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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.



- Volume, quality and origin of site traffic
- Page views, dwell time and registrations/sign-ups

Clicks, response and conversion rates



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.



### Viewability - A new lens for engagement



### The recordability issue

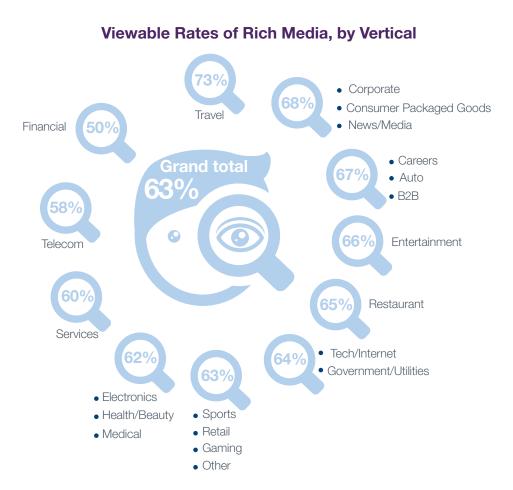
Accurately assessing viewability, however, requires adequate recordability (with recordable rate or "sample" being the percentage of impressions recorded out of total served). Not all ad formats can be recorded, and some browsers are set to block JavaScript. But the primary stumbling block to measuring 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.

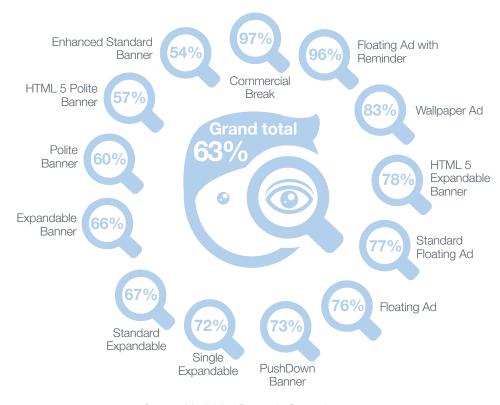
We found that the most recordable rich media ad formats were floating ads, wallpaper ads and commercial breaks. These large, persistent rich media formats also recorded the highest viewability, as they often don't rely on specific site placement (e.g. above or below the fold). Formats that were dependent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



Source: MediaMind Research, September 2012



### Viewable Rates of Rich Media, by Format



Source: MediaMind Research, September 2012

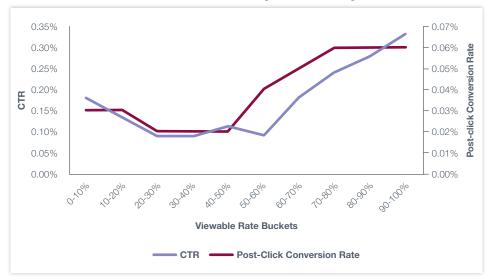
For advertisers that embrace viewability as a key performance indicator (KPI), the above chart can help to guide the creative choices of their rich media campaigns as well as set expectations for their viewable rates.

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.

<sup>&</sup>lt;sup>1</sup> MediaMind's viewability accreditation is in process. We have observed recordable rates for rich media high above the advisory issued by the MRC.

### Viewability - A new lens for engagement



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.<sup>1</sup>

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.

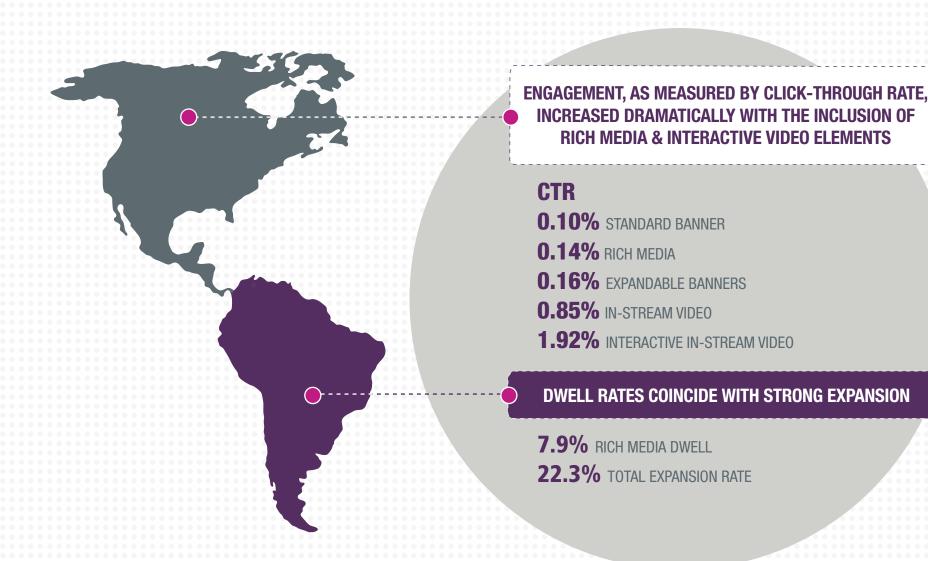
- In total, 10.1 billion of 16.1 billion rich media impressions served by the DG MediaMind platform were viewable during our test period of September 2012, for an average of 63%. This is the first worldwide, publicly available viewability benchmark to be published by an individual ad network.
- For advertisers 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**









#### **Benchmarks for North America - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	l Video Metrics			User Initiated	l Video Metrics			xpandable Metri	ics
	Imp. with	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%	71.4%	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 Floating Ad Polite Banner	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%	-		-	-			-	-		-	-
				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics			xpandable Metri	ics
	Imp. with	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
			4.00/	42.1		0.400/										7.7%	75.8
B2B	1.1%	1.6%	4.9%		0.16%	0.10%	42.8	51.8%	74.1%	65.7%	21.7	17.1%	76.2%	64.6%	2.7%		
	1.1%	1.6%	5.7%	42.1	0.16%	0.10%	42.8 17.4	51.8% 75.8%	74.1% 54.5%	65.7% 42.5%	21.7 18.2	17.1%	76.2% 44.2%	64.6% 33.2%	2.7%	9.5%	44.0
B2B																	44.0 94.8
B2B 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%	
B2B Careers Consumer Packaged Goods	3.5% 1.5%	6.9% 2.1%	5.7% 5.5%	42.3 28.8	0.19% 0.12%	0.22% 0.10%	17.4 14.9	75.8% 54.1%	54.5% 73.1%	42.5% 57.6%	18.2 15.3	0.6% 17.7%	44.2% 75.7%	33.2% 63.2%	4.0% 2.4%	9.5% 8.0%	94.8
B2B Careers Consumer Packaged Goods Corporate	3.5% 1.5% 1.4%	6.9% 2.1% 2.2%	5.7% 5.5% 6.1%	42.3 28.8 27.0	0.19% 0.12% 0.12%	0.22% 0.10% 0.09%	17.4 14.9 	75.8% 54.1% 	54.5% 73.1%	42.5% 57.6% 	18.2 15.3 11.7	0.6% 17.7% 18.7%	44.2% 75.7% 51.0%	33.2% 63.2% 44.5%	4.0% 2.4% 2.9%	9.5% 8.0% 12.0%	94.8 94.5
B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial	3.5% 1.5% 1.4% 1.9%	6.9% 2.1% 2.2% 3.0%	5.7% 5.5% 6.1% 5.3%	42.3 28.8 27.0 43.9	0.19% 0.12% 0.12% 0.15%	0.22% 0.10% 0.09% 0.11%	17.4 14.9  31.1	75.8% 54.1%  60.7%	54.5% 73.1%  79.3%	42.5% 57.6%  64.4%	18.2 15.3 11.7 26.5	0.6% 17.7% 18.7% 31.5%	44.2% 75.7% 51.0% 77.6%	33.2% 63.2% 44.5% 62.1%	4.0% 2.4% 2.9% 5.5%	9.5% 8.0% 12.0% 15.7%	94.8 94.5 84.7
B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial	3.5% 1.5% 1.4% 1.9% 2.8%	6.9% 2.1% 2.2% 3.0% 3.9%	5.7% 5.5% 6.1% 5.3% 6.0%	42.3 28.8 27.0 43.9 51.6	0.19% 0.12% 0.12% 0.15% 0.21%	0.22% 0.10% 0.09% 0.11% 0.15%	17.4 14.9  31.1 27.2	75.8% 54.1%  60.7% 57.7%	54.5% 73.1%  79.3% 65.5%	42.5% 57.6%  64.4% 50.6%	18.2 15.3 11.7 26.5 19.8	0.6% 17.7% 18.7% 31.5% 31.9%	44.2% 75.7% 51.0% 77.6% 67.7%	33.2% 63.2% 44.5% 62.1% 54.4%	4.0% 2.4% 2.9% 5.5% 3.4%	9.5% 8.0% 12.0% 15.7% 13.1%	94.8 94.5 84.7 173.9
B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial	3.5% 1.5% 1.4% 1.9% 2.8% 1.2%	6.9% 2.1% 2.2% 3.0% 3.9% 1.5%	5.7% 5.5% 6.1% 5.3% 6.0% 4.4%	42.3 28.8 27.0 43.9 51.6 29.3	0.19% 0.12% 0.12% 0.15% 0.21% 0.09%	0.22% 0.10% 0.09% 0.11% 0.15% 0.08%	17.4 14.9  31.1 27.2 11.9	75.8% 54.1%  60.7% 57.7% 54.9%	54.5% 73.1%  79.3% 65.5% 43.4%	42.5% 57.6%  64.4% 50.6% 33.5%	18.2 15.3 11.7 26.5 19.8 13.1	0.6% 17.7% 18.7% 31.5% 31.9% 21.1%	44.2% 75.7% 51.0% 77.6% 67.7% 67.0%	33.2% 63.2% 44.5% 62.1% 54.4% 49.6%	4.0% 2.4% 2.9% 5.5% 3.4% 2.5%	9.5% 8.0% 12.0% 15.7% 13.1% 20.4%	94.8 94.5 84.7 173.9 50.8
B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial	3.5% 1.5% 1.4% 1.9% 2.8% 1.2% 0.6%	6.9% 2.1% 2.2% 3.0% 3.9% 1.5% 0.9%	5.7% 5.5% 6.1% 5.3% 6.0% 4.4% 4.0%	42.3 28.8 27.0 43.9 51.6 29.3 35.3	0.19% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13%	0.22% 0.10% 0.09% 0.11% 0.15% 0.08% 0.09%	17.4 14.9  31.1 27.2 11.9 29.5	75.8% 54.1%  60.7% 57.7% 54.9% 50.0%	54.5% 73.1%  79.3% 65.5% 43.4% 75.9%	42.5% 57.6%  64.4% 50.6% 33.5% 64.1%	18.2 15.3 11.7 26.5 19.8 13.1 28.6	0.6% 17.7% 18.7% 31.5% 31.9% 21.1% 57.6%	44.2% 75.7% 51.0% 77.6% 67.7% 67.0%	33.2% 63.2% 44.5% 62.1% 54.4% 49.6% 57.4%	4.0% 2.4% 2.9% 5.5% 3.4% 2.5% 1.8%	9.5% 8.0% 12.0% 15.7% 13.1% 20.4% 18.3%	94.8 94.5 84.7 173.9 50.8 117.0
B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Gaming Government/Utilities	3.5% 1.5% 1.4% 1.9% 2.8% 1.2% 0.6% 2.1%	6.9% 2.1% 2.2% 3.0% 3.9% 1.5% 0.9% 2.5%	5.7% 5.5% 6.1% 5.3% 6.0% 4.4% 4.0% 5.9%	42.3 28.8 27.0 43.9 51.6 29.3 35.3 30.2	0.19% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.13%	0.22% 0.10% 0.09% 0.11% 0.15% 0.08% 0.09% 0.10%	17.4 14.9  31.1 27.2 11.9 29.5 9.2	75.8% 54.1%  60.7% 57.7% 54.9% 50.0% 53.2%	54.5% 73.1%  79.3% 65.5% 43.4% 75.9% 16.9%	42.5% 57.6%  64.4% 50.6% 33.5% 64.1% 14.2%	18.2 15.3 11.7 26.5 19.8 13.1 28.6 14.0	0.6% 17.7% 18.7% 31.5% 31.9% 21.1% 57.6% 20.1%	44.2% 75.7% 51.0% 77.6% 67.7% 67.0% 70.7% 38.6%	33.2% 63.2% 44.5% 62.1% 54.4% 49.6% 57.4% 31.6%	4.0% 2.4% 2.9% 5.5% 3.4% 2.5% 1.8% 3.1%	9.5% 8.0% 12.0% 15.7% 13.1% 20.4% 18.3% 5.8%	94.8 94.5 84.7 173.9 50.8 117.0 57.5
B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial	3.5% 1.5% 1.4% 1.9% 2.8% 1.2% 0.6% 2.1% 2.9%	6.9% 2.1% 2.2% 3.0% 3.9% 1.5% 0.9% 2.5% 4.5%	5.7% 5.5% 6.1% 5.3% 6.0% 4.4% 4.0% 5.9% 7.4%	42.3 28.8 27.0 43.9 51.6 29.3 35.3 30.2 36.3	0.19% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.13% 0.17%	0.22% 0.10% 0.09% 0.11% 0.15% 0.08% 0.09% 0.10%	17.4 14.9  31.1 27.2 11.9 29.5 9.2 19.3	75.8% 54.1%  60.7% 57.7% 54.9% 50.0% 53.2% 47.4%	54.5% 73.1%  79.3% 65.5% 43.4% 75.9% 16.9% 66.0%	42.5% 57.6%  64.4% 50.6% 33.5% 64.1% 14.2% 54.7%	18.2 15.3 11.7 26.5 19.8 13.1 28.6 14.0 16.5	0.6% 17.7% 18.7% 31.5% 31.9% 21.1% 57.6% 20.1% 8.3%	44.2% 75.7% 51.0% 77.6% 67.7% 67.0% 70.7% 38.6% 58.3%	33.2% 63.2% 44.5% 62.1% 54.4% 49.6% 57.4% 31.6% 41.9%	4.0% 2.4% 2.9% 5.5% 3.4% 2.5% 1.8% 3.1% 4.3%	9.5% 8.0% 12.0% 15.7% 13.1% 20.4% 18.3% 5.8% 7.8%	94.8 94.5 84.7 173.9 50.8 117.0 57.5 48.4
B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment 7 Financial Gaming Gaming Health/Beauty Medical	3.5% 1.5% 1.4% 1.9% 2.8% 1.2% 0.6% 2.1% 2.9% 2.5%	6.9% 2.1% 2.2% 3.0% 3.9% 1.5% 0.9% 2.5% 4.5% 3.2%	5.7% 5.5% 6.1% 5.3% 6.0% 4.4% 4.0% 5.9% 7.4% 5.1%	42.3 28.8 27.0 43.9 51.6 29.3 35.3 30.2 36.3 43.7	0.19% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.13% 0.17% 0.09%	0.22% 0.10% 0.09% 0.11% 0.15% 0.08% 0.09% 0.10% 0.10% 0.10%	17.4 14.9  31.1 27.2 11.9 29.5 9.2 19.3 22.5	75.8% 54.1%  60.7% 57.7% 54.9% 50.0% 53.2% 47.4% 60.8%	54.5% 73.1%  79.3% 65.5% 43.4% 75.9% 16.9% 66.0% 61.7%	42.5% 57.6% 	18.2 15.3 11.7 26.5 19.8 13.1 28.6 14.0 16.5 15.8	0.6% 17.7% 18.7% 31.5% 31.9% 21.1% 57.6% 20.1% 8.3% 5.6%	44.2% 75.7% 51.0% 77.6% 67.7% 67.0% 70.7% 38.6% 58.3% 39.2%	33.2% 63.2% 44.5% 62.1% 54.4% 49.6% 57.4% 31.6% 41.9% 29.4%	4.0% 2.4% 2.9% 5.5% 3.4% 2.5% 1.8% 3.1% 4.3% 3.2%	9.5% 8.0% 12.0% 15.7% 13.1% 20.4% 18.3% 5.8% 7.8% 6.2%	94.8 94.5 84.7 173.9 50.8 117.0 57.5 48.4 68.0
B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Government/Utilities Health/Beauty Medical News/Media	3.5% 1.5% 1.4% 1.9% 2.8% 1.2% 0.6% 2.1% 2.9% 2.5% 0.2%	6.9% 2.1% 2.2% 3.0% 3.9% 1.5% 0.9% 2.5% 4.5% 3.2% 0.3%	5.7% 5.5% 6.1% 5.3% 6.0% 4.4% 4.0% 5.9% 7.4% 5.1% 6.3%	42.3 28.8 27.0 43.9 51.6 29.3 35.3 30.2 36.3 43.7 16.4	0.19% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.13% 0.17% 0.09% 0.09%	0.22% 0.10% 0.09% 0.11% 0.15% 0.08% 0.09% 0.10% 0.09% 0.10%	17.4 14.9  31.1 27.2 11.9 29.5 9.2 19.3 22.5	75.8% 54.1%  60.7% 57.7% 54.9% 50.0% 53.2% 47.4% 60.8%	54.5% 73.1% 	42.5% 57.6%  64.4% 50.6% 33.5% 64.1% 14.2% 54.7% 	18.2 15.3 11.7 26.5 19.8 13.1 28.6 14.0 16.5 15.8	0.6% 17.7% 18.7% 31.5% 31.9% 21.1% 57.6% 20.1% 8.3% 5.6% 18.2%	44.2% 75.7% 51.0% 77.6% 67.7% 67.0% 70.7% 38.6% 58.3% 59.2% 70.8%	33.2% 63.2% 44.5% 62.1% 54.4% 49.6% 57.4% 31.6% 41.9% 29.4% 54.8%	4.0% 2.4% 2.9% 5.5% 3.4% 2.5% 1.8% 3.1% 4.3% 3.2% 0.8%	9.5% 8.0% 12.0% 15.7% 13.1% 20.4% 18.3% 5.8% 7.8% 6.2% 4.2%	94.8 94.5 84.7 173.9 50.8 117.0 57.5 48.4 68.0 30.0
B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Gaming Health/Beauty Medical News/Media Restaurant	3.5% 1.5% 1.4% 1.9% 2.8% 1.2% 0.6% 2.1% 2.9% 2.5% 0.2%	6.9% 2.1% 2.2% 3.0% 3.9% 1.5% 0.9% 2.5% 4.5% 3.2% 0.3% 0.5%	5.7% 5.5% 6.1% 5.3% 6.0% 4.4% 4.0% 5.9% 7.4% 6.3% 4.7%	42.3 28.8 27.0 43.9 51.6 29.3 35.3 30.2 36.3 43.7 16.4 21.3	0.19% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.13% 0.17% 0.09% 0.08% 0.11%	0.22% 0.10% 0.09% 0.11% 0.15% 0.08% 0.09% 0.10% 0.00% 0.10% 0.09% 0.09%	17.4 14.9  31.1 27.2 11.9 29.5 9.2 19.3 22.5  30.4	75.8% 54.1%  60.7% 57.7% 54.9% 50.0% 53.2% 47.4% 60.8%  37.6%	54.5% 73.1% 	42.5% 57.6%  64.4% 50.6% 33.5% 64.1% 14.2% 54.7% 46.7%  25.3%	18.2 15.3 11.7 26.5 19.8 13.1 28.6 14.0 16.5 15.8 13.1 12.9	0.6% 17.7% 18.7% 31.5% 31.9% 21.1% 57.6% 20.1% 8.3% 5.6% 18.2% 2.3%	44.2% 75.7% 51.0% 77.6% 67.7% 67.0% 70.7% 38.6% 58.3% 39.2% 70.8% 28.8%	33.2% 63.2% 44.5% 62.1% 54.4% 49.6% 57.4% 41.9% 29.4% 54.8% 21.4%	4.0% 2.4% 2.9% 5.5% 3.4% 2.5% 1.8% 3.1% 4.3% 3.2% 0.8%	9.5% 8.0% 12.0% 15.7% 13.1% 20.4% 18.3% 5.8% 7.8% 6.2% 4.2%	94.8 94.5 84.7 173.9 50.8 117.0 57.5 48.4 68.0 30.0 48.8
B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Bauty Medical News/Media Restaurant Retail	3.5% 1.5% 1.4% 1.9% 2.8% 1.2% 0.6% 2.1% 2.9% 2.5% 0.2% 0.4%	6.9% 2.1% 2.2% 3.0% 3.9% 1.5% 0.9% 2.5% 4.5% 3.2% 0.3% 0.3%	5.7% 5.5% 6.1% 5.3% 6.0% 4.4% 4.0% 5.9% 7.4% 6.3% 4.7% 6.0%	42.3 22.8 27.0 43.9 51.6 29.3 35.3 30.2 36.3 43.7 16.4 21.3 32.7	0.19% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.17% 0.09% 0.08% 0.11% 0.25%	0.22% 0.10% 0.09% 0.11% 0.15% 0.08% 0.09% 0.10% 0.10% 0.08% 0.09% 0.09%	17.4 14.9  31.1 27.2 11.9 29.5 9.2 19.3 22.5  30.4 12.7	75.8% 54.1% 	54.5% 73.1% 	42.5% 57.6% 57.6% 64.4% 50.6% 64.1% 14.2% 54.7% 46.7% 	18.2 15.3 11.7 26.5 19.8 13.1 28.6 14.0 16.5 15.8 13.1 12.9 23.6	0.6% 17.7% 18.7% 31.5% 31.9% 21.1% 57.6% 20.1% 8.3% 5.6% 18.2% 2.3% 9.6%	44.2% 75.7% 51.0% 77.6% 67.7% 67.0% 70.7% 38.6% 58.3% 39.2% 70.8% 28.8% 57.7%	33.2% 63.2% 44.5% 62.1% 54.4% 49.6% 57.4% 31.6% 41.9% 29.4% 54.8% 21.4% 44.5%	4.0% 2.4% 2.9% 5.5% 3.4% 2.5% 1.8% 3.1% 4.3% 3.2% 0.8% 1.5% 5.2%	9.5% 8.0% 12.0% 15.7% 13.1% 20.4% 18.3% 5.8% 6.2% 4.2% 4.2% 11.6%	94.8 94.5 84.7 173.9 50.8 117.0 57.5 48.4 68.0 30.0 48.8 70.4
B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Gaming Health/Bauty Medical News/Media Restaurant Retail Services	3.5% 1.5% 1.4% 1.9% 2.8% 1.2% 0.6% 2.1% 2.9% 2.5% 0.2% 0.4% 2.8% 2.8% 2.8%	6.9% 2.1% 2.2% 3.0% 3.9% 1.5% 0.9% 2.5% 4.5% 3.2% 0.3% 0.5% 4.8% 2.8%	5.7% 5.5% 6.1% 5.3% 6.0% 4.4% 4.0% 5.9% 7.4% 5.1% 6.3% 4.7% 6.0% 5.3%	42.3 28.8 27.0 43.9 51.6 29.3 35.3 30.2 36.3 43.7 16.4 21.3 32.7 30.1	0.19% 0.12% 0.12% 0.15% 0.21% 0.15% 0.21% 0.13% 0.13% 0.17% 0.09% 0.08% 0.11% 0.12%	0.22% 0.10% 0.09% 0.11% 0.15% 0.08% 0.09% 0.10% 0.10% 0.09% 0.09% 0.09% 0.09%	17.4 14.9 31.1 27.2 11.9 29.5 9.2 19.3 22.5 30.4 12.7 32.9	75.8% 54.1% 	54.5% 73.1%  79.3% 65.5% 43.4% 75.9% 66.0% 61.7%  37.0% 63.4% 65.8%	42.5% 57.6% 	18.2 15.3 11.7 26.5 19.8 13.1 28.6 14.0 16.5 15.8 13.1 12.9 23.6 19.5	0.6% 17.7% 18.7% 31.5% 31.9% 57.6% 20.1% 8.3% 5.6% 18.2% 2.3% 9.6% 20.4%	44.2% 75.7% 51.0% 77.6% 67.7% 67.0% 70.7% 38.6% 58.3% 39.2% 70.8% 28.8% 57.7% 72.2%	33.2% 63.2% 44.5% 62.1% 54.4% 49.6% 57.4% 31.6% 41.9% 54.8% 21.4% 44.5% 58.5%	4.0% 2.4% 2.9% 5.5% 3.4% 2.5% 1.8% 3.1% 4.3% 3.2% 0.8% 1.5% 5.2%	9.5% 8.0% 12.0% 15.7% 13.1% 20.4% 18.3% 5.8% 7.8% 6.2% 4.2% 14.7% 11.6% 8.7%	94.8 94.5 84.7 173.9 50.8 117.0 57.5 48.4 68.0 30.0 48.8 70.4 37.6 73.2 66.0
B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Gaming Health/Beauty Medical News/Media Restaurant Retail Services Sports	3.5% 1.5% 1.4% 1.9% 2.8% 1.2% 0.6% 2.1% 2.5% 0.2% 0.4% 2.5% 0.2% 0.4% 2.8% 2.3% 0.6%	6.9% 2.1% 2.2% 3.0% 3.9% 1.5% 0.9% 4.5% 3.2% 0.3% 0.5% 4.8% 2.8% 0.8%	5.7% 5.5% 6.1% 5.3% 6.0% 4.4% 4.0% 5.9% 7.4% 6.3% 4.7% 6.0% 5.3% 2.9%	42.3 28.8 27.0 43.9 51.6 29.3 35.3 30.2 36.3 43.7 16.4 21.3 32.7 30.1 31.5	0.19% 0.12% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.13% 0.13% 0.17% 0.09% 0.11% 0.25% 0.12% 0.09%	0.22% 0.10% 0.09% 0.11% 0.15% 0.08% 0.09% 0.10% 0.10% 0.09% 0.10% 0.09% 0.09% 0.09% 0.09%	17.4 14.9  31.1 27.2 11.9 29.5 9.2 19.3 22.5  30.4 12.7 32.9	75.8% 54.1% 	54.5% 73.1% 79.3% 65.5% 43.4% 75.9% 16.9% 66.0% 61.7% 37.0% 63.4% 65.8%	42.5% 57.6% 	18.2 15.3 11.7 26.5 19.8 13.1 28.6 14.0 16.5 15.8 13.1 12.9 23.6 19.5	0.6% 17.7% 18.7% 31.5% 31.9% 21.1% 8.3% 20.1% 8.3% 20.1% 8.3% 18.2% 2.3% 9.6% 14.1%	44,2% 75,7% 51,0% 77,6% 67,7% 67,7% 67,0% 70,7% 38,6% 58,3% 70,8% 70,8% 70,8% 70,8% 70,8% 70,8% 63,8%	33.2% 63.2% 44.5% 62.1% 54.4% 49.6% 57.4% 31.6% 41.9% 29.4% 54.8% 54.8% 54.5% 46.5%	4.0% 2.4% 2.9% 5.5% 3.4% 2.5% 1.8% 3.1% 4.3% 0.8% 1.5% 5.2% 3.9% 5.5%	9.5% 8.0% 12.0% 15.7% 13.1% 20.4% 18.3% 5.8% 5.8% 6.2% 14.7% 11.6% 8.7% 21.3%	94.8 94.5 84.7 173.9 50.8 117.0 57.5 48.4 68.0 30.0 48.8 70.4 37.6 73.2

 Data Source
 MediaMind Research, 2012.

 Market Definition
 North America market includes United States and Canada.

 - Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for Latin America - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics		-	xpandable Metri	cs
	Imp. with	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 (Second
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 Floating Ad Floating Ad with Reminder	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%	-	-	-			-	-	-		-	-
				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics			xpandable Metri	cs
	Imp. with	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 (Second
Apparel	6.9%	9.3%	9.9%	47.4	0.34%	0.17%					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%	65.5%	5.1%	19.4%	137.8
			23.7%	22.6	0.98%	0.11%										16.6%	59.5
B2B	8.0%	10.8%													12.1%		
B2B Careers	8.0%	10.8%				0.11%		-						-	12.1%		
			8.9%	46.1	0.27%	0.11%	62.7	49.6%		35.4%	25.9	27.5%					158.4
Careers	-												-	-	-		
Careers 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%	65.6%	7.1%	28.9%	158.4
Careers Consumer Packaged Goods Corporate	4.5% 1.9%	6.8% 2.5%	8.9% 6.4%	46.1 60.0	0.27% 0.22%	0.18% 0.11%	62.7 19.3	49.6% 38.6%	 62.1% 73.3%	35.4% 65.0%	25.9 5.0	27.5% 72.3%	74.1% 95.5%	 65.6% 90.2%	7.1% 2.8%	28.9% 5.0%	158.4 70.2
Careers Consumer Packaged Goods Corporate Electronics Entertainment	4.5% 1.9% 3.4%	6.8% 2.5% 5.1%	8.9% 6.4% 6.9%	46.1 60.0 51.7	0.27% 0.22% 0.21%	0.18% 0.11% 0.11%	62.7 19.3 23.1	49.6% 38.6% 55.6%	62.1% 73.3% 83.1%	35.4% 65.0% 70.9%	25.9 5.0 29.1	27.5% 72.3% 4.0%	74.1% 95.5% 57.7%	 65.6% 90.2% 48.9%	7.1% 2.8% 4.2%	28.9% 5.0% 12.3%	158.4 70.2 65.5
Careers Consumer Packaged Goods Corporate Electronics Entertainment	 4.5% 1.9% 3.4% 4.4%	6.8% 2.5% 5.1% 6.9%	8.9% 6.4% 6.9% 8.3%	46.1 60.0 51.7 49.0	0.27% 0.22% 0.21% 0.38%	0.18% 0.11% 0.11% 0.11%	62.7 19.3 23.1 50.9	49.6% 38.6% 55.6% 73.9%	62.1% 73.3% 83.1% 68.0%	35.4% 65.0% 70.9% 53.4%	25.9 5.0 29.1 21.8	27.5% 72.3% 4.0% 16.2%	74.1% 95.5% 57.7% 74.8%	 65.6% 90.2% 48.9% 58.3%	7.1% 2.8% 4.2% 6.6%	28.9% 5.0% 12.3% 20.9%	158.4 70.2 65.5 67.3
Careers Consumer Packaged Goods Corporate Electronics Entertainment	4.5% 1.9% 3.4% 4.4% 4.3%	6.8% 2.5% 5.1% 6.9% 6.3%	8.9% 6.4% 6.9% 8.3% 9.4%	46.1 60.0 51.7 49.0 41.2	0.27% 0.22% 0.21% 0.38% 0.30%	0.18% 0.11% 0.11% 0.11% 0.12%	62.7 19.3 23.1 50.9	49.6% 38.6% 55.6% 73.9%	62.1% 73.3% 83.1% 68.0%	35.4% 65.0% 70.9% 53.4%	25.9 5.0 29.1 21.8 20.1	27.5% 72.3% 4.0% 16.2% 0.6%	74.1% 95.5% 57.7% 74.8% 59.1%	65.6% 90.2% 48.9% 58.3% 46.6%	7.1% 2.8% 4.2% 6.6% 6.8%	28.9% 5.0% 12.3% 20.9% 19.4%	158.4 70.2 65.5 67.3 109.8
Careers Consumer Packaged Goods Corporate Electronics Entertainment	4.5% 1.9% 3.4% 4.4% 4.3% 4.2%	6.8% 2.5% 5.1% 6.9% 6.3% 6.7%	8.9% 6.4% 6.9% 8.3% 9.4% 9.8%	46.1 60.0 51.7 49.0 41.2 47.3	0.27% 0.22% 0.21% 0.38% 0.30% 0.43%	0.18% 0.11% 0.11% 0.11% 0.12% 0.11%	62.7 19.3 23.1 50.9  17.8	49.6% 38.6% 55.6% 73.9%	62.1% 73.3% 83.1% 68.0%	35.4% 65.0% 70.9% 53.4%	25.9 5.0 29.1 21.8 20.1 33.5	27.5% 72.3% 4.0% 16.2% 0.6% 27.5%	74.1% 95.5% 57.7% 74.8% 59.1% 87.5%	65.6% 90.2% 48.9% 58.3% 46.6% 82.7%	7.1% 2.8% 4.2% 6.6% 6.8% 5.1%	28.9% 5.0% 12.3% 20.9% 19.4% 35.1%	158.4 70.2 65.5 67.3 109.8 134.2
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities	 4.5% 1.9% 3.4% 4.4% 4.3% 4.2% 1.2%	6.8% 2.5% 5.1% 6.9% 6.3% 6.7% 1.6%	8.9% 6.4% 6.9% 8.3% 9.4% 9.8%	46.1 60.0 51.7 49.0 41.2 47.3 18.4	0.27% 0.22% 0.21% 0.38% 0.30% 0.43% 0.20%	0.18% 0.11% 0.11% 0.11% 0.12% 0.11% 0.18%	62.7 19.3 23.1 50.9  17.8	49.6% 38.6% 55.6% 73.9%  68.4%	62.1% 73.3% 83.1% 68.0%	35.4% 65.0% 70.9% 53.4%  36.5%	25.9 5.0 29.1 21.8 20.1 33.5 23.2	27.5% 72.3% 4.0% 16.2% 0.6% 27.5% 4.8%	74.1% 95.5% 57.7% 74.8% 59.1% 87.5% 73.5%	 65.6% 90.2% 48.9% 58.3% 46.6% 82.7% 59.5%	7.1% 2.8% 4.2% 6.6% 6.8% 5.1% 3.2%	28.9% 5.0% 12.3% 20.9% 19.4% 35.1% 7.8%	158.4 70.2 65.5 67.3 109.8 134.2 46.0
Careers Consumer Packaged Goods Corporate Electronics Entertainment		6.8% 2.5% 5.1% 6.9% 6.3% 6.7% 1.6% 7.2%	8.9% 6.4% 6.9% 8.3% 9.4% 9.8% 8.0% 8.7%	46.1 60.0 51.7 49.0 41.2 47.3 18.4 52.9	0.27% 0.22% 0.21% 0.38% 0.30% 0.43% 0.20% 0.28%	0.18% 0.11% 0.11% 0.11% 0.12% 0.11% 0.18% 0.18%	62.7 19.3 23.1 50.9  17.8	49.6% 38.6% 55.6% 73.9%  68.4%	62.1% 73.3% 83.1% 68.0% 	35.4% 65.0% 70.9% 53.4%  36.5%	25.9 5.0 29.1 21.8 20.1 33.5 23.2 27.0	27.5% 72.3% 4.0% 16.2% 0.6% 27.5% 4.8% 6.3%	74.1% 95.5% 57.7% 74.8% 59.1% 87.5% 73.5% 63.6%	 65.6% 90.2% 48.9% 58.3% 46.6% 82.7% 59.5% 52.2%	7.1% 2.8% 4.2% 6.6% 6.8% 5.1% 3.2% 6.7%	28.9% 5.0% 12.3% 20.9% 19.4% 35.1% 7.8% 21.5%	158.4 70.2 65.5 67.3 109.8 134.2 46.0 131.5
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Deauty Medical	4.5% 1.9% 3.4% 4.4% 4.3% 4.2% 1.2% 4.7% 2.4%	6.8% 2.5% 5.1% 6.9% 6.3% 6.7% 1.6% 7.2% 2.7%	8.9% 6.4% 6.9% 8.3% 9.4% 9.8% 8.0% 8.7% 4.2%	46.1 60.0 51.7 49.0 41.2 47.3 18.4 52.9 62.8	0.27% 0.22% 0.21% 0.38% 0.30% 0.43% 0.20% 0.28% 0.06%	0.18% 0.11% 0.11% 0.11% 0.12% 0.11% 0.18% 0.12% 0.12%	62.7 19.3 23.1 50.9  17.8	49.6% 38.6% 55.6% 73.9% 68.4%	62.1% 73.3% 83.1% 68.0% 	35.4% 65.0% 70.9% 53.4%  36.5%	25.9 5.0 29.1 21.8 20.1 33.5 23.2 27.0	27.5% 72.3% 4.0% 16.2% 0.6% 27.5% 4.8% 6.3%	74.1% 95.5% 57.7% 74.8% 59.1% 87.5% 73.5% 63.6%	 65.6% 90.2% 48.9% 58.3% 46.6% 82.7% 59.5% 52.2%	7.1% 2.8% 4.2% 6.6% 6.8% 5.1% 3.2% 6.7% 2.4%	28.9% 5.0% 12.3% 20.9% 19.4% 35.1% 7.8% 21.5%	158.4 70.2 65.5 67.3 109.8 134.2 46.0 131.5
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media		6.8% 2.5% 5.1% 6.9% 6.3% 6.7% 1.6% 7.2% 2.7%	8.9% 6.4% 6.9% 8.3% 9.4% 9.8% 8.0% 8.7% 4.2%	46.1 60.0 51.7 49.0 41.2 47.3 18.4 52.9 62.8 15.2	0.27% 0.22% 0.21% 0.38% 0.30% 0.43% 0.20% 0.28% 0.06% 0.40%	0.18% 0.11% 0.11% 0.11% 0.12% 0.12% 0.18% 0.12% 0.12% 0.12% 0.12%	62.7 19.3 23.1 50.9  17.8 	49.6% 38.6% 55.6% 73.9% 68.4%	62.1% 73.3% 83.1% 68.0% 	35.4% 65.0% 70.9% 53.4%  36.5%	25.9 5.0 29.1 21.8 20.1 33.5 23.2 27.0	27.5% 72.3% 4.0% 16.2% 0.6% 27.5% 4.8% 6.3%	74.1% 95.5% 57.7% 74.8% 59.1% 87.5% 73.5% 63.6%	 65.6% 90.2% 48.9% 58.3% 46.6% 82.7% 59.5% 52.2%	7.1% 2.8% 4.2% 6.6% 6.8% 5.1% 3.2% 6.7% 2.4%	28.9% 5.0% 12.3% 20.9% 19.4% 35.1% 7.8% 21.5%	158.4 70.2 65.5 67.3 109.8 134.2 46.0 131.5
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant		6.8% 2.5% 5.1% 6.9% 6.3% 6.7% 1.6% 7.2% 2.7% 1.2% 4.5%	8.9% 6.4% 6.9% 8.3% 9.4% 9.8% 8.0% 8.7% 4.2% 12.2% 5.8%	46.1 60.0 51.7 49.0 41.2 47.3 18.4 52.9 62.8 15.2 41.8	0.27% 0.22% 0.21% 0.38% 0.30% 0.43% 0.20% 0.28% 0.06% 0.40% 0.14%	0.18% 0.11% 0.11% 0.11% 0.11% 0.12% 0.12% 0.12% 0.12% 0.12%	62.7 19.3 23.1 50.9  17.8  	49.6% 38.6% 55.6% 73.9% 68.4%	62.1% 73.3% 83.1% 68.0% 	35.4% 65.0% 70.9% 53.4%  36.5% 	25.9 5.0 29.1 21.8 20.1 33.5 23.2 27.0	27.5% 72.3% 4.0% 16.2% 0.6% 27.5% 4.8% 6.3%	74.1% 95.5% 57.7% 74.8% 59.1% 87.5% 63.6%	 65.6% 90.2% 48.9% 58.3% 46.6% 82.7% 59.5% 52.2%	7.1% 2.8% 4.2% 6.6% 6.8% 5.1% 3.2% 6.7% 2.4% 4.0%	28.9% 5.0% 12.3% 20.9% 19.4% 35.1% 7.8% 21.5% 4.9%	158.4 70.2 65.5 67.3 109.8 134.2 46.0 131.5 110.4
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail		6.8% 2.5% 5.1% 6.9% 6.3% 6.7% 1.6% 7.2% 2.7% 1.2% 4.5%	8.9% 6.4% 6.9% 8.3% 9.4% 9.8% 8.0% 8.7% 4.2% 12.2% 5.8% 8.6%	46.1 60.0 51.7 49.0 41.2 47.3 18.4 52.9 62.8 15.2 41.8 34.7	0.27% 0.22% 0.21% 0.38% 0.30% 0.43% 0.20% 0.28% 0.06% 0.40% 0.40% 0.14% 0.26%	0.18% 0.11% 0.11% 0.11% 0.11% 0.12% 0.18% 0.12% 0.12% 0.12% 0.12% 0.09% 0.12%	62.7 19.3 23.1 50.9  17.8    16.0	49.6% 38.6% 55.6% 73.9% 68.4%	62.1% 73.3% 83.1% 68.0% 	35.4% 65.0% 70.9% 53.4%  36.5% 	25.9 5.0 29.1 21.8 20.1 33.5 23.2 27.0 16.8	27.5% 72.3% 4.0% 16.2% 0.6% 27.5% 4.8% 6.3%	74.1% 95.5% 57.7% 74.8% 59.1% 87.5% 73.5% 63.6%	65.6% 90.2% 48.9% 58.3% 46.6% 82.7% 59.5% 52.2%	 7.1% 2.8% 4.2% 6.6% 6.8% 5.1% 3.2% 6.7% 2.4%  4.0%	28.9% 5.0% 12.3% 20.9% 19.4% 35.1% 7.8% 21.5% 4.9%  4.9% 20.1%	158.4 70.2 65.5 67.3 109.8 134.2 46.0 131.5 110.4  53.4 97.9
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Unities Health/Beauty Medical Restaurant Restaurant Retail Services		6.8% 2.5% 5.1% 6.9% 6.3% 6.7% 1.6% 7.2% 2.7% 1.2% 4.5% 4.4% 5.3%	8.9% 6.4% 6.9% 8.3% 9.4% 9.8% 8.0% 8.7% 4.2% 12.2% 5.8% 8.6% 7.1%	46.1 60.0 51.7 49.0 41.2 47.3 18.4 52.9 62.8 15.2 41.8 34.7	0.27% 0.22% 0.21% 0.38% 0.30% 0.43% 0.20% 0.28% 0.06% 0.40% 0.14% 0.26% 0.21%	0.18% 0.11% 0.11% 0.11% 0.12% 0.11% 0.12% 0.12% 0.12% 0.12% 0.12% 0.09% 0.12%	62.7 19.3 23.1 50.9  17.8    16.0	49.6% 38.6% 55.6% 73.9% 	62.1% 73.3% 83.1% 68.0% 	35.4% 65.0% 70.9% 53.4% 	25.9 5.0 29.1 21.8 20.1 33.5 23.2 27.0 16.8 28.1	27.5% 72.3% 4.0% 16.2% 0.6% 27.5% 4.8% 35.5% 0.7%	74.1% 95.5% 57.7% 74.8% 59.1% 87.5% 63.6% 	65.6% 90.2% 48.9% 58.3% 46.6% 82.7% 59.5% 52.2%	7.1% 2.8% 4.2% 6.6% 6.8% 5.1% 3.2% 6.7% 2.4% 4.0% 4.0% 6.6%	28.9% 5.0% 12.3% 20.9% 19.4% 35.1% 21.5% 4.9% 20.1% 20.7%	158.4 70.2 65.5 67.3 109.8 134.2 46.0 131.5 110.4  53.4 97.9 99.1
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services Sports		6.8% 2.5% 5.1% 6.9% 6.3% 6.7% 1.6% 7.2% 2.7% 1.2% 4.5% 4.4% 5.3%	8.9% 6.4% 6.9% 8.3% 9.4% 9.8% 8.0% 4.2% 12.2% 5.8% 8.6% 7.1%	46.1 60.0 51.7 49.0 41.2 47.3 18.4 52.9 62.8 15.2 41.8 34.7 34.7	0.27% 0.22% 0.21% 0.38% 0.30% 0.43% 0.20% 0.28% 0.06% 0.44% 0.26% 0.21% 0.21%	0.18% 0.11% 0.11% 0.11% 0.11% 0.12% 0.12% 0.12% 0.12% 0.12% 0.12% 0.09% 0.12% 0.09%	62.7 19.3 23.1 50.9  17.8  - - - - 16.0	49.6% 38.6% 55.6% 73.9%  68.4%   48.0%	62.1% 73.3% 83.1% 68.0% 	35.4% 65.0% 70.9% 53.4% 	25.9 5.0 29.1 21.8 20.1 33.5 23.2 27.0 16.8 28.1 71.1	27.5% 72.3% 4.0% 16.2% 0.6% 27.5% 4.8% 6.3% 35.5% 0.7% 23.6%	74.1% 95.5% 57.7% 74.8% 59.1% 87.5% 73.5% 63.6% 	65.6% 90.2% 48.9% 58.3% 46.6% 82.7% 59.5% 52.2% 	7.1% 2.8% 4.2% 6.6% 6.8% 5.1% 3.2% 6.7% 2.4% 4.0% 6.6% 6.6% 6.6%	28.9% 5.0% 12.3% 20.9% 19.4% 35.1% 7.8% 21.5% - 4.9% 20.1% 20.1% 20.7% 24.5%	158.4 70.2 65.5 67.3 109.8 134.2 46.0 131.5 110.4 

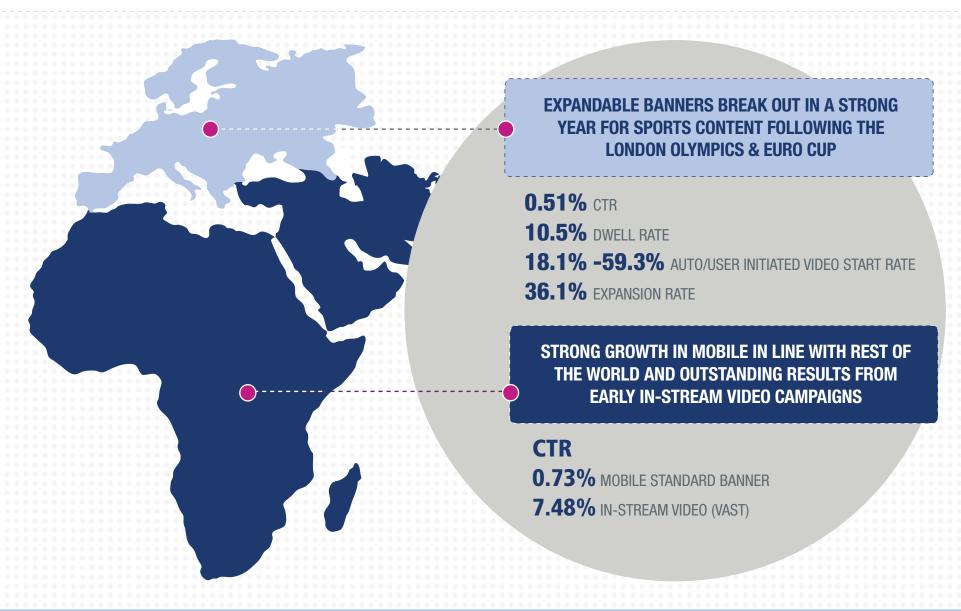
 Data Source
 MediaMind Research, 2012.

 Market Definition
 Latin America market includes Argentina, Brazil, Chile, Colombia and Mexico.

 - Denotes inapplicable metric or insufficiant data.









