



## Japan Q3 '07 - Q2 '08

### Performance Metrics (Format and Verticals)

	Basic Metrics		Video Metrics				Expandable Metrics				
	IR	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Impressions with any Panel Expansion Rate	Avg. Expansion Duration (Seconds)		
Formats	Standard Banner	--	0.06%	--	--	--	--	--	--		
	<b>Rich Media</b>	--	--	--	--	--	--	--	--		
	Commercial Break	4%	4.04%	--	--	--	--	--	--		
	Expandable Banner	6%	0.17%	7.18	17%	43%	8%	10%	3%	61.07	
	Floating Ad	7%	6.51%	--	--	--	--	--	--	--	
	Polite Banner	0%	0.11%	--	--	--	--	--	--	--	
	Push Down Banner	25%	0.36%	--	--	--	--	58%	9%	13.93	
	Basic Metrics		Video Metrics				Expandable Metrics				
	IR	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Impressions with any Panel Expansion	Avg. Expansion Duration (Seconds)	
Verticals	Auto	1%	0.14%	--	--	--	--	2%	1%	79.66	
	B2B	1%	0.12%	--	--	--	--	--	--	--	
	Consumer Packaged Goods	1%	0.49%	--	--	--	--	--	--	--	
	Corporate	2%	0.09%	--	--	--	--	--	--	--	
	Electronics	4%	0.20%	--	--	--	--	--	--	--	
	Entertainment	6%	0.79%	0.04%	14.99	26%	42%	15%	34%	10%	22.19
	Financial	0%	0.14%	--	--	--	--	--	--	--	
	Gaming	1%	0.12%	0.04%	--	--	--	1%	1%	44.63	
	Health/Beauty	1%	0.39%	--	--	--	--	--	--	--	
	Services	1%	0.08%	--	--	--	--	--	--	--	
	Tech/Internet	0%	0.06%	--	--	--	--	--	--	--	
	Telecom	8%	0.18%	--	--	--	--	--	--	--	
	Travel	2%	0.24%	--	--	--	--	--	--	--	

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

For more information about Eyebalster research,  
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