



Eyeblaster Analytics Bulletin
Issue 1 | 2007 Summary

The view from here is amazing.

Eyeblander is now the only global independent vendor with a field-proven, cross-channel campaign management platform that helps you build brands. We're changing the rules of engagement - for advertisers, agencies, consumers, even the role we play in your digital advertising as it continues to permeate more areas of our everyday lives.

Eyeblander gives you the power to create, manage and measure your most creative and effective campaigns. We support you with transparency, relevance and ROI.

The Eyeblander Analytics Bulletin was designed to do just that – analyze the sometimes overwhelming data deluge to provide you with the exact knowledge you need, based on worldwide standards, to maximize the effectiveness and reach of your advertising campaigns.

Some highlights to note:

- Across the globe, 300x250 and 728x90 were the most commonly used ad unit sizes in 2007.
- The 234x60 attracts the highest Interaction Rate (probably due to the length of time a single impression remains on screen) which in turn leads to a high CTR.
- The 300x250 is the most popular format for video and consequently achieves the greatest video play rate.
- In the EU market, it is interesting to see how digital advertising is now evenly distributed across the various vertical markets, revealing a level of confidence and a maturity for the industry.

In the North American market, there are clear dominant players such as Entertainment and Gaming, which is reflecting the influence in the growth of console games.

In the APAC market, the leading verticals are Automotive, Financial and Tech/Internet.

So put your glasses on, and let's get started...

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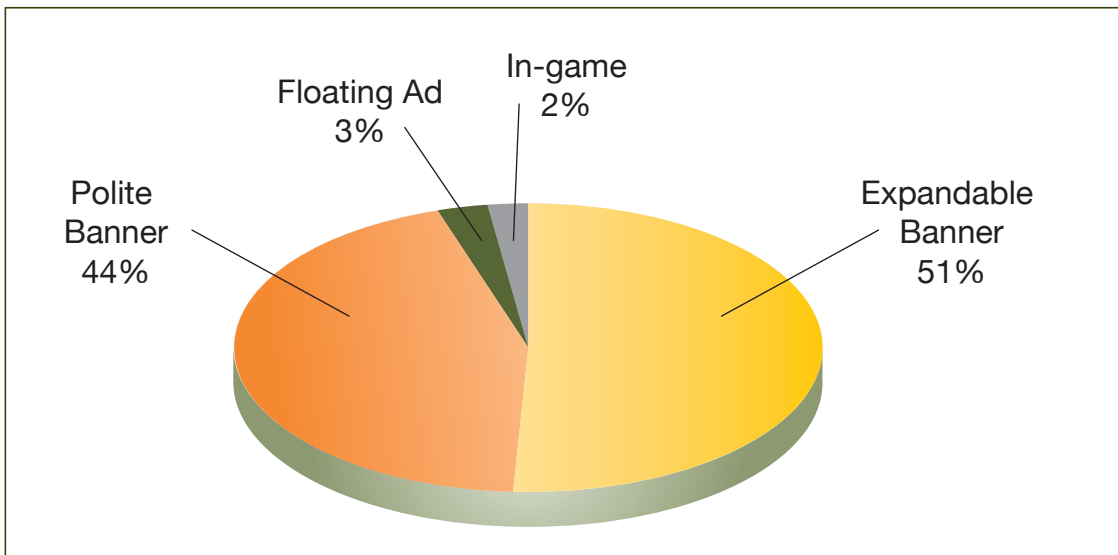
Formats

1.1 Usage of formats

Both in Europe and APAC, most rich media impressions are polite banners, followed by expandable banners.

In North America, the expandable banner is the leading rich media format, followed by the polite banner.

Chart 1a: Rich Media Format Comparison North America (2007)





Formats

Chart 1b: Rich Media Format Comparison Europe (2007)

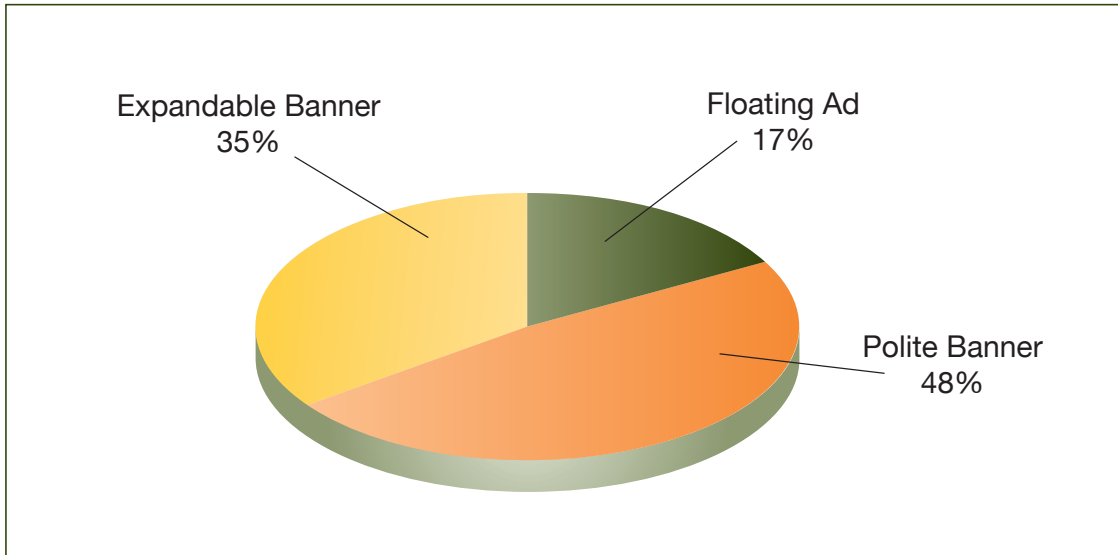
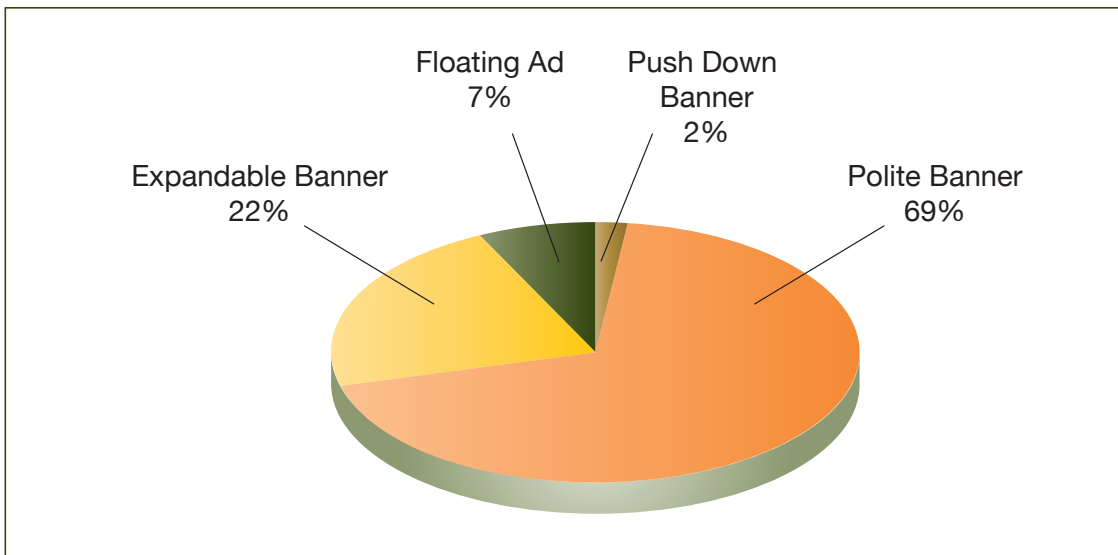


Chart 1c: Rich Media Format Comparison APAC (2007)





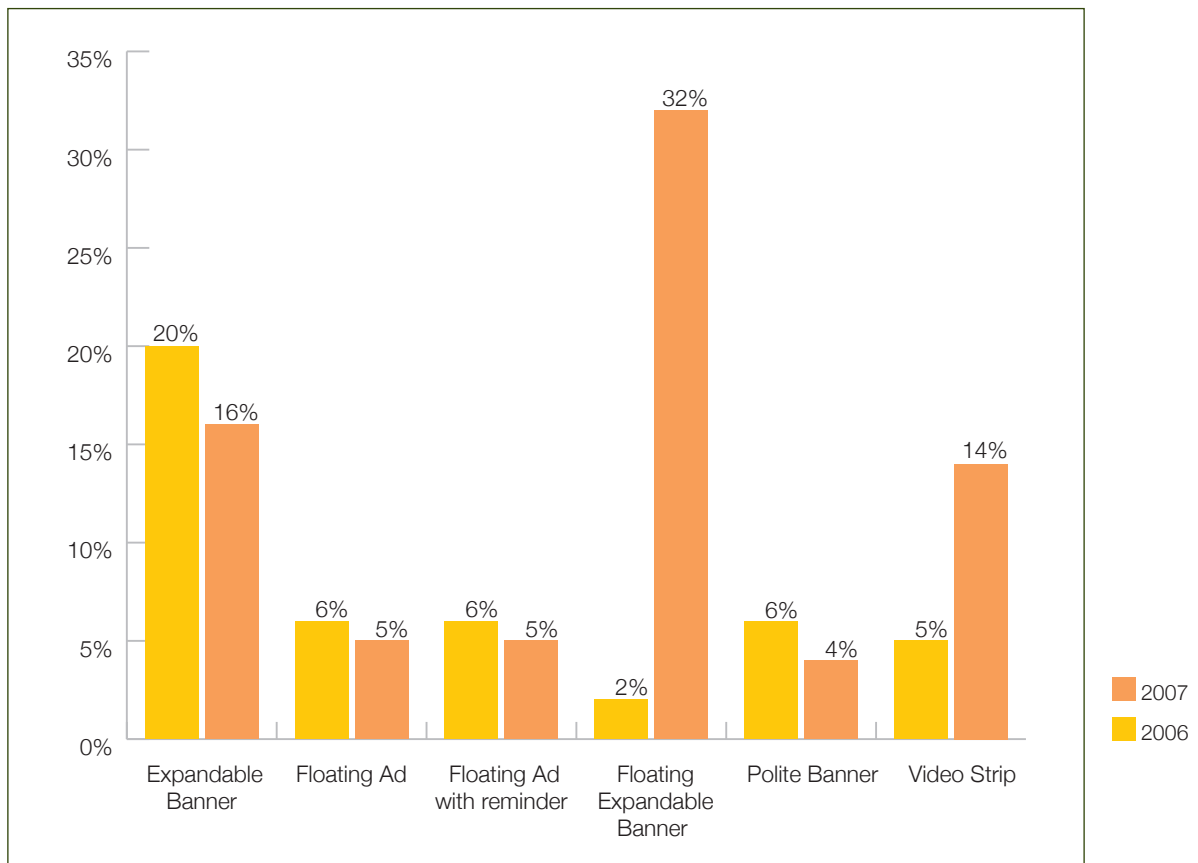
Formats

1.2 Benchmark of the formats

North American consumers reduced their interaction rate overall in 2007, while their European counterparts showed an increased interaction rate.

