

mediamind[™]
Global Benchmarks Report
H1 2012



MediaMind

how do you
Measure
Up?

4
REGIONS
12 MARKETS
49 Countries

21 Verticals

Hundreds of
Unit Sizes

Thousands
of Ads

BILLIONS
of Impressions



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Regional Benchmarks

Benchmarks for North America — Q2 2011 - Q1 2012 Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.86%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.15%	4.47%	47.30	0.15%	4.70%	44.51	56.45%	70.94%	55.68%	18.21%	71.71%	57.67%	5.36%	14.37%	80.37
Enhanced Std. Banner	0.09%	2.06%	22.73	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	1.86%	23.88	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	2.32%	22.02	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	1.55%	21.38	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.12%	2.76%	33.13	0.11%	3.08%	32.79	58.25%	72.02%	57.54%	30.57%	72.02%	57.54%	--	--	--
728x90	0.09%	2.23%	38.96	0.09%	2.39%	36.20	59.41%	74.58%	61.61%	33.83%	74.58%	61.61%	--	--	--
120x600	0.22%	1.62%	34.29	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	2.64%	32.60	0.10%	2.67%	33.06	57.38%	70.55%	55.67%	28.30%	70.55%	55.67%	--	--	--
160x600	0.12%	1.70%	29.85	0.11%	1.89%	40.29	63.72%	84.43%	61.23%	50.27%	84.43%	61.23%	--	--	--
Floating Ad	1.26%	28.62%	3.11	2.52%	43.52%	4.92	--	--	--	60.54%	68.72%	41.83%	--	--	--
Expandable Formats	0.19%	6.75%	61.42	0.19%	6.64%	55.27	52.26%	72.11%	58.87%	10.83%	72.11%	58.87%	5.53%	13.66%	86.52
234x60	0.37%	12.15%	114.04	0.37%	14.17%	95.42	--	--	--	5.46%	39.38%	25.29%	15.53%	25.95%	27.47
728x90	0.19%	7.15%	50.16	0.21%	7.71%	52.84	54.74%	71.45%	55.92%	8.69%	71.45%	55.92%	7.00%	18.14%	64.83
160x600	0.16%	5.55%	107.51	0.12%	4.37%	60.92	45.43%	70.99%	57.49%	18.24%	70.99%	57.49%	4.04%	4.67%	31.05
300x250	0.16%	5.99%	44.82	0.16%	4.99%	44.91	51.15%	74.36%	62.12%	11.76%	74.36%	62.12%	3.94%	10.56%	69.33
PushDown Banner	0.18%	7.68%	27.91	0.22%	8.55%	28.52	33.31%	65.35%	51.81%	16.59%	65.35%	51.81%	2.23%	24.87%	42.09
728x90	0.12%	4.15%	36.39	0.07%	5.14%	41.60	--	--	--	29.37%	80.91%	69.36%	7.49%	14.21%	50.69
970x66	0.19%	8.92%	25.84	0.25%	9.29%	24.85	32.05%	62.67%	47.89%	17.76%	62.67%	47.89%	1.84%	25.63%	23.89
In-Stream	1.06%	--	--	--	--	--	92.64%	82.46%	74.83%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for APAC — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.42%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.26%	5.85%	66.35	0.35%	6.89%	70.67	59.40%	70.91%	57.19%	17.42%	70.99%	56.85%	9.68%	37.70%	152.91
Enhanced Std. Banner	0.08%	1.22%	30.72	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	1.06%	29.22	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.06%	1.97%	13.01	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	1.57%	33.97	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	1.33%	35.96	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.21%	2.97%	40.05	0.27%	3.89%	56.78	57.51%	74.55%	60.06%	32.13%	74.55%	60.06%	--	--	--
728x90	0.09%	1.70%	34.96	0.08%	2.30%	54.56	70.01%	76.96%	64.40%	54.34%	76.96%	64.40%	--	--	--
120x600	0.08%	2.02%	21.98	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.16%	2.79%	45.45	0.23%	3.69%	58.60	58.87%	74.30%	59.66%	35.48%	74.30%	59.66%	--	--	--
160x600	0.08%	1.61%	39.75	0.10%	3.33%	79.92	68.32%	68.35%	55.33%	69.66%	68.35%	55.33%	--	--	--
Floating Ad	1.22%	18.69%	25.85	1.05%	17.61%	31.83	77.19%	55.63%	36.59%	27.46%	55.63%	36.59%	--	--	--
Expandable Formats	0.35%	9.24%	78.15	0.40%	9.01%	79.57	63.76%	65.89%	53.07%	9.29%	65.89%	53.07%	9.86%	37.52%	156.33
234x60	0.39%	8.03%	80.98	0.46%	8.75%	97.59	80.98%	56.22%	49.24%	9.46%	56.22%	49.24%	10.59%	19.28%	25.93
728x90	0.45%	16.32%	81.47	0.46%	16.37%	81.93	49.93%	50.43%	37.53%	8.56%	50.43%	37.53%	18.09%	29.50%	105.14
160x600	0.25%	9.15%	99.73	0.15%	5.72%	106.59	--	--	--	3.64%	47.50%	31.08%	10.86%	13.02%	99.87
300x250	0.39%	9.70%	75.15	0.39%	8.39%	68.60	58.16%	72.93%	61.64%	9.41%	72.93%	61.64%	8.32%	32.09%	156.12
PushDown Banner	0.35%	9.78%	33.20	0.35%	9.20%	38.63	46.56%	63.37%	43.78%	19.56%	63.37%	43.78%	3.09%	42.95%	81.47
728x90	0.42%	15.82%	84.50	0.38%	18.33%	97.47	--	--	--	22.55%	57.19%	43.54%	13.70%	43.11%	130.47
970x66	0.25%	7.69%	35.92	--	--	--	--	--	--	--	--	--	5.21%	23.07%	88.74
In-Stream	1.77%	--	--	--	--	--	91.25%	88.89%	80.65%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
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Benchmarks for Australia & NZ — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.06%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.06%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.32%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.13%	2.92%	43.96	0.24%	4.22%	50.45	61.12%	70.86%	55.93%	29.14%	75.71%	62.58%	6.33%	43.47%	229.14
Enhanced Std. Banner	0.05%	1.13%	25.06	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.04%	0.86%	27.86	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.05%	1.97%	12.65	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.06%	1.39%	25.37	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.06%	1.34%	29.16	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.14%	2.22%	40.18	0.25%	2.90%	48.83	60.43%	75.24%	61.68%	42.61%	75.24%	61.68%	--	--	--
728x90	0.06%	1.51%	38.11	0.07%	2.27%	54.20	70.40%	77.03%	64.77%	57.23%	77.03%	64.77%	--	--	--
120x600	0.07%	2.13%	18.13	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.19%	2.34%	39.04	0.29%	2.74%	46.27	59.61%	74.70%	60.79%	41.49%	74.70%	60.79%	--	--	--
160x600	0.07%	1.55%	39.97	0.10%	3.33%	79.92	68.32%	68.35%	55.33%	69.66%	68.35%	55.33%	--	--	--
Floating Ad	1.10%	24.14%	13.48	0.97%	22.51%	11.47	74.42%	62.07%	45.47%	70.93%	62.07%	45.47%	--	--	--
Expandable Formats	0.20%	6.08%	56.44	0.20%	5.59%	56.37	64.95%	78.30%	67.19%	12.94%	78.30%	67.19%	6.62%	45.23%	232.10
234x60	0.03%	0.80%	69.25	0.02%	0.61%	67.46	--	--	--	0.26%	34.34%	22.30%	1.19%	1.56%	34.06
728x90	0.11%	5.88%	64.99	0.15%	6.94%	66.74	70.57%	70.38%	55.23%	3.46%	70.38%	55.23%	5.77%	8.43%	74.83
160x600	0.04%	2.04%	28.89	0.03%	1.93%	28.16	--	--	--	1.82%	36.01%	18.88%	1.97%	2.62%	38.67
300x250	0.24%	6.55%	53.11	0.25%	6.43%	55.06	65.59%	78.34%	67.33%	20.91%	78.34%	67.33%	6.41%	34.76%	222.00
PushDown Banner	0.12%	3.95%	37.09	0.16%	4.53%	45.65	48.20%	87.37%	74.95%	9.36%	87.37%	74.95%	1.28%	15.76%	100.67
970x66	0.14%	5.31%	28.81	--	--	--	--	--	--	--	--	--	2.08%	11.05%	79.12
In-Stream	1.32%	--	--	--	--	--	92.75%	89.78%	81.53%	--	--	--	--	--	--

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Benchmarks for Central Asia — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.19%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.21%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.50%	10.81%	88.10	0.77%	10.95%	94.11	41.74%	74.48%	61.59%	9.04%	79.55%	69.13%	8.98%	44.08%	145.20
Enhanced Std. Banner	0.25%	2.56%	24.75	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.20%	2.17%	27.12	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.36%	2.37%	24.65	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.11%	1.76%	32.76	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.29%	4.13%	20.22	0.20%	3.43%	25.19	41.21%	72.80%	59.39%	35.05%	72.80%	59.39%	--	--	--
728x90	0.10%	1.59%	27.57	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.23%	3.19%	25.76	0.19%	3.30%	26.15	40.85%	73.58%	60.47%	35.06%	73.58%	60.47%	--	--	--
Expandable Formats	0.52%	11.32%	91.14	0.81%	11.52%	96.54	42.59%	80.18%	70.16%	7.95%	80.18%	70.16%	9.06%	43.75%	146.09
234x60	0.54%	9.64%	82.25	--	--	--	--	--	--	--	--	--	16.27%	26.58%	26.02
728x90	0.35%	12.33%	62.29	0.35%	12.33%	46.97	--	--	--	2.13%	52.40%	38.06%	13.21%	21.78%	98.42
160x600	0.29%	11.47%	92.40	--	--	--	--	--	--	--	--	--	14.12%	15.90%	84.81
300x250	0.65%	12.26%	100.60	0.85%	11.63%	101.84	42.50%	83.55%	73.65%	8.24%	83.55%	73.65%	7.83%	54.83%	165.28
PushDown Banner	0.37%	10.01%	33.12	--	--	--	--	--	--	--	--	--	5.04%	56.27%	120.54
728x90	0.29%	11.99%	63.75	--	--	--	--	--	--	--	--	--	12.50%	30.20%	126.25

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Benchmarks for East Asia — Q2 2011 - Q1 2012
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	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.04%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.27%	5.49%	56.97	0.42%	9.12%	80.45	61.16%	65.90%	53.48%	17.51%	61.31%	48.35%	5.35%	44.19%	132.73
Enhanced Std. Banner	0.15%	2.19%	25.40	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	1.42%	18.26	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.06%	1.33%	24.83	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.18%	2.59%	25.47	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	2.31%	29.05	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.25%	3.84%	39.92	0.26%	6.42%	73.23	52.29%	66.93%	48.97%	42.17%	66.93%	48.97%	--	--	--
728x90	0.16%	1.51%	24.89	0.07%	3.62%	34.23	--	--	--	58.29%	64.89%	28.55%	--	--	--
300x250	0.12%	2.99%	50.75	0.12%	6.11%	73.59	62.04%	67.12%	50.95%	49.08%	67.12%	50.95%	--	--	--
160x600	0.13%	1.64%	34.64	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	1.07%	16.58%	7.76	1.13%	18.55%	13.81	80.54%	54.08%	30.49%	74.82%	54.08%	30.49%	--	--	--
Expandable Formats	0.26%	5.96%	73.34	0.50%	10.32%	89.87	72.00%	57.74%	49.55%	11.57%	57.74%	49.55%	5.38%	43.83%	135.83
234x60	0.52%	9.65%	73.90	0.60%	10.74%	97.80	81.05%	58.38%	51.78%	13.74%	58.38%	51.78%	10.92%	23.68%	15.39
728x90	0.36%	9.20%	70.84	0.70%	12.36%	48.67	--	--	--	13.50%	45.98%	33.39%	10.05%	38.42%	140.77
160x600	0.21%	5.47%	139.86	0.21%	5.76%	137.90	--	--	--	3.42%	41.45%	31.63%	5.34%	6.14%	162.57
300x250	0.18%	7.26%	60.53	0.19%	8.58%	55.65	54.29%	57.63%	45.83%	4.48%	57.63%	45.83%	5.14%	13.68%	76.55
PushDown Banner	0.32%	13.35%	20.16	0.35%	12.19%	36.17	33.58%	41.77%	27.31%	--	--	--	3.83%	56.75%	66.19
728x90	0.16%	6.30%	50.49	--	--	--	--	--	--	--	--	--	--	--	--
970x66	0.26%	6.89%	49.37	--	--	--	--	--	--	--	--	--	7.32%	21.50%	128.08

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Southeast Asia — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.45%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.34%	8.12%	72.36	0.38%	8.25%	71.85	56.94%	76.80%	64.38%	8.07%	64.01%	44.30%	14.38%	27.81%	107.93
Enhanced Std. Banner	0.14%	1.38%	40.71	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.19%	1.77%	31.77	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.20%	1.98%	49.14	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.11%	1.32%	45.12	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.26%	3.32%	41.33	0.35%	4.22%	52.02	56.08%	78.74%	62.06%	11.34%	78.74%	62.06%	--	--	--
728x90	0.20%	2.66%	30.71	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.11%	1.63%	42.36	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.14%	3.53%	49.38	0.17%	3.88%	60.37	56.23%	80.43%	63.00%	16.04%	80.43%	63.00%	--	--	--
160x600	0.09%	1.71%	40.09	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	1.39%	17.78%	46.56	1.05%	13.01%	84.20	63.24%	26.10%	19.08%	3.28%	26.10%	19.08%	--	--	--
Expandable Formats	0.41%	12.10%	79.89	0.38%	10.58%	78.74	59.78%	53.80%	31.82%	5.97%	53.80%	31.82%	14.63%	27.02%	111.14
234x60	0.30%	7.73%	91.86	0.31%	7.99%	98.98	--	--	--	3.57%	31.69%	20.29%	11.81%	17.54%	37.80
728x90	0.55%	20.66%	86.57	0.56%	20.98%	88.43	--	--	--	10.05%	49.21%	36.50%	23.39%	32.51%	89.62
160x600	0.27%	9.76%	104.08	0.19%	8.85%	111.20	--	--	--	3.61%	50.24%	30.69%	10.94%	13.66%	107.73
300x250	0.39%	10.68%	68.55	0.39%	9.17%	62.86	58.09%	46.79%	33.13%	3.75%	46.79%	33.13%	10.79%	23.01%	77.67
PushDown Banner	0.58%	12.92%	41.20	0.57%	14.29%	36.60	55.94%	54.96%	32.23%	25.97%	54.96%	32.23%	3.80%	54.63%	71.64
728x90	0.51%	18.81%	92.87	0.37%	21.49%	104.07	--	--	--	12.66%	62.90%	51.70%	15.10%	49.16%	138.43
970x66	0.23%	6.62%	23.53	--	--	--	--	--	--	--	--	--	2.07%	17.06%	18.91
In-Stream	4.03%	--	--	--	--	--	77.99%	79.50%	71.36%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for EMEA — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	1.41%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.28%	7.05%	49.26	0.30%	8.10%	51.46	57.28%	68.07%	54.56%	19.70%	70.56%	55.87%	11.18%	46.19%	136.48
Enhanced Std. Banner	0.10%	2.76%	23.27	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	1.91%	24.08	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.04%	0.87%	24.12	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.08%	2.28%	24.91	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	1.29%	24.84	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.12%	3.66%	40.99	0.13%	4.28%	47.80	57.89%	73.71%	58.39%	32.24%	73.71%	58.39%	--	--	--
728x90	0.08%	2.00%	42.41	0.09%	2.66%	51.63	60.32%	77.52%	61.64%	32.03%	77.52%	61.64%	--	--	--
120x600	0.08%	1.63%	60.65	0.10%	1.89%	36.29	59.98%	75.04%	60.67%	32.61%	75.04%	60.67%	--	--	--
300x250	0.11%	3.17%	45.49	0.11%	3.42%	51.55	58.18%	73.71%	59.17%	33.05%	73.71%	59.17%	--	--	--
160x600	0.08%	1.62%	31.91	0.10%	2.23%	47.82	65.37%	74.10%	54.58%	54.65%	74.10%	54.58%	--	--	--
Floating Ad	1.69%	29.70%	4.89	2.24%	51.43%	5.41	81.50%	44.32%	30.47%	44.67%	44.32%	30.47%	--	--	--
Expandable Formats	0.47%	11.40%	58.29	0.50%	12.23%	57.77	55.43%	61.13%	48.13%	8.60%	61.13%	48.13%	11.36%	46.66%	136.56
234x60	0.36%	8.25%	92.94	0.34%	8.14%	94.63	70.68%	48.69%	38.06%	5.25%	48.69%	38.06%	11.79%	19.37%	24.18
728x90	0.32%	10.60%	57.91	0.32%	12.46%	58.07	63.15%	57.57%	43.94%	8.52%	57.57%	43.94%	11.28%	38.10%	124.67
160x600	0.44%	9.76%	79.33	0.27%	8.52%	66.57	67.14%	62.22%	45.46%	5.79%	62.22%	45.46%	11.95%	27.93%	46.42
300x250	0.49%	11.57%	53.11	0.52%	11.94%	56.87	58.76%	66.81%	53.32%	8.79%	66.81%	53.32%	10.16%	48.51%	163.50
PushDown Banner	0.35%	11.35%	49.44	0.42%	11.68%	45.67	47.81%	74.44%	63.88%	21.86%	74.44%	63.88%	5.98%	33.92%	133.82
728x90	0.25%	8.61%	46.21	0.27%	7.80%	49.60	--	--	--	4.09%	46.96%	29.25%	6.29%	36.43%	38.78
970x66	0.17%	6.38%	26.04	0.17%	8.71%	20.24	31.48%	34.04%	22.34%	4.63%	34.04%	22.34%	1.19%	16.16%	24.19
In-Stream	4.52%	--	--	--	--	--	92.76%	72.23%	56.94%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Africa — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.22%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.21%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.19%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.19%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.31%	7.50%	61.92	0.29%	7.52%	52.76	49.49%	80.25%	64.47%	9.12%	79.43%	67.10%	11.57%	24.09%	124.15
Polite Banner	0.18%	2.85%	28.72	0.27%	3.94%	45.62	48.05%	88.50%	80.09%	48.83%	88.50%	80.09%	--	--	--
728x90	0.13%	2.52%	26.51	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.15%	1.96%	25.88	0.22%	2.72%	37.08	48.07%	88.17%	80.38%	44.65%	88.17%	80.38%	--	--	--
160x600	0.25%	5.13%	47.79	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	1.44%	27.04%	5.05	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.36%	9.52%	70.83	0.29%	8.27%	60.87	59.86%	62.44%	48.80%	2.76%	62.44%	48.80%	11.50%	24.08%	122.23
728x90	0.26%	10.92%	69.97	0.13%	8.99%	60.73	--	--	--	1.10%	49.74%	32.64%	15.45%	30.28%	114.35
160x600	0.27%	9.00%	103.02	--	--	--	--	--	--	--	--	--	8.71%	10.64%	118.59
300x250	0.35%	7.59%	68.64	0.34%	7.97%	64.16	65.25%	60.37%	48.98%	4.06%	60.37%	48.98%	9.96%	23.99%	135.84
PushDown Banner	0.24%	8.81%	41.39	--	--	--	--	--	--	--	--	--	13.85%	24.26%	157.17
728x90	0.17%	7.75%	46.77	--	--	--	--	--	--	--	--	--	10.16%	9.21%	25.42

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Eastern Europe — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.06%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.21%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.24%	12.09%	38.81	0.26%	11.88%	43.34	60.25%	64.30%	38.24%	13.04%	73.90%	36.49%	14.20%	27.74%	61.28
Enhanced Std. Banner	0.13%	6.87%	20.89	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.07%	3.19%	18.68	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.15%	9.87%	32.64	0.13%	9.51%	34.95	59.63%	77.70%	31.47%	13.28%	77.70%	31.47%	--	--	--
728x90	0.08%	2.62%	31.78	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.08%	6.34%	46.15	0.08%	5.92%	64.95	--	--	--	6.26%	76.80%	64.38%	--	--	--
160x600	0.08%	2.61%	15.55	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	2.73%	57.18%	7.79	2.96%	61.25%	8.46	--	--	--	--	--	--	--	--	--
Expandable Formats	0.40%	17.26%	57.08	0.52%	14.24%	69.63	--	--	--	11.52%	62.90%	50.69%	13.95%	27.17%	60.58
234x60	0.54%	9.89%	81.85	0.41%	9.48%	94.46	--	--	--	--	--	--	15.17%	28.62%	41.96
728x90	0.46%	18.40%	96.89	0.46%	18.33%	98.02	--	--	--	16.15%	47.05%	23.55%	15.57%	28.19%	73.34
160x600	0.10%	6.40%	65.11	--	--	--	--	--	--	--	--	--	6.34%	8.23%	66.44
300x250	0.93%	8.97%	82.69	1.58%	11.58%	96.12	--	--	--	26.61%	82.68%	75.01%	10.45%	23.47%	103.08
PushDown Banner	0.38%	23.72%	67.69	0.27%	28.56%	68.57	--	--	--	25.41%	73.97%	59.89%	21.20%	44.24%	72.17