#### Benchmarks for Europe - 2012

Performance Metrics (By Format, Size and Vertical)

			Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics		E	xpandable Metri	cs
Imp. with	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
-		-			0.09%	-	-	-	-				-	-	-	-
							-							-		
3.3%	6.6%	6.5%			0.28%	70.0	60.7%	70.1%	58.0%	54.4	40.9%	71.5%	58.7%	5.6%	35.1%	157.7
1.7%	1.7%	8.9%	4.0		-	-	-	-	-				-	-	-	-
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
6.2%	10.0%	9.8%	55.4			85.2	55.9%	68.3%	57.6%	69.7	22.8%	70.2%	59.0%	4.6%	34.3%	192.1
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
10.9%	18.7%	7.0%	93.3		0.25%					70.7	6.3%	60.3%	50.9%	10.8%	16.4%	24.7
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%	-	-	-
3.1%	3.3%	47.9%	32.8		3.02%	-		-	-	10.3	74.3%	46.1%	38.3%	-	-	-
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%	-	-	-
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%			
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%			
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%	-		-
-	-		-		1.94%	-	99.0%	81.8%	75.4%			-	-	-	-	-
-	-		-		1.93%	-	99.0%	81.9%	75.5%				-	-	-	-
-	-	-	-		1.13%	-		-	-			-	-	-	-	-
			Basic Metrics				<b>Auto Initiated</b>	Video Metrics			User Initiated	Video Metrics		E	xpandable Metri	cs
Imp. with	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	Avg. Expansion Duration (Second
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
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
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
1.9%	2.5%	4.2%	49.7	0.12%	0.00%	40.0					4 E C0/	70.40/	04.40/		0.49/	82.6
4.7%	14.3%	6.3%	40.0				76.9%	81.7%	68.1%	267.9			61.1%	5.6%		
			49.9	0.31%	0.10%	54.2	76.9% 52.4%	81.7% 62.9%	68.1% 49.9%	267.9 65.6	36.6%	68.7%	54.8%	5.6% 6.0%	32.9%	125.3
3.4%	5.0%	8.1%	49.9	0.31%												
3.4%	5.0% 2.9%				0.10%	54.2	52.4%	62.9%	49.9%	65.6	36.6%	68.7%	54.8%	6.0%	32.9%	125.3
		8.1%	48.7	0.28%	0.10% 0.09%	54.2 118.9 24.1	52.4% 64.5%	62.9% 83.1%	49.9% 72.9%	65.6 83.4 41.2	36.6% 33.2%	68.7% 70.0%	54.8% 55.5%	6.0% 5.9%	32.9% 39.0% 35.9%	125.3 207.1 179.9
1.9%	2.9%	8.1% 7.7%	48.7 43.6	0.28% 0.26%	0.10% 0.09% 0.11%	54.2 118.9	52.4% 64.5% 50.8%	62.9% 83.1% 69.9%	49.9% 72.9% 57.3%	65.6 83.4	36.6% 33.2% 32.7%	68.7% 70.0% 69.2%	54.8% 55.5% 54.7%	6.0% 5.9% 4.9%	32.9% 39.0%	125.3 207.1
1.9%	2.9% 5.8%	8.1% 7.7% 6.3%	48.7 43.6 44.9	0.28% 0.26% 0.34%	0.10% 0.09% 0.11% 0.06%	54.2 118.9 24.1 91.3	52.4% 64.5% 50.8% 64.2%	62.9% 83.1% 69.9% 71.7%	49.9% 72.9% 57.3% 56.9%	65.6 83.4 41.2 38.1	36.6% 33.2% 32.7% 45.3%	68.7% 70.0% 69.2% 74.3%	54.8% 55.5% 54.7% 61.6%	6.0% 5.9% 4.9% 5.3%	32.9% 39.0% 35.9% 33.5%	125.3 207.1 179.9 101.0
1.9% 3.8% 2.2%	2.9% 5.8% 3.8%	8.1% 7.7% 6.3% 6.8%	48.7 43.6 44.9 44.2	0.28% 0.26% 0.34% 0.24%	0.10% 0.09% 0.11% 0.06% 0.08%	54.2 118.9 24.1 91.3 85.8	52.4% 64.5% 50.8% 64.2% 64.5%	62.9% 83.1% 69.9% 71.7% 76.1%	49.9% 72.9% 57.3% 56.9% 65.2%	65.6 83.4 41.2 38.1 48.2	36.6% 33.2% 32.7% 45.3% 42.2%	68.7% 70.0% 69.2% 74.3% 78.8%	54.8% 55.5% 54.7% 61.6% 66.0%	6.0% 5.9% 4.9% 5.3% 4.8%	32.9% 39.0% 35.9% 33.5% 27.9%	125.3 207.1 179.9 101.0 85.1 126.9
1.9% 3.8% 2.2% 1.9%	2.9% 5.8% 3.8% 4.2%	8.1% 7.7% 6.3% 6.8% 4.8%	48.7 43.6 44.9 44.2 43.9	0.28% 0.26% 0.34% 0.24% 0.21%	0.10% 0.09% 0.11% 0.06% 0.08% 0.11%	54.2 118.9 24.1 91.3 85.8 113.3	52.4% 64.5% 50.8% 64.2% 64.5% 59.8%	62.9% 83.1% 69.9% 71.7% 76.1% 63.7%	49.9% 72.9% 57.3% 56.9% 65.2% 51.8%	65.6 83.4 41.2 38.1 48.2 40.1	36.6% 33.2% 32.7% 45.3% 42.2% 39.6%	68.7% 70.0% 69.2% 74.3% 78.8% 68.0%	54.8% 55.5% 54.7% 61.6% 66.0% 55.1%	6.0% 5.9% 4.9% 5.3% 4.8% 4.0%	32.9% 39.0% 35.9% 33.5% 27.9% 30.7%	125.3 207.1 179.9 101.0 85.1
1.9% 3.8% 2.2% 1.9% 2.2% 3.2%	2.9% 5.8% 3.8% 4.2% 3.3% 7.4%	8.1% 7.7% 6.3% 6.8% 4.8% 4.8% 6.2%	48.7 43.6 44.9 44.2 43.9 56.6 47.6	0.28% 0.26% 0.34% 0.24% 0.21% 0.15% 0.21%	0.10% 0.09% 0.11% 0.06% 0.08% 0.11% 0.07% 0.09%	54.2 118.9 24.1 91.3 85.8 113.3 89.2 47.8	52.4% 64.5% 50.8% 64.2% 64.5% 59.8% 61.1% 48.9%	62.9% 83.1% 69.9% 71.7% 76.1% 63.7% 78.9% 65.5%	49.9% 72.9% 57.3% 56.9% 65.2% 51.8% 68.1% 52.5%	65.6 83.4 41.2 38.1 48.2 40.1 69.1 54.2	36.6% 33.2% 32.7% 45.3% 42.2% 39.6% 45.7% 31.6%	68.7% 70.0% 69.2% 74.3% 78.8% 68.0% 69.9% 70.6%	54.8% 55.5% 54.7% 61.6% 66.0% 55.1% 57.5% 55.3%	6.0% 5.9% 4.9% 5.3% 4.8% 4.0% 4.7% 5.4%	32.9% 39.0% 35.9% 33.5% 27.9% 30.7% 44.3% 36.3%	125.3 207.1 179.9 101.0 85.1 126.9 228.7 226.5
1.9% 3.8% 2.2% 1.9% 2.2% 3.2% 4.0%	2.9% 5.8% 3.8% 4.2% 3.3% 7.4% 5.9%	8.1% 7.7% 6.3% 6.8% 4.8% 4.8% 6.2% 8.1%	48.7 43.6 44.9 44.2 43.9 56.6 47.6 39.1	0.28% 0.26% 0.34% 0.24% 0.21% 0.15% 0.21% 0.23%	0.10% 0.09% 0.11% 0.06% 0.08% 0.11% 0.07% 0.09%	54.2 118.9 24.1 91.3 85.8 113.3 89.2 47.8 49.2	52.4% 64.5% 50.8% 64.2% 64.5% 59.8% 61.1% 48.9% 50.9%	62.9% 83.1% 69.9% 71.7% 76.1% 63.7% 78.9% 65.5% 61.9%	49.9% 72.9% 57.3% 56.9% 65.2% 51.8% 68.1% 52.5% 50.0%	65.6 83.4 41.2 38.1 48.2 40.1 69.1 54.2 56.4	36.6% 33.2% 32.7% 45.3% 42.2% 39.6% 45.7% 31.6% 26.4%	68.7% 70.0% 69.2% 74.3% 78.8% 68.0% 69.9% 70.6% 62.4%	54.8% 55.5% 54.7% 61.6% 66.0% 55.1% 57.5% 55.3% 50.5%	6.0% 5.9% 4.9% 5.3% 4.8% 4.0% 4.7% 5.4% 5.0%	32.9% 39.0% 35.9% 33.5% 27.9% 30.7% 44.3% 36.3% 28.6%	125.3 207.1 179.9 101.0 85.1 126.9 228.7 226.5 21.3
1.9% 3.8% 2.2% 1.9% 2.2% 3.2% 4.0% 3.6%	2.9% 5.8% 3.8% 4.2% 3.3% 7.4% 5.9% 12.5%	8.1% 7.7% 6.3% 6.8% 4.8% 4.8% 6.2% 8.1% 5.8%	48.7 43.6 44.9 44.2 43.9 56.6 47.6 39.1 43.5	0.28% 0.26% 0.34% 0.24% 0.21% 0.15% 0.21% 0.23% 0.92%	0.10% 0.09% 0.11% 0.06% 0.08% 0.11% 0.07% 0.09% 0.09% 0.11%	54.2 118.9 24.1 91.3 85.8 113.3 89.2 47.8 49.2 62.1	52.4% 64.5% 50.8% 64.2% 64.5% 59.8% 61.1% 48.9% 50.9% 67.5%	62.9% 83.1% 69.9% 71.7% 76.1% 63.7% 78.9% 65.5% 61.9% 61.5%	49.9% 72.9% 57.3% 56.9% 65.2% 51.8% 68.1% 52.5% 50.0% 46.5%	65.6 83.4 41.2 38.1 48.2 40.1 69.1 54.2 56.4 45.0	36.6% 33.2% 32.7% 45.3% 42.2% 39.6% 45.7% 31.6% 26.4% 39.6%	68.7% 70.0% 69.2% 74.3% 78.8% 68.0% 69.9% 70.6% 62.4% 65.8%	54.8% 55.5% 54.7% 61.6% 66.0% 55.1% 57.5% 50.5% 52.3%	6.0% 5.9% 4.9% 5.3% 4.8% 4.0% 4.7% 5.4% 5.0% 8.1%	32.9% 39.0% 35.9% 33.5% 27.9% 30.7% 44.3% 36.3% 28.6% 19.3%	125.3 207.1 179.9 101.0 85.1 126.9 228.7 226.5 21.3 40.8
1.9% 3.8% 2.2% 1.9% 2.2% 3.2% 4.0% 3.6% 3.8%	2.9% 5.8% 3.8% 4.2% 3.3% 7.4% 5.9% 12.5% 6.0%	8.1% 7.7% 6.3% 6.8% 4.8% 6.2% 8.1% 5.8% 6.7%	48.7 43.6 44.9 44.2 43.9 56.6 47.6 99.1 43.5 72.2	0.28% 0.26% 0.34% 0.24% 0.21% 0.15% 0.21% 0.23% 0.92% 0.24%	0.10% 0.09% 0.11% 0.06% 0.08% 0.11% 0.07% 0.09% 0.09% 0.11%	54.2 118.9 24.1 91.3 85.8 113.3 89.2 47.8 49.2 62.1 150.3	52.4% 64.5% 50.8% 64.2% 64.5% 59.8% 61.1% 48.9% 67.5% 67.5%	62.9% 83.1% 69.9% 71.7% 76.1% 63.7% 65.5% 61.9% 61.5% 76.99%	49.9% 72.9% 57.3% 56.9% 65.2% 51.8% 68.1% 52.5% 50.0% 46.5% 65.4%	65.6 83.4 41.2 38.1 48.2 40.1 69.1 54.2 56.4 45.0	36.6% 33.2% 32.7% 45.3% 42.2% 39.6% 45.7% 31.6% 26.4% 39.6% 26.1%	68.7% 70.0% 69.2% 74.3% 78.8% 68.0% 69.9% 70.6% 62.4% 65.8% 80.0%	54.8% 55.5% 54.7% 61.6% 66.0% 55.1% 57.5% 55.3% 50.5% 68.8%	6.0% 5.9% 4.9% 5.3% 4.8% 4.0% 4.7% 5.4% 5.0% 8.1% 6.1%	32.9% 39.0% 35.9% 33.5% 27.9% 30.7% 44.3% 36.3% 28.6% 19.3% 38.3%	125.3 207.1 179.9 101.0 85.1 126.9 228.7 226.5 21.3 40.8
1.9% 3.8% 2.2% 1.9% 2.2% 3.2% 4.0% 3.6% 3.8% 4.3%	2.9% 5.8% 3.8% 4.2% 3.3% 7.4% 5.9% 12.5% 6.0% 7.4%	8.1% 7.7% 6.3% 6.8% 4.8% 4.8% 6.2% 8.1% 5.8% 6.7% 7.5%	48.7 43.6 44.9 44.2 43.9 56.6 47.6 39.1 43.5 72.2 54.4	0.28% 0.26% 0.34% 0.24% 0.21% 0.15% 0.21% 0.23% 0.92% 0.24%	0.10% 0.09% 0.11% 0.06% 0.08% 0.08% 0.07% 0.09% 0.09% 0.11% 0.11% 0.11%	54.2 118.9 24.1 91.3 85.8 113.3 89.2 47.8 49.2 62.1 150.3 105.0	52.4% 64.5% 50.8% 64.2% 64.5% 59.8% 61.1% 48.9% 50.9% 67.5% 88.3%	62.9% 83.1% 69.9% 71.7% 76.1% 63.7% 65.5% 61.9% 61.5% 61.9% 76.9% 78.2%	49.9% 72.9% 57.3% 56.9% 65.2% 51.8% 68.1% 52.5% 50.0% 46.5% 65.4% 67.8%	65.6 83.4 41.2 38.1 48.2 40.1 69.1 54.2 56.4 45.0 177.1 63.3	36.6% 33.2% 32.7% 45.3% 42.2% 39.6% 45.7% 31.6% 26.4% 39.6% 26.1% 111.1%	68.7% 70.0% 69.2% 74.3% 78.8% 68.0% 69.9% 70.6% 62.4% 65.8% 80.0% 67.6%	54.8% 55.5% 61.6% 66.0% 55.1% 57.5% 55.3% 50.5% 52.3% 68.8% 58.3%	6.0% 5.9% 4.9% 5.3% 4.8% 4.0% 4.7% 5.4% 5.0% 8.1% 6.1%	32.9% 39.0% 35.9% 33.5% 27.9% 30.7% 44.3% 36.3% 28.6% 19.3% 38.3% 33.1%	125.3 207.1 179.9 101.0 85.1 126.9 228.7 226.5 21.3 40.8 159.2 197.9
1.9% 3.8% 2.2% 1.9% 2.2% 3.296 4.0% 3.6% 3.8% 4.3% 4.6%	2.9% 5.8% 3.8% 4.2% 3.3% 7.4% 5.9% 12.5% 6.0% 7.4% 6.9%	8.1% 7.7% 6.3% 6.8% 4.8% 4.8% 6.2% 8.1% 5.8% 6.7% 7.5%	48.7 43.6 44.9 44.2 43.9 56.6 47.6 33.1 43.5 72.2 54.4 53.4	0.28% 0.26% 0.34% 0.24% 0.21% 0.15% 0.21% 0.23% 0.23% 0.24% 0.24% 0.26% 0.30%	0.10% 0.09% 0.09% 0.11% 0.06% 0.08% 0.011% 0.07% 0.09% 0.11% 0.11% 0.11% 0.11% 0.14%	54.2 118.9 24.1 91.3 85.8 113.3 89.2 47.8 49.2 62.1 150.3 105.0 55.9	52.4% 64.5% 50.8% 64.2% 64.5% 59.8% 61.1% 48.9% 50.9% 67.5% 88.3% 65.8%	62.9% 83.1% 69.9% 71.7% 76.1% 63.7% 78.9% 65.5% 61.9% 61.5% 76.9% 78.2% 58.1%	49.9% 72.9% 57.3% 56.9% 65.2% 51.8% 68.1% 52.5% 50.0% 46.5% 65.4% 67.8% 44.6%	65.6 83.4 41.2 38.1 48.2 40.1 69.1 54.2 56.4 45.0 177.1 63.3 74.9	36.6% 33.2% 32.7% 45.3% 42.2% 39.6% 45.7% 31.6% 26.4% 39.6% 26.1% 111.1% 33.9%	68.7% 70.0% 69.2% 74.3% 78.8% 68.0% 69.9% 70.6% 62.4% 65.8% 80.0% 67.6% 71.0%	54.8% 55.5% 61.6% 66.0% 55.1% 57.5% 55.3% 50.5% 52.3% 68.8% 58.3% 58.1%	6.0% 5.9% 4.9% 5.3% 4.8% 4.0% 4.7% 5.4% 5.0% 8.1% 6.1% 7.0%	32.9% 39.0% 35.9% 33.5% 27.9% 44.3% 36.3% 28.6% 19.3% 38.3% 33.1% 24.4%	125.3 207.1 179.9 101.0 85.1 126.9 228.7 226.5 21.3 40.8 159.2 197.9
1.9% 3.8% 2.2% 1.9% 2.2% 3.2% 4.0% 3.6% 4.0% 3.8% 4.3% 4.6% 5.4%	2.9% 5.8% 3.8% 4.2% 3.3% 7.4% 5.9% 12.5% 6.0% 7.4% 6.9%	8.1% 7.7% 6.3% 6.8% 4.8% 4.8% 6.2% 8.1% 5.8% 6.7% 7.5% 7.5%	48.7 43.6 44.9 44.2 43.9 56.6 47.6 39.1 43.5 72.2 54.4 53.4	0.28% 0.26% 0.34% 0.21% 0.15% 0.21% 0.21% 0.23% 0.92% 0.24% 0.26% 0.30% 3.32%	0.10% 0.09% 0.11% 0.08% 0.08% 0.11% 0.07% 0.09% 0.11% 0.11% 0.12% 0.12% 0.12%	54.2 118.9 24.1 91.3 85.8 113.3 89.2 47.8 49.2 62.1 150.3 105.0	52.4% 64.5% 50.8% 64.2% 64.5% 59.8% 61.1% 48.9% 50.9% 67.5% 88.3% 65.8%	62.9% 83.1% 69.9% 71.7% 76.1% 63.7% 78.9% 61.5% 61.5% 61.5% 76.9% 78.2%	49.9% 72.9% 57.3% 56.9% 65.2% 65.2% 51.8% 68.1% 52.5% 50.0% 46.5% 67.8% 44.6%	65.6 83.4 41.2 38.1 48.2 40.1 69.1 54.2 56.4 45.0 177.1 63.3 74.9 233.2	36.6% 33.2% 45.3% 42.2% 39.6% 45.7% 31.6% 26.4% 39.6% 26.1% 111.1% 33.9% 64.1%	68.7% 70.0% 69.2% 74.3% 78.8% 68.0% 69.9% 70.6% 62.4% 65.8% 80.0% 67.6% 71.0% 71.8%	54.8% 55.5% 61.6% 66.0% 55.1% 57.5% 55.3% 50.5% 52.3% 68.8% 58.3% 68.8%	6.0% 5.9% 4.9% 5.3% 4.8% 4.0% 4.7% 5.4% 5.0% 8.1% 7.0% 7.1% 6.7%	32.9% 39.0% 35.9% 33.5% 27.9% 44.3% 28.6% 19.3% 38.3% 33.1% 24.4% 7.9%	125.3 207.1 179.9 101.0 85.1 126.9 228.7 226.5 21.3 40.8 159.2 197.9 219.3 55.7
1.9% 3.8% 2.2% 1.9% 2.2% 3.296 4.0% 3.6% 3.8% 4.3% 4.6%	2.9% 5.8% 3.8% 4.2% 3.3% 7.4% 5.9% 12.5% 6.0% 7.4% 6.9%	8.1% 7.7% 6.3% 6.8% 4.8% 4.8% 6.2% 8.1% 5.8% 6.7% 7.5%	48.7 43.6 44.9 44.2 43.9 56.6 47.6 33.1 43.5 72.2 54.4 53.4	0.28% 0.26% 0.34% 0.24% 0.21% 0.15% 0.21% 0.23% 0.23% 0.24% 0.24% 0.26% 0.30%	0.10% 0.09% 0.09% 0.11% 0.06% 0.08% 0.011% 0.07% 0.09% 0.11% 0.11% 0.11% 0.11% 0.14%	54.2 118.9 24.1 91.3 85.8 113.3 89.2 47.8 49.2 62.1 150.3 105.0 55.9	52.4% 64.5% 50.8% 64.2% 64.5% 59.8% 61.1% 48.9% 50.9% 67.5% 88.3% 65.8%	62.9% 83.1% 69.9% 71.7% 76.1% 63.7% 78.9% 65.5% 61.9% 61.5% 76.9% 78.2% 58.1%	49.9% 72.9% 57.3% 56.9% 65.2% 51.8% 68.1% 52.5% 50.0% 46.5% 65.4% 67.8% 44.6%	65.6 83.4 41.2 38.1 48.2 40.1 69.1 54.2 56.4 45.0 177.1 63.3 74.9	36.6% 33.2% 32.7% 45.3% 42.2% 39.6% 45.7% 31.6% 26.4% 39.6% 26.1% 111.1% 33.9%	68.7% 70.0% 69.2% 74.3% 78.8% 68.0% 69.9% 70.6% 62.4% 65.8% 80.0% 67.6% 71.0%	54.8% 55.5% 61.6% 66.0% 55.1% 57.5% 55.3% 50.5% 52.3% 68.8% 58.3% 58.1%	6.0% 5.9% 4.9% 5.3% 4.8% 4.0% 4.7% 5.4% 5.0% 8.1% 6.1% 7.0%	32.9% 39.0% 35.9% 33.5% 27.9% 44.3% 36.3% 28.6% 19.3% 38.3% 33.1% 24.4%	125.3 207.1 179.9 101.0 85.1 126.9 228.7 226.5 21.3 40.8 159.2 197.9 219.3
	Interactions Rate	Interactions Rate	Interactions Rate	Imp. with   Imp.	Imp. with   Imp.	Imp. with   Imp.	Imp. with   Ir   Dwell Rate   CTR   Dwell Time   (Seconds)   CTR   Duration (Seconds)   CTR   CTR	Imp. with   Interactions Rate   IR	Imp. with   Ir   Dwell Rate   CTR   Dwell Time (Seconds)   CTR   Duration (Seconds)   Duration (Seconds)   CTR   Duration (Seconds)   Duration	Imp. with   Imp.	Imp. with   Imp.	Imp. with   Interactions Rate   IR   Dwell Rate   User Average Dwell Time (Seconds)   CTR   D.09%   CTR   D.09%	Imp. with   Interactions Rate   IR   Dwell Rate   CTR   Dwell Rate   CTR   D.99%   CTR   D.99%   CTR   D.99%   CTR   D.99%   CTR   D.99%   CTR   D.99%   CTR   C	Might   Microscitions Rate   R	Imp. with   Interactions Rate   IR   Dwell Rate   Dwell Rate   CTR   Dwell Area   CSeconds   CSEC	Imp. with Interactions Rate   IR   Dwell Rate   CTR   Avg. Video   Duration (Seconds)   Started Rate   CTR   Avg. Video   Duration (Seconds)   Started Rate   CTR   CT

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.

- Denotes inapplicable metric or insufficiant data.

For more information about MediaMind Research,

Market Definition



#### Benchmarks for Middle East & Africa - 2012

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Illitiatet	l Video Metrics			Oser miliated	l Video Metrics			xpandable Metri	103
	Imp. with	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
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% 11.5%	9.0%	8.1% 8.1%	50.5 92.8		0.26% 0.34%	-	-	-	-	25.4 23.1	5.4%	74.0% 32.8%	58.5% 21.7%	6.9% 11.5%	11.3% 19.5%	77.5 22.5
728x90 234x60 Floating Ad Polite Banner	1.5%	1.8%	43.4%	7.1		1.63%	-		-	-	23.1	3.3%	32.6%	21.7%	11.5%	19.5%	22.5
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	0.5%	1.4%	2.8%	31.5		0.12%	94.0	58.9%	67.1%	55.0%	94.7	55.9%	77.2%	66.6%	-	_	-
728x90	0.1%	0.1%	2.1%	34.1		0.08%	34.0	50.570		33.070	121.2	46.7%	84.0%	55.2%	-	-	-
160x600	0.1%	0.1%	2.4%	56.0		0.07%		-	-	-	121.2	40.770	04.070	33.E /0		-	-
In-Stream	0.170	0.170	2.170	-		7.48%	-	95.8%	55.6%	35.5%				-		-	
In-Stream VAST	-	-		_		7.48%	-	95.8%	55.6%	35.5%	-	-	-	_		-	-
Mobile	-			-		0.73%	-		-	-				-		-	-
				Basic Metrics				Auto Initiated	l Video Metrics			User Initiated	Video Metrics		E	xpandable Metri	ics
	Imp. with	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
Apparel			6.3%	44.7	0.38%				75.0%	65.3%	19.9	29.1%	67.5%	53.9%			41.7
Apparel Auto	1.2%	2.0%	6.3% 6.5%	44.7 39.6	0.38%	0.14% 0.12%	25.7 125.6	52.1% 61.2%	75.0% 71.2%	65.3% 62.2%	19.9 112.3	29.1% 45.5%	67.5% 76.5%	53.9% 66.8%	2.0%	14.5% 19.1%	41.7 99.1
	1.2%	2.0%				0.14%	25.7	52.1%							2.0%	14.5%	41.7 99.1 73.2
Auto	1.2% 2.7%	2.0% 4.7%	6.5%	39.6	0.32%	0.14% 0.12%	25.7 125.6	52.1% 61.2%	71.2%	62.2%	112.3	45.5%	76.5%	66.8%	2.0% 4.3%	14.5% 19.1%	99.1
Auto B2B	1.2% 2.7% 2.8%	2.0% 4.7% 6.6%	6.5% 4.8%	39.6 32.7	0.32% 0.27%	0.14% 0.12% 0.11%	25.7 125.6	52.1% 61.2%	71.2%	62.2%	112.3	45.5%	76.5%	66.8%	2.0% 4.3% 2.6%	14.5% 19.1% 11.2%	99.1 73.2
Auto B2B Careers	1.2% 2.7% 2.8% 15.6% 3.3% 2.1%	2.0% 4.7% 6.6% 19.7%	6.5% 4.8% 12.1%	39.6 32.7 43.2	0.32% 0.27% 0.26%	0.14% 0.12% 0.11% 0.08%	25.7 125.6 	52.1% 61.2% 	71.2%	62.2%	112.3	45.5%	76.5%   67.6% 73.8%	66.8%	2.0% 4.3% 2.6% 15.6%	14.5% 19.1% 11.2% 19.4%	99.1 73.2 12.4
Auto B2B Careers Consumer Packaged Goods Corporate Electronics	1.2% 2.7% 2.8% 15.6% 3.3% 2.1% 3.3%	2.0% 4.7% 6.6% 19.7% 5.1%	6.5% 4.8% 12.1% 5.2%	39.6 32.7 43.2 64.2	0.32% 0.27% 0.26% 0.25%	0.14% 0.12% 0.11% 0.08% 0.09%	25.7 125.6  	52.1% 61.2%  	71.2%	62.2%	112.3   137.2	45.5%   7.5%	76.5%   67.6%	66.8%   54.7%	2.0% 4.3% 2.6% 15.6% 4.5%	14.5% 19.1% 11.2% 19.4% 20.0%	99.1 73.2 12.4 141.0
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment	1.2% 2.7% 2.8% 15.6% 3.3% 2.1% 3.3% 6.5%	2.0% 4.7% 6.6% 19.7% 5.1% 3.1% 5.1% 9.6%	6.5% 4.8% 12.1% 5.2% 7.4% 4.8% 11.2%	39.6 32.7 43.2 64.2 47.9 50.3 40.8	0.32% 0.27% 0.26% 0.25% 0.33% 0.22% 0.49%	0.14% 0.12% 0.11% 0.08% 0.09% 0.10% 0.13% 0.32%	25.7 125.6   130.7 28.5 142.7	52.1% 61.2%   53.6% 42.1% 70.5%	71.2%    75.9% 83.9% 69.9%	62.2%   62.5% 74.2% 57.0%	112.3   137.2 19.2 21.4 28.2	45.5%   7.5% 0.4% 5.0% 12.3%	76.5%   67.6% 73.8% 47.2% 56.3%	66.8%   54.7% 44.7% 32.9% 36.8%	2.0% 4.3% 2.6% 15.6% 4.5% 4.1% 4.2% 7.6%	14.5% 19.1% 11.2% 19.4% 20.0% 24.3% 8.1% 24.2%	99.1 73.2 12.4 141.0 59.8 50.7 61.8
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial	1.2% 2.7% 2.8% 15.6% 3.3% 2.1% 3.3% 6.5% 2.0%	2.0% 4.7% 6.6% 19.7% 5.1% 3.1% 5.1% 9.6% 3.1%	6.5% 4.8% 12.1% 5.2% 7.4% 4.8% 11.2% 4.9%	39.6 32.7 43.2 64.2 47.9 50.3 40.8	0.32% 0.27% 0.26% 0.25% 0.33% 0.22% 0.49% 0.18%	0.14% 0.12% 0.11% 0.08% 0.09% 0.10% 0.32% 0.10%	25.7 125.6   130.7 28.5	52.1% 61.2%   53.6% 42.1%	71.2%    75.9% 83.9%	62.2%   62.5% 74.2%	112.3  137.2 19.2 21.4 28.2 143.6	45.5%  7.5% 0.4% 5.0% 12.3% 41.4%	76.5% 67.6% 73.8% 47.2% 56.3% 86.3%	66.8%   54.7% 44.7% 32.9% 36.8% 73.7%	2.0% 4.3% 2.6% 15.6% 4.5% 4.1%	14.5% 19.1% 11.2% 19.4% 20.0% 24.3% 8.1%	99.1 73.2 12.4 141.0 59.8 50.7
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial	1.2% 2.7% 2.8% 15.6% 3.3% 2.1% 3.3% 6.5% 2.0% 2.3%	2.0% 4.7% 6.6% 19.7% 5.1% 3.1% 5.1% 9.6% 3.1% 3.3%	6.5% 4.8% 12.1% 5.2% 7.4% 4.8% 11.2% 4.9% 2.7%	39.6 32.7 43.2 64.2 47.9 50.3 40.8 45.2 67.9	0.32% 0.27% 0.26% 0.25% 0.33% 0.22% 0.49% 0.18%	0.14% 0.12% 0.11% 0.08% 0.09% 0.10% 0.13% 0.32% 0.10% 0.39%	25.7 125.6   130.7 28.5 142.7	52.1% 61.2%   53.6% 42.1% 70.5%	71.2%    75.9% 83.9% 69.9%	62.2%   62.5% 74.2% 57.0%	112.3  137.2 19.2 21.4 28.2 143.6 19.1	45.5%  7.5% 0.4% 5.0% 12.3% 41.4% 3.5%	76.5% 67.6% 73.8% 47.2% 56.3% 86.3% 47.7%	66.8%  54.7% 44.7% 32.9% 36.8% 73.7% 35.6%	2.0% 4.3% 2.6% 15.6% 4.5% 4.1% 4.2% 7.6% 3.2%	14.5% 19.1% 11.2% 19.4% 20.0% 24.3% 8.1% 24.2%	99.1 73.2 12.4 141.0 59.8 50.7 61.8 111.2
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial	1.2% 2.7% 2.8% 15.6% 3.3% 2.1% 3.3% 6.5% 2.0% 2.3% 3.8% 6.5% 3.3% 3.8%	2.0% 4.7% 6.6% 19.7% 5.1% 3.1% 5.1% 9.6% 3.1% 3.3% 5.3%	6.5% 4.8% 12.1% 5.2% 7.4% 4.8% 11.2% 4.9% 2.7% 5.3%	39.6 32.7 43.2 64.2 47.9 50.3 40.8 45.2 67.9 58.1	0.32% 0.27% 0.26% 0.25% 0.33% 0.22% 0.49% 0.18% 0.31%	0.14% 0.12% 0.11% 0.08% 0.09% 0.10% 0.13% 0.32% 0.10% 0.39%	25.7 125.6  130.7 28.5 142.7 90.6	52.1% 61.2%   53.6% 42.1% 70.5% 65.5%	71.2%   75.9% 83.9% 69.9% 68.7%	62.2%   62.5% 74.2% 57.0% 57.7%	112.3  137.2 19.2 21.4 28.2 143.6 19.1 26.2	45.5% 	76.5% 67.6% 73.8% 47.2% 56.3% 47.7% 72.7%	66.8% 54.7% 44.7% 32.9% 36.8% 73.7% 35.6% 60.1%	2.0% 4.3% 2.6% 15.6% 4.5% 4.1% 4.2% 7.6% 3.2%	14.5% 19.1% 11.2% 19.4% 20.0% 24.3% 8.1% 24.2% 16.2%	99.1 73.2 12.4 141.0 59.8 50.7 61.8 111.2
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial	1.2% 2.7% 2.8% 15.6% 3.3% 2.1% 3.3% 6.5% 2.0% 2.3% 3.8% 1.3%	2.0% 4.7% 6.6% 19.7% 5.1% 3.1% 5.16 9.6% 3.1% 3.3% 5.3% 2.0%	6.5% 4.8% 12.1% 5.2% 7.4% 4.8% 11.2% 4.9% 2.7% 5.3% 4.0%	39.6 32.7 43.2 64.2 47.9 50.3 40.8 45.2 67.9 56.1	0.32% 0.27% 0.26% 0.25% 0.33% 0.22% 0.49% 0.18% 0.31% 0.14% 0.17%	0.14% 0.12% 0.11% 0.08% 0.09% 0.10% 0.13% 0.32% 0.10% 0.39% 0.09%	25.7 125.6   130.7 28.5 142.7 90.6 	52.1% 61.2%   53.6% 42.1% 70.5% 65.5%	71.2% 75.9% 83.9% 69.9% 68.7%	62.2% 	112.3  137.2 19.2 21.4 28.2 143.6 19.1 26.2 97.2	45.5% 	76.5%	66.8% 54.7% 44.7% 32.9% 36.8% 73.7% 35.6% 60.1% 53.2%	2.0% 4.3% 2.6% 15.6% 4.5% 4.1% 4.2% 7.6% 3.2%  8.3% 3.4%	14.5% 19.1% 11.2% 19.4% 20.0% 24.3% 8.1% 24.2% 16.2%	99.1 73.2 12.4 141.0 59.8 50.7 61.8 111.2  47.7 67.5
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Deauty Medical	1.2% 2.7% 2.8% 15.6% 3.3% 2.1% 3.3% 5.5% 2.0% 2.3% 3.8% 1.3%	2.0% 4.7% 6.6% 19.7% 5.1% 5.1% 9.6% 3.1% 9.6% 3.3% 5.3% 2.0% 0.5%	6.5% 4.8% 12.1% 5.2% 7.4% 4.8% 11.2% 4.9% 2.7% 5.3% 4.0% 2.2%	39.6 32.7 43.2 64.2 47.9 50.3 40.8 45.2 67.9 56.1 56.1 54.7	0.32% 0.27% 0.26% 0.25% 0.33% 0.22% 0.49% 0.18% 0.31% 0.14% 0.17%	0.14% 0.12% 0.11% 0.08% 0.09% 0.10% 0.13% 0.32% 0.10% 0.39% 0.10% 0.09% 0.10%	25.7 125.6 	52.1% 61.2%   53.6% 42.1% 70.5% 65.5%	71.2%	62.2% 62.5% 74.2% 57.7%	112.3  137.2 19.2 21.4 28.2 143.6 19.1 26.2 97.2	45.5%	76.5% 67.6% 73.8% 47.2% 56.3% 86.3% 47.7% 72.7% 70.9%	66.8% 54.7% 44.7% 32.9% 36.8% 73.7% 35.6% 60.1% 53.2%	2.0% 4.3% 2.6% 15.6% 4.5% 4.1% 4.2% 7.6% 3.2%  8.3% 5.6%	14.5% 19.1% 11.2% 19.4% 20.0% 24.3% 8.1% 24.2% 16.2% 	99.1 73.2 12.4 141.0 59.8 50.7 61.8 111.2  47.7 67.5 254.9
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Deauty Medical News/Media	1.2% 2.7% 2.8% 15.6% 3.3% 2.1% 3.3% 6.5% 2.0% 2.3% 3.8% 3.8% 0.5% 0.3% 0.3%	2.0% 4.7% 6.6% 19.7% 5.1% 3.1% 5.1% 9.6% 3.1% 3.3% 5.3% 2.0% 0.5% 13.6%	6.5% 4.8% 12.1% 5.2% 7.4% 4.8% 11.2% 4.9% 2.7% 5.3% 4.0% 2.2% 8.8%	39.6 32.7 43.2 64.2 47.9 50.3 40.8 45.2 67.9 58.1 56.1 54.7 44.4	0.32% 0.27% 0.26% 0.25% 0.33% 0.22% 0.49% 0.18% 0.31% 0.14% 0.17% 0.05%	0.14% 0.12% 0.11% 0.08% 0.09% 0.10% 0.13% 0.32% 0.10% 0.39% 0.10% 0.09% 0.10%	25.7 125.6   130.7 28.5 142.7 90.6  	52.1% 61.2% 	71.2% 75.9% 83.9% 69.9% 68.7%	62.2%	112.3  137.2 19.2 21.4 28.2 143.6 19.1 26.2 97.2  25.2	45.5% 7.5% 0.4% 5.0% 12.3% 41.4% 3.5% 49.1% 6.1% 24.4%	76.5%	66.8% 54.7% 44.7% 32.9% 36.8% 73.7% 35.6% 60.1% 53.2% 55.8%	2.0% 4.3% 2.6% 15.6% 4.5% 4.1% 4.2% 3.2% 8.3% 3.4% 5.6% 11.2%	14.5% 19.1% 11.2% 19.4% 20.0% 24.3% 8.1% 24.2% 16.2% 	99.1 73.2 12.4 141.0 59.8 50.7 61.8 111.2  47.7 67.5 254.9 35.0
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media News/Media	1.2% 2.7% 2.8% 15.6% 3.3% 2.1% 3.3% 6.5% 2.0% 2.3% 3.8% 1.3% 0.3% 7.2%	2.0% 4.7% 6.6% 19.7% 5.1% 3.1% 5.1% 9.6% 3.1% 3.3% 5.3% 2.0% 0.5% 13.6% 8.2%	6.5% 4.8% 12.1% 5.2% 7.4% 4.8% 11.2% 6.27% 5.3% 4.0% 6.28% 8.8% 9.4%	39.6 32.7 43.2 64.2 47.9 50.3 40.8 45.2 67.9 56.1 56.1 54.7 44.4	0.32% 0.27% 0.26% 0.25% 0.33% 0.22% 0.49% 0.18% 0.31% 0.11% 0.17% 0.05% 0.62% 0.29%	0.14% 0.12% 0.11% 0.08% 0.09% 0.10% 0.13% 0.32% 0.10% 0.32% 0.10% 0.39% 0.10% 0.11% 0.11%	25.7 125.6  130.7 28.5 142.7 90.6 	52.1% 61.2% 	71.2%	62.2%	112.3 137.2 19.2 21.4 28.2 143.6 19.1 26.2 97.2 25.2 31.7	45.5% 7.5% 0.4% 5.0% 12.3% 41.4% 3.5% 49.1% 6.1% 24.4% 2.6%	76.5% 67.6% 73.8% 47.2% 56.3% 47.7% 72.7% 70.9% 69.0% 39.7%	66.8%  54.7% 44.7% 32.9% 36.8% 73.7% 35.6% 60.1% 53.2%  55.8% 27.6%	2.0% 4.3% 2.6% 15.6% 4.5% 4.1% 4.2% 7.6% 3.2% 8.3% 5.6% 11.2% 5.1%	14.5% 19.1% 11.2% 19.4% 20.0% 24.3% 8.1% 24.2% 16.2%  12.8% 10.6% 14.8% 22.8%	99.1 73.2 12.4 141.0 59.8 50.7 61.8 111.2 
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail	1.2% 2.7% 2.8% 15.6% 3.3% 2.1% 3.3% 2.1% 3.3% 4.1% 3.3% 5.5% 2.0% 2.3% 3.8% 1.3% 5.1% 5.1% 5.1% 4.8%	2.0% 4.7% 6.6% 19.7% 5.1% 3.1% 5.1% 9.6% 3.1% 3.3% 5.3% 2.0% 0.5% 13.6% 8.2% 7.5%	6.5% 4.8% 12.1% 5.2% 7.4% 4.8% 11.2% 4.9% 2.7% 4.0% 2.2% 8.8% 9.4% 7.5%	39.6 32.7 43.2 64.2 47.9 50.3 40.8 45.2 67.9 58.1 56.1 54.7 44.4 55.8	0.32% 0.27% 0.26% 0.25% 0.33% 0.22% 0.49% 0.18% 0.14% 0.17% 0.05% 0.62% 0.82% 0.80%	0.14% 0.12% 0.11% 0.08% 0.09% 0.10% 0.13% 0.32% 0.10% 0.39% 0.10% 0.09% 0.11% 0.09% 0.11% 0.09%	25.7 125.6 	52.1% 61.2% 53.6% 42.1% 70.5% 65.5% 72.5%	71.2%	62.2% 62.5% 74.2% 57.0% 57.7% 61.0%	112.3	45.5%  7.5% 0.4% 5.0% 12.3% 41.4% 3.5% 49.1% 6.1%  24.4% 2.6% 7.7%	76.5%	66.8%  54.7% 44.7% 32.9% 36.8% 73.7% 35.6% 60.1% 53.2%  55.8% 27.6% 53.5%	2.0% 4.3% 2.6% 15.6% 4.5% 4.1% 4.2% 7.6% 3.2% 8.3% 3.4% 5.6% 11.2% 5.1% 4.1%	14.5% 11.2% 19.4% 20.0% 24.3% 8.1% 24.2% 16.2% 	99.1 73.2 12.4 141.0 59.8 50.7 61.8 111.2  47.7 67.5 254.9 35.0 25.7 32.4
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services	1.2% 2.7% 2.8% 15.6% 3.3% 2.1% 3.3% 6.5% 2.0% 2.3% 3.8% 6.5% 2.0% 3.8% 7.2% 5.1% 4.8% 6.9%	2.0% 4.7% 6.6% 5.1% 3.1% 5.1% 3.1% 3.3% 5.3% 5.3% 0.5% 13.6% 8.2% 7.5%	6.5% 4.8% 12.1% 5.2% 7.4% 4.8% 11.2% 4.9% 2.7% 5.3% 4.0% 2.2% 8.8% 9.4% 5.3% 8.11%	39.6 32.7 43.2 64.2 47.9 50.3 40.8 45.2 67.9 58.1 56.1 54.7 44.4 55.8 53.2 72.6	0.32% 0.27% 0.26% 0.25% 0.33% 0.22% 0.49% 0.18% 0.31% 0.14% 0.17% 0.05% 0.62% 0.29% 0.29%	0.14% 0.12% 0.11% 0.08% 0.09% 0.10% 0.13% 0.32% 0.10% 0.19% 0.10% 0.09% 0.11% 0.05% 0.11% 0.06%	25.7 125.6  130.7 28.5 142.7 90.6  	52.1% 61.2% 	71.2%	62.2%	112.3 137.2 19.2 21.4 28.2 21.4 28.2 143.6 19.1 26.2 97.2 25.2 31.7 80.2	45.5% 7.5% 0.4% 5.0% 12.3% 41.4% 3.5% 49.1% 6.1% 24.4% 2.6% 7.7% 5.5%	76.5%	66.8% 54.7% 44.7% 32.9% 36.8% 73.7% 35.6% 60.1% 53.2% 55.8% 27.6% 36.1%	2.0% 4.3% 2.6% 15.6% 4.5% 4.1% 4.2% 7.6% 3.2% 8.3% 5.6% 11.2% 5.1% 4.1%	14.5% 19.1% 11.2% 19.4% 20.0% 24.3% 8.1% 24.2% 16.2% 10.6% 14.8% 22.8% 14.7% 8.4% 8.4%	99.1 73.2 12.4 141.0 59.8 50.7 61.8 111.2  47.7 67.5 254.9 35.0 25.7 32.4
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services Sports	1.2% 2.7% 2.8% 15.6% 3.3% 2.1% 3.3% 6.5% 2.0% 2.3% 3.8% 1.3% 0.3% 7.2% 4.8% 6.9%	2.0% 4.7% 6.6% 19.7% 5.1% 3.1% 9.6% 3.1% 9.6% 2.0% 0.5% 8.2% 7.5% 11.9%	6.5% 4.8% 12.1% 5.2% 7.4% 4.8% 11.2% 4.9% 2.7% 5.3% 4.0% 2.2% 8.8% 9.4% 7.5% 8.1% 9.3%	39.6 32.7 43.2 64.2 47.9 50.3 40.8 45.2 67.9 56.1 56.1 54.7 44.4 55.8 53.2 72.6	0.32% 0.27% 0.26% 0.25% 0.25% 0.33% 0.33% 0.18% 0.14% 0.14% 0.17% 0.05% 0.62% 0.82% 0.80% 0.80%	0.14% 0.12% 0.11% 0.08% 0.09% 0.10% 0.13% 0.32% 0.10% 0.10% 0.09% 0.11% 0.09% 0.11% 0.09% 0.11% 0.09% 0.44%	25.7 125.6  130.7 28.5 142.7 90.6    112.9	52.1% 61.2% 53.6% 42.1% 65.5% 72.5%	71.2%	62.2%	112.3	45.5% 	76.5% 67.6% 73.8% 47.2% 56.3% 88.3% 47.7% 70.9% 69.0% 39.7% 68.0% 55.8% 82.7%	66.8% 54.7% 44.7% 32.9% 36.8% 73.7% 35.6% 60.1% 53.2% 55.8% 27.6% 53.5% 36.1% 66.0%	2.0% 4.3% 2.6% 15.6% 4.5% 4.1% 4.2% 7.6% 3.2% 8.3% 3.4% 5.6% 11.2% 4.1% 7.5% 5.6%	14.5% 19.1% 11.2% 19.4% 20.0% 24.3% 16.2% 	99.1 73.2 12.4 141.0 59.8 50.7 61.8 111.2 47.7 67.5 254.9 35.0 25.7 32.4 141.6
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services	1.2% 2.7% 2.8% 15.6% 3.3% 2.1% 3.3% 6.5% 2.0% 2.3% 3.8% 6.5% 2.0% 3.8% 7.2% 5.1% 4.8% 6.9%	2.0% 4.7% 6.6% 5.1% 3.1% 5.1% 3.1% 3.3% 5.3% 5.3% 0.5% 13.6% 8.2% 7.5%	6.5% 4.8% 12.1% 5.2% 7.4% 4.8% 11.2% 4.9% 2.7% 5.3% 4.0% 2.2% 8.8% 9.4% 5.3% 8.11%	39.6 32.7 43.2 64.2 47.9 50.3 40.8 45.2 67.9 58.1 56.1 54.7 44.4 55.8 53.2 72.6	0.32% 0.27% 0.26% 0.25% 0.33% 0.22% 0.49% 0.18% 0.31% 0.14% 0.17% 0.05% 0.62% 0.29% 0.29%	0.14% 0.12% 0.11% 0.08% 0.09% 0.10% 0.13% 0.32% 0.10% 0.19% 0.10% 0.09% 0.11% 0.05% 0.11% 0.06%	25.7 125.6  130.7 28.5 142.7 90.6  	52.1% 61.2% 	71.2%	62.2%	112.3 137.2 19.2 21.4 28.2 21.4 28.2 143.6 19.1 26.2 97.2 25.2 31.7 80.2	45.5% 7.5% 0.4% 5.0% 12.3% 41.4% 3.5% 49.1% 6.1% 24.4% 2.6% 7.7% 5.5%	76.5%	66.8% 54.7% 44.7% 32.9% 36.8% 73.7% 35.6% 60.1% 53.2% 55.8% 27.6% 36.1%	2.0% 4.3% 2.6% 15.6% 4.5% 4.1% 4.2% 7.6% 3.2% 8.3% 5.6% 11.2% 5.1% 4.1%	14.5% 19.1% 11.2% 19.4% 20.0% 24.3% 8.1% 24.2% 16.2% 10.6% 14.8% 22.8% 14.7% 8.4% 8.4%	99.1 73.2 12.4 141.0 59.8 50.7 61.8 111.2 

Denotes inapplicable metric or insufficiant data.

Middle East & Africa market includes Dubai, Egypt, Israel, South Africa and Turkey





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



MediaMind Research, 2012.

Australia and New Zealand market includes Australia and New Zealand.

Denotes inapplicable metric or insufficiant data.