In North America, there has been a significant increase in the Interaction Rate of Video Strip and the Floating Expandable. In addition, we have seen a general increase in video durations.

Chart 2a: Interaction Rate Comparison by Format North America (2006 vs. 2007)



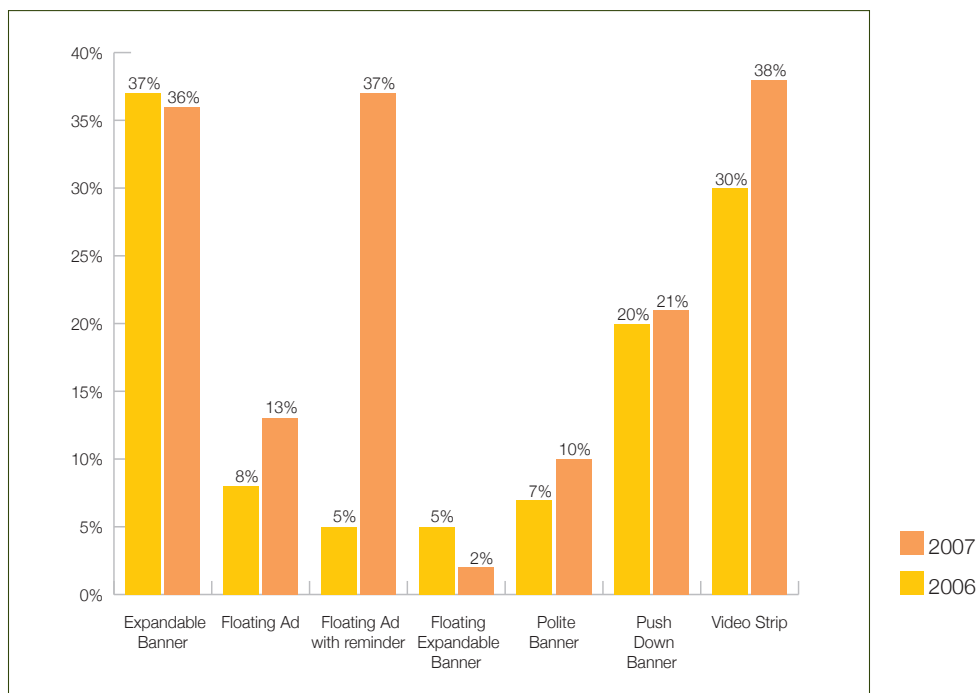


Formats

In Europe, we have seen the biggest increase in the Interaction Rate in Floating Ads with Reminders and an increase of video duration in the Expandable Banner.

The most significant increase came in the new 'in game' format, which is an embedded ad in casual games, an environment which is interactive in its essence and hence the outstanding Interaction Rate and CTR.

Chart 2b: Interaction Rate Comparison by Format EU (2006 vs. 2007)



In APAC, we have seen an average increase in Video Ad Duration of 58%, an increase in Video Fully Played Rate for both Video Strip (by 6%) and Push Down banners (by 20%) , and an increase of 50% in interaction rate of Polite banners .

As for Expandable banners across the world, the vast majority are user initiated expansions, although we have seen a slight decrease in the Europe and a slight increase in North America and APAC. We expect 2008 to stay at roughly the same level in all regions.

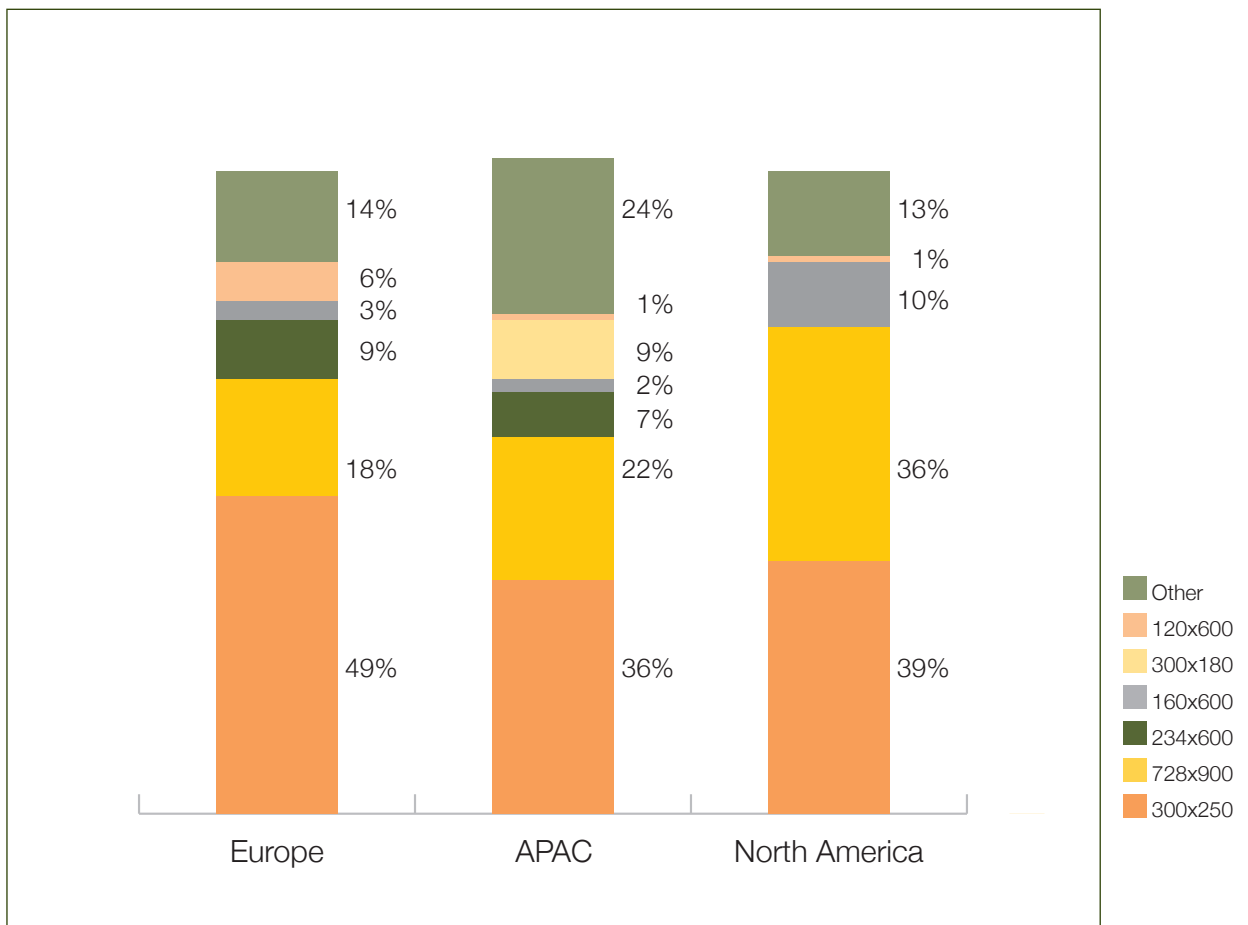


Unit size

2.1 Comparison of 2006 vs. 2007

Across the world, 300x250 and 728x90 were the most commonly used unit sizes in 2007. Around the world we see a consolidation trend, where the top 3 unit sizes are growing in popularity compared to 2006, although the consolidation trend in APAC is less remarkable than the rest of the world.

Chart 3: Popularity of unit size for Rich Media (2007)



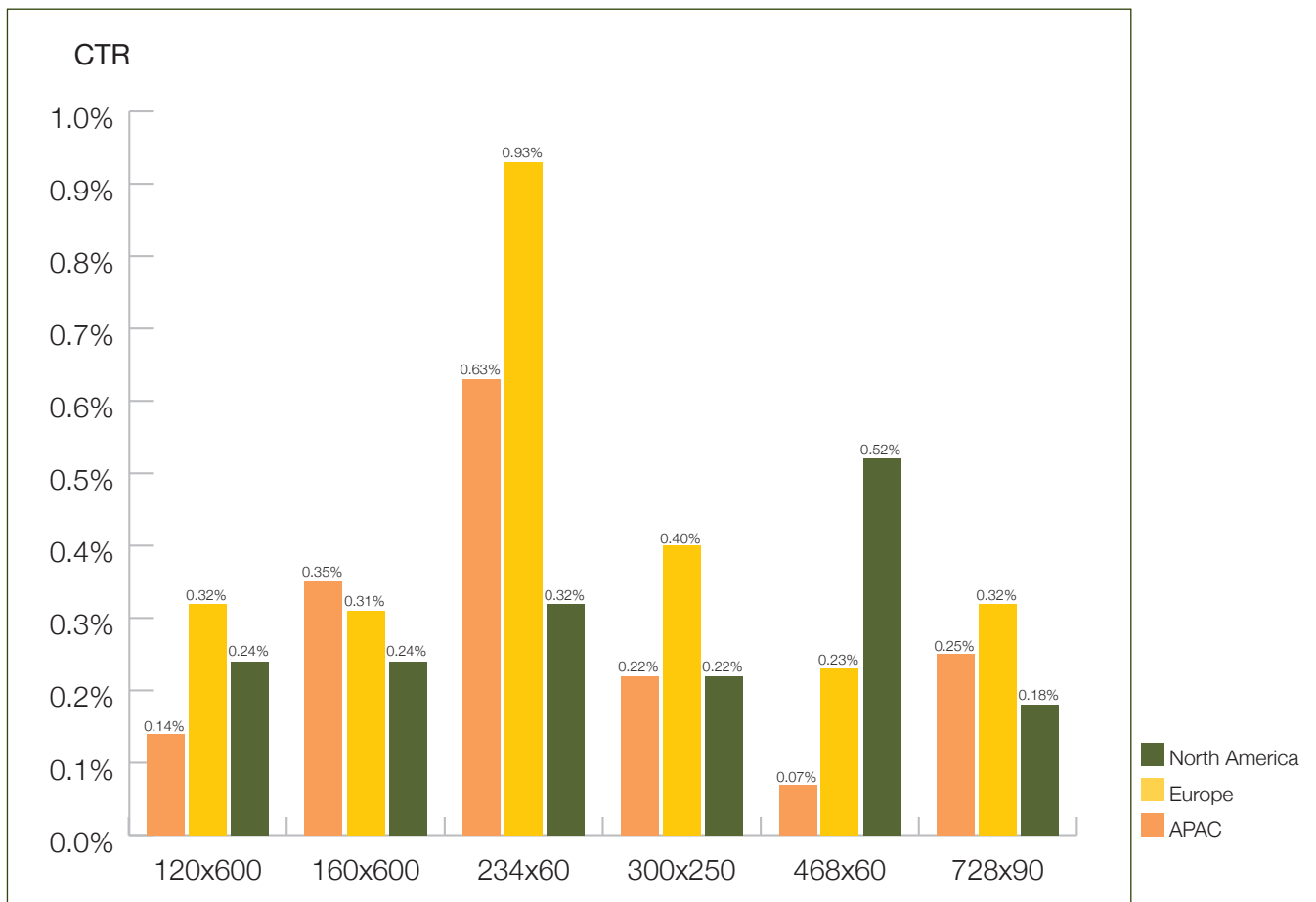


Unit size

2.2 Performance of the most commonly used unit sizes

In general across all unit sizes, Europe has the highest metrics results. The 234x60 has both the highest CTR and Interaction Rate, yet the 300x250 has the highest Video Started Rate.