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Benchmarks for Middle East — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.39%	6.93%	68.54	0.47%	6.57%	63.62	58.47%	64.89%	52.20%	16.69%	80.62%	68.95%	10.91%	26.03%	84.32
Enhanced Std. Banner	0.35%	3.84%	22.73	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.24%	2.99%	18.42	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.26%	3.49%	18.12	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.09%	2.84%	50.21	0.14%	3.28%	39.84	63.79%	84.50%	72.60%	43.60%	84.50%	72.60%	--	--	--
728x90	0.06%	1.87%	38.59	0.10%	4.58%	34.44	--	--	--	46.24%	83.99%	54.11%	--	--	--
120x600	0.09%	2.88%	302.61	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	3.11%	32.75	0.16%	3.45%	39.95	63.76%	83.82%	73.07%	48.73%	83.82%	73.07%	--	--	--
160x600	0.08%	2.07%	102.58	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	1.22%	15.47%	5.82	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.57%	9.66%	75.10	0.68%	9.14%	70.86	37.97%	64.51%	54.09%	4.67%	64.51%	54.09%	11.12%	26.13%	85.83
234x60	0.44%	9.57%	95.55	0.64%	11.33%	108.59	--	--	--	5.15%	35.00%	22.89%	11.86%	20.86%	21.73
728x90	0.44%	11.82%	62.44	0.48%	10.50%	55.16	--	--	--	7.61%	46.84%	35.29%	14.56%	26.60%	112.82
160x600	0.24%	6.76%	94.63	0.16%	4.99%	102.53	--	--	--	1.54%	42.72%	25.37%	8.49%	13.03%	174.85
300x250	0.60%	7.68%	51.74	0.68%	8.28%	55.31	34.75%	83.12%	76.93%	3.97%	83.12%	76.93%	7.88%	26.68%	82.05
PushDown Banner	0.39%	10.46%	22.64	0.37%	12.68%	33.82	--	--	--	--	--	--	3.00%	22.69%	43.53
In-Stream	7.73%	--	--	--	--	--	91.31%	65.51%	42.50%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Northern Europe — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	1.18%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.15%	4.24%	52.10	0.18%	4.99%	55.32	57.47%	74.73%	60.84%	16.44%	74.36%	60.43%	6.85%	25.42%	199.63
Enhanced Std. Banner	0.07%	2.20%	25.68	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.06%	1.96%	24.79	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.06%	1.40%	24.81	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	2.51%	27.05	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.06%	1.10%	29.32	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.10%	2.82%	37.61	0.12%	3.20%	39.10	54.67%	77.36%	62.63%	26.89%	77.36%	62.63%	--	--	--
728x90	0.08%	2.06%	42.50	0.09%	2.43%	41.56	59.96%	80.26%	64.50%	32.28%	80.26%	64.50%	--	--	--
120x600	0.06%	1.37%	28.68	0.11%	1.88%	34.36	59.53%	76.13%	61.61%	32.45%	76.13%	61.61%	--	--	--
300x250	0.11%	2.98%	37.41	0.12%	3.04%	39.43	54.58%	77.24%	62.54%	25.52%	77.24%	62.54%	--	--	--
160x600	0.07%	1.41%	28.84	0.10%	1.65%	33.01	66.33%	83.89%	65.66%	61.94%	83.89%	65.66%	--	--	--
Floating Ad	2.11%	30.45%	4.55	2.25%	34.91%	5.10	71.32%	55.67%	44.92%	39.12%	55.67%	44.92%	--	--	--
Expandable Formats	0.24%	7.09%	68.23	0.24%	7.28%	68.90	64.37%	64.06%	52.28%	6.48%	64.06%	52.28%	6.96%	25.10%	198.83
234x60	0.25%	5.65%	89.08	0.19%	5.40%	92.10	53.74%	45.67%	36.89%	2.26%	45.67%	36.89%	8.32%	13.24%	19.83
728x90	0.24%	8.95%	66.67	0.26%	9.76%	68.10	72.23%	56.75%	44.76%	7.16%	56.75%	44.76%	9.73%	22.33%	147.52
160x600	0.17%	4.89%	63.54	0.16%	3.98%	63.50	--	--	--	1.11%	38.89%	24.26%	5.15%	6.76%	72.58
300x250	0.23%	6.58%	65.60	0.23%	6.67%	67.27	64.15%	67.03%	55.07%	7.21%	67.03%	55.07%	5.25%	28.91%	214.19
PushDown Banner	0.24%	9.62%	65.92	0.25%	9.52%	51.52	46.85%	69.69%	61.38%	21.98%	69.69%	61.38%	5.23%	29.87%	208.06
728x90	0.26%	7.19%	46.27	0.47%	8.12%	49.33	--	--	--	7.09%	38.56%	21.91%	6.95%	14.99%	113.93
970x66	0.11%	4.35%	24.57	0.14%	6.91%	22.47	15.41%	53.86%	42.56%	2.93%	53.86%	42.56%	0.32%	9.90%	27.16
In-Stream	1.73%	--	--	--	--	--	99.73%	83.99%	75.02%	--	--	--	--	--	--

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	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	4.29%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.42%	10.70%	45.45	0.45%	11.64%	48.00	54.94%	59.23%	47.42%	17.15%	68.87%	55.67%	10.77%	50.55%	125.63
Enhanced Std. Banner	0.05%	1.65%	23.25	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.04%	1.45%	26.87	--	--	--	--	--	--	--	--	--	--	--	--
120x600	--	0.39%	22.74	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.06%	1.86%	21.69	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.12%	1.41%	25.05	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.12%	3.20%	49.54	0.12%	3.38%	55.00	62.29%	74.48%	61.00%	30.54%	74.48%	61.00%	--	--	--
728x90	0.08%	2.65%	53.06	0.09%	3.98%	75.95	76.32%	74.38%	62.39%	6.87%	74.38%	62.39%	--	--	--
120x600	0.05%	1.24%	35.42	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	2.76%	48.61	0.10%	2.84%	53.08	61.49%	73.92%	59.95%	30.62%	73.92%	59.95%	--	--	--
160x600	0.12%	2.00%	34.54	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	2.21%	47.04%	4.21	2.09%	59.69%	4.88	85.17%	45.08%	30.37%	56.66%	45.08%	30.37%	--	--	--
Expandable Formats	0.60%	15.57%	50.65	0.68%	17.56%	51.84	44.51%	57.32%	44.81%	8.55%	57.32%	44.81%	10.86%	50.83%	126.43
234x60	0.35%	11.56%	102.44	0.39%	12.51%	98.08	77.35%	44.28%	34.38%	7.95%	44.28%	34.38%	16.04%	25.99%	25.03
728x90	0.41%	15.86%	54.73	0.44%	19.00%	51.83	54.65%	54.62%	42.38%	6.88%	54.62%	42.38%	8.89%	32.79%	66.61
160x600	0.33%	10.36%	99.13	0.49%	12.55%	91.33	--	--	--	4.89%	43.00%	23.87%	10.52%	13.80%	77.52
300x250	0.68%	16.82%	48.29	0.78%	18.72%	52.31	50.63%	63.98%	50.93%	8.29%	63.98%	50.93%	13.11%	58.89%	137.41
PushDown Banner	0.63%	13.16%	36.48	0.97%	14.48%	35.92	39.77%	68.20%	54.34%	14.82%	68.20%	54.34%	6.04%	38.84%	87.22
728x90	0.27%	7.94%	45.69	--	--	--	--	--	--	--	--	--	1.72%	40.67%	33.66
In-Stream	1.87%	--	--	--	--	--	95.10%	83.08%	77.57%	--	--	--	--	--	--

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	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	2.38%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.28%	6.22%	51.88	0.28%	7.71%	54.27	58.91%	69.00%	54.67%	28.72%	68.08%	53.16%	14.82%	63.98%	134.40
Enhanced Std. Banner	0.20%	2.28%	23.79	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.10%	2.17%	21.46	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.08%	2.09%	24.00	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.10%	1.53%	19.67	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.14%	3.97%	41.86	0.15%	5.61%	52.38	57.76%	69.34%	54.24%	43.04%	69.34%	54.24%	--	--	--
728x90	0.08%	1.84%	40.48	0.10%	3.36%	79.44	58.08%	67.79%	54.38%	41.04%	67.79%	54.38%	--	--	--
120x600	0.11%	1.88%	23.43	0.05%	1.91%	49.87	61.50%	50.15%	39.20%	--	--	--	--	--	--
300x250	0.12%	3.65%	50.64	0.11%	4.31%	58.75	58.03%	69.97%	54.56%	43.75%	69.97%	54.56%	--	--	--
160x600	0.08%	1.79%	31.47	0.09%	2.92%	56.57	63.10%	65.99%	45.04%	49.22%	65.99%	45.04%	--	--	--
Floating Ad	1.14%	12.47%	5.79	2.37%	39.00%	6.24	74.53%	40.52%	27.91%	47.33%	40.52%	27.91%	--	--	--
Expandable Formats	0.48%	9.80%	62.79	0.48%	10.59%	60.60	62.90%	63.36%	48.57%	12.28%	63.36%	48.57%	15.05%	64.79%	135.08
234x60	0.41%	7.44%	83.19	0.44%	8.02%	89.27	72.72%	56.12%	44.41%	6.95%	56.12%	44.41%	11.69%	18.38%	26.91
728x90	0.29%	8.14%	51.86	0.26%	9.56%	48.46	66.54%	63.71%	48.08%	14.69%	63.71%	48.08%	13.58%	55.01%	140.30
160x600	0.54%	11.01%	77.55	0.33%	10.95%	57.06	67.12%	67.71%	51.11%	11.51%	67.71%	51.11%	14.13%	36.45%	37.09
300x250	0.46%	9.10%	57.18	0.44%	9.30%	59.69	63.15%	67.73%	50.79%	13.50%	67.73%	50.79%	11.60%	60.75%	185.69
PushDown Banner	0.28%	11.78%	41.64	0.29%	11.35%	43.58	54.49%	81.99%	71.29%	26.46%	81.99%	71.29%	6.23%	38.60%	100.65
728x90	0.20%	9.39%	37.57	0.17%	9.58%	56.19	--	--	--	8.80%	50.09%	31.88%	10.53%	53.89%	21.47
970x66	0.29%	9.90%	26.62	0.20%	10.46%	18.57	54.14%	14.28%	2.19%	--	--	--	2.94%	29.60%	21.06
In-Stream	2.35%	--	--	--	--	--	93.67%	78.72%	74.23%	--	--	--	--	--	--

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	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.16%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.15%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.48%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.34%	7.91%	62.63	0.47%	9.50%	60.19	48.85%	75.77%	62.90%	7.57%	71.57%	60.78%	11.79%	31.69%	131.56
Enhanced Std. Banner	0.10%	2.36%	34.18	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	2.00%	37.33	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	1.40%	28.34	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.14%	3.03%	37.45	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.12%	2.44%	39.81	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.13%	3.85%	36.59	0.14%	3.03%	36.47	51.48%	88.78%	78.58%	11.50%	88.78%	78.58%	--	--	--
728x90	0.15%	6.85%	38.45	0.36%	3.41%	31.13	73.13%	91.20%	85.59%	--	--	--	--	--	--
300x250	0.12%	3.16%	36.69	0.12%	2.97%	36.63	54.69%	89.32%	80.24%	12.50%	89.32%	80.24%	--	--	--
160x600	0.16%	1.93%	38.31	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	1.46%	20.02%	7.07	2.20%	22.16%	10.91	49.97%	71.79%	63.61%	38.44%	71.79%	63.61%	--	--	--
Expandable Formats	0.43%	10.75%	82.19	0.44%	10.38%	74.66	44.78%	59.40%	48.15%	4.39%	59.40%	48.15%	12.25%	30.52%	142.30
234x60	0.65%	14.83%	120.38	0.68%	15.02%	116.97	80.97%	64.17%	54.80%	10.80%	64.17%	54.80%	18.62%	31.32%	31.76
728x90	0.45%	12.21%	56.55	0.44%	11.70%	56.13	51.18%	63.63%	50.79%	4.94%	63.63%	50.79%	13.39%	35.37%	86.42
160x600	0.28%	9.72%	87.03	0.30%	10.75%	97.57	--	--	--	3.62%	50.15%	31.78%	9.77%	12.30%	96.48
300x250	0.38%	8.53%	52.72	0.44%	7.99%	54.22	49.88%	51.41%	40.58%	2.97%	51.41%	40.58%	8.21%	20.54%	101.82
PushDown Banner	0.31%	9.54%	38.43	0.30%	11.74%	37.76	55.92%	49.17%	28.25%	25.91%	49.17%	28.25%	3.28%	50.55%	59.18
728x90	0.25%	10.56%	69.96	0.25%	10.34%	58.24	52.05%	35.83%	27.21%	6.91%	35.83%	27.21%	8.03%	39.80%	97.45
970x66	0.34%	15.79%	62.28	--	--	--	--	--	--	--	--	--	14.76%	34.12%	79.21

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Standard Banner	0.15%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.17%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.17%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.44%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.45%	9.29%	64.27	0.79%	12.26%	58.61	55.33%	78.54%	67.38%	9.07%	65.01%	53.84%	13.80%	26.14%	72.50
Enhanced Std. Banner	0.09%	2.18%	42.95	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	2.20%	41.43	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.06%	1.29%	34.51	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.17%	3.59%	50.12	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.11%	2.47%	39.23	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.15%	5.00%	39.09	0.23%	3.08%	42.41	47.71%	78.77%	65.33%	11.63%	78.77%	65.33%	--	--	--
728x90	0.15%	8.77%	38.55	0.36%	3.41%	31.13	73.13%	91.20%	85.59%	--	--	--	--	--	--
300x250	0.14%	3.76%	39.13	0.22%	3.58%	38.17	54.27%	78.72%	67.25%	13.07%	78.72%	67.25%	--	--	--
160x600	0.17%	2.01%	37.34	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	2.59%	28.87%	8.17	4.62%	34.28%	12.73	56.15%	56.12%	42.71%	23.66%	56.12%	42.71%	--	--	--
Expandable Formats	0.54%	11.98%	81.55	0.64%	12.21%	69.92	60.78%	62.59%	52.23%	8.13%	62.59%	52.23%	14.00%	25.82%	68.82
234x60	0.69%	14.02%	117.75	0.77%	14.33%	109.62	80.97%	67.15%	58.22%	15.20%	67.15%	58.22%	17.81%	27.88%	29.89
728x90	0.48%	12.71%	55.28	0.45%	12.16%	56.42	51.51%	65.45%	52.62%	5.16%	65.45%	52.62%	14.33%	38.58%	82.69
160x600	0.32%	10.08%	84.71	0.44%	12.84%	81.15	--	--	--	7.20%	47.01%	30.41%	10.95%	12.64%	84.51
300x250	0.55%	10.04%	47.78	0.98%	10.43%	47.54	61.72%	52.66%	43.14%	5.63%	52.66%	43.14%	11.07%	18.89%	68.80
PushDown Banner	0.27%	9.59%	47.80	0.42%	11.81%	31.78	55.86%	65.41%	50.68%	15.15%	65.41%	50.68%	5.83%	36.09%	123.02
728x90	0.30%	10.60%	62.65	0.34%	9.69%	35.02	--	--	--	--	--	--	6.29%	46.34%	130.86
970x66	0.34%	15.79%	62.28	--	--	--	--	--	--	--	--	--	14.76%	34.12%	79.21

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Benchmarks for South America — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.16%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.25%	6.58%	60.42	0.22%	7.19%	62.46	40.84%	71.14%	55.39%	6.77%	76.29%	65.77%	9.87%	36.72%	159.76
Enhanced Std. Banner	0.11%	2.50%	28.41	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	1.79%	31.86	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.11%	1.74%	13.55	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	2.82%	31.37	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.19%	2.12%	50.10	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.12%	2.70%	31.95	0.10%	3.01%	34.15	57.69%	91.39%	82.03%	11.46%	91.39%	82.03%	--	--	--
728x90	0.15%	1.81%	37.15	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	2.67%	33.89	0.09%	2.80%	36.08	55.21%	91.50%	82.91%	12.39%	91.50%	82.91%	--	--	--
160x600	0.10%	1.57%	43.67	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	0.62%	13.79%	5.44	0.47%	14.09%	7.96	46.91%	74.82%	67.65%	43.72%	74.82%	67.65%	--	--	--
Expandable Formats	0.33%	9.33%	83.15	0.25%	8.28%	82.70	17.70%	49.86%	36.02%	1.85%	49.86%	36.02%	10.49%	35.01%	181.16
234x60	0.56%	17.27%	126.84	0.50%	16.66%	131.85	--	--	--	3.70%	44.44%	32.17%	20.62%	39.79%	36.08
728x90	0.39%	10.87%	60.58	0.43%	8.40%	53.11	--	--	--	4.14%	55.12%	42.20%	11.47%	28.90%	97.94
160x600	0.23%	8.90%	92.86	0.24%	9.45%	111.46	--	--	--	2.11%	54.64%	33.74%	7.92%	11.77%	116.85
300x250	0.26%	7.46%	57.43	0.18%	6.78%	59.33	21.16%	49.64%	36.95%	1.78%	49.64%	36.95%	6.20%	21.69%	118.82
PushDown Banner	0.33%	9.53%	35.09	0.26%	11.72%	39.78	55.94%	47.53%	25.98%	27.92%	47.53%	25.98%	2.50%	55.47%	46.12
728x90	0.20%	10.52%	78.68	0.17%	11.10%	81.71	--	--	--	7.00%	29.41%	21.45%	10.02%	32.37%	39.13

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Country Benchmarks

Benchmarks for Argentina — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.42%	9.21%	53.97	0.28%	7.61%	66.68	59.98%	70.35%	49.86%	9.39%	64.17%	47.01%	6.47%	38.26%	70.01
Enhanced Std. Banner	0.07%	2.67%	18.18	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.07%	2.51%	17.44	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.18%	2.83%	37.27	0.19%	3.46%	36.48	65.22%	77.15%	63.88%	20.32%	77.15%	63.88%	--	--	--
300x250	0.16%	3.05%	30.25	0.18%	3.36%	29.95	62.00%	75.74%	61.84%	18.28%	75.74%	61.84%	--	--	--
Floating Ad	1.93%	24.76%	7.35	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.43%	9.87%	76.07	0.29%	7.92%	91.67	46.11%	55.34%	38.69%	1.74%	55.34%	38.69%	9.13%	26.49%	105.58
234x60	0.54%	14.17%	140.91	0.43%	15.64%	146.03	--	--	--	0.30%	48.90%	27.77%	17.90%	26.89%	45.69
728x90	0.27%	9.42%	72.28	--	--	--	--	--	--	--	--	--	10.62%	30.86%	66.40
300x250	0.42%	8.58%	55.57	0.25%	5.95%	63.38	--	--	--	2.23%	54.57%	38.03%	4.36%	20.39%	58.16
PushDown Banner	0.36%	9.25%	27.77	0.30%	11.94%	29.10	59.11%	49.67%	26.49%	44.94%	49.67%	26.49%	0.54%	61.22%	46.07

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Australia — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.06%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.06%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.32%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.13%	2.89%	44.47	0.24%	4.18%	51.32	61.19%	71.15%	56.38%	29.33%	76.06%	63.03%	6.32%	44.19%	232.69
Enhanced Std. Banner	0.05%	1.13%	25.04	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.04%	0.86%	27.80	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.05%	1.97%	12.65	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.06%	1.38%	25.38	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.06%	1.37%	29.33	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.15%	2.16%	41.13	0.25%	2.82%	50.37	60.19%	75.65%	62.20%	42.62%	75.65%	62.20%	--	--	--
728x90	0.06%	1.50%	38.20	0.07%	2.27%	54.71	71.33%	77.61%	65.47%	57.74%	77.61%	65.47%	--	--	--
120x600	0.07%	2.13%	18.13	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.20%	2.27%	39.84	0.30%	2.67%	47.48	59.31%	75.14%	61.34%	41.48%	75.14%	61.34%	--	--	--
160x600	0.07%	1.55%	39.99	0.10%	3.33%	79.92	68.32%	68.35%	55.33%	69.66%	68.35%	55.33%	--	--	--
Floating Ad	1.09%	24.11%	13.55	0.96%	22.39%	11.54	74.38%	62.07%	45.47%	70.93%	62.07%	45.47%	--	--	--
Expandable Formats	0.20%	6.00%	57.18	0.21%	5.56%	56.99	66.50%	78.40%	67.30%	13.37%	78.40%	67.30%	6.61%	46.05%	235.69
234x60	0.02%	0.63%	63.82	0.01%	0.52%	62.39	--	--	--	0.21%	33.08%	23.03%	0.80%	1.00%	25.93
728x90	0.11%	5.88%	65.37	0.15%	6.94%	66.92	70.57%	70.38%	55.23%	3.46%	70.38%	55.23%	5.77%	8.36%	75.97
160x600	0.04%	2.04%	28.96	0.03%	1.93%	28.16	--	--	--	1.82%	36.01%	18.88%	1.97%	2.62%	38.67
300x250	0.24%	6.52%	54.24	0.26%	6.45%	55.82	66.62%	78.39%	67.39%	22.14%	78.39%	67.39%	6.48%	35.87%	226.43
PushDown Banner	0.12%	3.88%	37.80	0.16%	4.53%	45.65	48.20%	87.37%	74.95%	9.36%	87.37%	74.95%	1.30%	15.70%	102.43
970x66	0.13%	5.23%	29.31	--	--	--	--	--	--	--	--	--	2.08%	10.77%	82.24
In-Stream	1.32%	--	--	--	--	--	92.75%	89.78%	81.53%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Benchmarks for Austria — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.17%	4.21%	43.61	0.25%	5.47%	61.78	52.17%	60.40%	45.72%	35.29%	64.92%	49.68%	12.47%	65.23%	106.64
Polite Banner	0.10%	3.08%	26.59	0.13%	3.70%	44.22	51.16%	63.27%	48.38%	50.12%	63.27%	48.38%	--	--	--
728x90	0.05%	2.72%	61.30	0.05%	4.88%	113.29	--	--	--	--	--	--	--	--	--
300x250	0.10%	3.34%	23.39	0.13%	3.52%	36.26	51.57%	61.28%	46.11%	49.20%	61.28%	46.11%	--	--	--
160x600	0.06%	2.08%	26.09	0.09%	2.69%	79.60	--	--	--	--	--	--	--	--	--
Expandable Formats	0.34%	6.48%	65.82	0.41%	8.08%	73.93	56.03%	68.75%	52.68%	20.96%	68.75%	52.68%	11.93%	65.14%	110.68
234x60	0.27%	5.70%	76.94	0.27%	5.48%	74.25	--	--	--	1.66%	34.26%	21.42%	8.41%	12.21%	19.84
728x90	0.18%	3.61%	47.11	--	--	--	--	--	--	--	--	--	11.11%	53.36%	89.17
160x600	0.27%	8.83%	64.37	--	--	--	--	--	--	--	--	--	2.68%	36.45%	67.38
300x250	0.45%	8.45%	72.09	0.51%	8.70%	80.49	56.96%	72.54%	52.70%	26.11%	72.54%	52.70%	11.90%	80.15%	115.24
PushDown Banner	0.49%	16.26%	24.04	--	--	--	--	--	--	--	--	--	19.93%	67.06%	9.68

