

## 'Tis the Season for Retail: Using Online Display to

## **Boost Store Traffic**





## **Highlights**

November and December tend to account for **one third** of global retail online advertising.

1

For eRetailers, **100K** impressions generated **139** landing page conversions and **4** sales conversions, on average.

3

Brick and mortar retailers tend to use **twice** as much Rich Media as compared to eRetailers.

2

Homepages achieve the **highest Conversion** Rate for retailers.

4

The optimal frequency for eRetailers is four, and for brick and mortar retailers six; the majority of users get only a single exposure.

6

Music, Mail and IM achieve the highest Dwell for brick and mortar retailers.

5



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#### Your site is the new storefront

A new type of consumer is now emerging out of the recession—the frugal consumer. Battered consumers who have seen their bonuses sliced, jobs disappear and credit card limits capped have responded by increasing their savings.

Forrester Research estimates that in response to the recession, consumers have changed their behavior in three respects. First, they tend to save more than they have in the past four years in order to rebuild their savings. Second, consumers are finding ways to trade down, such as shopping in discount stores and buying no name brands. Last, consumers are doing more research in order to find the best deal.<sup>1</sup>

13% of consumers compare products online to reduce the number of stores that they visit.

In fact, it is the last point that is most important to online advertisers. Forrester has found that **33% of online users will do more research online** to make sure that they get the best price before purchasing items. **22% of consumers** say that they **use search engines and comparison shopping sites to get the best deal,** 

An estimated 4.0% of US sales in 2009 were completed online, as compared to 3.5% in Europe and 2.4% in Asia-Pacific.

while 13% compare products online to reduce the number of stores that they visit.

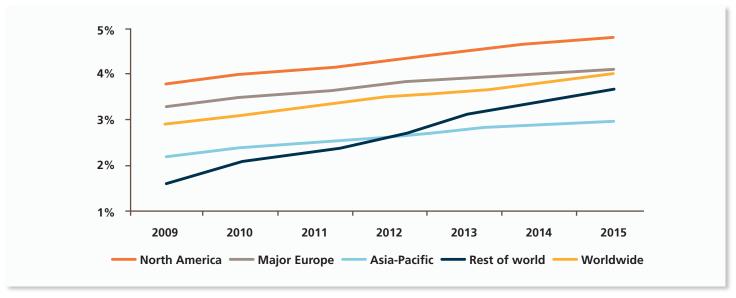
This fundamentally shifts the retail center of gravity from the store to the Internet. Even if the majority of users are eventually going to purchase the product in the store, they start the process online. This indicates that retailers would be wise to spruce up their presence online both by investing more in their website and in online advertising.



<sup>&</sup>lt;sup>1</sup> Evans, Patti Freeman. US Retail Forecast, 2008 to 2013. Forrester Research. February 2009, updated March 2009.



**Chart 1: Share of Online Retail Sales** 



Source: Credit Suisse, "Quantifying the Global Opportunity," cited from eMarketer.

Credit Suisse estimates that 4.0% of US sales in 2009 were completed online, as compared to 3.5% in Europe and 2.4% in Asia-Pacific. Much is said about the ascent of online retailers, but even for traditional brick and mortar retailers, the website has become the new storefront. The proportion of sales that start or are seeded online is ever increasing. Therefore, the presence online is important both for online retailers and retailers that complete sales in brick and mortar locations.

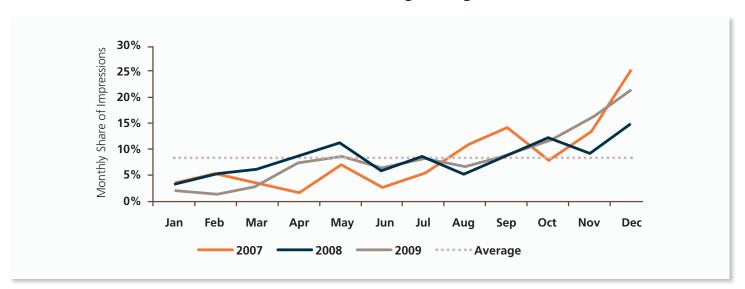




### Seasonality in online display advertising

Retail is a seasonal business. For global retail online advertising, January and February tend to be slower, March thru October tends to trail around the average and in **November and December advertising investment tends to spike significantly.** 

MediaMind data of global retail impressions served from 2007 to 2009 shows that November and December tend to account for one third of online advertising throughout the year. This is double the monthly average. January and February tend to account for only 6% of total annual online display advertising for retail.



**Chart 2: Global Retail Advertising Throughout the Year** 

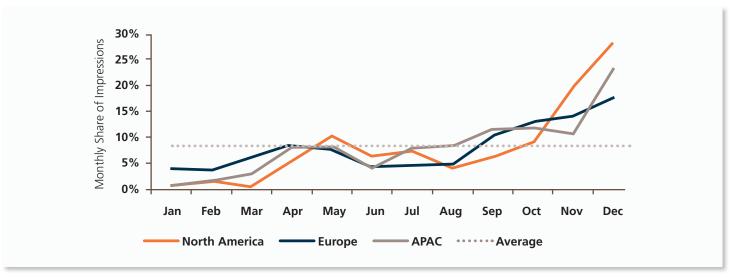
Source: MediaMind Research. Data: 2007-2009, Retail.

While 2007 and 2009 tend to exhibit similar advertising behavior, the financial crisis in the second half of 2008 severely impacted retailers' online advertising in that year's holiday season. November and December 2008 accounted only for 24% of online impressions that year.





Chart 3: 2007-2009 Seasonality by Region



Note: Three year average impressions.

Source: MediaMind Research. Data: 2007-2009, Retail.

An analysis of impressions served between 2007 and 2009 by region shows that **North America exhibits the highest seasonality,** followed by Asia-Pacific. Europe exhibits the least seasonality, due to the diversity of retail environments that it encompasses and different buying seasons between the various countries.



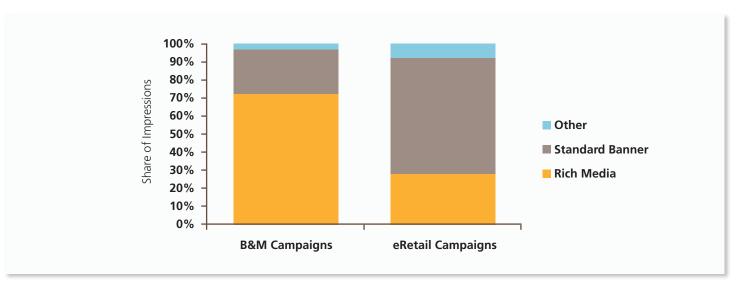


#### Online Retailers versus Brick and Mortar Retailers

For the purpose of this research, MediaMind Research divided campaigns into two groups:

- **eRetail campaigns.** Campaigns for retailers that focus on online retail and are aimed at direct response. The aim is not to promote sales in brick and mortar outlets, but rather to promote their online store. As all sales occur online, these retailers can track users using conversion tags from viewing an ad to the online store checkout.
- **Brick and mortar (B&M) campaigns.** Campaigns for retailers that may also have an online store, but the bulk of the activity takes place offline. These campaigns focus on branding. For these retailers, the online store can double both for generating revenue and as a marketing tool to allow users to compare prices. Brick and mortar advertisers aim to push people to the physical store, and not to generate sales online.

One major difference between the two types of campaigns is their goal. eRetail campaigns employ direct response tactics to drive traffic to the site. B&M campaigns are typically a combination of direct response and branding, to both draw users to their websites and even more importantly, to bring them to their stores.



**Chart 4: Retail Impressions by Segment** 

Source: MediaMind Research. Data: Q2 2009 to Q1 2010, Retail, Worldwide.

The difference in campaign types is reflected in the type of media that each of the groups uses. Brick and mortar retailers tend to use significantly more Rich Media as compared to eRetailers. A research by Dynamic Logic shows that **Rich Media ads work better than Standard Banners in driving brand metrics.** According to the research, Rich Media ads without video are better at driving aided brand awareness and purchase intent, as compared to Standard Banners. Rich Media ads with video outperform Standard Banners in aided brand awareness, online ad awareness, brand favorability and purchase intent.<sup>2</sup>

<sup>&</sup>lt;sup>2</sup> Dynamic Logic. The Brand Value of Rich Media and Video Ads. June 2009. Available at: http://www.dynamiclogic.com/na/research/whitepapers/docs/DL\_DoubleClick\_June09.pdf



Rich Media has a higher branding effect as compared to Standard Banners for several reasons. The dynamic features of Rich Media help attract users' eyes away from the publisher content to the ad. Furthermore, by enabling users to interact with the marketing message, Rich Media increases recall. Rich creatives also have the ability to feed data dynamically and increase relevancy. When all of these effects are combined, Rich Media tends to boost branding metrics, as compared to Standard Banners.

#### Rich Media ads with video outperform Standard Banners in aided brand awareness, online ad awareness, brand favorability and purchase intent.

While Rich Media costs more to produce and serve, new capabilities for dynamic creative such as MediaMind's Smart Versioning allow the advertiser to better control long term creative costs by dynamically generating multiple versions of the creative. The ability to generate multiple versions of the same ad quickly and easily is especially valuable to retailers who would like to promote a myriad of products. What previously might have required manually crafting many versions of the ad to support each product can now happen quickly and efficiently.

#### **Online Retail**

Online shopping has become one of the most popular activities on the Internet. A survey by the Boston Consulting Group among US consumers indicates that *e-commerce is the third most popular online activity. 71% of respondents indicated that they engaged in e-commerce during 2009.* Only email and search engines were more popular<sup>3</sup>.

Forrester estimates that heavy online consumers are different than the average offline consumer. The research firm argues that consumers who buy online are more affluent and less effected by the economy. In addition, while about 70% of offline purchase decisions are driven by women, online, the split between women and men is similar. According to Forrester, men indicate that they do not tend to shop less during the recession<sup>4</sup>.

71% of respondents indicated that they engaged in e-commerce during 2009.

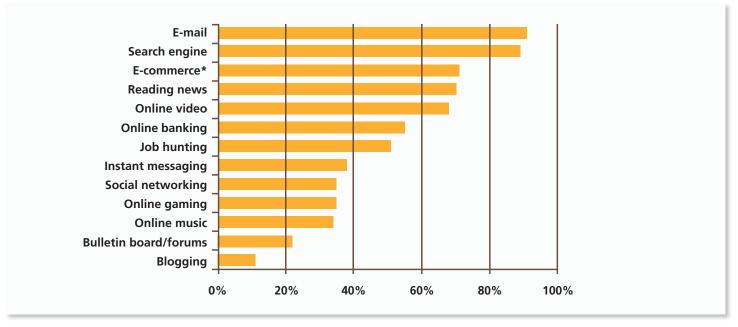


<sup>&</sup>lt;sup>3</sup> Boston Consulting Group. China's Digital Generations 2.0. May 1, 2010. cited from eMarketer

<sup>&</sup>lt;sup>4</sup> Evans, Patti Freeman. US Retail Forecast, 2008 to 2013. Forrester Research. February 2009, updated March 2009.