Chart 4a: Rich Media CTR comparison by unit size across APAC, Europe and North America (2007)





Unit size

Chart 4b: Rich Media interaction Rate comparison by unit size across APAC, Europe and North America (2007)

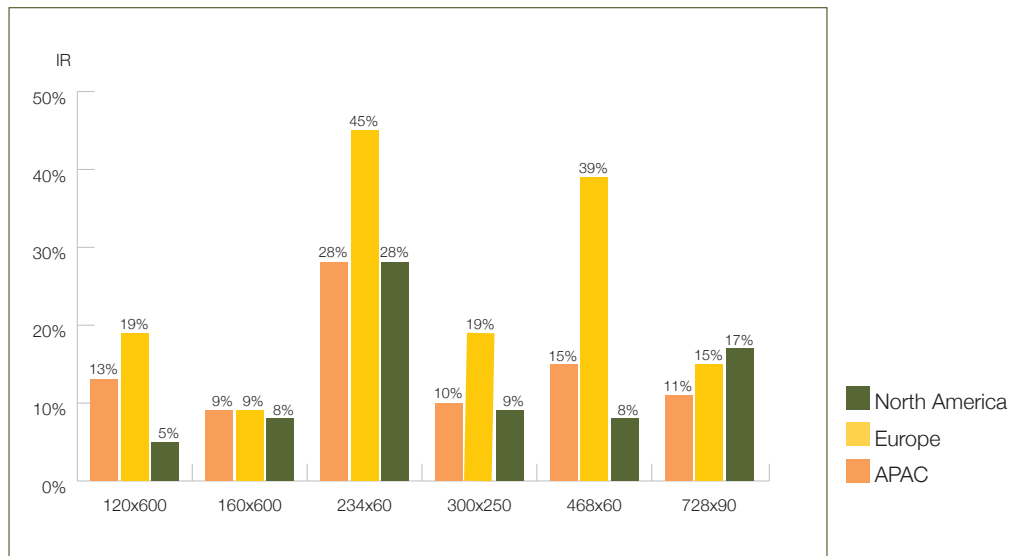
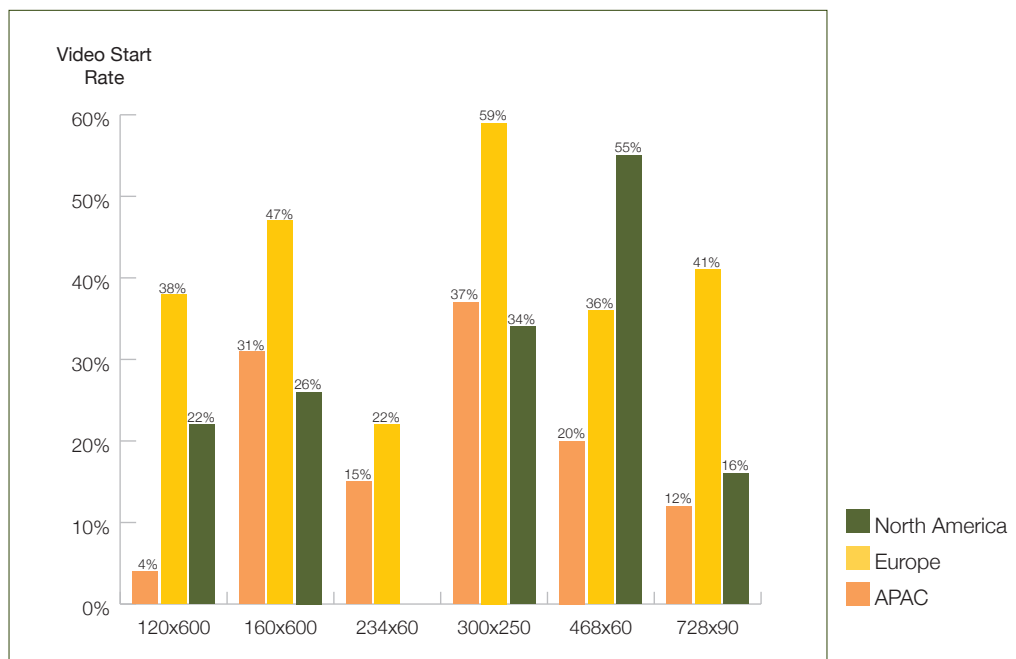


Chart 4c: Video start rate comparison by unit size across APAC, Europe and North America (2007)



See **Appendix 1** for detailed unit size popularity and performance in each region; and see **Appendix 2** for unit size popularity and performance in key European and APAC countries.



Vertical

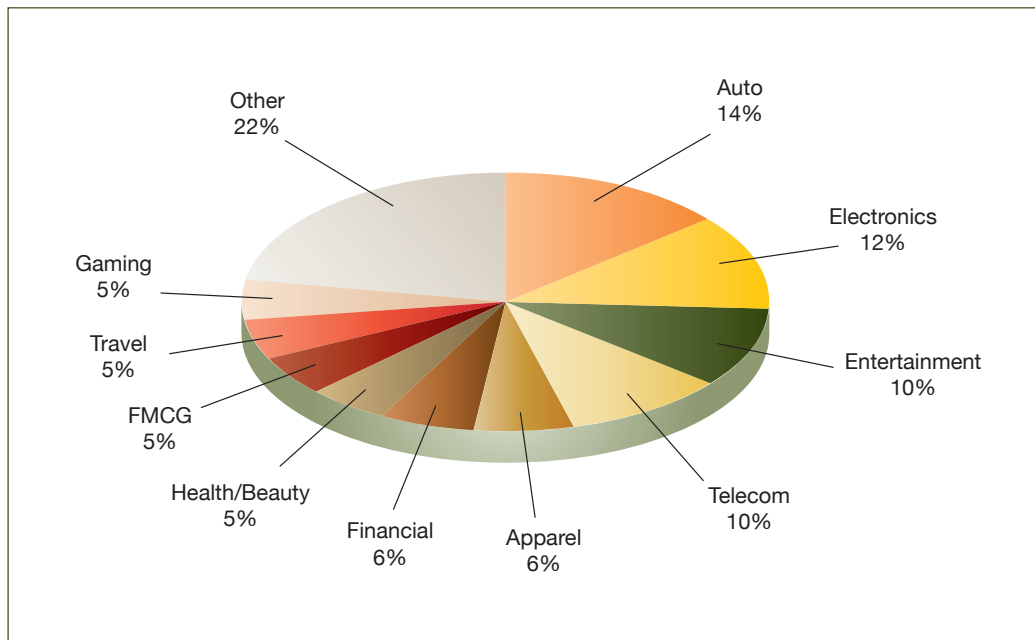
3.1 Vertical Popularity

In the European market, it is clear that the advertising pie is distributed fairly evenly across the various vertical markets.

In the North American market, there are clear dominant players such as Entertainment and Gaming, reflecting influence in the growth of console games.

In the APAC market, the leading verticals are Auto, Financial and Tech/Internet.

Chart 5a: Vertical popularity in Europe (2007)





Vertical

Chart 5b: Vertical popularity in North America (2007)

