



North America Q4 '07 - Q3 '08

Performance Metrics (Format and Verticals)

		Basic Metrics			Video Metrics			Expandable Metrics				
Formats		IR	Interaction Average Duration (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Impressions with any Panel Expansion Rate	Avg. Expansion Duration (Seconds)	
		Standard Banner	--	--	0.09%	--	--	--	--	--	--	--
	Rich Media											
	Commercial Break	13%	2.73	2.61%	5.46	72%	10%	3%	--	--	--	
	Expandable Banner	11%	3.87	0.30%	23.62	15%	79%	69%	11%	7%	51.46	
	Floating Ad	3%	2.78	3.15%	6.64	48%	50%	34%	--	--	--	
	Floating Ad With Remind	5%	3.00	2.80%	--	--	--	--	--	--	--	
	Floating Expandable	10%	3.26	1.52%	5.26	62%	83%	70%	72%	5%	23.70	
	In Game	13%	--	4.67%	16.60	94%	71%	47%	--	--	--	
	Polite Banner	5%	3.36	0.17%	19.76	53%	68%	52%	--	--	--	
	Push Down Banner	4%	2.29	0.28%	--	--	--	--	35%	3%	18.80	
	Video Strip	17%	4.02	0.17%	17.26	48%	59%	31%	46%	6%	70.23	
		Basic Metrics			Video Metrics			Expandable Metrics				
Verticals		IR	Interaction Average Duration (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Impressions with any Panel Expansion	Avg. Expansion Duration (Seconds)
		Apparel	12%	3.33	0.30%	0.24%	15.04	47%	74%	36%	20%	7%
	Auto	9%	3.35	0.23%	0.11%	19.63	16%	76%	64%	17%	9%	31.20
	B2B	6%	3.11	0.48%	0.17%	--	--	--	--	12%	9%	65.23
	Careers	10%	3.45	0.30%	0.09%	--	--	--	--	24%	16%	53.43
	Consumer Packaged Goods	7%	3.63	0.35%	0.11%	24.90	25%	54%	33%	9%	6%	48.21
	Corporate	1%	3.09	0.09%	0.05%	22.05	7%	47%	31%	12%	8%	78.68
	Electronics	8%	3.71	0.24%	0.12%	19.63	20%	66%	71%	15%	11%	42.02
	Entertainment	11%	3.60	0.26%	0.13%	15.39	13%	61%	46%	9%	5%	49.49
	Financial	5%	3.35	0.15%	0.07%	13.08	56%	76%	60%	6%	4%	46.69
	Gaming	7%	4.35	0.63%	0.08%	59.46	17%	49%	35%	22%	8%	61.49
	Government/Utilities	5%	3.18	0.17%	0.07%	24.48	62%	78%	66%	16%	4%	26.07
	Health/Beauty	13%	3.29	0.24%	0.17%	30.80	8%	63%	41%	19%	13%	61.72
	Medical	6%	3.07	0.14%	0.10%	21.88	38%	72%	58%	7%	5%	36.49
	News/Media	10%	2.64	0.27%	0.07%	--	--	--	--	14%	9%	22.58
	Restaurant	1%	2.94	0.13%	0.09%	16.04	50%	39%	27%	3%	2%	33.43
	Retail	11%	3.09	0.29%	0.07%	23.48	11%	40%	25%	16%	9%	28.08
	Services	8%	3.08	0.38%	0.05%	23.23	56%	77%	63%	33%	21%	70.24
	Sports	7%	2.98	0.28%	0.08%	11.37	55%	68%	52%	7%	4%	44.50
	Tech/Internet	4%	3.59	0.17%	0.14%	14.82	51%	77%	65%	6%	4%	88.84
	Telecom	7%	3.28	0.18%	0.09%	23.55	34%	81%	62%	15%	10%	48.35
	Travel	4%	3.80	0.21%	0.08%	40.20	59%	78%	61%	13%	5%	31.28
North America: including US and Canada												
Interaction Rate (IR)		User Initiated Interactions' divided by 'Served Impressions'										
Click-through Rate (CTR)		Frequency of Click-throughs as a percentage of served impressions. 'Clicks' divided by 'Impressions'.										
Avg. Video Duration		The average duration the video was played, including user and auto initiated videos (in seconds).										
Started Rate		The number of times the video started out of video's served Impressions										
50% Played Rate		The number of videos that played over 50% of their total video length divided by 'Video Started'.										
Fully Played Rate		The number of videos that were fully played divided by video that started										
Total Expansion Rate		Total expansions divided by served impressions. Including Auto-initiated expansions										
Impressions with any Panel Expansion Rate		The number of impressions with at least one panel expansion.										
Avg. Expansion Duration		The average time a panel was expanded, including user and auto initiated expansions										
Rich Media Ads		All Eyeblander's format excluding standard banner, wallpaper and window ads										
--		Not Available - either this measurement is not applicable to the format or there was not enough data to be statistically relevant										

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