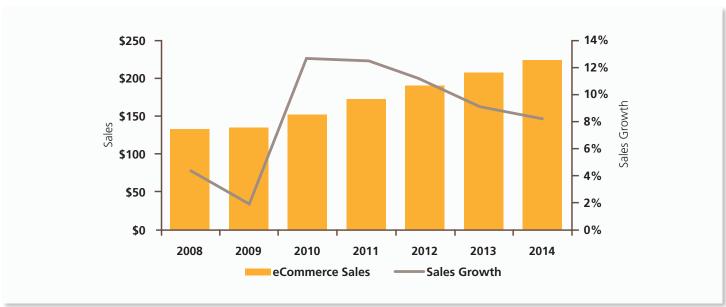
Chart 5: Online Activities of US Internet Users, 2009



<sup>\*</sup> Includes online travel booking, e-payments and e-shopping Source: Boston Consulting Group, "China's Digital Generations 2.0, "May 1, 2010, cited from eMarketer.

The popularity of online shopping, the affluence of the average online consumer and gender equality all lead to generous growth forecasts for the segment. eMarketer estimates that US online sales will amount to \$152 billion in 2010, an increase of 12.7% as compared to 2009. In 2009, a hard year for retailers worldwide, eMarketer estimates that US online retail has still grown by 2%.

**Chart 6: US Retail E-Commerce Sales** 



Note: excludes travel, digital downloads and tickets

Source: eMarketer, March 2010



ComScore reported that in Q2 2010 US retail e-commerce sales reached \$32.9 billion, up 9% versus last year. According to comScore, affluent consumers earning more than \$100K annually grew by 17% from last year, approximately twice the overall e-commerce growth rate during the quarter.

Furthermore, comScore reports that the top-performing online verticals are Consumer Electronics, Computer Software, Computers/ Peripherals/PDAs, and Books & Magazines. Multi-channel retailers regained e-commerce spending market share versus online pure play retailers following five consecutive quarters of declining market share<sup>5</sup>.

## According to eMarketer, in 2009, 67.1% of all UK online users have shopped online.

An analysis by eMarketer of UK consumers indicates similar high growth pattern. According to eMarketer, in 2009, 67.1% of all UK online users have shopped online. This figure is expected to grow to 71.1% in 2014, or 30.8 million online shoppers in the UK<sup>6</sup>.

In Europe, the UK has the highest share of online retail out of total retail sales – 9.5%, followed by Germany with 6.9%.

Chart 7: European Online Retail, 2009-2010

	2009	2010	% Change	Share of Total Retail Sales
UK	£38.0	£42.7	12.4%	9.5%
Germany	£29.7	£34.8	17.2%	6.9%
France	£22.0	£28.9	31.4%	4.9%
Benelux	£7.4	£9.0	22.8%	3.5%
Italy	£7.3	f8.8	20.5%	0.8%
Spain	£5.6	£7.0	25.0%	1.0%
Denmark	£3.5	£4.1	17.9%	6.1%
Sweden	£3.4	£4.0	18.0%	4.8%
Switzerland	£3.4	£4.0	21.0%	4.8%
Norway	£2.9	£3.5	20.7%	6.3%
Poland	£2.2	£3.0	36.4%	2.0%
Finland	£2.3	£2.8	23.0%	4.9%
Total	£127.7	£152.8	19.6%	4.7%

Note: excludes event ticket sales, travel sales, online banking and insurance sales; numbers may not add up to total due to rounding Source: Kelkoo study conducted by Centre for Retail Research, February 1, 2010. Cited from eMarketer.

Italy and Spain tend to favor brick and mortar stores, with online sales reaching 1% or less from total retail sales. The European market also exhibits a very high growth rate, as compared to the US online retail market. **The average growth forecasted for** 

**Europe in 2010 is 19.6%**, with the highest growth in Poland and the lowest growth in the UK, the most mature European online retail market.

<sup>&</sup>lt;sup>5</sup> comScore, cited from press release "comScore Reports Q2 2010 U.S. Retail E-Commerce Spending Up 9Percent vs. Year Ago", August 2010.

<sup>&</sup>lt;sup>6</sup> eMarketer. "UK Online Buyers and Penetration, 2009 2014". July 2010.



### Measuring eRetail Campaigns

The aim of eRetailers is to drive website traffic and sales. Therefore conversion tags are particularly effective in measuring campaign results. MediaMind analyzed two types of conversion tags—general conversion tags that are typically placed on landing pages, and sales conversion tags.

Conversion tags placed in landing pages allow retailers to gauge how many users have advanced through the purchase funnel and have shown intent to purchase. Landing page conversion tags measure how many users have arrived at the retailer's website after viewing one or more impressions from the campaign. While they do not measure a monetary transaction, these tags are one of the best measures of campaign effectiveness for retailers as it measures how many users have taken action after viewing the ads.

Sales conversion tags measure how many users have completed a monetary transaction after viewing one or more impressions from the campaign. It may be tempting to judge the effectiveness of campaigns based solely on the amount of dollars generated, however this may not provide a good benchmark.

When examining all of MediaMind's campaigns with Sales Conversion Tags, each 100K impressions generated an average of 139 landing page conversions and 4 sales conversions.

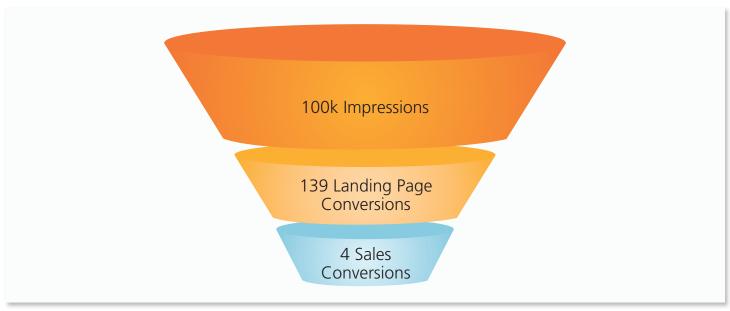


Chart 8: The Conversion Funnel

Source: MediaMind Research. Data: Q2 2009 to Q1 2010, Retail, Worldwide.

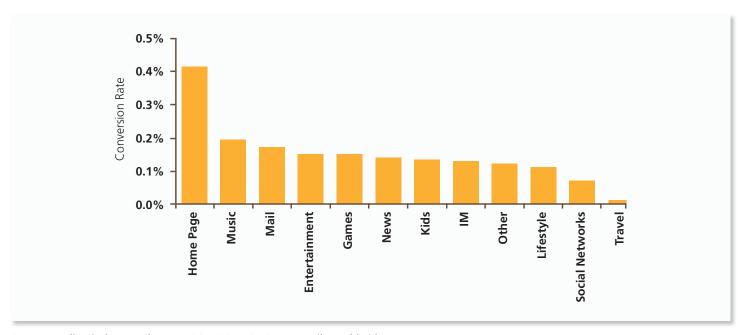
After users were exposed to an ad and arrived at the advertiser's website, there is a myriad of variables that may influence their purchase decisions, the vast majority of which are not campaign related. Variables such as price, the "look and feel" of the product, or even the interface of the site may influence the proportion of users that end up at the checkout. Therefore, sales conversion tags should be used carefully to measure advertising effectiveness. The incremental lift in sales from the overall campaign may be a better measure.

Overall, when examining all of MediaMind's campaigns with Sales Conversion Tags, each 100K impressions generated an average of 139 landing page conversions and 4 sales conversions. Obviously, these figures change dramatically according to the type of retailer, type of product, price scale etc.



### Conversions and the digital environment

eRetail is a very diverse category, in which a myriad of products are sold. Specialty retailers may benefit from placing their ads on sites that cater to a specific niche. Other retailers that cater to a more diverse audience can benefit from many types of sites and placements.



**Chart 9: Conversion Rate by Site/Placement** 

Source: MediaMind Research. Data: Q2 2009 to Q1 2010, Retail, Worldwide.

An analysis of all campaigns with conversion tags indicates that homepages tend to perform specifically well for eRetailers. Homepages are perhaps the most diverse online environment that draws users with a range of interests. Many of these users have stopped on a homepage on their way to somewhere else. This analysis indicates online display advertising does work to direct users to online stores.





### Reach and Frequency

Online retailers tend to target users at very low frequencies. According to Chart 10, the majority of users are exposed to an eRetail online campaign only once. Only 17% of users are targeted four times or more. This is typical of direct response campaigns that tend to use lower frequencies.

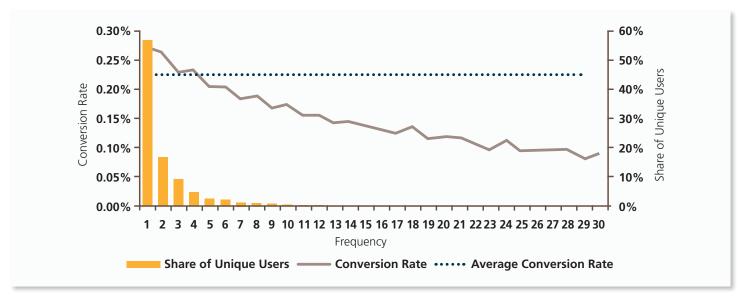


Chart 10: Performance by Frequency for eRetail

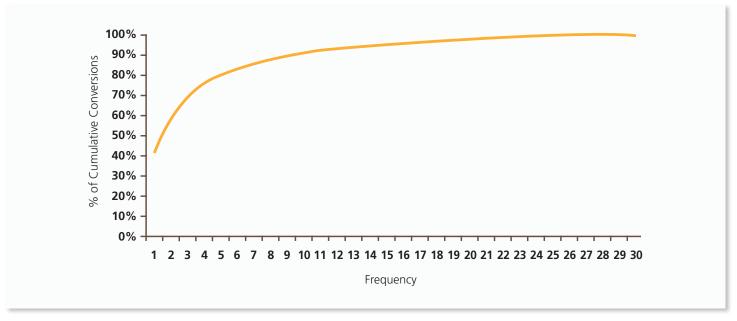
Source: MediaMind Research. Sample of 13 online retail campaigns, May-August 2010. Note: Analysis includes landing conversion tags.

To analyze the optimal frequency for online campaigns, MediaMind looked at the frequency at which the Conversion Rate drops below the average Conversion Rate for the entire campaign. This analysis used landing page conversion tags that measure the proportion of users who arrived at the online store after viewing an ad. These include both post-click and post-impression conversions.

The results indicate that **the Conversion Rate is highest at the first and second exposure** that users receive. However, only after four exposures, the Conversion Rate drops below the average Conversion Rate for the entire campaign. This indicates that online retailers should not be hesitant to **increase frequency to the target audience**, rather than scaling the campaign for more users.



Chart 11: Cumulative Conversions by Frequency - eRetail



Source: MediaMind Research. Sample of 13 online retail campaigns, May-August 2010. Note: Analysis includes landing conversion tags.

Chart 11 depicts the share of cumulative conversions by exposure, out of the total conversions generated by the campaign. According to this analysis, 80% of conversions are generated by users who received 4 exposures or less; 90% of exposures are generated by users with 9 exposures or less. Therefore, capping at 4 exposures may lead to a loss of about 20% of conversions.