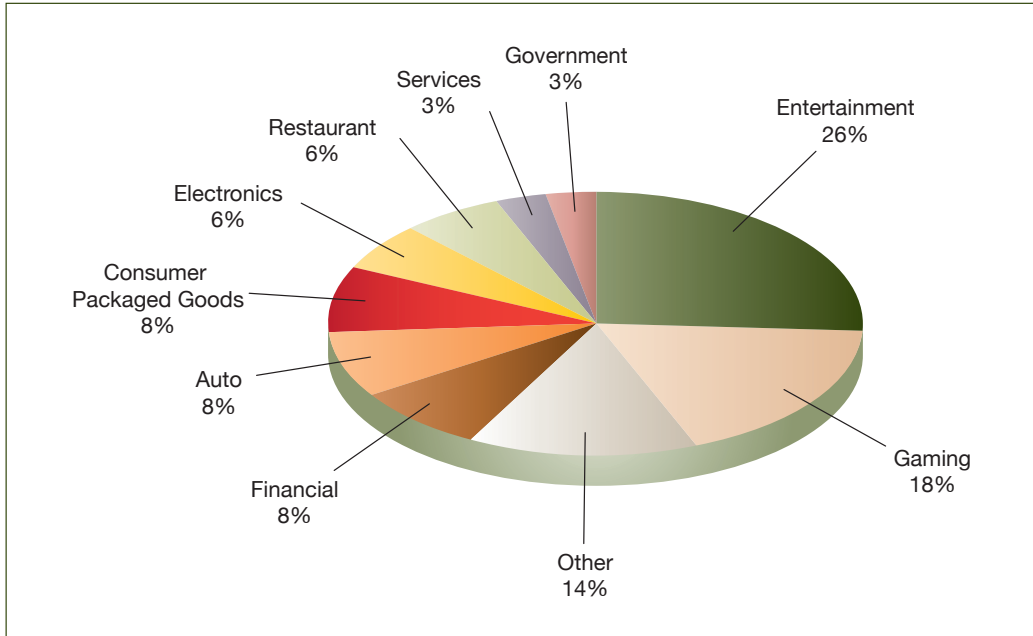
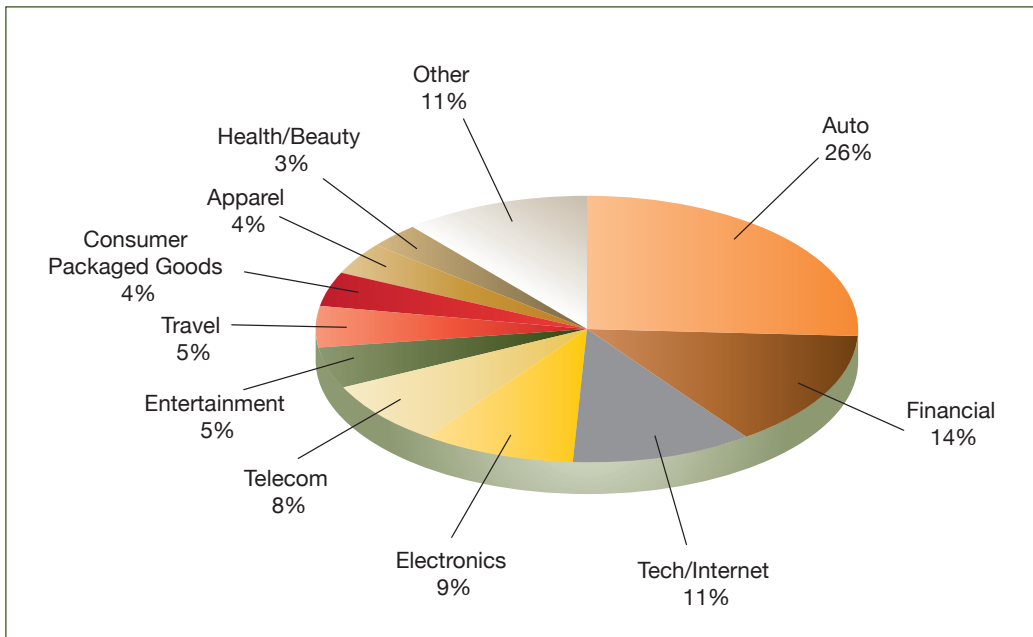


Chart 5c: Vertical popularity in APAC (2007)





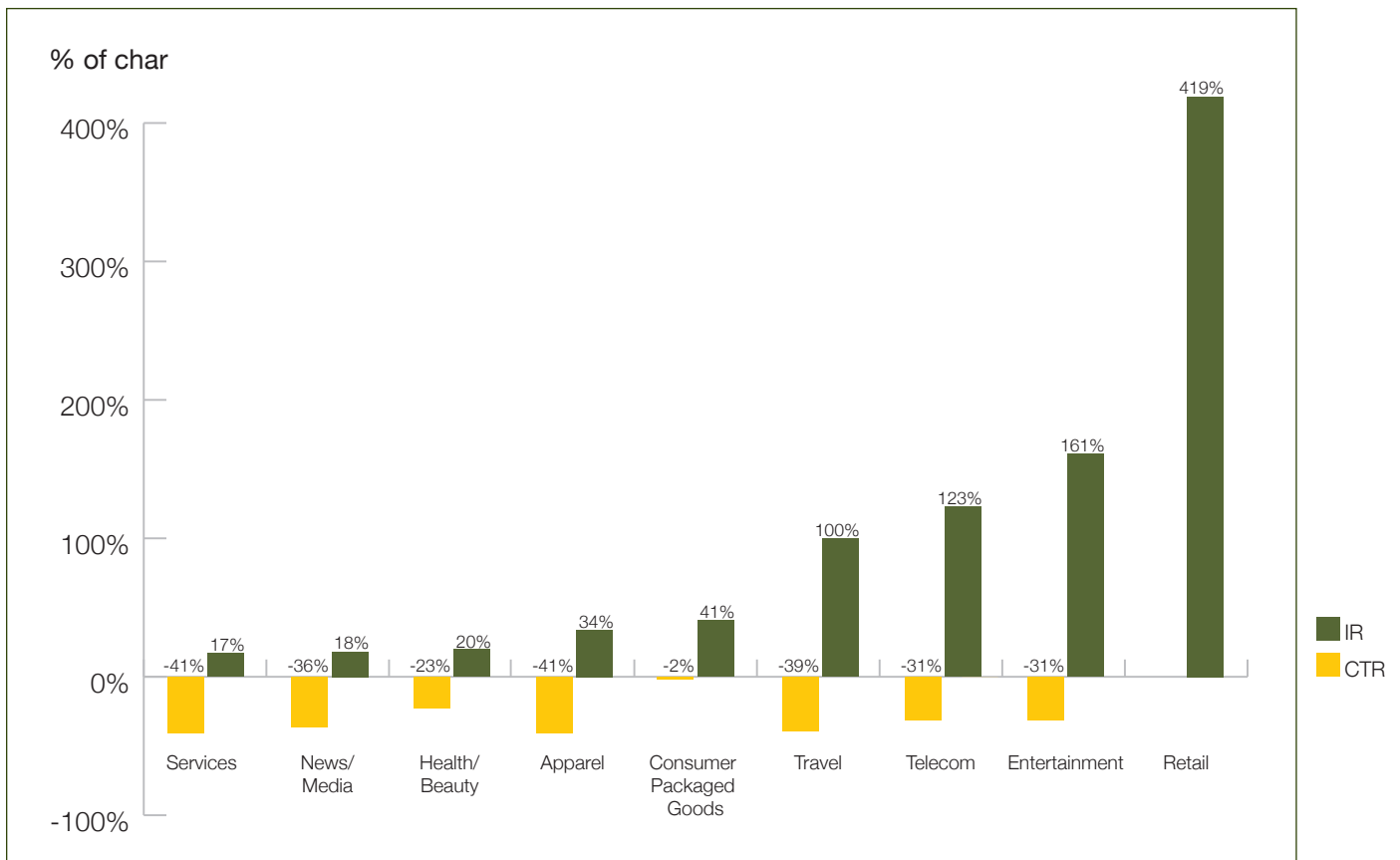
Vertical

3.2 Click-thru vs. Interaction Rate Trends

When comparing 2007's performance with 2006, one of the key trends identified in Europe is the large number of verticals with a decrease in CTR yet an increase in the interaction rate. This is in line with the trend that people are clicking less, but are enjoying the wealth of information pushed to them in the rich media ads.

In North America, the trend is similar but to a lesser extent; here we see that even in verticals with a decrease of both Interaction Rate and CTR, there has been a greater decrease in CTR, which is in line with the above trend of less clicks.

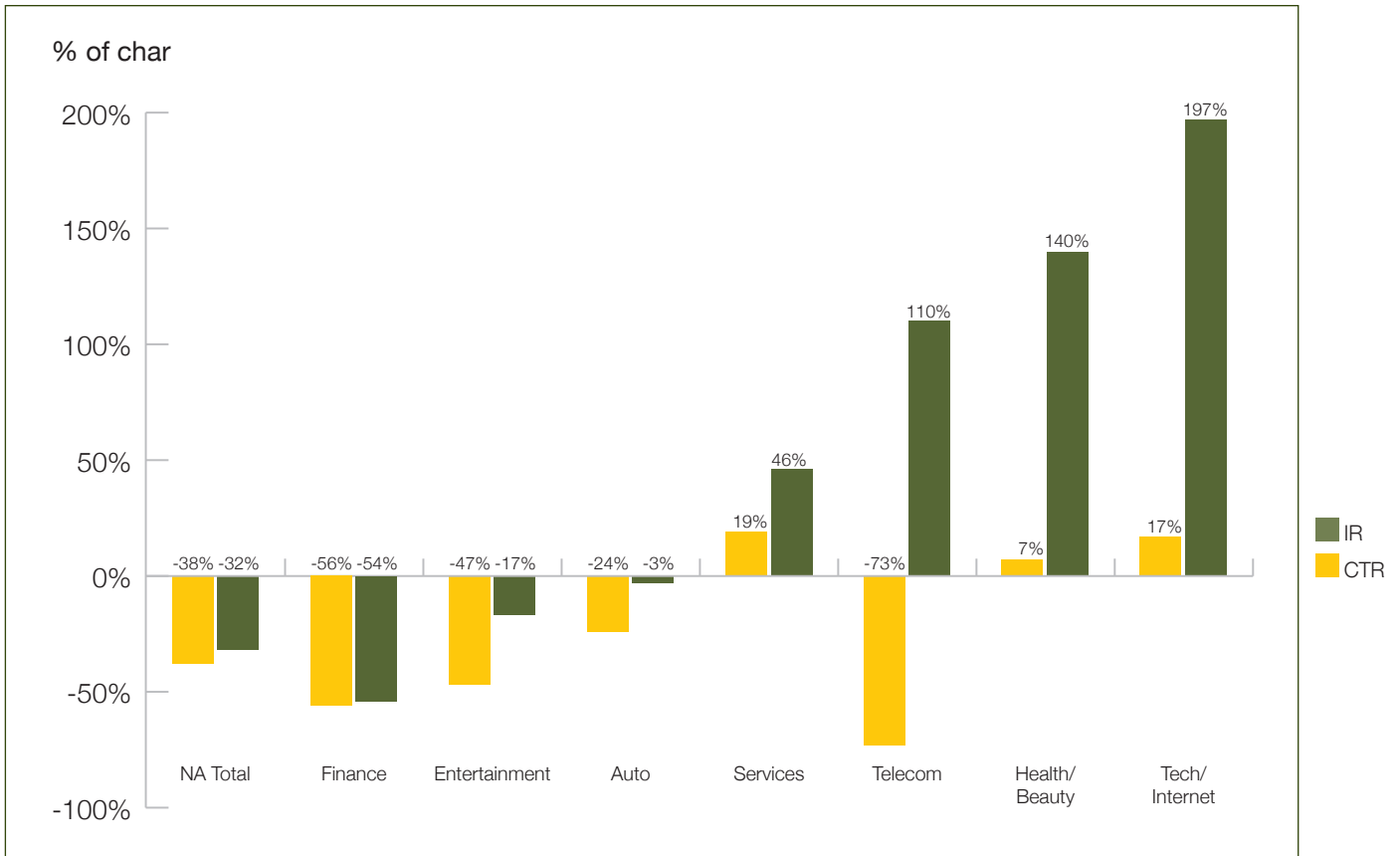
Chart 6a: Changes in Interaction rate and CTR in Europe (2006 vs. 2007)





Vertical

Chart 6b: Changes in Interaction Rate and CTR in NA (2006 vs. 2007)

