



Planificar el alcance de la audiencia con **'Adjusted Unique'**

La innovadora herramienta de MediaMind resuelve el
problema con la sobreestimación de la audiencia debido a
la eliminación de cookies



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Table of Contents

3 Aspectos Esenciales

4 Medición de Audiencia y Frecuencia Online

5 Adjusted Unique

6 Relacionar la magnitud y el alcance de la campaña

8 Relacionar alcance y eficacia

10 Conclusión

11 Regional Benchmark Tables

11 Australia & New Zealand

12 East Asia

13 Europe

14 Latin America

15 Middle East & Africa

16 North America

17 South Asia

18 Country Benchmark Tables

18 Argentina

19 Australia

20 Austria

21 Belgium

22 Brazil

23 Canada

24 Denmark

25 Dubai

26 Finland

27 France

28 Germany

29 Greece

30 Hong Kong

31 India

32 Ireland

33 Israel

34 Italy

35 Japan

36 Korea

37 Malaysia

38 Mexico

39 Netherlands

40 New Zealand

41 Norway

42 Philippines

43 Poland

44 Portugal

45 Romania

46 Singapore

47 South Africa

48 Spain

49 Sweden

50 Switzerland

51 Taiwan

52 Thailand

53 Turkey

54 UK

55 United States

56 Verticals Definitions

57 Metrics Definitions

Aspectos Esenciales

1

Una de las cifras básicas de cualquier campaña es el número de usuarios individuales a los que ha llegado.

2

Hasta ahora, la medición de la audiencia ha sido imprecisa debido a la eliminación de cookies, que ha triplicado el número de usuarios individuales.

3

Las métricas de audiencia tradicionales se basan en un simple cómputo de cookies, de modo que se ha contado dos o más veces a los usuarios que borraron las cookies de su navegador.

4

Ahora, MediaMind ha desarrollado una herramienta innovadora que permite medir con precisión la audiencia online y resuelve el problema originado por la eliminación de cookies.

5

El cumplimiento de los estándares establecidos por la Asociación de IAB de la nueva métrica 'Adjusted Unique', desarrollada por MediaMind, ha sido certificada por la Media Rating Council (MRC).

6

Con 'Adjusted Unique', MediaMind ha creado un marco para ayudar a los anunciantes a calcular el número de impresiones que necesitan para alcanzar la audiencia deseada.

- Para llegar a 10 millones de usuarios individuales en los EE. UU., se necesitarían unas 100 millones de impresiones.
- En Alemania, Francia, Reino Unido y España, para llegar a 10 millones de usuarios individuales, harían falta unas 120 millones de impresiones.

Medición de Audiencia y Frecuencia

Entre las métricas básicas y más importantes para cualquier campaña, online u offline, figuran el número de usuarios que alcanza y el promedio de frecuencia. Es una perogrullada para cualquier persona que tenga que ver con marketing: cuanto mayor la audiencia, más fuerte es la imagen de la marca. Incluso para respuestas directas, el total de la audiencia alcanzada representa el grupo de usuarios con potencial de conversión.

A pesar de la importancia de la audiencia y frecuencia, a menudo se ha pasado por alto su medición, prestando más atención a la métrica interactiva de clics, engagements y conversiones. Para ello hay dos razones principales:

- Las mediciones de audiencia y frecuencia basadas simplemente en cookies han demostrado ser poco fiables debido a un cómputo excesivo provocado por la eliminación de cookies.
- Se pensaba que la métrica de interacciones estaba más avanzada que la de audiencia y frecuencia, y que era posible medirlo todo online.

Ahora, MediaMind ha desarrollado una herramienta innovadora, 'Adjusted Unique', que permite medir con precisión la audiencia online. 'Adjusted Unique' detecta la eliminación de cookies por parte del usuario y lo tiene estadísticamente en cuenta al ajustar el cómputo excesivo. Esta nueva métrica establece un nuevo estándar de la industria en cuanto a precisión de mediciones de audiencia y frecuencia, y la Media Rating Council (MRC) ha acreditado su conformidad con los estándares de la IAB. 'Adjusted Unique' ha permitido a MediaMind desarrollar un marco para ayudar a los anunciantes a calcular el número de impresiones necesarias para que su campaña llegue al número de consumidores previsto.

Además, tal como demuestran estudios recientes, la audiencia alcanzada es una medida eficaz del rendimiento de una campaña. Este estudio revela que la mayoría de los usuarios perciben los anuncios online y que estos anuncios se traducen en una actividad más alta de búsquedas, visitas a la página web y compras.



