

## Benchmark for North America 2008

### Performance Metrics (Format and Verticals)

		Basic Metrics				Video Metrics				Expandable Metrics			
		IR	CTR	Dwell Rate		User Average Dwell Time (Seconds)	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	—	0.08%	—		—	—	—	—	—	—	—	—
	<b>Rich Media</b>												
	Commercial Break	12%	3.47%	—		—	4.53	69%	2.4%	1.5%	—	—	—
	Expandable Banner	11%	0.31%	7.05%		45.46	38.43	15%	76.9%	64.0%	12%	6%	55.28
	Floating Ad	5%	4.96%	30.62%		4.66	6.69	48%	63.2%	52.6%	—	—	—
	Floating Ad With Reminder	5%	3.42%	—		—	20.81	8%	57.1%	39.7%	—	—	—
	Floating Expandable	5%	1.38%	10.63%		28.81	5.09	68%	85.5%	73.1%	69%	2%	24.14
	In Game	11%	3.83%	—		—	15.40	95%	66.4%	43.1%	—	—	—
	Polite Banner	4%	0.17%	4.72%		50.28	23.45	51%	67.2%	48.7%	—	—	—
	Push Down Banner	4%	0.27%	15.03%		10.89	—	—	—	—	—	—	—
Video Strip	23%	0.10%	—		—	12.25	57%	52.9%	37.7%	—	—	—	
		IR	CTR (Rich Media)	CTR (Standard Media)	Dwell Rate	User Average Dwell Time (Seconds)	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)
Verticals	Apparel	12%	0.29%	0.19%	10.66%	93.07	13.65	60%	76%	36%	20%	8%	32.73
	Auto	9%	0.23%	0.10%	6.42%	41.82	14.17	18%	75%	64%	15%	9%	36.06
	B2B	13%	0.25%	0.15%	—	—	—	—	—	—	15%	10%	44.74
	Careers	15%	0.21%	0.10%	—	—	14.29	5%	29%	20%	20%	10%	81.91
	Consumer Packaged Goods	8%	0.31%	0.12%	6.14%	40.58	43.53	35%	62%	35%	13%	6%	61.22
	Corporate	1%	0.14%	0.46%	—	—	—	—	—	—	12%	9%	71.73
	Electronics	7%	0.26%	0.11%	7.02%	27.47	15.82	12%	67%	48%	11%	8%	35.08
	Entertainment	10%	0.28%	0.14%	4.87%	56.71	15.97	12%	62%	46%	9%	5%	47.31
	Financial	4%	0.17%	0.08%	5.33%	41.88	12.93	53%	74%	57%	8%	4%	37.42
	Gaming	5%	0.95%	0.06%	8.35%	26.72	44.20	30%	54%	40%	21%	7%	37.26
	Government/Utilities	16%	0.74%	0.08%	5.89%	42.49	25.85	67%	58%	44%	20%	10%	25.67
	Health/Beauty	16%	1.57%	0.07%	—	—	16.44	63%	77%	40%	18%	14%	71.42
	Medical	6%	0.20%	0.10%	6.24%	27.18	31.52	39%	77%	63%	14%	7%	71.59
	News/Media	11%	0.68%	0.13%	—	—	—	—	—	—	—	—	—
	Restaurant	4%	0.27%	0.08%	5.63%	35.26	21.78	37%	46%	29%	13%	1%	98.19
	Retail	8%	0.50%	0.07%	7.36%	14.91	—	—	—	—	12%	8%	42.57
	Services	5%	0.24%	0.05%	6.32%	42.94	24.86	55%	77%	63%	25%	12%	65.89
	Sports	2%	0.26%	0.08%	—	—	12.20	63%	66%	47%	—	—	—
Tech/Internet	6%	0.18%	0.12%	8.02%	83.60	15.69	46%	76%	63%	6%	4%	72.95	
Telecom	8%	0.19%	0.11%	4.40%	44.55	17.00	56%	83%	69%	14%	11%	78.68	
Travel	7%	0.19%	0.15%	5.95%	35.19	49.26	56%	74%	58%	20%	10%	52.89	

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'.
Dwell Rate	The ratio between the number of times an impression was dwelled upon (all instances where the users engaged with impressions), and the number of Served Impressions.
Dwell Duration (Seconds)	The average amount of time users intentionally spent engaging with an ad. The metric sums the following user actions: Amount of time the mouse was over an ad, user-initiated video duration, user-initiated expansion duration, and any other user-initiated Custom Interaction duration. Unintentional dwell instances, lasting less than one second, are excluded.
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 formats 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