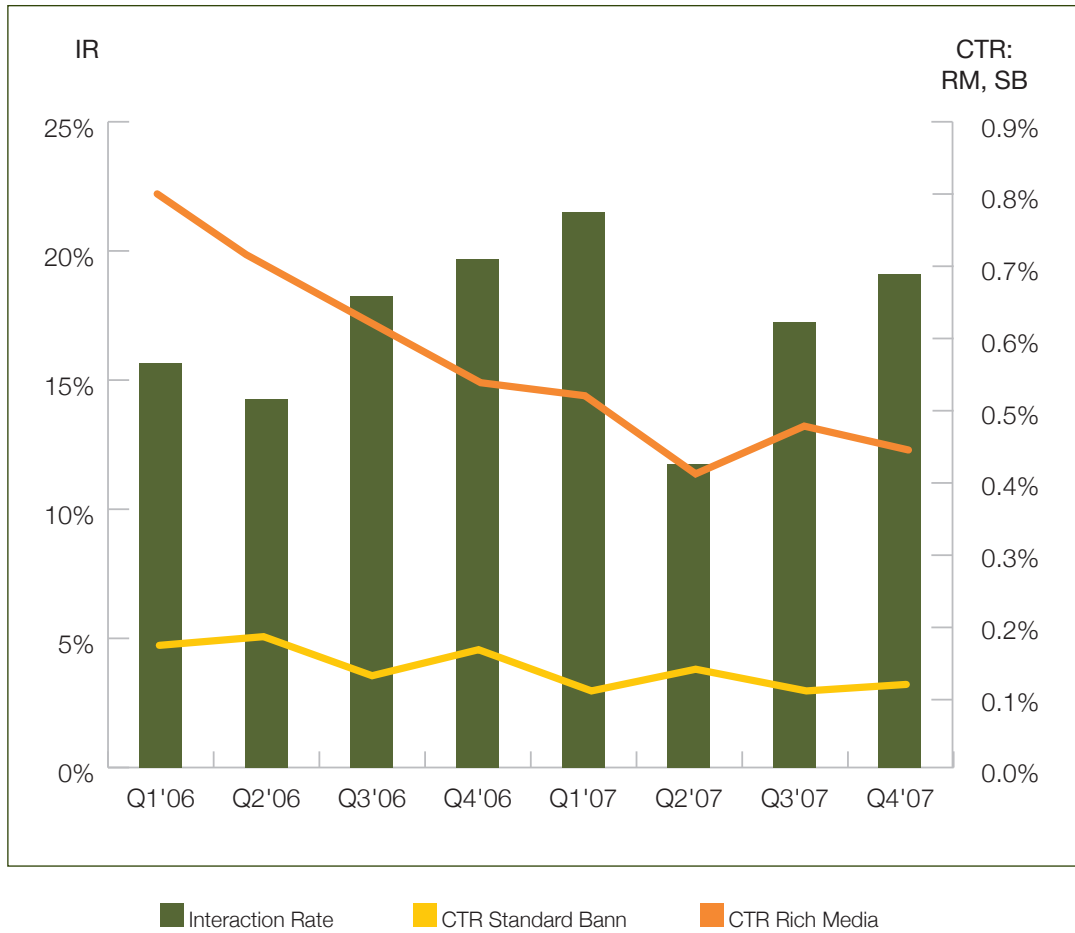


In general, it is fair to say that worldwide we see that rich media's CTR is always substantially higher than the Standard Banner's CTR, however they are both on the decline.



Vertical

Chart 7: Global trend of Interaction Rate and CTR



Please see:

- **Appendix 3** for detailed performance metrics by formats and verticals in North America
- **Appendix 4** for detailed performance metrics by formats and verticals in Europe and United Kingdom
- **Appendix 5** for detailed performance metrics by formats and verticals in APAC and Australia
- **Appendix 6** for performance metrics of the top verticals broken down by formats for each market



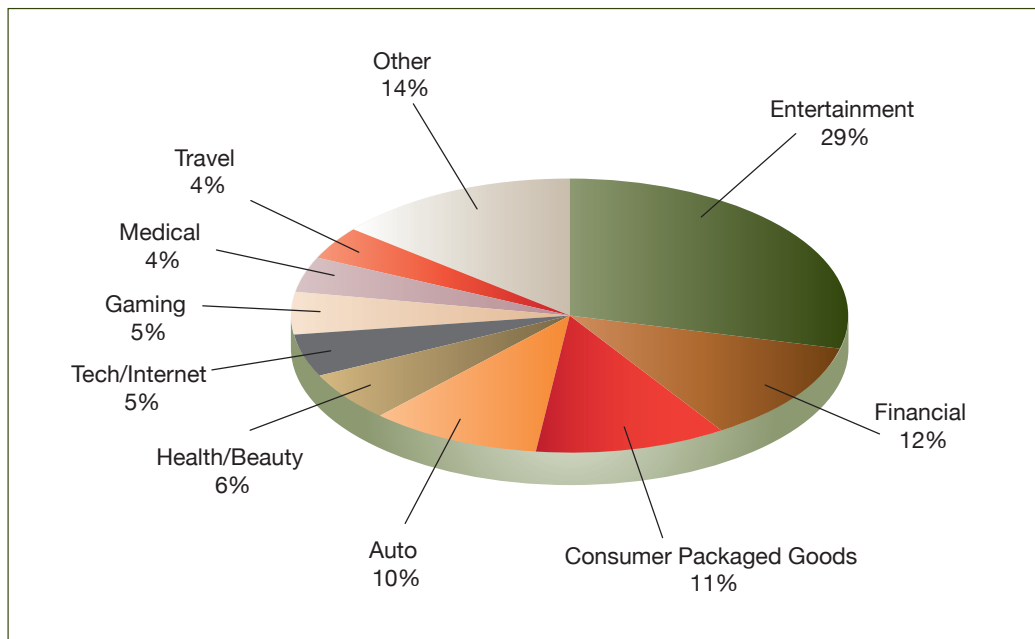
Vertical

3.3 Video usage by vertical

One way to keep the users engaged in the ad is the usage of video. Around the world, Entertainment is the most dominant user of video, while Auto and Electronics are also substantial users (although to a lesser extent).

In most verticals, video usage has increased this year. We expect this trend of increased video usage to be maintained next year, however we might see a slow down percentage-wise, as more off-line advertisers start experimenting online with basic formats and only at a later time do they try video ads.

Chart 8a: Video usage by vertical in North America (2007)





Vertical

Chart 8b: Video usage by vertical in Europe (2007)

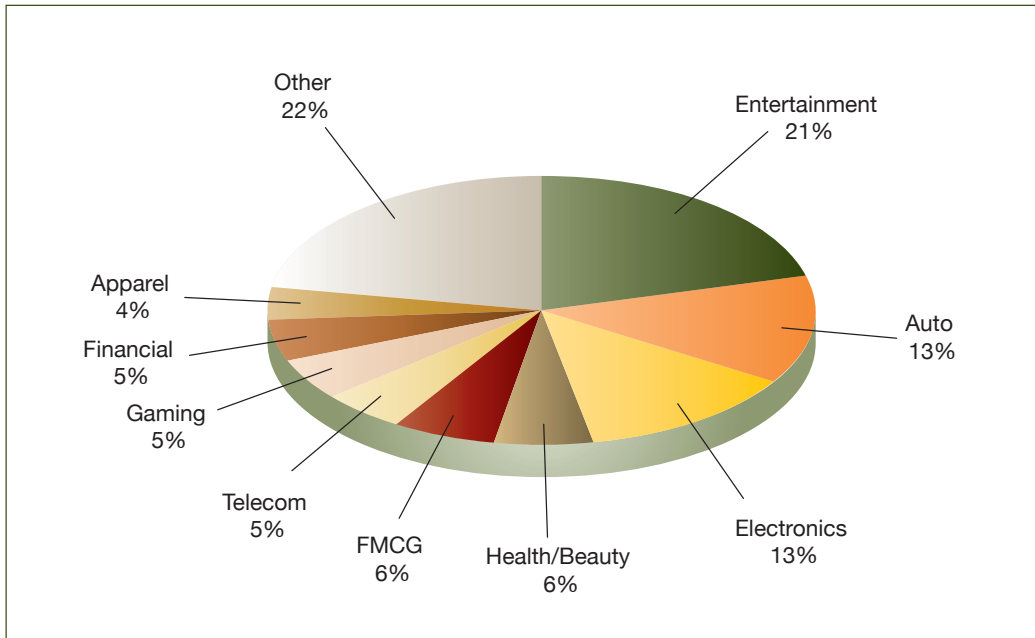
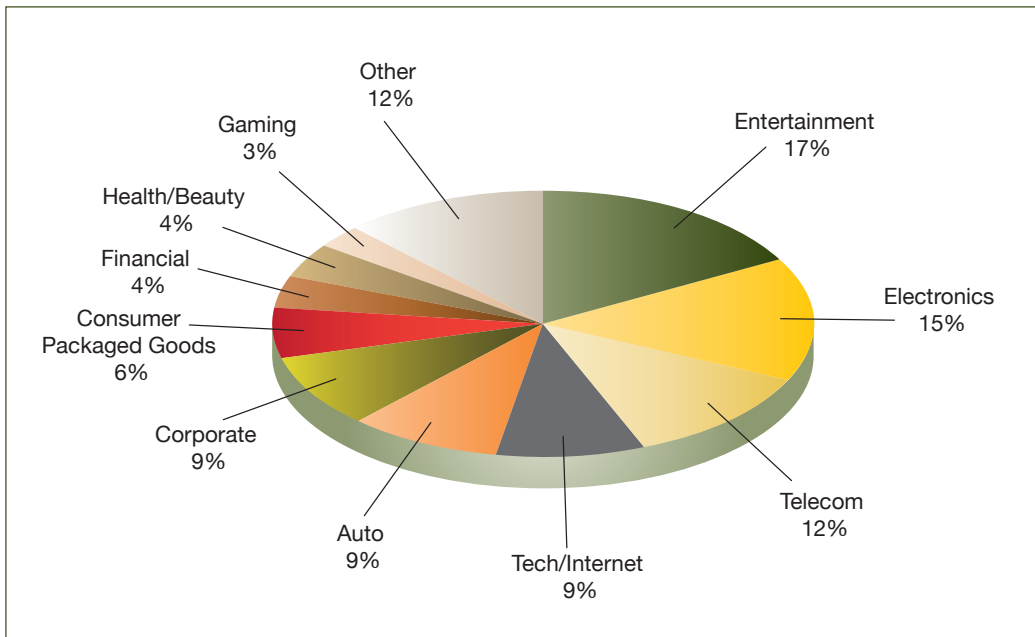