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Belgium — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.22%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.32%	8.88%	39.81	0.32%	11.89%	41.15	61.16%	66.81%	51.99%	24.12%	67.41%	52.87%	14.64%	29.51%	69.95
Enhanced Std. Banner	0.11%	7.48%	9.93	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.24%	6.73%	28.82	0.24%	11.35%	31.53	61.20%	72.10%	56.69%	44.65%	72.10%	56.69%	--	--	--
728x90	0.07%	1.59%	25.98	0.08%	2.05%	18.43	--	--	--	--	--	--	--	--	--
120x600	0.09%	0.82%	24.51	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.34%	3.27%	27.80	0.13%	4.53%	29.75	58.95%	68.42%	52.93%	24.99%	68.42%	52.93%	--	--	--
160x600	0.07%	1.24%	28.70	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	1.16%	12.89%	5.97	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.44%	12.20%	49.66	0.41%	12.50%	52.03	61.05%	54.81%	42.58%	10.78%	54.81%	42.58%	14.58%	29.57%	70.11
234x60	0.37%	7.71%	64.38	0.39%	7.88%	65.13	95.60%	60.46%	51.41%	10.10%	60.46%	51.41%	12.95%	22.93%	14.24
728x90	0.42%	12.69%	39.96	0.32%	12.28%	39.45	68.54%	56.65%	44.01%	11.70%	56.65%	44.01%	13.42%	21.26%	32.57
160x600	0.51%	10.16%	53.99	--	--	--	--	--	--	--	--	--	10.17%	23.49%	25.33
300x250	0.37%	9.40%	48.50	0.35%	10.10%	48.17	50.15%	49.83%	36.32%	8.51%	49.83%	36.32%	11.05%	28.44%	83.26
PushDown Banner	0.14%	15.99%	51.79	--	--	--	--	--	--	--	--	--	19.88%	23.39%	45.78
728x90	0.12%	15.08%	51.91	--	--	--	--	--	--	--	--	--	19.46%	22.03%	45.50

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Benchmarks for Brazil — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.15%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.15%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.22%	5.95%	60.51	0.21%	7.12%	61.51	28.42%	71.76%	61.11%	6.37%	79.54%	70.63%	10.48%	36.77%	190.71
Enhanced Std. Banner	0.11%	2.50%	28.48	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	1.78%	31.89	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.11%	1.74%	13.55	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	2.82%	31.51	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.19%	2.11%	50.23	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.11%	2.68%	31.50	0.08%	2.90%	34.25	50.26%	94.72%	86.27%	10.73%	94.72%	86.27%	--	--	--
728x90	0.16%	1.92%	35.44	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	2.62%	34.62	0.07%	2.68%	38.14	50.26%	94.75%	87.23%	11.99%	94.75%	87.23%	--	--	--
160x600	0.09%	1.46%	40.29	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	0.44%	12.55%	5.17	0.40%	13.65%	8.12	45.60%	75.37%	68.47%	43.33%	75.37%	68.47%	--	--	--
Expandable Formats	0.31%	8.95%	83.13	0.25%	8.30%	80.53	12.02%	49.63%	36.07%	1.82%	49.63%	36.07%	10.49%	36.93%	192.87
234x60	0.55%	18.23%	124.04	0.51%	17.20%	126.27	--	--	--	4.88%	44.47%	32.49%	21.27%	42.94%	33.36
728x90	0.40%	10.52%	52.73	0.48%	9.42%	52.73	--	--	--	5.10%	55.08%	42.15%	11.19%	28.54%	101.23
160x600	0.23%	8.97%	94.45	0.24%	9.45%	111.46	--	--	--	2.11%	54.64%	33.74%	7.56%	11.41%	122.35
300x250	0.20%	7.05%	57.47	0.17%	7.01%	58.23	--	--	--	1.65%	47.82%	36.58%	6.80%	21.97%	144.57
PushDown Banner	0.17%	10.87%	67.37	0.17%	10.98%	79.56	--	--	--	6.83%	30.06%	21.85%	10.35%	27.23%	37.11
728x90	0.20%	10.51%	79.91	0.17%	11.10%	81.71	--	--	--	7.00%	29.41%	21.45%	9.89%	31.90%	37.03

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Canada — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.57%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.13%	3.54%	41.02	0.27%	4.77%	44.74	63.97%	75.09%	61.57%	33.37%	71.28%	59.67%	7.19%	24.60%	141.36
Enhanced Std. Banner	0.06%	1.66%	22.47	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.05%	1.61%	20.04	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.08%	1.82%	24.01	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.05%	1.34%	21.92	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.10%	2.87%	34.53	0.11%	2.71%	29.93	63.74%	68.20%	55.80%	50.40%	68.20%	55.80%	--	--	--
728x90	0.08%	2.36%	26.20	0.07%	2.44%	25.45	58.34%	79.98%	62.98%	56.04%	79.98%	62.98%	--	--	--
300x250	0.10%	2.98%	36.56	0.12%	2.82%	31.34	63.62%	64.25%	53.20%	49.12%	64.25%	53.20%	--	--	--
160x600	0.06%	1.35%	23.18	0.10%	1.97%	23.39	73.20%	84.28%	71.14%	45.96%	84.28%	71.14%	--	--	--
Floating Ad	4.97%	48.02%	2.82	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.30%	7.32%	54.03	0.58%	7.91%	55.17	65.28%	72.69%	59.33%	23.85%	72.69%	59.33%	7.42%	23.96%	130.79
728x90	0.23%	8.55%	56.55	0.17%	7.57%	47.34	67.52%	39.25%	28.38%	2.61%	39.25%	28.38%	8.60%	14.40%	40.62
160x600	0.06%	4.29%	89.28	--	--	--	--	--	--	--	--	--	4.02%	4.82%	93.37
300x250	0.34%	6.97%	50.55	0.70%	7.77%	50.69	52.98%	74.84%	60.61%	22.81%	74.84%	60.61%	5.23%	21.67%	107.92
PushDown Banner	0.13%	4.42%	28.63	0.28%	10.78%	40.16	--	--	--	53.12%	74.32%	69.65%	0.03%	33.09%	233.51
728x90	0.05%	2.60%	23.44	0.05%	2.60%	23.44	--	--	--	21.67%	81.59%	69.50%	--	--	--
In-Stream	1.67%	--	--	--	--	--	82.32%	84.84%	79.58%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Chile — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.23%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.19%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.25%	8.78%	79.97	0.23%	3.65%	54.52	--	--	--	0.66%	47.38%	28.67%	12.49%	20.79%	106.57
Polite Banner	0.17%	2.57%	26.53	0.22%	3.04%	24.12	--	--	--	0.22%	70.34%	48.71%	--	--	--
300x250	0.23%	3.06%	24.68	0.23%	3.06%	24.68	--	--	--	0.24%	69.35%	47.84%	--	--	--
Expandable Formats	0.23%	12.11%	96.22	--	--	--	--	--	--	--	--	--	12.49%	20.79%	106.57
234x60	0.50%	15.49%	122.18	--	--	--	--	--	--	--	--	--	21.45%	36.01%	51.18
300x250	0.43%	9.40%	84.73	--	--	--	--	--	--	--	--	--	6.98%	43.32%	132.26

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for China — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.36%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.29%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.30%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.81%	4.69%	59.25	0.64%	6.57%	40.34	30.23%	55.41%	37.46%	27.96%	73.59%	38.29%	11.97%	43.37%	125.44
Polite Banner	0.81%	3.41%	26.89	0.50%	4.10%	54.82	27.33%	71.41%	34.49%	23.93%	71.41%	34.49%	--	--	--
728x90	0.36%	1.64%	17.59	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.63%	3.11%	24.22	0.39%	2.88%	46.90	46.37%	66.84%	21.63%	49.48%	66.84%	21.63%	--	--	--
160x600	0.45%	1.10%	20.48	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	2.41%	18.47%	12.34	--	--	--	--	--	--	--	--	--	--	--	--
PushDown Banner	0.38%	6.29%	57.84	--	--	--	--	--	--	--	--	--	9.96%	39.20%	114.82
970x66	0.36%	6.93%	63.94	--	--	--	--	--	--	--	--	--	13.70%	25.27%	206.06

Data Source: Mediamind Research, 2011-2012
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Benchmarks for Colombia — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.19%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.17%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.72%	15.54%	64.16	0.44%	12.28%	74.27	--	--	--	15.39%	48.51%	36.27%	18.14%	26.49%	81.62
Polite Banner	0.16%	3.05%	28.42	0.14%	2.67%	23.60	--	--	--	--	--	--	--	--	--
300x250	0.17%	3.55%	25.14	0.16%	3.31%	23.76	--	--	--	--	--	--	--	--	--
Floating Ad	3.23%	42.05%	5.69	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.61%	14.24%	77.38	0.37%	13.41%	83.82	--	--	--	9.07%	32.48%	23.82%	18.12%	24.37%	66.33
234x60	0.96%	11.28%	104.52	--	--	--	--	--	--	--	--	--	14.88%	24.25%	26.11
PushDown Banner	0.26%	18.23%	64.40	--	--	--	--	--	--	--	--	--	18.36%	48.78%	129.27

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Benchmarks for Cyprus — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.35%	6.80%	64.93	0.42%	4.68%	47.62	--	--	--	--	--	--	14.04%	17.52%	69.82
Polite Banner	0.10%	2.55%	20.91	0.17%	2.49%	24.12	--	--	--	--	--	--	--	--	--
300x250	0.14%	3.04%	19.60	0.17%	2.49%	24.12	--	--	--	--	--	--	--	--	--
Expandable Formats	0.87%	15.64%	85.63	--	--	--	--	--	--	--	--	--	14.04%	17.52%	69.82
234x60	0.90%	9.56%	94.68	--	--	--	--	--	--	--	--	--	13.19%	17.64%	26.57

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Denmark — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.21%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.25%	4.99%	39.26	0.20%	5.45%	41.94	56.48%	62.47%	48.31%	8.17%	52.96%	38.89%	4.92%	18.55%	100.70
Polite Banner	0.18%	3.49%	27.22	0.15%	4.56%	27.64	34.27%	58.04%	44.25%	9.93%	58.04%	44.25%	--	--	--
728x90	0.15%	2.39%	26.57	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.18%	2.95%	23.20	0.15%	3.61%	23.48	--	--	--	8.06%	53.21%	39.15%	--	--	--
160x600	0.10%	1.14%	43.23	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.27%	4.93%	45.28	0.19%	4.67%	47.80	60.82%	55.30%	39.84%	6.12%	55.30%	39.84%	4.28%	17.87%	111.84
234x60	0.14%	2.64%	74.49	0.12%	2.39%	73.66	--	--	--	7.58%	88.97%	85.93%	4.36%	5.17%	17.08
160x600	0.11%	2.31%	49.42	0.12%	2.48%	51.24	--	--	--	0.62%	32.41%	20.95%	2.51%	2.67%	53.19
300x250	0.33%	5.85%	45.01	0.28%	6.25%	44.21	55.01%	54.08%	33.89%	18.44%	54.08%	33.89%	4.12%	31.23%	127.69
PushDown Banner	0.40%	11.51%	36.94	0.39%	15.15%	42.83	73.31%	35.42%	25.16%	--	--	--	8.94%	22.81%	42.35

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Dubai — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.21%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.16%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.28%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.21%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.56%	10.41%	84.28	0.50%	7.33%	60.86	41.26%	72.91%	59.36%	12.39%	63.37%	48.27%	13.20%	25.52%	44.26
Enhanced Std. Banner	0.28%	4.14%	23.44	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.24%	2.99%	18.42	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.26%	3.49%	18.12	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.37%	3.82%	25.80	0.37%	3.88%	25.80	41.02%	69.91%	55.19%	22.09%	69.91%	55.19%	--	--	--
728x90	0.18%	2.37%	15.76	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.37%	3.84%	25.28	0.38%	3.90%	25.61	42.03%	69.90%	55.19%	21.36%	69.90%	55.19%	--	--	--
Expandable Formats	0.62%	12.61%	91.37	0.64%	11.55%	77.23	--	--	--	5.00%	41.20%	27.46%	13.16%	25.34%	43.47
234x60	0.64%	11.75%	116.07	0.70%	10.85%	92.20	--	--	--	5.34%	35.76%	22.61%	14.92%	26.89%	24.64
728x90	0.51%	13.96%	64.64	0.41%	11.63%	56.68	--	--	--	5.04%	43.57%	29.96%	14.36%	22.20%	68.90
160x600	0.57%	13.11%	97.02	--	--	--	--	--	--	--	--	--	11.64%	17.79%	101.43
300x250	0.48%	9.68%	48.37	0.57%	11.66%	50.10	--	--	--	2.57%	47.88%	34.40%	6.04%	17.49%	55.79
PushDown Banner	0.58%	22.39%	56.95	--	--	--	--	--	--	--	--	--	19.26%	50.17%	78.24
In-Stream	4.03%	--	--	--	--	--	99.03%	92.29%	89.14%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Egypt — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.28%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.19%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.29%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.50%	9.88%	104.79	0.31%	7.65%	99.49	--	--	--	2.80%	39.86%	25.44%	11.13%	19.41%	58.17
Polite Banner	0.32%	1.89%	25.87	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.50%	10.02%	105.22	0.31%	7.72%	99.83	--	--	--	2.61%	37.89%	24.21%	11.14%	19.38%	57.94
234x60	0.75%	12.98%	116.52	0.62%	11.89%	116.57	--	--	--	5.19%	34.89%	23.29%	17.28%	30.90%	24.44
728x90	0.65%	14.10%	92.50	--	--	--	--	--	--	--	--	--	13.24%	33.52%	73.56
160x600	0.24%	7.22%	96.03	0.16%	4.99%	102.53	--	--	--	1.54%	42.72%	25.37%	7.16%	8.67%	94.10
300x250	0.35%	6.72%	66.00	0.25%	6.84%	71.17	--	--	--	1.78%	39.49%	24.92%	3.68%	11.26%	107.39

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Finland — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.16%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.16%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.29%	5.21%	64.32	0.30%	7.34%	56.52	56.72%	75.02%	56.04%	7.91%	27.53%	20.70%	5.16%	44.11%	206.54
Polite Banner	0.14%	2.63%	43.17	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.14%	2.35%	49.96	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.07%	2.05%	20.14	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	1.81%	24.08	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.36%	5.80%	70.42	0.27%	5.09%	57.34	58.10%	27.29%	20.67%	7.44%	27.29%	20.67%	4.21%	43.85%	210.01
234x60	0.18%	3.24%	78.69	0.12%	4.30%	67.38	--	--	--	--	--	--	6.23%	9.00%	29.30
728x90	0.28%	6.34%	104.72	--	--	--	--	--	--	--	--	--	0.71%	122.41%	256.95
300x250	0.42%	6.41%	55.23	0.29%	5.13%	49.41	73.08%	29.17%	22.25%	8.50%	29.17%	22.25%	3.82%	37.55%	175.15

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for France — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.05%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	5.04%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.27%	6.07%	52.00	0.23%	5.95%	55.66	59.40%	70.32%	56.73%	31.92%	69.74%	55.44%	11.57%	37.11%	121.74
Enhanced Std. Banner	0.08%	2.06%	24.64	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	2.63%	21.50	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.07%	1.73%	23.50	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.13%	4.13%	53.23	0.14%	4.46%	57.06	58.47%	69.92%	55.27%	42.34%	69.92%	55.27%	--	--	--
728x90	0.08%	2.79%	70.33	0.10%	3.78%	84.58	56.37%	67.23%	53.94%	47.84%	67.23%	53.94%	--	--	--
120x600	0.06%	1.64%	27.33	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	3.79%	55.67	0.12%	3.94%	56.85	59.09%	69.81%	54.71%	45.28%	69.81%	54.71%	--	--	--
160x600	0.07%	2.00%	51.65	0.07%	2.98%	85.31	62.76%	67.14%	51.69%	36.80%	67.14%	51.69%	--	--	--
Floating Ad	6.11%	33.07%	5.76	2.46%	33.88%	10.87	81.69%	51.64%	34.55%	--	--	--	--	--	--
Expandable Formats	0.54%	10.25%	56.06	0.53%	9.98%	56.60	65.79%	63.89%	51.11%	11.08%	63.89%	51.11%	12.18%	37.23%	122.64
234x60	0.24%	9.07%	132.16	0.23%	8.58%	120.87	--	--	--	4.71%	41.03%	24.43%	12.61%	17.06%	54.05
728x90	0.27%	10.27%	58.72	0.19%	11.05%	55.96	--	--	--	14.52%	65.29%	52.38%	10.65%	15.98%	52.10
160x600	0.82%	13.93%	82.09	--	--	--	--	--	--	--	--	--	18.58%	49.41%	38.15
300x250	0.56%	9.43%	53.22	0.50%	9.18%	56.48	68.80%	69.12%	55.82%	9.61%	69.12%	55.82%	10.91%	32.81%	118.93
PushDown Banner	0.28%	12.05%	45.42	0.30%	11.96%	45.23	54.62%	83.05%	72.46%	28.29%	83.05%	72.46%	5.45%	36.04%	113.86
970x66	0.27%	9.17%	25.64	0.20%	10.15%	16.86	55.51%	14.28%	2.19%	--	--	--	2.13%	29.01%	21.63
In-Stream	2.36%	--	--	--	--	--	93.28%	77.85%	73.52%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Germany — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	1.90%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.27%	6.20%	54.22	0.32%	8.36%	59.60	55.90%	67.78%	52.65%	26.82%	65.39%	49.44%	13.98%	89.97%	155.40
Enhanced Std. Banner	0.26%	2.35%	23.85	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.10%	2.14%	21.46	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	2.68%	24.73	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.10%	1.53%	19.62	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.12%	4.20%	46.52	0.15%	5.73%	62.94	53.70%	67.26%	51.48%	44.31%	67.26%	51.48%	--	--	--
728x90	0.08%	1.41%	24.00	0.10%	1.80%	30.31	55.13%	63.58%	50.12%	2.43%	63.58%	50.12%	--	--	--
120x600	0.08%	2.00%	17.93	0.10%	1.62%	39.12	--	--	--	--	--	--	--	--	--
300x250	0.09%	4.27%	57.81	0.10%	5.08%	69.90	55.56%	70.13%	54.07%	44.36%	70.13%	54.07%	--	--	--
160x600	0.08%	1.78%	30.00	0.09%	2.64%	49.30	59.47%	62.94%	43.65%	56.20%	62.94%	43.65%	--	--	--
Floating Ad	0.55%	9.83%	4.70	2.20%	41.13%	5.14	72.97%	37.78%	24.91%	48.69%	37.78%	24.91%	--	--	--
Expandable Formats	0.41%	8.34%	65.68	0.47%	9.97%	66.99	60.77%	62.48%	45.43%	11.44%	62.48%	45.43%	14.10%	90.70%	155.80
234x60	0.43%	6.94%	83.69	0.49%	7.88%	92.30	50.93%	48.31%	34.26%	5.38%	48.31%	34.26%	11.09%	16.05%	16.72
728x90	0.16%	5.54%	60.25	0.18%	7.10%	55.33	73.64%	69.51%	49.45%	16.94%	69.51%	49.45%	11.87%	69.53%	160.73
160x600	0.32%	11.03%	54.82	0.38%	12.02%	54.91	63.66%	53.36%	37.92%	7.98%	53.36%	37.92%	11.86%	28.51%	66.58
300x250	0.33%	8.35%	69.74	0.36%	8.77%	74.45	64.38%	72.34%	51.12%	20.90%	72.34%	51.12%	7.02%	101.01%	254.28
PushDown Banner	0.28%	9.95%	29.69	0.24%	8.93%	34.13	54.12%	82.33%	71.11%	22.36%	82.33%	71.11%	3.52%	42.00%	99.13
728x90	0.20%	6.74%	29.32	0.25%	6.47%	44.23	--	--	--	--	--	--	3.47%	62.57%	20.88
970x66	0.42%	14.53%	30.50	--	--	--	--	--	--	--	--	--	8.74%	33.49%	17.63
In-Stream	1.76%	--	--	--	--	--	93.46%	90.07%	85.88%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Greece — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.06%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.54%	7.98%	34.69	0.07%	3.77%	43.01	--	--	--	0.53%	22.93%	14.01%	8.18%	17.86%	81.21
Polite Banner	0.06%	2.47%	20.19	0.06%	2.52%	18.77	--	--	--	0.02%	76.68%	63.70%	--	--	--
728x90	0.09%	2.61%	34.43	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.06%	2.46%	19.17	0.06%	2.52%	18.77	--	--	--	0.02%	76.68%	63.70%	--	--	--
Floating Ad	6.69%	44.81%	5.83	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.38%	9.59%	62.03	0.11%	8.07%	69.20	--	--	--	2.34%	20.95%	12.19%	8.18%	17.86%	81.21
728x90	0.93%	16.95%	55.85	--	--	--	--	--	--	--	--	--	12.39%	20.99%	39.96
300x250	0.18%	7.03%	58.74	0.10%	8.00%	69.06	--	--	--	2.13%	20.96%	12.37%	6.10%	17.49%	102.61

