0%	16.1%	51.9
Health/Beauty	6.9%	9.4%	7.9%	68.7	0.24%	0.07%	32.9	59.0%	77.5%	15.7	17.2%	68.9%	57.2%	9.3%	20.9%	99.3
Medical	13.7%	16.8%	12.6%	82.6	0.37%	--	--	--	--	--	--	--	--	15.0%	18.0%	81.8
News/Media	3.9%	6.4%	6.2%	33.3	0.22%	0.36%	--	--	--	--	--	--	--	3.9%	6.0%	45.0
Restaurant	6.7%	8.8%	7.6%	70.7	0.32%	0.21%	--	--	--	10.8	4.7%	52.1%	24.7%	6.6%	16.4%	73.9
Retail	7.5%	10.0%	7.3%	68.8	0.17%	0.10%	--	--	--	38.0	5.2%	51.9%	34.7%	7.4%	15.5%	136.6
Services	9.9%	13.1%	9.4%	92.8	0.36%	0.16%	--	--	--	--	--	--	--	10.1%	15.1%	85.6
Sports	--	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--
Tech/Internet	7.4%	8.7%	8.4%	78.8	0.17%	0.08%	--	--	--	--	--	--	--	7.1%	27.2%	189.4
Telecom	9.3%	12.1%	10.7%	76.7	0.37%	0.08%	--	--	--	35.4	4.6%	53.2%	36.0%	9.6%	25.1%	149.5
Travel	5.4%	6.6%	8.2%	55.6	0.33%	0.09%	--	--	--	18.5	16.1%	64.7%	51.3%	7.8%	23.9%	64.9

Data Source: MediaMind Research, 2012. -- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for South Africa - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.18%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.16%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.18%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	3.0%	4.1%	5.9%	53.1	0.21%	88.5	58.7%	87.1%	76.9%	67.4	20.7%	81.9%	68.8%	4.2%	9.3%	84.6	
Expandable Banner	4.5%	6.1%	6.9%	64.4	0.21%	41.6	51.4%	77.0%	61.8%	20.3	16.6%	78.7%	64.6%	4.4%	9.3%	84.9	
300x250	2.3%	3.1%	3.8%	64.2	0.14%	--	--	--	--	16.0	24.0%	77.8%	66.9%	2.2%	8.5%	182.7	
728x90	8.9%	11.7%	10.2%	72.6	0.28%	--	--	--	--	21.2	27.6%	82.3%	66.3%	8.9%	12.2%	94.0	
Floating Ad	2.9%	2.9%	44.3%	3.9	2.88%	--	--	--	--	--	--	--	--	--	--	--	
Polite Banner	0.5%	0.7%	3.5%	28.8	0.20%	99.0	60.6%	89.3%	80.3%	143.5	29.8%	87.3%	77.3%	--	--	--	
300x250	0.2%	0.3%	3.1%	32.2	0.19%	119.0	63.9%	90.6%	81.2%	130.5	29.1%	87.0%	77.0%	--	--	--	
728x90	0.3%	0.3%	2.8%	26.8	0.12%	--	--	--	--	13.0	43.3%	85.4%	59.5%	--	--	--	
160x600	0.1%	0.2%	3.1%	25.6	0.11%	--	--	--	--	--	--	--	--	--	--	--	
Mobile	--	--	--	--	0.67%	--	--	--	--	--	--	--	--	--	--	--	
Verticals	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	7.5%	10.7%	13.4%	59.5	0.56%	0.29%	54.5	57.6%	85.2%	78.9%	163.7	39.1%	85.5%	72.0%	14.7%	20.4%	60.0
Auto	1.4%	1.8%	4.1%	39.1	0.20%	0.18%	--	--	--	--	15.6	11.2%	83.2%	72.3%	2.2%	3.0%	82.6
B2B	1.6%	2.2%	5.2%	55.4	0.31%	0.17%	--	--	--	--	--	--	--	--	2.5%	33.8%	153.3
Careers	15.6%	19.7%	12.1%	43.2	0.26%	0.11%	--	--	--	--	--	--	--	--	15.6%	19.4%	12.4
Consumer Packaged Goods	2.9%	4.6%	7.3%	48.2	0.47%	0.18%	--	--	--	--	16.9	13.2%	72.0%	60.4%	3.3%	15.5%	167.1
Corporate	0.1%	0.1%	2.4%	38.4	0.08%	0.14%	--	--	--	--	--	--	--	--	--	--	--
Electronics	11.4%	17.2%	5.9%	63.1	0.24%	0.24%	--	--	--	--	7.1	15.4%	72.0%	64.2%	13.5%	22.1%	124.2
Entertainment	0.9%	1.4%	3.9%	45.7	0.15%	0.14%	--	--	--	--	30.5	17.1%	60.7%	51.2%	3.4%	43.4%	252.8
Financial	3.2%	4.4%	6.0%	45.6	0.15%	0.14%	36.9	54.2%	78.9%	64.7%	14.2	11.6%	81.7%	65.2%	3.8%	8.5%	130.5
Gaming	--	--	--	--	--	0.16%	--	--	--	--	--	--	--	--	--	--	--
Government/Utilities	3.7%	3.5%	7.0%	94.8	0.17%	0.10%	--	--	--	--	--	--	--	--	3.7%	6.3%	69.7
Health/Beauty	5.6%	7.7%	12.3%	43.5	0.45%	0.17%	--	--	--	--	23.7	19.6%	60.6%	34.6%	7.2%	10.8%	86.7
Medical	4.4%	6.2%	7.4%	80.2	0.08%	0.15%	--	--	--	--	--	--	--	--	4.7%	6.4%	94.9
Restaurant	3.0%	3.8%	6.5%	38.5	0.20%	0.15%	--	--	--	--	19.4	2.3%	39.0%	26.5%	3.1%	5.6%	146.8
Retail	5.9%	8.4%	10.1%	77.2	0.55%	0.32%	--	--	--	--	--	--	--	--	11.7%	22.4%	52.8
Services	3.4%	4.2%	7.3%	63.1	0.23%	0.20%	--	--	--	--	21.6	8.8%	53.0%	35.1%	4.6%	11.5%	55.9
Sports	0.1%	0.3%	5.0%	32.9	0.12%	0.18%	--	--	--	--	--	--	--	--	--	--	--
Tech/Internet	1.3%	1.9%	3.3%	83.3	0.33%	0.19%	201.8	62.7%	91.3%	83.1%	230.4	68.6%	93.7%	86.8%	--	--	--
Telecom	5.1%	6.7%	8.1%	79.4	0.16%	0.19%	--	--	--	--	41.4	33.6%	76.2%	60.6%	6.5%	9.2%	92.5
Travel	8.8%	11.9%	10.7%	107.8	0.35%	0.14%	--	--	--	--	17.6	64.5%	85.9%	71.6%	8.7%	11.5%	127.4