#### **Brick and Mortar Retailers**

While the aim of eRetailers is to drive people to their site, the aim of brick and mortar retailers is to drive people to their stores. Therefore, the aim is to get people to engage with the ads, increase recall and raise brand awareness.

## Measuring brick and mortar retail campaigns

MediaMind's proprietary Dwell metrics are particularly helpful for brick and mortar retailers to measure the effectiveness of their retail campaigns. Dwell Rate and Average Dwell Time measure users' engagement with ads, and serve as a good indication for the branding effectiveness of the campaign.

Dwell Rate measures the proportion of Rich Media impressions that were intentionally engaged with by touch, interaction or click. Average Dwell Time measures the duration of a Dwell in seconds for users who engaged. In both cases, unintentional Dwell lasting less than one second is excluded.

Dwell provides an estimate of the share of impressions that were seen by users with high likelihood.

Dwell provides an estimate of the share of impressions that were seen by users with high likelihood. A user's natural tendency is to follow the mouse cursor movement with his/her eyes. Dwell measures the proportion of impressions that had a meaningful mouse-touch, lasting more than one second. While there have been users who have seen the ads and have not touched them with the mouse, Dwell allows us to gauge the number of users that are very likely to see have seen the ad.

Furthermore, research by MediaMind, Microsoft Advertising and comScore shows that Dwell does have an actual effect on brand metrics. The results of the study indicate that users who were exposed to campaigns with high Dwell are three times more likely to search for brand related keywords as compared to users who were exposed to campaigns with low Dwell. Furthermore, campaigns with high Dwell increased advertisers' site traffic by 69% and increased brand engagement—increasing page views and time spent on the brand's site<sup>7</sup>.

Research by MediaMind, Microsoft Advertising and comScore shows that Dwell does have an actual effect on brand metrics.

Another metric that was used in this analysis is Click Through Rate (CTR). Click Through Rate measures the number of clicks, divided by the number of impressions served.

<sup>&</sup>lt;sup>7</sup> Available for download at: http://advertising.microsoft.com/europe/dwell-on-branding



## Performance by placement and ad format for brick and mortar retailers

Click Through Rate 0.07% 80 Travel 0.20% 0.30% 70 0.40% Music ≥0.50% 60 Mail 50 **○Other** IM 40 Lifestyle Home Page 30 Kids **Entertainment** 20 Social Network Sport News 10 Games 0 0% 1% 2% 3% 4% 5% 7% 10% 11% 12% 13% 6% 8% 9% **Dwell Rate** 

**Chart 12: Dwell Performance by Placement/Environment** 

Source: MediaMind Research. Data: Q2 2009 to Q1 2010, Retail, Worldwide.

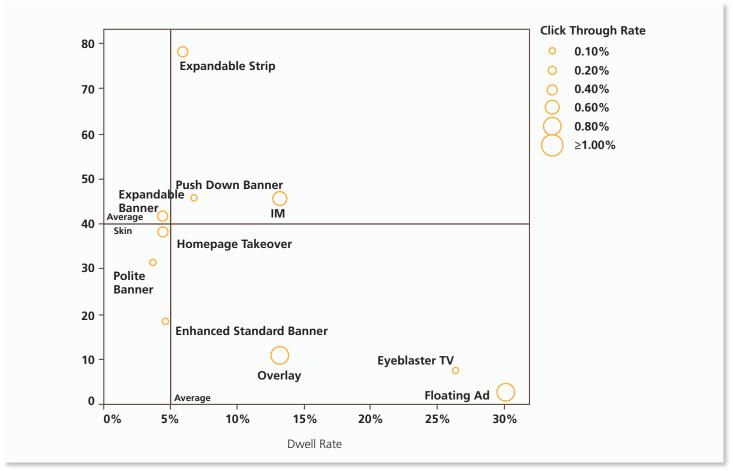
Chart 12 analyzes placements by Dwell Rate, x-axis, and Average Dwell Time, y-axis. The analysis shows some noticeable outperforming environments, with both high Dwell Rate and high Average Dwell Time. These environments are located in the upper right quarter of the chart.

In Instant Messaging, the high visibility of the ad in the chat window boosts Dwell Rate, and the long time that people spend chatting increases Average Dwell Time. Mail tends to have higher than average Dwell Rate, as people spend more time writing and reading emails, so it delivers high Dwell Time; it achieves similar performance to music sites. Social Networks tend to have relatively low Dwell Time, low Dwell Rate and low CTR.

An analysis of Dwell by ad format typically shows that some ad formats are better at delivering high Dwell Rate while others are better at delivering high Average Dwell Time. High Dwell Rate warrants high visibility and high breakthrough, but typically comes with a short Average Dwell Time attached. These formats work well for delivering concise messages with a very short video. Other formats may have a harder time attracting users, but when users Dwell, they do it for a longer duration.



**Chart 13: Dwell Performance by Ad Format** 



Source: MediaMind Research. Data: Q2 2009 to Q1 2010, Retail, Worldwide.

Chart 13 analyzes the performance of ad formats by Dwell Rate and Average Dwell Time. The analysis shows that Floating Ads and Eyeblaster TV (a format that combines a floating ad with video) tend to deliver high Dwell Rate, but for a very short Dwell Time. Expandable Strip, Push Down Banner, IM and Expandable Banners tend to have average Dwell Rate but high Dwell Time. These may be more appropriate for delivering longer trailers and videos.

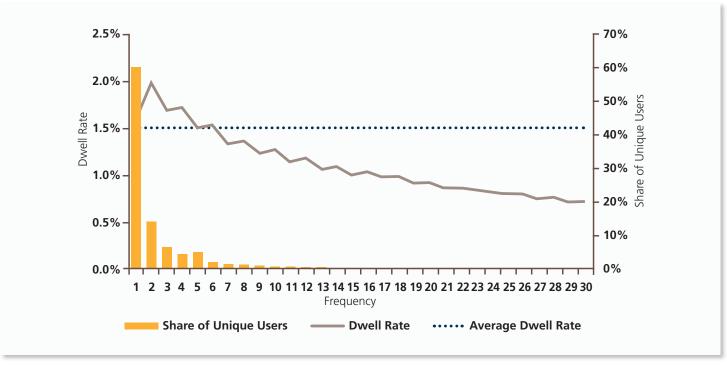
### Reach and Frequency

Unlike direct response campaigns, online branding campaigns require a higher frequency to achieve their maximum potential. According to the analysis shown in Chart 14, the highest Dwell Rate is actually achieved in the second, third, and fourth exposures, which indicates that users are more likely to respond to an ad that they have already seen once before.

To analyze the optimal frequency, MediaMind Research looked at the average Dwell Rate at every exposure, i.e. how many users dwelled in their first exposure out of total users in this group, how many dwelled in their second exposure etc. In addition, MediaMind analyzed the average Dwell Rate for all campaigns in the sample group, to find the frequency at which Dwell Rate falls below the average Dwell Rate. This happens after six exposures.



Chart 14: Dwell by Frequency for B&M Retailers



Source: MediaMind Research. Sample of 19 online retail campaigns, May-August 2010.

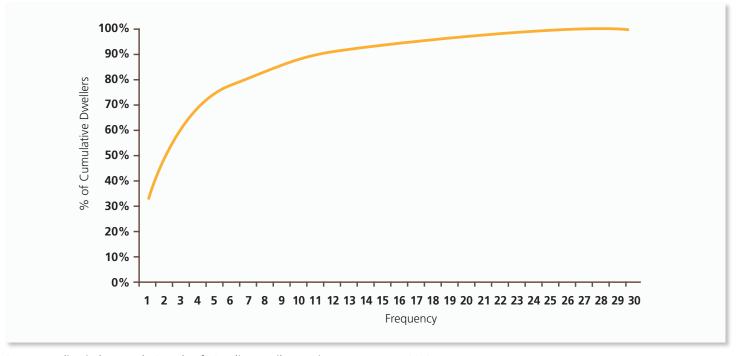
While it requires multiple exposures for optimal frequency, Chart 14 shows that 60% of users receive only one exposure, and thus are being underexposed. To increase the results of their branding campaigns, brick and mortar retailers should increase frequency. This can be achieved by increasing the number of impressions served or decreasing the target audience.

Another way of increasing frequency is retargeting exposed users via the exchanges. This is a pinpointed solution that locates underexposed users and serves additional impressions to them when they appear on a site that is linked to the exchange.



mediamir

**Chart 15: Brick & Mortar Campaigns - Cumulative Dwell** 



Source: MediaMind Research. Sample of 19 online retail campaigns, May-August 2010.

Chart 15 analyzes the cumulative Dwell events by frequency. According to the chart, 81% of users who dwelled did so before they were exposed to the campaign six times. This indicates that a relatively high proportion of users – 19% – need to view more than six impressions to choose to engage with an ad.

### **Conclusion**

Nowadays, when consumers are both savvy and frugal, the Internet has become one of the main avenues of communication with them. Consumers tend to both compare prices and check merchandise before stepping into the store. Like retail sales, online display advertising for retail is a cyclical business. Impression data shows that **November and December tend to account for one third of annual online advertising, while January and February tend to account for only 6%**.

Online display advertising works well both for eRetailers and for brick and mortar stores. Brick and mortar retailers that focus more on branding campaigns to drive people to their stores, use more than double the proportion of Rich Media out of total campaign impressions.

When examining large sets of data, 100K impressions generated an average of 139 landing page conversions and 4 sales conversions. Obviously, these figures change dramatically according to the type of retailer, type of product, price scale, etc. Homepages are the best performing online environment for eRetailers and achieve the highest Conversion Rate. While four is the optimal frequency for eRetailers, MediaMind's analysis shows that the majority of users receive only one exposure to the campaign.

Music, Mail and IM are the best performing environments for brick and mortar retailers. An analysis of the performance of ad formats for brick and mortar retailers indicates that **Floating Ads and Eyeblaster TV** (a format that combines a floating ad with video) tend to deliver high **Dwell Rate**, but for a very short **Dwell Time**. Expandable Strip, Push Down Banner, IM and Expandable Banners tend to have average Dwell Rate but high Dwell Time. For brick and mortar retailers, while the optimal frequency is 6, the majority of users receive only one exposure.

As more consumers shop online, and even more find details about products and prices online, online presence becomes ever more important. This research shows that **online users actively respond to online retailers' offers and engage with their ads.** Make sure to engage users as they are making their purchase decision to pull them to the right store, whether physical or virtual.





mediamind	MediaMind Metrics Definitions	
Metric	What does it measure?	How should it be used?
Impressions with Any Interaction Rate	The number of impressions with at least one interaction out of the total number of served impressions. Impressions with multiple interactions are accounted for only once. Interactions are defined as clicks, opening (expanding) a panel, Flash movie replay, video mute, video sound on, video pause, full screen video mode start / pause / end or other user-defined Interactions.	To quantify how many of the served impressions were interacted with.
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 extent to which served impressions were interacted with.
Dwell Rate	The number of impressions that were dwelled upon out of all impressions. Dwell is defined as an active engagement with an ad. It includes 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.	This proprietary MediaMind metric measures what portion of impressions were intentionally engaged with. Used to quantify the share of impressions that attracted users to actively engage with an ad.
User Average Dwell Time	User Average Dwell Time the following user initiated actions: 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.	For impressions that were dwelled upon, this proprietary MediaMind metric measures the average duration of active engagement. Used to quantify how engaging an ad is to users who were initially attracted to actively engage with it.
Click Through Rate (CTR)	The number of impressions that resulted in clicks out of served impressions. A historic metric that is used primarily for Standard Banners.	For Standard Banners, serves as the only measure of the ads' 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 The average time a panel (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.