Market Definition



#### Benchmarks for Australia and New Zealand - 2012

Performance Metrics (By Format, Size and Vertical)

			Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics			xpandable Metri	cs
Imp. with	IP	Dwell Pate	User Average Dwell Time		CTP	Avg. Video			Fully Played	Avg. Video			Fully Played	Impressions with Any Panel	Total Expansion	Avg. Expansion Duration (Seconds
		- Dwell itale				- Duration (deconds)										- Duration (Decond
		-	-			-	-		-							
-			-			-			-							
1.3%	2.7%	3.7%	47 1			42.7	62.4%	69.8%	54.5%	39.3	36.7%	74.9%	62.0%	2 9%	25.2%	87.2
																87.2
																117.3
																103.2
							40.070	30.170								89.5
								-								-
																-
														-	-	-
		-														
																-
							30.076						-			-
	-				0.00%		Auto Initiatos		-	-	Hoor Initiator	Widee Metrice		-		
		_	Dasic Wellics			_	Auto initiatet	Video Metrics			USEI IIIIIIalet	Video Metrics			xpariuable wetr	ics .
Imp. with	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
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
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
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
1.3%	1.9%	5.9%	44.2	0.30%	0.07%	-	-		-	-				-		
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
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
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
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
	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
0.6%	0.6%	2.470							68.5%	42.3	43.5%	80.0%	66.4%	2.0%	12.4%	19.4
1.1%	2.5%	3.8%	49.8	0.14%	0.19%	22.3	61.1%	79.9%	68.5%	42.0	40.070	00.070		2.0%	12.470	
				0.14% 0.14%	0.19%	22.3 111.7	61.1% 55.4%	79.9% 56.1%	42.7%	52.4	39.2%	69.7%	54.1%	3.2%	11.4%	30.9
1.1%	2.5%	3.8%	49.8													30.9 103.5
1.1%	2.5% 4.9%	3.8% 5.1%	49.8 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%	
1.1% 1.9% 0.8%	2.5% 4.9% 2.4%	3.8% 5.1% 5.1%	49.8 33.3 43.7	0.14% 0.21%	0.06% 0.06%	111.7 33.7	55.4% 52.1%	56.1% 61.9%	42.7% 50.9%	52.4 30.2	39.2% 36.2%	69.7% 75.3%	54.1% 62.6%	3.2% 1.7%	11.4% 63.8%	103.5
1.1% 1.9% 0.8% 0.4%	2.5% 4.9% 2.4% 0.4%	3.8% 5.1% 5.1% 4.7%	49.8 33.3 43.7 64.2	0.14% 0.21% 0.12%	0.06% 0.06% 0.07%	111.7 33.7 	55.4% 52.1%	56.1% 61.9%	42.7% 50.9% 	52.4 30.2 21.0	39.2% 36.2% 1.9%	69.7% 75.3% 47.8%	54.1% 62.6% 33.3%	3.2% 1.7% 0.9%	11.4% 63.8% 23.4%	103.5 276.4
1.1% 1.9% 0.8% 0.4% 0.2%	2.5% 4.9% 2.4% 0.4% 0.3%	3.8% 5.1% 5.1% 4.7% 2.1%	49.8 33.3 43.7 64.2 29.0	0.14% 0.21% 0.12% 0.07%	0.06% 0.06% 0.07% 0.03%	111.7 33.7 	55.4% 52.1% 	56.1% 61.9% 	42.7% 50.9% 	52.4 30.2 21.0 107.6	39.2% 36.2% 1.9% 42.6%	69.7% 75.3% 47.8% 69.1%	54.1% 62.6% 33.3% 52.9%	3.2% 1.7% 0.9%	11.4% 63.8% 23.4%	103.5 276.4 
1.1% 1.9% 0.8% 0.4% 0.2% 1.0%	2.5% 4.9% 2.4% 0.4% 0.3% 3.9%	3.8% 5.1% 5.1% 4.7% 2.1% 6.2%	49.8 33.3 43.7 64.2 29.0 36.6	0.14% 0.21% 0.12% 0.07% 0.20%	0.06% 0.06% 0.07% 0.03% 0.08%	111.7 33.7 	55.4% 52.1% 	56.1% 61.9%  	42.7% 50.9%  	52.4 30.2 21.0 107.6	39.2% 36.2% 1.9% 42.6%	69.7% 75.3% 47.8% 69.1%	54.1% 62.6% 33.3% 52.9%	3.2% 1.7% 0.9%  1.4%	11.4% 63.8% 23.4%  18.3%	103.5 276.4  20.3
1.1% 1.9% 0.8% 0.4% 0.2% 1.0%	2.5% 4.9% 2.4% 0.4% 0.3% 3.9% 4.6%	3.8% 5.1% 5.1% 4.7% 2.1% 6.2% 3.8%	49.8 33.3 43.7 64.2 29.0 36.6 62.7	0.14% 0.21% 0.12% 0.07% 0.20% 0.23%	0.06% 0.06% 0.07% 0.03% 0.08% 0.07%	111.7 33.7    69.6	55.4% 52.1%   50.8%	56.1% 61.9%    67.2%	42.7% 50.9%   53.9%	52.4 30.2 21.0 107.6  48.9	39.2% 36.2% 1.9% 42.6%  43.1%	69.7% 75.3% 47.8% 69.1%  75.5%	54.1% 62.6% 33.3% 52.9%  64.4%	3.2% 1.7% 0.9%  1.4% 2.9%	11.4% 63.8% 23.4%  18.3% 9.5%	103.5 276.4  20.3 67.1
1.1% 1.9% 0.8% 0.4% 0.2% 1.0% 1.4% 0.7%	2.5% 4.9% 2.4% 0.4% 0.3% 3.9% 4.6% 1.1%	3.8% 5.1% 5.1% 4.7% 2.1% 6.2% 3.8% 1.8%	49.8 33.3 43.7 64.2 29.0 36.6 62.7 30.0	0.14% 0.21% 0.12% 0.07% 0.20% 0.23% 0.07%	0.06% 0.06% 0.07% 0.03% 0.08% 0.07% 0.05%	111.7 33.7   69.6 18.5	55.4% 52.1%   50.8% 102.6%	56.1% 61.9%    67.2% 67.2%	42.7% 50.9%   53.9% 42.2%	52.4 30.2 21.0 107.6  48.9 27.6	39.2% 36.2% 1.9% 42.6%  43.1% 59.7%	69.7% 75.3% 47.8% 69.1%  75.5% 60.9%	54.1% 62.6% 33.3% 52.9%  64.4% 53.4%	3.2% 1.7% 0.9%  1.4% 2.9% 1.9%	11.4% 63.8% 23.4%  18.3% 9.5% 3.4%	103.5 276.4  20.3 67.1 32.7
1.1% 1.9% 0.8% 0.4% 0.2% 1.0% 1.4% 0.7% 0.2%	2.5% 4.9% 2.4% 0.4% 0.3% 3.9% 4.6% 1.1% 0.2%	3.8% 5.1% 5.1% 4.7% 2.1% 6.2% 3.8% 1.8% 3.0%	49.8 33.3 43.7 64.2 29.0 36.6 62.7 30.0	0.14% 0.21% 0.12% 0.07% 0.20% 0.23% 0.07% 0.15%	0.06% 0.06% 0.07% 0.03% 0.08% 0.07% 0.05%	111.7 33.7   69.6 18.5	55.4% 52.1%   50.8% 102.6%	56.1% 61.9%    67.2% 67.2%	42.7% 50.9%   53.9% 42.2%	52.4 30.2 21.0 107.6  48.9 27.6 14.7	39.2% 36.2% 1.9% 42.6%  43.1% 59.7% 11.0%	69.7% 75.3% 47.8% 69.1%  75.5% 60.9% 90.3%	54.1% 62.6% 33.3% 52.9%  64.4% 53.4% 81.0%	3.2% 1.7% 0.9%  1.4% 2.9% 1.9% 0.5%	11.4% 63.8% 23.4%  18.3% 9.5% 3.4% 0.6%	103.5 276.4  20.3 67.1 32.7 40.4
	Interactions Rate	Interactions Rate	Interactions Rate	Imp. with Interactions Rate  IR  Dwell Rate  Coccurrence  IR  Dwell Rate  Coccurrence  IR  Dwell Rate  IR  Date  IR  Dat	Imp. with   IR	Imp. with   Interactions Rate   IR	Imp. with   IR	Imp. with   Interactions Rate   IR   Dwell Rate   (Seconds)   CTR   0.08%	Imp. with   Interactions Rate   IR	Imp. with   Imp.	Map. with   IR	Imp. with   Interactions Rate   Interactions	Imp. with   Interactions Rate   IR   Dwell Rate   CTR   Dwell Cate   Dwel	Imp. with   Imp.	Imp. with   Imp. with   Imp. with   Imp. with   Impression with   Impression   Im	Imp. with   Imp. with   Imp. with   Imp.   Impression   Imp. with   Interaction Rate   Impression   Imp.   Imp.   Imp.   Impression   Imp.   Imp



#### **Benchmarks for East Asia - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto initiated	Video Metrics			User initiated	d Video Metrics			xpandable Metri	cs
	Imp. with	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 (Second
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	d Video Metrics			xpandable Metri	cs
							Avg. Video				Avg. Video				Impressions with	ı i	
	Imp. with			User Average Dwell Time	CTR (Rich	CTR (Standard	Duration			Fully Played	Duration			Fully Played	any Panel	Total Expansion	Avg. Expansion
	Interactions Rate	IR	Dwell Rate	(Seconds)	Media)	Media)	(Seconds)	Started Rate	50% Played Rate	Rate	(Seconds)	Started Rate	50% Played Rate	Rate	Expansion Rate	Rate	Duration (Second
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
	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
		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
Government/Utilities Health/Reauty	1 5%						38.3	131.8%	89.7%	83.2%	72.4	71.8%	74.9%	62.6%	0.270	00.070	110.0
Health/Beauty	1.5%	16 0%							03.170	00.270						45.8%	20.4
Health/Beauty Medical	5.0%	16.9%	15.5%	93.6	2.05%	0.07%									0.8%		20.4
Health/Beauty Medical News/Media	5.0% 2.0%	2.7%	23.8%	28.5	1.30%	0.08%	-	-		-	103.2	50.0%	61.8%	49.4%	0.8%		161.4
Health/Beauty Medical News/Media Restaurant	5.0% 2.0% 2.2%	2.7% 3.2%	23.8% 6.7%	28.5 47.5	1.30% 0.27%	0.08% 0.10%		-			103.2	50.0%	61.8%	49.4%	2.1%	54.1%	161.4
Health/Beauty Medical News/Media Restaurant Retail	5.0% 2.0% 2.2% 2.2%	2.7% 3.2% 5.0%	23.8% 6.7% 4.6%	28.5 47.5 33.0	1.30% 0.27% 0.43%	0.08% 0.10% 0.11%	48.3	55.2%	71.0%	40.7%	103.2 73.8	50.0% 19.0%	61.8% 63.2%	49.4% 49.1%	2.1% 4.3%	54.1% 15.0%	79.7
Health/Beauty Medical News/Media Restaurant Retail Services	5.0% 2.0% 2.2% 2.2% 3.8%	2.7% 3.2% 5.0% 9.4%	23.8% 6.7% 4.6% 10.4%	28.5 47.5 33.0 35.4	1.30% 0.27% 0.43% 0.34%	0.08% 0.10% 0.11% 0.06%	48.3	 55.2% 	71.0%	 40.7% 	103.2 73.8	50.0% 19.0%	61.8% 63.2%	49.4% 49.1%	2.1% 4.3% 4.7%	54.1% 15.0% 46.3%	79.7 57.5
Health/Beauty Medical News/Media Restaurant Retail Services Sports	5.0% 2.0% 2.2% 2.2% 3.8% 11.2%	2.7% 3.2% 5.0% 9.4% 49.4%	23.8% 6.7% 4.6% 10.4% 10.7%	28.5 47.5 33.0 35.4 32.6	1.30% 0.27% 0.43% 0.34% 0.97%	0.08% 0.10% 0.11% 0.06%	48.3 	55.2% 	71.0%	40.7% 	103.2 73.8  33.6	50.0% 19.0%  12.7%	61.8% 63.2%  48.1%	49.4% 49.1%  36.6%	2.1% 4.3% 4.7%	54.1% 15.0% 46.3%	79.7 57.5 
Health/Beauty Medical News/Media Restaurant Retail Services Sports Tech/Internet	5.0% 2.0% 2.2% 2.2% 3.8% 11.2% 2.7%	2.7% 3.2% 5.0% 9.4% 49.4% 8.9%	23.8% 6.7% 4.6% 10.4% 10.7% 6.8%	28.5 47.5 33.0 35.4 32.6 43.4	1.30% 0.27% 0.43% 0.34% 0.97% 0.24%	0.08% 0.10% 0.11% 0.06%  0.16%	48.3  	55.2%	71.0%	40.7%  	103.2 73.8  33.6 157.5	50.0% 19.0%  12.7% 36.2%	61.8% 63.2%  48.1% 59.0%	49.4% 49.1%  36.6% 46.6%	2.1% 4.3% 4.7%  3.9%	54.1% 15.0% 46.3%  47.3%	79.7 57.5  301.7
Health/Beauty Medical News/Media Restaurant Retail Services Sports	5.0% 2.0% 2.2% 2.2% 3.8% 11.2%	2.7% 3.2% 5.0% 9.4% 49.4%	23.8% 6.7% 4.6% 10.4% 10.7%	28.5 47.5 33.0 35.4 32.6	1.30% 0.27% 0.43% 0.34% 0.97%	0.08% 0.10% 0.11% 0.06%	48.3 	55.2% 	71.0%	40.7% 	103.2 73.8  33.6	50.0% 19.0%  12.7%	61.8% 63.2%  48.1%	49.4% 49.1%  36.6%	2.1% 4.3% 4.7%	54.1% 15.0% 46.3%	79.7 57.5 

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



#### Benchmarks for South Asia - 2012

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	d Video Metrics		E	xpandable Metr	ics
	Imp. with			User Average Dwell Time		070	Avg. Video	0	50% Bl I B	Fully Played	Avg. Video	0	50% Pl I P	Fully Played	Impressions with Any Panel	Total Expansion	
Standard Banner	Interactions Rate	IR	Dwell Rate	(Seconds)		CTR 0.12%	Duration (Seconds)	Started Rate	50% Played Rate	Rate	Duration (Seconds)	Started Rate	50% Played Rate	Rate	Expansion Rate	Rate	Duration (Second
300x250			-			0.12%				-	-						-
				-		0.12%	-	-	-	-	-		-		-	-	-
728x90 160x600						0.10%			-				-			-	-
Rich Media		 										45.00/					400.0
	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
728×90	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 Floating Ad Floating Ad with Reminder	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%	-	-	-	-	-	-		-	-	-	-
	10.4%	15.9%	11.8%	116.1		0.65%	-	-	-	-	28.3	6.0%	30.6%	23.1%	-	-	-
Folite Ballilei	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	d Video Metrics			User Initiated	d Video Metrics		E	xpandable Metr	ics
	Imp. with	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 (Second
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
Gaming Government/Utilities Health/Beauty 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	0.49%	0.10%		-				13.7 %	65.7 %	70.4%	10.8%	23.0%	157.7
Tech/Internet	6.6%	11.6%	8.3%	75.8	0.40%	0.10%				-	39.7	2.9%	52.8%	42.9%	6.9%	45.4%	128.4
			8.6%	75.8	0.38%	0.12%		-	-		38.8	5.6%	63.3%	50.2%	8.4%	17.2%	107.4
	7 2%																
Telecom Travel	7.2% 7.4%	9.8%	8.9%	73.5	0.26%	0.12%	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 insufficiant data.



# **Country Benchmarks**

#### **Benchmarks for Argentina - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	l Video Metrics			xpandable Metri	ics
	Imp. with	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
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	l Video Metrics		-	xpandable Metri	ics
	Imp. with	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
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
0	0.9%	1.0%	10.3%	38.9	0.39%	0.97%											
Government/Utilities		7.1%	16.2%	30.4	0.79%	0.21%	-				48.7	17.0%	66.2%	55.9%	5.2%	37.5%	35.9
Health/Beauty	4.9%														3.9%	4.8%	121.4
Health/Beauty Medical	4.9% 3.9%	4.2%	3.6%	119.5	0.04%	0.14%	-										
Health/Beauty				119.5 36.4	0.04% 0.19%	0.14%	-	-			15.4	50.5%	79.3%	69.6%	1.9%	44.5%	106.3
Health/Beauty Medical	3.9%	4.2%	3.6%								15.4	50.5%	79.3%	69.6%	1.9% 1.5%	44.5% 27.2%	
Health/Beauty Medical Retail	3.9% 1.7%	4.2% 2.2%	3.6% 8.6%	36.4	0.19%	0.05%		-									106.3
Health/Beauty Medical Retail Services	3.9% 1.7% 1.6%	4.2% 2.2% 2.0%	3.6% 8.6% 10.7%	36.4 37.4	0.19% 0.26%	0.05% 0.08%		-		-					1.5%	27.2%	106.3 58.9



#### **Benchmarks for Australia - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics		-	xpandable Metri	ics
	Imp. with	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
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 Floating Ad Floating Ad with Reminder	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%	-	-	-
	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		E	xpandable Metri	ics
	Imp. with	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. Expansio
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%	78.6%	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
			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
Electronics	1.5%	2.8%			0.1376		40.0	03.7%					74.00/	61.8%	0.8%	23.5%	211.5
	1.5% 2.5%	2.8% 7.9%	3.8%	50.4	0.13%	0.08%	51.6	64.1%	64.3%	45.2%	30.5	41.0%	74.6%	01.070	0.6%		
Electronics Entertainment Financial										45.2% 58.2%	30.5 18.0	41.0% 0.9%	71.4%	27.0%	1.3%	10.4%	50.2
Electronics Entertainment Financial	2.5%	7.9%	3.8%	50.4	0.13%	0.08%	51.6	64.1%	64.3%								20.9
Electronics Entertainment Financial	2.5% 0.5%	7.9% 0.5%	3.8% 2.2%	50.4 32.7	0.13% 0.07%	0.08% 0.04%	51.6 182.1	64.1% 43.3%	64.3% 68.7%	58.2%	18.0	0.9%	71.4%	27.0%	1.3%	10.4%	
Electronics Entertainment Financial	2.5% 0.5% 1.3%	7.9% 0.5% 2.8%	3.8% 2.2% 4.0%	50.4 32.7 52.3	0.13% 0.07% 0.15%	0.08% 0.04% 0.22%	51.6 182.1 22.4	64.1% 43.3% 61.0%	64.3% 68.7% 80.2%	58.2% 68.9%	18.0 44.1	0.9% 42.7%	71.4% 80.3%	27.0% 66.6%	1.3% 2.1%	10.4% 11.6%	20.9
Electronics Entertainment Financial Gaming Government/Utilities	2.5% 0.5% 1.3% 2.0%	7.9% 0.5% 2.8% 5.1%	3.8% 2.2% 4.0% 5.2%	50.4 32.7 52.3 33.3	0.13% 0.07% 0.15% 0.14%	0.08% 0.04% 0.22% 0.06%	51.6 182.1 22.4 111.7	64.1% 43.3% 61.0% 55.4%	64.3% 68.7% 80.2% 56.1%	58.2% 68.9% 42.7%	18.0 44.1 52.1	0.9% 42.7% 38.9%	71.4% 80.3% 69.3%	27.0% 66.6% 53.7%	1.3% 2.1% 3.2%	10.4% 11.6% 11.2%	20.9 31.9
Electronics Entertainment Financial	2.5% 0.5% 1.3% 2.0% 0.8%	7.9% 0.5% 2.8% 5.1% 2.3%	3.8% 2.2% 4.0% 5.2% 5.2%	50.4 32.7 52.3 33.3 44.3	0.13% 0.07% 0.15% 0.14% 0.21%	0.08% 0.04% 0.22% 0.06% 0.06%	51.6 182.1 22.4 111.7 33.9	64.1% 43.3% 61.0% 55.4% 52.0%	64.3% 68.7% 80.2% 56.1% 61.9%	58.2% 68.9% 42.7% 51.0%	18.0 44.1 52.1 27.1	0.9% 42.7% 38.9% 35.3%	71.4% 80.3% 69.3% 75.1%	27.0% 66.6% 53.7% 62.0%	1.3% 2.1% 3.2% 1.8%	10.4% 11.6% 11.2% 64.8%	20.9 31.9 104.3
Electronics Entertainment Financial Gaming Government/Utilities Health/Seauty Medical News/Media Restaurant	2.5% 0.5% 1.3% 2.0% 0.8% 0.4%	7.9% 0.5% 2.8% 5.1% 2.3% 0.4%	3.8% 2.2% 4.0% 5.2% 5.2% 4.7%	50.4 32.7 52.3 33.3 44.3 64.2	0.13% 0.07% 0.15% 0.14% 0.21% 0.12%	0.08% 0.04% 0.22% 0.06% 0.06% 0.07%	51.6 182.1 22.4 111.7 33.9	64.1% 43.3% 61.0% 55.4% 52.0%	64.3% 68.7% 80.2% 56.1% 61.9%	58.2% 68.9% 42.7% 51.0%	18.0 44.1 52.1 27.1 21.0	0.9% 42.7% 38.9% 35.3% 1.9%	71.4% 80.3% 69.3% 75.1% 47.8%	27.0% 66.6% 53.7% 62.0% 33.3%	1.3% 2.1% 3.2% 1.8% 0.9%	10.4% 11.6% 11.2% 64.8% 23.4%	20.9 31.9 104.3 276.4
Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media	2.5% 0.5% 1.3% 2.0% 0.8% 0.4% 0.2%	7.9% 0.5% 2.8% 5.1% 2.3% 0.4% 0.3%	3.8% 2.2% 4.0% 5.2% 5.2% 4.7% 2.1%	50.4 32.7 52.3 33.3 44.3 64.2 28.9	0.13% 0.07% 0.15% 0.14% 0.21% 0.12% 0.07%	0.08% 0.04% 0.22% 0.06% 0.06% 0.07% 0.03%	51.6 182.1 22.4 111.7 33.9	64.1% 43.3% 61.0% 55.4% 52.0%	64.3% 68.7% 80.2% 56.1% 61.9%	58.2% 68.9% 42.7% 51.0%	18.0 44.1 52.1 27.1 21.0 107.6	0.9% 42.7% 38.9% 35.3% 1.9% 42.6%	71.4% 80.3% 69.3% 75.1% 47.8% 69.1%	27.0% 66.6% 53.7% 62.0% 33.3% 52.9%	1.3% 2.1% 3.2% 1.8% 0.9%	10.4% 11.6% 11.2% 64.8% 23.4%	20.9 31.9 104.3 276.4
Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant	2.5% 0.5% 1.3% 2.0% 0.8% 0.4% 0.2% 0.8%	7.9% 0.5% 2.8% 5.1% 2.3% 0.4% 0.3% 3.9%	3.8% 2.2% 4.0% 5.2% 5.2% 4.7% 2.1% 6.1%	50.4 32.7 52.3 33.3 44.3 64.2 28.9 36.4	0.13% 0.07% 0.15% 0.14% 0.21% 0.12% 0.07% 0.20%	0.08% 0.04% 0.22% 0.06% 0.06% 0.07% 0.03% 0.08%	51.6 182.1 22.4 111.7 33.9	64.1% 43.3% 61.0% 55.4% 52.0%	64.3% 68.7% 80.2% 56.1% 61.9%	58.2% 68.9% 42.7% 51.0% 	18.0 44.1 52.1 27.1 21.0 107.6	0.9% 42.7% 38.9% 35.3% 1.9% 42.6%	71.4% 80.3% 69.3% 75.1% 47.8% 69.1%	27.0% 66.6% 53.7% 62.0% 33.3% 52.9%	1.3% 2.1% 3.2% 1.8% 0.9%	10.4% 11.6% 11.2% 64.8% 23.4%	20.9 31.9 104.3 276.4  21.1
Electronics Entertainment Financial Garning Government/Utilities Health/Eleauty Medical News/Media Restaurant Retail	2.5% 0.5% 1.3% 2.0% 0.8% 0.4% 0.2% 0.8% 1.3%	7.9% 0.5% 2.8% 5.1% 2.3% 0.4% 0.3% 3.9% 4.6%	3.8% 2.2% 4.0% 5.2% 5.2% 4.7% 2.1% 6.1% 3.8%	50.4 32.7 52.3 33.3 44.3 64.2 28.9 36.4 62.7	0.13% 0.07% 0.15% 0.14% 0.21% 0.12% 0.07% 0.20% 0.20%	0.08% 0.04% 0.22% 0.06% 0.06% 0.07% 0.03% 0.08% 0.08%	51.6 182.1 22.4 111.7 33.9   73.0	64.1% 43.3% 61.0% 55.4% 52.0%   50.2%	64.3% 68.7% 80.2% 56.1% 61.9%  68.5%	58.2% 68.9% 42.7% 51.0%   55.3%	18.0 44.1 52.1 27.1 21.0 107.6  49.1	0.9% 42.7% 38.9% 35.3% 1.9% 42.6%	71.4% 80.3% 69.3% 75.1% 47.8% 69.1%	27.0% 66.6% 53.7% 62.0% 33.3% 52.9%	1.3% 2.1% 3.2% 1.8% 0.9% 0.6% 2.8%	10.4% 11.6% 11.2% 64.8% 23.4%  19.0% 9.4%	20.9 31.9 104.3 276.4  21.1 67.5
Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services	2.5% 0.5% 1.3% 2.0% 0.8% 0.4% 0.2% 0.8% 1.3% 0.7%	7.9% 0.5% 2.8% 5.1% 2.3% 0.4% 0.3% 3.9% 4.6% 1.1%	3.8% 2.2% 4.0% 5.2% 5.2% 4.7% 2.1% 6.1% 3.8%	50.4 32.7 52.3 33.3 44.3 64.2 28.9 36.4 62.7 31.4	0.13% 0.07% 0.15% 0.14% 0.21% 0.12% 0.07% 0.20% 0.23% 0.07%	0.08% 0.04% 0.22% 0.06% 0.06% 0.07% 0.03% 0.08% 0.07%	51.6 182.1 22.4 111.7 33.9 	64.1% 43.3% 61.0% 55.4% 52.0%   50.2% 100.0%	64.3% 68.7% 80.2% 56.1% 61.9%  68.5% 61.4%	58.2% 68.9% 42.7% 51.0%   55.3% 31.8%	18.0 44.1 52.1 27.1 21.0 107.6  49.1 27.6	0.9% 42.7% 38.9% 35.3% 1.9% 42.6%  43.3% 58.6%	71.4% 80.3% 69.3% 75.1% 47.8% 69.1%  75.5% 57.7%	27.0% 66.6% 53.7% 62.0% 33.3% 52.9%  64.4% 50.2%	1.3% 2.1% 3.2% 1.8% 0.9%  0.6% 2.8% 1.8%	10.4% 11.6% 11.2% 64.8% 23.4%  19.0% 9.4% 3.3%	20.9 31.9 104.3 276.4  21.1 67.5 33.1
Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services Sports	2.5% 0.5% 1.3% 2.0% 0.8% 0.4% 0.2% 0.8% 1.3% 0.7% 0.2%	7.9% 0.5% 2.8% 5.1% 2.3% 0.4% 0.3% 3.9% 4.6% 1.1%	3.8% 2.2% 4.0% 5.2% 5.2% 4.7% 6.1% 3.8% 1.7% 2.8%	50.4 32.7 52.3 33.3 44.3 64.2 28.9 36.4 62.7 31.4	0.13% 0.07% 0.15% 0.14% 0.21% 0.12% 0.07% 0.20% 0.23% 0.07% 0.15%	0.08% 0.04% 0.02% 0.06% 0.06% 0.07% 0.03% 0.08% 0.07% 0.05%	51.6 182.1 22.4 111.7 33.9  -73.0 23.3	64.1% 43.3% 61.0% 55.4% 52.0% 	64.3% 68.7% 80.2% 56.1% 61.9%   68.5% 61.4%	58.2% 68.9% 42.7% 51.0%   55.3% 31.8%	18.0 44.1 52.1 27.1 21.0 107.6  49.1 27.6 16.3	0.9% 42.7% 38.9% 35.3% 1.9% 42.6%  43.3% 58.6% 0.3%	71.4% 80.3% 69.3% 75.1% 47.8% 69.1%  75.5% 57.7% 44.1%	27.0% 66.6% 53.7% 62.0% 33.3% 52.9%  64.4% 50.2% 34.8%	1.3% 2.1% 3.2% 1.8% 0.9% 0.6% 2.8% 1.8% 0.5%	10.4% 11.6% 11.2% 64.8% 23.4% 	20.9 31.9 104.3 276.4 

 Data Source
 MediaMind Research, 2012.

 - Denotes inapplicable metric or insufficiant data.

MediaMind Research, 2012.

Denotes inapplicable metric or insufficiant data.

Data Source



#### **Benchmarks for Austria - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	l Video Metrics			User Initiated	d Video Metrics		E	xpandable Metri	ics
	Imp. with	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. Expansi Duration (Seco
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	l Video Metrics		E	xpandable Metri	ics
	Imp. with	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. Expans
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

For more information about MediaMind Research,



#### **Benchmarks for Belgium - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	d Video Metrics			xpandable Metri	ics
	Imp. with	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
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%	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	d Video Metrics			xpandable Metri	ics
	Imp. with	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Bate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Bate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion	Avg. Expansion Duration (Second
Apparal																	
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	3.0% 7.5%	5.3% 12.1%	5.8% 12.9%	36.8 35.8	0.31% 0.44%	0.08% 0.14%	10.5 24.6	57.5% 74.0%	88.5% 74.2%	83.9% 59.8%	13.2 18.6	48.9% 32.9%	83.0% 73.6%	73.0% 58.2%	7.1% 11.9%	17.0% 24.4%	16.3 22.4
Auto Consumer Packaged Goods	3.0% 7.5% 3.3%	5.3% 12.1% 4.5%	5.8% 12.9% 6.2%	36.8 35.8 38.2	0.31% 0.44% 0.21%	0.08% 0.14% 0.14%	10.5 24.6 15.5	57.5% 74.0% 43.7%	88.5% 74.2% 63.8%	83.9% 59.8% 51.0%	13.2 18.6 21.8	48.9% 32.9% 26.2%	83.0% 73.6% 72.0%	73.0% 58.2% 47.3%	7.1% 11.9% 6.3%	17.0% 24.4% 14.5%	16.3 22.4 29.1
Auto Consumer Packaged Goods Corporate	3.0% 7.5% 3.3% 8.8%	5.3% 12.1% 4.5% 19.0%	5.8% 12.9% 6.2% 17.1%	36.8 35.8 38.2 21.1	0.31% 0.44% 0.21% 0.44%	0.08% 0.14% 0.14%	10.5 24.6 15.5	57.5% 74.0% 43.7%	88.5% 74.2% 63.8%	83.9% 59.8% 51.0%	13.2 18.6 21.8 16.5	48.9% 32.9% 26.2% 36.0%	83.0% 73.6% 72.0% 36.3%	73.0% 58.2% 47.3% 7.9%	7.1% 11.9% 6.3%	17.0% 24.4% 14.5%	16.3 22.4 29.1
Auto Consumer Packaged Goods Corporate Electronics	3.0% 7.5% 3.3% 8.8% 8.9%	5.3% 12.1% 4.5% 19.0% 17.3%	5.8% 12.9% 6.2% 17.1% 10.4%	36.8 35.8 38.2 21.1 48.8	0.31% 0.44% 0.21% 0.44% 0.33%	0.08% 0.14% 0.14%  0.16%	10.5 24.6 15.5  14.7	57.5% 74.0% 43.7%  61.1%	88.5% 74.2% 63.8%  81.0%	83.9% 59.8% 51.0%  71.9%	13.2 18.6 21.8 16.5 34.8	48.9% 32.9% 26.2% 36.0% 30.6%	83.0% 73.6% 72.0% 36.3% 71.3%	73.0% 58.2% 47.3% 7.9% 56.6%	7.1% 11.9% 6.3%  10.7%	17.0% 24.4% 14.5%  25.3%	16.3 22.4 29.1  40.7
Auto Consumer Packaged Goods Corporate Electronics Entertainment	3.0% 7.5% 3.3% 8.8% 8.9% 2.8%	5.3% 12.1% 4.5% 19.0% 17.3% 3.9%	5.8% 12.9% 6.2% 17.1% 10.4% 9.2%	36.8 35.8 38.2 21.1 48.8 34.4	0.31% 0.44% 0.21% 0.44% 0.33% 0.22%	0.08% 0.14% 0.14%  0.16% 0.08%	10.5 24.6 15.5  14.7 14.8	57.5% 74.0% 43.7%  61.1% 73.4%	88.5% 74.2% 63.8%  81.0% 76.8%	83.9% 59.8% 51.0%  71.9% 64.0%	13.2 18.6 21.8 16.5 34.8 22.2	48.9% 32.9% 26.2% 36.0% 30.6% 47.9%	83.0% 73.6% 72.0% 36.3% 71.3% 71.9%	73.0% 58.2% 47.3% 7.9% 56.6% 58.9%	7.1% 11.9% 6.3%  10.7% 12.0%	17.0% 24.4% 14.5%  25.3% 31.4%	16.3 22.4 29.1  40.7 96.4
Auto Consumer Packaged Goods Corporate Electronics Entertainment Financial	3.0% 7.5% 3.3% 8.8% 8.9% 2.8% 3.2%	5.3% 12.1% 4.5% 19.0% 17.3% 3.9% 4.6%	5.8% 12.9% 6.2% 17.1% 10.4% 9.2% 10.7%	36.8 35.8 38.2 21.1 48.8 34.4 33.3	0.31% 0.44% 0.21% 0.44% 0.33% 0.22% 0.30%	0.08% 0.14% 0.14%  0.16% 0.08% 0.08%	10.5 24.6 15.5  14.7 14.8	57.5% 74.0% 43.7%  61.1% 73.4%	88.5% 74.2% 63.8%  81.0% 76.8%	83.9% 59.8% 51.0%  71.9% 64.0%	13.2 18.6 21.8 16.5 34.8 22.2 13.2	48.9% 32.9% 26.2% 36.0% 30.6% 47.9% 50.0%	83.0% 73.6% 72.0% 36.3% 71.3% 71.9% 80.9%	73.0% 58.2% 47.3% 7.9% 56.6% 58.9% 61.9%	7.1% 11.9% 6.3% 	17.0% 24.4% 14.5%  25.3% 31.4% 21.9%	16.3 22.4 29.1  40.7 96.4 17.1
Auto Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming	3.0% 7.5% 3.3% 8.8% 8.9% 2.8% 3.2% 2.8%	5.3% 12.1% 4.5% 19.0% 17.3% 3.9% 4.6% 3.9%	5.8% 12.9% 6.2% 17.1% 10.4% 9.2% 10.7% 10.0%	36.8 35.8 38.2 21.1 48.8 34.4 33.3 49.2	0.31% 0.44% 0.21% 0.44% 0.33% 0.22% 0.30% 0.37%	0.08% 0.14% 0.14%  0.16% 0.08% 0.08% 0.18%	10.5 24.6 15.5  14.7 14.8  26.5	57.5% 74.0% 43.7%  61.1% 73.4%  52.6%	88.5% 74.2% 63.8%  81.0% 76.8%  70.0%	83.9% 59.8% 51.0%  71.9% 64.0%  55.8%	13.2 18.6 21.8 16.5 34.8 22.2 13.2 43.6	48.9% 32.9% 26.2% 36.0% 30.6% 47.9% 50.0% 38.5%	83.0% 73.6% 72.0% 36.3% 71.3% 71.9% 80.9% 67.7%	73.0% 58.2% 47.3% 7.9% 56.6% 58.9% 61.9% 54.1%	7.1% 11.9% 6.3%  10.7% 12.0% 8.9% 4.7%	17.0% 24.4% 14.5%  25.3% 31.4% 21.9% 39.0%	16.3 22.4 29.1  40.7 96.4 17.1 75.9
Auto Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Government/Utilities	3.0% 7.5% 3.3% 8.8% 8.9% 2.8% 3.2% 2.8% 4.8%	5.3% 12.1% 4.5% 19.0% 17.3% 3.9% 4.6% 3.9% 7.8%	5.8% 12.9% 6.2% 17.1% 10.4% 9.2% 10.7% 10.0% 8.4%	36.8 35.8 38.2 21.1 48.8 34.4 33.3 49.2 38.3	0.31% 0.44% 0.21% 0.44% 0.33% 0.22% 0.30% 0.37% 0.18%	0.08% 0.14% 0.14% 0.16% 0.08% 0.08% 0.18% 0.08%	10.5 24.6 15.5  14.7 14.8  26.5	57.5% 74.0% 43.7%  61.1% 73.4%  52.6%	88.5% 74.2% 63.8%  81.0% 76.8%  70.0%	83.9% 59.8% 51.0%  71.9% 64.0%  55.8%	13.2 18.6 21.8 16.5 34.8 22.2 13.2 43.6 13.6	48.9% 32.9% 26.2% 36.0% 30.6% 47.9% 50.0% 38.5% 25.8%	83.0% 73.6% 72.0% 36.3% 71.3% 71.9% 80.9% 67.7% 65.4%	73.0% 58.2% 47.3% 7.9% 56.6% 58.9% 61.9% 54.1%	7.1% 11.9% 6.3% 10.7% 12.0% 8.9% 4.7% 11.5%	17.0% 24.4% 14.5% 25.3% 31.4% 21.9% 39.0% 16.4%	16.3 22.4 29.1 
Auto Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty	3.0% 7.5% 3.3% 8.8% 8.9% 2.8% 3.2% 2.8% 4.8% 6.8%	5.3% 12.1% 4.5% 19.0% 17.3% 3.9% 4.6% 3.9% 7.8% 21.3%	5.8% 12.9% 6.2% 17.1% 10.4% 9.2% 10.7% 10.0% 8.4% 9.7%	36.8 35.8 36.2 21.1 48.8 34.4 33.3 49.2 38.3 40.0	0.31% 0.44% 0.21% 0.44% 0.33% 0.22% 0.30% 0.37% 0.18% 0.24%	0.08% 0.14% 0.14% 0.16% 0.08% 0.08% 0.08% 0.08% 0.08%	10.5 24.6 15.5  14.7 14.8  26.5  17.8	57.5% 74.0% 43.7%  61.1% 73.4%  52.6%  39.2%	88.5% 74.2% 63.8% 81.0% 76.8% 70.0% 57.8%	83.9% 59.8% 51.0%  71.9% 64.0%  55.8%  44.2%	13.2 18.6 21.8 16.5 34.8 22.2 13.2 43.6 13.6	48.9% 32.9% 26.2% 36.0% 30.6% 47.9% 50.0% 38.5% 25.8% 63.2%	83.0% 73.6% 72.0% 36.3% 71.3% 71.9% 80.9% 67.7% 65.4% 67.6%	73.0% 58.2% 47.3% 7.9% 56.6% 58.9% 61.9% 50.1% 53.9%	7.1% 11.9% 6.3% 10.7% 12.0% 8.9% 4.7% 11.5% 6.8%	17.0% 24.4% 14.5%  25.3% 31.4% 21.9% 39.0% 16.4% 11.2%	16.3 22.4 29.1  40.7 96.4 17.1 75.9 46.9 31.2
Auto Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical	3.0% 7.5% 3.3% 8.8% 8.9% 2.8% 3.2% 2.8% 4.8% 6.8% 8.0%	5.3% 12.1% 4.5% 19.0% 17.3% 4.6% 3.9% 4.6% 5.9% 7.8% 21.3% 12.4%	5.8% 12.9% 6.2% 17.1% 10.4% 9.2% 10.7% 10.0% 8.4% 9.7% 8.3%	36.8 35.8 38.2 21.1 48.8 34.4 33.3 49.2 38.3 40.0 61.2	0.31% 0.44% 0.21% 0.44% 0.33% 0.22% 0.30% 0.37% 0.18% 0.24% 0.21%	0.08% 0.14% 0.14%  0.16% 0.08% 0.08% 0.08% 0.08% 0.08% 0.08%	10.5 24.6 15.5  14.7 14.8  26.5  17.8	57.5% 74.0% 43.7% 	88.5% 74.2% 63.8% 81.0% 76.8% 70.0% 57.8%	83.9% 59.8% 51.0%  71.9% 64.0%  55.8%  44.2%	13.2 18.6 21.8 16.5 34.8 22.2 13.2 43.6 13.6	48.9% 32.9% 26.2% 36.0% 30.6% 47.9% 50.0% 38.5% 25.8% 63.2%	83.0% 73.6% 72.0% 36.3% 71.3% 71.9% 80.9% 67.7% 65.4%	73.0% 58.2% 47.3% 56.6% 58.9% 61.9% 54.1% 50.1% 53.9%	7.1% 11.9% 6.3% 	17.0% 24.4% 14.5% 	16.3 22.4 29.1  40.7 96.4 17.1 75.9 46.9 31.2 87.6
Auto Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media	3.0% 7.5% 3.3% 8.8% 8.9% 2.8% 3.2% 2.8% 4.8% 6.8%	5.3% 12.1% 4.5% 19.0% 17.3% 3.9% 4.6% 3.9% 7.8% 21.3%	5.8% 12.9% 6.2% 17.1% 10.4% 9.2% 10.7% 10.0% 8.4% 9.7%	36.8 36.8 36.2 21.1 48.8 34.4 33.3 49.2 38.3 40.0 61.2	0.31% 0.44% 0.21% 0.44% 0.33% 0.22% 0.30% 0.37% 0.18% 0.24%	0.08% 0.14% 0.14% 	10.5 24.6 15.5 	57.5% 74.0% 43.7% 	88.5% 74.2% 63.8% 81.0% 76.8% 70.0% 57.8%	83.9% 59.8% 51.0%  71.9% 64.0%  55.8%  44.2%	13.2 18.6 21.8 16.5 34.8 22.2 13.2 43.6 13.6	48.9% 32.9% 26.2% 36.0% 30.6% 47.9% 50.0% 38.5% 25.8% 63.2%	83.0% 73.6% 72.0% 36.3% 71.3% 71.9% 80.9% 67.7% 65.4%	73.0% 58.2% 47.3% 7.9% 56.6% 58.9% 61.9% 54.1% 50.1% 53.9%	7.1% 11.9% 6.3%  10.7% 12.0% 8.9% 4.7% 11.5% 6.8% 7.5%	17.0% 24.4% 14.5% 25.3% 31.4% 21.9% 39.0% 16.4% 11.2% 22.4%	16.3 22.4 29.1  40.7 96.4 17.1 75.9 46.9 31.2 87.6
Auto Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant	3.0% 7.5% 3.3% 8.8% 8.9% 2.8% 3.2% 4.8% 6.8% 8.0%	5.3% 12.1% 4.5% 19.0% 17.3% 3.9% 4.6% 3.9% 7.8% 21.3% 12.4%	5.8% 12.9% 6.2% 17.1% 10.4% 9.2% 10.7% 10.0% 8.4% 9.7% 8.3%	36.8 35.8 38.2 21.1 48.8 34.4 33.3 49.2 38.3 40.0 61.2	0.31% 0.44% 0.21% 0.44% 0.33% 0.22% 0.30% 0.37% 0.18% 0.24% 0.21%	0.08% 0.14% 0.14%	10.5 24.6 15.5 	57.5% 74.0% 43.7% 	88.5% 74.2% 63.8% 81.0% 76.8% 57.8%	83.9% 59.8% 51.0%  71.9% 64.0%  55.8%  44.2%	13.2 18.6 21.8 16.5 34.8 22.2 13.2 43.6 13.6 16.9	48.9% 32.9% 36.2% 36.0% 30.6% 47.9% 50.0% 38.5% 25.8% 63.2%	83.0% 73.6% 72.0% 36.3% 71.3% 71.9% 80.9% 67.7% 65.4% 67.6%	73.0% 58.2% 47.3% 7.9% 56.6% 58.9% 61.9% 54.1% 50.1% 53.9%	7.1% 11.9% 6.3% 10.7% 12.0% 8.9% 4.7% 6.8% 7.5% 0.0%	17.0% 24.4% 14.5% 	16.3 22.4 29.1 
Auto Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restauant Retail	3.0% 7.5% 3.3% 8.8% 2.8% 3.2% 2.8% 4.8% 6.6% 	5.3% 12.1% 4.5% 19.0% 17.3% 3.9% 4.6% 3.9% 7.8% 21.3% 12.4%	5.8% 12.9% 6.2% 17.1% 10.4% 9.2% 10.7% 10.0% 8.4% 9.7% 8.3% 30.6% 4.0%	36.8 38.2 38.2 21.1 48.8 34.4 33.3 49.2 38.3 40.0 61.2 	0.31% 0.44% 0.21% 0.44% 0.33% 0.22% 0.30% 0.37% 0.18% 0.24% 0.21%	0.08% 0.14% 0.14% 0.16% 0.08% 0.08% 0.08% 0.08% 0.08% 0.08% 0.08% 0.11% 0.23% 0.35% 0.18%	10.5 24.6 15.5 14.7 14.8 26.5 17.8 33.8	57.5% 74.0% 43.7% 	88.5% 74.2% 63.8% 81.0% 76.8% 70.0% 57.8% 77.3%	83.9% 59.8% 51.0% 	13.2 18.6 21.8 16.5 34.8 22.2 13.2 43.6 13.6 16.9	48.9% 32.9% 36.0% 30.6% 47.9% 50.0% 38.5% 63.2% 60.0%	83.0% 73.6% 72.0% 36.3% 71.3% 71.9% 80.9% 67.7% 65.4% 67.6%	73.0% 58.2% 47.3% 7.9% 56.6% 51.9% 51.9% 54.1% 50.1% 53.9% 49.9%	7.1% 11.9% 6.3% 10.7% 12.0% 8.9% 4.7% 11.5% 6.8% 7.5% 0.0% 0.1%	17.0% 24.4% 14.5%  25.3% 31.4% 21.9% 39.0% 16.4% 11.2% 22.4%  66.2% 0.3%	16.3 22.4 29.1 
Auto Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilites Health/Reauty Medical News/Media Restaurant Retail Services Services	3.0% 7.5% 3.3% 8.8% 2.8% 2.8% 4.8% 4.8% 6.8% 8.0%	5.3% 12.1% 4.5% 19.0% 17.3% 3.9% 4.6% 3.9% 7.8% 21.3% 12.4%  2.1% 5.0%	5.8% 12.9% 6.2% 17.1% 10.4% 9.2% 10.7% 10.0% 8.4% 9.7% 8.3% 30.6% 4.0% 9.1%	36.8 35.8 36.2 21.1 48.8 34.4 33.3 49.2 38.3 40.0 61.2 	0.31% 0.44% 0.21% 0.44% 0.33% 0.22% 0.30% 0.37% 0.18% 0.24% 0.21% 1.79% 0.17%	0.08% 0.14% 0.14% 0.14%	10.5 24.6 15.5 14.7 14.8 26.5 17.8 33.8	57.5% 74.0% 43.7%	88.5% 74.2% 63.8% 81.0% 76.8% 70.0% 57.8% 77.3%	83.9% 59.8% 51.0%  71.9% 64.0%  55.8%  44.2%	13.2 18.6 21.8 16.5 34.8 22.2 13.2 43.6 13.6 16.9	48.9% 32.9% 36.0% 30.6% 47.9% 50.0% 38.5% 25.8% 63.2%	83.0% 73.6% 72.0% 96.3% 71.3% 71.9% 80.9% 67.7% 65.4% 67.6%	73.0% 58.2% 47.3% 7.9% 56.6% 58.9% 61.9% 54.1% 50.1% 53.9%	7.1% 11.9% 6.3% 10.7% 12.0% 8.9% 4.7% 11.5% 6.8% 7.5% 0.0% 0.1% 12.2%	17.0% 24.4% 14.5%	16.3 22.4 29.1  40.7 96.4 17.1 75.9 46.9 31.2 8 9.9 16.9 49.7
Auto Consumer Packaged Goods Corporate Electronics Einetrainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services Tech/internet	3.0% 7.5% 3.3% 8.8% 8.9% 2.8% 3.2% 4.8% 6.8% 6.8% 8.0% 	5.3% 12.1% 4.5% 19.0% 17.3% 3.9% 4.6% 3.9% 7.8% 21.3% 12.4% 	5.8% 12.9% 6.2% 17.1% 10.4% 9.2% 10.7% 10.0% 8.4% 9.7% 8.3% 	36.8 35.8 38.2 21.1 48.8 34.4 33.3 49.2 38.3 40.0 61.2 	0.31% 0.44% 0.21% 0.44% 0.33% 0.22% 0.30% 0.37% 0.18% 0.24% 0.21% 0.21% 1.79% 0.26% 0.26% 0.28%	0.08% 0.14% 0.14%	10.5 24.6 15.5 14.7 14.8 26.5 17.8 33.8	57.5% 74.0% 43.7%	88.5% 74.2% 63.8% 81.0% 76.8% 70.0% 57.8% 77.3%	83.9% 59.8% 51.0%  71.9% 64.0%  44.2%  65.8%	13.2 18.6 21.8 16.5 34.8 22.2 13.2 43.6 13.6 16.9 	48.9% 32.9% 36.0% 36.0% 30.6% 47.9% 50.0% 38.5% 25.8% 63.2% 60.0% 45.3% 29.3%	83.0% 73.6% 72.0% 36.3% 71.9% 80.9% 67.7% 65.4% 67.6% 	73.0% 58.2% 47.3% 7.9% 56.6% 58.9% 61.9% 50.1% 50.1% 50.1% 53.9% 	7.1% 11.9% 6.3% 10.7% 12.0% 8.9% 4.7% 11.5% 6.8% 7.5% 0.0% 0.1%	17.0% 24.4% 14.5%	16.3 22.4 29.1 
Auto Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilites Health/Reauty Medical News/Media Restaurant Retail Services Services	3.0% 7.5% 3.3% 8.8% 2.8% 2.8% 4.8% 4.8% 6.8% 8.0%	5.3% 12.1% 4.5% 19.0% 17.3% 3.9% 4.6% 3.9% 7.8% 21.3% 12.4%  2.1% 5.0%	5.8% 12.9% 6.2% 17.1% 10.4% 9.2% 10.7% 10.0% 8.4% 9.7% 8.3% 30.6% 4.0% 9.1%	36.8 35.8 36.2 21.1 48.8 34.4 33.3 49.2 38.3 40.0 61.2 	0.31% 0.44% 0.21% 0.44% 0.33% 0.22% 0.30% 0.37% 0.18% 0.24% 0.21% 1.79% 0.17%	0.08% 0.14% 0.14% 0.14%	10.5 24.6 15.5 14.7 14.8 26.5 17.8 33.8	57.5% 74.0% 43.7%	88.5% 74.2% 63.8% 81.0% 76.8% 70.0% 57.8% 77.3%	83.9% 59.8% 51.0%  71.9% 64.0%  55.8%  44.2%  - - 65.8%	13.2 18.6 21.8 16.5 34.8 22.2 13.2 43.6 13.6 16.9	48.9% 32.9% 36.0% 30.6% 47.9% 50.0% 38.5% 25.8% 63.2%	83.0% 73.6% 72.0% 96.3% 71.3% 71.9% 80.9% 67.7% 65.4% 67.6%	73.0% 58.2% 47.3% 7.9% 56.6% 58.9% 61.9% 54.1% 50.1% 53.9%	7.1% 11.9% 6.3% 10.7% 12.0% 8.9% 4.7% 11.5% 6.8% 7.5% 0.0% 0.1% 12.2%	17.0% 24.4% 14.5%	16.3 22.4 29.1  40.7 96.4 17.1 75.9 46.9 31.2 8 9.9 16.9 49.7



#### Benchmarks for Brazil - 2012

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	Video Metrics		E	Expandable Metr	rics
	Imp. with	IR	Dwell Rate	User Average Dwell Time (Seconds)		CTR	Avg. Video Duration (Seconds)	Started Pate	50% Played Pate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Pate	50% Played Pate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion	Avg. Expansion Duration (Seconds
Standard Banner	- Interactions reace		- Dwell Itale	-		0.09%										-	- Duration (decond
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 234x60 Floating Ad Polite Banner	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%	-	-	-
	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 Standard Floating Ad	0.1%	0.1%	1.1%	41.0		0.09%											
In-Stream	-	-	-	-		4.53%	-	76.0%	82.0%	80.2%			-	-		-	
In-Stream VAST	-	-	-	-		4.59%	-	93.7%	82.0%	80.2%		-		-		-	-
III-Stream VAST	-		-	Basic Metrics		4.59%			d Video Metrics	80.2%			Video Metrics			xpandable Metr	
				Dasic Metrics				Auto initiate	a video Metrics			User initiated	Video Metrics				103
	Imp. with	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Pate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Pate	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%	wieula)	(Seconds)	Started Kate	50 % Flayeu Kate		49.0	0.1%	66.2%	38.1%	Expansion Nate	Nate	
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
σ Financial	1.4%	2.1%	3.1%	52.7	0.06%	0.06%									5.4%	13.0%	43.3
Gaming				-		0.38%											
Gaming Government/Utilities Health/Beauty Medical	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
							-	-	-	-	-		-	-			
Restaurant	2.6%	3.3%	5.2%	30.6	0.11%	0.09%									2.9%	3.4%	58.6
Retail Services		 C 00/	 			0.20%	-							-			405.0
Sports	3.8%	6.2%	5.8%	36.8	0.19%	0.09%	-		-						8.1%	21.8%	125.2
Tech/Internet	1.9%	2.7%	4.5%	37.0	0.15%	0.09%	-	-	-	-			-		1.9%	8.3%	41.1
Telecom	3.2%	4.6%	5.6%	53.0	0.13%	0.05%	-	-	-		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					•			•		•		•	•				



#### **Benchmarks for Canada - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	l Video Metrics			User Initiated	d Video Metrics		E	xpandable Metri	ics
	Imp. with	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 (Second
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 Floating Ad Polite Banner	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	l Video Metrics			User Initiated	d Video Metrics			xpandable Metri	ics
	Imp. with	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 (Second
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 Government/Utilities Health/Beauty Medical News/Media	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%										-	
				35.4	0.09%	0.06%	-								3.9%	45.4%	74.8
Restaurant	0.3%	0.4%	2.9%	33.4	0.0070												
Restaurant Retail	0.3%			-	-	0.05%	-	-									
Restaurant Retail Services	0.3%	14.7%		51.8	0.29%	0.05% 0.08%	-	-	-	-	23.9	55.8%	58.1%	39.9%	15.3%	16.3%	13.6
Restaurant Retail Services Sports	0.3%  13.6% 	14.7%	6.3%	51.8	0.29%	0.05%									15.3%	16.3%	-
Restaurant Retail Services Sports Tech/Internet	0.3%	14.7%	6.3%	51.8  65.0	0.29%  0.05%	0.05% 0.08% 0.11%	-			-	23.9	55.8%	58.1%	39.9%  	15.3%	16.3%	78.5
Restaurant Retail Services Sports	0.3%  13.6% 	14.7%	6.3%	51.8	0.29%	0.05% 0.08% 0.11%					23.9	55.8%	58.1%	39.9%	15.3%	16.3%	-

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



#### **Benchmarks for Czech Republic - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics		E	xpandable Metri	ics
	Imp. with	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%											
300x250 728x90 160x600					-	0.07%				-			-		-		-
L				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics		E	xpandable Metri	ics
	Imp. with	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						0.05%			-				-				
Electronics					-	0.16%											
Financial						0.11%											-
Retail					-	0.14%					-		-	-			-

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

Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for Chile - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics			xpandable Metri	cs
	Imp. with	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	Avg. Expansi Duration (Seco
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%		-	
				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics		-	xpandable Metri	cs
	Imp. with	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. Expansi Duration (Seco
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
						0.10%											
Gaming																	
Gaming Government/Utilities	-					0.13%											
						0.13% 0.18%	-	-			-			-	-	-	
Government/Utilities																	-
Government/Utilities Health/Beauty						0.18%	-	-			-						
Government/Utilities Health/Beauty Medical	-					0.18% 0.05%					-			-			-
Government/Utilities Health/Beauty Medical Restaurant		  				0.18% 0.05% 0.07%					-				-	-	-
Government/Utilities Health/Beauty Medical Restaurant Retail		   				0.18% 0.05% 0.07% 0.18%	-			- - -	-				- - -		
Government/Utilities Health/Beauty Medical Restaurant Retail Services			-			0.18% 0.05% 0.07% 0.18% 0.09%	-				-			  	-		



#### **Benchmarks for China - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	Video Metrics		E	xpandable Metri	cs
	Imp. with	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. Expansio
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	d Video Metrics			User Initiated	Video Metrics		E	xpandable Metri	cs
	Imp. with	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Stanta d Bata	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	Avg. Expansion
Apparel	1.2%	1.8%	3.8%	(Seconds) 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%	0.02%	51.5	51.270	34.170	20.976	12.0	10.4%	05.5%	40.170	10.976	23.470	51.5
Financial	0.1%	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	0.11%	0.4376	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 insufficiant data.