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Viewability - A new lens for engagement



Benchmarks for Spain - 2012 Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	4.0%	6.6%	6.9%	66.2	0.22%	131.0	63.6%	77.8%	67.0%	107.7	32.6%	75.7%	64.5%	7.0%	29.0%	167.8	
Commercial Break	4.3%	4.1%	55.9%	3.4	--	--	--	--	--	--	--	--	--	--	--	--	
Expandable Banner	7.6%	11.3%	10.3%	71.3	0.32%	147.0	68.0%	80.5%	70.2%	121.7	16.6%	73.0%	62.5%	7.3%	29.2%	168.7	
300x250	6.8%	10.7%	8.6%	72.0	0.28%	124.5	69.0%	80.8%	71.1%	113.7	19.7%	75.8%	65.4%	6.5%	32.5%	227.6	
728x90	11.1%	14.3%	11.9%	70.6	0.25%	152.9	64.5%	77.9%	67.7%	88.8	13.1%	62.3%	49.4%	11.0%	23.1%	107.5	
234x60	13.0%	21.7%	9.7%	121.8	0.29%	--	--	--	--	72.4	10.5%	47.7%	38.2%	12.9%	20.2%	24.5	
Floating Ad	6.6%	6.8%	50.6%	4.2	--	--	--	--	--	9.5	75.7%	74.3%	44.9%	--	--	--	
Polite Banner	0.6%	2.0%	3.6%	55.3	0.12%	120.6	61.0%	75.9%	64.8%	99.2	50.9%	76.8%	65.3%	--	--	--	
300x250	0.7%	2.3%	2.9%	50.8	0.10%	116.6	60.9%	74.2%	63.4%	87.5	52.4%	75.2%	63.3%	--	--	--	
728x90	0.4%	1.0%	2.5%	37.4	0.10%	--	--	--	--	117.1	49.7%	72.9%	62.1%	--	--	--	
160x600	0.1%	0.2%	2.7%	40.9	0.14%	--	--	--	--	--	--	--	--	--	--	--	
In-Stream	--	--	--	--	2.56%	--	93.5%	79.9%	57.0%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	2.56%	--	93.5%	79.9%	57.0%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	2.70%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	1.1%	4.1%	4.9%	71.2	0.19%	0.12%	64.9	49.0%	58.6%	43.3%	100.6	39.1%	79.1%	68.1%	3.2%	39.1%	293.2
Auto	3.3%	4.9%	5.9%	58.4	0.18%	0.06%	139.8	65.0%	75.9%	64.1%	100.4	32.2%	76.8%	65.5%	6.7%	23.1%	195.0
B2B	5.8%	7.1%	6.5%	71.9	0.10%	0.07%	--	--	--	--	--	--	--	14.5%	17.8%	86.8	
Careers	0.8%	1.0%	4.6%	82.6	0.13%	--	--	--	--	--	--	--	--	--	--	--	
Consumer Packaged Goods	2.5%	3.8%	5.5%	65.4	0.16%	0.10%	70.0	54.6%	73.6%	62.9%	67.3	36.5%	73.0%	60.9%	6.7%	29.5%	233.5
Corporate	4.6%	6.2%	7.5%	70.4	0.30%	--	245.2	59.3%	83.0%	74.9%	102.5	35.4%	70.9%	58.6%	7.3%	35.4%	226.5
Electronics	4.2%	7.8%	8.3%	76.4	0.25%	0.12%	--	--	--	--	167.9	26.1%	73.6%	62.4%	5.7%	37.6%	209.8
Entertainment	3.8%	6.3%	7.2%	62.6	0.31%	0.11%	111.4	63.4%	76.6%	65.3%	81.1	31.1%	80.2%	70.2%	6.6%	22.6%	118.4
Financial	3.2%	4.4%	7.8%	61.6	0.25%	0.04%	138.1	63.1%	79.4%	69.6%	137.2	28.7%	82.3%	71.0%	5.0%	16.3%	47.6
Gaming	3.8%	6.0%	6.4%	67.8	0.22%	0.09%	157.3	62.2%	74.6%	64.1%	118.4	21.8%	75.9%	65.0%	6.3%	27.7%	144.6
Government/Utilities	3.7%	5.7%	6.3%	75.3	0.20%	0.09%	139.3	56.9%	75.2%	65.3%	142.5	50.9%	79.4%	71.8%	5.9%	23.2%	222.5
Health/Beauty	5.2%	7.4%	8.1%	72.8	0.40%	0.08%	138.9	56.6%	72.3%	60.0%	131.7	17.6%	62.3%	51.0%	6.3%	51.2%	280.7
Medical	2.3%	3.2%	4.7%	59.7	0.12%	0.08%	--	--	--	--	104.0	40.2%	64.2%	52.3%	10.5%	13.0%	57.1
News/Media	8.0%	20.5%	10.0%	56.5	0.15%	--	--	--	--	--	271.5	20.9%	71.2%	60.2%	9.9%	13.1%	50.5
Restaurant	3.7%	5.5%	8.1%	84.1	0.29%	0.14%	--	--	--	--	218.5	24.4%	79.0%	70.0%	5.8%	21.9%	55.0
Retail	6.8%	12.8%	8.5%	89.3	0.23%	0.10%	139.4	69.7%	83.7%	74.7%	172.2	43.5%	77.1%	66.7%	8.0%	17.0%	196.1
Services	5.9%	8.1%	7.8%	65.8	0.24%	0.41%	34.8	59.5%	64.1%	51.1%	100.4	28.8%	74.9%	62.5%	9.5%	38.5%	247.5
Sports	1.7%	4.6%	5.3%	140.5	0.15%	0.12%	--	--	--	--	--	--	--	--	--	--	
Tech/Internet	8.8%	12.8%	10.7%	94.9	0.38%	0.08%	18.8	53.3%	74.8%	64.8%	148.5	6.9%	52.7%	37.0%	9.8%	89.5%	198.0
Telecom	6.9%	9.6%	11.2%	66.7	0.39%	0.11%	72.5	66.6%	85.1%	61.0%	110.5	29.5%	77.9%	65.3%	7.5%	45.0%	208.2
Travel	10.6%	34.0%	8.8%	72.4	0.23%	0.09%	--	--	--	--	140.7	43.9%	60.3%	47.5%	11.8%	19.7%	48.4