Chart 8c: Video usage by vertical in APAC (2007)





Vertical

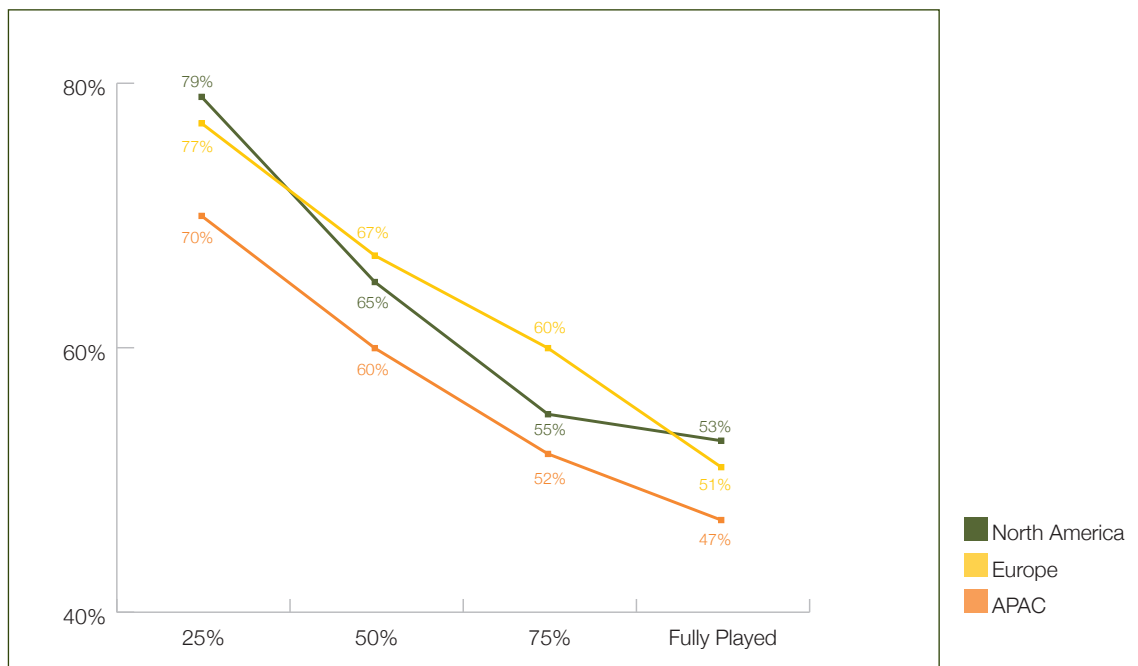
3.4 Video completion - how far do people go?

The usage of video is increasing worldwide, however the challenge of keeping the user engaged until the end, is still key in all markets. North America consistently has the highest video fully played rate, while Europe has the highest video start rate.

This is not surprising, as we often see that when the start rate is lower, the video is exposed to a better targeted audience, which will reward with longer attention. However, if the exposure to the video is wide (high video start rate) then it is harder to hold the viewer's attention for a long time. This is a decision the advertiser must make - would they rather have a wide audience for a short period of time, or a more targeted smaller audience that is likely to reward the advertiser with a longer attention span.

No matter what your goal is (quantity or quality of reach), it is pivotal to get the brand exposed as early as possible in the video so the users lost at an earlier stage will have at least gotten the main point.

Chart 9: Video completion rate comparison by region (2007)





Conclusions

Although the three markets examined are vastly different, we see many common trends. Top formats and unit size are going through a consolidation, people are clicking a bit less (to a varying extent in the different markets), and the usage of video is still growing in popularity. The differences seem to be in the small details - which vertical is more dominant in each market, who is the dominant video user, and to what extent do the measurements vary from year to year.

Going forward, we will share with you trends and provide updated benchmarks on a quarterly basis. During the year, these updates will take a shorter form, and once a year we will conduct an extensive analysis as performed here, with a comprehensive summary of the past year.

For more information on Eyeblander please contact your local representative or email info@eyeblander.com .



Appendix 1

Popular unit size performance in the three main regions

North America

	Interaction Rate	CTR (RM)	Video Avg Duration	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Impression with any Panel Expansion rate	Avg Expansion Duration
300x250	10%	0.22%	20.55	34%	62%	55%	16%	9%	57
728x90	11%	0.18%	17.81	16%	62%	46%	16%	8%	55
160x600	9%	0.24%	16.56	26%	67%	50%	15%	10%	50

Europe

	Interaction Rate	CTR (RM)	Video Avg Duration	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Impression with any Panel Expansion rate	Avg Expansion Duration
300x250	19%	0.40%	41.26	59%	66%	50%	50%	18%	60
728x90	15%	0.32%	39.73	41%	62%	44%	45%	16%	23
234x60	45%	0.93%	152.45	22%	68%	48%	30%	16%	53

APAC

	Interaction Rate	CTR (RM)	Video Avg Duration	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Impression with any Panel Expansion Rate	Avg Expansion Duration
300x250	9%	0.22%	56.77	37%	62%	46%	40%	19%	93
728x90	17%	0.25%	105.46	12%	60%	46%	28%	11%	79
300x180	0%	0.23%	15.23	8%	87%	85%			

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 'Served Impressions'
50% Played Rate	The number of 'Video Asset Name' that played over 50% of their total video length divided by 'Video Started'
Fully Played Rate	The number of 'Video Asset Name' that were fully played divided by 'Video Started'
Total Expansion Rate	Total expansions divided by served impressions
Impressions with any Panel Expansion Rate	The number of impressions with at least one panel expansion divided by 'Served impressions'
Avg. Expansion Duration	The average time a panel was expanded, including user and auto initiated expansions (in seconds)
Rich Media Ads	All Eyeblander formats excluding standard banner, wallpaper and window ads

Popular unit size performance in the main European countries

France

	Popularity	Interaction Rate	CTR (RM)	CTR (SB)
300x250	55%	16%	0.44%	0.20%
234x60	14%	11%	0.54%	0.23%
728x90	10%	19%	0.38%	0.13%

Germany

	Popularity	Interaction Rate	CTR (RM)	CTR (SB)
300x250	55%	21%	0.45%	0.26%
728x90	14%	22%	0.33%	0.10%
160x600	9%	8%	0.51%	0.15%

Italy

	Popularity	Interaction Rate	CTR (RM)	CTR (SB)
300x250	45%	4%	0.49%	0.22%
728x90	21%	21%	0.49%	0.12%

Spain

	Popularity	Interaction Rate	CTR (RM)	CTR (SB)
300x250	56%	39%	0.53%	0.23%
728x90	19%	30%	0.62%	0.14%

United Kingdom

	Popularity	Interaction Rate	CTR (RM)	CTR (SB)
300x250	46%	14%	0.30%	0.16%
728x90	23%	10%	0.24%	0.10%
120x600	11%	17%	0.26%	0.08%

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'

Rich Media Ads All Eyebalster formats excluding standard banner, wallpaper and window ads

Appendix 2B

Popular unit size performance in the main APAC countries

Australia

	Popularity	Interaction Rate	CTR (RM)	CTR (SB)
300x250	18%	9%	0.19%	0.10%
468x60	3%	6%	0.04%	0.03%
728x90	12%	9%	0.11%	0.05%

China

	Popularity	Interaction Rate	CTR (RM)	CTR (SB)
300x250	10%	15%	0.37%	0.10%
430x90	5%	38%	0.28%	0.16%
750x120	7%	6%	0.05%	0.06%

Hong Kong

	Popularity	Interaction Rate	CTR (RM)	CTR (SB)
300x250	17%	17%	0.27%	0.22%
728x90	8%	48%	0.19%	0.10%
760x90	2%	9%	0.04%	

India

	Popularity	Interaction Rate	CTR (RM)	CTR (SB)
200x90	8%		0.02%	
300x250	38%	2%	0.40%	0.27%
728x90	38%	20%	1.53%	0.24%

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'

Rich Media Ads All Eyebalster formats excluding standard banner, wallpaper and window ads

North America 2007

Performance Metrics (Format and Verticals)

		Basic Metrics			Video Ads				Expandable Ads		
		Interaction Rate	CTR (Rich Media)	CTR (Standard Banner)	Avg. Video Duration	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Impressions with any Panel Expansion Rate	Avg. Expansion Duration (seconds)
Formats	Standard Banner			0.11%							
	Rich Media										
	Commercial Banner	17%	3.59%		26.15	71%	15%	7%			
	Expandable Banner	16%	0.22%		18.52	11%	63%	49%	18%	9%	53.11
	Floating Ad	5%	4.10%		7.96	22%	41%	15%			
	Floating Ad With Reminder	5%	4.59%		24.13	8%	40%	25%			
	Floating Expandable	32%	1.03%		24.89	6%	29%	4%	92%	22%	33.21
	In Game	14%	7.04%		18.06	93%	75%	58%			
	Polite Banner	4%	0.18%		21.28	46%	64%	54%			
	Push Down Banner	15%	0.39%		16.97	25%	50%	34%	49%	10%	21.16
Video Strip	14%	0.41%		19.87	45%	57%	35%	54%	6%	34.07	
Verticals	Apparel	9%	0.35%	0.13%	32.09	22%	56%	36%	18%	9%	15.57
	Auto	17%	0.21%	0.11%	25.29	33%	63%	41%	21%	9%	32.76
	B2B	1%	0.29%	0.20%					4%	3%	44.20
	Careers	2%	0.09%	0.08%	11.64	3%	61%	48%			
	Consumer Packaged Goods	6%	0.31%	0.26%	15.09	9%	53%	38%	13%	7%	44.49
	Corporate	9%	0.14%	0.04%	27.58	4%	41%	27%	11%	7%	35.99
	Electronics	19%	0.33%	0.14%	25.62	29%	61%	47%	25%	15%	60.73
	Entertainment	11%	0.29%	0.12%	17.22	13%	56%	41%	15%	8%	61.64
	Financial	15%	0.14%	0.06%	13.69	42%	74%	58%	14%	7%	44.24
	Gaming	5%	0.51%	0.13%	20.58	17%	65%	51%	48%	9%	79.01
	Government/Utilities	5%	0.24%	0.08%	15.19	20%	50%	24%	7%	5%	44.90
	Health/Beauty	13%	0.32%	0.22%	21.20	16%	42%	32%	19%	10%	32.34
	Medical	5%	0.19%	0.19%	15.71	35%	68%	52%	7%	4%	45.71
	News/Media	15%	0.33%	0.08%	61.98	3%	47%	35%	13%	7%	27.18
	Restaurant	2%	0.24%	0.09%	22.37	17%	20%	8%	16%	5%	45.66
	Retail	11%	0.25%	0.08%	17.37	52%	30%	21%	15%	11%	21.46
	Services	20%	0.68%	0.11%	16.51	65%	74%	62%	27%	24%	95.44
	Sports	4%	0.11%	0.15%	22.85	25%	52%	39%	25%	17%	42.01
	Tech/Internet	12%	0.44%	0.10%	20.18	47%	73%	64%	38%	31%	70.82
	Telecom	12%	0.22%	0.10%	19.80	43%	57%	49%	16%	12%	56.28
Travel	7%	0.36%	0.09%	40.67	53%	72%	46%	15%	8%	28.10	