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Hong Kong — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.05%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.47%	11.11%	46.92	0.33%	11.90%	61.17	66.99%	59.18%	45.17%	33.06%	63.10%	49.39%	12.66%	31.55%	76.30
Enhanced Std. Banner	0.23%	3.44%	22.84	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.19%	9.09%	70.42	0.16%	11.25%	76.14	64.44%	68.73%	54.31%	58.42%	68.73%	54.31%	--	--	--
728x90	0.10%	2.68%	24.65	0.06%	3.59%	31.95	--	--	--	58.29%	64.89%	28.55%	--	--	--
300x250	0.20%	9.83%	76.39	0.16%	11.65%	80.20	65.51%	70.21%	56.39%	60.28%	70.21%	56.39%	--	--	--
160x600	0.09%	0.84%	20.57	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	0.91%	16.39%	7.25	0.82%	17.72%	13.91	82.42%	51.03%	36.29%	87.75%	51.03%	36.29%	--	--	--
Expandable Formats	0.55%	11.10%	49.92	0.54%	11.33%	55.06	69.39%	49.05%	38.42%	11.48%	49.05%	38.42%	12.68%	31.40%	78.00
234x60	0.48%	9.08%	29.50	0.59%	10.10%	32.33	--	--	--	5.94%	33.48%	26.70%	10.92%	23.06%	20.37
728x90	0.66%	20.15%	49.22	--	--	--	--	--	--	--	--	--	25.89%	65.34%	85.53
300x250	0.54%	14.06%	96.73	0.42%	13.68%	83.79	66.17%	66.49%	55.10%	15.52%	66.49%	55.10%	14.59%	39.90%	97.07
PushDown Banner	0.35%	8.37%	34.91	--	--	--	--	--	--	--	--	--	10.44%	42.83%	23.06

Data Source: Mediamind Research, 2011-2012
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Benchmarks for Hungary — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.42%	9.36%	73.35	0.30%	7.72%	79.11	--	--	--	5.53%	33.94%	22.96%	14.85%	28.08%	50.22
Polite Banner	0.08%	2.06%	18.60	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.49%	9.82%	75.85	0.37%	9.69%	86.27	--	--	--	--	--	--	14.51%	27.55%	42.89
234x60	0.55%	9.94%	81.04	0.41%	9.48%	94.46	--	--	--	--	--	--	15.29%	29.05%	40.93
300x250	0.19%	9.39%	41.49	--	--	--	--	--	--	--	--	--	9.98%	19.10%	52.93

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for India — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.19%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.21%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.50%	10.81%	88.03	0.77%	10.95%	94.11	41.74%	74.48%	61.59%	9.04%	79.55%	69.13%	8.96%	44.09%	145.26
Enhanced Std. Banner	0.26%	2.67%	25.16	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.19%	1.98%	28.45	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.40%	2.54%	25.31	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.10%	1.81%	33.36	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.29%	4.12%	20.20	0.20%	3.43%	25.19	41.21%	72.80%	59.39%	35.05%	72.80%	59.39%	--	--	--
728x90	0.10%	1.59%	27.57	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.23%	3.19%	25.76	0.19%	3.30%	26.15	40.85%	73.58%	60.47%	35.06%	73.58%	60.47%	--	--	--
Expandable Formats	0.52%	11.30%	91.07	0.81%	11.52%	96.54	42.59%	80.18%	70.16%	7.95%	80.18%	70.16%	9.04%	43.76%	146.15
234x60	0.54%	9.63%	82.16	--	--	--	--	--	--	--	--	--	16.27%	26.58%	26.02
728x90	0.33%	12.26%	61.34	0.35%	12.33%	46.97	--	--	--	2.13%	52.40%	38.06%	13.13%	21.70%	98.51
160x600	0.29%	11.42%	92.78	--	--	--	--	--	--	--	--	--	14.11%	15.79%	85.40
300x250	0.65%	12.26%	100.59	0.85%	11.63%	101.84	42.50%	83.55%	73.65%	8.24%	83.55%	73.65%	7.83%	54.84%	165.29
PushDown Banner	0.37%	9.92%	31.59	--	--	--	--	--	--	--	--	--	4.89%	56.58%	120.28
728x90	0.28%	11.70%	59.88	--	--	--	--	--	--	--	--	--	12.46%	30.19%	123.68

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Indonesia — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.29%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.05%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.18%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.42%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.22%	5.56%	52.61	0.08%	2.61%	77.58	53.70%	88.10%	79.46%	0.90%	73.54%	60.96%	15.85%	23.72%	80.58
Polite Banner	0.02%	0.72%	50.53	0.04%	1.11%	80.79	58.98%	81.25%	69.56%	0.76%	81.25%	69.56%	--	--	--
300x250	0.06%	2.04%	62.03	0.11%	3.50%	76.86	58.98%	81.20%	69.58%	12.81%	81.20%	69.58%	--	--	--
Floating Ad	1.87%	26.58%	3.47	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.33%	12.49%	78.36	0.21%	9.95%	78.73	--	--	--	1.58%	55.31%	40.62%	16.64%	23.18%	63.81
728x90	0.81%	23.31%	88.80	--	--	--	--	--	--	--	--	--	41.46%	53.98%	47.24
300x250	0.19%	11.38%	73.23	0.14%	9.85%	79.76	--	--	--	1.53%	53.69%	39.34%	11.39%	17.33%	98.36
PushDown Banner	0.04%	3.66%	16.60	--	--	--	--	--	--	--	--	--	0.14%	33.01%	210.53

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Ireland — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.10%	3.75%	59.02	0.12%	4.36%	63.20	56.16%	70.10%	56.75%	24.11%	67.20%	39.48%	7.26%	23.81%	262.48
Polite Banner	0.10%	3.13%	42.29	0.11%	3.54%	44.80	57.21%	66.88%	38.49%	34.26%	66.88%	38.49%	--	--	--
728x90	0.08%	2.35%	45.99	0.11%	3.08%	62.99	89.07%	71.98%	58.66%	51.94%	71.98%	58.66%	--	--	--
120x600	0.07%	1.44%	27.91	0.06%	1.23%	35.48	--	--	--	--	--	--	--	--	--
300x250	0.11%	3.46%	41.31	0.11%	3.60%	43.94	55.43%	65.86%	34.90%	34.46%	65.86%	34.90%	--	--	--
Expandable Formats	0.13%	6.31%	93.09	0.15%	7.35%	96.52	50.34%	75.86%	63.41%	3.06%	75.86%	63.41%	7.25%	23.87%	264.31
728x90	0.25%	8.63%	83.97	0.36%	11.87%	76.29	--	--	--	12.79%	81.82%	69.72%	11.27%	32.37%	283.94
300x250	0.09%	5.41%	73.36	0.10%	6.13%	79.03	48.97%	47.62%	34.04%	1.12%	47.62%	34.04%	6.35%	30.16%	263.96
PushDown Banner	0.11%	3.17%	51.44	--	--	--	--	--	--	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Israel — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.18%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.13%	5.09%	55.11	0.10%	4.24%	40.81	34.61%	66.39%	49.73%	33.76%	89.26%	70.18%	9.29%	27.41%	119.74
Polite Banner	0.07%	2.69%	86.06	0.12%	3.69%	41.86	--	--	--	55.18%	89.48%	70.39%	--	--	--
728x90	0.06%	1.74%	48.45	0.10%	4.58%	34.44	--	--	--	46.24%	83.99%	54.11%	--	--	--
120x600	0.09%	2.90%	302.78	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	2.32%	29.73	0.17%	4.41%	30.96	--	--	--	39.27%	89.82%	57.75%	--	--	--
160x600	0.08%	2.07%	105.62	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.15%	6.95%	48.90	0.04%	7.57%	40.32	--	--	--	0.33%	30.80%	15.77%	9.90%	27.96%	127.31
234x60	0.14%	6.18%	39.45	--	--	--	--	--	--	--	--	--	7.07%	11.84%	11.73
728x90	0.02%	1.93%	96.11	--	--	--	--	--	--	--	--	--	36.37%	71.57%	172.47
160x600	0.12%	4.26%	92.85	--	--	--	--	--	--	--	--	--	1.15%	40.20%	287.31
300x250	0.02%	2.70%	63.51	--	--	--	--	--	--	--	--	--	50.12%	110.17%	123.75
PushDown Banner	0.41%	10.91%	17.01	--	--	--	--	--	--	--	--	--	1.98%	21.54%	44.45
In-Stream	1.59%	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Italy — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.06%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.06%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.56%	15.62%	32.22	0.60%	17.70%	35.18	51.34%	49.83%	38.82%	25.10%	63.05%	52.96%	8.85%	54.22%	71.18
Enhanced Std. Banner	0.03%	1.43%	22.00	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.02%	1.32%	28.20	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.04%	1.70%	21.08	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.10%	2.96%	35.48	0.10%	2.99%	37.06	63.16%	74.95%	65.91%	58.88%	74.95%	65.91%	--	--	--
728x90	0.05%	2.38%	39.58	0.06%	3.57%	57.77	73.12%	87.11%	79.13%	--	--	--	--	--	--
300x250	0.07%	2.23%	41.72	0.07%	2.29%	43.17	63.26%	76.68%	67.69%	64.17%	76.68%	67.69%	--	--	--
Floating Ad	2.04%	50.17%	4.23	2.08%	62.98%	4.94	85.18%	41.03%	25.79%	53.44%	41.03%	25.79%	--	--	--
Expandable Formats	0.75%	21.82%	37.43	0.85%	25.98%	40.27	42.09%	41.85%	30.35%	11.79%	41.85%	30.35%	8.86%	54.91%	71.94
234x60	0.22%	7.32%	91.85	0.21%	7.01%	100.47	--	--	--	7.91%	51.18%	44.05%	11.35%	17.95%	41.50
728x90	0.68%	28.89%	24.57	0.83%	39.04%	23.08	56.65%	45.73%	32.70%	15.23%	45.73%	32.70%	3.43%	47.08%	52.97
160x600	0.40%	10.23%	108.50	--	--	--	--	--	--	--	--	--	10.45%	15.65%	73.23
300x250	0.86%	26.68%	38.40	0.97%	29.56%	43.88	49.32%	46.43%	34.31%	10.74%	46.43%	34.31%	13.20%	52.83%	28.34
PushDown Banner	0.73%	17.17%	29.56	1.32%	21.81%	27.86	37.23%	62.17%	46.06%	19.67%	62.17%	46.06%	8.50%	32.06%	32.92
In-Stream	1.49%	--	--	--	--	--	95.13%	82.74%	77.23%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Japan — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.06%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.04%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.06%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.05%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.10%	2.84%	37.56	0.19%	3.34%	46.95	51.32%	56.22%	39.49%	3.77%	44.05%	26.40%	1.35%	54.85%	145.05
Enhanced Std. Banner	0.12%	1.77%	27.03	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	1.42%	18.26	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.06%	1.33%	24.83	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.19%	2.34%	31.20	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	2.31%	29.05	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.12%	2.96%	24.46	0.25%	2.64%	62.71	51.36%	43.63%	25.89%	18.03%	43.63%	25.89%	--	--	--
728x90	0.04%	1.14%	31.29	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.06%	1.64%	22.43	0.07%	1.72%	26.94	50.16%	43.17%	25.43%	17.77%	43.17%	25.43%	--	--	--
160x600	0.10%	1.71%	31.00	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.06%	2.19%	61.15	0.06%	5.14%	23.13	--	--	--	0.12%	60.30%	45.54%	1.36%	54.51%	148.57
728x90	0.04%	4.80%	22.39	--	--	--	--	--	--	--	--	--	4.07%	4.94%	22.79
300x250	0.07%	4.31%	22.57	0.03%	4.73%	22.76	--	--	--	0.08%	64.66%	50.93%	3.04%	5.16%	52.63
PushDown Banner	0.30%	16.28%	15.05	0.57%	14.82%	28.44	--	--	--	--	--	--	0.60%	65.71%	62.66

Data Source: Mediamind Research, 2011-2012
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Benchmarks for Korea — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.23%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.21%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.26%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.29%	7.27%	52.39	0.55%	13.06%	62.68	--	--	--	8.06%	32.60%	21.12%	10.39%	16.62%	39.07
Expandable Formats	0.29%	7.26%	52.66	0.56%	13.33%	62.76	--	--	--	7.42%	31.73%	20.56%	10.45%	16.06%	35.94
234x60	0.26%	5.68%	57.32	1.25%	17.03%	89.33	--	--	--	9.57%	26.60%	16.24%	10.13%	15.52%	18.05
728x90	0.44%	14.77%	63.66	0.44%	14.77%	63.66	--	--	--	8.04%	40.81%	28.81%	16.61%	22.12%	61.00
300x250	0.32%	10.21%	45.21	0.33%	11.80%	49.48	--	--	--	6.52%	32.57%	21.13%	10.86%	15.78%	45.76

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Malaysia — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.88%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.34%	10.68%	76.16	0.30%	9.08%	83.39	50.82%	73.11%	59.74%	7.03%	57.19%	43.60%	14.60%	23.52%	121.42
Enhanced Std. Banner	0.20%	3.75%	17.15	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.13%	2.14%	28.33	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.24%	3.20%	22.94	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.24%	2.71%	25.95	0.23%	3.29%	31.98	50.34%	73.45%	58.86%	16.08%	73.45%	58.86%	--	--	--
728x90	0.30%	2.43%	22.12	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.18%	2.75%	30.22	0.22%	3.10%	31.86	50.13%	73.97%	59.53%	15.57%	73.97%	59.53%	--	--	--
160x600	0.10%	1.56%	37.70	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	1.46%	14.04%	23.49	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.36%	12.58%	79.33	0.33%	11.07%	89.34	--	--	--	4.71%	44.04%	31.10%	14.62%	23.34%	119.16
234x60	0.26%	6.95%	103.78	0.26%	7.05%	108.17	--	--	--	2.72%	34.73%	23.58%	10.14%	14.43%	44.31
728x90	0.49%	20.94%	79.47	0.45%	21.13%	83.81	--	--	--	7.92%	41.18%	29.26%	23.43%	31.93%	80.46
160x600	0.29%	10.45%	103.99	0.27%	10.26%	124.08	--	--	--	4.23%	50.38%	30.81%	12.08%	14.89%	108.16
300x250	0.40%	11.77%	63.00	0.37%	10.36%	71.04	--	--	--	4.42%	50.82%	37.89%	11.89%	21.54%	94.32
PushDown Banner	0.40%	10.05%	34.19	0.30%	8.65%	41.03	--	--	--	29.82%	72.25%	58.70%	4.27%	47.05%	206.78
In-Stream	4.10%	--	--	--	--	--	76.92%	78.93%	70.60%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Benchmarks for Mexico — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.15%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.17%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.17%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.44%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.44%	9.26%	64.14	0.79%	12.26%	58.61	55.33%	78.54%	67.38%	9.07%	65.01%	53.84%	13.76%	26.13%	72.60
Enhanced Std. Banner	0.09%	2.18%	42.95	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	2.20%	41.43	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.06%	1.29%	34.51	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.17%	3.59%	50.12	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.11%	2.47%	39.23	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.15%	5.00%	39.09	0.23%	3.08%	42.41	47.71%	78.77%	65.33%	11.63%	78.77%	65.33%	--	--	--
728x90	0.15%	8.77%	38.55	0.36%	3.41%	31.13	73.13%	91.20%	85.59%	--	--	--	--	--	--
300x250	0.14%	3.76%	39.13	0.22%	3.58%	38.17	54.27%	78.72%	67.25%	13.07%	78.72%	67.25%	--	--	--
160x600	0.17%	2.01%	37.34	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	2.59%	28.87%	8.17	4.62%	34.28%	12.73	56.15%	56.12%	42.71%	23.66%	56.12%	42.71%	--	--	--
Expandable Formats	0.53%	11.92%	81.52	0.64%	12.21%	69.92	60.78%	62.59%	52.23%	8.13%	62.59%	52.23%	13.96%	25.81%	68.90
234x60	0.69%	14.03%	117.76	0.77%	14.33%	109.62	80.97%	67.15%	58.22%	15.20%	67.15%	58.22%	17.81%	27.89%	29.90
728x90	0.43%	12.44%	54.19	0.45%	12.16%	56.42	51.51%	65.45%	52.62%	5.16%	65.45%	52.62%	14.14%	38.66%	83.02
160x600	0.32%	10.08%	84.71	0.44%	12.84%	81.15	--	--	--	7.20%	47.01%	30.41%	10.95%	12.64%	84.51
300x250	0.56%	10.05%	47.78	0.98%	10.43%	47.54	61.72%	52.66%	43.14%	5.63%	52.66%	43.14%	11.09%	18.92%	68.80
PushDown Banner	0.27%	9.67%	47.83	0.42%	11.81%	31.78	55.86%	65.41%	50.68%	15.15%	65.41%	50.68%	5.83%	36.09%	123.02
728x90	0.30%	10.60%	62.65	0.34%	9.69%	35.02	--	--	--	--	--	--	6.29%	46.34%	130.86
970x66	0.34%	15.79%	62.28	--	--	--	--	--	--	--	--	--	14.76%	34.12%	79.21

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Netherlands — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.15%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.32%	5.25%	61.12	0.39%	8.93%	55.86	65.09%	67.04%	51.15%	24.62%	73.65%	57.81%	20.20%	55.67%	69.87
Polite Banner	0.15%	2.10%	26.00	0.13%	4.69%	44.26	67.31%	74.75%	60.82%	44.03%	74.75%	60.82%	--	--	--
728x90	0.08%	1.64%	25.43	0.10%	2.87%	76.91	74.14%	--	--	--	--	--	--	--	--
120x600	0.12%	2.09%	22.81	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	2.09%	28.32	0.12%	3.69%	45.95	64.49%	71.39%	57.92%	53.05%	71.39%	57.92%	--	--	--
160x600	0.09%	1.50%	28.64	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	2.28%	12.57%	32.76	4.03%	9.56%	23.65	--	--	--	20.34%	28.86%	20.02%	--	--	--
Expandable Formats	0.64%	11.86%	74.70	0.58%	13.10%	60.94	60.88%	74.18%	56.68%	18.36%	74.18%	56.68%	20.22%	55.61%	70.23
234x60	0.91%	14.44%	87.58	--	--	--	--	--	--	--	--	--	16.60%	45.52%	68.75
728x90	0.95%	16.43%	48.51	0.94%	17.24%	43.76	--	--	--	30.98%	66.97%	50.74%	31.61%	112.36%	92.79
160x600	0.60%	10.97%	84.38	0.19%	7.96%	73.01	--	--	--	20.72%	84.14%	61.19%	14.82%	38.26%	31.27
300x250	0.59%	10.16%	60.23	0.63%	11.78%	52.82	65.15%	66.01%	46.19%	18.03%	66.01%	46.19%	31.32%	89.12%	105.97
PushDown Banner	0.41%	11.55%	26.73	0.42%	12.36%	28.81	52.55%	29.64%	16.01%	--	--	--	13.09%	66.70%	20.22

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Benchmarks for New Zealand — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.05%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.14%	3.83%	34.38	0.15%	5.00%	35.09	60.01%	66.13%	48.79%	25.52%	67.90%	52.71%	6.78%	25.37%	65.43
Enhanced Std. Banner	0.06%	1.02%	25.72	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	1.24%	33.82	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.14%	2.19%	24.58	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.05%	1.00%	26.66	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.12%	3.38%	28.39	0.15%	4.26%	31.04	63.62%	67.35%	51.82%	42.43%	67.35%	51.82%	--	--	--
728x90	0.08%	1.94%	33.57	0.11%	2.40%	35.90	48.80%	44.21%	24.94%	38.22%	44.21%	24.94%	--	--	--
300x250	0.14%	3.60%	30.12	0.15%	3.85%	33.17	63.75%	67.60%	52.00%	41.67%	67.60%	52.00%	--	--	--
Expandable Formats	0.27%	7.83%	42.52	0.12%	6.37%	42.04	--	--	--	5.04%	73.40%	61.75%	6.96%	25.53%	66.56
234x60	0.24%	4.14%	85.75	0.18%	2.99%	90.56	--	--	--	1.24%	38.88%	19.67%	7.30%	10.39%	52.12
728x90	0.24%	5.76%	35.51	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.19%	7.02%	35.43	0.10%	6.04%	37.43	--	--	--	5.69%	75.72%	64.32%	5.24%	16.40%	45.35