Data Source

MediaMind Research, 2012

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Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Sweden - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	2.8%	4.0%	6.7%	46.3	0.28%	28.7	62.2%	71.0%	59.7%	38.9	10.8%	70.1%	60.1%	6.5%	24.8%	176.9	
Expandable Banner	6.2%	7.8%	9.0%	59.8	0.39%	--	--	--	--	43.7	5.0%	71.5%	61.6%	6.3%	23.7%	180.7	
300x250	2.4%	3.0%	5.9%	56.5	0.42%	--	--	--	--	11.8	1.2%	58.2%	47.7%	2.1%	39.7%	245.4	
728x90	6.9%	8.9%	9.9%	50.5	0.41%	--	--	--	--	11.4	2.9%	51.3%	36.6%	6.7%	15.6%	61.1	
234x60	9.4%	13.7%	5.8%	71.2	0.37%	--	--	--	--	10.8	1.5%	39.4%	27.5%	9.4%	13.8%	15.3	
Floating Ad	3.0%	3.5%	41.5%	3.2	2.83%	--	--	--	--	--	--	--	--	--	--	--	
Polite Banner	0.5%	1.2%	4.8%	35.5	0.19%	12.5	61.2%	70.7%	60.1%	39.7	14.7%	69.9%	60.1%	--	--	--	
300x250	0.2%	0.4%	2.4%	30.3	0.17%	11.5	62.2%	67.4%	57.1%	29.5	14.6%	63.6%	51.0%	--	--	--	
728x90	0.8%	0.9%	2.8%	38.8	0.11%	9.5	79.1%	74.2%	56.5%	--	--	--	--	--	--	--	
160x600	0.1%	0.2%	2.2%	36.7	0.16%	--	--	--	--	--	--	--	--	--	--	--	
Mobile	--	--	--	--	1.02%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	3.5%	4.9%	7.5%	47.6	0.35%	0.17%	11.2	52.2%	52.8%	42.2%	26.5	6.2%	71.2%	60.7%	6.8%	28.3%	203.4
Auto	1.3%	1.7%	5.7%	39.5	0.13%	0.11%	--	--	--	--	--	--	--	--	0.8%	0.8%	26.4
Consumer Packaged Goods	3.4%	4.8%	6.3%	40.7	0.20%	0.06%	--	--	--	--	19.1	35.4%	83.6%	74.5%	5.9%	6.7%	34.5
Electronics	1.0%	1.5%	4.6%	42.5	0.14%	0.10%	--	--	--	--	--	--	--	--	7.7%	47.2%	252.8
Entertainment	2.3%	2.9%	5.9%	41.5	0.33%	0.09%	18.6	57.5%	82.7%	75.1%	17.7	20.8%	55.9%	48.0%	8.8%	17.1%	60.6
Financial	3.1%	9.5%	6.0%	45.9	0.11%	0.06%	27.3	68.3%	71.8%	56.1%	--	--	--	--	--	--	--
Gaming	1.2%	1.6%	5.9%	40.9	0.09%	0.08%	--	--	--	--	116.7	26.5%	77.4%	68.2%	5.8%	26.4%	164.1
Government/Utilities	2.8%	2.3%	5.4%	64.8	0.26%	--	--	--	--	--	--	--	--	--	--	--	--
Health/Beauty	4.6%	4.9%	5.4%	56.0	0.13%	--	--	--	--	--	--	--	--	7.8%	18.2%	58.4	
News/Media	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Restaurant	1.7%	2.2%	10.3%	36.1	0.31%	0.05%	--	--	--	--	--	--	--	1.7%	1.9%	37.4	
Retail	9.4%	14.2%	12.0%	58.3	0.62%	0.13%	--	--	--	--	--	--	--	9.4%	31.1%	71.9	
Services	0.1%	0.2%	12.4%	53.8	0.11%	0.09%	--	--	--	--	--	--	--	--	--	--	--
Tech/Internet	3.9%	5.3%	2.9%	51.5	0.14%	--	--	--	--	--	--	--	--	3.9%	5.1%	16.5	
Telecom	6.7%	10.2%	16.5%	73.7	0.47%	0.16%	--	--	--	--	--	--	--	14.8%	34.7%	85.8	
Travel	--	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Switzerland - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	2.6%	5.3%	6.8%	40.1	0.26%	75.2	58.4%	69.3%	57.1%	55.9	41.1%	72.9%	59.0%	5.4%	39.0%	154.9	
Expandable Banner	4.8%	7.4%	7.6%	52.1	0.35%	87.7	48.3%	71.5%	59.9%	57.7	20.3%	72.4%	60.2%	5.4%	39.4%	163.2	
300x250	5.9%	9.2%	7.8%	45.3	0.33%	127.2	27.7%	90.0%	83.9%	52.2	13.1%	60.5%	40.1%	5.6%	42.1%	165.3	
728x90	1.6%	2.3%	4.0%	55.0	0.21%	--	--	--	--	--	--	--	--	1.7%	33.5%	244.5	
234x60	8.9%	13.1%	6.1%	76.8	0.28%	--	--	--	--	22.3	45.9%	88.3%	84.5%	9.0%	15.6%	131.3	
Floating Ad	2.3%	2.3%	42.2%	3.5	2.31%	--	--	--	--	--	--	--	--	--	--	--	
Polite Banner	0.8%	2.8%	5.8%	29.9	0.19%	66.3	60.4%	69.8%	56.4%	53.0	56.9%	72.8%	58.3%	--	--	--	
300x250	1.1%	3.9%	3.4%	39.0	0.13%	67.6	47.4%	66.4%	52.9%	57.6	57.8%	72.8%	58.5%	--	--	--	
728x90	1.2%	4.8%	2.3%	52.5	0.08%	106.2	66.5%	52.5%	50.2%	21.4	56.1%	74.5%	60.5%	--	--	--	
160x600	1.0%	5.0%	2.5%	37.0	0.13%	66.5	63.0%	74.1%	60.6%	86.4	60.6%	63.2%	47.5%	--	--	--	
In-Stream	--	--	--	--	2.09%	--	96.0%	85.6%	70.4%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	2.09%	--	96.0%	85.6%	70.4%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	2.60%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	0.7%	1.2%	4.7%	43.0	0.23%	0.35%	51.5	67.3%	73.3%	61.1%	23.7	56.3%	84.9%	68.4%	15.5%	23.8%	22.9
Auto	2.5%	5.0%	8.9%	46.3	0.45%	0.12%	17.3	62.5%	77.9%	71.5%	45.7	22.8%	69.8%	56.9%	2.7%	61.8%	187.6
B2B	--	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
Careers	--	--	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	4.7%	6.4%	8.0%	49.2	0.23%	0.14%	47.7	26.4%	69.1%	55.5%	125.0	25.7%	73.4%	60.3%	9.5%	32.6%	70.3
Corporate	--	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
Electronics	1.5%	2.0%	4.8%	61.4	0.20%	0.18%	--	--	--	--	94.9	53.2%	70.9%	60.5%	2.7%	50.5%	313.8
Entertainment	5.6%	8.0%	9.2%	48.2	0.29%	0.11%	--	--	--	--	20.8	50.8%	76.2%	62.8%	10.4%	47.1%	108.6
Financial	5.6%	20.6%	5.1%	54.5	0.13%	0.15%	106.7	58.7%	56.5%	42.5%	55.7	44.4%	71.5%	55.9%	9.9%	22.7%	96.2
Gaming	8.6%	19.6%	6.9%	59.6	0.45%	0.08%	--	--	--	--	--	--	--	--	10.2%	43.2%	133.3
Government/Utilities	--	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--
Health/Beauty	3.7%	7.1%	5.0%	49.2	0.19%	0.10%	19.2	89.2%	55.8%	42.4%	32.9	36.1%	66.2%	51.9%	5.7%	50.4%	118.0
Medical	1.4%	2.4%	15.4%	61.6	1.33%	0.13%	--	--	--	--	--	--	--	--	--	--	--
News/Media	--	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
Restaurant	1.8%	2.5%	4.9%	29.8	0.18%	0.12%	--	--	--	--	14.4	6.0%	35.1%	22.0%	11.4%	24.9%	167.4
Retail	1.3%	2.6%	6.4%	28.3	0.24%	0.14%	53.0	63.2%	66.3%	52.2%	59.2	43.4%	71.3%	57.0%	3.7%	27.4%	230.2
Services	0.8%	1.2%	4.6%	109.8	0.27%	0.14%	118.1	68.2%	61.9%	46.5%	160.3	59.9%	67.2%	53.6%	6.9%	8.7%	43.9
Tech/Internet	8.7%	12.8%	9.7%	57.4	0.34%	0.10%	--	--	--	--	--	--	--	--	9.4%	23.7%	89.4
Telecom	2.2%	5.8%	7.3%	31.3	0.28%	0.14%	146.2	60.2%	84.0%	76.7%	65.3	22.2%	71.5%	61.0%	5.5%	16.7%	104.2
Travel	0.8%	1.1%	9.6%	33.2	0.23%	0.15%	--	--	--	--	28.9	68.6%	76.0%	61.6%	7.1%	45.9%	280.7