Adjusted Unique

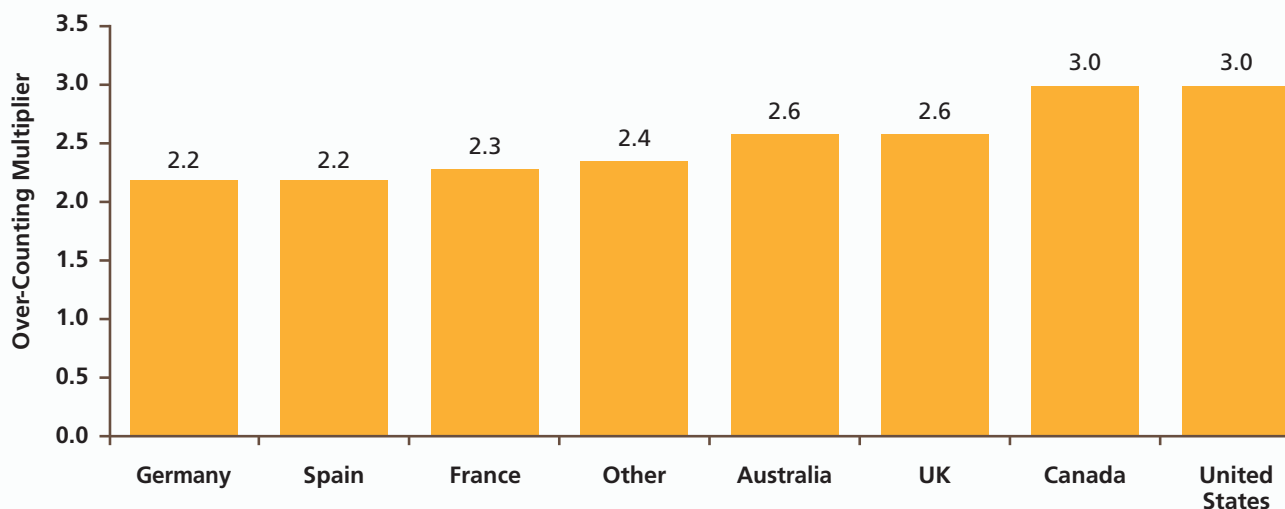
Los métodos cuentacookies tradicionales solamente cuentan todos las cookies. Sin embargo, si el usuario borra sus cookies, se instalará una nueva cookie en su navegador; por lo cual se lo vuelve a contar como nuevo usuario. comScore estima que el 33 % de los usuarios hacen una vez al mes una limpieza y borran las cookies de terceros (cookies utilizadas por servidores de anuncios). Además, la empresa de estudios de mercado también ha averiguado que se instala una media de 5,1 cookies de terceros en un navegador a lo largo de un mes¹. Si se borran a menudo las cookies, la medición de la audiencia que se basa en contar simplemente las cookies sobreestima enormemente el número real de usuarios individuales.

La nueva herramienta 'Adjusted Unique' resuelve el problema asociado al borrado de cookies. La metodología subyacente a la métrica se ha probado exhaustivamente para garantizar que la medición de la audiencia sea precisa, y la Media Rating Council (MRC) ha acreditado

su conformidad con los estándares de la IAB. 'Adjusted Unique' establece un nuevo estándar de la industria en cuanto a precisión de mediciones de audiencia, y ofrece a los anunciantes niveles más altos de precisión a la hora de analizar la eficacia de sus programas.

¿Cuál es la sobreestimación media de los métodos cuentacookies simples? Una comparación del número de usuarios individuales obtenido contando simplemente las cookies con el número ajustado por 'Adjusted Unique' muestra la sobreestimación media de la audiencia. Las cifras que aparecen en el siguiente gráfico indican que el simple cómputo de cookies sobreestima el número real de usuarios por un factor entre 2 y 3 en campañas con una duración de 15 a 60 días. Otro dato que hay que tener en cuenta es que en países como Alemania, España y Francia las cookies se suelen borrar con menos frecuencia, mientras que en Estados Unidos y Canadá el borrado es más frecuente.

Over-Counting with Simple Cookie Counting



Source: MediaMind Research. Data: May 2010 to January 2011. Campaigns with a duration of 15-60 days.