#### **Benchmarks for Colombia - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				<b>Auto Initiated</b>	Video Metrics			User Initiated	Video Metrics			xpandable Metri	ics
	Imp. with	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
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			xpandable Metri	ics
	Imp. with	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 (Second
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

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

MediaMind Research, 2012.

Denotes inapplicable metric or insufficiant data.

MediaMind Research, 2012.

Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for Denmark - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	l Video Metrics			xpandable Metri	ics
	Imp. with	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. Expansio
Standard Banner	-		-	-		0.10%	-	-	-	-	-		-	-	-	-	-
300x250				-		0.09%		-									
728x90	-		-	-		0.08%	-	-			-		-	-	-	-	-
160x600						0.12%										-	-
Rich Media	2.9%	3.5%	5.3%	36.5		0.22%	-	-	-		63.5	26.1%	65.6%	51.5%	6.6%	16.5%	18.6
Expandable Banner	2.8%	2.9%	3.6%	44.4		0.18%	-	-	-	-	177.9	18.9%	59.8%	45.9%	4.0%	4.6%	33.7
300x250	0.6%	0.8%	3.6%	45.2		0.16%		-			84.1	32.1%	60.5%	32.2%	1.8%	5.3%	94.3
234x60	4.3%	5.5%	2.2%	55.6		0.11%									4.3%	5.3%	20.3
Polite Banner	0.3%	1.1%	4.1%	28.3		0.19%	-		-		24.5	27.9%	74.3%	59.6%	-	-	-
300x250	0.3%	0.3%	2.9%	26.6		0.16%					25.5	32.2%	72.1%	56.8%			
728x90	0.2%	0.2%	2.9%	37.8		0.22%											
Mobile	-	-		-		0.19%	-		-		-			-	-	-	-
				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics		E	xpandable Metri	ics
	Imp. with	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 (Second
Apparel	0.6%	0.8%	5.7%	34.7	0.16%	0.11%	-	-	-		29.6	65.5%	78.7%	63.2%	4.5%	19.6%	11.3
Auto	0.1%	0.1%	2.5%	24.7	0.09%	0.10%	-				17.8	0.0%	88.2%	68.5%		-	
Consumer Packaged Goods	6.5%	8.0%	3.2%	56.7	0.11%	0.10%		-							6.5%	7.8%	30.8
Electronics				-		0.08%		-									
Entertainment	0.6%	2.3%	4.1%	33.5	0.22%	0.23%					26.0	12.3%	54.3%	41.3%	2.3%	15.5%	52.8
Financial	-			-		0.10%	-				-		-			-	
Gaming	2.1%	2.7%	3.7%	42.8	0.12%						43.5	11.8%	45.5%	26.6%			
Health/Beauty	9.6%	10.7%	9.2%	29.2	0.19%											-	
Retail						0.11%											
Services	-			-		0.23%	-				-		-			-	
Tech/Internet	8.6%	10.1%	10.0%	26.0	0.30%			-									
	0.40/	4.2%	4.2%	56.8	0.13%	-									3.4%	16.4%	128.0
Telecom	3.4%	4.270															



#### Benchmarks for Dubai - 2012

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	d Video Metrics		E	xpandable Metri	ics
	Imp. with	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. Expansio Duration (Secon
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
300x250 728x90 234x60 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%	77.1%	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%	-		-		-		-	-		-	-
				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	d Video Metrics			xpandable Metr	ics
	Imp. with			User Average Dwell Time	CTR (Rich	CTR (Standard	Avg. Video Duration			Fully Played	Avg. Video Duration			Fully Played	Impressions with	Total Expansion	Avg. Expansion
	Interactions Rate	IR	Dwell Rate	(Seconds)	Media)	Media)	(Seconds)	Started Pate	50% Played Rate	Rate	(Seconds)	Started Pate	50% Played Rate	Rate	Expansion Rate	Rate	Duration (Second
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 Gaming Government/Utilities Health/Beauty	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
	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
Retail		13.1%	8.3%	99.4	0.33%	0.17%			-		26.3	5.1%	57.4%	43.7%	7.8%	15.2%	159.6
Retail Services	7.5%			62.5	0.61%	0.22%	-		-		17.3	18.4%	92.4%	82.7%	6.7%	8.8%	83.1
	7.5% 6.4%	8.4%	9.2%	02.5													-
Services		8.4% 13.7%	9.2%	77.2	0.53%	0.22%	-								9.2%	17.0%	65.4
Services Sports	6.4%					0.22% 0.18%		-	-	-	-		-		9.2% 7.5%	17.0% 15.1%	65.4 32.1

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

MediaMind Research, 2012.

Denotes inapplicable metric or insufficiant data.

Data Source



#### **Benchmarks for Egypt - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	Video Metrics			xpandable Metr	ics
	Imp. with	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 (Second
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	d Video Metrics			User Initiated	Video Metrics		-	xpandable Metr	ics
	Imp. with	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	Avg. Expansion
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
	10.8%	21.8%	9.1%	64.1	0.72%										13.5%	26.5%	17.4
Tech/Internet	10.6%											2.4%					

MediaMind Research, 2012.

Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for Finland - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	l Video Metrics			User Initiated	l Video Metrics		E	xpandable Metri	ics
	Imp. with	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. Expansio Duration (Secon
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		E	xpandable Metri	ics
	Imp. with	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
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%												



#### Benchmarks for France - 2012

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			Jser Initiated	Video Metrics		_	xpandable Metri	ics
	Imp. with	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 (Second
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
728x90 234x60 Floating Ad Polite Banner	12.0%	25.8%	8.7%	118.0		0.32%					23.1	5.7%	30.9%	17.9%	10.5%	9.2%	15.6
Polite Banner	3.3%	3.5%	45.1%	4.0		3.35%									-	-	-
300x250	2.2% 2.3%	<b>5.6%</b> 6.3%	5.0% 3.5%	<b>39.0</b> 49.5		<b>0.19%</b> 0.11%	<b>27.9</b> 25.5	<b>58.1%</b> 63.3%	<b>68.8%</b> 71.5%	<b>58.1%</b> 59.8%	35.7 36.6	<b>58.5%</b> 63.0%	<b>71.3%</b> 70.5%	<b>57.4%</b> 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%	72.0	30.3%	04.976	52.5%	67.9	64.1%	74.0%	62.8%		-	
In-Stream	0.270	-	1.070	- J		2.26%	-	99.5%	77.9%	72.1%			74.070	02.070	-	-	-
In-Stream VAST	-	_	-	_		2.24%	_	99.5%	77.9%	72.1%		_	-	_	-	_	_
Mobile	-			-		2.82%	-		-							-	-
				Basic Metrics				Auto Initiated	Video Metrics			Jser Initiated	Video Metrics			xpandable Metri	
							Avg. Video				Avg. Video				Impressions with		
	Imp. with	ID	Duroll Poto	User Average Dwell Time	CTR (Rich	CTR (Standard	Duration	Started Bate	E0% Played Pate	Fully Played	Duration (Seconds)	Started Bate	E0% Played Pate	Fully Played	any Panel	Total Expansion	Avg. Expansion
Annarel	Interactions Rate	IR 4 7%	Dwell Rate	(Seconds)	Media)	Media)	Duration (Seconds)		50% Played Rate	Rate	(Seconds)		50% Played Rate	Rate	Expansion Rate	Rate	Duration (Seconds
Apparel Auto	Interactions Rate 2.2%	4.7%	6.9%	(Seconds) 44.8	Media) 0.34%	Media) 0.10%	Duration (Seconds) 23.3	55.0%	70.3%	Rate 62.6%	(Seconds) 45.9	32.4%	73.4%	Rate 61.6%	Expansion Rate 4.1%	Rate 20.0%	Duration (Seconds
Apparel Auto B2B	Interactions Rate			(Seconds)	Media)	Media)	Duration (Seconds) 23.3 26.3			Rate	(Seconds)		73.4% 72.3%	Rate	Expansion Rate	Rate	Duration (Seconds
Auto	Interactions Rate 2.2% 7.2%	4.7% 13.5%	6.9% 10.8%	(Seconds) 44.8 40.4	Media) 0.34% 0.24%	Media) 0.10% 0.08%	Duration (Seconds) 23.3	55.0% 63.6%	70.3% 76.4%	Rate 62.6% 66.2%	(Seconds) 45.9 34.6	32.4% 56.2%	73.4%	Rate 61.6% 58.6%	Expansion Rate 4.1% 4.0%	Rate 20.0% 35.4%	Duration (Seconds 38.2 141.3
Auto B2B Careers	Interactions Rate   2.2%   7.2%   0.3%	4.7% 13.5% 0.6%	6.9% 10.8% 4.2%	(Seconds) 44.8 40.4 38.1	Media) 0.34% 0.24% 0.12%	Media) 0.10% 0.08% 0.08%	Duration (Seconds) 23.3 26.3 2.3	55.0% 63.6% 65.5%	70.3% 76.4% 100.0%	Rate 62.6% 66.2% 93.9%	(Seconds) 45.9 34.6 62.2	32.4% 56.2% 60.8%	73.4% 72.3% 72.8%	Rate 61.6% 58.6% 56.1%	4.1% 4.0%	20.0% 35.4%	38.2 141.3
Auto B2B	1nteractions Rate 2.2% 7.2% 0.3% 0.4%	4.7% 13.5% 0.6% 0.7%	6.9% 10.8% 4.2% 4.3%	(Seconds) 44.8 40.4 38.1 31.6	Media) 0.34% 0.24% 0.12% 0.11%	Media) 0.10% 0.08% 0.08% 0.08%	Duration (Seconds) 23.3 26.3 2.3 12.8	55.0% 63.6% 65.5% 76.9%	70.3% 76.4% 100.0% 81.7%	Rate 62.6% 66.2% 93.9% 68.1%	(Seconds) 45.9 34.6 62.2 21.6	32.4% 56.2% 60.8% 0.0%	73.4% 72.3% 72.8% 36.6%	Rate 61.6% 58.6% 56.1% 22.0%	4.1% 4.0%  1.5%	Rate 20.0% 35.4%  1.9%	38.2 141.3  64.7
Auto B2B Careers Consumer Packaged Goods	Interactions Rate   2.2%   7.2%   0.3%   0.4%   3.1%   3.0%   4.1%	4.7% 13.5% 0.6% 0.7% 6.6%	6.9% 10.8% 4.2% 4.3% 6.8%	(Seconds) 44.8 40.4 38.1 31.6 51.0	Media) 0.34% 0.24% 0.12% 0.11% 0.18%	Media) 0.10% 0.08% 0.08% 0.08% 0.10%	Duration (Seconds) 23.3 26.3 2.3 12.8 35.3	55.0% 63.6% 65.5% 76.9% 63.1%	70.3% 76.4% 100.0% 81.7% 75.5%	Rate 62.6% 66.2% 93.9% 68.1% 65.1%	(Seconds) 45.9 34.6 62.2 21.6 39.6	32.4% 56.2% 60.8% 0.0% 63.1%	73.4% 72.3% 72.8% 36.6% 77.3%	Rate 61.6% 58.6% 56.1% 22.0% 64.9%	4.1% 4.0%  1.5% 4.6%	Rate 20.0% 35.4%  1.9% 50.3%	38.2 141.3  64.7 301.6
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment	1nteractions Rate 2.2% 7.2% 0.3% 0.4% 3.1% 3.0% 4.1% 2.7%	4.7% 13.5% 0.6% 0.7% 6.6% 3.7% 5.5% 5.3%	6.9% 10.8% 4.2% 4.3% 6.8% 5.6% 7.6%	(Seconds) 44.8 40.4 38.1 31.6 51.0 57.1 40.2 51.8	Media) 0.34% 0.24% 0.12% 0.11% 0.18% 0.17%	Media) 0.10% 0.08% 0.08% 0.08% 0.10% 0.11% 0.11%	Duration (Seconds) 23.3 26.3 2.3 12.8 35.3	55.0% 63.6% 65.5% 76.9% 63.1%	70.3% 76.4% 100.0% 81.7% 75.5%	Rate 62.6% 66.2% 93.9% 68.1% 65.1%	(Seconds) 45.9 34.6 62.2 21.6 39.6 19.8 52.5	32.4% 56.2% 60.8% 0.0% 63.1%  28.4% 50.1%	73.4% 72.3% 72.8% 36.6% 77.3%	Rate 61.6% 58.6% 56.1% 22.0% 64.9% 57.0% 52.5%	Expansion Rate 4.1% 4.0% 1.5% 4.6% 4.2% 4.8%	Rate 20.0% 35.4% 1.9% 50.3% 21.0% 39.2%	Duration (Seconds 38.2 141.3 
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment	Interactions Rate 2.2% 7.2% 0.3% 0.4% 3.1% 3.0% 4.1% 2.7% 1.8%	4.7% 13.5% 0.6% 0.7% 6.6% 3.7% 5.5% 5.3% 2.8%	6.9% 10.8% 4.2% 4.3% 6.8% 5.6% 7.6% 5.2% 8.5%	(Seconds) 44.8 40.4 38.1 31.6 51.0 57.1 40.2 51.8 41.3	Media) 0.34% 0.24% 0.12% 0.11% 0.18% 0.17% 0.24% 0.24% 0.41%	Media) 0.10% 0.08% 0.08% 0.08% 0.10% 0.15% 0.11% 0.11% 0.07%	Duration (Seconds) 23.3 26.3 2.3 12.8 35.3 	55.0% 63.6% 65.5% 76.9% 63.1%   65.8%	70.3% 76.4% 100.0% 81.7% 75.5%  66.3%	Rate 62.6% 66.2% 93.9% 68.1% 65.1% 51.2%	(Seconds) 45.9 34.6 62.2 21.6 39.6 19.8 52.5	32.4% 56.2% 60.8% 0.0% 63.1%  28.4% 50.1% 52.8%	73.4% 72.3% 72.8% 36.6% 77.3% 69.9% 69.7% 81.4%	Rate 61.6% 58.6% 56.1% 22.0% 64.9%  57.0% 52.5% 68.5%	Expansion Rate 4.1% 4.0% 1.5% 4.6% 4.2% 4.8% 2.2%	Rate 20.0% 35.4% 1.9% 50.3% 21.0% 39.2% 49.2%	Duration (Seconds 38.2 141.3
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Filterfainment	Interactions Rate 2.2% 7.2% 0.3% 0.4% 3.1% 3.0% 4.1% 2.7% 1.8% 4.1%	4.7% 13.5% 0.6% 0.7% 6.6% 3.7% 5.5% 5.3% 2.8% 12.2%	6.9% 10.8% 4.2% 4.3% 6.8% 5.6% 7.6% 5.2% 8.5% 6.0%	(Seconds) 44.8 40.4 38.1 31.6 51.0 57.1 40.2 51.8 41.3 48.9	Media) 0.34% 0.24% 0.12% 0.11% 0.18% 0.17% 0.24% 0.24% 0.24% 0.35%	Media) 0.10% 0.08% 0.08% 0.08% 0.08% 0.10% 0.15% 0.11% 0.11% 0.17% 0.14%	Duration (Seconds) 23.3 26.3 2.3 12.8 35.3 	55.0% 63.6% 65.5% 76.9% 63.1%   65.8%	70.3% 76.4% 100.0% 81.7% 75.5%   66.3%	Rate 62.6% 66.2% 93.9% 68.1% 65.1% 51.2%	(Seconds) 45.9 34.6 62.2 21.6 39.6 19.8 52.5 15.0 50.2	32.4% 56.2% 60.8% 0.0% 63.1%  28.4% 50.1% 52.8% 51.1%	73.4% 72.3% 72.8% 36.6% 77.3% 	Rate 61.6% 58.6% 56.1% 62.0% 64.9%  57.0% 52.5% 68.5% 53.7%	Expansion Rate 4.1% 4.0% 1.5% 4.6% 4.2% 4.8% 2.2% 3.5%	Rate 20.0% 35.4% 1.9% 50.3% 21.0% 39.2% 49.2% 35.1%	Duration (Seconds 38.2 141.3 64.7 301.6 160.4 75.9 23.4 29.3
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Government/Utilities	Interactions Rate 2.2% 7.2% 0.3% 0.4% 3.1% 3.0% 4.1% 2.7% 1.8% 4.116 3.0%	4.7% 13.5% 0.6% 0.7% 6.6% 3.7% 5.5% 5.3% 2.8% 12.2% 4.0%	6.9% 10.8% 4.2% 4.3% 6.8% 5.6% 7.6% 5.2% 8.5% 6.0% 5.3%	(Seconds) 44.8 40.4 38.1 31.6 51.0 57.1 40.2 51.8 41.3 48.9 49.2	Media) 0.34% 0.24% 0.12% 0.11% 0.18% 0.17% 0.24% 0.24% 0.24% 0.41% 0.35% 0.19%	Modia) 0.10% 0.08% 0.08% 0.08% 0.08% 0.10% 0.11% 0.11% 0.11% 0.07% 0.14% 0.07%	Duration (Seconds) 23.3 26.3 2.3 12.8 35.3  33.6 	55.0% 63.6% 65.5% 76.9% 63.1%   65.8%  59.3%	70.3% 76.4% 100.0% 81.7% 75.5% 	Rate 62.6% 66.2% 93.9% 68.1% 65.1% 51.2% 36.6%	(Seconds) 45.9 34.6 62.2 21.6 39.6 19.8 52.5 15.0 50.2 20.9	32.4% 56.2% 60.8% 0.0% 63.1%  28.4% 50.1% 52.8% 51.1% 59.3%	73.4% 72.3% 72.8% 36.6% 77.3%  69.9% 69.7% 81.4% 66.5% 61.5%	Rate 61.6% 58.6% 56.1% 22.0% 64.9% 57.0% 52.5% 68.5% 63.7% 46.1%	Expansion Rate 4.19% 4.09% 1.59% 4.69% 4.29% 4.89% 2.29% 3.59% 1.49%	Rate 20.0% 35.4% 1.9% 50.3% 21.0% 39.2% 49.2% 46.9%	Duration (Seconds 38.2 141.3 64.7 301.6 160.4 75.9 23.4 29.3 200.4
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty	Interactions Rate 2.2% 7.2% 0.3% 0.4% 3.1% 3.0% 4.1% 2.7% 1.8% 4.1% 3.0% 3.0%	4.7% 13.5% 0.6% 0.7% 6.6% 3.7% 5.5% 5.3% 2.8% 12.2% 4.0% 5.2%	6.9% 10.8% 4.2% 4.3% 6.8% 5.6% 7.6% 5.2% 8.5% 6.0% 5.3% 8.4%	(Seconds) 44.8 40.4 38.1 31.6 51.0 57.1 40.2 51.8 41.3 48.9 49.2 38.9	Media) 0.34% 0.24% 0.12% 0.11% 0.18% 0.17% 0.24% 0.24% 0.24% 0.41% 0.35% 0.19%	Media) 0.10% 0.08% 0.08% 0.08% 0.10% 0.11% 0.11% 0.11% 0.11% 0.14% 0.07% 0.14%	Duration (Seconds) 23.3 26.3 2.3 12.8 35.3 115.4 14.3	55.0% 63.6% 65.5% 76.9% 63.1%  65.8%  59.3%	70.3% 76.4% 100.0% 81.7% 75.5% 66.3% 47.6% 72.6%	Rate 62.6% 66.2% 93.9% 68.1% 65.1% 51.2% 59.4%	(Seconds) 45.9 34.6 62.2 21.6 39.6 19.8 52.5 15.0 50.2 20.9 18.4	32.4% 56.2% 60.8% 0.0% 63.1%  28.4% 50.1% 52.8% 51.1% 59.3% 28.4%	73.4% 72.3% 72.8% 36.6% 77.3% 69.9% 69.7% 81.4% 66.5% 61.5% 69.6%	Rate 61.6% 58.6% 56.1% 22.0% 64.9%  57.0% 52.5% 68.5% 53.7% 46.1% 56.2%	Expansion Rate 4.1% 4.0% 1.5% 4.6% 4.2% 4.8% 2.2% 3.5% 1.4% 6.2%	Rate 20.0% 35.4% 1.9% 50.3% 21.0% 39.2% 49.2% 35.1% 46.9% 28.2%	Duration (Seconds 38.2 141.3 64.7 301.6 160.4 75.9 23.4 29.3 200.4 17.5
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Government/Utilities Heath/Beauty Medical	Interactions Rate 2.7.2% 7.2% 0.3% 0.4% 3.1% 3.0% 4.1% 2.7% 1.8% 4.1% 3.0% 3.0% 8.2%	4.7% 13.5% 0.6% 0.7% 6.6% 3.7% 5.5% 5.3% 2.8% 12.2% 4.0% 5.2% 11.7%	6.9% 10.8% 4.2% 4.3% 6.8% 5.6% 7.6% 5.2% 8.5% 6.0% 5.3% 8.4% 13.2%	(Seconds) 44.8 40.4 38.1 31.6 51.0 57.1 40.2 51.8 41.3 48.9 49.2 38.9 40.1	Media) 0.34% 0.24% 0.12% 0.11% 0.18% 0.17% 0.24% 0.24% 0.24% 0.24% 0.41% 0.35% 0.19% 0.35% 0.19%	Modia) 0.10% 0.08% 0.08% 0.08% 0.10% 0.11% 0.11% 0.11% 0.11% 0.17% 0.14% 0.07% 0.14% 0.10%	Duration (Seconds) 23.3 26.3 26.3 12.8 35.3 33.6 115.4 14.3 14.3	55.0% 63.6% 65.5% 76.9% 63.1%  - - - - 59.3%	70.3% 76.4% 100.0% 81.7% 75.5% 66.3% 47.6% 72.6%	Rate 62.6% 66.2% 93.9% 68.1% 65.1% 36.6% 59.4%	(Seconds) 45.9 34.6 62.2 21.6 39.6 19.8 52.5 15.0 50.2 20.9 18.4	32.4% 56.2% 60.8% 0.0% 63.1%  28.4% 50.1% 52.8% 51.1% 59.3% 28.4%	73.4% 72.3% 72.8% 36.6% 77.3% 69.9% 69.7% 81.4% 66.5% 61.5% 69.6%	Rate 61.6% 58.6% 56.1% 22.0% 64.9%  57.0% 52.5% 68.5% 53.7% 46.1%	Expansion Rate 4.1% 4.0% 1.5% 4.6% 4.2% 4.8% 2.2% 3.5% 1.4% 6.2% 7.6%	Rate 20.0% 35.4% 1.9% 50.3% 21.0% 39.2% 49.2% 35.1% 46.9% 28.2%	Duration (Seconds 38.2 141.3 64.7 301.6 160.4 75.9 23.4 29.3 200.4 17.5 9.7
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Government/Utilities Health/Beauty Medical Restaurant	Interactions Rate 2.2% 7.2% 0.3% 0.4% 3.1% 3.0% 4.1% 2.7% 4.1% 3.0% 4.1% 3.0% 3.0% 3.0% 3.0% 3.0% 3.0% 3.0% 3.0	4.7% 13.5% 0.6% 0.7% 6.6% 3.7% 5.5% 5.3% 2.8% 12.2% 4.0% 5.2% 11.7% 7.4%	6.9% 10.8% 4.2% 4.3% 6.8% 5.6% 7.6% 5.2% 8.5% 6.0% 5.3% 8.4% 13.2% 3.8%	(Seconds) 44.8 40.4 38.1 31.6 51.0 57.1 40.2 51.8 41.3 48.9 49.2 38.9 40.1	Media) 0.34% 0.24% 0.12% 0.11% 0.11% 0.18% 0.17% 0.24% 0.41% 0.24% 0.41% 0.35% 0.19% 0.36% 0.89%	Modia) 0.10% 0.08% 0.08% 0.08% 0.10% 0.11% 0.11% 0.11% 0.14% 0.07% 0.14% 0.10%	Duration (Seconds) 23.3 26.3 2.3 12.8 35.3 33.6 115.4 14.3	55.0% 63.6% 65.5% 76.9% 63.1%  65.8%  59.3%	70.3% 76.4% 100.0% 81.7% 75.5% 	Rate 62.6% 66.2% 93.9% 68.1% 65.1% 51.2% 59.4%	(Seconds) 45.9 45.9 45.6 62.2 21.6 39.6 19.8 52.5 15.0 50.2 20.9 18.4 6.2	32.4% 56.2% 60.8% 0.0% 63.1% 	73.4% 72.3% 72.8% 36.6% 77.3% 69.9% 81.4% 66.5% 61.5% 69.6% 97.6%	Rate 61.6% 58.6% 56.1% 22.0% 64.9%  57.0% 52.5% 68.5% 53.7% 46.1% 56.2%	Expansion Rate 4.1% 4.0% 1.5% 4.6% 4.2% 4.8% 2.2% 3.5% 6.2% 7.6% 7.6%	Rate 20.0% 35.4% 1.9% 50.3% 21.0% 39.2% 49.2% 49.2% 28.2% 28.2% 28.2% 25.7%	Duration (Seconds 38.2 341.3 301.6 160.4 75.9 23.4 29.3 200.4 17.5 9.7 377.0
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Garning Health/Beauty Medical Restaurant Retail	Interactions Rate 2.2% 7.2% 0.3% 0.4% 3.1% 3.0% 4.1% 2.7% 1.8% 4.1% 3.0% 3.4% 8.2% 3.9%	4.7% 13.5% 0.6% 0.7% 6.6% 3.7% 5.5% 5.3% 2.8% 12.2% 4.0% 5.2% 11.7% 7.4% 2.5%	6.9% 10.8% 4.2% 4.3% 6.8% 5.6% 5.2% 8.5% 6.0% 5.3% 8.4% 13.2% 3.8% 5.0%	(Seconds) 44.8 40.4 38.1 31.6 51.0 57.1 40.2 51.8 41.3 48.9 49.2 38.9 40.1	Media) 0.34% 0.24% 0.12% 0.11% 0.18% 0.17% 0.24% 0.41% 0.35% 0.41% 0.35% 0.9% 0.07%	Modia) 0.10% 0.08% 0.08% 0.08% 0.10% 0.15% 0.11% 0.11% 0.11% 0.17% 0.14% 0.07% 0.14% 0.07%	Duration (Seconds) 23.3 26.3 22.3 12.8 35.3 33.6 115.4 14.3	55.0% 63.6% 65.5% 76.9% 63.1% 65.8% 59.3% 60.5%	70.3% 76.4% 100.0% 81.7% 75.5% 66.3% 47.6% 72.6%	Rate 62.6% 66.2% 93.9% 68.1% 65.1%	(Seconds) 45.9 34.6 62.2 21.6 39.6 19.8 52.5 15.0 50.2 20.9 18.4 6.2 25.4	32.4% 56.2% 60.8% 0.0% 63.1% 	73.4% 72.8% 72.8% 36.6% 77.8% 69.9% 69.7% 61.4% 66.5% 61.5% 61.5% 67.7% 70.9%	Rate 61.6% 58.6% 56.1% 22.0% 64.9%  57.0% 52.5% 68.5% 53.7% 46.1% 56.2%  80.9% 56.9%	Expansion Rate 4.1% 4.0% 1.5% 4.6% 4.2% 4.8% 2.2% 3.5% 1.4% 6.2% 7.6% 5.7% 9.8%	Rate 20.0% 35.4% 1.9% 50.3% 21.0% 39.2% 49.2% 35.1% 46.9% 28.2% 32.8% 32.8% 34.1%	Duration (Second: 38.2 141.3 64.7 301.6 160.4 75.9 23.4 29.3 200.4 17.5 9.7 377.0 46.6
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Government/Utilities Health/Seauty Medical Restaurant Retail Services	Interactions Rate 2 2 2 2 2 2 2 2 2 2 3 0 3% 0 4 3 1% 3 0% 4 1% 2 7% 4 18% 4 3 0% 4 19% 3 10% 3 10% 3 10% 4 11% 5 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	4.7% 13.5% 0.6% 0.7% 6.6% 3.7% 5.5% 5.3% 2.8% 12.2% 4.0% 5.2% 11.7% 7.4% 2.5% 14.7%	6.9% 10.8% 4.2% 4.3% 6.8% 5.6% 7.6% 5.2% 8.5% 6.0% 5.3% 4.4% 13.2% 3.8% 7.0%	(Seconds) 44.8 40.4 38.1 31.6 51.0 57.1 40.2 51.8 41.3 48.9 49.2 38.9 40.1 53.2 40.0 37.6	Media) 0.34% 0.24% 0.12% 0.11% 0.118% 0.17% 0.24% 0.24% 0.24% 0.35% 0.19% 0.36% 0.89% 0.07% 0.16% 0.12%	Modia) 0.10% 0.08% 0.08% 0.08% 0.10% 0.11% 0.11% 0.11% 0.14% 0.07% 0.14% 0.10% 0.10%	Duration (Seconds) 23.3 26.3 2.3 12.8 35.3	55.0% 63.6% 65.5% 76.9% 63.1%  - - - - 59.3%	70.3% 76.4% 100.0% 81.7% 75.5% 66.3% 47.6% 72.6%	Rate 62.6% 66.2% 93.9% 68.1% 65.1% 51.2% 59.4%	(Seconds) 45.9 34.6 62.2 21.6 39.6 19.8 52.5 15.0 20.9 18.4 6.2 25.4 23.5	32.4% 56.2% 60.8% 0.0% 63.1% 	73.4% 72.8% 72.8% 36.6% 77.3% 69.7% 81.4% 66.5% 61.5% 69.6% 97.6% 70.9% 66.5%	Rate 61.6% 58.6% 56.1% 22.0% 64.9%  57.0% 52.5% 68.5% 53.7% 46.1% 56.2%  80.9% 52.1%	Expansion Rate 4.1% 4.0% 1.5% 4.6% 4.2% 4.8% 2.2% 3.5% 6.2% 5.7% 9.8%	Rate 20.0% 35.4% 1.9% 50.3% 21.0% 39.2% 49.2% 35.1% 46.9% 28.2% 35.5% 34.1%	Duration (Seconds 38.2 38.2 38.2 141.3 64.7 301.6 160.4 75.9 23.4 29.3 200.4 17.5 9.7 377.0 46.6
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Government/Utilities Health/Beauty Medical Restaurant Retail Services Tech/Internet	Interactions Rate 2.2% 7.2% 0.3% 0.4% 3.1% 3.0% 4.1% 2.7% 4.1% 3.0% 4.1% 3.0% 3.4% 8.2% 3.9% 1.7% 7.8%	4.7% 13.5% 0.6% 0.7% 6.6% 3.7% 5.5% 2.8% 12.2% 4.0% 5.2% 11.7% 7.4% 2.5% 14.7% 14.7%	6.9% 10.8% 4.2% 4.3% 6.8% 5.6% 7.6% 5.2% 8.5% 6.0% 5.3% 8.4% 13.2% 3.8% 5.0% 7.0% 8.9%	(Seconds) 44.8 40.4 38.1 31.6 51.0 57.1 40.2 51.8 41.3 48.9 49.2 38.9 40.1 53.2 40.0 37.6 41.3	Media) 0.34% 0.24% 0.12% 0.12% 0.11% 0.18% 0.17% 0.24% 0.24% 0.24% 0.35% 0.19% 0.36% 0.36% 0.36% 0.16% 0.17% 0.17%	Media) 0.10% 0.08% 0.08% 0.08% 0.10% 0.11% 0.11% 0.11% 0.11% 0.17% 0.14% 0.07% 0.14% 0.10% 0.11% 0.10%	Duration (Seconds) 23.3 26.3 2.3 12.8 35.5 33.6 115.4 14.3	55.0% 63.6% 65.5% 76.9% 63.1% 59.3% 60.5%	70.3% 76.4% 100.0% 81.7% 75.5% 66.3% 72.6%	Rate 62.6% 68.2% 93.9% 68.1% 65.1% 51.2% 59.4%	(Seconds) 45.9 44.6 62.2 21.6 39.6 19.8 52.5 15.0 50.2 20.9 18.4 6.2 25.4 23.5	32.4% 56.2% 60.8% 0.0% 63.1%  28.4% 50.1% 52.8% 51.1% 59.3% 28.4%  15.3% 57.7% 64.6% 58.9%	73.4% 72.3% 72.8% 36.6% 77.3% 69.9% 69.7% 81.4% 66.5% 61.5% 69.6% 97.6% 70.9% 66.5% 70.9%	Rate 61.6% 58.6% 56.1% 22.0% 64.9% 	Expansion Rate 4.1% 4.0% 1.5% 4.6% 4.2% 4.2% 5.7% 9.8% 11.5%	Rate 20.0% 35.4% 1.9% 50.3% 21.0% 39.2% 49.2% 35.1% 49.2% 35.1% 48.2% 32.8% 32.8% 32.8% 34.1% 31.1%	Duration (Second: 38.2 141.3 64.7 301.6 160.4 75.9 23.4 29.3 29.3 29.3 17.5 9.7 377.0 46.6 29.8
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Government/Utilities Health/Seauty Medical Restaurant Retail Services	Interactions Rate 2 2 2 2 2 2 2 2 2 2 3 0 3% 0 4 3 1% 3 0% 4 1% 2 7% 4 18% 4 3 0% 4 19% 3 10% 3 10% 3 10% 4 11% 5 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	4.7% 13.5% 0.6% 0.7% 6.6% 3.7% 5.5% 5.3% 2.8% 12.2% 4.0% 5.2% 11.7% 7.4% 2.5% 14.7%	6.9% 10.8% 4.2% 4.3% 6.8% 5.6% 7.6% 5.2% 8.5% 6.0% 5.3% 4.4% 13.2% 3.8% 7.0%	(Seconds) 44.8 40.4 38.1 31.6 51.0 57.1 40.2 51.8 41.3 48.9 49.2 38.9 40.1 53.2 40.0 37.6	Media) 0.34% 0.24% 0.12% 0.11% 0.118% 0.17% 0.24% 0.24% 0.24% 0.35% 0.19% 0.36% 0.89% 0.07% 0.16% 0.12%	Modia) 0.10% 0.08% 0.08% 0.08% 0.10% 0.11% 0.11% 0.11% 0.14% 0.07% 0.14% 0.10% 0.10%	Duration (Seconds) 23.3 26.3 2.3 12.8 35.3	55.0% 63.6% 65.5% 76.9% 63.1% 65.8% 59.3% 60.5%	70.3% 76.4% 100.0% 81.7% 75.5% 66.3% 47.6% 72.6%	Rate 62.6% 66.2% 93.9% 68.1% 65.1%	(Seconds) 45.9 34.6 62.2 21.6 39.6 19.8 52.5 15.0 20.9 18.4 6.2 25.4 23.5	32.4% 56.2% 60.8% 0.0% 63.1% 	73.4% 72.8% 72.8% 36.6% 77.3% 69.7% 81.4% 66.5% 61.5% 69.6% 97.6% 70.9% 66.5%	Rate 61.6% 58.6% 56.1% 22.0% 64.9%  57.0% 52.5% 68.5% 53.7% 46.1% 56.2%  80.9% 52.1%	Expansion Rate 4.1% 4.0% 1.5% 4.6% 4.2% 4.8% 2.2% 3.5% 6.2% 5.7% 9.8%	Rate 20.0% 35.4% 1.9% 50.3% 21.0% 39.2% 49.2% 35.1% 46.9% 28.2% 35.5% 34.1%	Duration (Second: 38.2 141.3

MediaMind Research, 2012.

Denotes inapplicable metric or insufficiant data.

Data Source



#### **Benchmarks for Germany - 2012**

Performance Metrics (By Format, Size and Vertical)

			Basic Metrics			Auto Initiated	Video Metrics			User Initiated	l Video Metrics	Expandable Metrics					
	Imp. with	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. Expansio Duration (Secon
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%		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
728x90 234x60 Floating Ad Polite Banner	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%	32.3 110.5	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%		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	l Video Metrics		Expandable Metrics		
	Imp. with	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	Avg. Expansion
				41.0													00.0
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
Apparel Auto	2.7% 1.4%	6.0% 3.2%	11.1% 8.9%	41.5	0.31%	0.12%	60.2 25.9	55.5% 62.9%	75.2% 82.8%	63.1%	53.7 22.7	24.2% 38.3%	69.5% 65.0%	54.0% 48.6%	9.3% 1.4%	46.7% 96.0%	226.0
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
Auto B2B	1.4% 0.4% 10.0% 0.2%	3.2% 0.8%	8.9% 4.6%	41.5 24.5 69.9 22.9	0.37% 0.36%	0.12% 0.13% 0.11% 0.09%	25.9  77.3 170.1	62.9%	82.8%	69.8%	22.7	38.3%	65.0%  66.7% 85.7%	48.6%  51.4% 73.6%	1.4% 4.3% 8.3% 0.3%	96.0% 5.4% 50.7% 38.3%	226.0 58.7 143.1 158.9
Auto B2B Consumer Packaged Goods	1.4% 0.4% 10.0% 0.2% 0.6%	3.2% 0.8% 39.3%	8.9% 4.6% 6.2%	41.5 24.5 69.9	0.37% 0.36% 0.17%	0.12% 0.13% 0.11%	25.9  77.3	62.9%  54.3% 55.4% 53.9%	82.8%  65.7%	69.8%  52.7%	22.7  76.3	38.3%  37.6%	65.0%  66.7%	48.6%  51.4%	1.4% 4.3% 8.3% 0.3% 3.2%	96.0% 5.4% 50.7% 38.3% 51.7%	226.0 58.7 143.1 158.9 195.1
Auto B2B Consumer Packaged Goods Corporate	1.4% 0.4% 10.0% 0.2%	3.2% 0.8% 39.3% 0.3%	8.9% 4.6% 6.2% 8.1%	41.5 24.5 69.9 22.9	0.37% 0.36% 0.17% 0.17%	0.12% 0.13% 0.11% 0.09%	25.9  77.3 170.1	62.9%  54.3% 55.4%	82.8%  65.7% 80.8%	69.8%  52.7% 68.4%	22.7  76.3 18.3	38.3%  37.6% 15.3%	65.0%  66.7% 85.7%	48.6%  51.4% 73.6%	1.4% 4.3% 8.3% 0.3%	96.0% 5.4% 50.7% 38.3%	226.0 58.7 143.1 158.9
Auto B2B Consumer Packaged Goods Corporate Electronics	1.4% 0.4% 10.0% 0.2% 0.6% 2.5% 1.9%	3.2% 0.8% 39.3% 0.3% 0.8%	8.9% 4.6% 6.2% 8.1% 4.6%	41.5 24.5 69.9 22.9 33.6 38.5 48.6	0.37% 0.36% 0.17% 0.17% 0.26%	0.12% 0.13% 0.11% 0.09% 0.09%	25.9  77.3 170.1 108.1	62.9%  54.3% 55.4% 53.9%	82.8%  65.7% 80.8% 70.4%	69.8%  52.7% 68.4% 55.8%	22.7  76.3 18.3 51.4	38.3%  37.6% 15.3% 29.4%	65.0%  66.7% 85.7% 78.2%	48.6%  51.4% 73.6% 42.2%	1.4% 4.3% 8.3% 0.3% 3.2%	96.0% 5.4% 50.7% 38.3% 51.7% 103.8% 31.6%	226.0 58.7 143.1 158.9 195.1
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning	1.4% 0.4% 10.0% 0.2% 0.6% 2.5% 1.9% 0.9%	3.2% 0.8% 39.3% 0.3% 0.8% 4.7% 5.1% 1.2%	8.9% 4.6% 6.2% 8.1% 4.6% 9.9% 8.3% 5.6%	41.5 24.5 69.9 22.9 33.6 38.5 48.6 36.4	0.37% 0.36% 0.17% 0.17% 0.26% 0.54% 0.19% 0.27%	0.12% 0.13% 0.11% 0.09% 0.09% 0.13% 0.09% 0.11%	25.9  77.3 170.1 108.1 40.7	62.9%  54.3% 55.4% 53.9% 53.3%	82.8%  65.7% 80.8% 70.4% 57.0%	69.8%  52.7% 68.4% 55.8% 40.8%	22.7  76.3 18.3 51.4 34.0	38.3%  37.6% 15.3% 29.4% 41.4%	65.0%  66.7% 85.7% 78.2% 66.1%	48.6%  51.4% 73.6% 42.2% 51.9%	1.4% 4.3% 8.3% 0.3% 3.2% 5.2% 3.6% 2.7%	96.0% 5.4% 50.7% 38.3% 51.7% 103.8% 31.6% 26.4%	226.0 58.7 143.1 158.9 195.1 127.5 270.8 84.3
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial	1.4% 0.4% 10.0% 0.2% 0.6% 2.5% 1.9% 0.9% 0.2%	3.2% 0.8% 39.3% 0.3% 0.8% 4.7% 5.1% 1.2% 0.5%	8.9% 4.6% 6.2% 8.1% 4.6% 9.9% 8.3% 5.6% 5.1%	41.5 24.5 69.9 22.9 33.6 38.5 48.6 36.4 48.9	0.37% 0.36% 0.17% 0.17% 0.26% 0.54% 0.19% 0.27%	0.12% 0.13% 0.11% 0.09% 0.09% 0.13% 0.09% 0.13% 0.09% 0.11% 0.09%	25.9  77.3 170.1 108.1 40.7 36.1 17.1	62.9% 54.3% 55.4% 53.9% 53.3% 73.2% 47.7%	82.8%  65.7% 80.8% 70.4% 57.0% 77.9%	69.8%  52.7% 68.4% 55.8% 40.8% 65.4% 41.9%	22.7  76.3 18.3 51.4 34.0 43.5 17.8	38.3%  37.6% 15.3% 29.4% 41.4% 64.6% 51.9%	65.0% 	48.6%  51.4% 73.6% 42.2% 51.9% 64.8% 44.1%	1.4% 4.3% 8.3% 0.3% 3.2% 5.2% 3.6% 2.7% 0.3%	96.0% 5.4% 50.7% 38.3% 51.7% 103.8% 31.6% 26.4% 108.4%	226.0 58.7 143.1 158.9 195.1 127.5 270.8 84.3 174.7
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty	1.4% 0.4% 10.0% 0.2% 0.6% 2.5% 1.9% 0.9% 0.2% 3.8%	3.2% 0.8% 39.3% 0.3% 0.8% 4.7% 5.1% 1.2% 0.5%	8.9% 4.6% 6.2% 8.1% 4.6% 9.9% 5.6% 5.1%	41.5 24.5 69.9 22.9 33.6 38.5 46.6 36.4 48.9 54.4	0.37% 0.36% 0.17% 0.17% 0.26% 0.54% 0.19% 0.27% 0.20% 0.17%	0.12% 0.13% 0.11% 0.09% 0.09% 0.13% 0.09% 0.11% 0.09%	25.9  77.3 170.1 108.1 40.7 36.1 17.1	62.9%  54.3% 55.4% 53.9% 53.3% 73.2% 47.7%	82.8% 	69.8%  52.7% 68.4% 55.8% 40.8% 65.4% 41.9%	22.7  76.3 18.3 51.4 34.0 43.5 17.8	38.3%  37.6% 15.3% 29.4% 41.4% 64.6% 51.9%	65.0%  66.7% 85.7% 78.2% 66.1% 78.7% 57.7%	48.6%  51.4% 73.6% 42.2% 51.9% 64.8% 44.1%	1.4% 4.3% 8.3% 0.3% 3.2% 5.2% 3.6% 2.7%	96.0% 5.4% 50.7% 38.3% 51.7% 103.8% 31.6% 26.4%	226.0 58.7 143.1 158.9 195.1 127.5 270.8 84.3
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical	1.4% 0.4% 10.0% 0.2% 0.6% 2.5% 1.9% 0.9% 0.2% 3.8% 0.1%	3.2% 0.8% 39.3% 0.3% 0.8% 4.7% 5.1% 1.2% 0.5% 13.2%	8.9% 4.6% 6.2% 8.1% 4.6% 9.9% 8.3% 5.6% 5.1% 6.5%	41.5 24.5 68.9 22.9 33.6 98.5 48.6 36.4 48.9 54.4 68.7	0.37% 0.36% 0.17% 0.17% 0.26% 0.54% 0.27% 0.20% 0.17%	0.12% 0.13% 0.11% 0.09% 0.09% 0.09% 0.13% 0.09% 0.11% 0.09% 0.07% 0.05%	25.9 77.3 170.1 108.1 40.7 36.1 17.1 61.2	62.9% 54.3% 55.4% 53.9% 53.3% 73.2% 47.7%	82.8% 	69.8%  52.7% 68.4% 55.8% 40.8% 65.4% 41.9%  54.8%	22.7  76.3 18.3 51.4 34.0 43.5 17.8	38.3%  37.6% 15.3% 29.4% 41.4% 64.6% 51.9%	65.0% 	48.6%  51.4% 73.6% 42.2% 51.9% 64.8% 44.1%	1.4% 4.3% 8.3% 0.3% 3.2% 5.2% 3.6% 2.7% 0.3%	96.0% 5.4% 50.7% 38.3% 51.7% 103.8% 31.6% 26.4% 108.4%	226.0 58.7 143.1 158.9 195.1 127.5 270.8 84.3 174.7
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media	1.4% 0.4% 10.0% 0.2% 0.6% 2.5% 1.9% 0.9% 0.2% 3.8% 0.1%	3.2% 0.8% 39.3% 0.3% 0.8% 4.7% 5.1% 1.2% 0.5% 13.2% 0.2%	8.9% 4.6% 6.2% 8.1% 4.6% 9.9% 8.3% 5.6% 5.1% 6.5% 2.9%	41,5 69,9 22,9 33,6 38,5 48,6 36,4 48,9 54,4 68,7 21,7	0.37% 0.36% 0.17% 0.17% 0.26% 0.54% 0.19% 0.27% 0.20% 0.17% 0.14% 0.09%	0.12% 0.13% 0.13% 0.11% 0.09% 0.09% 0.09% 0.09% 0.09% 0.07% 0.05% 0.05%	25.9  77.3 170.1 108.1 40.7 36.1 17.1  61.2	62.9% 54.3% 55.4% 53.9% 53.3% 73.2% 47.7% 50.8%	82.8%  65.7% 80.8% 70.4% 57.0% 77.9% 55.3%  70.0%	69.8%  52.7% 68.4% 55.8% 40.8% 65.4% 41.9%  54.8%	22.7  76.3 18.3 51.4 34.0 43.5 17.8  59.9	38.3%  37.6% 15.3% 29.4% 41.4% 64.6% 51.9%  40.2%	65.0% 66.7% 85.7% 78.2% 66.1% 78.7% 57.7% 73.2%	48.6%  51.4% 73.6% 42.2% 51.9% 64.8% 44.1%  56.6%	1.4% 4.3% 8.3% 0.3% 3.2% 5.2% 3.6% 2.7% 0.3%	96.0% 5.4% 50.7% 38.3% 51.7% 103.8% 31.6% 26.4% 108.4%	226.0 58.7 143.1 158.9 195.1 127.5 270.8 84.3 174.7 237.2
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media Restaurant	1.4% 0.4% 10.0% 0.2% 0.6% 2.5% 1.9% 0.2% 3.8% 0.1% 0.1%	3.2% 0.8% 39.3% 0.3% 0.8% 4.7% 5.1% 1.2% 0.5% 13.2% 0.2% 6.6%	8.9% 4.6% 6.2% 8.1% 4.6% 9.9% 8.3% 5.6% 5.1% 6.5% 2.9% 8.7%	41.5 24.5 69.9 22.9 33.6 38.5 48.6 36.4 48.9 54.4 68.7 21.7 86.0	0.37% 0.36% 0.17% 0.17% 0.26% 0.54% 0.19% 0.27% 0.20% 0.17% 0.14% 0.09%	0.12% 0.13% 0.13% 0.11% 0.09% 0.09% 0.09% 0.09% 0.09% 0.09% 0.11% 0.09% 0.00%	25.9 77.3 170.1 108.1 40.7 36.1 17.1 61.2	62.9% 54.3% 55.4% 53.9% 53.3% 73.2% 47.7%	82.8% 	69.8%  52.7% 68.4% 55.8% 40.8% 65.4% 41.9%  54.8%	22.7 	38.3%  37.6% 15.3% 29.4% 41.4% 64.6% 51.9%  40.2%	65.0% 66.7% 85.7% 78.2% 66.1% 78.7% 57.7% 73.2%	48.6% 51.4% 73.6% 42.2% 51.9% 64.8% 44.1% 56.6%	1.4% 4.3% 8.3% 0.3% 3.2% 5.2% 3.6% 2.7% 0.3% 5.3% 6.4%	96.0% 5.4% 50.7% 38.3% 51.7% 103.8% 31.6% 26.4% 108.4% 65.5%	226.0 58.7 143.1 158.9 195.1 127.5 270.8 84.3 174.7 237.2
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Deauty Medical News/Media Restaurant Retail	1.4% 0.4% 10.0% 0.2% 2.5% 1.9% 0.9% 0.2% 3.8% 0.1% 0.1% 4.3%	3.2% 0.8% 39.3% 0.3% 0.8% 4.7% 5.1% 1.2% 0.5% 13.2% 0.2% 6.6% 6.5%	8.9% 4.6% 6.2% 8.1% 4.6% 9.9% 8.3% 5.6% 5.1% 6.5% 6.4%	41.5 24.5 68.9 22.9 33.6 38.5 48.6 36.4 48.9 54.4 68.7 21.7 86.0 54.7	0.37% 0.36% 0.17% 0.17% 0.26% 0.54% 0.27% 0.20% 0.21% 0.20% 0.14% 0.09% 0.32% 0.32%	0.12% 0.13% 0.13% 0.09% 0.09% 0.09% 0.13% 0.09% 0.11% 0.09% 0.11% 0.09% 0.11% 0.05% 0.10% 0.10% 0.11%	25.9	62.9% 54.3% 55.4% 53.9% 53.3% 73.2% 47.7% 50.8%	82.8% 	69.8%  52.7% 68.4% 55.8% 40.8% 41.9%  54.8%  26.4%	22.7 	38.3%	65.0% 66.7% 85.7% 78.2% 66.1% 78.7% 57.7% 65.7%	48.6% 51.4% 73.6% 42.2% 51.9% 64.8% 44.1% 56.6% 57.8%	1.4% 4.3% 8.3% 0.3% 3.2% 5.2% 3.6% 2.7% 0.3% 5.3% 6.4% 7.6%	96.0% 5.4% 50.7% 38.3% 51.7% 103.8% 31.6% 26.4% 108.4% 65.5% 	226.0 58.7 143.1 158.9 195.1 127.5 270.8 84.3 174.7 
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services	1.4% 0.4% 10.0% 0.2% 0.6% 2.5% 1.9% 0.2% 3.8% 0.1% 0.1%	3.2% 0.8% 39.3% 0.3% 0.8% 4.7% 5.1% 1.2% 0.5% 13.2% 0.2% 6.6%	8.9% 4.6% 6.2% 8.1% 4.6% 9.9% 8.3% 5.6% 5.1% 6.5% 2.9% 8.7%	41.5 24.5 69.9 22.9 33.6 38.5 48.6 36.4 48.9 54.4 68.7 21.7 86.0	0.37% 0.36% 0.17% 0.17% 0.26% 0.54% 0.19% 0.27% 0.20% 0.17% 0.14% 0.09%	0.12% 0.13% 0.13% 0.11% 0.09% 0.09% 0.09% 0.09% 0.09% 0.09% 0.11% 0.09% 0.00%	25.9 -77.3 170.1 108.1 40.7 36.1 17.1  61.2  15.5	62.9%  54.3% 55.4% 53.9% 53.3% 73.2% 47.7%  50.8%	82.8% 	69.8% 52.7% 68.4% 55.8% 40.8% 65.4% 41.9% 54.8%	22.7 	38.3%  37.6% 15.3% 29.4% 41.4% 64.6% 51.9%  40.2%	65.0%	48.6% 51.4% 73.6% 42.2% 51.9% 64.8% 44.1% 56.6%	1.4% 4.3% 8.3% 0.3% 3.2% 5.2% 3.6% 2.7% 0.3% 5.3% 6.4%	96.0% 5.4% 50.7% 38.3% 51.7% 103.8% 31.6% 26.4% 108.4% 65.5%	226.0 58.7 143.1 158.9 195.1 127.5 270.8 84.3 174.7 237.2
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services Sports	1.4% 0.4% 10.0% 0.2% 0.6% 2.5% 1.9% 0.9% 0.2% 3.8% 0.1% 0.1% 4.8% 4.3% 2.8%	3.2% 0.8% 39.3% 0.3% 0.8% 4.7% 5.1% 1.2% 0.5% 13.2% 0.2% 0.2% 6.6% 6.5% 2.9%	8.9% 4.6% 6.2% 8.1% 4.6% 4.6% 5.6% 5.1% 5.1% 6.5% 6.5% 6.5% 6.4%	41.5 24.5 68.9 22.9 33.6 38.5 48.6 36.4 48.9 54.4 68.7 21.7 88.0 54.7 77.6	0.37% 0.36% 0.17% 0.17% 0.17% 0.26% 0.54% 0.19% 0.27% 0.20% 0.17% 0.14% 0.20% 0.32% 0.28% 0.22%	0.12% 0.13% 0.13% 0.09% 0.09% 0.09% 0.09% 0.01% 0.09% 0.11% 0.05% 0.10% 0.10% 0.10%	25.9	62.9%	82.8%	69.8% 	22.7 	38.3%	65.0% 6.7% 6.67% 6.57% 6.6.1% 78.2% 6.6.1% 77.2%	48.6%	1.4% 4.3% 8.3% 0.3% 5.2% 5.2% 3.6% 2.7% 0.3% 5.3% 6.4% 7.6%	96.0% 5.4% 5.0.7% 38.3% 51.7% 103.8% 31.6% 26.4% 108.4% 65.5% 68.9% 83.7% 19.9%	226.0 58.7 143.1 158.9 195.1 127.5 270.8 44.3 174.7 237.2 
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Deauty Medical News/Media Restaurant Retail Services Sports Tech/internet	1.4% 0.4% 10.0% 0.2% 0.6% 2.5% 1.9% 0.9% 0.2% 0.1% 4.8% 4.3% 2.8%	3.2% 0.8% 39.3% 0.8% 4.7% 5.1% 0.5% 13.2% 0.2% 6.6% 6.5% 2.9%  4.4%	8.9% 4.6% 6.2% 8.1% 4.6% 9.9% 8.3% 5.6% 5.1% 6.5% 2.9% 8.7% 6.4% 5.5%	41.5 66.9 22.9 33.6 38.5 48.6 36.4 48.9 54.4 68.7 21.7 88.0 54.7 778.6	0.37% 0.36% 0.17% 0.17% 0.17% 0.19% 0.26% 0.27% 0.20% 0.17% 0.14% 0.09% 0.32% 0.28% 0.22% 0.45%	0.12% 0.13% 0.13% 0.11% 0.09% 0.09% 0.13% 0.09% 0.09% 0.05% 0.00% 0.00% 0.00% 0.10% 0.05% 0.10% 0.10% 0.10% 0.10% 0.10% 0.10% 0.10% 0.10% 0.10% 0.10% 0.10% 0.10% 0.10% 0.10% 0.10% 0.10% 0.11% 0.07%	25.9  77.3 170.1 108.1 40.7 36.1 17.1 61.2 15.5	62.9%	82.8%	69.8% 	22.7  76.3 18.3 51.4 34.0 43.5 17.8  59.9 47.2 27.2 30.4	38.3% 	65.0% 66.7% 85.7% 78.2% 66.1% 78.7% 57.7% 	48.6%	1.4% 4.3% 8.3% 0.3% 0.3% 5.2% 5.2% 3.6% 2.7% 0.3% 6.4% 7.6% 5.9% 5.3%	96.0% 50.7% 98.3% 51.7% 103.8% 26.4% 106.4% 65.5% 	226.0 58.7 143.1 158.9 195.1 127.5 270.8 84.3 174.7 237.2 90.8 236.4 299.3 113.0
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services Sports	1.4% 0.4% 10.0% 0.2% 0.6% 2.5% 1.9% 0.9% 0.2% 3.8% 0.1% 0.1% 4.8% 4.3% 2.8%	3.2% 0.8% 39.3% 0.3% 0.8% 4.7% 5.1% 1.2% 0.5% 13.2% 0.2% 0.2% 6.6% 6.5% 2.9%	8.9% 4.6% 6.2% 8.1% 4.6% 4.6% 5.6% 5.1% 5.1% 6.5% 6.5% 6.5% 6.4%	41.5 24.5 68.9 22.9 33.6 38.5 48.6 36.4 48.9 54.4 68.7 21.7 88.0 54.7 77.6	0.37% 0.36% 0.17% 0.17% 0.17% 0.26% 0.54% 0.19% 0.27% 0.20% 0.17% 0.14% 0.20% 0.32% 0.28% 0.22%	0.12% 0.13% 0.13% 0.09% 0.09% 0.09% 0.09% 0.01% 0.09% 0.11% 0.05% 0.10% 0.10% 0.10%	25.9	62.9%	82.8%	69.8% 	22.7 	38.3%	65.0% 6.7% 6.67% 6.57% 6.6.1% 78.2% 6.6.1% 77.2%	48.6%	1.4% 4.3% 8.3% 0.3% 5.2% 5.2% 3.6% 2.7% 0.3% 5.3% 6.4% 7.6%	96.0% 5.4% 5.0.7% 38.3% 51.7% 103.8% 31.6% 26.4% 108.4% 65.5% 68.9% 83.7% 19.9%	226.0 58.7 143.1 158.9 195.1 127.5 270.8 84.3 174.7 

Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for Greece - 2012**

Performance Metrics (By Format, Size and Vertical)

		Auto Initiated	Video Metrics			User Initiated	l Video Metrics	Expandable Metrics										
	Imp. with	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. Expansio Duration (Secon	
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%		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%				
	Basic Metrics							Auto Initiated	l Video Metrics			User Initiated	l Video Metrics		Expandable Metrics			
	Imp. with	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	
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	
	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	
Telecom						0.09%												



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

				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	d Video Metrics	Expandable Metrics				
	Imp. with User Average Dwell Time Interactions Rate IR Dwell Rate (Seconds) CTR			Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansio Duration (Secon				
Standard Banner	-					0.15%	-	-	-					-		-	-	
300x250					0.15%				-									
728x90				-		0.17%	-		-							-		
160x600						0.09%	 67.4											
Rich Media	5.7%	16.1%	8.6%	42.7		0.45%		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	
300x250 728x90 234x60 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	d Video Metrics			User Initiated	d Video Metrics		Expandable Metrics			
	Imp. with			User Average Dwell Time	CTR (Rich	CTR (Standard	Avg. Video Duration			Fully Played	Avg. Video Duration			Fully Played	Impressions with any Panel	Total Expansion	Avg. Expansio	
	Interactions Rate	IR	Dwell Rate	(Seconds)	Media)	Media)	(Seconds)	Started Rate	50% Played Rate	Rate	(Seconds)	Started Rate	50% Played Rate	Rate	Expansion Rate	Rate	Duration (Second	
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%	40.3%	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%	-	79.2								10.8%	17.1%	18.3	
Government/Utilities	11.1%	40.3%	7.5%	51.5		0.25%		63.8%	70.0%	57.8%	46.5	32.8%	59.6%	45.2%	9.3%	26.0%	116.9	
Health/Beauty Medical	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	
	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%		-	-	
	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	
Tech/Internet				40.0	0.55%	0.37%	66.3	75.1%	71.3%	53.6%					9.3%	29.1%	48.6	
Tech/Internet Telecom	8.6% 5.9%	24.5%	11.7%	48.2 38.9	0.55%	0.37%	00.3	73.176	71.070	00.070	10.1	62.7%	78.4%	65.5%	13.6%	22.0%	23.0	

MediaMind Research, 2012.

Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for Hungary - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	Video Metrics			xpandable Metri	ics
	Imp. with	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 (Second
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	d Video Metrics			User Initiated	Video Metrics			xpandable Metri	ics
	Imp. with	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 (Second
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 Financial	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.



#### Benchmarks for India - 2012

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	l Video Metrics			User Initiated	l Video Metrics			xpandable Metr	ics
	Imp. with	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
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 728x90 234x60	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%	-			-	-	-	
				Basic Metrics				Auto Initiated	Video Metrics			<b>User Initiated</b>	Video Metrics		E	xpandable Metr	rics
	Imp. with			User Average Dwell Time	CTR (Rich	CTR (Standard	Avg. Video Duration			Fully Played	Avg. Video Duration			Fully Played	Impressions with any Panel	Total Expansion	
	Interactions Rate	IR	Dwell Rate	(Seconds)	Media)	Media)	(Seconds)	Started Rate	50% Played Rate	Rate	(Seconds)		50% Played Rate	Rate	Expansion Rate	Rate	Duration (Second
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 Health/Beauty	5.7%	6.5%	13.5%	59.8	0.55%	0.10%									5.4%	40.9%	114.0
	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
	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%	67.1%	6.3%	32.0%	134.6

 Data Source
 MediaMind Research, 2012.

 - Denotes inapplicable metric or insufficiant data.

MediaMind Research, 2012.

Denotes inapplicable metric or insufficiant data.



#### Benchmarks for Indonesia - 2012

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	l Video Metrics			xpandable Metr	rics
	Imp. with	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
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		E	xpandable Metr	rics
	Imp. with	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. Expansio
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%											

MediaMind Research, 2012.

Denotes inapplicable metric or insufficiant data.

Data Source



#### **Benchmarks for Ireland - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics			xpandable Metri	ics
	Imp. with	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
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			<b>User Initiated</b>	Video Metrics		E	xpandable Metri	ics
	Imp. with	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Pate	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. Expansi Duration (Seco
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%	64.5%	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						-											



#### Benchmarks for Israel - 2012

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	d Video Metrics			xpandable Metr	rics
	Imp. with	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. Expansio Duration (Second
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%	-	-		-	-	-	-
				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	Video Metrics			xpandable Metr	rics
	Imp. with	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	Avg. Expansion
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%		-	
			4.00/	86.5	0.03%	0.51%	1								9.6%	16.7%	11.2
Tech/Internet	0.5%	0.8%	1.3%														

 Data Source
 MediaMind Research, 2012.

 - Denotes inapplicable metric or insufficiant data.



#### Benchmarks for Italy - 2012

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	l Video Metrics			User Initiated	Video Metrics			Expandable Metri	ics
	Imp. with	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
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%	52.7%	41.2%	17.7	16.8%	52.3%	41.2%	3.3%	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%	-	-	-
728x90 234x60 Floating Ad Polite Banner	4.9%	5.3%	3.1%	30.1		0.42%	17.0	64.6%	64.5%	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		E	xpandable Metri	ics
							Avg. Video				Avg. Video				Impressions with		
	Imp. with	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Duration	Started Rate	50% Played Rate	Fully Played Rate	Duration	Started Rate	50% Played Rate	Fully Played Rate	any Panel	Total Expansion	Avg. Expansion
Apparel	Interactions Rate	IR 1.7%	Dwell Rate	User Average Dwell Time (Seconds) 33.2	CTR (Rich Media) 0.21%	CTR (Standard Media) 0.08%	Duration (Seconds)	Started Rate 58.8%	50% Played Rate	Fully Played Rate 44.8%	Duration (Seconds)	Started Rate 49.8%	50% Played Rate 84.8%	Fully Played Rate 77.0%		Total Expansion Rate 47.9%	Duration (Secon
Apparel Auto				(Seconds)	Media)	Media)	Duration			Rate	Duration			Rate	any Panel Expansion Rate	Rate	
	Interactions Rate	1.7%	4.9%	(Seconds) 33.2	Media) 0.21%	Media) 0.08%	Duration (Seconds) 18.5	58.8%	59.9%	Rate 44.8%	Duration (Seconds) 22.3	49.8%	84.8%	Rate 77.0%	any Panel Expansion Rate 2.1%	Rate 47.9%	Duration (Second
Auto B2B	1.3% 5.2% 0.2%	1.7% 8.5% 0.3%	4.9% 13.7% 3.4%	(Seconds) 33.2 36.8 28.4	Media) 0.21% 1.25% 0.11%	Media) 0.08% 0.10%	Duration (Seconds) 18.5 17.5	58.8% 53.0%	59.9% 60.6%	Rate 44.8% 48.7%	Duration (Seconds) 22.3 18.5	49.8% 38.5%	84.8% 62.9% 	77.0% 51.1%	any Panel Expansion Rate 2.1% 3.4%	Rate 47.9% 43.2%	132.2 71.0
Auto B2B Consumer Packaged Goods	Interactions Rate 1.3% 5.2% 0.2% 6.2%	1.7% 8.5% 0.3% 10.0%	4.9% 13.7% 3.4% 11.4%	(Seconds) 33.2 36.8 28.4 36.7	Media) 0.21% 1.25% 0.11% 0.41%	Media) 0.08% 0.10%  0.09%	Duration (Seconds) 18.5 17.5	58.8% 53.0%	59.9% 60.6%	Rate 44.8% 48.7%	Duration (Seconds) 22.3 18.5  16.6	49.8% 38.5%  26.3%	84.8% 62.9%  54.8%	Rate 77.0% 51.1%	any Panel Expansion Rate 2.1% 3.4%	Rate 47.9% 43.2%  45.4%	132.2 71.0  49.1
Auto B2B	1.3% 5.2% 0.2%	1.7% 8.5% 0.3%	4.9% 13.7% 3.4%	(Seconds) 33.2 36.8 28.4	Media) 0.21% 1.25% 0.11%	Media) 0.08% 0.10%	Duration (Seconds) 18.5 17.5  12.9	58.8% 53.0%  51.0%	59.9% 60.6%  53.2%	Rate 44.8% 48.7%  41.2%	Duration (Seconds) 22.3 18.5	49.8% 38.5%	84.8% 62.9% 	Rate 77.0% 51.1%  42.3%	any Panel Expansion Rate 2.1% 3.4%  2.9%	Rate 47.9% 43.2%	132.2 71.0
Auto B2B Consumer Packaged Goods Corporate	1.3% 5.2% 0.2% 6.2%	1.7% 8.5% 0.3% 10.0% 1.9%	4.9% 13.7% 3.4% 11.4% 7.4%	(Seconds) 33.2 36.8 28.4 36.7 33.8	Media) 0.21% 1.25% 0.11% 0.41% 0.68%	0.08% 0.10%  0.09% 0.08%	Duration (Seconds) 18.5 17.5  12.9	58.8% 53.0%  51.0%	59.9% 60.6%  53.2%	Rate 44.8% 48.7%  41.2%	Duration (Seconds) 22.3 18.5  16.6	49.8% 38.5%  26.3% 56.9%	84.8% 62.9%  54.8% 68.4%	Rate 77.0% 51.1%  42.3% 44.4%	any Panel Expansion Rate 2.1% 3.4% 2.9% 5.4%	Rate 47.9% 43.2%  45.4% 72.7%	132.2 71.0  49.1 38.2
Auto B2B Consumer Packaged Goods Corporate Electronics	1.3% 5.2% 0.2% 6.2% 1.3% 4.6%	1.7% 8.5% 0.3% 10.0% 1.9% 6.1%	4.9% 13.7% 3.4% 11.4% 7.4% 10.7%	(Seconds) 33.2 36.8 28.4 36.7 33.8 33.9	Media) 0.21% 1.25% 0.11% 0.41% 0.68% 0.42%	Media) 0.08% 0.10% 0.09% 0.08% 0.15%	Duration (Seconds) 18.5 17.5  12.9  12.2	58.8% 53.0%  51.0%  58.1%	59.9% 60.6%  53.2%  57.8%	Rate 44.8% 48.7%  41.2%  49.2%	Duration (Seconds) 22.3 18.5  16.6 17.3	49.8% 38.5%  26.3% 56.9% 43.9%	84.8% 62.9%  54.8% 68.4% 48.6%	Rate 77.0% 51.1%  42.3% 44.4% 38.3%	any Panel Expansion Rate 2.1% 3.4%  2.9% 5.4% 4.3%	Rate 47.9% 43.2%  45.4% 72.7% 38.6%	Duration (Secon 132.2 71.0  49.1 38.2 35.3
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment	1.3% 5.2% 0.2% 6.2% 1.3% 4.6%	1.7% 8.5% 0.3% 10.0% 1.9% 6.1% 9.6%	4.9% 13.7% 3.4% 11.4% 7.4% 10.7% 6.0%	(Seconds) 33.2 36.8 28.4 36.7 33.8 33.9 32.5	Media) 0.21% 1.25% 0.11% 0.41% 0.68% 0.42% 0.26%	Media) 0.08% 0.10% 0.09% 0.08% 0.15% 0.06%	Duration (Seconds) 18.5 17.5  12.9  12.2 15.2	58.8% 53.0%  51.0%  58.1% 56.1%	59.9% 60.6%  53.2%  57.8% 78.5%	Rate 44.8% 48.7%  41.2%  49.2% 69.8%	Duration (Seconds) 22.3 18.5  16.6 17.3 13.8 16.7	49.8% 38.5%  26.3% 56.9% 43.9% 55.6%	84.8% 62.9%  54.8% 68.4% 48.6% 80.1%	Rate 77.0% 51.1%  42.3% 44.4% 38.3% 70.6%	any Panel Expansion Rate 2.1% 3.4%  2.9% 5.4% 4.3% 2.0%	Rate 47.9% 43.2% 45.4% 72.7% 38.6% 29.2%	Duration (Second 132.2 71.0  49.1 38.2 35.3 75.3
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial	1.3% 5.2% 0.2% 6.2% 1.3% 4.6% 8.6% 3.7%	1.7% 8.5% 0.3% 10.0% 1.9% 6.1% 9.6% 5.3%	4.9% 13.7% 3.4% 11.4% 7.4% 10.7% 6.0% 14.5%	(Seconds) 33.2 36.8 28.4 36.7 33.8 33.9 32.5 33.8	Media) 0.21% 1.25% 0.11% 0.41% 0.68% 0.42% 0.26% 0.64%	Media) 0.08% 0.10% 0.09% 0.08% 0.15% 0.06% 0.07%	Duration (Seconds) 18.5 17.5  12.9  12.2 15.2 13.7	58.8% 53.0%  51.0%  58.1% 56.1% 58.3%	59.9% 60.6%  53.2%  57.8% 78.5% 65.8%	Rate 44.8% 48.7% 41.2% 49.2% 69.8% 56.0%	Duration (Seconds) 22.3 18.5 	49.8% 38.5%  26.3% 56.9% 43.9% 55.6% 25.7%	84.8% 62.9%  54.8% 68.4% 48.6% 80.1% 59.1%	Rate 77.0% 51.1% 42.3% 44.4% 38.3% 70.6% 48.5%	any Panel Expansion Rate 2.1% 3.4%  2.9% 5.4% 4.3% 2.0% 2.5%	Rate 47.9% 43.2% 45.4% 72.7% 38.6% 29.2% 34.5%	132.2 71.0  49.1 38.2 35.3 75.3 42.7
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming	Interactions Rate 1.3% 5.2% 0.2% 6.2% 1.3% 4.6% 8.6% 3.7% 8.6%	1.7% 8.5% 0.3% 10.0% 1.9% 6.1% 9.6% 5.3% 11.2%	4.9% 13.7% 3.4% 11.4% 7.4% 10.7% 6.0% 14.5% 16.6%	(Seconds) 33 2 36.8 28.4 36.7 33.8 33.9 32.5 33.8 26.4	Media) 0.21% 1.25% 0.11% 0.41% 0.68% 0.42% 0.26% 0.64% 0.61%	Media) 0.08% 0.10% 0.09% 0.08% 0.15% 0.06% 0.07% 0.06%	Duration (Seconds) 18.5 17.5  12.9  12.2 15.2 13.7 12.6	58.8% 53.0%  51.0%  58.1% 56.1% 58.3% 38.2%	59.9% 60.6%  53.2%  57.8% 78.5% 65.8% 50.7%	Rate 44.8% 48.7% 41.2% 49.2% 69.8% 56.0% 38.4%	Duration (Seconds) 22.3 18.5 	49.8% 38.5%  26.3% 56.9% 43.9% 55.6% 25.7% 24.9%	84.8% 62.9% 	Rate 77.0% 51.1% 42.3% 44.4% 38.3% 70.6% 48.5% 39.2%	any Panel Expansion Rate 2.1% 3.4% 2.9% 5.4% 4.3% 2.0% 2.5% 1.3%	Rate 47.9% 43.2% 45.4% 72.7% 38.6% 29.2% 34.5% 30.0%	Duration (Secon 132.2 71.0  49.1 38.2 35.3 75.3 42.7 26.7
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities	Interactions Rate 1.3% 5.2% 0.2% 6.2% 1.3% 4.6% 8.6% 3.7% 8.6% 5.6%	1.7% 8.5% 0.3% 10.0% 1.9% 6.1% 9.6% 5.3% 11.2% 7.3%	4.9% 13.7% 3.4% 11.4% 7.4% 10.7% 6.0% 14.5% 16.6% 10.0%	(Seconds) 33.2 36.8 28.4 36.7 33.8 33.9 32.5 33.8 26.4 41.4	Media) 0.21% 1.25% 0.11% 0.41% 0.68% 0.42% 0.26% 0.64% 0.61% 0.41%	Media) 0.08% 0.10% 0.09% 0.08% 0.15% 0.06% 0.07% 0.06% 0.07%	Duration (Seconds) 18.5 17.5 	58.8% 53.0%  51.0%  58.1% 56.1% 58.3% 38.2% 55.6%	59.9% 60.6%  53.2%  57.8% 78.5% 65.8% 50.7% 57.6%	Rate 44.8% 48.7% 41.2% 49.2% 69.8% 56.0% 38.4% 45.8%	Duration (Seconds) 22.3 18.5 	49.8% 38.5% 26.3% 56.9% 43.9% 55.6% 25.7% 24.9% 11.2%	84.8% 62.9%  54.8% 68.4% 48.6% 80.1% 59.1% 48.3% 52.8%	Rate 77.0% 51.1% 42.3% 44.4% 38.3% 70.6% 48.5% 39.2% 42.9%	any Panel Expansion Rate 2.1% 3.4% 2.9% 5.4% 4.3% 2.0% 2.5% 1.3% 2.11%	Rate 47.9% 43.2%	Duration (Secon 132.2 71.0 
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty	Interactions Rate 1.3% 5.2% 0.2% 6.2% 1.3% 4.6% 8.6% 3.7% 8.6% 5.6% 7.0%	1.7% 8.5% 0.3% 10.0% 1.9% 6.1% 9.6% 5.3% 11.2% 7.3% 10.7%	4.9% 13.7% 3.4% 11.4% 7.4% 10.7% 6.0% 14.5% 16.6% 10.0%	(Seconds) 32.2 36.8 28.4 36.7 33.8 33.9 32.5 33.8 26.4 41.4 39.9	Media) 0.21% 1.25% 0.11% 0.41% 0.68% 0.42% 0.26% 0.64% 0.61% 0.41% 0.86%	Media) 0.08% 0.10% 0.09% 0.08% 0.15% 0.06% 0.07% 0.06% 0.00% 0.08%	Duration (Seconds) 18.5 17.5 	58.8% 53.0%  51.0%  58.1% 56.1% 58.3% 38.2% 55.6% 47.8%	59.9% 60.6%  53.2%  57.8% 65.8% 50.7% 57.6% 55.7%	Rate 44.8% 48.7% 41.2% 49.2% 69.8% 56.0% 38.4% 45.8% 44.3%	Duration (Seconds) 22.3 18.5 18.6 17.3 13.8 16.7 18.1 10.3 16.7 31.1	49.8% 38.5%  26.3% 56.9% 43.9% 55.6% 25.7% 24.9% 11.2% 42.4%	84.8% 62.9% 	Rate 77.0% 51.1% 42.3% 44.4% 38.3% 70.6% 48.5% 39.2% 42.9% 47.2%	any Panel Expansion Rate 2.1% 3.4% 2.9% 5.4% 4.3% 2.0% 2.5% 1.3% 2.1% 5.6%	Rate 47.9% 43.2% 45.4% 72.7% 38.6% 29.2% 34.5% 30.0% 64.9% 31.8%	Duration (Secon 132.2 71.0  49.1 38.2 35.3 75.3 42.7 26.7 172.0 27.2
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical	Interactions Rate 1.3% 5.2% 0.2% 6.2% 1.3% 4.6% 8.6% 8.6% 5.6% 7.0%	1.7% 8.5% 0.3% 10.0% 1.9% 6.1% 9.6% 5.3% 11.2% 7.3% 10.7% 23.6%	4.9% 13.7% 3.4% 11.4% 7.4% 10.7% 6.0% 14.5% 16.6% 10.0% 18.0% 20.6%	(Seconds) 33.2 96.8 28.4 96.7 33.8 33.9 32.5 33.8 26.4 41.4 39.9 43.5	Media) 0.21% 1.25% 0.11% 0.41% 0.68% 0.42% 0.26% 0.64% 0.61% 0.41% 0.41% 0.86% 0.50%	Media) 0.08% 0.10% 0.09% 0.08% 0.15% 0.06% 0.06% 0.08%	Duration (Seconds) 18.5 17.5 	58.8% 53.0%  51.0%  58.1% 56.1% 58.3% 38.2% 55.6% 47.8% 46.0%	59.9% 60.6% 	Rate 44.8% 48.7%	Duration (Seconds) 22.3 18.5 	49.8% 38.5% 26.3% 56.9% 43.9% 55.6% 25.7% 24.9% 11.2% 42.4% 23.7%	84.8% 62.9% 	Rate 77.0% 51.1% 	any Panel Expansion Rate 2.1% 3.4% 2.9% 5.4% 4.3% 2.0% 2.5% 1.3% 2.19% 5.6% 1.7%	Rate 47.9% 43.2%	Duration (Secon 132.2 71.0  49.1 38.2 35.3 75.3 42.7 26.7 172.0 27.2 21.2
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media	Interactions Rate 1.3% 5.2% 0.2% 6.2% 1.3% 4.6% 8.6% 5.6% 5.6% 7.0% 15.2% 5.1%	1.7% 8.5% 0.3% 10.0% 1.9% 6.1% 9.6% 5.3% 11.2% 7.3% 10.7% 23.6% 5.9%	4.9% 13.7% 3.4% 11.4% 7.4% 10.7% 6.0% 14.5% 16.6% 10.0% 18.0% 20.6% 7.3%	(Seconds) 33.2 98.8 28.4 96.7 33.8 33.9 22.5 33.8 26.4 41.4 39.9 43.5 33.0	Media) 0.21% 1.25% 0.11% 0.41% 0.48% 0.42% 0.26% 0.64% 0.61% 0.41% 0.86% 0.50% 0.50%	Modia) 0.08% 0.10% 0.09% 0.08% 0.15% 0.06% 0.06% 0.08% 0.08% 0.08% 0.08%	Duration (Seconds) 18.5 17.5 12.9 12.2 15.2 13.7 12.6 18.3 17.0 13.7 13.3	58.8% 53.0% 	59.9% 60.6%  53.2%  57.8% 78.5% 65.8% 50.7% 57.6% 55.7% 64.5%	Rate 44.8% 48.7% 41.2% 49.2% 69.8% 56.0% 38.4% 45.8% 44.3% 43.1% 52.0%	Duration (Seconds) 22.3 18.5 16.6 17.3 13.8 16.7 18.1 10.3 16.7 31.1 14.5 11.2	49.8% 38.5% 26.3% 56.9% 43.9% 55.6% 25.7% 24.9% 11.2% 42.4% 23.7% 56.8%	84.8% 62.9%  54.8% 68.4% 48.6% 80.1% 59.1% 48.3% 52.8% 65.0% 49.8% 61.0%	Rate 77.0% 51.1%	any Panel Expansion Rate 2.1% 3.4% 2.9% 5.4% 4.3% 2.0% 2.5% 1.3% 2.1% 5.6% 1.7% 3.9%	Rate 47.9% 43.2%	Duration (Secon 132.2 71.0 
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Pacuty Medical News/Media Restaurant	Interactions Rate 1.3% 5.2% 0.2% 6.2% 1.3% 4.6% 8.6% 3.7% 8.6% 5.6% 5.6% 5.0% 15.2% 5.1% 5.1%	1.7% 8.5% 0.3% 10.0% 1.9% 6.1% 9.6% 5.3% 11.2% 7.3% 10.7% 23.6% 5.9%	4.9% 13.7% 3.4% 11.4% 7.4% 10.7% 6.0% 14.5% 16.6% 10.0% 18.0% 20.6% 7.3% 9.4%	(Seconds) 33.2 96.8 28.4 36.7 33.8 33.9 32.5 33.8 26.4 41.4 33.9 43.5 33.0 65.5	Media) 0.21% 1.25% 0.11% 0.41% 0.68% 0.42% 0.26% 0.64% 0.61% 0.41% 0.86% 0.50% 0.24% 0.22%	Modia) 0.08% 0.10% 0.09% 0.08% 0.08% 0.06% 0.07% 0.06% 0.08% 0.08% 0.08%	Duration (Seconds) 18.5 17.5 12.9 15.2 15.2 15.2 18.3 17.0 13.7 13.3	58.8% 53.0% 	59.9% 60.6% 	Rate 44.8% 48.7%	Duration (Seconds) 22.3 18.5 16.6 17.3 13.8 16.7 18.1 10.3 14.5 11.2 15.4	49.8% 38.5% 26.3% 56.9% 43.9% 55.6% 25.7% 24.9% 11.2% 42.4% 23.7% 56.8% 16.0%	84.8% 62.9%  54.8% 68.4% 48.6% 80.1% 59.1% 48.3% 52.8% 65.0% 49.8% 61.0% 72.4%	Rate 77.0% 51.1% 42.3% 44.4% 38.3% 70.6% 48.5% 39.2% 42.9% 47.2% 40.9% 48.1% 60.3%	any Panel Expansion Rate 2,1% 3.4% 3.4% 4.3% 2.0% 2.5% 2.1% 5.6% 1.7% 3.9% 3.9% 3.9% 3.9% 3.9% 3.9% 3.9% 3.9	Rate 47.9% 43.2% 45.4% 72.7% 38.6% 29.2% 34.5% 30.0% 64.9% 31.8% 43.6% 28.3%	Duration (Secon 132.2 71.0 
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail	Interactions Rate 1.3% 5.2% 0.2% 6.2% 1.3% 4.6% 8.6% 3.7% 8.6% 5.6% 7.0% 15.2% 5.1% 10.2% 9.2%	1.7% 8.5% 0.3% 10.0% 1.9% 6.1% 9.6% 5.3% 11.2% 7.3% 10.7% 23.6% 5.9% 13.8%	4.9% 13.7% 13.7% 13.4% 11.4% 7.4% 10.7% 6.0% 14.5% 16.6% 18.0% 20.6% 7.3% 9.4% 16.3%	(Seconds) 33.2 36.8 28.4 36.7 33.8 33.9 32.5 33.8 26.4 41.4 39.9 43.5 33.0 65.5	Media) 0.21% 1.25% 0.11% 0.41% 0.41% 0.68% 0.42% 0.26% 0.61% 0.41% 0.61% 0.41% 0.86% 0.50% 0.24% 0.25% 0.25%	Modia) 0.08% 0.10% 0.09% 0.08% 0.15% 0.06% 0.06% 0.06% 0.08% 0.08% 0.08% 0.08% 0.08%	Duration (Seconds) 18.5 17.5 12.9 12.2 15.2 15.7 12.6 18.3 17.0 13.7 13.3 11.9	58.8% 53.0% 	59.9% 60.6% 	Rate 44.8% 48.7%	Duration (Seconds) 22.3 18.5 18.5 16.6 17.3 13.8 16.7 18.1 10.3 16.7 14.5 11.2 15.4 11.4	49.8% 38.5% 26.3% 56.9% 43.9% 55.6% 25.7% 24.9% 11.2% 42.4% 23.7% 56.8% 16.0% 47.3%	84.8% 62.9% 	Rate 7.0% 51.1%	any Panel Expansion Rate 2 19% 3.49%	Rate 47.9% 43.2%	Duration (Secon 132.2 71.0 49.1 38.2 35.3 75.3 42.7 26.7 172.0 27.2 21.2 38.0 24.9
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services	Interactions Rate 1.3% 5.2% 0.2% 6.2% 1.3% 4.6% 8.6% 3.7% 8.6% 5.6% 5.6% 15.2% 10.2% 9.2% 6.8%	1.7% 8.5% 0.3% 10.0% 1.9% 6.1% 9.6% 5.3% 11.2% 7.3% 10.7% 23.6% 5.9% 13.8% 12.7% 9.3%	4.9% 13.7% 3.4% 11.4% 7.4% 10.7% 6.0% 14.5% 10.0% 18.0% 20.6% 7.3% 9.4% 16.3% 16.8%	(Seconds) 33.2 36.8 28.4 36.7 33.8 33.9 32.5 33.8 26.4 41.4 39.9 43.5 33.0 65.5 30.6	Media) 0.21% 1.25% 0.11% 0.41% 0.41% 0.48% 0.42% 0.26% 0.64% 0.61% 0.41% 0.86% 0.50% 0.24% 0.25% 0.65% 0.74%	Modia) 0.08% 0.10%	Duration (Seconds) 18.5 17.5 12.9 12.2 15.2 15.2 13.7 12.6 18.3 17.0 13.7 13.3 11.9 10.1	58.8% 53.0% 	59.9% 60.6%  53.2%  57.8% 65.8% 50.7% 55.7% 54.9% 64.5%  55.3% 33.5%	Rate 44.8% 48.7% 41.2% 49.2% 69.8% 56.0% 38.4% 44.3% 44.3% 44.3% 40.0% 25.4%	Duration (Seconds) 22.3 18.5	49.8% 38.5% 26.3% 56.9% 43.9% 55.6% 25.7% 24.9% 11.2% 42.4% 23.7% 56.8% 16.0% 47.3% 41.2%	84 8% 62.9%	Rate 77.0% 51.1% 42.3% 44.4% 38.3% 70.6% 48.5% 39.2% 42.9% 47.2% 40.9% 48.1% 60.3% 37.8% 33.6%	any Panel Expansion Rate 2.1% 3.4%	Rate 47.9% 43.2%	Duration (Secon 132.2 171.0 49.1 38.2 35.3 42.7 26.7 172.0 27.2 21.2 38.0 24.9 22.8
Auto B2B Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services Sports	Interactions Rate 1.3% 5.2% 0.2% 6.2% 1.3% 4.6% 8.6% 3.7% 8.6% 5.6% 7.0% 5.1% 10.2% 9.2% 6.8%	1.7% 8.5% 0.3% 10.0% 1.9% 6.1% 9.6% 5.3% 11.2% 7.3% 10.7% 23.6% 5.9% 13.8% 12.7% 9.3%	4.9% 13.7% 3.4% 11.4% 7.4% 10.7% 6.0% 14.5% 16.6% 10.0% 18.0% 20.6% 7.3% 9.4% 16.3%	(Seconds) 33.2 96.8 28.4 96.7 33.8 33.9 32.5 33.8 26.4 41.4 99.9 43.5 33.0 65.5 30.6 30.4	Media) 0.21% 1.25% 0.11% 0.41% 0.68% 0.42% 0.26% 0.64% 0.61% 0.41% 0.86% 0.50% 0.24% 0.50% 0.25%	Modia) 0.08% 0.10%	Duration (Seconds) 18.5 17.5 12.9 12.2 15.2 13.7 12.6 18.3 17.0 13.7 13.3 13.7 11.9 10.1	58.8% 53.0% 	59.9% 60.6% 	Rate 44.8% 48.7%	Duration (Seconds) 22.3 18.5 16.6 17.3 13.8 16.7 18.1 10.3 16.7 31.1 14.5 11.2 15.4 11.4 16.9	49.8% 38.5% 26.3% 56.9% 43.9% 55.6% 22.7% 24.9% 11.2% 42.4% 23.7% 56.8% 16.0% 47.3% 41.2%	84 8% 62.9%	Rate 7.0% 51.1%	any Panel Expansion Rate 2 .1% 3.4%	Rate 47.9% 43.2%	Duration (Secon 132.2 71.0 

 Data Source
 MediaMind Research, 2012.

 - Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for Japan - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	d Video Metrics			xpandable Metri	ics
	Imp. with	IR	Dwell Rate	User Average Dwell Time (Seconds)		CTR	Avg. Video	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. Expans
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%	-		-		-					Total Expansion Rate	
				Basic Metrics		0.2370			Video Metrics				Video Metrics			vnandahle Metri	
				Dusic Metrics				Auto initiate	Video Metrics			oser initiatee	VIGCO MICTICS			Apartaable Metri	100
	Imp. with	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Plaved Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate		Avg. Expans
Apparel	1.1%	1.6%	3.8%	21.3	0.21%	0.34%					12.4	44.8%	70.1%	56.7%	5.9%		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%		126.5
Financial	0.5%	1.4%	5.6%	48.2	0.20%	0.03%	-						-	-	-	-	-
						0.09%	-				-					-	
Gaming			-				-									-	
Gaming Government/Utilities					0.000/	0.06%	-				15.3	4.6%	80.7%	70.5%	1.4%	71.7%	136.9
Government/Utilities			2.1%	31.7													
Government/Utilities Health/Beauty	0.1%	0.2%	2.1%	31.7 97.1	0.06%		24.5	158.9%	93.2%	88.4%	24.1	162.3%	92.8%	87.8%			
Government/Utilities Health/Beauty Medical		0.2% 3.4%	20.4%	31.7 97.1	3.14%	0.07%	24.5	158.9%	93.2%	88.4%	24.1	162.3%	92.8%	87.8%			
Government/Utilities Health/Beauty Medical News/Media	0.1% 2.9% 	0.2% 3.4% 	20.4%	97.1	3.14%	0.07% 0.04%	24.5										20.7
Government/Utilities Health/Beauty Medical News/Media Retail	0.1% 2.9%  1.8%	0.2% 3.4%  2.4%	20.4%  7.2%	97.1  16.0	3.14%  0.15%	0.07% 0.04% 0.04%	-							-	3.0%	5.1%	20.7
Government/Utilities Health/Beauty Medical News/Media Retail Services	0.1% 2.9%  1.8% 0.5%	0.2% 3.4%  2.4% 0.6%	20.4%  7.2% 8.5%	97.1  16.0 17.9	3.14%  0.15% 0.23%	0.07% 0.04% 0.04% 0.06%		-		-				-	3.0% 1.0%	5.1% 70.0%	20.7 53.8
Government/Utilities Health/Beauty Medical News/Media Retail Services Tech/Internet	0.1% 2.9% 1.8% 0.5% 0.8%	0.2% 3.4%  2.4% 0.6% 3.3%	20.4%  7.2% 8.5% 4.8%	97.1  16.0 17.9 32.3	3.14%  0.15% 0.23% 0.16%	0.07% 0.04% 0.04% 0.06% 0.27%	-	-		-	-	  		-	3.0% 1.0% 2.4%	5.1% 70.0% 57.2%	20.7 53.8 512.5
Government/Utilities Health/Beauty Medical News/Media Retail Services	0.1% 2.9%  1.8% 0.5%	0.2% 3.4%  2.4% 0.6%	20.4%  7.2% 8.5%	97.1  16.0 17.9	3.14%  0.15% 0.23%	0.07% 0.04% 0.04% 0.06%		-		-				-	3.0% 1.0%	5.1% 70.0%	20.7 53.8

Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for Lithuania - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics		E	xpandable Metr	ics
	Imp. with	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
ĭ				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics		E	xpandable Metr	rics
	Imp. with	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	17.0%	24.1%	17.8%	32.6	0.60%	0.09%									21.1%	59.7%	53.7
			·	•													



#### **Benchmarks for Malaysia - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	l Video Metrics		E	xpandable Metri	ics
			1												Impressions with		
	Imp. with			User Average Dwell Time			Avg. Video			Fully Played	Avg. Video			Fully Played	Any Panel	Total Expansion	Avg. Expansion
	Interactions Rate	IR	Dwell Rate	(Seconds)		CTR	Duration (Seconds		50% Played Rate	Rate	Duration (Seconds)	Started Rate	50% Played Rate	Rate	Expansion Rate	Rate	Duration (Secon
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
728x90 234x60 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 VAST	-	-	-	-		3.88%	-	98.3%	80.4%	73.0%	-	-	-	-		-	-
Mobile Mobile	-	-		-		3.88%	-	98.3%	80.4%	73.0%	-			-	-	-	-
MODILE	-	-		Paris Matrice		1.11%	-		-	-			I Made and Advantage of	-		-	-
				Basic Metrics				Auto initiated	Video Metrics			User initiated	Video Metrics			xpandable Metri	ics
							Avg. Video				Avg. Video				Impressions with		
	Imp. with			User Average Dwell Time	CTR (Rich	CTR (Standard	Duration			Fully Played	Duration			Fully Played	any Panel	Total Expansion	Avg. Expansion
	Interactions Rate	IR	Dwell Rate	(Seconds)	Media)	Media)	(Seconds)		50% Played Rate	Rate	(Seconds)		50% Played Rate	Rate	Expansion Rate	Rate	Duration (Secon
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 B2B	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
				-		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 Electronics	4.8% 7.0%	7.5%	6.6%	75.8	0.43%	0.07%	-						82.0%	71.1%	8.6% 7.9%	19.4%	222.5 170.2
	8.6%	9.0%	8.0% 9.7%	80.1		0.17%					19.1 29.0	5.9%		48.4%	11.5%	20.7%	168.7
Entertainment		12.4%	10.9%	71.5 73.1	0.30%	0.13%	-				122.9	10.4%	62.4%		11.5%	20.7%	
Financial	9.1%	12.0%	8.4%	73.1	0.33%	0.10%					122.9	16.8%	30.8%	19.4%	12.3%	13.1%	109.7 56.7
Government/Utilities	7.7%	9.9%	8.6%	70.5	0.27%	0.06%	-				26.4	5.4%	67.2%	54.9%	8.8%	18.3%	194.0
Health/Beauty Medical	0.9%	1.3%	10.7%	13.7	0.89%	0.06%	-				20.4	5.4%	07.2%	54.9%	0.0%	10.3%	194.0
			9.2%	71.4	0.89%	0.08%	-				21.5		46.8%	32.6%	9.7%	14.3%	133.6
			9.2%	/1.4							7.4	8.2%	84.5%	70.4%	7.6%	8.9%	112.1
News/Media	8.2%	10.9%	5.8%	88.0	0.22%	0.00%					1.4	0.070	04.070	70.470	7.070	0.570	
News/Media Restaurant	8.2% 5.9%	7.4%	5.8%	88.0	0.22%	0.09%	-				22.5	2.40/	40.79/	27.00/	7.00/	10.00/	
News/Media Restaurant Retail	8.2% 5.9% 6.8%	7.4% 10.3%	8.2%	62.6	0.29%	0.10%	-		-		22.5	3.4%	40.7%	27.8%	7.2%	19.8%	256.5
News/Media Restaurant Retail Services	8.2% 5.9% 6.8% 13.0%	7.4% 10.3% 15.9%	8.2% 11.1%	62.6 79.2	0.29% 0.25%	0.10% 0.09%	-	-							13.0%	15.6%	75.8
News/Media Restaurant Retail Services Sports	8.2% 5.9% 6.8% 13.0% 10.7%	7.4% 10.3% 15.9% 14.8%	8.2% 11.1% 9.3%	62.6 79.2 65.9	0.29% 0.25% 0.26%	0.10% 0.09% 0.10%									13.0% 10.7%	15.6% 14.5%	75.8 56.4
News/Media Restaurant Retail Services Sports Tech/Internet	8.2% 5.9% 6.8% 13.0% 10.7% 9.5%	7.4% 10.3% 15.9% 14.8% 13.3%	8.2% 11.1% 9.3% 10.7%	62.6 79.2 65.9 85.0	0.29% 0.25% 0.26% 0.31%	0.10% 0.09% 0.10% 0.10%		-		-	  76.4	0.0%	  69.8%	  55.6%	13.0% 10.7% 9.9%	15.6% 14.5% 30.4%	75.8 56.4 260.1
News/Media Restaurant Retail Services Sports	8.2% 5.9% 6.8% 13.0% 10.7%	7.4% 10.3% 15.9% 14.8%	8.2% 11.1% 9.3%	62.6 79.2 65.9	0.29% 0.25% 0.26%	0.10% 0.09% 0.10%									13.0% 10.7%	15.6% 14.5%	75.8 56.4



#### **Benchmarks for Malta - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	l Video Metrics			User Initiated	d Video Metrics			xpandable Metr	cs
	Imp. with	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
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	l Video Metrics		E	xpandable Metr	cs
	Imp. with	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
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 insufficiant data.