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Thailand - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	3.7%	5.6%	9.4%	58.5	0.39%	47.3	57.7%	74.5%	64.7%	73.7	25.4%	76.1%	63.7%	7.9%	36.8%	113.8	
Expandable Banner	10.5%	16.1%	12.3%	78.2	0.38%	--	--	--	--	38.8	8.5%	52.7%	40.1%	10.5%	23.3%	105.2	
300x250	8.7%	14.2%	11.9%	67.3	0.43%	--	--	--	--	33.4	12.1%	52.3%	40.3%	8.6%	27.6%	105.2	
728x90	19.5%	24.5%	20.1%	94.4	0.45%	--	--	--	--	52.9	12.0%	56.7%	42.9%	19.7%	24.7%	94.0	
234x60	17.7%	31.3%	10.7%	72.6	0.38%	--	--	--	--	4.6	6.0%	7.3%	5.4%	17.7%	30.9%	22.3	
Floating Ad	2.9%	3.6%	27.0%	17.4	2.94%	--	--	--	--	--	--	--	--	--	--	--	
Floating Ad with Reminder	10.4%	15.9%	11.8%	116.1	0.65%	--	--	--	--	28.3	6.0%	30.6%	23.1%	--	--	--	
Polite Banner	0.3%	0.5%	5.3%	43.3	0.27%	36.7	57.6%	74.7%	64.9%	80.5	39.9%	83.3%	71.4%	--	--	--	
300x250	0.2%	0.4%	4.2%	43.0	0.16%	29.8	58.0%	43.0%	63.3%	71.3	37.5%	82.9%	70.6%	--	--	--	
728x90	0.1%	0.1%	3.0%	39.7	0.10%	--	--	--	--	24.4	64.9%	90.2%	79.2%	--	--	--	
160x600	0.0%	0.1%	2.2%	46.6	0.07%	--	--	--	--	--	--	--	--	--	--	--	
In-Stream	--	--	--	--	4.56%	--	100.0%	80.1%	68.7%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	4.56%	--	100.0%	80.1%	68.7%	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	4.4%	6.9%	6.6%	45.2	0.36%	0.10%	--	--	--	--	20.4	46.7%	88.9%	79.1%	16.6%	33.9%	123.6
Auto	4.6%	7.1%	12.7%	67.7	0.42%	0.11%	--	--	--	--	118.8	10.5%	55.8%	42.0%	5.2%	37.1%	162.9
B2B	7.8%	12.1%	21.1%	84.8	1.48%	--	--	--	--	--	--	--	--	--	--	--	--
Careers	--	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	5.2%	7.5%	11.8%	70.2	0.53%	0.11%	27.8	55.8%	76.7%	68.6%	90.8	30.4%	75.9%	62.1%	7.0%	37.0%	154.9
Corporate	0.2%	0.3%	6.8%	25.5	0.27%	0.10%	--	--	--	--	--	--	--	--	--	--	--
Electronics	2.6%	3.9%	9.3%	55.3	0.44%	0.16%	153.3	51.1%	53.2%	40.9%	83.7	33.5%	71.4%	58.0%	10.2%	43.1%	196.1
Entertainment	1.4%	2.0%	4.8%	37.3	0.23%	--	--	--	--	--	74.0	8.3%	34.0%	23.8%	16.6%	30.1%	93.1
Financial	1.8%	2.8%	8.3%	49.4	0.32%	0.12%	--	--	--	--	251.8	47.8%	84.1%	75.0%	8.8%	27.9%	184.0
Government/Utilities	8.1%	10.6%	14.3%	76.9	0.41%	--	--	--	--	--	--	--	--	--	15.3%	57.2%	232.4
Health/Beauty	4.6%	7.3%	9.7%	56.1	0.36%	0.10%	23.2	55.6%	78.0%	67.9%	44.5	19.9%	71.1%	57.2%	8.2%	34.1%	177.1
Medical	--	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
Restaurant	--	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
Retail	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Services	2.1%	2.7%	10.7%	61.9	0.41%	0.10%	--	--	--	--	--	--	--	--	4.7%	21.9%	138.5
Tech/Internet	4.5%	6.6%	13.5%	54.7	0.47%	0.10%	--	--	--	--	--	--	--	--	4.3%	36.5%	80.2
Telecom	3.7%	5.3%	8.6%	51.2	0.52%	0.09%	--	--	--	--	--	--	--	--	8.4%	45.4%	110.5
Travel	1.0%	1.3%	4.6%	46.5	0.14%	0.11%	--	--	--	--	--	--	--	--	22.5%	30.7%	98.2

