



Germany 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	--	0.16%	--	--	--	--	--	--		
	Rich Media										
	Expandable Banner	44%	0.75%	30.50	35%	58%	42%	76%	23%	61.78	
	Floating Ad	40%	3.00%	9.63	67%	50%	35%	--	--	--	
	Floating Ad With Reminder	5%	4.58%	--	--	--	--	--	--	--	
	Floating Expandable	1%	0.70%	--	--	--	--	--	--	--	
	Polite Banner	16%	0.25%	31.16	49%	61%	46%	--	--	--	
	Push Down Banner	23%	0.08%	--	--	--	--	24%	15%	93.78	
	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	Apparel	23%	0.31%	0.16%	26.86	41%	55%	40%	--	--	--
	Auto	32%	0.74%	0.16%	21.57	54%	54%	40%	76%	30%	58.70
	B2B	6%	0.39%	0.11%	--	--	--	--	--	--	--
	Consumer Packaged Goods	14%	0.26%	0.20%	31.62	25%	62%	38%	--	--	--
	Electronics	25%	0.26%	0.12%	40.81	61%	74%	60%	47%	22%	57.02
	Entertainment	48%	0.58%	0.17%	35.28	44%	66%	51%	53%	10%	51.19
	Financial	25%	0.39%	0.14%	87.28	60%	84%	52%	--	--	--
	Gaming	2%	0.68%	0.44%	38.05	44%	62%	45%	--	--	--
	Government/Utilities	6%	0.20%	0.06%	--	--	--	--	46%	7%	73.58
	Health/Beauty	16%	0.44%	0.16%	54.38	35%	62%	46%	43%	13%	51.90
	Medical	36%	0.32%	0.14%	32.06	55%	49%	28%	54%	17%	66.82
	Restaurant	1%	0.46%	0.29%	--	--	--	--	--	--	--
	Retail	27%	0.52%	0.11%	--	--	--	--	90%	22%	61.24
	Services	40%	0.49%	0.14%	--	--	--	--	79%	23%	63.60
	Tech/Internet	24%	0.66%	0.16%	44.00	31%	69%	40%	68%	24%	57.03
Telecom	8%	0.51%	0.15%	35.64	60%	43%	29%	50%	8%	38.69	
Travel	18%	0.43%	0.16%	--	--	--	--	--	--	--	

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