#### Benchmarks for Mexico - 2012

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	l Video Metrics			xpandable Metri	ics
	Imp. with	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. Expansio Duration (Secon
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 234x60 Floating Ad Polite Banner	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%	-	-	-
	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%	-		-		-	-	-	-	-	-	-
				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	l Video Metrics		E	xpandable Metri	ics
	Imp. with			User Average Dwell Time	CTR (Rich	CTR (Standard	Avg. Video Duration			Fully Played	Avg. Video Duration			Fully Played	Impressions with any Panel	Total Expansion	Avg. Expansion
	Interactions Rate	IR	Dwell Rate	(Seconds)	Media)	Media)	(Seconds)	Started Rate	50% Played Rate	Rate	(Seconds)		50% Played Rate	Rate	Expansion Rate	Rate	Duration (Second
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%	49.7%	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%	35.8%	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%	6.3%	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%	82.7%	5.1%	35.1%	134.2
	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
Government/Utilities			8.1%	50.5	0.24%	0.11%	-				20.5	12.3%	64.1%	52.0%	5.8%	7.9%	40.3
Health/Beauty	5.1%	6.9%									-				-		
Health/Beauty Medical	5.1% 8.6%	12.3%	14.4%	44.5	0.36%	0.14%	-										
Health/Beauty Medical News/Media	5.1% 8.6% 1.1%	12.3% 1.5%	14.4% 12.3%	9.0	0.56%	0.28%	-	-	-		-						-
Health/Beauty Medical News/Media Restaurant	5.1% 8.6% 1.1% 12.7%	12.3% 1.5% 18.4%	14.4% 12.3% 15.1%	9.0 91.2	0.56% 0.63%	0.28% 0.21%									15.5%	22.0%	29.8
Health/Beauty Medical News/Media Restaurant Retail	5.1% 8.6% 1.1% 12.7% 3.7%	12.3% 1.5% 18.4% 5.4%	14.4% 12.3% 15.1% 8.8%	9.0 91.2 34.2	0.56% 0.63% 0.30%	0.28% 0.21% 0.13%	-				31.6	6.5%	73.5%	 62.5%	15.5% 5.3%	22.0% 8.2%	29.8 45.3
Health/Beauty Medical News/Media Restaurant Retail Services	5.1% 8.6% 1.1% 12.7% 3.7% 3.2%	12.3% 1.5% 18.4% 5.4% 4.2%	14.4% 12.3% 15.1% 8.8% 9.3%	9.0 91.2 34.2 28.3	0.56% 0.63% 0.30% 0.29%	0.28% 0.21% 0.13% 0.11%	-	-	-		31.6 28.1	6.5% 0.7%	73.5% 75.8%	 62.5% 63.6%	15.5% 5.3% 7.0%	22.0% 8.2% 10.6%	29.8 45.3 68.0
Health/Beauty Medical News/Media Restaurant Retail Services Sports	5.1% 8.6% 1.1% 12.7% 3.7% 3.2% 5.6%	12.3% 1.5% 18.4% 5.4% 4.2% 6.4%	14.4% 12.3% 15.1% 8.8% 9.3% 19.5%	9.0 91.2 34.2 28.3 28.5	0.56% 0.63% 0.30% 0.29% 0.61%	0.28% 0.21% 0.13% 0.11%	-		-		31.6 28.1 81.6	 6.5% 0.7% 24.7%	73.5% 75.8% 90.6%	62.5% 63.6% 67.9%	15.5% 5.3% 7.0% 8.6%	22.0% 8.2% 10.6% 21.3%	29.8 45.3 68.0 118.0
Health/Beauty Medical News/Media Restaurant Retail Services Sports Tech/Internet	5.1% 8.6% 1.1% 12.7% 3.7% 3.2% 5.6% 0.7%	12.3% 1.5% 18.4% 5.4% 4.2% 6.4% 1.1%	14.4% 12.3% 15.1% 8.8% 9.3% 19.5% 7.9%	9.0 91.2 34.2 28.3 28.5 52.6	0.56% 0.63% 0.30% 0.29% 0.61% 0.28%	0.28% 0.21% 0.13% 0.11%  0.23%		  			31.6 28.1 81.6	6.5% 0.7% 24.7%	73.5% 75.8% 90.6%	62.5% 63.6% 67.9%	15.5% 5.3% 7.0% 8.6% 0.6%	22.0% 8.2% 10.6% 21.3% 57.3%	29.8 45.3 68.0 118.0 323.5
Health/Beauty Medical News/Media Restaurant Retail Services Sports	5.1% 8.6% 1.1% 12.7% 3.7% 3.2% 5.6%	12.3% 1.5% 18.4% 5.4% 4.2% 6.4%	14.4% 12.3% 15.1% 8.8% 9.3% 19.5%	9.0 91.2 34.2 28.3 28.5	0.56% 0.63% 0.30% 0.29% 0.61%	0.28% 0.21% 0.13% 0.11%				-	31.6 28.1 81.6	 6.5% 0.7% 24.7%	73.5% 75.8% 90.6%	62.5% 63.6% 67.9%	15.5% 5.3% 7.0% 8.6%	22.0% 8.2% 10.6% 21.3%	29.8 45.3 68.0 118.0

Data Source MediaMind Research, 2012.

Denotes inapplicable metric or insuffic

Denotes inapplicable metric or insufficiant data



#### **Benchmarks for New Zealand - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics			Expandable Metr	ics
	Imp. with	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. Expansi Duration (Seco
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%	-		-	-	-	-		-		-	-
				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics		E	xpandable Metr	ics
	Imp. with	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	Avg. Expansion
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
Camina	0.2%	0.4%	2.5%	24.4	0.09%	0.05%					20.3	59.9%	76.8%	63.0%			
Gaming																	
Government/Utilities	0.1%	0.1%	4.7%	33.4	0.08%	0.08%											
	0.1% 0.3%	0.1% 5.2%	4.7% 4.2%	33.4 30.0	0.08% 0.16%	0.08%				-	54.8	45.8%	77.0%	67.5%	0.3%	22.6%	14.3
Government/Utilities						0.11% 0.11%										22.6%	14.3
Government/Utilities Health/Beauty	0.3%	5.2%	4.2%	30.0	0.16%	0.11%	-				54.8	45.8%	77.0%	67.5%	0.3%		
Government/Utilities Health/Beauty Medical	0.3%	5.2%   4.6%	4.2%   7.8%	30.0   39.0	0.16%   0.28%	0.11% 0.11%	-	-			54.8  	45.8%  	77.0%	67.5%  	0.3%   4.4%	  15.6%	  15.4
Government/Utilities Health/Beauty Medical News/Media	0.3%   3.5% 3.2%	5.2%   4.6% 8.4%	4.2%   7.8% 7.2%	30.0   39.0 61.6	0.16%   0.28% 0.35%	0.11% 0.11% 0.06% 0.12% 0.11%	-			-	54.8    32.7	45.8%   30.7%	77.0%	67.5%    64.0%	0.3%		
Government/Utilities Health/Beauty Medical News/Media Restaurant	0.3%   3.5%	5.2%   4.6%	4.2%   7.8%	30.0   39.0	0.16%   0.28%	0.11% 0.11% 0.06% 0.12%				- - -	54.8  	45.8%  	77.0%	67.5%  	0.3%   4.4%	  15.6%	  15.4
Government/Utilities Health/Beauty Medical News/Media Restaurant Retail	0.3%   3.5% 3.2%	5.2%   4.6% 8.4%	4.2%   7.8% 7.2%	30.0   39.0 61.6	0.16%   0.28% 0.35%	0.11% 0.11% 0.06% 0.12% 0.11% 0.08% 0.05%	-			  	54.8    32.7	45.8%   30.7%	77.0%	67.5%    64.0%	0.3%   4.4% 7.0%	  15.6% 11.9%	15.4 39.4
Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services	0.3%   3.5% 3.2% 0.6%	5.2%   4.6% 8.4% 0.8%	4.2%  -7.8% 7.2% 4.8%	30.0 	0.16%  0.28% 0.35% 0.09%	0.11% 0.11% 0.06% 0.12% 0.11% 0.08% 0.05% 0.31%					54.8   32.7 27.5 	45.8% 	77.0% 77.3% 86.6%	67.5%    64.0% 78.9%	0.3%   4.4% 7.0%	15.6% 11.9%	15.4 39.4 
Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services Sports	0.3%   3.5% 3.2% 0.6%	5.2%   4.6% 8.4% 0.8%	4.2%   7.8% 7.2% 4.8%	30.0   39.0 61.6 21.4	0.16%   0.28% 0.35% 0.09%	0.11% 0.11% 0.06% 0.12% 0.11% 0.08% 0.05%				   	54.8   32.7 27.5	45.8%   30.7% 70.3%	77.0%    77.3% 86.6%	67.5%    64.0% 78.9%	0.3%   4.4% 7.0%	15.6% 11.9%	15.4 39.4 

Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for Netherlands - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	Video Metrics		E	xpandable Metri	ics
	Imp. with	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 (Second
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
300x250 728x90 234x60 Polite Banner	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%	78.7%	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%	-		-	-	-	-	-	-	-	-	
				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	Video Metrics		E	xpandable Metri	ics
	Imp. with	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	0	50% Played Rate	Fully Played Rate	Avg. Video Duration	a	50% Played Rate	Fully Played	Impressions with any Panel Expansion Rate	Total Expansion	Avg. Expansion
	Interactions Rate	IIX.					(Seconds)	Started Rate	50% Played Rate	Rate	(Seconds)			Rate		Rate	
Apparol	0.79/	0.70/															
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
Auto B2B	0.9%	1.6%	3.9%	30.2	0.12%	0.07% 0.05%		-	-		17.6	62.0%	71.8%	60.8%	7.6%	77.1%	98.1
Auto B2B Careers	0.9%  0.1%	1.6%  0.1%	3.9%  1.7%	30.2  33.0	0.12%  0.06%	0.07% 0.05% 0.08%	-		-	-	17.6 	62.0%	71.8%	60.8%	7.6%	77.1%	98.1
Auto B2B Careers Consumer Packaged Goods	0.9%  0.1% 0.9%	1.6%  0.1% 1.2%	3.9%  1.7% 5.2%	30.2  33.0 27.0	0.12%  0.06% 0.20%	0.07% 0.05% 0.08% 0.07%		- - - -	-	- - -	17.6   18.9	62.0%	71.8%   81.5%	60.8%   69.5%	7.6%   5.2%	77.1%   79.3%	98.1   49.6
Auto B2B Careers Consumer Packaged Goods Corporate	0.9%  0.1% 0.9% 0.1%	1.6%  0.1% 1.2% 0.1%	3.9%  1.7% 5.2% 12.8%	30.2  33.0 27.0 14.8	0.12%  0.06% 0.20% 0.13%	0.07% 0.05% 0.08% 0.07% 0.07%	-				17.6   18.9 	62.0%	71.8%   81.5% 	60.8%   69.5% 	7.6%   5.2%	77.1%   79.3%	98.1
Auto B2B Careers Consumer Packaged Goods Corporate Electronics	0.9%  0.1% 0.9% 0.1% 1.2%	1.6%  0.1% 1.2% 0.1% 2.0%	3.9%  1.7% 5.2% 12.8% 4.1%	30.2  33.0 27.0 14.8 34.3	0.12%  0.06% 0.20% 0.13% 0.18%	0.07% 0.05% 0.08% 0.07% 0.07% 0.18%				-	17.6   18.9  14.5	62.0%   13.4%  78.2%	71.8%   81.5%  64.0%	60.8%   69.5%  46.4%	7.6%   5.2%  9.0%	77.1%   79.3%  52.0%	98.1   49.6  143.3
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment	0.9% 	1.6%  0.1% 1.2% 0.1% 2.0% 3.6%	3.9%  1.7% 5.2% 12.8% 4.1% 6.0%	30.2  33.0 27.0 14.8 34.3 41.7	0.12%  0.06% 0.20% 0.13% 0.18% 0.15%	0.07% 0.05% 0.08% 0.07% 0.07% 0.18% 0.11%				- - - - -	17.6   18.9 	62.0%   13.4%  78.2% 52.8%	71.8%   81.5%  64.0% 74.4%	60.8%   69.5% 	7.6% 5.2% 9.0% 7.3%	77.1%   79.3%  52.0% 34.9%	98.1   49.6  143.3 99.0
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gamino	0.9% 0.1% 0.9% 0.1% 1.2% 2.8% 0.3%	1.6%  0.1% 1.2% 0.1% 2.0% 3.6% 0.4%	3.9%  1.7% 5.2% 12.8% 4.1% 6.0% 2.3%	30.2  33.0 27.0 14.8 34.3 41.7 37.6	0.12%  0.06% 0.20% 0.13% 0.18% 0.15% 0.08%	0.07% 0.05% 0.08% 0.07% 0.07% 0.18% 0.11% 0.119%				-	17.6   18.9  14.5 18.9	62.0%   13.4%  78.2% 52.8%	71.8% 81.5% 64.0% 74.4%	60.8%   69.5%  46.4% 58.0%	7.6% 5.2% 9.0% 7.3% 8.5%	77.1%   79.3%  52.0% 34.9% 46.0%	98.1   49.6  143.3 99.0 25.2
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaminn	0.9% 0.1% 0.9% 0.1% 1.2% 2.8% 0.3% 1.5%	1.6% 0.1% 1.2% 0.1% 2.0% 3.6% 0.4% 2.7%	3.9%  1.7% 5.2% 12.8% 4.1% 6.0% 2.3% 3.6%	30.2 	0.12%  0.06% 0.20% 0.13% 0.18% 0.15% 0.08%	0.07% 0.05% 0.08% 0.07% 0.07% 0.18% 0.11% 0.19%	     17.1	    74.0%	     82.7%	     70.2%	17.6   18.9  14.5 18.9	62.0%   13.4%  78.2% 52.8%	71.8%   81.5%  64.0% 74.4%	60.8%   69.5%  46.4% 58.0%	7.6% 5.2% 9.0% 7.3%	77.1%   79.3%  52.0% 34.9%	98.1   49.6  143.3 99.0
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gamino	0.9%	1.6% 0.1% 1.2% 0.1% 2.0% 3.6% 0.4% 2.7% 1.5%	3.9%  1.7% 5.2% 12.8% 4.1% 6.0% 2.3% 3.6% 3.2%	30.2 33.0 27.0 14.8 34.3 41.7 37.6 41.0	0.12% 0.06% 0.20% 0.13% 0.18% 0.15% 0.08% 0.13% 0.07%	0.07% 0.05% 0.08% 0.07% 0.07% 0.18% 0.11% 0.19% 0.09% 0.07%	17.1	     74.0%	    82.7%	     70.2%	17.6   18.9  14.5 18.9  17.6	62.0% 13.4% 78.2% 52.8% 55.6%	71.8% 81.5% 64.0% 74.4% 74.2%	60.8% 69.5% 46.4% 58.0% 63.8%	7.6% 5.2% 9.0% 7.3% 8.5% 12.4%	77.1% 79.3% 52.0% 34.9% 46.0% 21.5%	98.1 
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty	0.9% 0.1% 0.9% 0.1% 1.2% 2.8% 0.3% 1.5%	1.6% 0.1% 1.2% 0.1% 2.0% 3.6% 0.4% 2.7%	3.9%  1.7% 5.2% 12.8% 4.1% 6.0% 2.3% 3.6%	30.2 	0.12%  0.06% 0.20% 0.13% 0.18% 0.15% 0.08%	0.07% 0.05% 0.08% 0.07% 0.07% 0.11% 0.119% 0.09% 0.09%		     74.0%	    82.7%	     70.2%	17.6  18.9  14.5 18.9  17.6	62.0% 	71.8% 81.5% 64.0% 74.4% 74.2%	60.8%   69.5%  46.4% 58.0%  63.8%	7.6% 5.2% 9.0% 7.3% 8.5% 12.4%	77.1% 79.3% 52.0% 34.9% 46.0% 21.5%	98.1 
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical	0.9% 0.1% 0.9% 0.1% 1.2% 2.8% 0.3% 1.5% 1.0% 3.0%	1.6% 0.1% 1.2% 0.19% 2.0% 3.6% 0.4% 2.7% 1.5% 4.2%	3.9% 1.7% 5.2% 12.8% 4.1% 6.0% 2.3% 3.6% 3.2% 5.1%	30.2  33.0 27.0 14.8 34.3 41.7 37.6 41.0 45.8 51.6	0.12% 0.06% 0.20% 0.13% 0.18% 0.15% 0.08% 0.13% 0.07%	0.07% 0.05% 0.08% 0.07% 0.07% 0.18% 0.11% 0.19% 0.09% 0.09% 0.07% 0.12% 0.18%		     74.0%		     70.2%	17.6  18.9  14.5 18.9  17.6  10.9	62.0% 13.4% 78.2% 52.8% 55.6% 53.7%	71.8% 81.5% 64.0% 74.4% 74.2% 79.2%	60.8% 69.5% 46.4% 58.0% 63.8% 68.4%	7.6% 5.2% 9.0% 7.3% 8.5% 12.4% 14.4%	77.1% 79.3% 52.0% 34.9% 46.0% 21.5% 27.3%	98.1  49.6  143.3 99.0 25.2 14.6  85.9
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty	0.9% 0.1% 0.9% 0.9% 1.2% 2.8% 1.5% 1.0% 3.0% 0.0%	1.6% 0.1% 1.2% 0.1% 2.0% 3.6% 0.4% 2.7% 1.5% 4.2% 0.0%	3.9% 1.7% 5.2% 12.8% 4.1% 6.0% 2.3% 3.6% 3.2% 5.1% 1.6%	30.2 33.0 27.0 14.8 34.3 41.7 37.6 41.0 45.8 51.6	0.12% 	0.07% 0.05% 0.08% 0.07% 0.07% 0.11% 0.19% 0.19% 0.09% 0.07% 0.12% 0.12% 0.18%	17.1	74.0%	82.7%		17.6  18.9  14.5 18.9  17.6  10.9	62.0% 13.4% 78.2% 52.8% 55.6%	71.8%	60.8% 69.5% 46.4% 58.0% 63.8% 68.4%	7.6%	77.1% 79.3% 52.0% 34.9% 46.0% 21.5% 27.3%	98.1  49.6  143.3 99.0 25.2 14.6  85.9
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Deauty Medical News/Media Retail	0.9%	1.6% 0.1% 1.2% 0.19% 2.0% 3.69% 0.4% 2.7% 1.5% 4.2% 0.0% 3.0%	3.9% 1.7% 5.2% 12.8% 4.1% 6.0% 3.6% 3.2% 5.1% 1.6% 4.8%	30.2 33.0 27.0 14.8 34.3 41.7 37.6 41.0 45.8 51.6 	0.12%  0.06% 0.20% 0.13% 0.18% 0.15% 0.08% 0.13% 0.07% 0.31% 	0.07% 0.05% 0.08% 0.07% 0.07% 0.11% 0.11% 0.19% 0.09% 0.07% 0.8% 0.09% 0.09%	17.1	74.0%	82.7%	70.2%	17.6 	62.0% 13.4% 78.2% 52.8% 55.6% 53.7%	71.8% 81.5% 64.0% 74.4% 74.2% 79.2%	60.8% 69.5% 46.4% 58.0% 63.8% 68.4%	7.6%	77.1% 79.3% 52.0% 34.9% 46.0% 21.5% 27.3% 24.8%	98.1  49.6  143.3 99.0 25.2 14.6  85.9  92.7
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media	0.9% 0.1% 0.9% 0.9% 1.2% 2.8% 1.5% 1.0% 3.0% 0.0%	1.6% 0.1% 1.2% 0.1% 2.0% 3.6% 0.4% 2.7% 1.5% 4.2% 0.0%	3.9% 1.7% 5.2% 12.8% 4.1% 6.0% 2.3% 3.6% 3.2% 5.1% 1.6%	30.2 33.0 27.0 14.8 34.3 41.7 37.6 41.0 45.8 51.6	0.12% 	0.07% 0.05% 0.08% 0.07% 0.07% 0.11% 0.19% 0.19% 0.09% 0.07% 0.12% 0.12% 0.18%	17.1	74.0%	82.7% 	70.2%	17.6 18.9 17.6 10.9 19.0	62.0% 13.4% 78.2% 52.8% 55.6% 53.7% 62.6%	71.8%	60.8% 69.5% 46.4% 58.0% 63.8% 68.4% 52.1%	7.6%	77.1% 79.3% 52.0% 34.9% 46.0% 21.5% 27.3%	98.1  49.6  143.3 99.0 25.2 14.6  85.9
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Retail Services Sports	0.9%	1.6% 0.1% 1.2% 0.1% 2.0% 3.6% 0.4% 2.7% 1.5% 4.2% 0.0% 3.0% 18.1%	3.9%	30.2  33.0 27.0 14.8 34.3 41.7 37.6 41.0 45.8 51.6  24.2 54.2	0.12% 	0.07% 0.05% 0.08% 0.07% 0.07% 0.11% 0.11% 0.19% 0.09% 0.07% 0.12% 0.18% 0.38% 0.09% 0.12% 0.12%	17.1	74.0%	82.7% 	70.2%	17.6	62.0%	71.8%	60.8% 	7.6% 5.2% 9.0% 7.3% 8.5% 12.4% 14.4% 14.0%	77.1% 79.3% 52.0% 34.9% 46.0% 21.5% 27.3% 24.8% 34.4%	98.1 
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Retail Services	0.9%	1.6% 0.1% 1.2% 0.19% 2.0% 3.69% 0.4% 2.7% 1.5% 4.2% 0.0% 3.0% 18.1%	3.9%	30.2 33.0 27.0 14.8 34.3 41.7 37.6 41.0 45.8 51.6 	0.12% 	0.07% 0.05% 0.05% 0.05% 0.07% 0.07% 0.11% 0.11% 0.19% 0.09% 0.07% 0.12% 0.12% 0.18% 0.09% 0.07%	17.1	74.0%		70.2%	17.6	62.0%	71.8%	60.8% 69.5% 46.4% 58.0% 63.8% 68.4% 52.1%	7.6%	77.1% 79.3% 52.0% 34.9% 46.0% 21.5% 27.3% 24.8% 34.4%	98.1  49.6  143.3 99.0 25.2 14.6    95.9  92.7 16.4



#### **Benchmarks for Norway - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	d Video Metrics			xpandable Metri	ics
	Imp. with	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. Expansio Duration (Secon
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%	-		-		-		-	-	-	-	-
				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	d Video Metrics			xpandable Metri	ics
	Imp. with	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 (Second
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%												

MediaMind Research, 2012.

Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for Philippines - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	d Video Metrics			xpandable Metri	ics
	Imp. with	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	d Video Metrics			User Initiated	d Video Metrics		E	xpandable Metri	ics
	Imp. with	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%	-		-	-			-	-		-	
	0.00/	5.6%	5.9%	81.8	0.12%	0.12%	-								4.0%	5.7%	107.9
Telecom	3.8%	5.6%	5.9%	01.0	0.1270	0.12%											

MediaMind Research, 2012.

Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for Poland - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	l Video Metrics			xpandable Metr	ics
	Imp. with	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
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%	-		-	-	-		-	-		-	-
				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics		E	xpandable Metr	ics
	Imp. with	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	Avg. Expansion
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



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

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics			xpandable Metri	ics
	Imp. with	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. Expans
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%	-		-	-	-	-		-		-	-
				Basic Metrics				Auto Initiated	l Video Metrics			User Initiated	Video Metrics			xpandable Metri	ics
							Avg. Video				Avg. Video				Impressions with		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	any Panel Expansion Rate	Total Expansion Rate	Avg. Expans Duration (Sec
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%	62.4%	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%	43.3%	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%	58.8%	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%	61.7%	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%	35.6%	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%	57.7%	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 R															



#### **Benchmarks for Romania - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	d Video Metrics			User Initiated	l Video Metrics		E	xpandable Metri	ics
	Imp. with	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 (Second
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 Initiate	d Video Metrics			User Initiated	l Video Metrics		E	xpandable Metri	ics
	Imp. with	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
					0.30%	0.12%									6.1%	11.7%	77.9
Consumer Packaged Goods	3.2%	6.3%	17.9%	23.5	0.30%	0.1270											
Consumer Packaged Goods Electronics	0.3%	6.3% 0.5%	17.9%	56.1	0.22%	0.16%									0.2%	32.1%	117.6
Consumer Packaged Goods Electronics Entertainment							-							-	0.2% 14.6%	32.1% 18.2%	117.6 38.5
Consumer Packaged Goods Electronics	0.3%	0.5%	6.4%	56.1	0.22%	0.16%											



#### **Benchmarks for Singapore - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	l Video Metrics			xpandable Metri	ics
	Imp. with	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
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%	-	-	-		-		-	-	-	-	-
				Basic Metrics				<b>Auto Initiated</b>	Video Metrics			User Initiated	Video Metrics		E	xpandable Metri	ics
	Imp. with			User Average Dwell Time	CTR (Rich	CTR (Standard	Avg. Video Duration			Fully Played	Avg. Video Duration			Fully Played	Impressions with any Panel	Total Expansion	Avg. Expansion
	Interactions Rate	IR	Dwell Rate	(Seconds)	Media)	Media)	(Seconds)	Started Rate	50% Played Rate	Rate	(Seconds)	Started Rate	50% Played Rate	Rate	Expansion Rate	Rate	Duration (Secon
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
	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
B2B				44.8													68.0
Careers	1.3%	1.6%	6.8%		0.32%										7.6%	70.3%	
	10.7%	1.6% 20.5%	11.2%	79.5	0.40%	0.09%	-	-			16.9	6.3%	36.1%	25.0%	10.3%	26.4%	104.8
Careers	10.7% 3.9%	1.6% 20.5% 5.0%		79.5 57.6	0.40% 0.21%	0.09% 0.10%					16.9 14.2		36.1% 61.3%	25.0% 38.7%	10.3% 4.5%	26.4% 6.9%	104.8 66.9
Careers Consumer Packaged Goods Corporate Electronics	10.7% 3.9% 7.4%	1.6% 20.5% 5.0% 9.6%	11.2% 4.3% 9.6%	79.5 57.6 72.7	0.40% 0.21% 0.37%	0.09% 0.10% 0.13%	-			-	16.9 14.2 40.4	6.3% 39.9% 7.4%	36.1% 61.3% 49.7%	25.0% 38.7% 35.5%	10.3% 4.5% 7.2%	26.4% 6.9% 22.9%	104.8 66.9 127.1
Careers Consumer Packaged Goods Corporate	10.7% 3.9% 7.4% 5.0%	1.6% 20.5% 5.0% 9.6% 6.9%	11.2% 4.3% 9.6% 8.7%	79.5 57.6 72.7 66.6	0.40% 0.21% 0.37% 0.32%	0.09% 0.10% 0.13% 0.07%	-			-	16.9 14.2 40.4 31.1	6.3% 39.9% 7.4% 11.0%	36.1% 61.3% 49.7% 51.9%	25.0% 38.7% 35.5% 37.3%	10.3% 4.5% 7.2% 5.5%	26.4% 6.9% 22.9% 29.9%	104.8 66.9 127.1 106.8
Careers Consumer Packaged Goods Corporate Electronics	10.7% 3.9% 7.4% 5.0% 1.1%	1.6% 20.5% 5.0% 9.6% 6.9% 1.4%	11.2% 4.3% 9.6% 8.7% 4.4%	79.5 57.6 72.7 66.6 45.0	0.40% 0.21% 0.37% 0.32% 0.13%	0.09% 0.10% 0.13% 0.07% 0.06%	  22.3	  66.3%	  59.0%	   45.3%	16.9 14.2 40.4	6.3% 39.9% 7.4%	36.1% 61.3% 49.7%	25.0% 38.7% 35.5%	10.3% 4.5% 7.2%	26.4% 6.9% 22.9%	104.8 66.9 127.1
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning	10.7% 3.9% 7.4% 5.0% 1.1%	1.6% 20.5% 5.0% 9.6% 6.9% 1.4% 2.1%	11.2% 4.3% 9.6% 8.7% 4.4% 3.3%	79.5 57.6 72.7 66.6 45.0 51.4	0.40% 0.21% 0.37% 0.32% 0.13% 0.10%	0.09% 0.10% 0.13% 0.07% 0.06% 0.12%	  22.3	   66.3%	   59.0%	   45.3%	16.9 14.2 40.4 31.1 20.2	6.3% 39.9% 7.4% 11.0% 46.3%	36.1% 61.3% 49.7% 51.9% 61.2%	25.0% 38.7% 35.5% 37.3% 45.0%	10.3% 4.5% 7.2% 5.5% 5.7%	26.4% 6.9% 22.9% 29.9% 34.7%	104.8 66.9 127.1 106.8 144.7
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities	10.7% 3.9% 7.4% 5.0% 1.1% 1.4% 9.2%	1.6% 20.5% 5.0% 9.6% 6.9% 1.4% 2.1%	11.2% 4.3% 9.6% 8.7% 4.4% 3.3% 7.8%	79.5 57.6 72.7 66.6 45.0 51.4 89.3	0.40% 0.21% 0.37% 0.32% 0.13% 0.10% 0.20%	0.09% 0.10% 0.13% 0.07% 0.06% 0.12% 0.10%	22.3  34.5	66.3%	59.0%  73.0%	45.3%  59.3%	16.9 14.2 40.4 31.1 20.2  19.2	6.3% 39.9% 7.4% 11.0% 46.3%  23.3%	36.1% 61.3% 49.7% 51.9% 61.2%	25.0% 38.7% 35.5% 37.3% 45.0%	10.3% 4.5% 7.2% 5.5% 5.7%  10.0%	26.4% 6.9% 22.9% 29.9% 34.7%  16.1%	104.8 66.9 127.1 106.8 144.7  51.9
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaminig Government/Utilities Health/Beauty	10.7% 3.9% 7.4% 5.0% 1.1% 9.2% 6.9%	1.6% 20.5% 5.0% 9.6% 6.9% 1.4% 2.1% 11.2% 9.4%	11.2% 4.3% 9.6% 8.7% 4.4% 3.3% 7.8%	79.5 57.6 72.7 66.6 45.0 51.4 89.3 68.7	0.40% 0.21% 0.37% 0.32% 0.13% 0.10% 0.20%	0.09% 0.10% 0.13% 0.07% 0.06% 0.12%	  22.3  34.5	66.3%  71.0%	  59.0%  73.0%	   45.3%  59.3%	16.9 14.2 40.4 31.1 20.2	6.3% 39.9% 7.4% 11.0% 46.3%	36.1% 61.3% 49.7% 51.9% 61.2%	25.0% 38.7% 35.5% 37.3% 45.0%	10.3% 4.5% 7.2% 5.5% 5.7%  10.0% 9.3%	26.4% 6.9% 22.9% 29.9% 34.7%  16.1% 20.9%	104.8 66.9 127.1 106.8 144.7  51.9 99.3
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical	10.7% 3.9% 7.4% 5.0% 1.1% 1.4% 9.2% 6.9% 13.7%	1.6% 20.5% 5.0% 9.6% 6.9% 1.4% 2.1% 11.2% 9.4% 16.8%	11.2% 4.3% 9.6% 8.7% 4.4% 3.3% 7.8% 7.9% 12.6%	79.5 57.6 72.7 66.6 45.0 51.4 89.3 68.7 82.6	0.40% 0.21% 0.37% 0.32% 0.13% 0.10% 0.20% 0.24% 0.37%	0.09% 0.10% 0.13% 0.07% 0.06% 0.12% 0.10%	22.3  34.5	66.3%	59.0%  73.0%	45.3%  59.3%	16.9 14.2 40.4 31.1 20.2  19.2	6.3% 39.9% 7.4% 11.0% 46.3%  23.3%	36.1% 61.3% 49.7% 51.9% 61.2%	25.0% 38.7% 35.5% 37.3% 45.0%	10.3% 4.5% 7.2% 5.5% 5.7%  10.0% 9.3% 15.0%	26.4% 6.9% 22.9% 29.9% 34.7%  16.1% 20.9% 18.0%	104.8 66.9 127.1 106.8 144.7 
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty	10.7% 3.9% 7.4% 5.0% 1.1% 1.4% 9.2% 6.9% 13.7% 3.9%	1.6% 20.5% 5.0% 9.6% 6.9% 1.4% 2.1% 11.2% 9.4% 16.8%	11.2% 4.3% 9.6% 8.7% 4.4% 3.3% 7.8%	79.5 57.6 72.7 66.6 45.0 51.4 89.3 68.7 82.6 33.3	0.40% 0.21% 0.37% 0.32% 0.13% 0.10% 0.20% 0.24% 0.37% 0.22%	0.09% 0.10% 0.13% 0.07% 0.06% 0.12% 0.10% 0.07%	22.3  34.5  32.9	  66.3%  71.0%  59.0%	59.0%  73.0%  77.5%	  45.3%  59.3%  66.4%	16.9 14.2 40.4 31.1 20.2  19.2 15.7	6.3% 39.9% 7.4% 11.0% 46.3%  23.3% 17.2%	36.1% 61.3% 49.7% 51.9% 61.2% 	25.0% 38.7% 35.5% 37.3% 45.0%  42.1% 57.2%	10.3% 4.5% 7.2% 5.5% 5.7%  10.0% 9.3% 15.0% 3.9%	26.4% 6.9% 22.9% 29.9% 34.7%  16.1% 20.9% 18.0% 6.0%	104.8 66.9 127.1 106.8 144.7  51.9 99.3 81.8 45.0
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant	10.7% 3.9% 7.4% 5.0% 1.1% 1.4% 9.2% 6.9% 13.7% 3.9% 6.7%	1.6% 20.5% 5.0% 9.6% 6.9% 1.4% 2.1% 11.2% 9.4% 16.8% 6.4% 8.8%	11.2% 4.3% 9.6% 8.7% 4.4% 3.3% 7.8% 12.6% 6.2% 7.6%	79.5 57.6 72.7 66.6 45.0 51.4 89.3 68.7 82.6 33.3 70.7	0.40% 0.21% 0.37% 0.32% 0.13% 0.10% 0.20% 0.24% 0.37% 0.22% 0.32%	0.09% 0.10% 0.13% 0.07% 0.06% 0.12% 0.10% 0.07% 0.08% 0.12%	22.3  34.5  32.9	  66.3%  71.0%  59.0%	  59.0%  73.0%  77.5%	45.3% 	16.9 14.2 40.4 31.1 20.2  19.2 15.7  10.8	6.3% 39.9% 7.4% 11.0% 46.3% 23.3% 17.2% 4.7%	36.1% 61.3% 49.7% 51.9% 61.2% 	25.0% 38.7% 35.5% 37.3% 45.0%  42.1% 57.2%  24.7%	10.3% 4.5% 7.2% 5.5% 5.7% 10.0% 9.3% 15.0% 3.9% 6.6%	26.4% 6.9% 22.9% 29.9% 34.7% 16.1% 20.9% 18.0% 6.0% 16.4%	104.8 66.9 127.1 106.8 144.7  51.9 99.3 81.8 45.0 73.9
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail	10.7% 3.9% 7.4% 5.0% 1.1% 9.2% 6.9% 13.7% 3.9% 6.7% 7.5%	1.6% 20.5% 5.0% 9.6% 6.9% 1.4% 2.1% 11.2% 9.4% 6.4% 8.8% 10.0%	11.2% 4.3% 9.6% 8.7% 4.4% 3.3% 7.8% 7.9% 12.6% 6.2% 7.6% 7.3%	79.5 57.6 72.7 66.6 45.0 51.4 89.3 68.7 82.6 93.3 70.7	0.40% 0.21% 0.37% 0.32% 0.13% 0.10% 0.20% 0.24% 0.37% 0.22% 0.32% 0.17%	0.09% 0.10% 0.13% 0.07% 0.06% 0.12% 0.10% 0.07% 0.36% 0.21% 0.10%	22.3  34.5  32.9	   66.3%  71.0%  59.0%	73.0% 	45.3%  59.3%  66.4%	16.9 14.2 40.4 31.1 20.2  19.2 15.7	6.3% 39.9% 7.4% 11.0% 46.3%  23.3% 17.2%	36.1% 61.3% 49.7% 51.9% 61.2% 	25.0% 38.7% 35.5% 37.3% 45.0%  42.1% 57.2%	10.3% 4.5% 7.2% 5.5% 5.7% 10.0% 9.3% 15.0% 3.9% 6.6% 7.4%	26.4% 6.9% 22.9% 29.9% 34.7% 16.1% 20.9% 18.0% 6.0% 16.4% 15.5%	104.8 66.9 127.1 106.8 144.7  51.9 99.3 81.8 45.0 73.9 136.6
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant	10.7% 3.9% 7.4% 5.0% 1.1% 1.4% 9.2% 6.9% 13.7% 3.9% 6.7%	1.6% 20.5% 5.0% 9.6% 6.9% 1.4% 2.1% 11.2% 9.4% 16.8% 6.4% 8.8%	11.2% 4.3% 9.6% 8.7% 4.4% 3.3% 7.8% 12.6% 6.2% 7.6%	79.5 57.6 72.7 66.6 45.0 51.4 89.3 68.7 82.6 33.3 70.7	0.40% 0.21% 0.37% 0.32% 0.13% 0.10% 0.20% 0.24% 0.37% 0.22% 0.32%	0.09% 0.10% 0.13% 0.07% 0.06% 0.12% 0.10% 0.07% 0.21% 0.10% 0.10%	22.3 	  66.3%  71.0%  59.0%	59.0%  73.0%  77.5%	45.3%  59.3%  66.4%	16.9 14.2 40.4 31.1 20.2  19.2 15.7  10.8	6.3% 39.9% 7.4% 11.0% 46.3% 23.3% 17.2% 4.7%	36.1% 61.3% 49.7% 51.9% 61.2% 	25.0% 38.7% 35.5% 37.3% 45.0%  42.1% 57.2%  24.7%	10.3% 4.5% 7.2% 5.5% 5.7% 10.0% 9.3% 15.0% 3.9% 6.6%	26.4% 6.9% 22.9% 29.9% 34.7% 16.1% 20.9% 18.0% 6.0% 16.4%	104.8 66.9 127.1 106.8 144.7  51.9 99.3 81.8 45.0 73.9
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail	10.7% 3.9% 7.4% 5.0% 1.1% 9.2% 6.9% 13.7% 3.9% 6.7% 7.5%	1.6% 20.5% 5.0% 9.6% 6.9% 1.4% 2.1% 11.2% 9.4% 6.4% 8.8% 10.0%	11.2% 4.3% 9.6% 8.7% 4.4% 3.3% 7.8% 7.9% 12.6% 6.2% 7.6% 7.3%	79.5 57.6 72.7 66.6 45.0 51.4 89.3 68.7 82.6 93.3 70.7	0.40% 0.21% 0.37% 0.32% 0.13% 0.10% 0.20% 0.24% 0.37% 0.22% 0.32% 0.17%	0.09% 0.10% 0.13% 0.07% 0.06% 0.12% 0.10% 0.07% 0.36% 0.21% 0.10%	22.3 		73.0% 	45.3% 	16.9 14.2 40.4 31.1 20.2 19.2 15.7 10.8 38.0	6.3% 39.9% 7.4% 11.0% 46.3%  23.3% 17.2%  4.7% 5.2%	36.1% 61.3% 49.7% 51.9% 61.2% 	25.0% 38.7% 35.5% 37.3% 45.0%  42.1% 57.2%  24.7% 34.7%	10.3% 4.5% 7.2% 5.5% 5.7% 10.0% 9.3% 15.0% 3.9% 6.6% 7.4%	26.4% 6.9% 22.9% 29.9% 34.7% 16.1% 20.9% 18.0% 6.0% 16.4% 15.5%	104.8 66.9 127.1 106.8 144.7  51.9 99.3 81.8 45.0 73.9 136.6
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Restail Services	10.7% 3.9% 7.4% 5.0% 1.1% 1.4% 9.2% 6.9% 13.7% 3.9% 6.7% 7.5% 9.9%	1.6% 20.5% 5.0% 9.6% 6.9% 1.4% 2.1% 11.2% 9.4% 16.8% 6.4% 8.8% 10.0% 13.1%	11.2% 4.3% 9.6% 8.7% 4.4% 3.3% 7.8% 7.9% 12.6% 6.2% 7.6% 7.6% 9.4%	79.5 57.6 72.7 66.6 45.0 51.4 89.3 68.7 82.6 33.3 70.7 68.8	0.40% 0.21% 0.37% 0.32% 0.13% 0.10% 0.20% 0.24% 0.37% 0.22% 0.32% 0.17% 0.36%	0.09% 0.10% 0.13% 0.07% 0.06% 0.12% 0.10% 0.07% 0.21% 0.10% 0.10%	22.3 		59.0% 		16.9 14.2 40.4 31.1 20.2 19.2 15.7 10.8 38.0	6.3% 39.9% 7.4% 11.0% 46.3%  23.3% 17.2%  4.7% 5.2%	36.1% 61.3% 49.7% 51.9% 61.2% 	25.0% 38.7% 35.5% 37.3% 45.0% 	10.3% 4.5% 7.2% 5.5% 5.7% 10.0% 9.3% 15.0% 3.9% 6.6% 7.4%	26.4% 6.9% 22.9% 29.9% 34.7% 16.1% 20.9% 6.0% 16.4% 15.5% 15.1%	104.8 66.9 127.1 106.8 144.7  51.9 99.3 81.8 45.0 73.9 136.6 85.6
Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services Sports	10.7% 3.9% 7.4% 5.0% 1.1% 9.2% 6.9% 13.7% 3.9% 6.7% 7.5% 9.9%	1.6% 20.5% 5.0% 9.6% 6.9% 1.4% 2.1% 11.2% 9.4% 16.8% 6.4% 8.8% 10.0%	11.2% 4.3% 9.6% 8.7% 4.4% 3.3% 7.8% 12.6% 6.2% 7.6% 9.4%	79.5 57.6 72.7 66.6 45.0 51.4 89.3 68.7 82.6 33.3 70.7 68.8 92.8	0.40% 0.21% 0.37% 0.32% 0.13% 0.10% 0.20% 0.24% 0.37% 0.22% 0.37% 0.26% 0.17%	0.09% 0.10% 0.13% 0.07% 0.06% 0.12% 0.10% 0.07% 0.36% 0.21% 0.10% 0.11%	22.3 	66.3%  71.0%  59.0%	73.0% 	45.3% 	16.9 14.2 40.4 31.1 20.2 19.2 15.7 10.8 38.0	6.3% 39.9% 7.4% 11.0% 46.3% 23.3% 17.2% 4.7% 5.2%	36.1% 61.3% 49.7% 51.9% 61.2% 	25.0% 38.7% 35.5% 37.3% 45.0% 42.1% 57.2% 24.7% 34.7%	10.3% 4.5% 7.2% 5.5% 5.7% 10.0% 9.3% 15.0% 3.9% 6.6% 7.4%	26.4% 6.9% 22.9% 29.9% 34.7% 16.1% 20.9% 18.0% 6.0% 6.0% 15.5%	104.8 66.9 127.1 106.8 144.7  51.9 99.3 81.8 45.0 73.9 136.6 85.6

Data Source MediaMind Research, 2012.

Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for South Africa - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	l Video Metrics			User Initiated	Video Metrics		E	xpandable Metri	cs
	Imp. with	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 (Second
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
300x250 728x90 Floating Ad	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%	-		-		-			-		-	-
				Basic Metrics				Auto Initiated	l Video Metrics			User Initiated	Video Metrics		E	xpandable Metri	cs
	Imp. with		Dwell Rate	User Average Dwell Time	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration		50% Played Rate	Fully Played	Avg. Video Duration	2	50% Played Rate	Fully Played	Impressions with any Panel Expansion Rate	Total Expansion	Avg. Expansion
Apparel	7.5%	IR 10.7%	13.4%	(Seconds) 59.5	0.56%	0.29%	(Seconds) 54.5	57.6%	85.2%	78.9%	(Seconds) 163.7	39.1%	85.5%	72.0%	14.7%	Rate 20.4%	60.0
Auto	1.4%	1.8%	4.1%	39.1	0.20%	0.18%	54.5	57.0%	65.276	76.5%	15.6	11.2%	83.2%	72.3%	2.2%	3.0%	82.6
B2B	1.6%	2.2%	5.2%	55.4	0.20%	0.17%			-	-	15.0	11.270	65.2%	72.5%	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	0.47%	0.14%	-		-		10.9	13.276	72.0%	00.476	3.5%	13.5%	107.1
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
	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
Financial					0.1370			J4.2 /0	70.070						0.070	0.576	
Financial						0.16%											
Gaming			7.0%	94.8	0.17%	0.16%				-	-	-	-				69.7
Financial Gaming Government/Utilities Health/Beauty	3.7%	3.5%	7.0%	94.8	0.17%	0.10%									3.7%	6.3%	69.7 86.7
Government/Utilities Health/Beauty	3.7% 5.6%	3.5% 7.7%	7.0% 12.3%	94.8 43.5	0.17% 0.45%	0.10% 0.17%	-					19.6%	60.6%	34.6%	3.7% 7.2%	6.3% 10.8%	86.7
Government/Utilities Health/Beauty Medical	3.7% 5.6% 4.4%	3.5% 7.7% 6.2%	7.0% 12.3% 7.4%	94.8 43.5 80.2	0.17% 0.45% 0.08%	0.10% 0.17% 0.15%					23.7	19.6%	60.6%	 34.6% 	3.7% 7.2% 4.7%	6.3% 10.8% 6.4%	86.7 94.9
Government/Utilities Health/Beauty Medical Restaurant	3.7% 5.6% 4.4% 3.0%	3.5% 7.7% 6.2% 3.8%	7.0% 12.3% 7.4% 6.5%	94.8 43.5 80.2 38.5	0.17% 0.45% 0.08% 0.20%	0.10% 0.17% 0.15% 0.15%	-	-	-	-	23.7	19.6%  2.3%	60.6%	34.6%	3.7% 7.2% 4.7% 3.1%	6.3% 10.8% 6.4% 5.6%	86.7 94.9 146.8
Government/Utilities Health/Beauty Medical Restaurant Retail	3.7% 5.6% 4.4% 3.0% 5.9%	3.5% 7.7% 6.2% 3.8% 8.4%	7.0% 12.3% 7.4% 6.5% 10.1%	94.8 43.5 80.2 38.5 77.2	0.17% 0.45% 0.08% 0.20% 0.55%	0.10% 0.17% 0.15% 0.15% 0.32%			-	-	23.7	19.6%	60.6%	34.6%  26.5%	3.7% 7.2% 4.7% 3.1% 11.7%	6.3% 10.8% 6.4% 5.6% 22.4%	86.7 94.9 146.8 52.8
Government/Utilities Health/Beauty Medical Restaurant Retail Services	3.7% 5.6% 4.4% 3.0% 5.9% 3.4%	3.5% 7.7% 6.2% 3.8% 8.4% 4.2%	7.0% 12.3% 7.4% 6.5% 10.1% 7.3%	94.8 43.5 80.2 38.5 77.2 63.1	0.17% 0.45% 0.08% 0.20% 0.55% 0.23%	0.10% 0.17% 0.15% 0.15% 0.32% 0.20%	-				23.7  19.4	19.6%  2.3%	60.6%  39.0%	34.6%  26.5%	3.7% 7.2% 4.7% 3.1%	6.3% 10.8% 6.4% 5.6%	86.7 94.9 146.8
Government/Utilities Health/Beauty Medical Restaurant Retail Services Sports	3.7% 5.6% 4.4% 3.0% 5.9% 3.4% 0.1%	3.5% 7.7% 6.2% 3.8% 8.4% 4.2% 0.3%	7.0% 12.3% 7.4% 6.5% 10.1% 7.3% 5.0%	94.8 43.5 80.2 38.5 77.2 63.1 32.9	0.17% 0.45% 0.08% 0.20% 0.55% 0.23% 0.12%	0.10% 0.17% 0.15% 0.15% 0.32% 0.20% 0.18%				- - - - -	23.7  19.4  21.6	19.6%  2.3%  8.8%	 60.6%  39.0%  53.0%	34.6%  26.5%  35.1%	3.7% 7.2% 4.7% 3.1% 11.7%	6.3% 10.8% 6.4% 5.6% 22.4% 11.5%	86.7 94.9 146.8 52.8 55.9
Government/Utilities Health/Beauty Medical Restaurant Retail Services	3.7% 5.6% 4.4% 3.0% 5.9% 3.4%	3.5% 7.7% 6.2% 3.8% 8.4% 4.2%	7.0% 12.3% 7.4% 6.5% 10.1% 7.3%	94.8 43.5 80.2 38.5 77.2 63.1	0.17% 0.45% 0.08% 0.20% 0.55% 0.23%	0.10% 0.17% 0.15% 0.15% 0.32% 0.20%					23.7  19.4  21.6	19.6%  2.3%  8.8%	 60.6%  39.0%  53.0%	34.6%  26.5%  35.1%	3.7% 7.2% 4.7% 3.1% 11.7% 4.6%	6.3% 10.8% 6.4% 5.6% 22.4% 11.5%	86.7 94.9 146.8 52.8 55.9

MediaMind Research, 2012.

Denotes inapplicable metric or insufficiant data.