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Taiwan - 2012
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	7.9%	28.8%	7.8%	82.3	0.38%	124.5	65.3%	56.3%	44.9%	111.2	9.9%	47.2%	37.8%	7.9%	26.5%	24.1
Expandable Banner	8.8%	32.1%	8.6%	84.6	0.43%	--	--	--	--	114.9	8.7%	44.5%	35.9%	8.1%	26.1%	24.1
300x250	8.1%	15.8%	12.2%	53.5	0.29%	--	--	--	--	104.6	19.1%	59.6%	48.7%	4.8%	35.9%	66.2
728x90	4.8%	6.2%	9.0%	67.7	0.46%	--	--	--	--	18.0	21.7%	54.4%	42.4%	4.1%	38.1%	173.4
234x60	10.7%	43.4%	7.9%	94.4	0.45%	--	--	--	--	75.3	5.0%	27.0%	21.5%	10.4%	20.4%	11.4
Polite Banner	2.3%	10.0%	1.3%	88.0	0.05%	148.1	66.5%	58.0%	47.1%	92.2	70.8%	64.9%	50.3%	--	--	--
300x250	9.4%	41.1%	4.1%	118.1	0.08%	--	--	--	--	--	--	--	--	--	--	--
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics		
	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	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate
Apparel	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Auto	8.7%	36.8%	8.6%	98.8	0.43%	--	--	--	--	213.6	10.2%	54.6%	46.2%	7.8%	27.7%	193.0
Consumer Packaged Goods	10.9%	43.6%	9.6%	74.9	0.43%	0.19%	--	--	--	--	--	--	--	7.0%	28.0%	23.3
Electronics	10.6%	28.8%	10.0%	64.2	0.35%	--	--	--	--	--	--	--	--	9.7%	34.3%	20.5
Entertainment	12.7%	41.5%	10.1%	84.5	0.56%	--	--	--	--	46.4	7.0%	36.8%	28.5%	12.3%	27.2%	70.1
Financial	8.7%	28.9%	8.4%	79.1	0.37%	0.13%	--	--	--	--	--	--	--	8.3%	24.6%	99.0
Gaming	4.0%	15.0%	3.5%	85.3	0.19%	0.03%	--	--	--	--	--	--	--	10.2%	24.5%	67.6
Health/Beauty	7.9%	29.4%	7.6%	83.3	0.40%	0.14%	--	--	--	60.0	8.5%	44.6%	35.4%	7.9%	23.6%	119.4
Retail	3.5%	9.3%	10.2%	55.4	0.41%	0.13%	--	--	--	40.0	15.0%	35.7%	13.8%	2.0%	43.4%	111.2
Tech/Internet	3.4%	5.1%	9.7%	76.8	0.38%	0.25%	--	--	--	--	--	--	--	2.2%	46.2%	217.8
Telecom	2.9%	3.1%	11.1%	22.8	0.32%	--	--	--	--	--	--	--	--	0.1%	42.2%	23.4

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Turkey - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	2.4%	3.7%	5.7%	35.1	0.33%	112.9	58.2%	68.4%	57.7%	91.4	21.3%	70.4%	60.0%	2.7%	15.9%	64.2
Expandable Banner	3.5%	5.2%	7.3%	37.2	0.46%	134.5	47.9%	67.9%	59.5%	109.2	8.1%	68.2%	57.1%	2.7%	16.1%	64.2
300x250	2.8%	3.8%	7.3%	34.1	0.50%	163.2	44.5%	34.1	71.8%	99.2	7.1%	68.1%	55.5%	2.0%	14.6%	73.6
728x90	5.0%	5.5%	6.8%	32.7	0.28%	--	--	--	--	51.1	1.3%	46.8%	32.7%	4.9%	7.8%	25.0
Floating Ad	0.7%	1.0%	40.4%	5.2	1.02%	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	9.6%	11.7%	--	--	6.44%	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.7%	1.4%	2.7%	31.0	0.11%	98.7	59.3%	65.9%	53.9%	83.0	56.4%	71.3%	61.1%	--	--	--
300x250	0.9%	1.6%	2.7%	32.5	0.10%	98.7	59.3%	65.9%	53.9%	83.6	61.5%	71.9%	61.9%	--	--	--
728x90	0.1%	0.2%	1.8%	24.1	0.06%	--	--	--	--	--	--	--	--	--	--	--
160x600	0.0%	0.1%	1.5%	41.8	0.05%	--	--	--	--	--	--	--	--	--	--	--
In-Stream	--	--	--	--	7.74%	--	96.6%	54.9%	32.8%	--	--	--	--	--	--	--
In-Stream VAST	--	--	--	--	7.74%	--	96.6%	54.9%	32.8%	--	--	--	--	--	--	--
Verticals	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics		
	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	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate
Apparel	0.9%	1.4%	6.5%	27.9	0.47%	0.09%	--	--	--	14.9	37.5%	61.2%	48.2%	0.5%	17.7%	39.7
Auto	3.0%	5.6%	7.5%	32.5	0.41%	0.11%	--	--	--	116.4	48.4%	76.3%	66.8%	3.9%	23.0%	103.4
B2B	--	--	--	--	--	0.03%	--	--	--	--	--	--	--	--	--	--
Careers	--	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	2.2%	2.5%	4.7%	45.6	0.33%	0.07%	--	--	--	176.8	23.7%	74.0%	62.5%	2.1%	16.7%	59.4
Corporate	1.7%	2.6%	5.0%	37.6	0.23%	0.05%	131.9	55.9%	76.1%	19.2	0.4%	73.8%	44.7%	--	--	--
Electronics	1.9%	2.8%	4.0%	35.0	0.17%	0.12%	--	--	--	15.6	3.6%	34.4%	19.1%	2.5%	5.3%	45.1
Entertainment	7.7%	10.2%	13.4%	34.5	0.52%	0.13%	--	--	--	28.8	10.3%	49.5%	26.6%	7.2%	24.0%	53.7
Financial	1.7%	2.8%	4.9%	38.1	0.22%	0.06%	91.4	65.7%	68.5%	75.9	10.4%	53.2%	41.9%	1.9%	17.3%	89.3
Gaming	--	--	--	--	--	0.17%	--	--	--	--	--	--	--	--	--	--
Government/Utilities	--	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--
Health/Beauty	1.1%	1.5%	3.1%	47.1	0.13%	0.08%	--	--	--	43.2	1.1%	25.6%	17.2%	1.6%	8.4%	74.8
News/Media	--	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--
Restaurant	--	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--
Retail	4.1%	6.0%	6.8%	39.0	1.08%	0.04%	112.5	73.3%	71.5%	61.9	6.0%	59.6%	47.8%	2.5%	6.8%	22.7
Services	2.0%	2.2%	9.6%	35.5	2.04%	0.04%	--	--	--	--	--	--	--	0.2%	16.8%	18.3
Sports	--	--	--	--	--	0.83%	--	--	--	--	--	--	--	--	--	--
Tech/Internet	3.4%	4.1%	6.4%	39.6	0.24%	0.10%	--	--	--	23.9	0.7%	62.8%	45.3%	2.9%	13.1%	132.7
Telecom	3.4%	5.1%	6.4%	33.0	0.44%	0.08%	--	--	--	38.3	13.6%	54.5%	44.6%	2.6%	19.4%	74.8
Travel	0.6%	0.9%	3.4%	26.8	0.15%	0.04%	--	--	--	13.8	21.2%	88.3%	80.2%	1.1%	6.0%	47.5