## Retail benchmarks by region

		Avg.	S)		
	Expandable Metric	Total Expansion	Rate		
	۵	Avg. Video Impressions with Unity Played Any Panel Total Expansion	Expansion Rate		
		Fully Played	Rate	1	
21 2010	Video Metrics		50% Played Rate		
009 to C	Video		Started Rate	:	
ica - Q2 2, Size and Ver		Avg. Video Duration	(Seconds)		
Retail Benchmarks for North America - Q2 2009 to Q1 2010 Performance Metrics (By Format, Size and Vertical)			CTR	0.08%	0.40%
etail Benchmai Perfor	Basic Metrics	User Average Dwell Time	Dwell Rate (Seconds)		
Ř			Dwell Rate		
			Ľ	1	
ind		Imp. with	Interactions Rate	1	
lan					

Standard Barner   Imp. with			
	Started Rate 50% Plaved Rate Rate Rate	Impressions with Any Panel Total Expansion Expansion Rate Rate	Avg. Expansion  Duration (Seconds)
-         -         -         -         0.10%         -           -         -         -         -         0.01%         -           -         -         -         -         0.07%         -           -         -         -         -         0.07%         -           -         -         -         -         0.07%         -           -         -         -         -         0.07%         -           -         -         -         -         0.16%         -           -         -         -         -         0.16%         -           -         -         -         -         0.16%         -           -         -         -         -         0.16%         -           -         -         -         -         0.16%         -           -         -         -         -         -         -           -         -         -         -         -         -           -         -         -         -         -         -           -         -         -         -         -         -      <			-
-         -         -         -         0.09%         -           24%         43%         3.5%         40.5         0.15%         16.4           20%         3.6%         40.5         0.15%         16.4           6.6%         14.1%         5.6%         48.3         16.4           6.6%         14.1%         5.6%         2.4         130%         9.0           10%         1.4%         2.6%         30.1         0.07%         7.97           10%         1.4%         2.6%         2.86         0.07%         7.97           10%         0.1%         3.0%         2.13         0.09%         -           10%         0.1%         3.0%         2.13         0.09%         -	1		
2.4%         4.3%         3.5%         40.5         0.15%         16.4           2.0%         3.5%         40.2         0.16%         16.4           2.0%         1.5%         40.2         0.16%         16.0           6.5%         14.1%         2.6%         48.3         0.16%         9.0           1.0%         1.3%         2.6%         30.4         0.07%         -           1.0%         1.4%         2.6%         30.4         0.07%         79.7           1.0%         1.4%         2.6%         30.4         0.07%         79.7           1.0%         1.4%         2.6%         30.4         0.07%         79.7           1.0%         1.4%         3.0%         2.13         0.09%         -	1	:	
2.4%         4.3%         3.5%         40.5         0.15%         16.4           2.0%         3.6%         3.1%         40.2         0.15%         18.0           6.6%         14.1%         2.6%         45.3         0.15%         9.0           1.0%         1.3%         2.6%         2.4         1.30%         15.1           1.0%         1.4%         2.6%         2.8         0.07%         79.7           1.0%         0.1%         2.6%         2.13         0.09%         -           -         0.1%         3.0%         2.13         0.09%         -	1	:	1
2.4%         3.43%         3.5%         40.5         0.15%         16.4           0.0%         3.6%         3.1%         40.2         0.16%         16.0           6.6%         14.1%         5.6%         48.3         0.18%         9.0           0.5%         14.4%         2.6%         3.4         1.30%         -           1.0%         1.4%         2.6%         30.1         0.07%         151           0.1%         0.1%         3.5%         21.3         0.09%         -           -         0.1%         3.0%         21.3         0.09%         -			
0.0%         3.5%         4.02         0.16%         18.0           6.6%         14.1%         5.8%         4.83         0.16%         9.0           0.5%         1.4%         26.6%         2.4         1.30%         9.0           1.0%         1.3%         2.8%         30.1         0.07%         15.1           1.0%         1.4%         2.6%         2.8         0.07%         79.7           0.1%         0.1%         2.6%         21.3         0.09%         -	16.9% 80.4% 63.9%	1.9% 30.3%	79.8
6.6%         14.1%         5.8%         48.3         0.18%         9.0           0.5%         1.4%         2.68%         2.4         1.30%         -           1.0%         1.3%         2.6%         30.1         0.07%         16.1           1.0%         1.4%         2.6%         2.86         0.07%         79.7           0.1%         3.5%         2.13         0.09%         -           -         0.1%         3.0%         2.13         0.09%         -	20.5% 80.4% 63.2%	1.2% 33.6%	78.9
0.5% 1.4% 26.6% 2.4 1.30%	9.9% 80.7% 67.3%	7.4% 17.2%	35.0
1.0%         1.3%         2.6%         30.1         0.07%         15.1           1.0%         1.4%         2.6%         2.86         0.07%         79.7           0.1%         3.5%         33.7         0.09%         -           -         0.1%         3.0%         21.3         0.09%         -		:	
10% 14% 26% 286 007% 79.7 0.1% 3.5% 33.7 0.09% - - 0.1% 3.0% 21.3 0.09% -	41.8% 85.5% 63.7%	:	٠
0.1% 0.1% 3.5% 33.7 0.09% - 0.05% - 0.	1.6% 45.3% 30.1%		
- 0.1% 3.0% 21.3 0.05% -	1	:	
	1		
Push Down Banner 0.3% 0.4% 5.0% 37.8 0.14% –	1	0.2% 12.6%	27.0

mediar	nind	2		Retail Bench	Retail Benchmarks for Europe - Q2 2009 to Q1 2010 Performance Metrics (By Format, Size and Vertical)	- Q2 2009 t, Size and Ver	to Q1 2(	010				
				Basic Metrics			Video	Video Metrics			Expandable Metrics	v.
	din and			Ilon A socrate		Avg. Video			Down of willing	Impressions with	Total Evanorion	Avg. Expansion
	Interactions Rate	Ľ	Dwell Rate		CTR	(Seconds)	Started Rate	Started Rate 50% Played Rate	Rate	Expansion Rate	Rate	(Seconds)
Standard Banner		1		1	0.16%	1			1			
300x250		,	1		0.20%				,			
728x90					0.12%	1			1			
160x600					%80:0	1			1			
Rich Media												
Expandable Banner	%0.9	10.9%	7.3%	42.2	0.44%	33.6	%9.69	24.9%	39.1%	6.1%	47.2%	59.6
300x250	2.0%	7.8%	7.6%	39.9	0.57%	34.6	84.8%	29.5%	39.0%	4.1%	63.9%	82.2
728x90	2.8%	3.8%	4.4%	43.4	0.21%	24.3	87.3%	50.1%	37.3%	2.8%	29.1%	72.0
234x60	16.2%	38.2%	11.9%	49.2	0.53%	35.3	10.8%	25.4%	14.2%	16.2%	37.2%	15.0
Expandable Strip	8.3%	22.6%	%0.6	63.9	0.41%	37.1	48.4%	70.2%	27.0%	%6.9	10.8%	17.2
Floating Ad	4.4%	4.5%	44.4%	5.2	4.41%	9.3	74.4%	49.5%	25.6%			
Polite Banner	3.1%	8.2%	6.8%	52.7	0.22%	73.1	54.2%	60.1%	42.5%			
300x250	4.0%	10.3%	7.5%	59.8	0.23%	74.1	54.8%	60.2%	42.5%			
728x90	0.2%	0.2%	4.6%	19.2	0.19%	24.5	20.7%	%8'69	42.8%			
160x600	0.1%	0.2%	2.8%	26.1	0.15%	30.7	38.4%	%9''	62.0%			
Push Down Banner	15.3%	19.5%	12.9%	57.5	0.31%	1				15.3%	26.0%	67.5

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# Retail Benchmarks for Australia and New Zealand - Q2 2009 to Q1 2010 Performance Metrics (By Format, Size and Vertical)

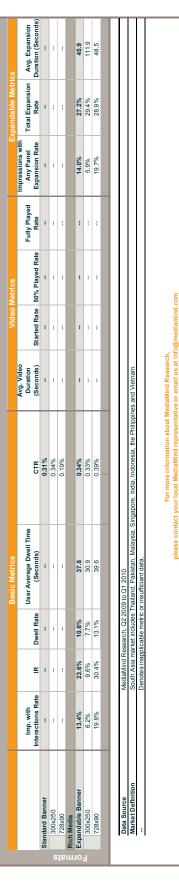
Imp. with   Imp.						Basic Metrics			Video	Video Metrics			<b>Expandable Metrics</b>	ics
Interaction Rate   Interaction			,					Avg. Video			:	Impressions with		
6.7% 91% 6.2% 3777 0.19%			Imp. with Interactions Rate	ĸ	Dwell Rate	User Average Dwell IIme (Seconds)	CTR	Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Any Panel Expansion Rate	lotal Expansion Rate	Avg. Expansion Duration (Second
1.0   1.0	Star	ndard Banner	:	:	:	1	0.07%	1	:			:	:	1
Comparison   Com		300x250	:	;	;	1	0.10%		1		1			
Column   C		728x90		;	1	-	%90:0				1			1
6.7% 9.1% 6.2% 37.7 0.18% 99.3 12.2% 61.7% 45.6% 6.7% 16.0% 17.8% 18.1% 17.3% 18.1% 17.3% 18.1% 17.3% 18.1%		160x600		1	:	:	0.05%		:		1		:	
6.7%   9.1%   6.2%   33.7   0.19%   98.3   1.2%   61.7%   45.6%   6.7%   116.0%	Sic.	h Media												
64%         92%         67%         337         0.19%         102.9         20.6%         63.5%         47.1%         6.4%         17.8%           7.5%         9.4%         5.9%         42.7         0.16%         66.2%         17.%         64.%         17.8%         17.8%           14.7%         16.3%         23.2%         14.7%         16.3%         17.%         16.7%         7.4%	X	andable Banner	6.7%	9.1%	6.2%	37.7	0.18%	98.3	12.2%	61.7%	45.6%	%2.9	16.0%	63.3
7.5%         9.4%         5.9%         42.7         0.16%         8.6         1.7%         2.95%         1.67%         7.4%         9.6%           4.7%         16.3%         2.2%         1.36         1.82%         1.32         8.6         4.6.%         4.6.%         7.4%         9.6%           0.8%         1.47%         1.41%         99.1         0.17%         1.5.2         86.2%         4.6.1%		300x250	6.4%	9.2%	6.7%	33.7	0.19%	102.9	20.6%	63.5%	47.1%	6.4%	17.8%	9.68
14.7%   16.3%   23.2%   14.5%   14.6%   14.2%   14.2%   14.2%   14.5		728x90	7.5%	9.4%	2.9%	42.7	0.16%	8.6	1.7%	29.5%	16.7%	7.4%	%9.6	49.8
0.8%   0.8%   111%   991   0.17%   16.9   21.5%   66.4%   45.1%	-100	ating Ad with Reminder	14.7%	16.3%	23.2%	13.6	1.82%	13.2	80.2%	65.2%	49.8%		:	
1.2%   14.2%   108.1   0.10%   17.3   18.1%   66.6%   46.1%             2.2%   2.3%   2.3%   2.3%   2.17   0.04%   13.9   77.8%   56.6%   36.6%           1.3%   1.9%   6.7%   2.17   0.04%   13.9   77.8%   56.6%   36.6%           I.3%   I.5%   2.17   0.04%   2.5	50	te Banner	0.8%	0.8%	11.1%	99.1	0.17%	16.9	21.5%	65.4%	45.1%		:	
3.2%   2.3%   2.3%   2.3%   2.17   0.44%		300x250	0.2%	0.2%	14.2%	108.1	0.10%	17.3	18.1%	%9.99	46.1%		;	1
1.3%   6.7%   21.7   0.84%   13.9   77.9%   56.6%   36.6%		728x90	3.2%	3.3%	2.3%	53.0	0.13%		:		1		:	
MedialMind Research, Q2 2009 to Q1 2010.  Australia and New Zealand market Includes Australia and New Zealand.  Denotes inapplicable metric or insufficiant data.  For more information about MedialMind Research, please contact vour local MedialMind Research,		160×600	1.3%	1.9%	6.7%	21.7	0.84%	13.9	77.9%	26.6%	36.6%		:	1
MediaMind Research, Q2 2009 to Q1 2010  Australia and New Zealand market Indudes Australia and New Zealand.  Denotes inapplicable metric or haufficiant data.  For more information about MediaMind Research, please contact vour local MediaMind representative or email us at info@														
Australia and New Zealand market includes Australia and New Zealand.  Denotes inapplicable metric or insufficiant data.  For more information about MediaMind Research, please contact vour local MediaMind representative or email us at info@		Data Source		MediaMind Re	search, Q2 20	09 to Q1 2010.								
Denotes inapplicable metric or insufficiant data.  For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@		Market Definition		Australia and	New Zealand n	narket includes Australia and Ne	w Zealand.							
(6)				Denotes inapt	olicable metric	or insufficiant data.								
(6							For more information ab	out MediaMind Researc	ے					
						please contac	et vour local MediaMind repres	sentative or email us at i	(6	com				