#### Benchmarks for Spain - 2012

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	l Video Metrics			User Initiated	d Video Metrics			xpandable Metri	ics
	Imp. with	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
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 234x60 Floating Ad	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
	6.6%	6.8%	50.6%	4.2		3.86%	-		-		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	l Video Metrics			User Initiated	d Video Metrics		E	xpandable Metri	ics
	Imp. with	IR	Dwell Rate	User Average Dwell Time (Seconds)	2.70%  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 (Second
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 Government/Utilities Health/Beauty Medical	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
	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
Services		4.6%	5.3%	140.5	0.15%	0.12%					-						
Services Sports	1.7%	1.070							74.00/	0.4.00/	148.5	6.9%	52.7%	37.0%	9.8%	89.5%	198.0
	8.8%	12.8%	10.7%	94.9	0.38%	0.08%	18.8	53.3%	74.8%	64.8%							
Sports			10.7% 11.2% 8.8%	94.9 66.7 72.4	0.38% 0.39% 0.23%	0.08% 0.11% 0.09%	18.8 72.5	53.3% 66.6%	74.8% 85.1%	61.0%	110.5	29.5% 43.9%	77.9% 60.3%	65.3% 47.5%	7.5% 11.8%	45.0%	208.2



#### Benchmarks for Sweden - 2012

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics		E	xpandable Metri	ics
	Imp. with	IR	Dwell Rate	User Average Dwell Time (Seconds)		CTR	Avg. Video Duration (Seconds)		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. Expansi Duration (Seco
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		E	xpandable Metri	ics
	Imp. with	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)		50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)		50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansi Duration (Seco
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
	3.1%	9.5%	6.0%	45.9	0.11%	0.06%	27.3	68.3%	71.8%	56.1%						-	-
Financial	0.170																164.1
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%	
	1.2% 2.8%	1.6% 2.3%	5.9% 5.4%	64.8	0.26%	0.08%					116.7	26.5%	77.4%	68.2%	-	-	
Gaming	1.2%	1.6%						-									58.4
Gaming Government/Utilities	1.2% 2.8%	1.6% 2.3%	5.4%	64.8	0.26%	-		-		-					-	-	
Gaming Government/Utilities Health/Beauty	1.2% 2.8% 4.6%	1.6% 2.3% 4.9%	5.4% 5.4%	64.8 56.0	0.26% 0.13%			-							7.8%	18.2%	58.4  37.4
Gaming Government/Utilities Health/Beauty News/Media Restaurant	1.2% 2.8% 4.6%	1.6% 2.3% 4.9%	5.4% 5.4%	64.8 56.0 	0.26% 0.13% 	-	-	-		- - -	-			-	7.8%	18.2%	58.4
Gaming Government/Utilities Health/Beauty News/Media Restaurant	1.2% 2.8% 4.6%  1.7%	1.6% 2.3% 4.9%  2.2%	5.4% 5.4%  10.3%	64.8 56.0  36.1	0.26% 0.13%  0.31%					- - -		  	  		7.8%  1.7%	18.2%  1.9%	58.4  37.4
Gaming Government/Utilities Health/Beauty News/Media Restaurant Retail Services Tech/Internet	1.2% 2.8% 4.6%  1.7% 9.4% 0.1% 3.9%	1.6% 2.3% 4.9%  2.2% 14.2% 0.2% 5.3%	5.4% 5.4% 	64.8 56.0  36.1 58.3 53.8 51.5	0.26% 0.13%  0.31% 0.62%	0.05% 0.13% 0.09%	-			  					7.8%  1.7% 9.4%  3.9%	18.2%  1.9% 31.1%  5.1%	58.4  37.4 71.9  16.5
Garning Government/Utilities Health/Beauty News/Media Restaurant Retail Services	1.2% 2.8% 4.6%  1.7% 9.4% 0.1%	1.6% 2.3% 4.9%  2.2% 14.2% 0.2%	5.4% 5.4%  10.3% 12.0% 12.4%	64.8 56.0  36.1 58.3 53.8	0.26% 0.13%  0.31% 0.62% 0.11%	  0.05% 0.13% 0.09%						   			7.8%  1.7% 9.4%	18.2%  1.9% 31.1%	58.4  37.4 71.9



#### **Benchmarks for Switzerland - 2012**

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	l Video Metrics			Expandable Metri	cs
	Imp. with	IR	Dwell Rate	User Average Dwell Time (Seconds)		CTR	Avg. Video Duration (Seconds)	Started Bate	E0% Played Pate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Bate	E0% Played Pate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion
Standard Banner	interactions Rate	IK	Dwell Rate	(Seconds)		0.14%	Duration (Seconds)	Started Rate	50% Played Rate	rate	Durauon (Seconds)	Started Rate	50% Played Rate	rate	Expansion Rate	rate -	- Duration (Secon
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%					- OE.E				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%	65.1%	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	1.070		2.070	-		2.09%	-	96.0%	85.6%	70.4%						-	
In-Stream VAST	-	-	-	-		2.09%	_	96.0%	85.6%	70.4%			-	_		-	
Mobile	_	-	-	-		2.60%			-	-		-		-		-	
				Basic Metrics		2.00 /0		Auto Initiated	Video Metrics			User Initiated	Video Metrics		F	xpandable Metri	
	Imp. with	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. Expansio Duration (Secon
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																32.6%	70.3
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%		
Corporate Corporate		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%		
	4.7%  1.5%				0.20%												313.8
Corporate	4.7%  1.5% 5.6%	2.0% 8.0%	 4.8% 9.2%	 61.4 48.2	 0.20% 0.29%	0.08% 0.18% 0.11%	-			-	94.9 20.8	53.2% 50.8%	70.9% 76.2%	 60.5% 62.8%	2.7% 10.4%	50.5% 47.1%	313.8 108.6
Corporate Electronics Entertainment Financial	4.7%  1.5% 5.6% 5.6%	2.0% 8.0% 20.6%	4.8% 9.2% 5.1%	 61.4 48.2 54.5	0.20% 0.29% 0.13%	0.08% 0.18% 0.11% 0.15%		-		-	94.9	53.2%	70.9%	60.5%	2.7% 10.4% 9.9%	50.5% 47.1% 22.7%	313.8 108.6 96.2
Corporate Electronics Entertainment Financial Gaming	4.7%  1.5% 5.6%	2.0% 8.0%	 4.8% 9.2%	 61.4 48.2	 0.20% 0.29%	0.08% 0.18% 0.11% 0.15% 0.08%	-			-	94.9 20.8	53.2% 50.8%	70.9% 76.2%	 60.5% 62.8%	2.7% 10.4%	50.5% 47.1%	313.8 108.6
Corporate Electronics Entertainment Financial Gaming Government/Utilities	4.7%  1.5% 5.6% 5.6%	2.0% 8.0% 20.6% 19.6%	4.8% 9.2% 5.1% 6.9%	61.4 48.2 54.5 59.6	0.20% 0.29% 0.13% 0.45%	0.08% 0.18% 0.11% 0.15% 0.08% 0.15%	  106.7	58.7%	   56.5% 	42.5%	94.9 20.8 55.7	53.2% 50.8% 44.4%	70.9% 76.2% 71.5%	60.5% 62.8% 55.9%	2.7% 10.4% 9.9% 10.2%	50.5% 47.1% 22.7% 43.2%	313.8 108.6 96.2 133.3
Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty	4.7% 1.5% 5.6% 5.6% 8.6% 3.7%	2.0% 8.0% 20.6% 19.6%	4.8% 9.2% 5.1% 6.9%	 61.4 48.2 54.5 59.6  49.2	0.20% 0.29% 0.13% 0.45%	0.08% 0.18% 0.11% 0.15% 0.08% 0.15% 0.10%	  106.7	  58.7%	  56.5%	  42.5%	94.9 20.8 55.7	53.2% 50.8% 44.4%	70.9% 76.2% 71.5%	60.5% 62.8% 55.9%	2.7% 10.4% 9.9% 10.2%	50.5% 47.1% 22.7% 43.2%	313.8 108.6 96.2 133.3
Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical	4.7%  1.5% 5.6% 5.6%	2.0% 8.0% 20.6% 19.6%	4.8% 9.2% 5.1% 6.9%	61.4 48.2 54.5 59.6	0.20% 0.29% 0.13% 0.45%	0.08% 0.18% 0.11% 0.15% 0.08% 0.15% 0.10% 0.13%	  106.7	58.7%	   56.5% 	42.5%	94.9 20.8 55.7	53.2% 50.8% 44.4%	70.9% 76.2% 71.5%	60.5% 62.8% 55.9%	2.7% 10.4% 9.9% 10.2%	50.5% 47.1% 22.7% 43.2%	313.8 108.6 96.2 133.3
Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media	4.7%	2.0% 8.0% 20.6% 19.6%  7.1% 2.4%	4.8% 9.2% 5.1% 6.9%  5.0% 15.4%		0.20% 0.29% 0.13% 0.45%  0.19% 1.33%	0.08% 0.18% 0.11% 0.15% 0.08% 0.15% 0.10% 0.13% 0.08%	  106.7   19.2	58.7%  58.2%	  56.5%   55.8%	42.5%	94.9 20.8 55.7   32.9	53.2% 50.8% 44.4% 	70.9% 76.2% 71.5%  66.2%	 60.5% 62.8% 55.9%  51.9%	2.7% 10.4% 9.9% 10.2%  5.7%	50.5% 47.1% 22.7% 43.2%  50.4%	313.8 108.6 96.2 133.3  118.0
Corporate Electronics Entertainment Financial Garming Government/Utilities Health/Beauty Medical News/Media Restaurant	4.7% 1.5% 5.6% 8.6% 3.7% 1.4% 1.8%	2.0% 8.0% 20.6% 19.6%  7.1% 2.4%	4.8% 9.2% 5.1% 6.9%  5.0% 15.4%  4.9%		0.20% 0.29% 0.13% 0.45%  0.19% 1.33% 	0.08% 0.18% 0.11% 0.15% 0.08% 0.15% 0.10% 0.13% 0.08% 0.08%	  106.7   19.2 	58.7% 	56.5% 	42.5%	94.9 20.8 55.7   32.9	53.2% 50.8% 44.4% 	70.9% 76.2% 71.5% 		2.7% 10.4% 9.9% 10.2%  5.7%	50.5% 47.1% 22.7% 43.2%  50.4%  24.9%	313.8 108.6 96.2 133.3 
Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Restaurant Retail	4.7% 1.5% 5.6% 5.6% 8.6% 3.7% 1.4% 1.8%	2.0% 8.0% 20.6% 19.6%  7.1% 2.4%  2.5% 2.6%		61.4 48.2 54.5 59.6  49.2 61.6  29.8 28.3	0.20% 0.29% 0.13% 0.45%  0.19% 1.33%  0.18% 0.24%	0.08% 0.18% 0.11% 0.15% 0.08% 0.15% 0.09% 0.13% 0.08% 0.14%	106.7 	58.7% 	56.5% 	42.5% 	94.9 20.8 55.7   32.9  14.4 59.2	36.1% 	70.9% 76.2% 71.5% 	51.9%	2.7% 10.4% 9.9% 10.2% 	50.5% 47.1% 22.7% 43.2% 	313.8 108.6 96.2 133.3  118.0  167.4 230.2
Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services	4.7%	2.0% 8.0% 20.6% 19.6%  7.1% 2.4%  2.5% 2.6% 1.2%		61.4 48.2 54.5 59.6 	0.20% 0.29% 0.13% 0.45%  0.19% 1.33%  0.18% 0.24% 0.27%	0.08% 0.18% 0.11% 0.15% 0.08% 0.05% 0.15% 0.10% 0.13% 0.08% 0.12% 0.14% 0.14%	  106.7   19.2 	58.7% 	56.5% 	42.5%	94.9 20.8 55.7   32.9	53.2% 50.8% 44.4% 	70.9% 76.2% 71.5% 			50.5% 47.1% 22.7% 43.2% 	313.8 108.6 96.2 133.3  118.0  167.4 230.2 43.9
Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Senvices	4.7% 1.5% 5.6% 5.6% 5.6% 5.0% 1.4% 3.7% 1.4% 1.8% 1.3% 0.8% 0.8%	2.0% 8.0% 20.6% 19.6%  7.1% 2.4%  2.5% 2.6% 1.2%	4.8% 9.2% 5.1% 6.9%  5.0% 15.4%  4.9% 6.4% 4.6% 9.7%		0.20% 0.29% 0.13% 0.45%  0.19% 1.33%  0.18% 0.24% 0.27%	0.08% 0.18% 0.11% 0.15% 0.08% 0.15% 0.09% 0.13% 0.08% 0.12% 0.08% 0.14% 0.14% 0.14%		58.7% 	56.5% 	42.5% 	94.9 20.8 55.7 	53.2% 50.8% 44.4% 	70.9% 76.2% 71.5% 			50.5% 47.1% 22.7% 43.2% 	313.8 108.6 96.2 133.3  118.0  167.4 230.2 43.9 89.4
Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Seauty Medical News/Media Restaurant Retail Services	4.7%	2.0% 8.0% 20.6% 19.6%  7.1% 2.4%  2.5% 2.6% 1.2%		61.4 48.2 54.5 59.6 	0.20% 0.29% 0.13% 0.45%  0.19% 1.33%  0.18% 0.24% 0.27%	0.08% 0.18% 0.11% 0.15% 0.08% 0.05% 0.15% 0.10% 0.13% 0.08% 0.12% 0.14% 0.14%	  106.7  19.2    53.0 118.1	58.7% 	56.5% 	42.5% 	94.9 20.8 55.7 	53.2% 50.8% 44.4% 	70.9% 76.2% 71.5% 			50.5% 47.1% 22.7% 43.2% 	313.8 108.6 96.2 133.3  118.0  167.4 230.2 43.9

 Data Source
 MediaMind Research, 2012.

 - Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for Thailand - 2012**

Performance Metrics (By Format, Size and Vertical)

Standard Banner	10.5% 8.7% 19.5% 17.7% 2.9% 10.4% 0.3% 0.2% 0.1%	IR I	Dwell Rate 9.4% 12.3% 11.9% 20.1% 10.7% 27.0% 11.8% 5.3% 4.2%	User Average Dwell Time (Seconds) 58.5 78.2 67.3 94.4 72.6 17.4 116.1 43.3		CTR 0.11% 0.09% 0.09% 0.08% 0.07% 0.39% 0.38% 0.43% 0.45% 0.45% 0.38%	Avg. Video Duration (Seconds)	   57.7% 	50% Played Rate	Fully Played Rate 64.7%	Avg. Video Duration (Seconds) 73.7 38.8	   25.4% 8.5%	    76.1% 52.7%	Fully Played Rate 63.7% 40.1%	Impressions with Any Panel Expansion Rate 7.9% 10.5%	Total Expansion Rate 36.8% 23.3%	Avg. Expansion Duration (Second:
Standard Banner   300x250   728x90   100x600   Rich Media   Expandable Banner   300x250   728x90   1   728x		5.6% 16.1% 14.2% 24.5% 31.3% 3.6% 0.5% 0.4%	9.4% 12.3% 11.9% 20.1% 10.7% 27.0% 11.8% 5.3%	            		0.11% 0.09% 0.08% 0.07% 0.39% 0.38% 0.43% 0.43% 0.45%	   47.3 	   57.7% 	   74.5%	    64.7%	    73.7 38.8	   25.4% 8.5%	    76.1% 52.7%	   63.7% 40.1%	    7.9% 10.5%	   36.8% 23.3%	    113.8
728-90 160-600 Rich Media Expandable Banner 300-250 728-90 1728-90 1728-90 1728-90 1728-90 1728-90 1728-90 1728-90 1728-90 1728-90 1728-90 1728-90		5.6% 16.1% 14.2% 24.5% 31.3% 3.6% 15.9% 0.5%	9.4% 12.3% 11.9% 20.1% 10.7% 27.0% 11.8% 5.3%	58.5 78.2 67.3 94.4 72.6 17.4		0.09% 0.08% 0.07% 0.39% 0.38% 0.43% 0.45% 0.38%	  47.3  	57.7% 	  74.5% 	  64.7% 	73.7 38.8	25.4% 8.5%	  76.1% 52.7%	63.7% 40.1%	  7.9% 10.5%	36.8% 23.3%	  113.8
728490 160x600 Rich Media Expandable Banner 300x250 22 24 24x60 12 24 25 24x60 15 25 25 25 25 25 25 25 25 25 25 25 25 25 2	3.7% 10.5% 8.7% 19.5% 17.7% 2.9% 10.4% 0.3% 0.2%	5.6% 16.1% 14.2% 24.5% 31.3% 3.6% 15.9% 0.5% 0.4%	9.4% 12.3% 11.9% 20.1% 10.7% 27.0% 11.8% 5.3%	58.5 78.2 67.3 94.4 72.6 17.4		0.08% 0.07% <b>0.39%</b> <b>0.38%</b> 0.43% 0.45%	 47.3   	57.7%  	74.5% -	64.7% 	 73.7 38.8	25.4% 8.5%	76.1% 52.7%	63.7% 40.1%	 7.9% 10.5%	36.8% 23.3%	113.8
160x600	3.7% 10.5% 8.7% 19.5% 17.7% 2.9% 10.4% 0.3% 0.2% 0.1%	5.6% 16.1% 14.2% 24.5% 31.3% 3.6% 15.9% 0.5% 0.4%	9.4% 12.3% 11.9% 20.1% 10.7% 27.0% 11.8% 5.3%	58.5 78.2 67.3 94.4 72.6 17.4		0.07% 0.39% 0.38% 0.43% 0.45% 0.38%	47.3   	57.7%  	74.5%	64.7%	73.7 38.8	25.4% 8.5%	76.1% 52.7%	63.7% 40.1%	7.9% 10.5%	36.8% 23.3%	113.8
Rich Media   Expandable Banner	10.5% 8.7% 19.5% 17.7% 2.9% 10.4% 0.3% 0.2% 0.1%	16.1% 14.2% 24.5% 31.3% 3.6% 15.9% 0.5% 0.4%	12.3% 11.9% 20.1% 10.7% 27.0% 11.8% 5.3%	78.2 67.3 94.4 72.6 17.4		0.39% 0.38% 0.43% 0.45% 0.38%	-	-	-	-	38.8	8.5%	52.7%	40.1%	10.5%	23.3%	
300x250 728x90 1 234x60 1 Floating Ad with Reminder Polite Banner 300x250 728x90	8.7% 19.5% 17.7% 2.9% 10.4% 0.3% 0.2% 0.1%	14.2% 24.5% 31.3% 3.6% 15.9% 0.5% 0.4%	11.9% 20.1% 10.7% 27.0% 11.8% 5.3%	67.3 94.4 72.6 17.4 116.1		0.43% 0.45% 0.38%											
300x250 728x90 24x60 Floating Ad Floating Ad with Reminder Polite Banner 300x250 728x90	8.7% 19.5% 17.7% 2.9% 10.4% 0.3% 0.2% 0.1%	14.2% 24.5% 31.3% 3.6% 15.9% 0.5% 0.4%	11.9% 20.1% 10.7% 27.0% 11.8% 5.3%	67.3 94.4 72.6 17.4 116.1		0.43% 0.45% 0.38%			-								
728x90	19.5% 17.7% 2.9% 10.4% 0.3% 0.2% 0.1%	24.5% 31.3% 3.6% 15.9% 0.5% 0.4%	20.1% 10.7% 27.0% 11.8% 5.3%	94.4 72.6 17.4 116.1		0.45% 0.38%					33.4	12.1%	52.3%	40.3%	8.6%	27.6%	105.2
90ite Banner 300x250 728x90	17.7% 2.9% 10.4% 0.3% 0.2% 0.1%	31.3% 3.6% 15.9% 0.5% 0.4%	10.7% 27.0% 11.8% 5.3%	72.6 17.4 116.1		0.38%			-		52.9	12.0%	56.7%	42.9%	19.7%	24.7%	94.0
90ite Banner 300x250 728x90	2.9% 10.4% 0.3% 0.2% 0.1%	3.6% 15.9% 0.5% 0.4%	27.0% 11.8% 5.3%	116.1					-		4.6	6.0%	7.3%	5.4%	17.7%	30.9%	22.3
90ite Banner 300x250 728x90	10.4% 0.3% 0.2% 0.1%	15.9% 0.5% 0.4%	11.8% 5.3%	116.1			-		-					-	-	-	-
Polite Banner 300x250 728x90	0.3% 0.2% 0.1%	0.5% 0.4%	5.3%			0.65%	_		_		28.3	6.0%	30.6%	23.1%	_	-	_
300x250 728x90	0.2% 0.1%	0.4%				0.27%	36.7	57.6%	74.7%	64.9%	80.5	39.9%	83.3%	71.4%	-	-	-
728x90	0.1%			43.0		0.16%	29.8	58.0%	74.3%	63.3%	71.3	37.5%	82.9%	70.6%			
			3.0%	39.7		0.10%					24.4	64.9%	90.2%	79.2%			
160x600	0.070	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		4.00 //			Video Metrics	00.170		User Initiated	Video Metrics			xpandable Metri	
	Imp. with	IR I	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Storted Bate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Storted Pate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion	Avg. Expansion Duration (Seconds
		6.9%	6.6%	45.2	0.36%	0.10%	(Seconds)	Starteu Kate	30 % Flayeu Kate		20.4	46.7%	88.9%	79.1%	16.6%	33.9%	123.6
		7.1%	12.7%	67.7	0.42%	0.10%			-		118.8	10.5%	55.8%	42.0%	5.2%	37.1%	162.9
		12.1%	21.1%	84.8	1.48%	0.1170			_						0.270		102.0
Careers						0.07%			-								
		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
		0.3%	6.8%	25.5	0.27%	0.10%		55.070	70.770		30.0		7 3.3 70	02.170	7.070		154.5
		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		2.0%	4.8%	37.3	0.23%	0.1070					74.0	8.3%	34.0%	23.8%	16.6%	30.1%	93.1
		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		10.6%	14.3%	76.9	0.41%	-			-						15.3%	57.2%	232.4
Health/Beauty		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				-		-											
	2.1%	2.7%	10.7%	61.9	0.41%	0.10%					-				4.7%	21.9%	138.5
		6.6%	13.5%	54.7	0.47%	0.10%									4.3%	36.5%	80.2
		5.3%	8.6%	51.2	0.52%	0.09%			-						8.4%	45.4%	110.5
		1.3%	4.6%	46.5	0.14%	0.11%			-						22.5%	30.7%	98.2
Data Source	Med	diaMind Resea	arch. 2012.			•							•			'	



#### **Benchmarks for Taiwan - 2012**

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics							Auto Initiated	d Video Metrics			User Initiated	d Video Metrics		Expandable Metrics		
	Imp. with	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% Plaved Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion	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%		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 728x90	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	d Video Metrics		User Initiated Video Metrics				Expandable Metrics		
	Imp. with	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	Avg. Expansion Duration (Seconds
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 Gaming	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
	2.9%	3.1%		22.8	0.32%										0.1%	42.2%	23.4

 Data Source
 MediaMind Research, 2012.

 - Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for Turkey - 2012**

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics							Auto Initiated	Video Metrics			User Initiated	l Video Metrics		Expandable Metrics		
	Imp. with	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 (Second
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 728x90 Floating Ad In-Stream Video	2.8%	3.8%	7.3%	34.1		0.50%	163.2	44.5%	79.7%	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%	-		-					-	-	-	-
i onto Barmor	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%				-	-	-	-
				Basic Metrics				Auto Initiated	l Video Metrics			User Initiated	l Video Metrics		E	xpandable Metri	ics
				Haar Average Doubli Time	OTD (Dist		Avg. Video			Fully Played	Avg. Video Duration			Fully Played	Impressions with any Panel	Total Expansion	Avg. Expansion
	Imp. with	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Duration (Seconds)	Started Rate	50% Played Rate	Rate	(Seconds)	Started Rate	50% Played Rate	Rate	Expansion Rate	Rate	
Apparel		IR 1.4%	Dwell Rate 6.5%					Started Rate	50% Played Rate			Started Rate 37.5%	50% Played Rate 61.2%				
Apparel Auto	Interactions Rate			(Seconds)	Media)	Media)	(Seconds)	Started Rate	50% Played Rate	Rate	(Seconds)			Rate	Expansion Rate	Rate	Duration (Second
	Interactions Rate 0.9%	1.4%	6.5%	(Seconds) 27.9	Media) 0.47%	Media) 0.09%	(Seconds)	-	-	Rate	(Seconds) 14.9	37.5%	61.2%	Rate 48.2%	Expansion Rate 0.5%	Rate 17.7%	Duration (Second
Auto	Interactions Rate 0.9% 3.0%	1.4% 5.6%	6.5% 7.5%	(Seconds) 27.9 32.5	Media) 0.47% 0.41%	Media) 0.09% 0.11%	(Seconds)	-	-	Rate	(Seconds) 14.9 116.4	37.5% 48.4%	61.2% 76.3%	Rate 48.2% 66.8%	Expansion Rate 0.5% 3.9%	Rate 17.7% 23.0%	Duration (Second 39.7 103.4
Auto B2B	0.9% 3.0%	1.4% 5.6% 	6.5% 7.5%	(Seconds) 27.9 32.5	Media) 0.47% 0.41%	Media) 0.09% 0.11% 0.03%	(Seconds)	-	-	Rate	(Seconds) 14.9 116.4	37.5% 48.4% 	61.2% 76.3% 	Rate 48.2% 66.8%	0.5% 3.9%	Rate 17.7% 23.0%	39.7 103.4
Auto B2B Careers Consumer Packaged Goods	0.9% 3.0%	1.4% 5.6% 	6.5% 7.5% 	(Seconds) 27.9 32.5 	Media) 0.47% 0.41% 	Media) 0.09% 0.11% 0.03% 0.07%	(Seconds)		-	Rate	(Seconds) 14.9 116.4 	37.5% 48.4% 	61.2% 76.3% 	Rate 48.2% 66.8%	0.5% 3.9%	17.7% 23.0%	39.7 103.4
Auto B2B Careers	0.9% 3.0% 2.2%	1.4% 5.6%   2.5%	6.5% 7.5%   4.7%	(Seconds) 27.9 32.5 45.6	Media) 0.47% 0.41% 0.33%	Media) 0.09% 0.11% 0.03% 0.07% 0.07%	(Seconds)			Rate	(Seconds) 14.9 116.4   176.8	37.5% 48.4%   23.7%	61.2% 76.3%   74.0%	Rate 48.2% 66.8%   62.5%	0.5% 3.9%   2.1%	Rate 17.7% 23.0%   16.7%	Duration (Second 39.7 103.4  59.4
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Fruetainment	0.9% 3.0% 2.2% 1.7%	1.4% 5.6%   2.5% 2.6%	6.5% 7.5%  4.7% 5.0%	(Seconds) 27.9 32.5 45.6 37.6	Media) 0.47% 0.41% 0.33% 0.23%	Media) 0.09% 0.11% 0.03% 0.07% 0.07% 0.05%	(Seconds) 131.9		    76.1%	Rate 62.7%	(Seconds) 14.9 116.4 176.8 19.2	37.5% 48.4%  23.7% 0.4%	61.2% 76.3%   74.0% 73.8%	Rate 48.2% 66.8%   62.5% 44.7%	0.5% 3.9% 2.1%	Rate 17.7% 23.0% 16.7%	39.7 103.4  59.4
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Fruetainment	Interactions Rate 0.9% 3.0% 2.2% 1.7% 1.9%	1.4% 5.6%  2.5% 2.6% 2.8%	6.5% 7.5%  4.7% 5.0% 4.0%	(Seconds) 27.9 32.5 45.6 37.6 35.0	Media) 0.47% 0.41% 0.33% 0.23% 0.17%	Media) 0.09% 0.11% 0.03% 0.07% 0.07% 0.05% 0.12%	(Seconds) 131.9	    55.9%	76.1%	Rate	(Seconds)  14.9  116.4   176.8  19.2  15.6	37.5% 48.4%  23.7% 0.4% 3.6%	61.2% 76.3%   74.0% 73.8% 34.4%	Rate 48.2% 66.8%  62.5% 44.7% 19.1%	Expansion Rate 0.5% 3.9% 2.1% 2.5%	Rate 17.7% 23.0% 16.7% 5.3%	39.7 103.4  59.4  45.1
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment	Interactions Rate 0.9% 3.0% 2.2% 1.7% 1.9% 7.7%	1.4% 5.6%  2.5% 2.6% 2.8% 10.2%	6.5% 7.5%  4.7% 5.0% 4.0% 13.4%	(Seconds) 27.9 32.5 45.6 37.6 35.0 34.5	Media) 0.47% 0.41% 0.33% 0.23% 0.17% 0.52%	Media) 0.09% 0.11% 0.03% 0.07% 0.07% 0.05% 0.12% 0.13%	(Seconds) 131.9	    55.9%	76.1%	Rate	(Seconds) 14.9 116.4 176.8 19.2 15.6 28.8	37.5% 48.4%  23.7% 0.4% 3.6% 10.3%	61.2% 76.3%  74.0% 73.8% 34.4% 49.5%	Rate  48.2%  66.8% 62.5%  44.7%  19.1%  26.6%	Expansion Rate 0.5% 3.9% 2.1% 2.5% 7.2%	Rate 17.7% 23.0% 16.7% 5.3% 24.0%	Duration (Second 39.7 103.4  59.4  45.1 53.7
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial	Interactions Rate 0.9% 3.0% 2.2% 1.7% 1.9% 7.7% 1.7%	1.4% 5.6%  2.5% 2.6% 2.8% 10.2% 2.8%	6.5% 7.5% 4.7% 5.0% 4.0% 13.4% 4.9%	(Seconds) 27.9 32.5	Media) 0.47% 0.41% 0.33% 0.23% 0.17% 0.52% 0.22%	Media) 0.09% 0.11% 0.03% 0.07% 0.05% 0.05% 0.12% 0.13% 0.06%	(Seconds) 131.9 91.4	    55.9%   65.7%	76.1% 	Rate	(Seconds) 14.9 116.4 176.8 19.2 15.6 28.8 75.9	37.5% 48.4%  23.7% 0.4% 3.6% 10.3% 10.4%	61.2% 76.3%  74.0% 73.8% 34.4% 49.5% 53.2%	Rate 48.2% 66.8% 62.5% 44.7% 19.1% 26.6% 41.9%	Expansion Rate 0.5% 3.9% 2.1% 2.5% 7.2% 1.9%	Rate 17.7% 23.0% 16.7% 5.3% 24.0% 17.3%	Duration (Second 39.7 103.4 
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning	Interactions Rate 0.9% 3.0% 2.2% 1.7% 1.9% 7.7%	1.4% 5.6%  2.5% 2.6% 2.8% 10.2% 2.8%	6.5% 7.5% 4.7% 5.0% 4.0% 13.4% 4.9%	(Seconds) 27,9 32.5 45.6 37.6 35.0 34.5 38.1	Media) 0.47% 0.41% 0.33% 0.23% 0.17% 0.52% 0.22%	Media) 0.09% 0.11% 0.03% 0.07% 0.07% 0.05% 0.12% 0.13% 0.06% 0.17%	(Seconds) 131.9 91.4	55.9%  65.7%	76.1% 	Rate	(Seconds) 14.9 116.4 176.8 19.2 15.6 28.8 75.9	37.5% 48.4%  23.7% 0.4% 3.6% 10.3% 10.4%	61.2% 76.3%  74.0% 73.8% 34.4% 49.5% 53.2%	Rate 48.2% 66.8% 62.5% 44.7% 19.1% 26.6% 41.9%	Expansion Rate 0.5% 3.9% 2.1% 2.5% 7.2% 1.9%	Rate 17.7% 23.0% 16.7% 5.3% 24.0% 17.3%	Duration (Second 39.7 103.4 59.4 45.1 53.7 89.3
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities	Interactions Rate 0.9% 3.0% 2.2% 1.7% 1.9% 7.7%	1.4% 5.6%  2.5% 2.6% 2.8% 10.2% 2.8%	6.5% 7.5% 4.7% 5.0% 4.0% 13.4% 4.9%	(Seconds) (79 32.5 45.6 37.6 35.0 34.5 38.1	Media) 0.47% 0.41% 0.33% 0.23% 0.17% 0.52% 0.22%	Media) 0.09% 0.11% 0.03% 0.07% 0.07% 0.05% 0.12% 0.13% 0.06% 0.15%	(Seconds)	55.9%  65.7%		Rate	(Seconds) 14.9 116.4 176.8 19.2 15.6 28.8 75.9	37.5% 48.4% 	61.2% 76.3%   74.0% 73.8% 34.4% 49.5% 53.2% 	Rate 48.2% 66.8% 62.5% 44.7% 19.1% 26.6% 41.9%	Expansion Rate 0.5% 3.9% 2.1% 2.5% 7.2% 1.9%	Rate 17.7% 23.0% 16.7% 5.3% 24.0% 17.3%	Duration (Second 39.7 103.4 59.4 45.1 53.7 89.3
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty	Interactions Rate 0.9% 3.0% 2.2% 1.7% 1.9% 7.7% 1.1%	1.4% 5.6%  2.5% 2.6% 2.8% 10.2% 2.8%  1.5%	6.5% 7.5% 4.7% 5.0% 4.0% 13.4% 4.9% 3.1%	(Seconds) 27.9 32.5 45.6 37.6 35.0 34.5 38.1 47.1	Media) 0.47% 0.41% 0.33% 0.23% 0.17% 0.52% 0.22% 0.13%	Modia) 0.09% 0.11% 0.03% 0.07% 0.07% 0.05% 0.12% 0.13% 0.06% 0.17% 0.05%	(Seconds)	55.9%	76.1%	Rate	(Seconds) 14.9 116.4 176.8 19.2 15.6 28.8 75.9 43.2	37.5% 48.4%  23.7% 0.4% 3.6% 10.3% 10.4%   1.1%	61.2% 76.3%   74.0% 73.8% 34.4% 49.5% 53.2%   25.6%	Rate 48.2% 66.8% 62.5% 44.7% 19.1% 26.6% 41.9% 17.2%	Expansion Rate 0.5% 3.9% 2.1% 2.5% 7.2% 1.9% 1.6%	Rate 17.7% 23.0% 16.7% 5.3% 24.0% 17.3% 8.4%	Duration (Second 39.7 103.4 
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty News/Media	Interactions Rate 3.0% 3.0% 2.2% 1.7% 1.9% 1.7% 1.1% 1.1%	1.4% 5.6% 2.5% 2.6% 2.8% 10.2% 1.5% 1.5%	6.5% 7.5% 4.7% 5.0% 4.0% 13.4% 4.9% 3.1%	(Seconds) 27.9 32.5	Media) 0.47% 0.41%	Media) 0.09% 0.11% 0.03% 0.07% 0.07% 0.05% 0.12% 0.13% 0.06% 0.17% 0.05% 0.05%	(Seconds)	55.9%	76.1% 	Rate 62.7% 57.6%	(Seconds) 14.9 116.4 176.8 19.2 15.6 28.8 75.9 43.2	37.5% 48.4% 23.7% 0.4% 3.6% 10.3% 10.4% 1.1%	61.2% 76.3% 	Rate 48.2% 66.8% 62.5% 44.7% 19.1% 26.6% 41.9% 17.2%	Expansion Rate 0.5% 3.9% 2.1% 2.5% 7.2% 1.9% 1.6%	Rate 17.7% 23.0% 16.7% 5.3% 24.0% 17.3% 8.4%	Duration (Second 39.7 103.4
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty News/Media Restaurant	Interactions Rate 0.99 0.30% 0.79 0.79% 1.79% 1.99% 1.77% 0.	1.4% 5.6% 2.5% 2.6% 2.8% 10.2% 2.8% 1.5%	6.5% 7.5% 4.7% 5.0% 4.0% 4.9% 3.1%	(Seconds) (27.9 32.5 45.6 37.6 35.0 34.5 38.1 47.1	Media) 0.47% 0.41% 0.33% 0.23% 0.17% 0.52% 0.22% 0.13%	Media) 0.09% 0.11% 0.03% 0.07% 0.07% 0.07% 0.12% 0.12% 0.13% 0.06% 0.17% 0.05% 0.05% 0.05%	(Seconds)	55.9%	76.1%	Rate	(Seconds) 116.4	37.5% 48.4% 	61.2% 76.3% 	Rate 48.2% 66.8% 62.5% 44.7% 19.1% 26.6% 41.9% 17.2%	Expansion Rate 0.5% 3.9% 2.1% 2.5% 7.2% 1.9% 1.6%	Rate 17.7% 23.0% 16.7% 5.3% 24.0% 17.3% 8.4%	Duration (Second 39.7 103.4
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty News/Media Restaurant Retail	Interactions Rate 0.9% 3.0% 2.2% 1.7% 1.9% 7.7% 1.7% 4.1%	1.4% 5.6% 2.5% 2.6% 2.8% 40.2% 2.8% 1.5% 6.0%	6.5% 7.5% 7.5% 4.7% 5.0% 4.0% 13.4% 4.9% 3.1% 6.8%	(Seconds) 27.9 32.5	Media) 0.47% 0.41%	Media) 0.09% 0.11% 0.03% 0.07% 0.07% 0.05% 0.12% 0.13% 0.06% 0.17% 0.05% 0.05% 0.05% 0.00%	(Seconds)	55.9% 	76.1%	Rate	(Seconds) 14.9 116.4 176.8 19.2 15.6 28.8 75.9 43.2 61.9	37.5% 48.4%	61.2% 76.3% 74.0% 73.8% 34.4% 49.5% 53.2% 25.6% 59.6%	Rate 48.2% 66.8% 62.5% 44.7% 19.1% 26.6% 41.9% 17.2% 47.8%	Expansion Rate 0.5% 3.9% 2.1% 2.5% 7.2% 1.9% 1.6% 2.5%	Rate 17.7% 23.0% 16.7% 17.3% 24.0% 17.3% 8.4% 6.8%	Duration (Second 39.7 103.4
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty News/Media Restaurant Retail Services	Interactions Rate 3.0% 3.0% 2.2% 1.7% 1.9% 7.7% 1.1% 4.1% 2.0%	1.4% 5.6% 2.5% 2.6% 2.8% 10.2% 2.8% 1.5% 6.0% 2.2%	6.5% 7.5%	(Seconds) (27.9) 32.5 45.6 37.6 35.0 34.5 38.1 47.1 39.0 35.5	Media) 0.47% 0.41%	Media) 0.09% 0.11% 0.03% 0.07% 0.07% 0.07% 0.05% 0.12% 0.13% 0.06% 0.17% 0.05% 0.05% 0.09% 0.09%	(Seconds)	55.9% 	76.1%	Rate	(Seconds) 116.4	37.5% 48.4%	61 2% 76.3% 74.0% 73.8% 34.4% 49.5% 53.2% 25.6% 59.6%	Rate 48.2% 66.8% 62.5% 44.7% 19.1% 26.6% 41.9% 17.2% 47.8%	Expansion Rate 0.5% 3.9% 2.1% 2.5% 7.2% 1.9% 1.6% 2.5% 0.2%	Rate 17.7% 23.0% 16.7% 5.3% 5.3% 17.3% 8.4% 6.8% 16.8%	Duration (Second 39.7 103.4 103.
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty News/Media Restaurant Retail Services Sports	Interactions Rate 0.9% 3.0% 2.2% 1.7% 7.7% 1.1% 4.1% 2.0%	1.4% 5.6% 2.5% 2.6% 10.2% 2.8% 1.5% 6.0% 2.2%	6.5% 7.5% 7.5% 4.7% 5.0% 4.0% 13.4% 4.9% 6.8% 9.6%	(Seconds) 27.9 32.5 45.6 37.6 35.0 34.5 38.1 47.1 33.0 35.5	Media) 0.47% 0.41% 0.33% 0.23% 0.17% 0.52% 0.22% 1.08% 2.04%	Media) 0.09% 0.11% 0.03% 0.07% 0.07% 0.07% 0.12% 0.13% 0.06% 0.12% 0.15% 0.05% 0.05% 0.05% 0.05% 0.08% 0.05% 0.08%	(Seconds) 131.9 91.4 112.5	55.9% 	68.5% 	Rate	(Seconds) 14.9 116.4 176.8 19.2 15.6 28.8 75.9 43.2 61.9	37.5% 48.4%	61.2% 61.2% 76.3% 74.0% 73.8% 34.4% 49.5% 53.2% 25.6%	Rate 48.2% 66.8% 62.5% 44.7% 19.1% 26.6% 41.9% 17.2% 47.8%	Expansion Rate  0.5% 3.9% 2.1% 2.5% 7.2% 1.9% 1.6% 2.5% 0.2%	Rate 117.7% 23.0% 16.7% 5.3% 24.0% 24.0% 8.4% 6.8% 16.8%	Duration (Second 39.7 103.4



#### Benchmarks for UK - 2012

Performance Metrics (By Format, Size and Vertical)

	Basic							Auto Initiated	Video Metrics		User Initiated Video Metrics				Expandable Metrics			
	Imp. with	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 (Second	
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	
728x90 234x60 Floating Ad Polite Banner	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%	-	-	-	
	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%	-	-	-	-	-	-	-	-	-	-	-	
				Basic Metrics				Auto Initiated	Video Metrics			User Initiated	Video Metrics		E	Expandable Metri	cs	
	Imp. with	_		User Average Dwell Time	CTR (Rich	CTR (Standard	Avg. Video Duration			Fully Played	Avg. Video Duration			Fully Played	Impressions with any Panel	Total Expansion	Avg. Expansion	
	Interactions Rate	IR	Dwell Rate	(Seconds)	Media)	Media)	(Seconds)		50% Played Rate	Rate	(Seconds)		50% Played Rate	Rate	Expansion Rate	Rate	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 B2B	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	
Careers	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	
Consumer Packaged Goods	3.5%	4.6%	5.4%	44.1	0.17%	0.09%	95.6	-		51.6%	16.7	4.6%	42.2%	27.9%	6.4% 5.7%	8.3%	64.9	
	2.3%	8.0%	3.8%	47.0	0.57%	0.08%					102.0	45.5%	70.1%	56.8%		6.8%	53.5 91.6	
		4 007	0.50/	00.0	0.050/	0.000/		54.5%	67.7%		04.0			40.40/				
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%		
Corporate Electronics	2.1%	3.1%	4.8%	64.3	0.15%	0.10%	25.0 28.7	68.8% 44.7%	86.6% 72.4%	78.5% 57.0%	28.5	33.5%	70.6%	55.6%	1.3% 5.9%	35.8%	266.7	
Corporate Electronics Entertainment	2.1%	3.1% 5.1%	4.8% 4.9%	64.3 49.8	0.15% 0.40%	0.10% 0.09%	25.0 28.7 139.9	68.8% 44.7% 69.5%	86.6% 72.4% 72.1%	78.5% 57.0% 54.6%	28.5 33.6	33.5% 49.6%	70.6% 75.4%	55.6% 62.9%	1.3% 5.9% 5.7%	35.8% 19.5%	266.7 71.7	
Corporate Electronics Entertainment Financial	2.1% 2.6% 2.8%	3.1% 5.1% 3.9%	4.8% 4.9% 4.9%	64.3 49.8 45.6	0.15% 0.40% 0.17%	0.10% 0.09% 0.09%	25.0 28.7 139.9 41.9	68.8% 44.7% 69.5% 57.2%	86.6% 72.4% 72.1% 74.0%	78.5% 57.0% 54.6% 60.0%	28.5 33.6 34.1	33.5% 49.6% 27.3%	70.6% 75.4% 80.0%	55.6% 62.9% 68.1%	1.3% 5.9% 5.7% 6.2%	35.8% 19.5% 27.8%	266.7 71.7 148.0	
Corporate Electronics Entertainment Financial Gaming	2.1% 2.6% 2.8% 0.5%	3.1% 5.1% 3.9% 0.9%	4.8% 4.9% 4.9% 3.3%	64.3 49.8 45.6 33.7	0.15% 0.40% 0.17% 0.13%	0.10% 0.09% 0.09% 0.06%	25.0 28.7 139.9 41.9 93.6	68.8% 44.7% 69.5% 57.2% 73.1%	86.6% 72.4% 72.1% 74.0% 80.1%	78.5% 57.0% 54.6% 60.0% 59.3%	28.5 33.6 34.1 28.8	33.5% 49.6% 27.3% 39.5%	70.6% 75.4% 80.0% 69.4%	55.6% 62.9% 68.1% 55.9%	1.3% 5.9% 5.7% 6.2% 2.3%	35.8% 19.5% 27.8% 32.2%	266.7 71.7 148.0 216.0	
Corporate Electronics Entertainment Financial Gaming	2.1% 2.6% 2.8% 0.5% 0.5%	3.1% 5.1% 3.9% 0.9% 0.7%	4.8% 4.9% 4.9% 3.3% 2.7%	64.3 49.8 45.6 33.7 64.8	0.15% 0.40% 0.17% 0.13% 0.08%	0.10% 0.09% 0.09% 0.06% 0.06%	25.0 28.7 139.9 41.9 93.6 19.3	68.8% 44.7% 69.5% 57.2% 73.1% 49.7%	86.6% 72.4% 72.1% 74.0% 80.1% 82.1%	78.5% 57.0% 54.6% 60.0% 59.3% 69.3%	28.5 33.6 34.1 28.8 43.0	33.5% 49.6% 27.3% 39.5% 50.7%	70.6% 75.4% 80.0% 69.4% 82.5%	55.6% 62.9% 68.1% 55.9% 69.0%	1.3% 5.9% 5.7% 6.2% 2.3% 2.8%	35.8% 19.5% 27.8% 32.2% 85.5%	266.7 71.7 148.0 216.0 418.6	
Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty	2.1% 2.6% 2.8% 0.5% 0.5% 1.3%	3.1% 5.1% 3.9% 0.9% 0.7% 2.1%	4.8% 4.9% 4.9% 3.3% 2.7% 4.4%	64.3 49.8 45.6 33.7 64.8 38.8	0.15% 0.40% 0.17% 0.13% 0.08% 0.09%	0.10% 0.09% 0.09% 0.06% 0.06% 0.06%	25.0 28.7 139.9 41.9 93.6 19.3 60.8	68.8% 44.7% 69.5% 57.2% 73.1% 49.7% 60.4%	86.6% 72.4% 72.1% 74.0% 80.1% 82.1% 81.8%	78.5% 57.0% 54.6% 60.0% 59.3% 69.3% 72.4%	28.5 33.6 34.1 28.8 43.0 22.6	33.5% 49.6% 27.3% 39.5% 50.7% 19.5%	70.6% 75.4% 80.0% 69.4% 82.5% 73.0%	55.6% 62.9% 68.1% 55.9% 69.0% 59.9%	1.3% 5.9% 5.7% 6.2% 2.3% 2.8% 3.3%	35.8% 19.5% 27.8% 32.2% 85.5% 16.1%	266.7 71.7 148.0 216.0 418.6 318.4	
Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical	2.1% 2.6% 2.8% 0.5% 0.5% 1.3% 0.6%	3.1% 5.1% 3.9% 0.9% 0.7% 2.1% 1.2%	4.8% 4.9% 4.9% 3.3% 2.7% 4.4% 2.7%	64.3 49.8 45.6 33.7 64.8 38.8 58.6	0.15% 0.40% 0.17% 0.13% 0.08% 0.09% 0.05%	0.10% 0.09% 0.09% 0.06% 0.06% 0.08%	25.0 28.7 139.9 41.9 93.6 19.3 60.8	68.8% 44.7% 69.5% 57.2% 73.1% 49.7% 60.4%	86.6% 72.4% 72.1% 74.0% 80.1% 82.1% 81.8%	78.5% 57.0% 54.6% 60.0% 59.3% 69.3% 72.4%	28.5 33.6 34.1 28.8 43.0 22.6	33.5% 49.6% 27.3% 39.5% 50.7% 19.5%	70.6% 75.4% 80.0% 69.4% 82.5% 73.0%	55.6% 62.9% 68.1% 55.9% 69.0%	1.3% 5.9% 5.7% 6.2% 2.3% 2.8% 3.3% 1.9%	35.8% 19.5% 27.8% 32.2% 85.5% 16.1% 3.0%	266.7 71.7 148.0 216.0 418.6 318.4 102.8	
Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media	2.1% 2.6% 2.8% 0.5% 0.5% 1.3% 0.6% 4.2%	3.1% 5.1% 3.9% 0.9% 0.7% 2.1% 1.2% 18.7%	4.8% 4.9% 4.9% 3.3% 2.7% 4.4% 2.7% 5.5%	64.3 49.8 45.6 33.7 64.8 38.8 58.6 54.6	0.15% 0.40% 0.17% 0.13% 0.08% 0.09% 0.05% 1.56%	0.10% 0.09% 0.09% 0.06% 0.06% 0.08% 0.08%	25.0 28.7 139.9 41.9 93.6 19.3 60.8	68.8% 44.7% 69.5% 57.2% 73.1% 49.7% 60.4%	86.6% 72.4% 72.1% 74.0% 80.1% 82.1% 81.8%	78.5% 57.0% 54.6% 60.0% 59.3% 69.3% 72.4%	28.5 33.6 34.1 28.8 43.0 22.6	33.5% 49.6% 27.3% 39.5% 50.7% 19.5%	70.6% 75.4% 80.0% 69.4% 82.5% 73.0%	55.6% 62.9% 68.1% 55.9% 69.0% 59.9%	1.3% 5.9% 5.7% 6.2% 2.3% 2.8% 3.3%	35.8% 19.5% 27.8% 32.2% 85.5% 16.1% 3.0% 12.7%	266.7 71.7 148.0 216.0 418.6 318.4 102.8 57.8	
Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media Restaurant	2.1% 2.6% 2.8% 0.5% 0.5% 1.3% 0.6% 4.2% 0.7%	3.1% 5.1% 3.9% 0.9% 0.7% 2.1% 1.2% 18.7% 1.1%	4.8% 4.9% 4.9% 3.3% 2.7% 4.4% 2.7% 5.5% 2.0%	64.3 49.8 45.6 33.7 64.8 38.8 58.6 54.6 49.5	0.15% 0.40% 0.17% 0.13% 0.08% 0.09% 0.05% 1.56% 0.11%	0.10% 0.09% 0.09% 0.06% 0.06% 0.08% 0.08% 0.10% 0.10%	25.0 28.7 139.9 41.9 93.6 19.3 60.8	68.8% 44.7% 69.5% 57.2% 73.1% 49.7% 60.4%	86.6% 72.4% 72.1% 74.0% 80.1% 82.1% 81.8%	78.5% 57.0% 54.6% 60.0% 59.3% 69.3% 72.4%	28.5 33.6 34.1 28.8 43.0 22.6	33.5% 49.6% 27.3% 39.5% 50.7% 19.5%	70.6% 75.4% 80.0% 69.4% 82.5% 73.0%	55.6% 62.9% 68.1% 55.9% 69.0% 59.9%	1.3% 5.9% 5.7% 6.2% 2.3% 2.8% 3.3% 1.9%	35.8% 19.5% 27.8% 32.2% 85.5% 16.1% 3.0%	266.7 71.7 148.0 216.0 418.6 318.4 102.8 57.8	
Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media Restaurant Retail	2.1% 2.6% 2.8% 0.5% 0.5% 0.5% 4.2% 0.6% 4.2% 0.7% 2.5%	3.1% 5.1% 3.9% 0.9% 0.7% 2.1% 1.2% 18.7% 1.1% 3.4%	4.8% 4.9% 4.9% 3.3% 2.7% 4.4% 2.7% 5.5% 2.0% 5.0%	64.3 49.8 45.6 33.7 64.8 38.8 58.6 54.6 49.5 50.8	0.15% 0.40% 0.17% 0.13% 0.08% 0.09% 0.05% 1.56% 0.11% 0.13%	0.10% 0.09% 0.09% 0.06% 0.06% 0.08% 0.08% 0.10% 0.09% 0.09%	25.0 28.7 139.9 41.9 93.6 19.3 60.8	68.8% 44.7% 69.5% 57.2% 73.1% 49.7% 60.4%	86.6% 72.4% 72.1% 74.0% 80.1% 82.1% 81.8%	78.5% 57.0% 54.6% 60.0% 59.3% 69.3% 72.4% 	28.5 33.6 34.1 28.8 43.0 22.6   28.3	33.5% 49.6% 27.3% 39.5% 50.7% 19.5%	70.6% 75.4% 80.0% 69.4% 82.5% 73.0%   56.2%	55.6% 62.9% 68.1% 55.9% 69.0% 59.9%	1.3% 5.9% 5.7% 6.2% 2.3% 2.8% 3.3% 1.9% 10.7%	35.8% 19.5% 27.8% 32.2% 85.5% 16.1% 3.0% 12.7%	266.7 71.7 148.0 216.0 418.6 318.4 102.8 57.8	
Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media Restaurant Retail	2.1% 2.6% 2.8% 0.5% 0.5% 1.3% 0.6% 4.2% 0.7% 2.5% 2.2%	3.1% 5.1% 3.9% 0.9% 0.7% 2.1% 1.2% 18.7% 1.1% 3.4% 3.4%	4.8% 4.9% 4.9% 3.3% 2.7% 4.4% 2.7% 5.5% 2.0% 5.0%	64.3 48.8 45.6 33.7 64.8 38.8 56.6 54.6 49.5 50.8	0.15% 0.40% 0.17% 0.13% 0.08% 0.09% 0.05% 1.56% 0.11% 0.13% 0.43%	0.10% 0.09% 0.09% 0.06% 0.06% 0.08% 0.08% 0.10% 0.09% 0.09%	25.0 28.7 139.9 41.9 93.6 19.3 60.8	68.8% 44.7% 69.5% 57.2% 73.1% 49.7% 60.4%	86.6% 72.4% 72.1% 74.0% 80.1% 82.1% 81.8% 65.1%	78.5% 57.0% 54.6% 60.0% 59.3% 69.3% 72.4%	28.5 33.6 34.1 28.8 43.0 22.6 	33.5% 49.6% 27.3% 39.5% 50.7% 19.5%   17.4% 9.5%	70.6% 75.4% 80.0% 69.4% 82.5% 73.0% 	55.6% 62.9% 68.1% 55.9% 69.0% 59.9% 42.1% 40.5%	1.3% 5.9% 5.7% 6.2% 2.3% 3.3% 1.9% 10.7%  6.2% 2.9%	35.8% 19.5% 27.8% 32.2% 85.5% 16.1% 3.0% 12.7%  8.7% 3.8%	266.7 71.7 148.0 216.0 418.6 318.4 102.8 57.8 69.4 51.1	
Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services Sports	2.1% 2.6% 2.8% 0.5% 0.5% 0.5% 0.6% 4.2% 4.2% 2.5% 2.2% 9.0%	3.1% 5.1% 3.9% 0.9% 0.7% 2.1% 1.2% 18.7% 1.1% 3.4% 29.4%	4.8% 4.9% 4.9% 3.3% 2.7% 4.4% 2.7% 5.5% 2.0% 5.6% 9.3%	64.3 49.8 45.6 33.7 64.8 38.8 56.6 54.6 49.5 50.8 38.2 93.3	0.15% 0.40% 0.17% 0.13% 0.08% 0.09% 0.05% 1.56% 0.11% 0.13% 0.43% 6.64%	0.10% 0.09% 0.09% 0.06% 0.06% 0.06% 0.08% 0.08% 0.09% 0.10% 0.09% 0.09%	25.0 28.7 139.9 41.9 93.6 19.3 60.8   134.8	68.8% 44.7% 69.5% 57.2% 73.1% 49.7% 60.4%	86.6% 72.4% 72.15% 74.0% 80.15% 82.15% 81.85% 65.15%	78.5% 57.0% 54.6% 60.0% 59.3% 69.3% 72.4% 	28.5 33.6 34.1 28.8 43.0 22.6 	33.5% 49.6% 27.3% 39.5% 50.7% 19.5% 	70.6% 75.4% 80.0% 69.4% 82.5% 73.0%   56.2% 53.7%	55.6% 62.9% 68.1% 55.9% 69.0% 59.9% 42.1% 40.5%	1.3% 5.9% 6.2% 2.3% 2.8% 3.3% 1.9% 10.7% 	35.8% 19.5% 27.8% 32.2% 85.5% 16.1% 3.0% 12.7%  8.7% 3.8%	266.7 71.7 148.0 216.0 418.6 318.4 102.8 57.8 69.4 51.1	
Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Seauty Medical News/Media Restaurant Retail Services Sports Tech/Internet	2.1% 2.6% 2.8% 0.5% 0.5% 1.3% 0.6% 4.2% 0.7% 2.5% 2.2% 9.0%	3.1% 5.1% 3.9% 0.9% 0.7% 2.1% 1.2% 18.7% 1.1% 3.4% 3.4% 29.4% 5.0%	4.8% 4.9% 4.9% 3.3% 2.7% 4.4% 2.7% 5.5% 2.0% 5.0% 5.6% 9.3% 5.6%	64.3 45.6 45.6 33.7 64.8 38.8 56.6 54.6 49.5 50.8 38.2 93.3 56.9	0.15% 0.40% 0.17% 0.13% 0.08% 0.09% 0.05% 1.56% 0.11% 0.13% 0.43% 6.64% 0.33%	0.10% 0.09% 0.09% 0.06% 0.06% 0.08% 0.08% 0.10% 0.10% 0.09% 0.09% 0.11% 0.05% 0.08%	25.0 28.7 139.9 41.9 93.6 19.3 60.8 	68.8% 44.7% 69.5% 57.2% 73.1% 49.7% 60.4%	86.6% 72.4% 72.1% 74.0% 80.1% 82.1% 81.8% 65.1% 74.7%	78.5% 57.0% 54.6% 60.0% 59.3% 69.3% 72.4% 	28.5 33.6 34.1 28.8 43.0 22.6 	33.5% 49.6% 27.3% 39.5% 50.7% 19.5% 	70.6% 75.4% 80.0% 69.4% 82.5% 73.0% 	55.6% 62.9% 68.1% 55.9% 69.0% 59.9% 42.1% 40.5% 64.2%	1.3% 5.9% 6.2% 2.3% 3.3% 1.9% 10.7%  6.2% 2.9%	35.8% 19.5% 27.8% 32.2% 85.5% 16.1% 3.0% 12.7%  8.7% 3.8%	266.7 71.7 148.0 216.0 418.6 318.4 102.8 57.8 69.4 51.1	
Corporate Electronics Entertainment Financial Garning Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services Sports	2.1% 2.6% 2.8% 0.5% 0.5% 0.5% 0.6% 4.2% 4.2% 2.5% 2.2% 9.0%	3.1% 5.1% 3.9% 0.9% 0.7% 2.1% 1.2% 18.7% 1.1% 3.4% 29.4%	4.8% 4.9% 4.9% 3.3% 2.7% 4.4% 2.7% 5.5% 2.0% 5.6% 9.3%	64.3 49.8 45.6 33.7 64.8 38.8 56.6 54.6 49.5 50.8 38.2 93.3	0.15% 0.40% 0.17% 0.13% 0.08% 0.09% 0.05% 1.56% 0.11% 0.13% 0.43% 6.64%	0.10% 0.09% 0.09% 0.06% 0.06% 0.06% 0.08% 0.08% 0.09% 0.10% 0.09% 0.09%	25.0 28.7 139.9 41.9 93.6 19.3 60.8   134.8	68.8% 44.7% 69.5% 57.2% 73.1% 49.7% 60.4%	86.6% 72.4% 72.15% 74.0% 80.15% 82.15% 81.85% 65.15%	78.5% 57.0% 54.6% 60.0% 59.3% 69.3% 72.4% 	28.5 33.6 34.1 28.8 43.0 22.6 	33.5% 49.6% 27.3% 39.5% 50.7% 19.5% 	70.6% 75.4% 80.0% 69.4% 82.5% 73.0%   56.2% 53.7%	55.6% 62.9% 68.1% 55.9% 69.0% 59.9% 42.1% 40.5%	1.3% 5.9% 6.2% 2.3% 2.8% 3.3% 1.9% 10.7% 	35.8% 19.5% 27.8% 32.2% 85.5% 16.1% 3.0% 12.7%  8.7% 3.8%	266.7 71.7 148.0 216.0 418.6 318.4 102.8 57.8 69.4 51.1	

 Data Source
 MediaMind Research, 2012.