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 'Served Impressions'
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Europe 2007

Performance Metrics (Format and Verticals)

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Formats	Standard Banner			0.14%							
	Rich Media										
	Commercial Break	9%	8.19%								
	Expandable Banner	36%	0.64%		59.21	32%	65%	48%	41%	17%	54.42
	Floating Ad	13%	3.91%		8.86	60%	44%	25%			
	Floating Ad With Reminder	37%	5.47%								
	Floating Expandable	2%	0.88%						30%	1%	19.59
	In Game	25%	6.19%		16.61	100%	90%	81%			
	Polite Banner	10%	0.25%		42.55	65%	68%	52%			
	Push Down Banner	21%	0.21%		32.16	22%	75%	65%	30%	15%	48.22
Video Strip	38%	0.36%		11.62	18%	79%	73%	65%	12%	117.70	
Verticals	Apparel	15%	0.44%	0.17%	47.98	52%	65%	44%	42%	14%	44.13
	Auto	15%	0.42%	0.14%	47.30	54%	70%	50%	46%	17%	74.08
	B2B	7%	0.26%	0.22%	7.91	29%	81%	72%	30%	28%	14.24
	Careers	15%	0.55%	0.21%					32%	11%	74.14
	Consumer Packaged Goods	21%	0.53%	0.13%	35.03	50%	59%	46%	38%	16%	49.28
	Corporate	10%	0.34%	0.08%	22.81	53%	63%	50%	61%	20%	79.76
	Electronics	25%	0.36%	0.12%	42.47	45%	65%	46%	39%	18%	46.05
	Entertainment	37%	0.59%	0.26%	38.58	33%	61%	44%	44%	19%	46.14
	Financial	14%	0.39%	0.11%	42.82	48%	63%	43%	32%	14%	53.94
	Gaming	21%	0.75%	0.20%	36.39	53%	69%	48%	51%	16%	35.17
	Government/Utilities	5%	0.24%	0.05%	50.76	58%	75%	66%	31%	11%	69.72
	Health/Beauty	16%	0.51%	0.13%	34.72	50%	58%	41%	38%	17%	47.25
	Medical	1%	0.31%	0.21%							
	News/Media	12%	0.49%	0.08%	63.14	73%	74%	63%	33%	15%	49.13
	Restaurant	14%	0.27%	0.30%	29.13	61%	43%	35%	31%	12%	33.32
	Retail	21%	0.54%	0.15%	44.96	62%	62%	49%	56%	22%	45.28
	Services	20%	0.48%	0.11%	44.38	37%	61%	37%	27%	15%	57.03
	Sports	14%	0.77%	0.30%					21%	14%	84.18
	Tech/Internet	13%	0.40%	0.16%	22.97	43%	71%	57%	37%	11%	59.88
	Telecom	30%	0.44%	0.14%	48.82	48%	58%	45%	45%	18%	52.45
Travel	16%	0.44%	0.21%	47.14	50%	64%	51%	42%	16%	49.55	

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 'Served Impressions'
50% Played Rate	The number of 'Video Asset Name' that played over 50% of their total video length divided by 'Video Started'
Fully Played Rate	The number of 'Video Asset Name' that were fully played divided by 'Video Started'
Total Expansion Rate	Total expansions divided by served impressions
Impressions with any Panel Expansion Rate	The number of impressions with at least one panel expansion divided by 'Served impressions'
Avg. Expansion Duration	The average time a panel was expanded, including user and auto initiated expansions (in seconds)
Rich Media Ads	All Eyeblander formats excluding standard banner, wallpaper and window ads

United Kingdom 2007

Performance Metrics (Format and Verticals)

		Basic Metrics			Video Metrics			Expandable Metrics			
		Interaction Rate	CTR (Rich Media)	CTR (Standard Banner)	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			0.12%							
	Rich Media										
	Expandable Banner	30%	0.44%		85.03	19%	67%	43%	32%	15%	66.28
	Floating Ad	7%	4.08%		8.80	55%	43%	28%			
	Floating Ad With Reminder	4%	3.39%								
	Floating Expandable	1%	0.80%								
	Polite Banner	5%	0.21%		43.73	49%	65%	47%			
	Push Down Banner	23%	0.08%		32.73	27%	79%	71%	24%	15%	93.78
Video Strip	39%	0.32%		10.94	7%	50%	41%	68%	13%	70.56	
Verticals	Apparel	6%	0.36%	0.14%	68.50	26%	57%	34%	10%	4%	28.65
	Auto	10%	0.25%	0.14%	74.01	45%	76%	56%	16%	5%	69.00
	B2B	6%	0.24%	0.20%	18.08	30%	68%	53%	5%	4%	11.37
	Careers	3%	0.13%	0.17%							
	Consumer Packaged Goods	11%	0.32%	0.09%	39.26	34%	42%	23%	13%	7%	79.00
	Corporate	18%	0.60%	0.13%	21.57	25%	70%	57%	20%	12%	51.77
	Electronics	14%	0.33%	0.09%	30.37	35%	68%	53%	12%	7%	42.44
	Entertainment	16%	0.46%	0.18%	32.22	32%	62%	44%	14%	6%	38.58
	Financial	9%	0.19%	0.10%	24.42	34%	63%	47%	10%	5%	42.19
	Gaming	16%	0.82%	0.16%	36.00	45%	69%	39%	22%	9%	39.21
	Government/Utilities	0%	0.10%	0.05%	17.69	24%	70%	49%	2%	1%	22.00
	Health/Beauty	10%	0.56%	0.11%	63.11	39%	50%	36%	12%	7%	40.03
	Medical	1%	0.29%	0.21%							
	News/Media	4%	0.45%	0.08%	74.15	53%	63%	48%	6%	2%	37.22
	Restaurant	15%	0.21%		57.50	8%	36%	26%	18%	8%	40.01
	Retail	8%	0.26%	0.16%	54.61	31%	59%	44%	15%	13%	38.50
	Services	18%	0.45%	0.09%	43.22	22%	61%	47%	11%	7%	52.00
Sports	8%	2.43%									
Tech/Internet	7%	0.22%	0.18%	16.24	33%	71%	51%	6%	3%	25.00	
Telecom	6%	0.20%	0.15%	65.44	34%	76%	62%	11%	4%	50.00	
Travel	19%	0.53%	0.24%	68.86	41%	74%	62%	24%	8%	59.75	

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 'Served Impressions'
50% Played Rate	The number of 'Video Asset Name' that played over 50% of their total video length divided by 'Video Started'
Fully Played Rate	The number of 'Video Asset Name' that were fully played divided by 'Video Started'
Total Expansion Rate	Total expansions divided by served impressions
Impressions with any Panel Expansion Rate	The number of impressions with at least one panel expansion divided by 'Served impressions'
Avg. Expansion Duration	The average time a panel was expanded, including user and auto initiated expansions (in seconds)
Rich Media Ads	All Eyebalster formats excluding standard banner, wallpaper and window ads



APAC 2007

Performance Metrics (Format and Verticals)

		Basic Metrics			Video Metrics				Expandable Metrics		
		Interaction Rate	CTR (Rich Media)	CTR (Standard Banner)	Avg. Video Duration	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Impressions with any Panel Expansion Rate	Avg. Expansion Duration (seconds)
Formats	Standard Banner			0.10%							
	Rich Media										
	Expandable Banner	30%	0.42%		97.03	14%	60%	53%	35%	14%	79.07
	Floating Ad	12%	2.32%								
	Floating Ad With Reminder	12%	3.51%		21.63	29%	66%	39%			
	Floating Expandable	8%	1.46%		23.44	8%	63%	49%	36%	5%	64.86
	Polite Banner	3%	0.15%		52.25	48%	59%	44%			
	Push Down Banner	11%	0.45%		21.78	18%	66%	49%	34%	3%	29.30
Video Strip	17%	0.25%		23.54	13%	61%	45%	19%	7%	30.26	
Verticals	Apparel	6%	0.25%	0.17%	37.25	24%	72%	58%	25%	7%	39.57
	Auto	6%	0.21%	0.17%	62.77	30%	66%	53%	25%	13%	73.75
	B2B	3%	0.30%	0.07%	59.00	26%	63%	32%	39%	16%	49.12
	Careers	32%	0.21%	0.07%					65%	25%	36.18
	Consumer Packaged Goods	12%	0.41%	0.12%	87.59	40%	75%	58%	35%	15%	61.92
	Corporate	30%	0.33%		55.36	9%	25%	15%	38%	23%	57.39
	Electronics	20%	0.80%	0.35%	78.66	34%	39%	31%	42%	13%	72.55
	Entertainment	15%	0.47%	0.11%	64.57	18%	66%	47%	34%	13%	99.23
	Financial	12%	0.26%	0.04%	63.55	25%	53%	31%	42%	10%	80.98
	Gaming	7%	0.30%	0.04%	37.72	18%	64%	52%	9%	4%	21.83
	Government/Utilities	20%	0.26%	0.09%	30.39	48%	75%	64%	32%	15%	32.00
	Health/Beauty	14%	0.45%	0.12%	85.53	23%	60%	44%	46%	23%	99.52
	Medical	16%	0.59%	0.22%					39%	15%	65.78
	News/Media	3%	0.10%	0.16%	17.46	3%	70%	49%	21%	13%	57.36
	Restaurant	37%	1.11%	0.27%					59%	26%	99.04
	Retail	42%	0.79%	0.08%	73.37	35%	55%	42%	60%	25%	115.97
	Services	15%	0.33%	0.04%	45.48	11%	55%	39%	31%	14%	36.79
Sports	20%	0.95%		22.32	17%	83%	75%	23%	15%	65.14	
Tech/Internet	8%	0.19%	0.04%	34.79	52%	50%	30%	50%	23%	83.44	
Telecom	19%	0.49%	0.08%	56.89	32%	73%	60%	41%	18%	64.76	
Travel	19%	0.29%	0.20%	40.42	32%	53%	38%	30%	13%	98.50	