Retail Benchmarks for East Asia - Q2 2009 to Q1 2010 Performance Metrics (By Format, Size and Vertical)

				Dasic Metitos			Oani A	A Ideo Mellics			Apailidable Meti	2
	Imp. with	<u>«</u>	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	Started Rate 50% Plaved Rate	Fully Played Rate	Impressions with Any Panel To Expansion Rate	Total Expansion Rate	Total Expansion Avg. Expansion Rate Duration (Seconds)
Expandable Banner	10.6%	42.1%	9.5%	34.4	0.86%	17.7	18.4%	48.7%	23.3%	10.2%	33.9%	20.0
728x90	%8.0	%6.0	2.5%	59.4	0.77%			1				
234x60	13.4%	:	8.7%	40.0	0.95%	12.0	8.4%	15.3%	8.5%	13.2%	30.8%	14.8
Data Source	M	lediaMind Res	search, Q2 200	2009 to Q1 2010.								



## Retail Benchmarks for South Asia - Q2 2009 to Q1 2010 Performance Metrics (By Format, Size and Vertical)



## Retail Benchmarks for Latin America - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

				Basic Metrics			Video	Video Metrics		n	Expandable Metrics	ş
	Imp. with			User Average Dwell Time		Avg. Video Duration			Fully Played	Impressions with Any Panel	Total Expansion	Total Expansion Avg. Expansion
	Interactions Rate	ĸ	Dwell Rate	(Seconds)	CTR	(Seconds)	Started Rate	Started Rate 50% Played Rate	Rate	Expansion Rate	Rate	Duration (Seconds)
Rich Media												
Expandable Banner	13.4%	37.3%	12.8%	51.2	0.58%	152.7	30.8%	85.1%	75.3%	13.2%	35.7%	22.9
300x250	9.3%	17.5%	8.7%	64.1	0.28%	171.0	20.9%	%6:06	81.3%	9.1%	15.5%	47.3
728x90	6.7%	12.5%	8.0%	34.5	0.24%	21.8	2.6%	47.8%	33.3%	5.7%	9.3%	31.0
234×60	24.5%	1	24.1%	49.5	1.24%	31.7	7.2%	17.1%	2.9%	24.4%	79.5%	12.3
Polite Banner	1.3%	1.4%	4.2%	22.7	0.13%	:	:	:	:	:	:	:
Data Source		MediaMind Re	MediaMind Research, Q2 2009 to Q1 2010.	19 to Q1 2010.								
Market Definition		Latin America market inclu		des Brasil, Chile, Mexico, Colombia and Argentina.	a and Argentina.							
:	-	Denotes inapplicable metri	viicable metric o	cor insufficiant data.								
					For more information about MediaMind Research	nediamind Research,						



### Retail benchmarks by country

Retail Benchmarks for Australia - Q2 2009 to Q1 2010 Performance Metrics (By Format, Size and Vertical)

Provided Banner   Imp. with   Imp. with						Basic Metrics			Video	Video Metrics		ш	Expandable Metrics	
Interactions Rate   IR   Dwell Rate   GSconds    CTR   GSconds    Started Banner   Started Banner   Started Banner   Started Rate   Started			Imp. with			User Average Dwell Time		Avg. Video Duration			Fully Played	Impressions with Any Panel	-	Avg. Expansion
Standard Banner			Interactions Rate	Ľ	Dwell Rate	(Seconds)	CTR	(Seconds)	Started Rate	50% Played Rate		Expansion Rate	Rate	Duration (Second
300,050	Standard	Banner		1	1	-	0.07%	1	1	1	:	:		
T288-00	300x2	250			1	1	0.10%		,	1		:		
Hoboto   H	728x6	06		1	1	1	%90:0		1	1				
Rich Modela         7.1%         9.4%         6.2%         37.2         0.16%         2.06         4.5%         4.29%         29.3%         7.1%         12.3%           500c/260         7.2%         10.2%         6.9%         32.1         0.16%         23.4         4.6%         31.9%         7.1%         12.3%           728x90         7.2%         10.2%         6.9%         42.7         0.16%         8.6         1.7%         2.26%         16.7%         7.4%         12.5%           Ploating Auth Reminder         14.7%         16.3%         23.2%         13.6         1.36         1.32         1.4%         1.37         1.4%         46.5%         1.7%         7.4%         9.6%           700c50         0.2%         11.5%         10.0%         1.13         11.7         5.9%         66.2%         42.7         1.2%           120x50         0.2%         1.00.3         0.10%         1.1         5.9%         66.0%         42.4%         -         -           150x50         0.2%         8.8%         2.2%         1.6%         6.0%         3.6         -         -         -           150x50         0.2%         8.8%         2.3%         2.2%	160x6	900		1	1		0.05%		,			:		
State   Stat	Rich Medi.	ia												
300.250   7.2%   10.2%   6.9%   32.1   0.15%   8.4   8.4%   45.6%   31.9%   77.9%   77.9%   12.6%   72.8%	Expandab	ole Banner	7.1%	9.4%	6.2%	37.2	0.16%	20.6	4.5%	42.9%	29.3%	7.1%	12.3%	59.4
72880   7286   94%   59%   427   0.16%   8.6   17%   2.95%   16.7%   7.4%   9.6%   176   7.4%   9.6%   1.28%   1.53%   2.32%   1.32%		250	7.2%	10.2%	%6.9	32.1	0.15%	23.4	8.4%	45.6%	31.9%	7.1%	12.6%	72.4
147%         168%         232%         136         132         80.2%         66.2%         49.8%             0.5%         0.6%         150%         100.4         0.16%         13.3         11.0%         66.2%         42.8%             2.2%         2.2%         100.4         0.16%         11.7         5.9%         66.0%         42.4%             2.2%         3.8%         2.3%         2.3%         1.7         5.9%         66.0%         42.4%             2.7%         3.8%         8.8%         2.2.7         1.69%         1.3         7.7.9%         56.6%         36.6%		06	7.5%	9.4%	2.9%	42.7	0.16%	9.8	1.7%	29.5%	16.7%	7.4%	%9.6	49.8
0.8%         0.9%         115%         100.4         0.18%         13.3         11.0%         63.5%         42.0%	Floating A	Ad with Reminder	14.7%	16.3%	23.2%	13.6	1.82%	13.2	80.2%	65.2%	49.8%	:		
0.2%         0.2%         15.0%         109.3         0.10%         11.7         5.9%         66.0%         42.4%	Polite Ban	nner	0.8%	%6.0	11.5%	100.4	0.18%	13.3	11.0%	63.5%	42.0%	:		
1 27% 38% 23% 22.7 1.69% 13.9 77.9% 56.6% 36.6%	300x2	250	0.2%	0.2%	15.0%	109.3	0.10%	11.7	2.9%	%0.99	42.4%	:		
2.7%   3.8%   8.8%   22.7   1.69%   13.9   77.9%   56.6%   38.6%	728x9	06	3.2%	3.3%	2.3%	53.0	0.13%		1	1				
	160x6	009	2.7%	3.8%	8.8%	22.7	1.69%	13.9	77.9%	26.6%	36.6%			
	Data	Source		WediaMind Re	search, Q2 20th	09 to Q1 2010.								

Retail Benchmarks for France - Q2 2009 to Q1 2010 Performance Metrics (By Format, Size and Vertical)

					Basic Metrics			Video	Metrics			xpandable Metr	
							Avg. Video				Impressions with		
		Imp. with			User Average Dwell Time		Duration			Fully Played	Any Panel	Total Expansion	Avg. Expansion
		Interactions Rate	ĸ	Dwell Rate	(Seconds)	CTR	(Seconds)	Started Rate	Started Rate 50% Played Rate		Expansion Rate	Rate	Rate Duration (Seconds)
S	Standard Banner		;	;		0.14%		1	:		:	;	:
	300x250		1	1		0.19%		1				1	
S	728x90		1	1		0.07%		1				,	
js E	Rich Media												
ш	Expandable Banner	4.6%	6.3%	5.2%	38.2	0.37%	9.7	12.4%	30.4%	1.3%	2.9%	16.7%	16.3
10	300x250	3.2%	4.0%	2.0%	37.7	0.38%	7.2	11.6%	0.5%	0.2%	%8:0	15.8%	23.3
4	234x60	5.1%	7.2%	4.7%	43.9	0.35%	7.0	2.8%	24.2%	10.7%	5.1%	6.4%	21.1
а.	Polite Banner	7.1%	18.0%	%6.6	76.8	0.31%	75.4	59.4%	28.9%	40.8%	:	;	:
	300x250	7.5%	18.8%	10.1%	78.3	0.30%	78.0	29.5%	59.1%	41.0%	1	1	1
	Data Source	V	MediaMind Re	Research, Q2 2009 to Q1 2010	39 to Q1 2010.								

