



Taiwan Q4 '07 - Q3 '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 | -- | 0.04% | -- | -- | -- | -- | -- | -- | -- | |
| | Rich Media | | | | | | | | | | |
| | Expandable Banner | 45% | 0.58% | 307.36 | 40% | 72% | 63% | 33% | 16% | 73.48 | |
| | Floating Ad With Remin | 4% | 1.97% | -- | -- | -- | -- | -- | -- | -- | |
| | Polite Banner | 2% | 0.13% | 69.28 | 61% | 53% | 38% | -- | -- | -- | |
| | Push Down Banner | 2% | 0.20% | 17.32 | 23% | 63% | 47% | 29% | 0.14% | 18.58 | |
| | | 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 | Expansion Duration (Seconds) |
| Verticals | Apparel | 6% | 0.25% | -- | 58.71 | 30% | 67% | 51% | -- | -- | -- |
| | Auto | 29% | 0.54% | -- | 20.32 | 19% | 61% | 47% | 36% | 11% | 14.64 |
| | Consumer Packaged Goods | 5% | 0.20% | -- | 72.24 | 39% | 60% | 47% | -- | -- | -- |
| | Entertainment | 14% | 0.35% | -- | 229.87 | 45% | 69% | 58% | 28% | 13% | 80.67 |
| | Financial | 52% | 0.74% | -- | -- | -- | -- | -- | -- | -- | -- |
| | Health/Beauty | 28% | 0.38% | -- | 296.51 | 42% | 71% | 62% | 26% | 17% | 85.24 |
| | Tech/Internet | 2% | 0.20% | 0.04% | -- | -- | -- | -- | -- | -- | -- |
| | Telecom | 36% | 0.47% | -- | 93.79 | 29% | 59% | 43% | 43% | 28% | 84.96 |
| | Travel | 18% | 0.42% | -- | -- | -- | -- | -- | 28% | 10% | 27.70 |

| | |
|--|---|
| 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 Eyebalster's format excluding standard banner, wallpaper and window ads |
| -- | Not Available - either this measurement is not applicable to the format or there was not enough data to be statistically relevant |

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