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Norway — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.19%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.16%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.16%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.22%	4.83%	58.60	0.25%	5.51%	51.45	62.61%	66.62%	52.59%	11.83%	76.82%	59.69%	5.91%	13.71%	219.98
Enhanced Std. Banner	0.10%	4.19%	15.26	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.18%	4.55%	39.14	0.18%	6.16%	30.82	57.52%	78.75%	69.75%	24.34%	78.75%	69.75%	--	--	--
728x90	0.39%	3.12%	29.19	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.22%	2.01%	35.42	0.25%	3.46%	24.26	--	--	--	--	--	--	--	--	--
Expandable Formats	0.25%	4.49%	68.47	0.31%	4.54%	62.93	69.79%	77.91%	46.11%	6.64%	77.91%	46.11%	5.60%	13.86%	229.23
234x60	0.26%	3.92%	89.03	0.16%	3.05%	111.93	--	--	--	0.44%	36.37%	17.27%	7.32%	9.01%	17.99
160x600	0.09%	4.06%	81.30	--	--	--	--	--	--	--	--	--	4.54%	4.67%	88.44
300x250	0.26%	4.01%	42.37	0.37%	4.72%	40.40	68.39%	75.25%	51.46%	8.88%	75.25%	51.46%	4.29%	16.86%	230.14
PushDown Banner	0.15%	11.17%	69.19	--	--	--	--	--	--	--	--	--	10.29%	11.65%	59.75

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Pakistan — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.21%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.18%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.89%	10.93%	106.68	--	--	--	--	--	--	--	--	--	22.40%	37.61%	94.07
Enhanced Std. Banner	0.19%	1.94%	21.45	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.23%	2.75%	24.21	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	2.14%	23.39%	119.77	--	--	--	--	--	--	--	--	--	25.28%	39.65%	79.32
728x90	2.47%	24.02%	143.46	--	--	--	--	--	--	--	--	--	26.85%	36.15%	92.32

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Peru — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.19%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.25%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.21%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.18%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.58%	13.49%	111.97	0.59%	8.27%	50.35	--	--	--	--	--	--	15.98%	41.06%	74.45
Floating Ad	1.01%	12.47%	3.45	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.68%	17.54%	144.06	--	--	--	--	--	--	--	--	--	20.97%	36.20%	102.65
234x60	0.86%	19.48%	151.80	--	--	--	--	--	--	--	--	--	23.43%	45.37%	64.11
728x90	0.99%	25.00%	117.12	--	--	--	--	--	--	--	--	--	24.98%	42.74%	84.33
300x250	0.36%	8.08%	95.96	--	--	--	--	--	--	--	--	--	10.72%	21.28%	88.62
PushDown Banner	0.26%	6.87%	21.09	--	--	--	--	--	--	--	--	--	0.16%	53.79%	45.14

Data Source: Mediamind Research, 2011-2012
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Benchmarks for Philippines — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.19%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.04%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.30%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.16%	2.17%	59.54	0.43%	12.57%	73.41	64.82%	69.04%	23.30%	4.76%	42.50%	26.64%	17.22%	25.18%	87.44
Enhanced Std. Banner	0.14%	1.27%	43.17	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.20%	1.75%	30.84	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.21%	1.94%	52.08	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.11%	1.30%	46.22	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.15%	1.77%	32.05	0.34%	2.35%	34.30	74.58%	71.21%	42.40%	--	--	--	--	--	--
728x90	0.17%	2.04%	24.77	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.22%	2.49%	42.42	0.11%	2.30%	45.00	74.58%	32.18%	21.51%	--	--	--	--	--	--
Expandable Formats	0.48%	16.39%	80.71	0.47%	17.96%	72.81	--	--	--	4.71%	34.65%	20.34%	16.80%	24.37%	83.86
234x60	0.26%	6.68%	92.64	--	--	--	--	--	--	--	--	--	10.54%	14.65%	51.58
728x90	0.66%	26.25%	82.13	--	--	--	--	--	--	--	--	--	26.86%	36.68%	82.63
160x600	0.35%	12.75%	102.70	--	--	--	--	--	--	--	--	--	7.97%	9.59%	111.22
300x250	0.53%	16.72%	71.81	0.43%	15.27%	70.33	--	--	--	4.39%	36.59%	21.43%	16.52%	25.05%	77.86
PushDown Banner	0.35%	30.79%	89.52	--	--	--	--	--	--	--	--	--	30.18%	50.32%	119.34

Data Source: Mediamind Research, 2011-2012
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Benchmarks for Poland — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.06%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.21%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.22%	11.93%	36.57	0.25%	11.70%	37.45	58.84%	64.96%	37.51%	13.05%	75.55%	36.63%	13.93%	26.49%	55.54
Enhanced Std. Banner	0.13%	6.86%	20.98	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.07%	3.19%	18.68	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.15%	10.00%	32.60	0.13%	9.56%	34.98	58.09%	77.76%	31.48%	13.28%	77.76%	31.48%	--	--	--
300x250	0.07%	6.69%	47.19	0.08%	6.19%	66.84	--	--	--	6.10%	78.31%	65.81%	--	--	--
Floating Ad	3.07%	58.78%	7.03	2.96%	61.25%	8.46	--	--	--	--	--	--	--	--	--
Expandable Formats	0.39%	18.90%	52.32	0.56%	14.34%	56.39	--	--	--	11.11%	68.27%	59.90%	13.74%	26.03%	55.57
300x250	1.48%	6.92%	62.52	--	--	--	--	--	--	--	--	--	10.39%	12.71%	82.99

Data Source: Mediamind Research, 2011-2012
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Benchmarks for Portugal — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.15%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.88%	12.77%	65.79	0.84%	11.63%	68.68	58.50%	66.29%	51.70%	18.92%	61.01%	48.22%	40.02%	120.71%	151.12
Enhanced Std. Banner	0.15%	2.53%	30.71	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.15%	2.53%	30.71	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.16%	3.23%	54.22	0.15%	3.20%	56.78	64.59%	63.95%	52.10%	54.82%	63.95%	52.10%	--	--	--
300x250	0.14%	3.08%	55.37	0.14%	3.09%	56.73	65.23%	63.89%	52.05%	55.61%	63.89%	52.05%	--	--	--
Floating Ad	2.35%	30.04%	3.68	2.14%	31.77%	3.79	--	--	--	63.90%	48.74%	39.50%	--	--	--
Expandable Formats	1.07%	15.21%	77.46	1.23%	16.05%	76.58	41.07%	57.05%	41.25%	7.10%	57.05%	41.25%	40.05%	120.80%	151.28
234x60	0.38%	11.48%	116.51	0.40%	11.39%	114.39	--	--	--	5.60%	40.26%	25.96%	17.63%	27.79%	20.45
300x250	1.60%	17.97%	60.72	1.79%	19.13%	63.13	37.19%	62.62%	45.38%	7.79%	62.62%	45.38%	56.86%	190.94%	154.98
In-Stream	2.96%	--	--	--	--	--	94.69%	89.70%	84.09%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Benchmarks for Romania — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.44%	17.65%	57.37	0.42%	15.88%	107.58	--	--	--	13.76%	55.67%	35.68%	13.33%	33.79%	102.48
Polite Banner	0.05%	8.16%	40.63	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.14%	3.46%	17.21	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.15%	2.32%	20.08	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.14%	2.48%	20.50	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	2.05%	53.96%	9.45	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.43%	14.98%	105.29	0.43%	15.08%	106.76	--	--	--	13.33%	52.46%	31.62%	12.72%	34.40%	101.92
728x90	0.47%	18.74%	98.29	0.46%	18.70%	99.55	--	--	--	16.55%	47.25%	23.51%	15.59%	28.65%	73.75
300x250	0.41%	12.12%	114.76	0.41%	11.94%	116.46	--	--	--	9.37%	59.14%	42.00%	10.31%	41.39%	119.17
PushDown Banner	0.15%	28.12%	114.10	0.15%	29.37%	114.63	--	--	--	20.14%	87.85%	76.38%	23.47%	23.81%	114.80

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Russia — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.16%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.13%	6.86%	59.15	--	--	--	--	--	--	--	--	--	12.81%	20.61%	113.38
Polite Banner	0.10%	2.76%	28.36	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.14%	7.30%	56.38	--	--	--	--	--	--	--	--	--	11.80%	18.12%	94.88

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Benchmarks for Singapore — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.17%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.16%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.19%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.40%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.40%	10.20%	69.04	0.45%	10.52%	62.46	60.41%	63.14%	49.39%	10.16%	55.46%	41.04%	12.59%	28.33%	102.98
Enhanced Std. Banner	0.03%	1.00%	24.58	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.24%	4.49%	30.00	0.27%	5.37%	31.52	56.24%	69.09%	55.42%	35.78%	69.09%	55.42%	--	--	--
728x90	0.12%	2.90%	21.90	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.17%	3.82%	38.88	0.17%	4.08%	40.63	56.43%	72.06%	58.43%	34.96%	72.06%	58.43%	--	--	--
160x600	0.09%	1.15%	28.45	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.42%	10.72%	71.45	0.48%	11.39%	65.07	63.51%	45.57%	30.86%	6.73%	45.57%	30.86%	12.71%	27.91%	103.02
234x60	0.36%	8.44%	94.05	0.52%	9.97%	77.51	--	--	--	5.10%	28.74%	16.82%	14.88%	21.73%	31.23
728x90	0.48%	14.65%	74.53	0.42%	15.17%	69.02	--	--	--	8.94%	43.36%	29.61%	15.56%	21.52%	73.37
160x600	0.23%	9.11%	82.65	0.09%	8.54%	94.84	--	--	--	5.46%	51.94%	30.80%	10.70%	13.39%	84.14
300x250	0.42%	9.73%	61.94	0.53%	10.45%	60.64	63.55%	49.82%	34.30%	6.23%	49.82%	34.30%	8.70%	22.94%	61.15
PushDown Banner	0.25%	9.33%	38.39	0.32%	10.34%	54.63	--	--	--	--	--	--	4.59%	43.14%	102.23
728x90	0.21%	9.51%	46.65	--	--	--	--	--	--	--	--	--	5.24%	38.96%	89.74
970x66	0.21%	6.42%	24.98	--	--	--	--	--	--	--	--	--	2.07%	11.54%	32.55
In-Stream	2.67%	--	--	--	--	--	99.66%	88.36%	83.15%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for South Africa — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.22%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.21%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.19%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.19%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.31%	7.50%	61.92	0.29%	7.52%	52.76	49.49%	80.25%	64.47%	9.12%	79.43%	67.10%	11.57%	24.09%	124.15
Polite Banner	0.18%	2.85%	28.72	0.27%	3.94%	45.62	48.05%	88.50%	80.09%	48.83%	88.50%	80.09%	--	--	--
728x90	0.13%	2.52%	26.51	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.15%	1.96%	25.88	0.22%	2.72%	37.08	48.07%	88.17%	80.38%	44.65%	88.17%	80.38%	--	--	--
160x600	0.25%	5.13%	47.79	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	1.44%	27.04%	5.05	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.36%	9.52%	70.83	0.29%	8.27%	60.87	59.86%	62.44%	48.80%	2.76%	62.44%	48.80%	11.50%	24.08%	122.23
728x90	0.26%	10.92%	69.97	0.13%	8.99%	60.73	--	--	--	1.10%	49.74%	32.64%	15.45%	30.28%	114.35
160x600	0.27%	9.00%	103.02	--	--	--	--	--	--	--	--	--	8.71%	10.64%	118.59
300x250	0.35%	7.59%	68.64	0.34%	7.97%	64.16	65.25%	60.37%	48.98%	4.06%	60.37%	48.98%	9.96%	23.99%	135.84
PushDown Banner	0.24%	8.81%	41.39	--	--	--	--	--	--	--	--	--	13.85%	24.26%	157.17
728x90	0.17%	7.75%	46.77	--	--	--	--	--	--	--	--	--	10.16%	9.21%	25.42

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Benchmarks for Spain — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	4.52%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.28%	6.98%	63.02	0.31%	7.12%	68.49	61.09%	72.95%	60.34%	14.48%	73.17%	58.10%	8.25%	38.40%	186.44
Enhanced Std. Banner	0.07%	1.90%	24.19	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	1.74%	24.69	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	2.25%	21.67	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.13%	3.33%	56.06	0.13%	3.65%	64.53	61.23%	75.30%	59.32%	23.99%	75.30%	59.32%	--	--	--
728x90	0.08%	2.70%	55.15	0.09%	4.04%	78.48	77.10%	73.33%	61.00%	6.42%	73.33%	61.00%	--	--	--
120x600	0.05%	1.22%	36.01	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	3.02%	51.45	0.12%	3.20%	58.14	59.29%	73.54%	56.53%	23.30%	73.54%	56.53%	--	--	--
160x600	0.12%	1.92%	34.67	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	3.65%	45.97%	4.03	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.42%	10.61%	67.06	0.48%	10.75%	70.21	60.43%	67.81%	54.97%	7.38%	67.81%	54.97%	8.36%	38.28%	188.01
234x60	0.41%	15.28%	96.20	0.45%	16.20%	86.36	--	--	--	9.82%	44.89%	36.44%	18.13%	30.66%	19.61
728x90	0.33%	12.75%	70.51	0.30%	12.85%	78.64	48.87%	55.73%	43.59%	6.45%	55.73%	43.59%	10.23%	28.99%	74.83
160x600	0.28%	10.61%	88.14	0.40%	13.76%	93.67	--	--	--	6.19%	48.18%	26.42%	11.00%	13.13%	80.17
300x250	0.42%	9.45%	65.35	0.50%	9.51%	71.16	62.83%	73.53%	60.47%	7.50%	73.53%	60.47%	7.13%	45.72%	216.88
PushDown Banner	0.50%	7.63%	54.00	0.65%	7.44%	55.95	64.95%	77.52%	64.93%	10.98%	77.52%	64.93%	1.82%	44.28%	133.54
728x90	0.26%	7.74%	48.33	--	--	--	--	--	--	--	--	--	1.66%	41.36%	33.70
In-Stream	3.30%	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Sweden — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	1.40%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.24%	5.82%	48.26	0.27%	7.59%	51.72	72.90%	72.66%	61.31%	4.89%	62.92%	53.81%	8.61%	24.33%	147.27
Enhanced Std. Banner	0.07%	1.82%	26.38	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.05%	1.28%	38.55	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.07%	1.15%	33.37	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.05%	0.69%	33.08	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.22%	4.29%	36.19	0.20%	4.66%	34.39	--	--	--	6.83%	65.87%	57.71%	--	--	--
728x90	0.20%	2.27%	55.09	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.23%	2.60%	27.89	0.20%	2.58%	27.32	--	--	--	3.30%	67.11%	60.00%	--	--	--
160x600	0.17%	1.85%	25.64	0.21%	2.05%	27.02	--	--	--	13.88%	88.84%	81.23%	--	--	--
Floating Ad	2.20%	32.54%	4.82	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.32%	8.35%	56.94	0.33%	9.89%	56.83	--	--	--	1.99%	53.65%	41.07%	8.46%	23.12%	131.08
234x60	0.39%	5.20%	77.37	0.27%	4.95%	78.99	--	--	--	0.97%	42.63%	27.18%	9.30%	13.33%	18.55
728x90	0.26%	10.33%	59.55	0.29%	11.88%	69.23	--	--	--	2.77%	55.61%	42.17%	11.28%	19.13%	61.17
160x600	0.18%	6.67%	53.78	--	--	--	--	--	--	--	--	--	6.71%	8.10%	53.43
300x250	0.28%	5.72%	56.94	0.31%	5.10%	56.41	--	--	--	0.79%	53.23%	42.98%	3.70%	30.57%	173.40
PushDown Banner	0.19%	9.22%	67.53	0.23%	7.90%	80.87	--	--	--	--	--	--	10.41%	36.54%	228.64
728x90	0.06%	10.30%	48.34	--	--	--	--	--	--	--	--	--	13.17%	16.28%	60.53

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Switzerland — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	3.45%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.24%	5.47%	43.53	0.31%	8.03%	52.57	61.83%	72.61%	58.08%	32.13%	73.66%	60.71%	17.18%	60.31%	157.52
Enhanced Std. Banner	0.06%	2.14%	13.35	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.12%	3.71%	30.56	0.12%	5.02%	47.19	58.04%	74.73%	60.37%	32.01%	74.73%	60.37%	--	--	--
728x90	0.07%	1.84%	27.28	0.07%	1.54%	49.99	56.64%	67.52%	51.14%	49.84%	67.52%	51.14%	--	--	--
300x250	0.09%	3.53%	28.20	0.12%	4.49%	38.03	55.79%	77.65%	63.50%	28.24%	77.65%	63.50%	--	--	--
160x600	0.11%	2.58%	32.77	0.12%	4.98%	57.43	63.19%	73.33%	58.61%	22.51%	73.33%	58.61%	--	--	--
Floating Ad	2.97%	24.10%	12.34	3.45%	25.04%	26.36	--	--	--	88.22%	91.33%	83.28%	--	--	--
Expandable Formats	0.43%	8.57%	56.88	0.51%	11.78%	56.23	70.37%	71.94%	60.18%	31.49%	71.94%	60.18%	17.21%	60.20%	158.77
234x60	0.40%	7.51%	81.29	0.45%	8.42%	74.48	74.75%	82.04%	76.64%	24.53%	82.04%	76.64%	11.79%	20.84%	81.30
728x90	0.20%	3.55%	52.23	--	--	--	--	--	--	--	--	--	11.38%	38.64%	177.86
160x600	0.57%	12.11%	57.90	0.10%	7.12%	54.35	74.08%	87.97%	79.05%	44.22%	87.97%	79.05%	10.93%	45.02%	47.21
300x250	0.55%	8.28%	49.06	0.61%	8.83%	47.48	69.94%	66.35%	53.81%	32.49%	66.35%	53.81%	21.18%	85.48%	175.63
In-Stream	6.68%	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Benchmarks for Taiwan — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.05%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.51%	9.80%	91.15	0.54%	10.42%	102.20	70.51%	76.13%	66.94%	15.11%	59.90%	52.19%	9.34%	30.52%	87.88
Polite Banner	0.08%	4.24%	104.42	0.08%	5.50%	120.78	51.57%	66.58%	54.11%	--	--	--	--	--	--
300x250	0.08%	4.81%	112.93	0.08%	5.57%	122.70	51.20%	67.39%	55.15%	--	--	--	--	--	--
Expandable Formats	0.52%	9.95%	91.93	0.56%	10.56%	102.15	72.33%	59.36%	52.03%	14.20%	59.36%	52.03%	9.39%	30.40%	89.45
234x60	0.59%	10.57%	99.37	0.59%	10.73%	105.84	81.07%	60.63%	54.10%	15.26%	60.63%	54.10%	11.03%	25.19%	12.58
728x90	0.46%	8.13%	52.88	0.75%	11.94%	45.43	--	--	--	--	--	--	7.65%	47.04%	147.89
160x600	0.21%	5.46%	140.26	0.21%	5.76%	137.90	--	--	--	3.42%	41.45%	31.63%	5.33%	6.13%	163.20
300x250	0.33%	8.46%	46.68	0.31%	8.76%	50.50	--	--	--	6.65%	56.37%	43.51%	3.54%	32.87%	62.31
PushDown Banner	0.35%	13.15%	14.85	--	--	--	--	--	--	--	--	--	0.03%	43.57%	19.52