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## Retail Benchmarks for Germany - Q2 2009 to Q1 2010 Performance Metrics (By Format, Size and Vertical)

				Basic Metrics			Video	Video Metrics		111	<b>Expandable Metrics</b>	SO
	Imp. with			User Average Dwell Time		Avg. Video Duration			Fully Played	Impressions with Any Panel	Total	
	Interactions Rate	Ľ	Dwell Rate	(Seconds)	CTR	(Seconds)	Started Rate	Started Rate 50% Played Rate	Rate	Expansion Rate	Rate	Duration (Seconds)
Standard Banner	٠	:		:	0.11%		:	:	:	:	:	:
300x250	1	1	1	1	0.14%	1	1	1	1	1	1	;
728×90		1	1	1	%90:0			1	:			:
160x600		ı	1	1	0.08%		,	:	:		,	
Rich Media												
Expandable Banner	1.7%	3.3%	2.9%	45.6	0.31%	34.8		60.4%	41.4%	1.6%	85.3%	8.06
300x250	2.4%	4.0%	7.2%	57.8	0.43%	35.8		61.4%	40.1%	1.8%	,	92.1
728×90	0.3%	%9.0	3.3%	44.6	0.19%	19.4		51.6%	38.3%	0.1%	33.4%	73.9
Expandable Strip	8.3%	19.4%	11.9%	67.0	0.56%	52.3	49.5%	67.2%	54.6%	7.1%	11.0%	19.6
Polite Banner	%9'0	2.7%	5.4%	22.1	0.15%	65.0	52.3%	22.7%	40.7%	:		:
300x250	0.1%	0.1%	6.1%	21.7	0.11%	91.4	53.1%	61.4%	47.6%			:
728×90	0.1%	0.1%	2.5%	20.9	0.10%	59.8	57.4%	40.7%	28.2%	1	1	:
160x600	0.1%	0.1%	2.9%	25.1	0.11%	30.7	28.9%	%9'72	62.0%	1	1	:
Data Source		MediaMind Re	MediaMind Research, Q2 2009 to Q1 2010.	09 to Q1 2010.								
		Denotes inapp	olicable metric o	Denotes inapplicable metric or insufficiant data.								
					For more information about MediaMind Research,	ut MediaMind Research	-					
				please contact	please contact your local MediaMind representative or email us at info@mediamind.com	ntative or email us at ir.	To@mediamind.	com				

Retail Benchmarks for Italy - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

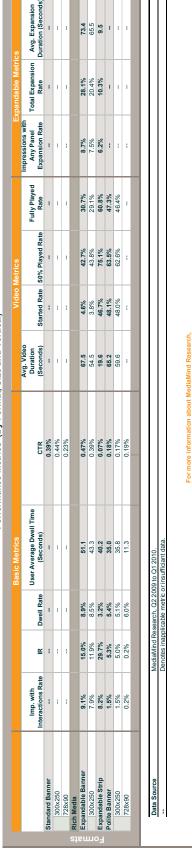
Imp. with   Imp. with   Imp. with   Interactions Rate   Imp. with   Imp.	Imp. with   Imp. with   Imp. with   Interactions Rate   Imp. with   Imp.	Imp. with   RR   R   Dwell Rate   RR   Dwell Rate   CTR   Geconds   CTR   CTR   Geconds   CTR   CTR					Basic Metrics			Video	Video Metrics		ш	Expandable Metrics	
Interactions Rate   IR   Dwell Rate   Gsconds    CTR   Gsconds    Saried Rate   Sari	Interactions Rate   IR   Dwell Rate   Gsconds    CTR   Gsconds    Started Rate   Started Rate	Interactions Rate   IR   Dwell Rate   Gsconds   Gram   Gsconds   Gram   Gsconds   Gsconds   Gram   Gsconds   Gscon		Imp. with			User Average Dwell Time		Avg. Video Duration			Fully Played	Impressions with Any Panel	Total Expansion	Avg. Expansion
Control Banner	Charles Banner	Standard Banner		Interactions Rate	Ľ	Dwell Rate		CTR	(Seconds)	Started Rate	50% Played Rate		Expansion Rate	Rate	Duration (Seconds)
2002-250	2000-250   -   -   -   -   -   0.23%   -   -   -   -   -     -     -     -     -       -       -         -	3000-250	Standard Banner	٠		1		0.21%	٠	:		:	٠	:	
728.69	728.69	728.69	300x250		1	1	1	0.21%			,	:			:
Rich Media         Rich Media         10.6%         21.8%         10.6%         33.1         0.48%         9.1         9.8%         24.4%         13.2%         10.6%         33.6%           Expandable Barner         8.3%         14.4%         8.3%         22.4         0.65%         12.5         5.3%         31.7%         20.5%         7.5%         21.3%         7.0         5.3%         7.5%         21.3%         7.0         5.6%         7.5%         21.3%         7.0         5.6%         7.0         5.0         5.0         5.0	Rich Media         10.6%         21.8%         10.6%         33.1         0.48%         9.1         9.8%         24.4%         13.2%         10.6%         33.6%           Expandable Barner         8.3%         14.4%         8.3%         22.4         0.65%         12.5         5.3%         7.9%         2.05%         7.9%         2.13%           20.2%         20.7%         4.2         0.65%         7.0         15.5%         21.3%         10.0%         2.06%         5.06%           Floating Ad         2.7%         2.8%         5.7%         37.9         0.22%         111.4         10.5%         61.3%	Rich Media         Rich Media         10.6%         21.8%         10.6%         33.1         0.48%         9.1         9.8%         24.4%         13.2%         10.6%         33.6%           Expandable Banner         8.3%         12.4         0.55%         12.5         5.3%         21.7%         20.5%         7.0         16.5%         21.3%         21.3%         21.3%         21.3%         21.3%         21.3%         20.6%	728x90		1	1	1	0.23%		1	1	:			:
Expandable Banner         10.6%         21.8%         10.0%         33.1         0.48%         9.1         9.8%         24.4%         13.2%         10.6%         33.6%           300.250         2.3         3.3         2.24         0.55%         12.5         5.3%         31.7%         20.5%         7.9%         21.3%           Floating Ad         2.7%         2.8%         37.6%         2.9         2.73%         -         -         -         -           Floating Ad         2.7%         5.7%         37.9         2.73%         - <td< td=""><td>Expandable Banner         10.6%         21.8%         10.6%         33.6%         10.6%         33.6%           20.240         2.8         1.5         5.3%         17.%         20.5%         1.5         5.3%         17.%         20.5%         7.9%         21.3%           300.250         20.7%         -         16.0%         2.24         0.56%         7.0         1.5         20.5%         7.9%         21.3%         21.3%         21.3%         21.3%         21.3%         21.3%         21.3%         20.6%</td><td>Expandable Banner         10.6%         21.8%         10.0%         33.4         10.6%         33.6%           300.250         23.9%         14.4%         13.7%         22.4         0.56%         17.6         5.3%         71.7%         20.5%         7.0         17.8%         7.0         7.9%         7.1%         20.5%         7.0         17.8%         7.0         5.1%         7.0         5.1%         7.0         5.1%         7.0         5.1%         7.0         5.1%         7.0         7.0         7.0         7.0         5.0         7.0         5.1%         7.0</td><td>Ric</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></td<>	Expandable Banner         10.6%         21.8%         10.6%         33.6%         10.6%         33.6%           20.240         2.8         1.5         5.3%         17.%         20.5%         1.5         5.3%         17.%         20.5%         7.9%         21.3%           300.250         20.7%         -         16.0%         2.24         0.56%         7.0         1.5         20.5%         7.9%         21.3%         21.3%         21.3%         21.3%         21.3%         21.3%         21.3%         20.6%	Expandable Banner         10.6%         21.8%         10.0%         33.4         10.6%         33.6%           300.250         23.9%         14.4%         13.7%         22.4         0.56%         17.6         5.3%         71.7%         20.5%         7.0         17.8%         7.0         7.9%         7.1%         20.5%         7.0         17.8%         7.0         5.1%         7.0         5.1%         7.0         5.1%         7.0         5.1%         7.0         5.1%         7.0         7.0         7.0         7.0         5.0         7.0         5.1%         7.0	Ric												
300x200   83%   144%   83%   22.4   0.65%   12.5   5.3%   31.7%   2.05%   7.5%   21.3%   2.1	3000-250   8.3%   14.4%   8.3%   22.4   0.65%   12.5   5.3%   31.7%   2.05%   7.5%   21.3%   2.13%	300/250   8 3%   14 4%   8 3%   22 4   0 65%   12 5 5 3%   31 7%   2 05%   7 5 %   2 13%   2	Expandable Banner	10.6%	21.8%	10.0%	33.1	0.48%	9.1	8.6	24.4%	13.2%	10.6%	33.6%	14.6
Catalog	Category   Category	23460   20.7%   16.0%   42.3   0.56%   7.0   15.5%   21.3%   10.0%   50.6		8.3%	14.4%	8.3%	22.4	0.55%	12.5	5.3%	31.7%	20.5%	7.9%	21.3%	18.0
2.7%         2.8%         37.8%         2.9         2.73%	2.7%         2.8%         37.8%         2.9         2.73%	2.7% 2.8% 37.6% 2.9 2.73%	234×60	20.7%	1	16.0%	42.3	0.50%	7.0	15.5%	21.3%	10.0%	20.6%	20.6%	14.1
. 2.9% 5.7% 37.9 0.22% 111.4 10.5% 61.3% 48.0%	. 2.8% 5.7% 37.9 0.22% 111.4 10.5% 61.3% 48.0%	2.9%   2.8%   5.7%   37.9   0.22%   111.4   10.5%   61.3%   48.0%	Floating Ad	2.7%	2.8%	37.6%	2.9	2.73%		:		:	:		:
5.3% 5.1% 6.6% 46.9 0.16% 111.4 13.1% 61.3% 48.0%	5.3%   5.1%   6.6%   46.9   0.16%   111.4   13.1%   61.3%   48.0%	5.3%   5.1%   6.6%   46.9   0.16%   111.4   13.1%   61.3%   48.0%   -   -   -	Polite Banner	2.9%	2.8%	2.7%	37.9	0.22%	111.4	10.5%	61.3%	48.0%	:		:
	MediaMind Research, Q2 2000 Denotes inapplicable metric or	MediaMind Research, Q2 2009 to Q1 2010. Denotes inapplicable metric or insufficiant data.	300x250	5.3%	5.1%	%9'9	46.9	0.16%	111.4	13.1%	61.3%	48.0%	1	-	1
MediaMind Research, Q2 2009 Denotes inapplicable metric or	MediaMind Research, O2 2000 Denotes inapplicable metric or	Medialvind Research, Q2 2008 to Q1 2010. Denotes inapplicable metric or insufficiant data.													
MediaMind Research, Q2 2009 Denotes inapplicable metric or	MediaMind Research, Q2 2000 Denotes inapplicable metric or	MediaMind Research, C2 2009 to C1 2010. Denotes napplicable metric or insufficiant data.													
		insufficiant data.	Data Source		MediaMind Re	search, Q2 20	909 to Q1 2010.								
					Denotes inapp	licable metric									