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Viewability - A new lens for engagement



Benchmarks for UK - 2012 Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	1.8%	4.0%	4.1%	46.9	0.28%	94.7	61.2%	71.5%	55.7%	41.0	38.7%	73.0%	59.9%	4.6%	23.1%	167.8	
Expandable Banner	5.3%	10.1%	7.3%	68.4	0.99%	132.9	67.6%	69.6%	55.4%	84.7	16.2%	65.7%	50.8%	4.7%	23.5%	168.9	
300x250	4.2%	7.7%	6.5%	64.9	0.32%	171.1	61.9%	74.7%	64.4%	58.9	11.8%	64.6%	51.0%	3.4%	25.2%	292.3	
728x90	7.4%	15.6%	8.6%	75.4	2.62%	114.5	71.7%	65.0%	48.3%	102.9	29.8%	67.1%	51.7%	6.8%	19.8%	140.7	
234x60	8.7%	15.1%	5.5%	70.3	0.15%	--	--	--	--	296.7	2.4%	62.1%	53.0%	8.7%	14.9%	17.0	
Floating Ad	2.9%	3.2%	43.9%	4.0	2.67%	9.9	85.3%	43.1%	20.5%	8.4	71.9%	48.6%	26.5%	--	--	--	
Polite Banner	0.8%	2.3%	3.1%	34.5	0.10%	37.2	54.6%	73.9%	59.2%	34.8	49.9%	74.5%	61.8%	--	--	--	
300x250	1.0%	3.3%	3.1%	34.6	0.09%	44.1	58.2%	73.1%	59.2%	37.4	47.8%	75.2%	62.6%	--	--	--	
728x90	0.5%	0.9%	2.1%	32.7	0.08%	26.9	46.9%	74.5%	59.4%	31.2	56.2%	73.6%	61.0%	--	--	--	
160x600	0.2%	0.2%	1.7%	29.9	0.09%	34.0	71.3%	79.2%	58.3%	22.3	58.2%	69.5%	55.7%	--	--	--	
In-Stream	--	--	--	--	2.11%	--	95.6%	81.7%	78.3%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	2.11%	--	95.6%	81.7%	78.3%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	0.96%	--	--	--	--	--	--	--	--	--	--	--	
Verticals	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	0.9%	2.0%	3.9%	39.9	0.21%	0.09%	15.8	57.2%	63.2%	52.0%	40.6	7.8%	74.1%	62.9%	2.2%	37.9%	394.4
Auto	2.1%	5.2%	4.9%	54.7	0.20%	0.08%	53.9	59.9%	74.5%	63.1%	54.9	36.6%	72.1%	57.0%	2.0%	46.0%	264.8
B2B	1.9%	2.5%	9.6%	21.5	0.29%	0.12%	25.2	58.8%	68.9%	54.1%	11.7	15.6%	74.3%	60.5%	3.8%	14.3%	151.3
Careers	3.5%	4.6%	5.4%	44.1	0.17%	0.09%	--	--	--	--	16.7	4.6%	42.2%	27.9%	6.4%	8.3%	64.9
Consumer Packaged Goods	2.3%	8.0%	3.8%	47.0	0.57%	0.08%	95.6	54.5%	67.7%	51.6%	102.0	45.5%	70.1%	56.8%	5.7%	6.8%	53.5
Corporate	1.1%	1.6%	2.5%	60.6	0.25%	0.09%	25.0	68.8%	86.6%	78.5%	94.3	0.8%	55.4%	40.4%	1.3%	1.5%	91.6
Electronics	2.1%	3.1%	4.8%	64.3	0.15%	0.10%	28.7	44.7%	72.4%	57.0%	28.5	33.5%	70.6%	55.6%	5.9%	35.8%	266.7
Entertainment	2.6%	5.1%	4.9%	49.8	0.40%	0.09%	139.9	69.5%	72.1%	54.6%	33.6	49.6%	75.4%	62.9%	5.7%	19.5%	71.7
Financial	2.8%	3.9%	4.9%	45.6	0.17%	0.09%	41.9	57.2%	74.0%	60.0%	34.1	27.3%	80.0%	68.1%	6.2%	27.8%	148.0
Gaming	0.5%	0.9%	3.3%	33.7	0.13%	0.06%	93.6	73.1%	80.1%	59.3%	28.8	39.5%	69.4%	55.9%	2.3%	32.2%	216.0
Government/Utilities	0.5%	0.7%	2.7%	64.8	0.08%	0.06%	19.3	49.7%	82.1%	69.3%	43.0	50.7%	82.5%	69.0%	2.8%	85.5%	418.6
Health/Beauty	1.3%	2.1%	4.4%	38.8	0.09%	0.08%	60.8	60.4%	81.8%	72.4%	22.6	19.5%	73.0%	59.9%	3.3%	16.1%	318.4
Medical	0.6%	1.2%	2.7%	58.6	0.05%	0.08%	--	--	--	--	--	--	--	--	1.9%	3.0%	102.8
News/Media	4.2%	18.7%	5.5%	54.6	1.56%	0.10%	--	--	--	--	--	--	--	10.7%	12.7%	57.8	
Restaurant	0.7%	1.1%	2.0%	49.5	0.11%	0.09%	--	--	--	--	--	--	--	--	--	--	
Retail	2.5%	3.4%	5.0%	50.8	0.13%	0.09%	134.8	66.4%	65.1%	53.7%	28.3	17.4%	56.2%	42.1%	6.2%	8.7%	69.4
Services	2.2%	3.4%	5.6%	38.2	0.43%	0.11%	--	--	--	--	25.1	9.5%	53.7%	40.5%	2.9%	3.8%	51.1
Sports	9.0%	29.4%	9.3%	93.3	6.64%	0.05%	--	--	--	--	--	--	--	--	--	--	
Tech/Internet	3.5%	5.0%	5.6%	56.9	0.33%	0.08%	31.7	59.0%	74.7%	62.0%	28.3	25.8%	76.6%	64.2%	6.7%	10.2%	65.2
Telecom	0.9%	1.6%	1.7%	49.2	0.06%	0.06%	--	--	--	--	--	--	--	14.3%	24.8%	20.4	
Travel	1.4%	3.4%	3.6%	63.7	0.65%	0.07%	--	--	--	--	24.9	43.0%	75.6%	59.4%	5.2%	7.5%	58.6

Data Source

MediaMind Research, 2012.