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Benchmarks for Thailand — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.46%	10.56%	81.24	0.40%	9.51%	77.60	56.39%	79.46%	66.90%	11.11%	67.66%	50.12%	20.47%	42.41%	125.67
Enhanced Std. Banner	0.12%	3.01%	43.90	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.30%	5.04%	49.43	0.26%	5.11%	65.66	55.82%	83.03%	64.75%	16.17%	83.03%	64.75%	--	--	--
728x90	0.10%	3.19%	43.88	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.15%	4.27%	54.20	0.16%	4.24%	68.38	55.92%	85.27%	65.31%	13.99%	85.27%	65.31%	--	--	--
Floating Ad	1.14%	12.81%	100.79	1.05%	13.01%	84.20	63.24%	26.10%	19.08%	3.28%	26.10%	19.08%	--	--	--
Expandable Formats	0.52%	15.37%	93.51	0.48%	14.45%	89.34	--	--	--	6.36%	49.43%	37.15%	21.90%	40.51%	144.53
234x60	0.45%	12.50%	48.47	0.37%	13.83%	89.40	--	--	--	5.17%	28.80%	17.91%	19.52%	34.27%	19.48
728x90	0.72%	26.17%	107.32	0.74%	26.47%	102.00	--	--	--	13.43%	57.59%	45.04%	28.55%	41.38%	128.16
160x600	0.18%	7.61%	114.54	0.11%	6.02%	81.76	--	--	--	1.43%	45.73%	29.76%	7.84%	9.65%	120.13
300x250	0.41%	12.26%	76.03	0.47%	11.72%	61.35	--	--	--	4.77%	39.18%	28.05%	12.71%	30.16%	86.49
PushDown Banner	0.84%	15.87%	39.81	0.72%	15.99%	29.85	--	--	--	26.39%	47.72%	21.08%	3.17%	63.45%	32.70
728x90	0.89%	27.58%	110.55	--	--	--	--	--	--	--	--	--	21.24%	61.95%	188.13
In-Stream	5.39%	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Turkey — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.06%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.05%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.50%	6.07%	46.33	0.58%	6.33%	52.71	63.31%	64.09%	51.53%	22.60%	83.50%	74.27%	11.05%	31.48%	78.02
Polite Banner	0.06%	2.83%	33.20	0.09%	3.07%	43.42	68.93%	84.87%	75.54%	46.62%	84.87%	75.54%	--	--	--
728x90	0.06%	2.16%	18.23	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.06%	3.06%	33.90	0.10%	3.31%	44.47	68.55%	85.21%	75.83%	57.66%	85.21%	75.83%	--	--	--
Floating Ad	1.07%	12.43%	4.47	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.99%	9.89%	52.74	1.01%	9.58%	55.84	38.48%	77.44%	68.68%	6.92%	77.44%	68.68%	11.14%	31.68%	78.77
728x90	0.35%	9.63%	53.76	0.51%	9.80%	52.27	--	--	--	9.13%	48.04%	37.28%	13.55%	27.18%	131.28
300x250	0.70%	7.84%	48.98	0.79%	8.46%	52.53	35.84%	89.50%	84.56%	4.76%	89.50%	84.56%	8.86%	30.84%	79.73
PushDown Banner	0.19%	6.20%	27.34	--	--	--	--	--	--	--	--	--	3.78%	21.28%	20.74
In-Stream	8.68%	--	--	--	--	--	91.09%	64.67%	41.03%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Benchmarks for UK — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	1.15%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.14%	4.10%	52.52	0.17%	4.86%	55.83	57.39%	75.01%	61.12%	17.74%	75.23%	61.50%	6.85%	26.05%	207.65
Enhanced Std. Banner	0.08%	2.30%	25.61	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.06%	2.05%	23.71	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.06%	1.29%	25.60	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	2.68%	26.54	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	1.25%	28.49	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.10%	2.74%	37.74	0.12%	3.12%	39.49	54.67%	77.96%	63.42%	28.66%	77.96%	63.42%	--	--	--
728x90	0.08%	2.05%	42.45	0.09%	2.43%	41.47	59.95%	80.41%	64.56%	31.96%	80.41%	64.56%	--	--	--
120x600	0.06%	1.37%	28.72	0.11%	1.90%	34.34	58.01%	76.15%	61.63%	32.41%	76.15%	61.63%	--	--	--
300x250	0.10%	2.98%	37.64	0.12%	3.03%	39.63	54.56%	77.75%	63.55%	26.38%	77.75%	63.55%	--	--	--
160x600	0.07%	1.40%	28.92	0.09%	1.64%	33.16	66.98%	83.80%	65.31%	68.93%	83.80%	65.31%	--	--	--
Floating Ad	2.09%	30.14%	4.50	2.28%	34.56%	5.06	71.30%	55.60%	44.86%	42.89%	55.60%	44.86%	--	--	--
Expandable Formats	0.23%	7.22%	70.32	0.24%	7.29%	70.28	64.54%	64.76%	53.51%	6.95%	64.76%	53.51%	7.07%	25.78%	206.43
234x60	0.23%	6.08%	90.84	0.19%	5.68%	93.19	0.71%	40.08%	30.74%	2.22%	40.08%	30.74%	8.54%	14.10%	19.67
728x90	0.24%	9.02%	66.69	0.26%	9.77%	68.20	72.22%	56.57%	44.60%	7.45%	56.57%	44.60%	9.55%	20.43%	128.66
160x600	0.36%	7.86%	69.40	0.42%	7.75%	53.28	--	--	--	3.46%	39.88%	24.20%	8.17%	16.40%	88.29
300x250	0.21%	6.73%	67.11	0.23%	6.78%	68.17	64.24%	68.15%	56.71%	7.40%	68.15%	56.71%	5.45%	28.82%	220.54
PushDown Banner	0.23%	9.28%	70.22	0.24%	8.93%	46.42	40.50%	76.01%	67.95%	21.70%	76.01%	67.95%	3.17%	30.23%	221.86
728x90	0.52%	8.19%	58.40	0.67%	8.49%	56.79	--	--	--	7.23%	38.95%	22.09%	8.04%	9.88%	72.98
970x66	0.11%	4.35%	24.57	0.14%	6.91%	22.47	15.41%	53.86%	42.56%	2.93%	53.86%	42.56%	0.32%	9.90%	27.16
In-Stream	1.73%	--	--	--	--	--	99.73%	83.99%	75.02%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for United States — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.87%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.15%	4.55%	47.71	0.14%	4.70%	44.50	56.24%	70.80%	55.49%	17.65%	71.74%	57.53%	5.28%	13.93%	74.83
Enhanced Std. Banner	0.10%	2.23%	22.81	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	1.96%	25.02	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	2.56%	21.36	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	1.65%	21.17	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.12%	2.75%	33.02	0.11%	3.09%	32.91	58.08%	72.18%	57.61%	30.06%	72.18%	57.61%	--	--	--
728x90	0.09%	2.22%	39.62	0.09%	2.39%	36.81	59.42%	74.20%	61.52%	32.92%	74.20%	61.52%	--	--	--
120x600	0.22%	1.62%	34.29	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	2.60%	32.10	0.09%	2.66%	33.16	57.12%	70.85%	55.78%	27.75%	70.85%	55.78%	--	--	--
160x600	0.12%	1.71%	29.97	0.11%	1.89%	40.74	63.52%	84.43%	60.91%	50.42%	84.43%	60.91%	--	--	--
Floating Ad	1.24%	28.51%	3.11	2.52%	43.52%	4.92	--	--	--	60.54%	68.72%	41.83%	--	--	--
Expandable Formats	0.18%	6.72%	61.80	0.18%	6.59%	55.27	51.97%	72.05%	58.82%	10.29%	72.05%	58.82%	5.45%	13.22%	82.32
234x60	0.37%	12.21%	114.06	0.38%	14.34%	95.47	--	--	--	5.46%	39.38%	25.29%	15.59%	26.07%	27.45
728x90	0.19%	7.08%	49.82	0.21%	7.72%	52.91	54.59%	71.60%	56.05%	8.79%	71.60%	56.05%	6.93%	18.30%	65.54
160x600	0.16%	5.56%	107.63	0.12%	4.24%	57.65	45.43%	71.03%	57.48%	18.23%	71.03%	57.48%	4.04%	4.67%	30.57
300x250	0.14%	5.93%	44.38	0.13%	4.84%	44.41	51.11%	74.31%	62.30%	11.13%	74.31%	62.30%	3.86%	9.89%	63.43
PushDown Banner	0.18%	8.06%	27.87	0.22%	8.44%	27.77	33.31%	62.95%	47.04%	14.02%	62.95%	47.04%	2.28%	24.48%	29.47
728x90	0.13%	4.20%	36.65	0.08%	5.47%	42.72	--	--	--	--	--	--	7.49%	14.21%	50.69
970x66	0.19%	8.92%	25.84	0.25%	9.29%	24.85	32.05%	62.67%	47.89%	17.76%	62.67%	47.89%	1.84%	25.63%	23.89
In-Stream	1.03%	--	--	--	--	--	92.75%	82.43%	74.78%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Benchmarks for Vietnam — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.20%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.48%	6.70%	53.98	0.72%	5.42%	30.68	--	--	--	7.25%	77.53%	28.04%	5.97%	20.16%	43.27
Enhanced Std. Banner	0.11%	1.40%	29.85	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.11%	1.43%	31.22	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.14%	1.80%	32.52	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	1.16%	27.33	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	2.08%	9.94%	15.89	4.13%	18.37%	15.51	--	--	--	--	--	--	--	--	--
300x250	0.10%	2.24%	24.03	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.40%	7.25%	60.00	0.24%	3.66%	41.06	--	--	--	7.25%	77.53%	28.04%	5.97%	20.16%	43.27
300x250	0.36%	7.85%	75.29	0.22%	3.32%	40.65	--	--	--	0.26%	73.41%	54.78%	8.65%	19.44%	58.02

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Verticals

Apparel Vertical Benchmarks — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.48%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.25%	5.16%	48.14	0.20%	5.55%	49.06	56.59%	69.77%	54.59%	20.28%	70.86%	57.89%	9.53%	29.36%	108.59
Enhanced Std. Banner	0.11%	1.66%	22.10	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	1.77%	22.14	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.13%	1.63%	21.02	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.10%	1.33%	24.80	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.17%	2.91%	35.24	0.14%	3.53%	44.18	57.71%	73.12%	60.00%	33.00%	73.12%	60.00%	--	--	--
728x90	0.08%	1.91%	28.39	0.06%	2.82%	30.73	66.77%	79.71%	65.68%	55.18%	79.71%	65.68%	--	--	--
120x600	0.14%	2.20%	20.81	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	2.56%	38.80	0.11%	3.00%	45.14	59.63%	71.51%	58.08%	35.14%	71.51%	58.08%	--	--	--
160x600	0.11%	1.76%	33.48	0.20%	2.45%	32.26	--	--	--	15.45%	79.78%	68.33%	--	--	--
Floating Ad	2.30%	37.66%	5.08	1.83%	48.85%	7.40	86.35%	47.47%	33.01%	27.67%	47.47%	33.01%	--	--	--
Expandable Formats	0.38%	9.53%	65.72	0.31%	9.17%	61.30	51.35%	60.74%	48.63%	5.75%	60.74%	48.63%	10.28%	29.53%	118.94
234x60	0.45%	8.62%	90.73	0.35%	7.47%	91.38	--	--	--	5.58%	54.09%	45.64%	11.88%	20.66%	27.43
728x90	0.37%	10.28%	76.16	0.22%	9.09%	68.91	44.79%	48.42%	35.64%	3.00%	48.42%	35.64%	11.27%	29.48%	174.87
160x600	0.51%	9.15%	71.88	0.11%	5.13%	65.62	--	--	--	3.93%	50.43%	37.99%	14.09%	28.29%	30.68
300x250	0.28%	8.47%	63.88	0.28%	8.54%	62.23	51.55%	65.31%	52.96%	6.10%	65.31%	52.96%	6.23%	28.87%	164.10
PushDown Banner	0.23%	8.61%	33.83	0.22%	7.68%	35.80	47.51%	54.18%	42.08%	11.92%	54.18%	42.08%	3.13%	28.00%	37.44
970x66	0.20%	9.04%	28.83	0.17%	7.74%	19.75	39.74%	8.12%	2.62%	11.20%	8.12%	2.62%	4.34%	25.42%	26.72
In-Stream	1.81%	--	--	--	--	--	92.84%	89.23%	85.94%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Auto Vertical Benchmarks — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.71%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.23%	6.38%	47.71	0.29%	9.04%	52.49	58.05%	64.36%	51.74%	17.32%	73.12%	58.92%	9.64%	36.76%	150.26
Enhanced Std. Banner	0.07%	1.61%	23.71	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.06%	1.23%	24.87	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.06%	2.06%	13.63	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.08%	1.86%	25.05	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	1.43%	22.28	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.11%	3.29%	39.49	0.13%	4.33%	49.70	60.97%	75.87%	60.13%	30.36%	75.87%	60.13%	--	--	--
728x90	0.07%	1.86%	32.19	0.08%	2.41%	59.63	67.52%	81.91%	69.62%	41.80%	81.91%	69.62%	--	--	--
120x600	0.08%	1.90%	69.78	0.10%	1.99%	23.28	--	--	--	1.13%	54.74%	37.43%	--	--	--
300x250	0.11%	3.23%	39.90	0.11%	3.72%	49.22	60.38%	74.68%	58.11%	29.52%	74.68%	58.11%	--	--	--
160x600	0.08%	1.84%	26.06	0.09%	1.96%	28.46	--	--	--	69.68%	76.04%	58.86%	--	--	--
Floating Ad	1.81%	29.17%	4.55	1.55%	41.40%	5.63	82.97%	71.16%	62.14%	64.20%	71.16%	62.14%	--	--	--
Expandable Formats	0.37%	10.62%	58.82	0.41%	12.17%	59.50	49.41%	65.20%	54.17%	7.28%	65.20%	54.17%	9.87%	36.71%	148.49
234x60	0.56%	11.63%	107.76	0.59%	11.19%	112.38	--	--	--	9.48%	50.44%	42.34%	14.99%	25.65%	27.52
728x90	0.28%	10.43%	64.54	0.32%	12.63%	74.13	40.37%	70.78%	60.37%	11.16%	70.78%	60.37%	10.95%	25.45%	82.93
160x600	0.16%	5.35%	61.21	0.08%	4.73%	72.29	--	--	--	0.88%	43.18%	28.94%	5.30%	7.16%	63.97
300x250	0.36%	10.56%	52.73	0.43%	12.34%	54.99	52.55%	67.02%	54.61%	6.28%	67.02%	54.61%	8.00%	34.54%	141.20
PushDown Banner	0.25%	8.40%	44.52	0.25%	11.15%	49.84	48.61%	75.98%	63.78%	22.73%	75.98%	63.78%	4.15%	37.79%	178.57
728x90	0.30%	11.66%	70.80	0.26%	11.06%	86.79	--	--	--	--	--	--	7.98%	43.40%	123.18
970x66	0.20%	8.19%	36.01	0.14%	6.73%	31.30	--	--	--	19.19%	77.78%	58.32%	4.43%	22.91%	35.89
In-Stream	1.13%	--	--	--	--	--	98.56%	79.17%	69.77%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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B2B Vertical Benchmarks — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	1.02%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.11%	4.67%	55.65	0.11%	4.95%	54.05	56.69%	71.16%	59.12%	15.50%	61.99%	48.40%	5.55%	12.50%	108.63
Enhanced Std. Banner	0.08%	2.00%	47.45	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	2.16%	55.08	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	2.66%	48.61	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.06%	1.37%	33.13	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.10%	3.75%	42.62	0.11%	4.26%	47.52	56.02%	56.83%	42.16%	23.99%	56.83%	42.16%	--	--	--
728x90	0.07%	2.59%	31.06	0.05%	1.93%	37.31	60.04%	76.28%	63.93%	15.65%	76.28%	63.93%	--	--	--
120x600	0.07%	1.46%	19.04	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.07%	3.13%	44.92	0.07%	3.54%	49.41	57.77%	54.95%	41.60%	29.10%	54.95%	41.60%	--	--	--
160x600	0.07%	2.29%	27.01	0.10%	1.48%	26.27	73.58%	63.94%	39.74%	--	--	--	--	--	--
Floating Ad	0.57%	15.39%	12.33	0.70%	19.88%	16.72	87.64%	73.08%	57.76%	--	--	--	--	--	--
Expandable Formats	0.13%	6.14%	73.08	0.12%	6.05%	68.69	63.33%	79.23%	69.18%	7.15%	79.23%	69.18%	5.20%	11.15%	122.38
234x60	0.28%	10.17%	121.40	--	--	--	--	--	--	--	--	--	13.71%	24.40%	33.50
728x90	0.10%	6.97%	66.89	0.09%	8.00%	67.68	--	--	--	0.31%	37.05%	25.20%	7.18%	9.10%	74.87
160x600	0.05%	4.12%	78.32	--	--	--	--	--	--	--	--	--	1.87%	2.24%	64.47
300x250	0.15%	5.77%	72.09	0.11%	5.09%	67.82	64.13%	79.84%	69.81%	9.56%	79.84%	69.81%	5.11%	12.62%	151.86
PushDown Banner	0.19%	8.57%	33.27	0.12%	10.25%	39.52	--	--	--	--	--	--	16.78%	38.00%	48.93
728x90	0.08%	6.52%	42.87	--	--	--	--	--	--	--	--	--	--	--	--
970x66	0.18%	8.29%	21.53	--	--	--	--	--	--	--	--	--	7.22%	29.57%	59.42
In-Stream	1.21%	--	--	--	--	--	76.06%	87.23%	81.37%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research,
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Careers Vertical Benchmarks — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.27%	7.14%	63.86	0.21%	6.80%	69.28	70.37%	75.43%	60.03%	5.66%	50.35%	27.85%	14.17%	41.54%	165.53
Enhanced Std. Banner	0.05%	1.84%	17.45	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.03%	1.15%	19.66	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.06%	1.33%	24.83	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	2.36%	20.09	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.02%	3.28%	13.93	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.13%	4.20%	28.10	0.14%	4.74%	27.72	70.37%	78.08%	35.81%	7.21%	78.08%	35.81%	--	--	--
728x90	0.15%	1.95%	23.53	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.13%	4.38%	31.67	0.14%	4.70%	31.37	70.95%	78.19%	35.81%	10.75%	78.19%	35.81%	--	--	--
Floating Ad	4.93%	27.13%	3.70	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.33%	9.39%	74.92	0.29%	8.63%	89.47	--	--	--	4.98%	32.88%	22.83%	14.15%	41.83%	168.23
234x60	0.23%	7.05%	100.26	0.21%	6.79%	100.17	--	--	--	4.15%	30.86%	21.75%	9.98%	15.92%	18.71
728x90	0.17%	12.26%	79.25	0.30%	12.90%	81.45	--	--	--	7.77%	34.70%	23.79%	13.21%	17.62%	87.72
300x250	0.36%	8.37%	71.82	--	--	--	--	--	--	--	--	--	6.51%	42.02%	203.76
PushDown Banner	0.50%	12.28%	27.08	--	--	--	--	--	--	--	--	--	15.82%	29.95%	19.67
In-Stream	1.71%	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Consumer Packaged Goods Vertical Benchmarks — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.93%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.26%	7.89%	49.95	0.27%	8.40%	46.43	53.92%	65.77%	50.32%	14.54%	66.79%	53.66%	8.54%	33.42%	111.33
Enhanced Std. Banner	0.12%	4.68%	21.84	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.10%	2.12%	25.81	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.10%	0.67%	25.76	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.14%	2.93%	22.76	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	1.76%	23.85	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.12%	4.84%	35.84	0.11%	4.72%	37.74	56.94%	72.73%	59.13%	21.61%	72.73%	59.13%	--	--	--
728x90	0.09%	2.25%	35.54	0.07%	2.62%	37.20	56.60%	75.10%	58.63%	31.86%	75.10%	58.63%	--	--	--
120x600	0.07%	2.05%	228.32	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	3.52%	40.67	0.10%	3.66%	43.93	56.37%	71.60%	57.93%	23.85%	71.60%	57.93%	--	--	--
160x600	0.07%	1.72%	35.65	0.06%	1.68%	40.01	66.31%	79.72%	64.52%	43.97%	79.72%	64.52%	--	--	--
Floating Ad	1.95%	28.80%	11.26	2.28%	38.46%	7.68	82.41%	40.71%	28.56%	34.02%	40.71%	28.56%	--	--	--
Expandable Formats	0.37%	10.82%	62.87	0.38%	11.56%	55.42	47.17%	53.59%	42.30%	7.84%	53.59%	42.30%	8.76%	33.23%	112.75
234x60	0.40%	9.49%	109.24	0.37%	8.89%	110.42	77.55%	43.86%	33.20%	6.51%	43.86%	33.20%	12.66%	21.74%	32.27
728x90	0.38%	12.85%	55.38	0.42%	14.28%	45.68	60.11%	54.51%	41.91%	11.46%	54.51%	41.91%	14.15%	38.90%	82.47
160x600	0.21%	7.47%	86.47	0.18%	6.57%	87.65	--	--	--	2.77%	46.09%	29.61%	7.65%	11.44%	134.85
300x250	0.37%	10.12%	53.42	0.37%	10.66%	50.77	48.25%	62.11%	50.19%	7.62%	62.11%	50.19%	6.41%	26.49%	105.67
PushDown Banner	0.25%	9.20%	37.64	0.29%	11.08%	39.64	35.80%	72.05%	54.41%	29.62%	72.05%	54.41%	3.38%	37.79%	87.50
728x90	0.18%	6.96%	60.10	--	--	--	--	--	--	--	--	--	5.92%	25.25%	35.67
970x66	0.21%	10.44%	33.51	0.22%	9.17%	32.41	33.55%	78.75%	66.77%	13.26%	78.75%	66.77%	3.36%	26.29%	21.09
In-Stream	2.09%	--	--	--	--	--	97.01%	85.90%	77.76%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
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Corporate Vertical Benchmarks — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.06%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.22%	5.75%	49.97	0.23%	7.11%	50.37	56.35%	76.81%	63.33%	13.57%	69.90%	49.80%	8.26%	34.97%	150.33
Enhanced Std. Banner	0.11%	2.48%	19.21	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.14%	2.51%	19.10	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	2.65%	17.58	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.11%	3.17%	37.75	0.12%	4.85%	39.96	56.89%	76.18%	54.26%	23.55%	76.18%	54.26%	--	--	--
728x90	0.08%	2.41%	45.04	0.07%	2.15%	32.67	--	--	--	--	--	--	--	--	--
300x250	0.11%	2.86%	40.07	0.10%	3.02%	43.11	59.86%	82.39%	54.61%	16.64%	82.39%	54.61%	--	--	--
160x600	0.07%	1.33%	25.71	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	3.06%	27.61%	17.84	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.33%	9.18%	59.10	0.35%	9.40%	55.67	55.39%	42.87%	30.60%	3.63%	42.87%	30.60%	8.31%	33.85%	143.13
234x60	0.46%	11.31%	96.40	--	--	--	--	--	--	--	--	--	13.30%	26.97%	27.19
728x90	0.30%	10.08%	58.33	0.26%	14.44%	60.75	--	--	--	8.33%	31.35%	21.94%	12.60%	29.82%	154.07
160x600	0.21%	10.42%	96.75	--	--	--	--	--	--	--	--	--	9.55%	13.57%	73.39
300x250	0.32%	7.80%	56.15	0.38%	8.27%	55.50	55.09%	52.84%	37.89%	2.86%	52.84%	37.89%	6.28%	23.76%	141.18
PushDown Banner	0.34%	8.77%	73.91	--	--	--	--	--	--	--	--	--	6.78%	76.30%	244.29
In-Stream	1.53%	--	--	--	--	--	97.73%	70.57%	55.78%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research,
please contact your local MediaMind representative or email us at info@mediamind.com