## Retail Benchmarks for Portugal - Q2 2009 to Q1 2010 Performance Metrics (By Format, Size and Vertical)

CTR   CTR   Seconds   Started Rate   Fully Played   Total Expansions with Played   CTR   Cisconds   Seconds   Seco						Basic Metrics			Video	Video Metrics			<b>Expandable Metrics</b>	
Interactions Rate   RR   Dwell Rate   Rate   Gseconds   Sterred Rate   Sterred Rate   Sterred Rate   Rate			Imp. with			User Average Dwell Time		Avg. Video Duration			Fully Played	Impressions with Anv Panel		Avg. Expansion
Standard Bannor			Interactions Rate	Ľ	Dwell Rate	(Seconds)	CTR	(Seconds)	Started Rate	50% Played Rate		Expansion Rate	Rate	Duration (Seconds)
Stotcasto	Standard	Banner	:	;	,	1	0.16%	1	:	1	1	1		
Rich Media         Rich Media         16.0%         37.3%         13.5%         38.0         1.44%         16.3         63.9%         67.5%         41.6%         15.0%           Stockelo         6.2%         8.8%         10.9%         24.0         2.32%         16.3         63.9%         67.5%         41.6%         15.0%           300x250         6.2%         8.8%         10.9%         24.0         2.32%         15.0%         23.8%         4.0%         4.0%         4.0%         2.3.8%         4.0%         23.8	300×	(250	:	;	1	1	0.17%	1	:	1	1			
Expandable Banner         15 0%         37.3%         13.8%         38.0         1.44%         16.3         53.9%         57.5%         41.6%         15.0%           30.250         6.2%         8.8%         10.9%         24.0         2.2%         16.0         60.8%         43.%         40%           23.460         23.8%         -         41.6%         5.1         5.3         60.8%         56.0%         23.%         40%           Polite Banner         0.2%         41.6%         5.1         5.1         6.1         60.8%         51.9%         23.8%         -           300x250         0.2%         4.2%         22.1         0.17%         100.9         61.8%         67.7%         52.1%         -           300x250         0.4%         5.2%         22.8         0.19%         100.9         61.8%         67.7%         52.1%         -           Data Source         Denta Source         Denta Source         Denta Source         0.19%         100.9         61.8%         67.7%         52.1%         -	Rich Med	lia												
2002-250   6.2%   8.8%   10.9%   24.0   2.32%   16.0   74.6%   60.8%   43.7%   4.0%     Floating Ad	Expanda	ble Banner	16.0%	37.3%	13.5%	38.0	1.44%	16.3	53.9%	24.5%	41.6%	15.0%	53.7%	17.5
234k0   228%		(250	6.2%	8.8%	10.9%	24.0	2.32%	16.0	74.6%	80.8%	43.7%	4.0%	46.9%	23.4
6.4%         5.3%         41.6%         5.1         5.34%         8.5         84.8%         51.3%         30.3%            0.2%         0.4%         4.2%         22.1         0.17%         100.9         61.8%         67.7%         52.1%            nrce         MediaMind Research, 0.22 2009 to 0.1 2010.         0.19%         100.9         61.8%         67.7%         52.1%	234×	09>	23.8%	;	15.9%	46.6	0.75%	19.7	18.7%	33.6%	26.0%	23.8%	59.1%	15.4
6.2% 6.4% 4.2% 22.1 0.17% 100.9 61.8% 67.7% 52.1%  0.4% 0.6% 5.2% 22.8 0.19% 100.9 61.8% 67.7% 52.1%  Irroe MediaMind Research, 0.2 2.09 to Q.1 2010.	Floating	Ad	5.4%	5.3%	41.6%	5.1	5.34%	8.5	84.8%	51.9%	30.3%			
urce         MediaMind Research, Q2 2009 to Q1 2010.         0.19%         100.9         61.8%         67.7%         52.1%         - <td>Polite Ba</td> <td>nner</td> <td>0.2%</td> <td>0.4%</td> <td>4.2%</td> <td>22.1</td> <td>0.17%</td> <td>100.9</td> <td>61.8%</td> <td>%2.79</td> <td>52.1%</td> <td>:</td> <td></td> <td></td>	Polite Ba	nner	0.2%	0.4%	4.2%	22.1	0.17%	100.9	61.8%	%2.79	52.1%	:		
	300%	×250	0.4%	%9:0	5.2%	22.8	0.19%	100.9	61.8%	%2'.29	52.1%	1	1	
MediaMind Research, Q2 2009 to ( Denotes inanolicable metric or insu														
MediaMind Research, Q2 2009 to 6 Denotes inapplicable metric or insu														
	Data	Source .		MediaMind Re	search, Q2 200	09 to Q1 2010.								
	:			Denotes inapp	vlicable metric o	or insufficiant data.								
							For more information	about MediaMind Research	تر					
For more information about MediaMind Research,						please contac	st vour local MediaMind repa	resentative or email us at ir	nfo@mediamind.	com				
For more information about MediaMind Research, blease contact vour local MediaMind representative or email us at info@mediamind.com						CONTRACTOR OF THE PARTY OF THE	A							

## Retail Benchmarks for Spain - Q2 2009 to Q1 2010 Performance Metrics (By Format, Size and Vertical)





## Retail Benchmarks for UK - Q2 2009 to Q1 2010 Performance Metrics (By Format, Size and Vertical)

Impressions with literactions Rate   IR   Dwell Rate   GSconds    CTR   Duration (Seconds  Standard Banner   IR   Dwell Rate   GSconds  Standard Banner   III   Dwell Rate   GSconds  Standard Banner   III   Swell Rate   III   IIII   IIII   III   III   III   III   III   III   III   III   III					Basic Metrics			Video	Video Metrics		Û	Expandable Metrics	S
10.2%   15.3%   7.4%   47.9   0.10%		Imp. with	<u>~</u>	Dwell Rate	User Average Dwell Time	CTR	Avg. Video	Started Rate	50% Played Rate	Fully Played Rafe	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Total Expansion Avg. Expansion Rate Duration (Seconds)
10.2%   143.%   7.4%   47.9   0.015%   -   -   -   -   -	tandard Banner	:	1	-	-	0.10%	-	,	-	-	:		,
10.2%   15.3%   7.4%   47.9   0.20%   33.1   5.2%   36.3%   22.7%   19.4%   13.7%   9.8%   7.4%   40.8   0.20%   18.0   5.9%   20.4%	300x250	:		1	1	0.15%	-				:		
10.2%   145.3%   7.4%   47.9   0.20%   33.1   6.2%   36.3%   22.7%     14.3%   14.8%   7.4%   40.8   0.40%   18.0   6.4%   33.9%   20.4%     11.3%   14.8%   7.4%   62.6   0.1%   88.9   4.1%   31.2%   20.4%     11.3%   14.8%   7.4%   62.6   0.1%   88.9   4.1%   31.2%   2.1%     17.5%   2.1%   7.4%   62.6   0.1%   6.5%   6.5%   7.7%     17.5%   0.2%   3.0%   33.7   0.16%   15.9   65.4%   67.9%   7.7%     17.5%   0.2%   3.0%   3.0   0.1%   0.1%   1.5   6.4%   6.3%   7.7%     MediaMind Research, 0.2 2009 to 0.1 2010.	728x90	:	1	1	1	0.07%	1	,	1	1	:	1	
10.2%         145.3%         7.4%         47.9         0.20%         33.1         5.2%         36.3%         22.7%           1.3%         9.4%         1.3%         4.08         0.40%         18.0         5.4%         33.9%         22.7%           1.13%         1.4%         7.2%         4.08         0.40%         18.0         5.4%         33.9%         22.4%           1.17%         2.18%         7.2%         4.06         0.27%         -         -         -         -           0.2%         0.2%         3.3,7         0.16%         15.9         57.9%         57.9%         57.9%           0.2%         0.2%         3.6%         3.6,7         0.17%         -         -         -         -           MediaMind Research, OZ 2009 to O1 2010         3.6         3.6         4.0         -         -         -         -         -           Denotes inapplicable methor or inautidicant data.         2.0         4.0         4.0         4.0         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         - <td< td=""><td>ch Media</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></td<>	ch Media												
117%   137%   9.8%   40.8   0.40%   18.0   5.4%   33.9%   20.4%   13.1%   20.4%   20	cpandable Banner	10.2%	15.3%	7.4%	47.9	0.20%	33.1	5.2%	36.3%	22.7%	10.1%	16.3%	45.6
11.3%   14.8%   74.%   45.6   0.11%   889.9   4.1%   31.2%   21.2%     1.13%   21.9%   7.2%   62.6   0.27%	300x250	9.4%	13.7%	9.8%	40.8	0.40%	18.0	5.4%	33.9%	20.4%	9.3%	18.3%	31.5
117%   219%   72%   626   0.27%	728x90	11.3%	14.8%	7.4%	45.6	0.11%	89.9	4.1%	31.2%	21.2%	11.3%	15.0%	53.6
. 02% 02% 40% 33.7 0.16% 16.9 57.9% 87.6% 77% 10.0 0.2 0.2 0.2 0.2 0.2 0.2 0.2 0.2 0.2	234x60	11.7%	21.9%	7.2%	62.6	0.27%	1	1	1	1	11.7%	21.6%	21.3
0.2%         0.2%         5.0%         36.4         0.15%         15.9         58.4%         5.3%           0.2%         0.2%         3.5%         35.7         0.17%         -         -         -         -           Irrep         Medial/lind Research, 0.2 2008 to 0.1 2010.	olite Banner	0.2%	0.2%	4.0%	33.7	0.16%	15.9	24.9%	24.6%	7.7%	:	٠	:
0.2% 0.2% 3.5% 36.7 0.17%	300x250	0.2%	0.2%	2.0%	36.4	0.15%	15.9	58.4%	58.3%	5.3%	1		
	728x90	0.2%	0.2%	3.5%	35.7	0.17%		1	-		1		
	Data Source		MediaMind Re	seearch O2 200	9 to 01 2010								
	-		Denotes inapp	olicable metric o	r insufficiant data.								
Ery more information short MadisMind Desearch						From a more more and a more	ModisMind Decearch						