 - Denotes inapplicable metric or insufficiant or insuffici



#### **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	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%	-	-	-
234x60 234x60 Floating Ad 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					ics	
	Imp. with			User Average Dwell Time	CTR (Rich	CTR (Standard	Avg. Video Duration			Fully Played	Avg. Video Duration			Fully Played	Impressions with any Panel		
	Interactions Rate	IR	Dwell Rate	(Seconds)	Media)	Media)	(Seconds)		50% Played Rate	Rate	(Seconds)		50% Played Rate	Rate	Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds
Apparel	1.1%	1.6%	4.1%	(Seconds) 33.8	Media) 0.12%	Media) 0.13%	(Seconds) 17.7	62.9%	73.9%	Rate 60.6%	(Seconds) 14.6	39.2%	72.4%	Rate 59.5%	Expansion Rate 2.8%	Rate 12.7%	Duration (Seconds 118.8
Auto	1.1% 0.9%	1.6% 1.3%	4.1% 4.1%	(Seconds) 33.8 21.2	Media) 0.12% 0.09%	Media) 0.13% 0.07%	(Seconds) 17.7 14.6	62.9% 50.2%	73.9% 79.0%	Rate 60.6% 67.2%	(Seconds) 14.6 12.6	39.2% 15.6%	72.4% 78.7%	Rate 59.5% 67.2%	Expansion Rate 2.8% 2.0%	Rate 12.7% 6.9%	Duration (Seconds 118.8 54.7
Auto B2B	1.1% 0.9% 1.1%	1.6% 1.3% 1.6%	4.1% 4.1% 4.9%	(Seconds) 33.8 21.2 42.1	Media) 0.12% 0.09% 0.16%	Media) 0.13% 0.07% 0.10%	(Seconds) 17.7 14.6 42.8	62.9% 50.2% 51.8%	73.9% 79.0% 74.1%	Rate 60.6% 67.2% 65.7%	(Seconds) 14.6 12.6 21.7	39.2% 15.6% 17.1%	72.4% 78.7% 76.2%	Rate 59.5% 67.2% 64.6%	2.8% 2.0% 2.7%	Rate 12.7% 6.9% 7.7%	Duration (Seconds 118.8 54.7 75.8
Auto B2B Careers	1.1% 0.9% 1.1% 3.5%	1.6% 1.3% 1.6% 6.9%	4.1% 4.1% 4.9% 5.7%	(Seconds) 33.8 21.2 42.1 42.3	Media) 0.12% 0.09% 0.16% 0.19%	Media) 0.13% 0.07% 0.10% 0.22%	(Seconds) 17.7 14.6 42.8 17.4	62.9% 50.2% 51.8% 75.8%	73.9% 79.0% 74.1% 54.5%	Rate 60.6% 67.2% 65.7% 42.5%	(Seconds) 14.6 12.6 21.7 18.2	39.2% 15.6% 17.1% 0.6%	72.4% 78.7% 76.2% 44.2%	Rate 59.5% 67.2% 64.6% 33.2%	2.8% 2.0% 2.7% 4.0%	Rate 12.7% 6.9% 7.7% 9.5%	Duration (Seconds 118.8 54.7 75.8 44.0
Auto B2B Careers Consumer Packaged Goods	1.1% 0.9% 1.1% 3.5% 1.5%	1.6% 1.3% 1.6% 6.9% 2.1%	4.1% 4.1% 4.9% 5.7% 5.5%	(Seconds) 33.8 21.2 42.1 42.3 28.2	Media) 0.12% 0.09% 0.16% 0.19% 0.12%	Media) 0.13% 0.07% 0.10% 0.22% 0.10%	(Seconds) 17.7 14.6 42.8 17.4	62.9% 50.2% 51.8% 75.8% 53.6%	73.9% 79.0% 74.1% 54.5% 72.9%	Rate 60.6% 67.2% 65.7% 42.5% 57.4%	(Seconds) 14.6 12.6 21.7 18.2 15.3	39.2% 15.6% 17.1% 0.6% 17.0%	72.4% 78.7% 76.2% 44.2% 76.0%	Rate 59.5% 67.2% 64.6% 33.2% 63.6%	2.8% 2.0% 2.7% 4.0% 2.4%	Rate 12.7% 6.9% 7.7% 9.5% 7.0%	Duration (Seconds 118.8 54.7 75.8 44.0 70.4
Auto B2B Careers Consumer Packaged Goods Corporate	1.1% 0.9% 1.1% 3.5% 1.5% 1.3%	1.6% 1.3% 1.6% 6.9% 2.1% 2.1%	4.1% 4.1% 4.9% 5.7% 5.5% 6.1%	(Seconds) 33.8 21.2 42.1 42.3 28.2 26.8	Media) 0.12% 0.09% 0.16% 0.19% 0.12% 0.12%	Media) 0.13% 0.07% 0.10% 0.12% 0.10% 0.09%	(Seconds) 17.7 14.6 42.8 17.4 15.0	62.9% 50.2% 51.8% 75.8% 53.6%	73.9% 79.0% 74.1% 54.5% 72.9%	Rate 60.6% 67.2% 65.7% 42.5% 57.4%	(Seconds) 14.6 12.6 21.7 18.2 15.3 11.7	39.2% 15.6% 17.1% 0.6% 17.0% 18.7%	72.4% 78.7% 76.2% 44.2% 76.0% 51.0%	Rate 59.5% 67.2% 64.6% 33.2% 63.6% 44.5%	2.8% 2.0% 2.7% 4.0% 2.4% 2.8%	Rate 12.7% 6.9% 7.7% 9.5% 7.0% 11.9%	Duration (Seconds 118.8 54.7 75.8 44.0 70.4 94.7
Auto B2B Careers Consumer Packaged Goods Corporate Electronics	1.1% 0.9% 1.1% 3.5% 1.5% 1.3% 1.9%	1.6% 1.3% 1.6% 6.9% 2.1% 2.1% 3.0%	4.1% 4.1% 4.9% 5.7% 5.5% 6.1%	(Seconds) 33.8 21.2 42.1 42.1 42.3 28.2 26.8 43.9	Media) 0.12% 0.09% 0.16% 0.19% 0.12% 0.12% 0.12%	Media) 0.13% 0.07% 0.10% 0.22% 0.10% 0.09% 0.11%	(Seconds) 17.7 14.6 42.8 17.4 15.0 31.1	62.9% 50.2% 51.8% 75.8% 53.6%  60.7%	73.9% 79.0% 74.1% 54.5% 72.9%  79.3%	Rate 60.6% 67.2% 65.7% 42.5% 57.4%	(Seconds) 14.6 12.6 21.7 18.2 15.3 11.7 26.5	39.2% 15.6% 17.1% 0.6% 17.0% 18.7% 31.5%	72.4% 78.7% 76.2% 44.2% 76.0% 51.0% 77.6%	Rate 59.5% 67.2% 64.6% 33.2% 63.6% 44.5% 62.1%	2.8% 2.0% 2.7% 4.0% 2.4% 2.8% 5.5%	Rate 12.7% 6.9% 7.7% 9.5% 7.0% 11.9%	Duration (Seconds 118.8 54.7 75.8 44.0 70.4 94.7 84.6
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment	1.1% 0.9% 1.1% 3.5% 1.5% 1.3% 1.9% 2.8%	1.6% 1.3% 1.6% 6.9% 2.1% 2.1% 3.0% 3.9%	4.1% 4.1% 4.9% 5.7% 5.5% 6.1% 5.3% 6.0%	(Seconds) 33.8 21.2 42.1 42.3 28.2 26.8 43.9 51.7	Media) 0.12% 0.09% 0.16% 0.19% 0.12% 0.12% 0.12% 0.15% 0.21%	Media) 0.13% 0.07% 0.10% 0.12% 0.10% 0.09% 0.11% 0.11% 0.15%	(Seconds) 17.7 14.6 42.8 17.4 15.0 31.1 27.3	62.9% 50.2% 51.8% 75.8% 53.6%  60.7% 57.6%	73.9% 79.0% 74.1% 54.5% 72.9%  79.3% 65.5%	Rate 60.6% 67.2% 65.7% 42.5% 57.4%  64.4% 50.6%	(Seconds) 14.6 12.6 21.7 18.2 15.3 11.7 26.5 20.2	39.2% 15.6% 17.1% 0.6% 17.0% 18.7% 31.5% 31.1%	72.4% 78.7% 76.2% 44.2% 76.0% 51.0% 77.6% 67.5%	Rate 59.5% 67.2% 64.6% 33.2% 63.6% 44.5% 62.1% 54.1%	2.8% 2.0% 2.7% 4.0% 2.4% 2.8% 5.5% 3.4%	Rate 12.7% 6.9% 7.7% 9.5% 7.0% 11.9% 15.7% 13.1%	Duration (Seconds 118.8 54.7 75.8 44.0 70.4 94.7 84.6 174.5
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment	1.1% 0.9% 1.11% 3.5% 1.5% 1.3% 2.8% 1.11%	1.6% 1.3% 1.6% 6.9% 2.1% 2.1% 3.0% 3.9% 1.3%	4.1% 4.1% 4.9% 5.7% 5.5% 6.1% 5.3% 6.0% 4.3%	(Seconds) 33.8 21.2 42.1 42.3 28.2 26.8 43.9 51.7 28.8	Media) 0.12% 0.09% 0.16% 0.19% 0.12% 0.12% 0.12% 0.21% 0.09%	Media) 0.13% 0.07% 0.10% 0.12% 0.10% 0.09% 0.11% 0.015% 0.08%	(Seconds) 17.7 14.6 42.8 17.4 15.0 31.1 27.3 11.9	62.9% 50.2% 51.8% 75.8% 53.6%  60.7% 57.6% 54.9%	73.9% 79.0% 74.1% 54.5% 72.9%  79.3% 65.5% 43.4%	Rate 60.6% 67.2% 65.7% 42.5% 57.4%  64.4% 50.6% 33.5%	(Seconds) 14.6 12.6 21.7 18.2 15.3 11.7 26.5 20.2 13.1	39.2% 15.6% 17.1% 0.6% 17.0% 18.7% 31.5% 31.1% 21.1%	72.4% 78.7% 76.2% 44.2% 76.0% 51.0% 77.6% 67.5% 67.0%	Rate 59.5% 67.2% 64.6% 33.2% 63.6% 44.5% 62.1% 54.1% 49.6%	2.8% 2.0% 2.7% 4.0% 2.4% 2.8% 5.5% 3.4% 2.2%	Rate 12.7% 6.9% 7.7% 9.5% 7.0% 11.9% 15.7% 13.1% 20.4%	Duration (Seconds 118.8 54.7 75.8 44.0 70.4 94.7 84.6 174.5 51.0
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment	1.1% 0.9% 1.1% 3.5% 1.5% 1.3% 2.8% 1.19% 0.6%	1.6% 1.3% 1.6% 6.9% 2.1% 2.1% 3.0% 3.9% 1.3% 0.9%	4.1% 4.1% 4.9% 5.7% 5.5% 6.1% 5.3% 6.0% 4.3% 4.0%	(Seconds) 33.8 21.2 42.1 42.1 42.3 28.2 26.8 43.9 51.7 28.8 35.3	Media) 0.12% 0.09% 0.16% 0.19% 0.12% 0.12% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13%	Media) 0.13% 0.07% 0.10% 0.22% 0.10% 0.09% 0.11% 0.05% 0.09%	(Seconds) 17.7 14.6 42.8 17.4 15.0 31.1 27.3 11.9 29.5	62.9% 50.2% 51.8% 75.8% 53.6%  60.7% 57.6% 54.9% 50.0%	73.9% 79.0% 74.1% 54.5% 72.9%  79.3% 65.5% 43.4% 75.9%	Rate 60.6% 67.2% 65.7% 42.5% 57.4%  64.4% 50.6% 33.5% 64.1%	(Seconds)  14.6  12.6  21.7  18.2  15.3  11.7  26.5  20.2  13.1  28.7	39.2% 15.6% 17.1% 0.6% 17.0% 18.7% 31.5% 31.1% 21.1% 58.2%	72.4% 78.7% 76.2% 44.2% 76.0% 51.0% 77.6% 67.5% 67.0% 70.7%	Rate 59.5% 67.2% 64.6% 33.2% 63.6% 44.5% 62.1% 54.1% 54.1% 59.6%	Expansion Rate 2.8% 2.0% 2.7% 4.0% 2.4% 2.8% 5.5% 3.4% 2.2% 1.9%	Rate 12.7% 6.9% 7.7% 9.5% 7.0% 11.9% 15.7% 13.1% 20.4% 19.2%	Duration (Seconds 118.8 54.7 75.8 44.0 70.4 94.7 84.6 174.5 51.0
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment	1.1% 0.9% 1.1% 3.5% 1.5% 1.3% 1.9% 2.8% 1.19% 0.6% 2.0%	1.6% 1.3% 1.6% 6.9% 2.1% 2.1% 3.0% 3.9% 1.3% 0.9% 2.5%	4.1% 4.1% 4.9% 5.7% 5.5% 6.1% 6.0% 4.3% 4.0% 5.9%	(Seconds) 33.8 21.2 42.1 42.3 28.2 26.8 43.9 51.7 28.8 35.3 29.6	Media) 0.12% 0.09% 0.16% 0.19% 0.12% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.13%	Modia) 0.13% 0.07% 0.10% 0.10% 0.22% 0.10% 0.09% 0.011% 0.15% 0.08% 0.09% 0.10%	(Seconds) 17.7 14.6 42.8 17.4 15.0 - 31.1 27.3 11.9 29.5 9.1	62.9% 50.2% 51.8% 75.8% 53.6%  60.7% 57.6% 54.9% 50.0% 53.3%	73.9% 79.0% 74.1% 54.5% 72.9%  79.3% 65.5% 43.4% 75.9% 16.5%	Rate 60.6% 67.2% 65.7% 42.5% 57.4%  64.4% 50.6% 33.5% 64.1% 13.9%	(Seconds) 14.6 12.6 21.7 18.2 15.3 11.7 26.5 20.2 13.1 28.7	39.2% 15.6% 17.1% 0.6% 17.0% 18.7% 31.5% 31.1% 21.1% 58.2% 20.0%	72.4% 78.7% 76.2% 44.2% 76.0% 51.0% 67.5% 67.0% 70.7% 38.1%	Rate 59.5% 67.2% 64.6% 33.2% 63.6% 44.5% 62.1% 54.1% 49.6% 57.4% 31.2%	Expansion Rate 2.8% 2.0% 2.7% 4.0% 2.4% 2.8% 5.5% 3.4% 2.2% 1.9% 3.11%	Rate 12.7% 6.9% 7.7% 9.5% 7.0% 11.9% 15.7% 13.1% 20.4% 19.2% 5.8%	Duration (Seconds 118.8 54.7 75.8 44.0 70.4 94.7 84.6 174.5 51.0 117.2 57.1
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment	1.1% 0.9% 1.1% 3.5% 1.5% 1.3% 1.9% 2.8% 1.11% 0.6% 2.0% 2.9%	1.6% 1.3% 1.6% 6.9% 2.1% 2.1% 3.0% 3.9% 1.3% 0.9% 2.5% 4.4%	4.1% 4.1% 4.9% 5.7% 5.5% 6.1% 5.3% 6.0% 4.3% 4.0% 5.9% 7.4%	(Seconds) 33.8 21.2 42.1 42.3 28.2 26.8 43.9 51.7 28.8 35.3 29.6	Media) 0.12% 0.09% 0.16% 0.19% 0.12% 0.12% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.13% 0.17%	Media) 0.13% 0.07% 0.10% 0.22% 0.10% 0.09% 0.11% 0.09% 0.115% 0.08% 0.09% 0.10%	(Seconds) 17.7 14.6 42.8 17.4 15.0 31.1 27.3 11.9 29.5 9.1 19.6	62.9% 50.2% 51.8% 75.8% 53.6%  60.7% 57.6% 54.9% 50.0% 53.3% 47.3%	73.9% 79.0% 74.1% 54.5% 72.9%  79.3% 65.5% 43.4% 75.9% 16.5% 65.8%	Rate 60.6% 67.2% 65.7% 42.5% 57.4% 	(Seconds) 14.6 12.6 21.7 18.2 15.3 11.7 26.5 20.2 13.1 28.7 14.0 16.5	39.2% 15.6% 17.1% 0.6% 17.0% 18.7% 31.5% 31.1% 21.1% 58.2% 20.0% 8.5%	72.4% 78.7% 76.2% 44.2% 76.0% 51.0% 67.5% 67.0% 70.7% 38.1% 58.3%	Rate 59.5% 67.2% 64.6% 33.2% 63.6% 44.5% 62.1% 54.1% 49.6% 57.4% 31.2% 41.9%	Expansion Rate 2.8% 2.0% 2.7% 4.0% 2.4% 2.8% 5.5% 3.4% 2.2% 1.9% 3.11% 4.33%	Rate 12.7% 6.9% 7.7% 9.5% 7.0% 11.9% 15.7% 13.1% 20.4% 19.2% 5.8% 7.8%	Duration (Seconds 118.8 54.7 75.8 44.0 70.4 94.7 84.6 174.5 51.0 117.2 57.1
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Gaming Health/Beauty Medical	1.1% 0.9% 1.1% 3.5% 1.5% 1.3% 1.9% 2.8% 1.1% 0.6% 2.0% 2.9%	1.6% 1.3% 1.6% 6.9% 2.1% 2.1% 3.0% 3.9% 1.3% 0.9% 2.5% 4.4% 2.7%	4.1% 4.1% 4.9% 5.7% 5.5% 6.1% 6.0% 4.3% 4.0% 5.9% 7.4% 4.8%	(Seconds) 33.8 21.2 42.1 42.3 28.2 26.8 43.9 51.7 28.8 35.3 29.6 36.4 39.0	Media) 0.12% 0.09% 0.16% 0.19% 0.16% 0.19% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.13% 0.13% 0.13% 0.13%	Media) 0.13% 0.07% 0.10% 0.10% 0.09% 0.11% 0.09% 0.11% 0.09% 0.11% 0.09% 0.09% 0.10% 0.09%	(Seconds) 17.7 14.6 42.8 17.4 15.0 31.1 27.3 11.9 29.5 9.1 19.6 22.5	62.9% 50.2% 51.8% 75.8% 53.6% 60.7% 57.6% 54.9% 50.0% 54.3% 60.8%	73.9% 79.0% 74.1% 54.5% 72.9%  79.3% 65.5% 43.4% 75.9% 16.5% 65.8% 61.7%	Rate 60.6% 67.2% 65.7% 42.5% 65.7% 42.5% 64.4% 64.4% 63.5% 64.1% 13.9% 54.6% 46.7%	(Seconds) 14.6 12.6 21.7 18.2 15.3 11.7 26.5 20.2 13.1 28.7 14.0 16.5 15.8	39.2% 15.6% 15.6% 17.0% 18.7% 31.5% 31.1% 21.1% 58.2% 20.0% 8.5% 5.6%	72.4% 78.7% 76.2% 44.2% 76.0% 51.0% 77.6% 67.5% 67.0% 70.7% 38.1% 58.3% 39.2%	Rate 59.5% 67.2% 64.6% 33.2% 64.6% 33.2% 62.1% 62.1% 54.1% 49.6% 57.4% 31.2% 41.9% 29.4%	Expansion Rate 2.8% 2.0% 2.7% 4.0% 2.4% 2.4% 5.5% 3.4% 2.2% 1.9% 3.1% 4.3% 2.5%	Rate 12.7% 6.9% 7.7% 9.5% 7.0% 11.9% 15.7% 13.1% 20.4% 19.2% 5.8% 7.8% 5.5%	Duration (Seconds 118.8 54.7 75.8 44.0 70.4 94.7 84.6 174.5 51.0 117.2 57.1 48.4 67.2
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Pinancial Gowernment/Utilities Health/Beauty Medical News/Media	1.1% 0.9% 1.1% 3.5% 1.5% 1.5% 1.3% 1.9% 2.8% 1.1% 0.6% 2.0% 2.9% 2.2% 0.2%	1.6% 1.3% 1.6% 6.9% 2.1% 2.1% 3.0% 3.9% 1.3% 0.9% 2.5% 4.4% 2.7% 0.3%	4.1% 4.1% 4.9% 5.7% 5.5% 6.1% 5.3% 6.0% 4.3% 4.0% 5.9% 4.0% 6.3%	(Seconds) (38.8 21.2 42.1 42.3 28.2 26.8 43.9 51.7 28.8 35.3 29.6 36.4 39.0 16.2	Media) 0.12% 0.09% 0.16% 0.19% 0.12% 0.12% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.13% 0.17% 0.09%	Modia) 0.13% 0.07% 0.10% 0.10% 0.22% 0.10% 0.11% 0.15% 0.08% 0.09% 0.10% 0.09% 0.10%	(Seconds) 17.7 14.6 42.8 17.4 15.0 31.1 27.3 11.9 29.5 9.1 19.6 22.5	62.9% 50.2% 51.8% 75.8% 53.6% 	73.9% 79.0% 74.1% 54.5% 72.9%  79.3% 65.5% 43.4% 75.9% 16.5% 65.8% 61.7%	Rate 60.6% 67.2% 65.7% 42.5% 57.4% 64.4% 50.6% 33.5% 64.1% 13.9% 54.6% 46.7%	(Seconds) 14.6 12.6 21.7 18.2 15.3 11.7 26.5 20.2 13.1 28.7 14.0 16.5 15.8 13.1	39.2% 15.6% 17.1% 0.6% 17.0% 18.7% 31.5% 31.1% 21.1% 58.2% 20.0% 8.5% 5.6% 18.2%	72.4% 78.7% 76.2% 44.2% 76.0% 51.0% 77.6% 67.5% 67.0% 70.7% 38.1% 58.3% 39.2% 70.8%	Rate 59.5% 67.2% 64.6% 33.2% 63.6% 44.5% 62.1% 54.1% 49.6% 57.4% 31.2% 41.9% 54.4% 54.8%	Expansion Rate 2.8% 2.0% 2.7% 4.0% 2.4% 2.4% 5.5% 3.4% 3.2% 1.9% 4.3% 2.5% 0.8%	Rate 12.7% 6.9% 7.7% 9.5% 7.0% 11.9% 15.7% 13.1% 20.4% 19.2% 5.8% 7.8% 4.2%	Duration (Seconds 1188 54.7 75.8 44.0 70.4 94.7 84.6 174.5 51.0 117.2 57.1 48.4 67.2 30.0
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Gaming Health/Beauty Medical News/Media Restaurant	1.1% 0.9% 1.1% 3.5% 1.5% 1.3% 1.9% 2.8% 1.19% 2.8% 2.0% 2.0% 2.2% 0.2% 0.2%	1.6% 1.3% 1.6% 6.9% 2.1% 2.1% 3.0% 3.9% 1.3% 0.9% 2.5% 4.4% 2.7% 0.3% 0.6%	4.1% 4.1% 4.1% 5.7% 5.5% 6.1% 6.0% 4.3% 6.0% 4.3% 7.4% 4.8% 6.3% 5.1%	(Seconds) 33.8 21.2 42.1 42.3 28.2 26.8 43.9 51.7 28.8 35.3 29.6 36.4 39.0 16.2	Media) 0.12% 0.09% 0.16% 0.19% 0.12% 0.12% 0.12% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.13% 0.13% 0.17% 0.09%	Modia) 0.13% 0.07% 0.10% 0.10% 0.22% 0.10% 0.09% 0.11% 0.15% 0.08% 0.09% 0.10% 0.09% 0.10% 0.09%	(Seconds) 17.7 14.6 42.8 17.4 15.0 31.1 27.3 11.9 29.5 9.1 19.6 22.5 30.4	62.9% 50.2% 51.8% 75.8% 53.6% 	73.9% 79.0% 79.0% 74.1% 54.5% 72.9% 79.3% 65.5% 43.4% 75.9% 61.7% 61.7%	Rate 60.6% 67.2% 65.7% 42.5% 57.4% 64.4% 50.6% 64.1% 13.9% 64.1% 13.9% 46.7% 25.3%	(Seconds) 14.6 12.6 21.7 18.2 15.3 11.7 26.5 20.2 13.1 28.7 14.0 16.5 15.8 13.1 12.9	39.2% 15.6% 17.1% 0.6% 17.0% 18.7% 31.1% 21.1% 20.0% 8.5% 5.6% 18.2% 2.3%	72.4% 78.7% 76.2% 44.2% 51.0% 51.0% 67.5% 67.5% 67.0% 38.1% 58.3% 39.2% 70.8% 70.8%	Rate 59.5% 67.2% 64.6% 33.2% 63.6% 44.5% 62.1% 54.1% 49.6% 57.4% 31.2% 41.9% 29.4% 54.8% 54.8% 54.8% 54.8%	Expansion Rate 2.8% 2.0% 2.7% 4.0% 2.4% 2.8% 5.5% 3.4% 2.2% 1.9% 3.1% 4.3% 2.5% 0.8% 1.4%	Rate 12.7% 6.9% 7.7% 9.5% 7.0% 11.9% 15.7% 13.1% 20.4% 19.2% 5.8% 7.8% 5.5% 4.2% 12.9%	Duration (Seconds 118.8 54.7 75.8 44.0 70.4 94.7 84.6 174.5 51.0 117.2 57.1 48.4 67.2 30.0 43.8
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Reauty Medical News/Media Restaurant Retail	1.1% 0.9% 1.1% 3.5% 1.5% 1.3% 1.9% 2.8% 1.1% 0.6% 2.0% 2.2% 0.2% 0.4% 0.4% 2.8%	1.6% 1.3% 1.6% 6.9% 2.1% 2.1% 3.0% 3.9% 1.3% 0.9% 2.5% 4.4% 2.7% 0.3% 0.6% 4.8%	4.1% 4.1% 4.9% 5.7% 5.5% 6.1% 5.3% 6.0% 4.3% 4.0% 5.9% 4.8% 6.3% 6.3% 6.0%	(Seconds) 33.8 21.2 42.1 42.1 42.3 28.2 28.2 28.8 43.9 51.7 28.8 35.3 29.6 38.4 39.0 16.2 19.7	Media) 0.12% 0.09% 0.16% 0.199% 0.16% 0.12% 0.12% 0.12% 0.12% 0.01% 0.09% 0.13% 0.13% 0.13% 0.17% 0.09% 0.08% 0.11% 0.08%	Media) 0.13% 0.07% 0.10% 0.10% 0.22% 0.10% 0.99% 0.11% 0.08% 0.09% 0.10% 0.09% 0.10% 0.09% 0.09%	(Seconds) 17.7 14.6 42.8 17.4 15.0 - 31.1 27.3 11.9 29.5 9.1 19.6 22.5 - 30.4 12.7	62.9% 50.2% 51.8% 75.8% 53.6% 	73.9% 79.0% 74.1% 54.5% 72.9% 73.9% 65.5% 43.4% 65.8% 61.7% 61.7% 73.0% 63.4%	Rate 60.6% 67.2% 65.7% 42.5% 57.4% 64.4% 50.6% 33.5% 64.1% 13.9% 54.6% 50.6% 50.6% 60.6% 60.6%	(Seconds) 14.6 12.6 21.7 18.2 15.3 11.7 26.5 20.2 13.1 28.7 14.0 16.5 15.8 13.1 12.9	39.2% 15.6% 17.1% 0.6% 17.0% 18.7% 31.5% 31.1% 21.1% 58.2% 20.0% 8.5% 5.6% 18.2% 2.3% 9.4%	72.4% 76.7% 76.7% 76.7% 76.7% 76.7% 76.7% 76.7% 76.7% 77.6% 77.6% 67.0% 88.1% 58.3% 39.2% 70.8% 28.8% 57.2%	Rate 59.5% 67.2% 64.6% 33.2% 63.6% 44.5% 62.1% 54.1% 49.6% 57.4% 31.2% 61.9% 54.4% 44.0%	Expansion Rate 2.8% 2.0% 2.7% 4.0% 2.4% 5.5% 3.4% 2.2% 1.9% 4.3% 4.3% 2.5% 0.8% 1.4% 5.3%	Rate 12.7% 6.9% 7.7% 9.5% 7.0% 11.9% 15.7% 10.1%	Duration (Second: 1188 54.7 75.8 44.0 70.4 94.7 84.6 51.0 117.2 57.1 48.4 67.2 30.0 43.8
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Of Financial Goarning Government/Utities Health/Beauty Medical News/Media Restaurant Retail Services	1.1% 0.9% 1.1% 3.5% 1.5% 1.3% 1.9% 2.8% 1.1% 0.6% 2.0% 2.0% 2.2% 0.4% 2.2% 0.4% 2.8%	1.6% 1.3% 1.6% 6.9% 2.1% 2.1% 3.0% 3.9% 1.3% 0.9% 2.5% 4.4% 0.6% 4.8% 2.7% 0.3%	4.1% 4.1% 4.9% 5.7% 5.5% 6.1% 5.3% 6.0% 4.3% 4.0% 5.9% 7.4% 6.3% 6.3% 6.0% 5.3% 5.1% 6.0% 5.3%	(Seconds) 33.8 21.2 42.1 42.3 28.2 26.8 43.9 51.7 28.8 35.3 29.6 36.4 39.0 16.2 19.7 32.5 28.3	Media) 0.12% 0.09% 0.16% 0.19% 0.12% 0.12% 0.12% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.13% 0.13% 0.13% 0.13% 0.15% 0.09% 0.09% 0.15% 0.09%	Media) 0.13% 0.07% 0.10% 0.10% 0.22% 0.10% 0.09% 0.11% 0.15% 0.08% 0.09% 0.10% 0.10% 0.08% 0.09% 0.09% 0.09%	(Seconds) 17.7 14.6 42.8 17.4 15.0 31.1 27.3 11.9 29.5 9.1 19.6 22.5 30.4 12.7 33.7	62.9% 50.2% 51.8% 75.8% 53.6% 	73.9% 74.1% 54.5% 72.9% 79.3% 65.5% 43.4% 75.9% 16.5% 65.8% 61.7% 37.0% 63.4% 66.7%	Rate 60.6% 67.2% 65.7% 42.5% 57.4% 64.4% 50.6% 33.5% 64.1% 13.9% 54.6% 48.7% 25.3% 55.6%	(Seconds) 14.6 12.6 21.7 18.2 15.3 11.7 26.5 20.2 13.1 28.7 14.0 16.5 15.8 23.8 18.4	39.2% 15.6% 17.1% 0.6% 17.0% 18.7% 31.5% 21.1% 58.2% 20.0% 8.5% 5.6% 18.2% 2.3% 9.4% 17.6%	72.4% 78.7% 76.2% 44.2% 76.0% 51.0% 67.5% 67.5% 67.0% 70.7% 38.1% 58.3% 39.2% 70.8% 28.8% 57.2% 57.2%	Rate 59.5% 67.2% 64.6% 33.2% 63.6% 44.5% 62.1% 54.1% 54.1% 57.4% 31.2% 49.6% 57.4% 31.2% 44.0% 63.3% 63.3%	Expansion Rate 2.8% 2.0% 2.7% 4.0% 2.4% 2.8% 5.5% 3.4% 2.2% 1.9% 3.1% 4.3% 2.5% 0.8% 1.4% 5.3% 2.8%	Rate 12.7% 6.9% 7.7% 6.9% 7.7% 9.5% 7.0% 15.7% 13.1% 20.4% 19.2% 5.8% 5.5% 4.2% 12.9% 12.9% 7.9% 7.9%	Duration (Second: 1188 54.7 75.8 44.0 70.4 94.7 84.6 174.5 51.0 117.2 57.1 48.4 67.2 30.0 43.8 43.5 42.1
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services Sports	1.1% 0.9% 1.1% 3.5% 1.5% 1.3% 1.9% 2.8% 1.1% 2.6% 2.0% 2.9% 2.2% 0.2% 0.2% 0.4% 2.8% 1.6% 1.6%	1.6% 1.3% 1.6% 6.9% 2.1% 2.1% 3.0% 3.9% 1.3% 0.9% 4.4% 2.7% 0.6% 4.8% 2.1% 0.8%	4.1% 4.1% 4.9% 5.5% 6.1% 5.5% 6.0% 4.3% 4.0% 6.3% 5.3% 6.3% 5.3% 6.3% 5.3% 6.9%	(Seconds) 33.8 21.2 42.1 42.3 28.2 26.8 43.9 51.7 28.8 35.3 29.6 36.4 39.0 16.2 19.7 32.5 28.3 31.5	Media) 0.12% 0.09% 0.16% 0.19% 0.12% 0.12% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.13% 0.13% 0.13% 0.13% 0.13% 0.11% 0.09%	Media) 0.13% 0.07% 0.10% 0.10% 0.22% 0.10% 0.99% 0.11% 0.08% 0.09% 0.10% 0.09% 0.10% 0.09% 0.09% 0.09% 0.09% 0.09%	(Seconds) 17.7 14.6 42.8 17.4 15.0 - 31.1 27.3 11.9 29.5 9.1 19.6 22.5 - 30.4 12.7 33.7	62.9% 50.2% 51.8% 75.8% 53.6% 57.6% 57.6% 54.9% 50.0% 53.3% 47.3% 60.8% 	73.9% 79.0% 74.1% 54.5% 72.9% 79.3% 65.5% 43.4% 75.9% 16.5% 61.7% 37.0% 63.4% 66.7%	Rate 60.6% 67.2% 65.7% 42.5% 57.4% 64.4% 50.6% 33.5% 64.1% 13.9% 54.6% 50.6% 50.6% 50.6% 50.6%	(Seconds) 14.6 12.6 21.7 18.2 15.3 11.7 26.5 20.2 13.1 28.7 14.0 16.5 15.8 13.1 12.9 23.8 18.4 17.2	39.2% 15.6% 17.1% 0.6% 17.0% 18.7% 31.5% 31.1% 21.1% 58.2% 20.0% 8.5% 5.6% 5.6% 2.3% 9.4% 14.1%	72.4% 78.7% 76.2% 44.2% 76.0% 51.0% 51.0% 67.5% 67.0% 93.1% 58.3% 59.2% 70.8% 52.5% 75.8% 63.8%	Rate 59.5% 67.2% 64.6% 63.2% 63.6% 62.1% 62.1% 49.6% 54.4% 54.1% 49.6% 57.4% 51.2% 41.9% 63.3% 63.3% 63.3% 63.3% 63.3%	Expansion Rate 2.8% 2.0% 2.7% 4.0% 2.4% 5.5% 3.4% 2.2% 1.9% 3.1% 4.3% 2.5% 0.8% 1.4% 5.3% 2.8%	Rate 12.7% 6.9% 7.7% 9.5% 7.0% 11.9% 15.7% 12.2% 13.1% 20.4% 19.2% 7.8% 7.8% 7.8% 7.8% 7.8% 12.9% 11.0% 7.9% 12.3%	Duration (Second: 1188 54.7 75.8 44.0 70.4 94.7 84.6 177.5 51.0 117.2 57.1 48.4 67.2 30.0 43.8 43.5 42.1
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Pinancial Gowernment/Utilities Health/Beauty Medical News/Media Restaurant Retail Services Sports Tech/Internet	1.1% 0.9% 1.1% 3.5% 1.5% 1.3% 2.8% 1.19% 2.8% 2.0% 2.2% 0.4% 2.2% 0.4% 2.8% 1.6% 0.6% 0.6% 0.6% 0.6% 0.6%	1.6% 1.9% 1.6% 6.9% 2.1% 3.0% 3.9% 1.3% 0.9% 2.5% 4.4% 2.7% 0.3% 0.6% 4.8% 2.1% 0.6%	4.1% 4.1% 4.9% 5.7% 6.1% 5.5% 6.1% 6.0% 4.3% 4.0% 5.9% 7.4% 6.3% 5.1% 6.0% 6.3% 5.1% 6.0% 6.3% 6.1% 6.9% 6.9% 6.9%	(Seconds) 33.8 21.2 42.1 42.3 28.2 28.8 43.9 51.7 28.8 35.3 29.6 36.4 39.0 16.2 19.7 32.5 28.3 31.5	Media) 0.12% 0.09% 0.16% 0.16% 0.19% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.17% 0.09% 0.13% 0.17% 0.09% 0.13% 0.17% 0.09% 0.13% 0.11% 0.09% 0.13% 0.11% 0.09%	Media) 0.13% 0.07% 0.10% 0.10% 0.22% 0.10% 0.10% 0.11% 0.15% 0.08% 0.09% 0.10% 0.09% 0.09% 0.09% 0.09% 0.09%	(Seconds) 17.7 14.6 42.8 17.4 15.0 31.1 27.3 11.9 29.5 9.1 19.6 22.5 30.4 12.7 33.7 26.6	62.9% 50.2% 51.8% 75.8% 53.6% 	73.9% 79.0% 74.1% 54.5% 72.9% 79.3% 65.5% 43.4% 75.9% 16.5% 65.8% 61.7% 37.0% 63.4% 66.7% 79.5%	Rate 60.6% 67.2% 65.7% 42.5% 57.4% 64.4% 50.6% 33.5% 64.1% 40.7% 25.3% 50.6% 55.6% 71.8%	(Seconds) 14.6 12.6 21.7 18.2 15.3 11.7 26.5 20.2 13.1 28.7 14.0 16.5 15.8 13.1 12.9 23.8 18.4 17.2	39.2% 17.1% 0.6% 17.1% 0.6% 11.5% 31.5% 31.1% 21.1% 58.2% 20.0% 8.5% 18.2% 2.3% 9.4% 17.6% 14.1%	72.4% 78.7% 76.2% 76.2% 44.2% 76.0% 51.0% 77.6% 67.5% 67.5% 58.3% 39.2% 70.8% 28.8% 28.8% 55.2% 75.8% 63.8% 75.8%	Rate 59.5% 67.2% 64.6% 33.2% 63.6% 62.1% 54.1% 49.6% 57.4% 41.9% 29.4% 21.4% 54.8% 21.4% 63.3% 63.3% 63.3% 63.3% 63.9% 63.9%	Expansion Rate 2.8% 2.0% 2.7% 4.0% 2.4% 5.5% 3.4% 5.2% 1.9% 2.2% 1.9% 3.11% 4.3% 2.5% 5.5% 3.4% 2.5% 3.25% 3.3% 3.3% 3.4% 3.4%	Rate 12.7% 6.9% 7.7% 6.9% 7.7% 9.5% 7.0% 11.9% 15.7% 13.1% 20.4% 19.2% 5.8% 7.8% 5.5% 4.2% 12.9% 11.0% 7.9% 21.3% 2.6% 6.6%	Duration (Second: 1118.8 54.7 75.8 44.0 70.4 94.7 84.6 1774.5 51.0 117.2 57.1 48.4 67.2 30.0 43.8 43.5 42.1 73.2 65.8
Auto B2B Careers Consumer Packaged Goods Corporate Electronics Entertainment Financial Gaming Government/Utilities Health/Beauty Medical News/Media Restaurant Retail Services Sports	1.1% 0.9% 1.1% 3.5% 1.5% 1.3% 1.9% 2.8% 1.1% 2.6% 2.0% 2.9% 2.2% 0.2% 0.2% 0.4% 2.8% 1.6% 1.6%	1.6% 1.3% 1.6% 6.9% 2.1% 2.1% 3.0% 3.9% 1.3% 0.9% 4.4% 2.7% 0.6% 4.8% 2.1% 0.8%	4.1% 4.1% 4.9% 5.5% 6.1% 5.5% 6.0% 4.3% 4.0% 6.3% 5.3% 6.3% 5.3% 6.3% 5.3% 6.9%	(Seconds) 33.8 21.2 42.1 42.3 28.2 26.8 43.9 51.7 28.8 35.3 29.6 36.4 39.0 16.2 19.7 32.5 28.3 31.5	Media) 0.12% 0.09% 0.16% 0.19% 0.12% 0.12% 0.12% 0.12% 0.15% 0.21% 0.09% 0.13% 0.13% 0.13% 0.13% 0.13% 0.13% 0.11% 0.09%	Media) 0.13% 0.07% 0.10% 0.10% 0.22% 0.10% 0.99% 0.11% 0.08% 0.09% 0.10% 0.09% 0.10% 0.09% 0.09% 0.09% 0.09% 0.09%	(Seconds) 17.7 14.6 42.8 17.4 15.0 - 31.1 27.3 11.9 29.5 9.1 19.6 22.5 - 30.4 12.7 33.7	62.9% 50.2% 51.8% 75.8% 53.6% 57.6% 57.6% 54.9% 50.0% 53.3% 47.3% 60.8% 	73.9% 79.0% 74.1% 54.5% 72.9% 79.3% 65.5% 43.4% 75.9% 16.5% 61.7% 37.0% 63.4% 66.7%	Rate 60.6% 67.2% 65.7% 42.5% 57.4% 64.4% 50.6% 33.5% 64.1% 13.9% 54.6% 50.6% 50.6% 50.6% 50.6%	(Seconds) 14.6 12.6 21.7 18.2 15.3 11.7 26.5 20.2 13.1 28.7 14.0 16.5 15.8 13.1 12.9 23.8 18.4 17.2	39.2% 15.6% 17.1% 0.6% 17.0% 18.7% 31.5% 31.1% 21.1% 58.2% 20.0% 8.5% 5.6% 5.6% 2.3% 9.4% 14.1%	72.4% 78.7% 76.2% 44.2% 76.0% 51.0% 51.0% 67.5% 67.0% 93.1% 58.3% 59.2% 70.8% 52.5% 75.8% 63.8%	Rate 59.5% 67.2% 64.6% 63.2% 63.6% 62.1% 62.1% 49.6% 54.4% 54.1% 49.6% 57.4% 51.2% 41.9% 63.3% 63.3% 63.3% 63.3% 63.3%	Expansion Rate 2.8% 2.0% 2.7% 4.0% 2.4% 5.5% 3.4% 2.2% 1.9% 3.1% 4.3% 2.5% 0.8% 1.4% 5.3% 2.8%	Rate 12.7% 6.9% 7.7% 9.5% 7.0% 11.9% 15.7% 12.2% 13.1% 20.4% 19.2% 7.8% 7.8% 7.8% 7.8% 7.8% 12.9% 11.0% 7.9% 12.3%	Duration (Seconds 11188 54.7 75.8 44.0 70.4 94.7 84.6 1774.5 51.0 117.2 157.1 48.4 67.2 30.0 43.8 43.5 42.1 73.2

Data Source MediaMind Research, 2012.

Video Player-Ad Interface Definitition (VPAID) is an IAB sanctioned format denoting interactive video ads.

Denotes inapplicable metric or insufficiant data.



#### **Benchmarks for Vietnam - 2012**

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics							Auto Initiated	d Video Metrics			User Initiated	d Video Metrics		Expandable Metrics			
	Imp. with	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	
Standard Banner	-		-	-	(	).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	d Video Metrics			User Initiated	Video Metrics			xpandable Metr	ics	
	Imp. with	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. Expansio Duration (Secon	
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 insufficiant data.



# **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.	
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 imipressions. 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.