Electronics Vertical Benchmarks — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	1.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.23%	6.29%	61.79	0.26%	7.20%	60.70	55.18%	70.10%	54.82%	24.62%	74.60%	54.16%	9.38%	33.44%	141.62
Enhanced Std. Banner	0.11%	2.43%	25.84	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	2.25%	19.83	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.06%	1.85%	22.41	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.14%	2.96%	29.51	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	1.25%	27.66	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.13%	4.30%	55.24	0.12%	5.12%	60.97	54.80%	76.99%	55.03%	46.05%	76.99%	55.03%	--	--	--
728x90	0.12%	2.48%	64.67	0.10%	2.42%	46.67	62.23%	84.72%	67.32%	48.98%	84.72%	67.32%	--	--	--
120x600	0.10%	2.22%	36.67	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	4.06%	61.45	0.09%	4.60%	74.18	56.69%	76.79%	59.71%	48.31%	76.79%	59.71%	--	--	--
160x600	0.08%	1.45%	30.05	0.08%	1.49%	31.21	58.12%	88.59%	67.27%	85.29%	88.59%	67.27%	--	--	--
Floating Ad	0.43%	8.53%	7.53	0.50%	16.02%	8.79	49.75%	47.24%	28.34%	8.48%	47.24%	28.34%	--	--	--
Expandable Formats	0.34%	8.33%	68.54	0.40%	9.20%	63.25	57.69%	64.33%	50.68%	7.88%	64.33%	50.68%	9.54%	33.43%	145.87
234x60	0.43%	9.32%	97.24	0.58%	10.40%	91.68	--	--	--	6.27%	40.85%	27.92%	13.20%	21.88%	24.07
728x90	0.37%	10.79%	65.08	0.35%	9.64%	59.33	54.12%	53.37%	42.13%	4.92%	53.37%	42.13%	10.74%	32.35%	99.92
160x600	0.22%	7.31%	66.70	0.32%	11.65%	54.37	61.17%	65.57%	52.95%	11.85%	65.57%	52.95%	7.42%	10.73%	62.51
300x250	0.28%	6.76%	55.45	0.36%	7.90%	60.15	57.92%	74.00%	59.50%	9.61%	74.00%	59.50%	4.69%	20.18%	144.72
PushDown Banner	0.19%	11.19%	60.17	0.27%	9.16%	40.18	--	--	--	25.85%	37.09%	27.13%	5.28%	33.67%	61.79
728x90	0.29%	11.68%	74.41	0.30%	5.38%	32.94	--	--	--	--	--	--	9.29%	34.69%	73.03
970x66	0.10%	8.30%	27.03	--	--	--	--	--	--	--	--	--	0.72%	20.40%	22.85
In-Stream	3.83%	--	--	--	--	--	94.35%	80.57%	65.72%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

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Entertainment Vertical Benchmarks — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.14%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	1.02%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.33%	7.03%	52.65	0.36%	6.85%	52.06	59.36%	71.39%	58.02%	22.80%	72.53%	59.43%	8.85%	36.08%	135.46
Enhanced Std. Banner	0.13%	2.90%	20.98	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.10%	2.28%	23.01	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.04%	0.97%	37.04	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	2.80%	19.68	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.15%	1.99%	17.76	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.18%	3.31%	37.74	0.18%	3.33%	39.51	59.67%	75.28%	62.00%	36.17%	75.28%	62.00%	--	--	--
728x90	0.13%	2.55%	35.94	0.12%	2.59%	34.75	68.39%	73.70%	61.83%	24.56%	73.70%	61.83%	--	--	--
120x600	0.09%	1.39%	32.66	0.12%	1.95%	52.50	60.47%	70.40%	56.92%	27.38%	70.40%	56.92%	--	--	--
300x250	0.18%	2.57%	40.04	0.19%	2.62%	40.84	60.48%	75.64%	62.54%	38.18%	75.64%	62.54%	--	--	--
160x600	0.11%	1.51%	32.80	0.11%	1.59%	37.64	71.41%	81.28%	59.65%	57.37%	81.28%	59.65%	--	--	--
Floating Ad	2.05%	30.48%	6.10	3.47%	36.33%	8.97	70.18%	55.98%	40.84%	32.94%	55.98%	40.84%	--	--	--
Expandable Formats	0.42%	9.97%	64.68	0.49%	10.35%	61.73	59.59%	67.02%	54.56%	12.23%	67.02%	54.56%	9.08%	36.47%	138.04
234x60	0.36%	8.78%	97.79	0.37%	8.96%	97.44	70.09%	65.91%	57.33%	6.61%	65.91%	57.33%	11.59%	19.49%	19.63
728x90	0.33%	9.50%	54.67	0.33%	9.63%	53.39	67.70%	62.13%	48.71%	9.52%	62.13%	48.71%	8.45%	23.50%	83.41
160x600	0.26%	8.60%	126.41	0.44%	10.59%	83.17	63.90%	65.22%	46.23%	9.04%	65.22%	46.23%	6.46%	8.08%	43.15
300x250	0.41%	9.25%	48.60	0.48%	8.81%	54.53	65.24%	71.55%	59.38%	16.13%	71.55%	59.38%	9.41%	41.52%	162.77
PushDown Banner	0.48%	10.11%	34.45	0.55%	10.41%	36.32	46.01%	66.85%	51.42%	14.71%	66.85%	51.42%	2.38%	26.84%	63.43
728x90	0.18%	8.32%	64.54	0.16%	7.84%	64.78	54.46%	34.77%	21.25%	6.10%	34.77%	21.25%	6.34%	28.88%	70.09
970x66	0.22%	9.45%	19.30	0.24%	9.63%	19.49	26.88%	69.10%	52.26%	18.64%	69.10%	52.26%	0.50%	26.40%	25.23
In-Stream	1.50%	--	--	--	--	--	94.96%	81.53%	76.09%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Financial Vertical Benchmarks — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.62%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.21%	6.07%	52.18	0.25%	8.05%	47.89	60.94%	69.56%	55.47%	24.17%	76.78%	63.15%	11.02%	49.54%	141.47
Enhanced Std. Banner	0.03%	0.86%	23.95	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.02%	0.50%	28.29	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.03%	0.88%	16.99	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.06%	1.36%	22.72	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.04%	1.28%	24.19	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.09%	3.09%	33.89	0.11%	4.18%	40.19	62.59%	79.75%	65.86%	41.75%	79.75%	65.86%	--	--	--
728x90	0.06%	2.40%	33.12	0.08%	2.59%	48.61	66.67%	83.99%	54.59%	40.59%	83.99%	54.59%	--	--	--
120x600	0.07%	2.00%	52.70	0.03%	2.80%	58.97	70.14%	82.70%	69.62%	--	--	--	--	--	--
300x250	0.08%	2.51%	35.54	0.10%	3.30%	42.72	60.58%	78.78%	65.47%	41.71%	78.78%	65.47%	--	--	--
160x600	0.09%	1.90%	39.85	0.10%	2.68%	48.93	55.63%	96.05%	79.23%	--	--	--	--	--	--
Floating Ad	1.02%	21.67%	7.15	0.83%	24.83%	7.61	66.35%	60.29%	47.34%	12.27%	60.29%	47.34%	--	--	--
Expandable Formats	0.37%	10.19%	66.28	0.45%	13.73%	57.81	55.08%	63.44%	50.60%	8.24%	63.44%	50.60%	11.64%	50.69%	146.77
234x60	0.42%	9.67%	101.64	0.68%	11.78%	120.45	--	--	--	17.99%	68.37%	60.29%	13.18%	21.75%	32.35
728x90	0.29%	11.11%	65.51	0.39%	15.63%	55.88	61.11%	74.11%	52.08%	6.98%	74.11%	52.08%	12.09%	51.42%	183.67
160x600	0.34%	9.72%	76.41	--	--	--	--	--	--	--	--	--	12.03%	34.83%	38.24
300x250	0.39%	11.04%	62.85	0.46%	13.65%	53.12	56.64%	63.39%	50.13%	8.38%	63.39%	50.13%	8.97%	39.86%	142.76
PushDown Banner	0.23%	8.90%	30.42	0.25%	12.40%	29.95	51.99%	80.50%	68.23%	36.59%	80.50%	68.23%	2.67%	36.33%	64.90
728x90	0.17%	11.61%	64.68	--	--	--	--	--	--	--	--	--	13.07%	36.66%	64.22
970x66	0.10%	4.46%	23.69	--	--	--	--	--	--	--	--	--	0.67%	7.76%	17.25
In-Stream	1.65%	--	--	--	--	--	99.67%	80.98%	73.34%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research, please contact your local MediaMind representative or email us at info@mediamind.com

Gaming Vertical Benchmarks — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	1.20%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.19%	4.47%	48.07	0.22%	4.92%	51.59	54.17%	67.51%	53.89%	23.53%	69.40%	56.56%	8.06%	29.50%	118.69
Enhanced Std. Banner	0.07%	1.53%	26.09	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	1.55%	34.42	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	1.63%	28.36	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.05%	1.01%	27.07	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.14%	2.87%	42.82	0.15%	2.97%	47.10	53.66%	70.98%	57.84%	33.13%	70.98%	57.84%	--	--	--
728x90	0.10%	2.38%	54.06	0.10%	2.43%	56.41	58.36%	71.52%	59.14%	38.91%	71.52%	59.14%	--	--	--
120x600	0.25%	1.86%	23.14	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.13%	2.52%	43.43	0.13%	2.34%	48.86	52.86%	71.77%	58.80%	31.11%	71.77%	58.80%	--	--	--
160x600	0.09%	1.43%	35.51	0.18%	2.03%	56.04	48.91%	69.78%	55.26%	33.66%	69.78%	55.26%	--	--	--
Floating Ad	1.96%	38.77%	4.63	2.45%	51.08%	5.35	77.90%	34.46%	21.40%	35.41%	34.46%	21.40%	--	--	--
Expandable Formats	0.33%	8.24%	62.15	0.35%	8.80%	63.11	57.27%	66.18%	54.40%	15.14%	66.18%	54.40%	8.56%	30.23%	126.87
234x60	0.29%	9.27%	83.80	0.26%	9.76%	82.49	92.24%	61.53%	52.27%	11.21%	61.53%	52.27%	11.10%	20.09%	32.20
728x90	0.32%	8.87%	60.50	0.28%	8.58%	60.82	47.22%	64.31%	44.38%	7.99%	64.31%	44.38%	14.52%	40.59%	120.57
160x600	0.16%	5.45%	78.85	0.14%	4.88%	61.49	--	--	--	5.58%	77.20%	67.51%	5.72%	6.44%	83.21
300x250	0.35%	7.64%	56.78	0.39%	8.18%	59.09	59.38%	70.17%	58.75%	22.93%	70.17%	58.75%	6.03%	24.05%	139.56
PushDown Banner	0.20%	8.98%	31.71	0.19%	8.45%	29.03	32.55%	69.15%	53.16%	12.19%	69.15%	53.16%	3.00%	22.55%	28.00
728x90	0.25%	9.48%	44.94	0.28%	6.58%	50.47	--	--	--	27.31%	78.26%	66.67%	7.77%	9.08%	55.99
970x66	0.21%	8.81%	14.63	0.19%	9.72%	14.42	22.33%	72.23%	53.86%	19.18%	72.23%	53.86%	0.16%	23.91%	17.45
In-Stream	1.52%	--	--	--	--	--	42.74%	99.86%	96.33%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Government/Utilities Vertical Benchmarks — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.86%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.19%	5.81%	56.70	0.17%	6.33%	53.98	58.29%	67.76%	54.40%	28.86%	77.37%	65.59%	11.27%	34.91%	143.61
Enhanced Std. Banner	0.04%	1.57%	20.85	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.05%	1.63%	25.85	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.04%	1.71%	19.49	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	1.80%	21.05	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.09%	3.30%	52.92	0.09%	3.31%	58.91	57.72%	76.46%	63.11%	38.83%	76.46%	63.11%	--	--	--
728x90	0.07%	2.29%	51.30	0.07%	2.39%	56.01	55.03%	79.09%	65.38%	--	--	--	--	--	--
120x600	0.08%	1.58%	31.64	0.08%	1.59%	31.98	59.31%	76.34%	61.80%	56.61%	76.34%	61.80%	--	--	--
300x250	0.08%	3.08%	56.94	0.09%	3.22%	59.83	58.50%	75.33%	61.83%	35.93%	75.33%	61.83%	--	--	--
160x600	0.10%	2.25%	41.24	0.09%	3.45%	37.74	62.07%	--	--	--	--	--	--	--	--
Floating Ad	1.23%	21.80%	7.26	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.33%	9.42%	63.37	0.33%	12.59%	53.79	63.26%	79.65%	72.79%	16.13%	79.65%	72.79%	11.49%	34.52%	145.51
234x60	0.38%	9.85%	94.36	0.44%	8.48%	52.39	--	--	--	4.96%	23.23%	16.95%	13.37%	21.02%	26.29
728x90	0.17%	6.96%	59.58	0.16%	8.37%	53.85	--	--	--	2.69%	39.58%	26.92%	10.32%	26.11%	74.31
160x600	0.31%	8.86%	69.15	--	--	--	--	--	--	--	--	--	10.84%	11.44%	67.27
300x250	0.30%	9.61%	54.05	0.33%	13.41%	56.21	66.18%	84.73%	78.49%	20.96%	84.73%	78.49%	8.55%	32.47%	97.05
PushDown Banner	0.26%	11.38%	44.12	0.31%	14.80%	49.66	46.62%	83.33%	68.50%	--	--	--	3.74%	44.83%	117.78
970x66	0.21%	8.87%	30.71	--	--	--	--	--	--	--	--	--	2.88%	35.44%	79.29
In-Stream	0.93%	--	--	--	--	--	88.71%	86.39%	79.19%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Health/Beauty Vertical Benchmarks — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.37%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.30%	7.54%	60.27	0.30%	8.10%	59.15	57.21%	71.33%	58.31%	12.56%	65.63%	47.69%	9.35%	35.06%	139.30
Enhanced Std. Banner	0.11%	2.14%	36.88	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	1.56%	48.72	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	2.41%	36.37	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.19%	3.84%	41.98	0.17%	4.63%	51.61	55.23%	70.77%	52.49%	23.17%	70.77%	52.49%	--	--	--
728x90	0.11%	2.13%	35.70	0.06%	1.90%	43.20	55.32%	68.16%	49.92%	51.82%	68.16%	49.92%	--	--	--
120x600	0.08%	1.39%	32.66	0.05%	2.06%	24.73	--	--	--	--	--	--	--	--	--
300x250	0.10%	3.57%	46.44	0.10%	4.05%	58.93	55.47%	73.15%	54.64%	19.67%	73.15%	54.64%	--	--	--
160x600	0.08%	2.19%	31.88	0.10%	3.34%	58.38	49.31%	75.81%	50.26%	58.22%	75.81%	50.26%	--	--	--
Floating Ad	1.23%	23.96%	18.28	1.50%	30.72%	19.08	81.03%	45.03%	25.01%	31.60%	45.03%	25.01%	--	--	--
Expandable Formats	0.36%	9.74%	72.22	0.37%	10.18%	68.11	59.96%	59.27%	42.24%	6.24%	59.27%	42.24%	9.48%	34.71%	143.23
234x60	0.44%	9.64%	100.26	0.49%	10.07%	97.74	80.80%	38.03%	29.88%	5.79%	38.03%	29.88%	12.92%	22.25%	23.10
728x90	0.32%	12.13%	67.16	0.27%	11.56%	59.02	66.06%	61.67%	48.15%	7.07%	61.67%	48.15%	12.39%	28.89%	94.91
160x600	0.20%	7.67%	96.82	0.24%	8.88%	96.65	--	--	--	4.31%	63.33%	47.87%	7.49%	13.45%	104.91
300x250	0.35%	10.18%	63.50	0.33%	9.34%	62.04	55.80%	60.24%	47.66%	4.51%	60.24%	47.66%	7.88%	34.97%	196.00
PushDown Banner	0.36%	10.54%	35.02	0.43%	11.06%	33.44	45.65%	42.07%	25.08%	14.70%	42.07%	25.08%	4.07%	48.03%	53.37
728x90	0.29%	9.76%	61.20	0.32%	8.32%	49.97	--	--	--	--	--	--	4.29%	50.83%	73.29
970x66	0.37%	9.50%	22.05	0.40%	10.42%	22.32	--	--	--	17.18%	42.14%	31.68%	0.21%	48.01%	37.26
In-Stream	3.62%	--	--	--	--	--	86.80%	85.41%	71.74%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Medical Vertical Benchmarks — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.05%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.89%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.16%	5.97%	51.38	0.26%	9.60%	54.48	56.50%	53.38%	42.00%	6.11%	60.17%	47.05%	3.45%	10.62%	105.77
Enhanced Std. Banner	0.13%	2.09%	17.92	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	1.64%	19.80	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.04%	0.93%	33.20	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.13%	2.25%	19.02	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	2.31%	19.41	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.25%	3.94%	53.50	0.64%	6.81%	77.37	57.04%	67.93%	55.44%	35.69%	67.93%	55.44%	--	--	--
728x90	0.09%	2.05%	37.17	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	3.19%	35.52	0.10%	3.68%	37.96	57.04%	67.48%	54.85%	34.99%	67.48%	54.85%	--	--	--
160x600	0.07%	1.80%	30.51	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	2.15%	31.18%	3.55	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.12%	6.44%	55.48	0.18%	9.76%	53.90	54.17%	45.32%	31.26%	2.30%	45.32%	31.26%	3.45%	10.60%	106.05
234x60	0.37%	10.33%	88.75	--	--	--	--	--	--	--	--	--	15.07%	25.64%	20.00
728x90	0.11%	6.13%	64.11	0.18%	8.73%	67.82	59.01%	59.82%	44.72%	2.25%	59.82%	44.72%	5.74%	8.84%	63.13
160x600	0.07%	3.75%	58.28	0.08%	4.87%	59.78	--	--	--	2.06%	54.72%	34.32%	2.95%	3.33%	82.25
300x250	0.12%	7.21%	46.55	0.20%	11.26%	47.58	53.76%	38.20%	25.71%	2.30%	38.20%	25.71%	1.52%	9.78%	32.86
In-Stream	2.12%	--	--	--	--	--	99.96%	88.90%	84.46%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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News/Media Vertical Benchmarks — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.18%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.65%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.24%	5.71%	81.36	0.29%	9.21%	75.55	60.51%	56.02%	42.49%	20.16%	61.50%	44.55%	14.81%	48.14%	212.82
Enhanced Std. Banner	0.03%	0.87%	28.49	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.03%	0.76%	37.00	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.03%	0.88%	24.52	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.11%	3.48%	30.62	0.10%	5.90%	30.54	63.29%	64.51%	49.17%	57.16%	64.51%	49.17%	--	--	--
728x90	0.06%	1.93%	34.07	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	2.94%	28.89	0.09%	3.69%	29.13	64.04%	62.93%	48.08%	59.63%	62.93%	48.08%	--	--	--
160x600	0.14%	1.46%	33.90	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	2.55%	32.42%	6.90	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.52%	11.44%	117.46	0.56%	15.16%	116.53	46.54%	54.47%	34.71%	6.79%	54.47%	34.71%	14.93%	51.25%	218.34
234x60	0.55%	12.17%	127.12	0.58%	12.33%	147.45	--	--	--	5.09%	39.00%	25.31%	17.20%	32.72%	56.01
728x90	0.14%	8.00%	41.99	0.22%	16.63%	26.80	--	--	--	1.93%	16.82%	7.91%	10.30%	27.65%	56.92
300x250	1.00%	17.77%	144.46	0.67%	17.36%	133.30	44.69%	64.94%	40.81%	11.20%	64.94%	40.81%	18.38%	51.01%	107.35
PushDown Banner	0.08%	4.81%	37.54	0.13%	8.13%	15.80	--	--	--	36.05%	61.07%	39.15%	8.48%	17.93%	81.38
970x66	0.22%	8.23%	58.24	0.14%	8.43%	11.55	--	--	--	32.81%	70.30%	49.49%	8.48%	28.48%	66.45