## Retail Benchmarks for United States - Q2 2009 to Q1 2010 Performance Metrics (By Format, Size and Vertical)

Imposite   IR   Dwell Rate   CSeconds   CTR   Duration (Seconds   Seconds   CTR   Duration (Seconds   Seconds   CTR   Duration (Seconds   Seconds   CTR   CSeconds   CTR   CSeconds   CTR   CSeconds   CSeconds	Interactions Rate   IR   Duell Rate   CTR   CTR   Duration (Seconds)   Started Rate   S0% Played Rate   Fully Played Rate   Expansion with Arry Pane)   CTR   Coolege   CTR   Coolege   CTR	Intractions Rate   IR   Dwell Rate   IR   Dwell Rate   Gseconds   Green   IR   IR   IR   IR   IR   IR   IR   I					Basic Metrics			Video	Video Metrics			Expandable Metrics	S
	1.	1.		Imp. with	<u>~</u>	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Plaved Rate	Fully Plaved Rate		Total Expansion Rate	
1.1%   1.4%   2.6%   2.6%   1.5%   1.6%   1.6%   1.6%   1.6%   1.6%   1.6%   1.6%   1.2%	2.4%         4.3%         4.3%         4.04         0.10%         -	1.	andard Banner	:			1	0.08%					:		1
1.	1.	1.	300x250	:	1		1	0.10%	1	1	1	1	:		
2.4%   4.3%   3.5%   40.4   0.15%   16.4   16.8%   80.4%   63.3%   1.3%   30	2.4%         4.3%         3.5%         40.4         0.16%         16.4%         60.4%         60.4%         63.9%         1.3%         30.3%           6.5%         14.1%         5.7%         40.2         0.16%         16.4         16.9%         80.4%         63.2%         1.3%         33.6%           6.5%         14.1%         5.7%         4.0         0.16%         16.0         9.0         80.4%         67.3%         17.4%         33.6%           1.0%         1.4%         2.6%         2.4         1.30%         0.18%         17.3%         17.4%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%         17.6%	2.4%         4.3%         3.5%         40.4         0.15%         16.4         16.8%         80.4%         63.9%         1.3%         30.3%           2.6%         3.6%         4.3%         3.5%         40.4         0.15%         16.9%         16.9%         80.4%         63.2%         1.2%         30.3%           6.5%         14.41%         5.7%         4.79         0.18%         9.0         9.0         67.3%         7.3%         17.1%         17.1%           1.4%         1.4%         2.6%         2.4         4.79         0.18%         9.0         9.0         67.3%         7.3%         17.1%	728x90	:	1		1	0.09%		1	1	1	:	1	
2.4%         4.3%         3.5%         40.4         0.15%         16.4         16.9%         80.4%         63.9%         1.9%         30.3%           2.0%         3.6%         3.1%         40.2         0.16%         0.16%         18.0         2.05%         80.4%         63.2%         1.2%         33.8%           0.5%         1.4%         2.6%         2.4         1.30%         -	2.4%         4.3%         3.5%         40.4         0.15%         16.4         16.9%         80.4%         63.9%         1.2%         30.3%           2.0%         3.6%         3.1%         40.2         0.16%         16.9         9.0         80.4%         63.2%         1.2%         33.6%           6.5%         14.1%         2.7%         47.9         0.18%         9.0         9.9%         80.7%         67.3%         17.1%           1.4%         1.3%         2.6%         2.4         1.30%         -	2.4%         4.3%         3.5%         40.4         0.16%         16.4         16.9%         80.4%         63.9%         1.2%         30.3%           2.0%         3.6%         3.1%         40.2         0.16%         16.0         20.5%         80.4%         63.2%         1.2%         33.6%           6.5%         14.1%         5.7%         47.9         0.16%         9.0         9.9%         80.7%         67.3%         17.1%           1.3%         1.3%         2.6%         2.4         1.30%         -         -         -         -         -         -           1.1%         1.3%         2.6%         3.0         0.09%         15.1         41.3%         85.5%         63.7%         17.1%           1.1%         1.4%         2.6%         3.5         0.09%         16.1         41.5%         85.5%         63.7%         -         -           0.1%         0.1%         0.1%         -	160x600		1	1	-	0.07%		ı	1	1	:	1	
2.4%         4.3%         3.5%         4.04         0.16%         164         168%         80.4%         6.39%         1.2%         30.3%           6.5%         14.1%         5.7%         4.02         0.16%         9.0         2.05%         80.4%         63.3%         1.2%         30.3%           6.5%         14.1%         5.7%         4.73         0.16%         9.0         9.0%         80.7%         7.3%         17.1%         33.6%           1.0%         1.3%         2.6%         2.4         1.3%         0.1%         0.7%         67.3%         7.3%         17.1%	2.4%         4.3%         3.5%         40.4         0.15%         16.4         16.8%         80.4%         63.9%         19%         30.3%           2.0%         3.6%         3.1%         40.2         0.15%         10.5%         10.5%         10.4%         63.2%         15.%         30.3%           6.5%         14.1%         5.7%         47.2         0.18%         10.6%         10.6%         17.%         17.%         33.6%           1.0%         1.4%         2.6%         30.2         0.07%         1.6%         6.3%         17.%	24%         4.3%         3.5%         40.4         0.15%         16.4         15.9%         80.4%         6.3%         19%         30.3%           6.5%         14.1%         5.7%         40.2         0.16%         16.0         5.0%         80.4%         6.3%         1.2%         30.3%           6.5%         14.1%         2.7%         2.4         1.30%         -         <	ch Media												
2 0 %         3 6%         3 1%         40 2         0.16%         18 0         20 6%         80 4%         65 2%         1 2%         33 6%           6 5%         1 4 1%         2 5 6 6%         2 4 7 9         0.16%         9 9         60 7%         67 3%         1 2%         33 6%           r         1 4 3%         2 6 6 %         2 4 7 9         0.08%         -         -         -         -         -         -           r         1 0 %         1 3 %         2 6 %         2 8 7         0.08%         -         -         -         -         -         -           n         0 1 %         0.1 %         2 6 %         2 8 7         0.08%         -         -         -         -         -         -           n         -         -         3 1 %         2 1 4         0.08%         -	2 0 %         3.6 %         3.1 %         40.2         0.16 %         18.0         20.6 %         80.4 %         65.2 %         1.2 %         33.6 %           6.5 %         1.4 %         2.6 %         2.7 %         47.9         0.16 %         9.0         9.0         80.7 %         67.3 %         17.1 %           r         6.5 %         1.4 %         2.6 %         2.4         1.00 %         1.5 %         46.3 %         60.7 %         17.1 %	2 Co%         3.1 %         4.0 2         0.16%         18.0         2.0 %         80.4 %         65.2 %         1.2 %         33.6 %           6.5 %         1.4 %         2.5 %         4.7 9         0.16 %         18.0         2.0 %         80.4 %         66.2 %         1.2 %         33.6 %           Fire         1.4 %         2.6 %         2.4         4.7 9         0.16 %         9.0         9.0         80.7 %         67.3 %         7.3 %         17.1 %           Fire         1.4 %         2.6 %         2.4         1.30 %         0.00 %         -         -         -         -         -           D         0.1 %         3.5 %         33.9         0.10 %         -         -         -         -         -         -           Banner         0.1 %         5.0 %         37.8         0.10 %         -         -         -         -         -         -           Banner         0.3 %         5.0 %         37.8         0.14 %         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         - </td <td>pandable Banner</td> <td>2.4%</td> <td>4.3%</td> <td>3.5%</td> <td>40.4</td> <td>0.15%</td> <td>16.4</td> <td>16.9%</td> <td>80.4%</td> <td>63.9%</td> <td>1.9%</td> <td>30.3%</td> <td>79.8</td>	pandable Banner	2.4%	4.3%	3.5%	40.4	0.15%	16.4	16.9%	80.4%	63.9%	1.9%	30.3%	79.8
6.5% 14.1% 5.7% 47.9 0.18% 9.0 9.9% 80.7% 67.3% 17.1%	6.5%   14.1%   5.7%   47.9   0.18%   9.0   9.9%   80.7%   67.3%   17.1%   17.1%     1.4%   2.6%   2.4   1.30%   1.30%   1.2.6%   1.30%   1.2.6%   1.30%   1.3%   1.2.6%   1.30%   1.3%	6.5%   14.1%   5.7%   47.9   0.18%   9.0   9.9%   80.7%   67.3%   7.3%   17.1%     1.4%   2.6%   3.2.4   1.30%   1.2.     1.1%   1.4%   2.6%   3.2.9   0.07%   1.5.1   41.8%   85.5%   6.3.%   1.2.     1.1%   1.4%   2.6%   3.3.9   0.07%   7.9.7   1.6%   45.5%   30.1%   1.2.     2.	300x250	2.0%	3.6%	3.1%	40.2	0.16%	18.0	20.5%	80.4%	63.2%	1.2%	33.6%	78.9
1,0%   1,4%   25.6%   30.2   30.2   30.0%   1,5%	pr         1.0.5%         1.1.4%         2.66%         2.4         1.30% <t< td=""><td>  1.0%   1.4%   28.6%   2.4   1.30%  </td><td>728x90</td><td>6.5%</td><td>14.1%</td><td>2.7%</td><td>47.9</td><td>0.18%</td><td>9.0</td><td>6.6%</td><td>80.7%</td><td>67.3%</td><td>7.3%</td><td>17.1%</td><td>34.7</td></t<>	1.0%   1.4%   28.6%   2.4   1.30%	728x90	6.5%	14.1%	2.7%	47.9	0.18%	9.0	6.6%	80.7%	67.3%	7.3%	17.1%	34.7
1,9%   1,3%   2,6%   30,2   0,06%   1,1%   1,18%   86,5%   63,3%	19%   13%   2.6%   30.2   0.06%   141.8%   86.5%   63.3%	19%   1.3%   2.6%   30.2   0.06%   15.1   41.8%   85.6%   63.7%	ating Ad	0.5%	1.4%	26.6%	2.4	1.30%	:	:	:	:	:	:	
11%   14%   26%   287   0.07%   797   16%   45.3%   30.1%	11%   14%   2.6%   2.87   0.07%   79.7   1.6%   45.3%   30.1%	11%   14%   26%   287   007%   797   16%   453%   301%	ite Banner	1.0%	1.3%	2.6%	30.2	0.08%	12.1	41.8%	85.5%	63.7%	:		
0.1% 0.1% 3.5% 3.39 0.10%	0.1% 0.1% 3.5% 3.39 0.10%	0.1% 0.1% 3.5% 3.39 0.10%	300x250	1.1%	1.4%	2.6%	28.7	0.07%	7.67	1.6%	45.3%	30.1%	:	,	
31% 214 0.05%	31% 214 0.05% 0.2% 1.26%	31% 214 0.05% 0.2% 12.00 0.05%	728x90	0.1%	0.1%	3.5%	33.9	0.10%		1	1	1	:		
0.3%         0.4%         5.0%         37.8         0.14%            12.6%         12.6%           MediaMnd Research, OZ 2009 to 01 2010.           Denotes inapplicable metric or nsufficiant data.	0.3% 0.4% 5.0% 37.8 0.14% 0.2% 12.6% 12.6%	0.3% 0.4% 5.0% 37.8 0.14% 0.2% 12.6% 12.6% MedialMind Research, CQ. 2009 to Q1.2010.  MedialMind Research, CQ. 2009 to Q1.2010.  Denotes inapplicable methic or insufficiant data.	160×600		1	3.1%	21.4	0.05%		1	1	1	:		
MediaMind Research, Q2 2009 Denotes inapplicable metric or in	Medial/find Research, Q2 2009 Denotes inapplicable metric or in	MediaMind Research, Q2 2009 to Q1 2010. Denotes inapplicable metric or insufficiant data.	h Down Banner	0.3%	0.4%	2.0%	37.8	0.14%	:	:	:		0.2%	12.6%	27.0
MediaMind Research, Q2 2009 Denotes inapplicable metric or ir	MediaMind Research, Q2 2009 Denotes inapplicable metric or in	MediaMind Research, Q2 2009 to Q1 2010. Denotes inapplicable metric or insufficiant data.													
Denotes inapplicable metric or in	Denotes inapplicable metric or in	Denotes inapplicable metric or insufficiant data.	Data Source		MediaMind Re	search O2 200	19 to O1 2010								
					Denotes inapp	licable metric or	r insufficiant data.								