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 'Served Impressions'
50% Played Rate	The number of 'Video Asset Name' that played over 50% of their total video length divided by 'Video Started'
Fully Played Rate	The number of 'Video Asset Name' that were fully played divided by 'Video Started'
Total Expansion Rate	Total expansions divided by served impressions
Impressions with any Panel Expansion Rate	The number of impressions with at least one panel expansion divided by 'Served impressions'
Avg. Expansion Duration	The average time a panel was expanded, including user and auto initiated expansions (in seconds)
Rich Media Ads	All Eyeblander formats excluding standard banner, wallpaper and window ads

Australia 2007

Performance Metrics (Format and Verticals)

		Basic Metrics			Video Metrics				Expandable Metrics		
		Interaction Rate	CTR (Rich Media)	CTR (Standard Banners)	Avg. Video Duration	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Impressions with any Panel Expansion Rate	Avg. Expansion Duration (seconds)
Formats	Standard Banner			0.06%							
	Rich Media										
	Expandable Banner	18%	0.21%		90.77	7%	60%	45%	27%	11%	66.37
	Floating Ad	3%	2.37%								
	Floating Ad With Reminder	2%	1.80%		21.63	29%	66%	39%			
	Polite Banner	4%	0.14%		57.23	41%	78%	60%			
	Video Strip	9%	0.23%		20.51	7%	47%	30%			
Verticals	Apparel	6%	0.25%	0.20%	84.11	3%	74%	60%	6%	4%	29.32
	Auto	6%	0.21%	0.07%	28.92	23%	91%	74%	19%	13%	38.48
	B2B	3%	0.30%	0.09%	59.00						
	Careers	32%	0.21%	0.11%	10.94	3%	28%	16%	65%	42%	36.59
	Consumer Packaged Goods	12%	0.41%	0.12%	108.10	73%	80%	61%	22%	14%	38.25
	Electronics	30%	0.33%	0.11%	110.51	66%	83%	73%	21%	13%	41.17
	Entertainment	20%	0.80%	0.11%	28.00	14%	69%	48%	19%	10%	58.64
	Financial	15%	0.47%	0.04%	85.11	31%	55%	28%	47%	5%	83.97
	Gaming	12%	0.26%	0.04%	41.85	19%	67%	55%	17%	10%	30.52
	Government/Utilities	7%	0.30%	0.09%	30.73	48%	76%	65%	30%	15%	33.97
	Health/Beauty	20%	0.26%	0.09%	68.63	13%	67%	46%	25%	14%	39.89
	Medical	14%	0.45%		17.46	3%	70%	49%			
	News/Media	16%	0.59%	0.16%	24.81	37%	56%	43%	19%	12%	47.05
	Restaurant	3%	0.10%	0.48%	22.66	7%	42%	27%	52%	22%	65.41
	Retail	37%	1.11%	0.08%	28.44	67%	87%	78%	14%	8%	54.15
	Services	42%	0.79%	0.04%	118.99	42%	78%	17%	31%	18%	22.68
	Sports	7%	0.51%						10%	8%	14.45
Tech/Internet	2%	0.39%	0.10%	27.60	5%	50%	37%	16%	10%	28.16	
Telecom	9%	0.32%	0.06%	51.04	31%	78%	60%	34%	12%	82.82	
Travel	5%	0.25%	0.20%	27.60	5%	50%	37%	26%	15%	66.80	

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 'Served Impressions'
50% Played Rate	The number of 'Video Asset Name' that played over 50% of their total video length divided by 'Video Started'
Fully Played Rate	The number of 'Video Asset Name' that were fully played divided by 'Video Started'
Total Expansion Rate	Total expansions divided by served impressions
Impressions with any Panel Expansion Rate	The number of impressions with at least one panel expansion divided by 'Served impressions'
Avg. Expansion Duration	The average time a panel was expanded, including user and auto initiated expansions (in seconds)
Rich Media Ads	All Eyebalster formats excluding standard banner, wallpaper and window ads



North America 2007

Performance Metrics of Top Verticals by Format

		Basic Metrics		Video Metrics			Expandable Metrics			
		Interaction Rate	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)
Entertainment	Standard Banner		0.12%							
	Rich Media									
	Expandable Banner	12%	0.21%	16.75	8%	66%	52%	15%	8%	61.64
	Floating Ad	6%	2.29%	11.84	8%	30%	0%			
	Floating Ad With Reminder	8%	7.24%							
	Floating Expandable	17%	1.49%	41.16	4%	24%	0%	72%	8%	56.17
	In Game	15%	7.92%	19.72	92%	79%	60%			
	Polite Banner	4%	0.15%	18.69	27%	48%	35%			
	Push Down Banner	10%	0.24%	16.92	31%	50%	33%			
Video Strip	22%	0.30%	11.72	57%	58%	23%				
Gaming	Standard Banner		0.13%							
	Rich Media									
	Expandable Banner	17%	0.72%	32.63	2%	48%	30%	48%	9%	79.01
	Floating Expandable	2%	2.25%							
	In Game	11%	6.61%	15.02	95%	90%	77%			
	Polite Banner	3%	0.44%	19.73	38%	66%	54%			
	Video Strip	16%	0.30%	42.70	6%	52%	16%			
Auto	Standard Banner		0.11%							
	Rich Media									
	Commercial break	3%	3.33%							
	Expandable Banner	24%	0.17%	26.91	23%	58%	41%	21%	9%	32.76
	Floating Ad	3%	2.88%							
	Floating Expandable	1%	0.45%							
	Polite Banner	4%	0.11%	24.65	52%	68%	41%			
	Push Down Banner	6%	0.35%					59%	5%	10.66
Video Strip	66%	5.90%	17.29	32%	51%	31%				

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 'Served Impressions'
50% Played Rate	The number of 'Video Asset Name' that played over 50% of their total video length divided by 'Video Started'
Fully Played Rate	The number of 'Video Asset Name' that were fully played divided by 'Video Started'
Total Expansion Rate	Total expansions divided by served impressions
Impressions with any Panel Expansion Rate	The number of impressions with at least one panel expansion divided by 'Served impressions'
Avg. Expansion Duration	The average time a panel was expanded, including user and auto initiated expansions (in seconds)
Rich Media Ads	All Eyeblander formats excluding standard banner, wallpaper and window ads

Europe 2007

Performance Metrics of Top Verticals by Format

		Basic Metrics		Video Metrics			Expandable Metrics			
		Interaction Rate	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)
Auto	Standard Banner		0.14%							
	Rich Media									
	Expandable Banner	31%	0.55%	47.85	44%	68%	49%	46%	17%	74.08
	Floating Ad	6%	4.38%	6.27	70%	35%	10%			
	Floating Expandable	1%	1.24%							
	Polite Banner	3%	0.23%	48.12	59%	72%	51%			
	Push Down Banner	20%	0.22%	29.28	23%	86%	81%			
Electronics	Standard Banner		0.12%							
	Rich Media									
	Expandable Banner	33%	0.51%	35.64	46%	81%	69%	39%	17%	46.15
	Floating Ad	3%	2.58%							
	Floating Expandable	2%	1.93%							
	Floating Ad With Reminder	0%	0.40%							
	Polite Banner	22%	0.27%	52.35	97%	79%	64%			
Entertainment	Standard Banner		0.12%							
	Rich Media									
	Expandable Banner	43%	0.55%	50.76	15%	61%	39%	33%	15%	49.91
	Floating Ad	44%	5.34%	10.55	54%	48%	29%			
	Floating Expandable	2%	0.85%							
	In Game	18%	7.32%	19.23	95%	80%	63%			
	Polite Banner	15%	0.30%	32.69	45%	61%	46%			
	Push Down Banner	22%	0.17%	35.53	25%	53%	38%			
Video Strip	18%	0.27%	11.07	54%	63%	23%				

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 'Served Impressions'
50% Played Rate	The number of 'Video Asset Name' that played over 50% of their total video length divided by 'Video Started'
Fully Played Rate	The number of 'Video Asset Name' that were fully played divided by 'Video Started'
Total Expansion Rate	Total expansions divided by served impressions
Impressions with any Panel Expansion Rate	The number of impressions with at least one panel expansion divided by 'Served impressions'
Avg. Expansion Duration	The average time a panel was expanded, including user and auto initiated expansions (in seconds)
Rich Media Ads	All Eyebalster formats excluding standard banner, wallpaper and window ads



APAC 2007

Performance Metrics of Top Verticals by Format

		Basic Metrics		Video Metrics			Expandable Metrics			
		Interaction Rate	CTR	Avg. Video Duration (sec)	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Impressions with any Panel Expansion Rate	Avg. Expansion Duration (seconds)
Auto	Standard Banner		0.17%							
	Rich Media									
	Expandable Banner	22%	0.30%	52.70	16%	63%	50%	25%	13%	73.75
	Floating Ad	4%	1.61%							
	Floating Ad With Reminder	4%	1.42%							
	Polite Banner	1%	0.14%	23.96	44%	68%	54%			
	Push Down Banner	5%	0.71%	24.55	22%	60%	40%			
Financial	Standard Banner		0.04%							
	Rich Media									
	Expandable Banner	18%	0.28%	13.10	8%	25%	16%	42%	11%	80.98
	Floating Ad	1%	0.82%							
	Floating Ad With Reminder	3%	1.24%							
	Floating Expandable	0%	0.27%							
	Polite Banner	0%	0.16%	70.05	40%	58%	34%			
Push Down Banner	17%	0.35%								
Tech/Internet	Standard Banner		0.04%							
	Rich Media									
	Expandable Banner	54%	0.71%	11.34	19%	71%	57%	50%	26%	83.44
	Floating Ad	13%	5.29%							
	Floating Ad With Reminder	2%	1.79%							
	Polite Banner	3%	0.10%	37.24	64%	48%	27%			
Push Down Banner	6%	0.58%								

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 'Served Impressions'
50% Played Rate	The number of 'Video Asset Name' that played over 50% of their total video length divided by 'Video Started'
Fully Played Rate	The number of 'Video Asset Name' that were fully played divided by 'Video Started'
Total Expansion Rate	Total expansions divided by served impressions
Impressions with any Panel Expansion Rate	The number of impressions with at least one panel expansion divided by 'Served impressions'
Avg. Expansion Duration	The average time a panel was expanded, including user and auto initiated expansions (in seconds)
Rich Media Ads	All Eyeblander formats excluding standard banner, wallpaper and window ads