-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Viewability - A new lens for engagement



Benchmarks for United States - 2012 Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--	
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
160x600	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	1.7%	2.5%	5.1%	35.9	0.14%	22.3	56.1%	70.6%	58.4%	23.1	29.6%	70.7%	57.6%	3.3%	11.3%	146.5	
Expandable Banner	3.6%	5.3%	5.8%	54.1	0.16%	18.9	62.1%	74.7%	64.2%	15.5	12.9%	74.7%	63.0%	3.7%	8.8%	144.8	
300x250	2.7%	3.8%	4.9%	38.1	0.11%	19.2	60.9%	71.4%	60.5%	14.7	13.3%	75.6%	63.7%	2.9%	6.7%	100.9	
728x90	4.5%	6.8%	7.1%	40.2	0.12%	17.3	60.3%	73.2%	60.9%	16.5	12.9%	75.3%	63.5%	4.4%	7.3%	64.6	
234x60	14.3%	21.6%	11.7%	108.8	0.32%	--	--	--	--	15.9	0.7%	38.2%	22.1%	14.5%	21.7%	12.7	
Floating Ad	1.0%	1.1%	28.7%	2.9	1.03%	9.8	86.9%	65.6%	52.2%	7.6	81.5%	63.5%	35.9%	--	--	--	
Polite Banner	0.3%	0.4%	3.7%	22.8	0.10%	28.0	57.7%	68.1%	54.1%	25.8	49.4%	70.6%	57.1%	--	--	--	
300x250	0.3%	0.5%	3.4%	22.0	0.10%	25.7	56.6%	66.9%	53.6%	27.3	44.0%	71.8%	58.3%	--	--	--	
728x90	0.2%	0.2%	3.6%	20.4	0.09%	35.7	62.3%	69.4%	53.3%	24.5	63.5%	69.0%	55.4%	--	--	--	
160x600	0.1%	0.2%	2.5%	21.0	0.08%	31.9	60.8%	77.3%	60.0%	23.5	67.9%	66.6%	51.5%	--	--	--	
In-Stream	--	--	--	--	1.11%	--	91.2%	81.0%	73.8%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	0.84%	--	99.3%	80.8%	73.4%	--	--	--	--	--	--	--	
In-Stream VPAID*	--	6.4%	--	--	1.92%	--	44.1%	80.9%	76.9%	--	--	--	--	--	--	--	
Mobile	--	--	--	--	0.88%	--	--	--	--	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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	1.1%	1.6%	4.1%	33.8	0.12%	0.13%	17.7	62.9%	73.9%	60.6%	14.6	39.2%	72.4%	59.5%	2.8%	12.7%	118.8
Auto	0.9%	1.3%	4.1%	21.2	0.09%	0.07%	14.6	50.2%	79.0%	67.2%	12.6	15.6%	78.7%	67.2%	2.0%	6.9%	54.7
B2B	1.1%	1.6%	4.9%	42.1	0.16%	0.10%	42.8	51.8%	74.1%	65.7%	21.7	17.1%	76.2%	64.6%	2.7%	7.7%	75.8
Careers	3.5%	6.9%	5.7%	42.3	0.19%	0.22%	17.4	75.8%	54.5%	42.5%	18.2	0.6%	44.2%	33.2%	4.0%	9.5%	44.0
Consumer Packaged Goods	1.5%	2.1%	5.5%	28.2	0.12%	0.10%	15.0	53.6%	72.9%	57.4%	15.3	17.0%	76.0%	63.6%	2.4%	7.0%	70.4
Corporate	1.3%	2.1%	6.1%	26.8	0.12%	0.09%	--	--	--	--	11.7	18.7%	51.0%	44.5%	2.8%	11.9%	94.7
Electronics	1.9%	3.0%	5.3%	43.9	0.15%	0.11%	31.1	60.7%	79.3%	64.4%	26.5	31.5%	77.6%	62.1%	5.5%	15.7%	84.6
Entertainment	2.8%	3.9%	6.0%	51.7	0.21%	0.15%	27.3	57.6%	65.5%	50.6%	20.2	31.1%	67.5%	54.1%	3.4%	13.1%	174.5
Financial	1.1%	1.3%	4.3%	28.8	0.09%	0.08%	11.9	54.9%	43.4%	33.5%	13.1	21.1%	67.0%	49.6%	2.2%	20.4%	51.0
Gaming	0.6%	0.9%	4.0%	35.3	0.13%	0.09%	29.5	50.0%	75.9%	64.1%	28.7	58.2%	70.7%	57.4%	1.9%	19.2%	117.2
Government/Utilities	2.0%	2.5%	5.9%	29.6	0.13%	0.10%	9.1	53.3%	16.5%	13.9%	14.0	20.0%	38.1%	31.2%	3.1%	5.8%	57.1
Health/Beauty	2.9%	4.4%	7.4%	36.4	0.17%	0.10%	19.6	47.3%	65.8%	54.6%	16.5	8.5%	58.3%	41.9%	4.3%	7.8%	48.4
Medical	2.2%	2.7%	4.8%	39.0	0.09%	0.08%	22.5	60.8%	61.7%	46.7%	15.8	5.6%	39.2%	29.4%	2.5%	5.5%	67.2
News/Media	0.2%	0.3%	6.3%	16.2	0.08%	0.09%	--	--	--	--	13.1	18.2%	70.8%	54.8%	0.8%	4.2%	30.0
Restaurant	0.4%	0.6%	5.1%	19.7	0.11%	0.09%	30.4	37.6%	37.0%	25.3%	12.9	2.3%	28.8%	21.4%	1.4%	12.9%	43.8
Retail	2.8%	4.8%	6.0%	32.5	0.25%	0.09%	12.7	38.1%	63.4%	50.6%	23.8	9.4%	57.2%	44.0%	5.3%	11.0%	43.5
Services	1.6%	2.1%	5.3%	28.3	0.11%	0.09%	33.7	47.0%	66.7%	55.6%	18.4	17.6%	75.8%	63.3%	2.8%	7.9%	42.1
Sports	0.6%	0.8%	2.9%	31.5	0.09%	0.10%	--	--	--	--	17.2	14.1%	63.8%	46.3%	5.5%	21.3%	73.2
Tech/Internet	2.8%	6.0%	4.1%	40.9	0.12%	0.05%	26.6	70.3%	79.5%	71.8%	16.0	20.9%	75.6%	63.9%	3.2%	2.6%	65.8
Telecom	3.8%	7.2%	7.1%	49.0	0.15%	0.11%	7.0	35.6%	88.0%	81.4%	16.2	52.6%	72.3%	59.9%	6.5%	15.6%	51.1
Travel	3.0%	4.1%	5.7%	32.8	0.12%	0.08%	11.8	61.4%	81.2%	75.0%	22.1	21.0%	67.5%	51.7%	4.7%	11.0%	47.0