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Restaurant Vertical Benchmarks — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.54%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.16%	4.46%	49.15	0.12%	4.13%	47.65	56.50%	76.06%	64.64%	4.31%	68.15%	56.28%	9.41%	31.53%	187.21
Enhanced Std. Banner	0.07%	1.92%	31.76	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	1.99%	30.41	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.06%	1.83%	31.14	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	2.07%	16.73	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.10%	3.12%	34.79	0.09%	3.35%	44.92	56.53%	75.52%	63.76%	3.83%	75.52%	63.76%	--	--	--
728x90	0.08%	2.85%	26.05	0.03%	4.68%	48.64	53.90%	--	--	--	--	--	--	--	--
300x250	0.10%	3.34%	41.42	0.10%	3.63%	43.40	57.08%	75.42%	64.51%	8.55%	75.42%	64.51%	--	--	--
160x600	0.09%	1.93%	24.34	0.07%	4.34%	50.99	55.98%	--	--	--	--	--	--	--	--
Floating Ad	0.95%	13.64%	6.10	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.31%	8.76%	74.51	0.18%	7.20%	58.17	58.37%	70.74%	56.93%	4.29%	70.74%	56.93%	9.60%	31.43%	195.08
234x60	0.47%	10.76%	100.04	0.51%	10.82%	59.60	--	--	--	6.71%	30.82%	22.39%	14.41%	25.77%	40.75
728x90	0.32%	10.68%	71.47	0.18%	19.23%	64.45	--	--	--	3.82%	63.28%	44.54%	13.19%	42.55%	79.24
160x600	0.19%	5.26%	99.49	--	--	--	--	--	--	--	--	--	5.83%	6.19%	108.16
300x250	0.25%	7.51%	59.15	0.10%	5.56%	60.09	56.01%	81.50%	66.69%	4.12%	81.50%	66.69%	7.30%	22.23%	225.90
PushDown Banner	0.42%	10.64%	21.07	0.76%	14.59%	20.57	42.30%	13.45%	9.22%	17.19%	13.45%	9.22%	3.86%	34.07%	26.91
970x66	0.57%	12.62%	20.36	0.67%	14.27%	19.72	46.91%	15.33%	11.07%	20.21%	15.33%	11.07%	3.22%	45.09%	24.23
In-Stream	1.10%	--	--	--	--	--	96.06%	83.31%	75.36%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
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Retail Vertical Benchmarks — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.92%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.30%	6.70%	47.86	0.34%	7.95%	56.52	55.89%	63.31%	46.92%	13.96%	61.76%	49.13%	11.95%	39.64%	126.28
Enhanced Std. Banner	0.06%	1.55%	25.81	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.05%	1.42%	26.65	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.07%	1.79%	24.23	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.06%	1.36%	27.45	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.16%	3.23%	31.22	0.12%	4.10%	47.43	61.26%	60.49%	49.27%	35.82%	60.49%	49.27%	--	--	--
728x90	0.11%	1.89%	31.07	0.08%	1.86%	31.64	43.18%	45.77%	31.55%	18.39%	45.77%	31.55%	--	--	--
120x600	0.36%	2.18%	22.27	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.15%	2.75%	35.02	0.10%	3.35%	48.30	61.02%	62.51%	50.93%	36.02%	62.51%	50.93%	--	--	--
160x600	0.20%	1.88%	33.62	0.12%	7.05%	60.04	63.27%	22.93%	19.77%	51.74%	22.93%	19.77%	--	--	--
Floating Ad	1.53%	32.80%	7.56	2.44%	45.79%	5.15	--	--	--	--	--	--	--	--	--
Expandable Formats	0.43%	10.22%	54.89	0.46%	9.83%	59.11	49.48%	62.66%	47.30%	6.67%	62.66%	47.30%	11.96%	39.60%	127.58
234x60	0.50%	11.27%	110.41	0.61%	12.56%	132.77	--	--	--	17.02%	61.97%	54.81%	14.52%	24.81%	34.30
728x90	0.34%	10.02%	53.26	0.26%	11.03%	56.68	58.32%	38.38%	21.85%	4.40%	38.38%	21.85%	9.66%	17.81%	59.79
160x600	0.64%	10.66%	82.84	0.35%	12.70%	50.04	38.63%	77.95%	67.00%	22.73%	77.95%	67.00%	14.48%	26.16%	45.64
300x250	0.43%	10.11%	50.31	0.46%	8.82%	57.27	51.30%	70.72%	55.27%	6.73%	70.72%	55.27%	13.36%	36.53%	135.44
PushDown Banner	0.28%	12.58%	44.46	0.20%	12.39%	59.04	31.77%	83.89%	74.30%	21.69%	83.89%	74.30%	11.52%	42.49%	50.89
728x90	0.13%	11.56%	69.88	--	--	--	--	--	--	--	--	--	12.01%	42.35%	86.98
970x66	0.29%	10.07%	17.83	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream	2.50%	--	--	--	--	--	90.74%	72.96%	59.95%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research,
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Services Vertical Benchmarks — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.06%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.79%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.23%	5.78%	67.33	0.36%	8.00%	68.63	58.12%	67.43%	50.77%	21.65%	69.47%	58.04%	10.84%	32.47%	134.97
Enhanced Std. Banner	0.05%	1.11%	27.86	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.04%	1.02%	27.14	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.04%	1.15%	28.08	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.05%	1.19%	31.56	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.08%	2.47%	40.18	0.10%	4.70%	59.20	57.48%	65.60%	55.75%	40.86%	65.60%	55.75%	--	--	--
728x90	0.05%	1.47%	38.35	0.06%	5.61%	75.16	58.05%	57.43%	47.94%	71.74%	57.43%	47.94%	--	--	--
120x600	0.10%	2.08%	18.85	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.07%	2.26%	47.26	0.09%	3.15%	70.10	54.63%	69.28%	59.16%	35.44%	69.28%	59.16%	--	--	--
160x600	0.06%	1.46%	46.33	0.07%	5.19%	92.58	--	--	--	70.79%	53.37%	44.37%	--	--	--
Floating Ad	1.16%	14.82%	4.76	2.56%	57.64%	8.67	85.04%	54.67%	36.65%	--	--	--	--	--	--
Expandable Formats	0.35%	9.05%	76.19	0.51%	9.73%	73.80	58.63%	75.65%	61.78%	12.45%	75.65%	61.78%	11.01%	32.19%	135.64
234x60	0.40%	9.49%	82.89	0.55%	12.71%	89.35	--	--	--	--	--	--	13.09%	22.37%	17.80
728x90	0.22%	10.03%	65.76	0.19%	10.84%	71.50	70.63%	39.25%	27.70%	3.19%	39.25%	27.70%	11.11%	25.77%	168.66
160x600	0.32%	8.62%	75.64	0.04%	2.33%	36.95	--	--	--	1.64%	40.17%	24.93%	14.45%	18.87%	49.94
300x250	0.36%	9.20%	81.72	0.52%	9.57%	80.37	61.12%	80.34%	66.42%	13.88%	80.34%	66.42%	10.06%	34.23%	139.00
PushDown Banner	0.24%	8.38%	30.55	--	--	--	--	--	--	--	--	--	1.21%	44.54%	117.53
In-Stream	1.07%	--	--	--	--	--	99.97%	93.21%	90.61%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Sports Vertical Benchmarks — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	2.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.12%	4.84%	46.11	0.16%	8.65%	48.15	62.01%	71.65%	53.38%	10.52%	65.23%	53.80%	8.69%	18.57%	41.27
Enhanced Std. Banner	0.28%	2.45%	14.40	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.04%	1.59%	33.82	0.08%	3.41%	30.89	60.83%	70.16%	56.95%	4.80%	70.16%	56.95%	--	--	--
728x90	0.03%	1.50%	48.53	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.04%	1.71%	33.12	0.18%	3.94%	42.88	60.83%	72.38%	59.80%	--	--	--	--	--	--
160x600	0.05%	1.13%	26.55	--	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	1.55%	25.59%	5.33	1.13%	14.74%	19.28	--	--	--	6.71%	26.45%	17.18%	--	--	--
Expandable Formats	0.23%	9.69%	52.42	0.17%	9.56%	50.02	62.97%	66.07%	54.67%	11.35%	66.07%	54.67%	8.94%	17.92%	40.03
234x60	0.43%	9.31%	74.40	--	--	--	--	--	--	--	--	--	13.14%	25.68%	15.91
728x90	0.17%	11.30%	57.49	0.14%	12.14%	57.62	64.77%	72.49%	60.23%	15.46%	72.49%	60.23%	10.94%	15.82%	60.85
300x250	0.12%	6.96%	50.23	0.12%	6.99%	49.39	62.37%	70.29%	58.37%	8.25%	70.29%	58.37%	6.71%	10.20%	51.63
PushDown Banner	0.22%	7.33%	25.88	0.35%	11.34%	31.65	--	--	--	7.58%	20.05%	11.16%	2.19%	25.29%	47.20
970x66	0.30%	9.74%	20.50	--	--	--	--	--	--	--	--	--	0.38%	29.18%	16.51

Data Source: Mediamind Research, 2011-2012
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Tech/Internet Vertical Benchmarks — Q2 2011 - Q1 2012

Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.11%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.89%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.30%	5.81%	59.50	0.49%	7.24%	58.92	55.83%	73.58%	59.65%	16.17%	62.47%	43.42%	9.13%	51.21%	137.81
Enhanced Std. Banner	0.14%	2.62%	21.56	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.10%	2.05%	17.52	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	3.35%	23.21	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	1.55%	39.78	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.12%	3.46%	34.66	0.16%	4.76%	49.26	56.59%	64.10%	46.23%	32.84%	64.10%	46.23%	--	--	--
728x90	0.09%	2.60%	45.64	0.05%	5.32%	74.08	59.68%	85.97%	71.46%	26.29%	85.97%	71.46%	--	--	--
120x600	0.08%	2.45%	33.53	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.08%	2.43%	39.18	0.10%	3.25%	52.88	54.71%	61.43%	41.95%	35.34%	61.43%	41.95%	--	--	--
160x600	0.06%	1.25%	29.86	0.05%	3.09%	80.55	61.90%	85.13%	70.35%	--	--	--	--	--	--
Floating Ad	1.21%	14.07%	9.01	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.44%	7.78%	71.65	0.72%	8.85%	65.34	54.99%	59.67%	38.19%	8.65%	59.67%	38.19%	9.23%	51.66%	139.48
234x60	0.52%	10.00%	101.02	0.69%	12.67%	123.26	--	--	--	6.56%	24.01%	16.10%	13.42%	24.13%	28.43
728x90	0.26%	8.95%	71.33	0.27%	7.85%	58.89	43.87%	72.64%	32.73%	12.25%	72.64%	32.73%	10.91%	34.27%	129.89
160x600	0.29%	8.64%	76.37	0.15%	4.80%	47.34	60.75%	38.40%	23.18%	--	--	--	11.48%	24.37%	56.75
300x250	0.58%	8.61%	59.41	0.83%	8.10%	58.60	54.71%	60.52%	42.39%	7.67%	60.52%	42.39%	9.56%	47.65%	160.73
PushDown Banner	0.34%	8.64%	26.95	0.62%	15.91%	18.02	--	--	--	--	--	--	4.10%	34.66%	53.89
728x90	0.15%	4.29%	52.86	--	--	--	--	--	--	--	--	--	1.12%	15.41%	74.42
970x66	0.19%	7.84%	30.05	--	--	--	--	--	--	--	--	--	1.68%	20.66%	38.84
In-Stream	1.57%	--	--	--	--	--	98.13%	82.71%	75.50%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
 -- Denotes inapplicable metric or insufficient data.

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Telecom Vertical Benchmarks — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.13%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.08%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.69%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.27%	5.86%	62.51	0.49%	10.19%	63.77	61.82%	72.05%	60.12%	11.23%	70.47%	57.12%	10.65%	39.34%	144.18
Enhanced Std. Banner	0.14%	2.50%	26.58	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	1.67%	31.26	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	2.60%	29.96	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.06%	1.43%	27.29	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.09%	2.20%	33.89	0.12%	4.69%	39.65	61.89%	73.40%	60.90%	12.03%	73.40%	60.90%	--	--	--
728x90	0.06%	2.18%	39.73	0.04%	3.23%	81.27	60.41%	62.41%	44.67%	--	--	--	--	--	--
120x600	0.04%	1.09%	22.68	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.12%	2.45%	31.97	0.09%	3.06%	35.13	59.84%	72.24%	60.86%	9.75%	72.24%	60.86%	--	--	--
160x600	0.06%	1.34%	27.98	0.06%	1.46%	89.27	63.74%	--	--	--	--	--	--	--	--
Floating Ad	1.15%	17.87%	12.16	1.72%	48.86%	5.47	82.84%	37.04%	30.22%	53.76%	37.04%	30.22%	--	--	--
Expandable Formats	0.50%	11.32%	77.29	0.62%	12.24%	71.51	60.85%	70.11%	55.32%	9.94%	70.11%	55.32%	10.80%	38.92%	145.97
234x60	0.50%	10.96%	99.72	0.47%	11.93%	111.41	--	--	--	5.67%	52.67%	43.04%	15.12%	25.48%	23.97
728x90	0.44%	13.84%	63.50	0.35%	14.09%	69.48	63.14%	71.25%	58.11%	20.80%	71.25%	58.11%	15.43%	43.58%	77.09
160x600	0.41%	10.50%	106.99	0.16%	5.04%	117.08	--	--	--	11.26%	64.08%	48.04%	7.14%	24.56%	48.29
300x250	0.64%	11.74%	62.47	0.88%	13.41%	63.14	56.52%	74.28%	58.29%	9.98%	74.28%	58.29%	8.42%	53.23%	191.21
PushDown Banner	0.45%	11.96%	44.42	0.33%	13.69%	48.94	--	--	--	60.82%	70.86%	66.57%	4.86%	54.12%	108.63
728x90	0.56%	13.21%	69.20	--	--	--	--	--	--	--	--	--	8.15%	50.50%	91.07
In-Stream	2.23%	--	--	--	--	--	88.97%	80.02%	71.59%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
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Travel Vertical Benchmarks — Q2 2011 - Q1 2012
Performance Metrics (by top Formats and Unit Sizes)

	Basic Metrics			In-Banner Video Basic Metrics			Auto Initiated Video Metrics			User Initiated Video Metrics			Expandable Metrics		
	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	CTR	Dwell Rate	Avg. Dwell Time (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.07%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.10%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.09%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mobile Banner	0.59%	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media	0.20%	4.98%	54.18	0.23%	8.75%	56.40	57.93%	67.18%	49.15%	19.75%	78.01%	66.79%	12.42%	30.03%	104.02
Enhanced Std. Banner	0.12%	1.67%	40.18	--	--	--	--	--	--	--	--	--	--	--	--
728x90	0.14%	1.89%	34.83	--	--	--	--	--	--	--	--	--	--	--	--
120x600	0.05%	1.34%	34.34	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.18%	2.52%	46.67	--	--	--	--	--	--	--	--	--	--	--	--
160x600	0.11%	1.66%	40.69	--	--	--	--	--	--	--	--	--	--	--	--
Polite Banner	0.10%	2.46%	32.83	0.10%	3.67%	37.84	58.08%	86.23%	75.30%	46.50%	86.23%	75.30%	--	--	--
728x90	0.07%	1.80%	34.06	0.10%	2.93%	116.04	46.69%	--	--	--	--	--	--	--	--
120x600	0.08%	1.98%	30.12	--	--	--	--	--	--	--	--	--	--	--	--
300x250	0.09%	2.51%	32.71	0.09%	2.98%	34.78	58.27%	87.81%	77.48%	48.05%	87.81%	77.48%	--	--	--
160x600	0.07%	1.77%	34.49	0.09%	3.76%	76.31	55.70%	63.80%	18.85%	--	--	--	--	--	--
Floating Ad	1.18%	20.06%	11.29	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Formats	0.40%	12.04%	62.73	0.32%	12.67%	60.20	48.25%	59.90%	47.98%	8.47%	59.90%	47.98%	12.72%	30.06%	106.27
234x60	0.29%	7.55%	79.83	0.37%	8.59%	73.70	--	--	--	3.24%	26.61%	16.48%	11.56%	16.80%	54.03
728x90	0.36%	14.17%	69.55	0.31%	12.61%	58.01	--	--	--	7.64%	54.71%	43.39%	15.60%	24.39%	70.50
160x600	0.32%	11.89%	92.29	0.16%	8.66%	76.98	--	--	--	4.35%	44.34%	29.22%	12.80%	18.46%	97.60
300x250	0.46%	11.78%	55.77	0.35%	12.37%	64.62	58.95%	65.97%	53.84%	11.03%	65.97%	53.84%	10.35%	30.71%	91.59
PushDown Banner	0.27%	11.16%	42.08	0.25%	9.72%	73.83	--	--	--	--	--	--	6.48%	29.57%	76.08
728x90	0.22%	9.49%	47.73	--	--	--	--	--	--	--	--	--	8.75%	18.29%	68.73
970x66	0.23%	8.46%	26.75	--	--	--	--	--	--	--	--	--	1.95%	21.01%	19.55
In-Stream	0.80%	--	--	--	--	--	97.46%	81.63%	71.96%	--	--	--	--	--	--

Data Source: Mediamind Research, 2011-2012
-- Denotes inapplicable metric or insufficient data.

For more information about MediaMind Research,
please contact your local MediaMind representative or email us at info@mediamind.com

Definitions

MediaMind Verticals Definitions	
Vertical	Definition
Apparel	Manufactures and retailers specializing in apparel. Typically includes manufacturers and retailers whose main business is fashion, clothing, shoes and sports shoes, accessories and jewelry.
Auto	Products and Services related to the auto industry. Typically includes manufacturers of cars, trucks and motorcycles, car dealerships, traders and buying guides, car rental agencies, car repair shops, car part manufacturers, other auto service providers and gas stations. Does not include auto insurance (included in Financial).
B2B	Products and services marketed primarily to corporations. Typically, such products are not suited for individual consumers. For example, commodities or enterprise solutions.
Career	Job postings and resume services.
Consumer Packaged Goods	Products that are sold in retail stores such as supermarkets and convenience stores. Typically includes food, pet supplies, tobacco, alcoholic and non-alcoholic beverages. Does not include toiletries, personal care and cosmetics (included in Health/Beauty).
Corporate	Corporate awareness and branding. Typically campaigns aimed at increasing the corporate brand awareness rather than the awareness of a specific product. Usually these campaigns mention the name of the company, while not mentioning any of its brands.
Electronics	Electronic products such as TVs and home cinema systems, DVDs, stereos, MP3 players and cell phone devices. Does not include computers and peripherals (included in Tech/Internet).
Entertainment	Providers of entertainment services. Typically includes movies and movie studios, TV shows and channels, music albums and concerts, museums and amusement parks. Does not include books and magazines (included in News/Media).
Financial	Services and products related to the financial and insurance industries. Typically includes banks, mortgages, car loans, investment firms, consumer credit, credit cards and insurance companies.
Gaming	Consoles, PC games and their byproducts, retail and online gaming. Typically includes video and computer games, game consoles, casinos and lottery.
Government/Utilities	Government agencies and utilities. Typically includes government offices, anti-smoking campaigns, election campaigns, electricity and water. Does not include Telecom (included in Telecom).
Health/Beauty	Products and services for personal care. Typically includes cosmetics, dietary supplements, toiletries, perfume, personal hygiene and hair care. Does not include prescription or over-the-counter medications (included in Medical).
Medical	Prescription and over-the-counter medication. Does not include physician services, clinics and hospitals (included in Services).
News/Media	Companies providing news, print and radio broadcasting services. Typically includes radio stations, newspapers, magazines and books. Excludes TV channels and shows (included in Entertainment).
Restaurant	Providers of dining services. Typically includes casual dining and fast food chains. Does not include food items (included in Consumer Packaged Goods).
Retail	Brick and mortar retailers and online retailers. Campaigns aimed at pulling people to the store rather than to promote a specific product or service. Typically includes department stores, home improvement stores, electronic stores, supermarkets, book stores and furniture stores. Does not include apparel retailers (included in Apparel).

MediaMind Verticals Definitions	
Vertical	Definition
Services	Providers of miscellaneous services such as education, non-profit organizations and health-care services. Typically includes universities and colleges, associations, hospitals and clinics. Does not include medical insurance (included in Financial).
Sports	Sports related goods and services. Typically includes sporting equipment, leagues and competitions, games and events, and sport accessories. Excludes sports shoes and apparel (included in Apparel).
Tech/Internet	Computer hardware, software and internet. Typically includes desktop and laptop computers, software, peripherals and Internet companies. Excludes Internet service providers (included in Telecom).
Telecom	Telephony and data service providers. Typically includes land-line phone providers, cell phone providers, cable companies and internet service providers. Excludes cell phone device manufacturers (included in Electronics), and cell phone software providers (included in Tech/Internet).
Travel	Travel and tourism related services. Typically includes hotels, airlines, transportation, travel agencies and tourism boards. Excludes car rental agencies (included in Auto).

MediaMind Metrics Definitions

Metric	What does it measure?	How should it be used?
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.
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 (Seconds)	The average duration of a Dwell. For impressions that were dwelled upon, this metric sums the duration of 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.
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 (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.