Data Source: MediaMind Research, 2012
 * Video Player-Ad Interface Definition (VPAID) is an IAB sanctioned format denoting interactive video ads.
 -- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Vietnam - 2012
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Auto Initiated Video Metrics				User Initiated 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	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	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
300x250	--	--	--	--	0.20%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	1.1%	1.6%	2.3%	51.8	0.14%	--	--	--	--	24.0	2.5%	75.2%	63.5%	2.4%	5.0%	113.9	
Expandable Banner	2.5%	3.5%	4.7%	57.1	0.23%	--	--	--	--	16.1	0.6%	55.8%	44.7%	2.4%	5.0%	113.9	
300x250	2.9%	4.2%	5.4%	61.8	0.26%	--	--	--	--	14.3	0.5%	58.3%	47.0%	2.8%	4.7%	101.3	
Polite Banner	0.1%	0.1%	0.7%	28.9	0.06%	--	--	--	--	--	--	--	--	--	--	--	
300x250	0.3%	0.4%	4.3%	40.2	0.16%	--	--	--	--	--	--	--	--	--	--	--	
In-Stream	--	--	--	--	5.72%	--	100.0%	72.4%	48.7%	--	--	--	--	--	--	--	
In-Stream VAST	--	--	--	--	5.72%	--	100.0%	72.4%	48.7%	--	--	--	--	--	--	--	
	Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	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	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)
Consumer Packaged Goods	3.0%	4.2%	5.7%	60.3	0.29%	0.13%	--	--	--	--	16.1	0.6%	55.8%	44.7%	3.4%	7.2%	108.0
Financial	0.0%	0.0%	0.2%	19.6	0.00%	--	--	--	--	--	--	--	--	--	--	--	--
Health/Beauty	1.2%	1.4%	3.5%	31.7	0.15%	--	--	--	--	--	--	--	--	1.5%	1.7%	51.6	
Retail	--	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
Travel	1.3%	2.3%	3.6%	6.5	1.38%	--	--	--	--	--	--	--	--	--	--	--	--

Data Source: MediaMind Research, 2012.
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Definitions and Methodology

The 2012 Benchmark tables are based on the analysis of more than 600 billion display ad impressions from seven regions and 47 countries worldwide from January 1, 2012 to Dec 31, 2012. The viewability data is based on analysis of approximately 16.1 billion rich media impressions served worldwide during September 2012.

MediaMind Vertical Definitions	
Vertical	Definition
Apparel	Manufactures and retailers specializing in accessories, apparel, fashion, jewelry, luxury products and shoes.
Auto	Products and Services related to the auto industry. Includes manufacturers, dealerships, traders and buying guides, rental agencies, repair shops, service providers and gas stations. Excludes auto insurance (see Financial).
B2B	Product and service campaigns targeted primarily at corporations including commodities or enterprise solutions.
Career	Job postings and resume services.
Consumer Packaged Goods	Product campaigns that are targeted at individuals including food, pet supplies, tobacco, alcoholic and non-alcoholic beverages. Excludes toiletries, personal care and cosmetics (included in Health/Beauty).
Corporate	Corporate includes campaigns aimed at increasing corporate brand awareness rather than a specific product.
Electronics	Electronic products such as TVs and home cinema systems, DVDs, stereos, MP3 players and cell phone devices. Excludes computers and peripherals (included in Tech/Internet).
Entertainment	Providers of consumer entertainment including 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 product campaigns related to the financial and insurance industries including banks, mortgages, car loans, investment firms, consumer credit, credit cards and insurance companies.
Gaming	Consumer targeted campaigns including products such as video and computer games, game consoles, casinos (online and off) and lotteries.
Government/Utilities	Government agencies and utilities including government offices, anti-smoking campaigns, election campaigns, electricity and water. Excludes Telecom (included in Telecom) and Tourism (included in Travel).

MediaMind Vertical Definitions	
Vertical	Definition
Health/Beauty	Products and services for personal care including cosmetics, dietary supplements, toiletries, perfume, personal hygiene and hair care. Excludes prescription and over-the-counter medications (included in Medical).
Medical	Prescription and over-the-counter medication. Excludes physician services, clinics and hospitals (included in Services).
News/Media	Media and news companies including radio stations, newspapers, magazines and books. Excludes TV channels and shows (included in Entertainment).
Restaurant	Providers of dining services including fine dining, casual dining and fast food chains. Excludes food items (included in Consumer Packaged Goods).
Retail	On and offline retailer campaigns aimed at pulling people to a store or website rather than to promote a specific product or service. Excludes apparel retailers (included in Apparel).
Services	Providers of services including education, non-profit organizations and health-care. Excludes medical insurance (included in Financial).
Sports	Sports related goods and services including equipment, leagues and competitions, games and events, and accessories. Excludes sports shoes and apparel (included in Apparel).
Tech/Internet	Computer related goods including desktop and laptop computers, software, peripherals and Internet companies. Excludes Internet service providers (included in Telecom).
Telecom	Telephony and data providers including land-line service providers, mobile service providers, cable companies and Internet service providers. Excludes mobile device manufacturers (included in Electronics) and mobile software providers (included in Tech/Internet).
Travel	Travel and tourism related services including 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.

MediaMind 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 the percentage of served impressions with any user interaction.
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 percentage of served impressions with user interaction; includes impressions with multiple interactions.
Dwell Rate	This proprietary MediaMind metric measures the number of impressions that were dwelled upon out of all impressions. Dwell is defined as an active engagement with an ad including 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.	To quantify the percentage of impressions that attracted users to actively engage with an ad.
User Average Dwell Time (Seconds)	This proprietary MediaMind metric measures the average duration users were actively engaged with or dwelled on an ad, including 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.	To quantify the engagement of an ad format by measuring the average time spent engaged with it.
Click Through Rate (CTR)	The number of clicks divided by the number of served impressions. A historic metric that is used primarily for Standard Banners.	For Standard Banners, serves as the only measure of ad 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.