¿Cómo funciona la nueva métrica? 'Adjusted Unique' de MediaMind utiliza un sofisticado algoritmo estadístico patentado para estimar el número correcto de usuarios individuales. El algoritmo identifica a todos los usuarios que no han borrado sus cookies y su promedio de frecuencia. Para un gran grupo de usuarios, el promedio de frecuencia de los usuarios que borraron cookies es similar al de los usuarios que no los borraron. Por consiguiente, al dividir las impresiones por el promedio de frecuencia, se obtiene una buena aproximación al número real de usuarios.

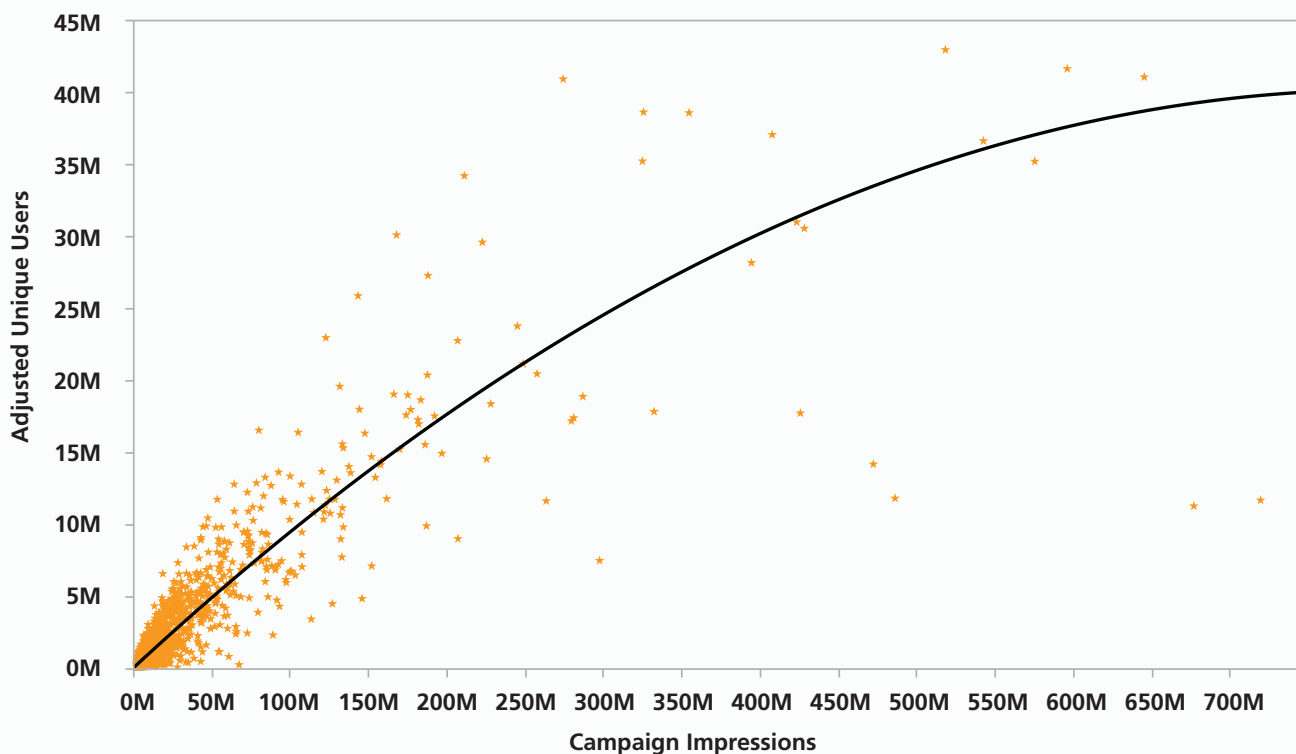
¹ comScore, Open White Paper, Proposal For a New Person-Centric Measure For Web Site Server Measurement in the U.K.

Relacionar la magnitud y el alcance de la campaña

¿Cuántas impresiones son necesarias para alcanzar por lo menos una vez 10 millones de usuarios? En EE. UU., se necesitarían aproximadamente 100 millones de impresiones, en términos medios. En Alemania, Francia, Reino Unido y España, harían falta unas 120 millones de impresiones.

La audiencia y la frecuencia dependen de muchas variables, como por ejemplo el número de soportes, la audiencia del soporte, el grupo destinatario de la campaña, la magnitud de la campaña, etc. Por lo tanto, grandes campañas tienden a caracterizarse por una mayor variabilidad en cuanto al alcance que las campañas pequeñas.

Magnitud y Alcance de Campañas en Estados Unidos



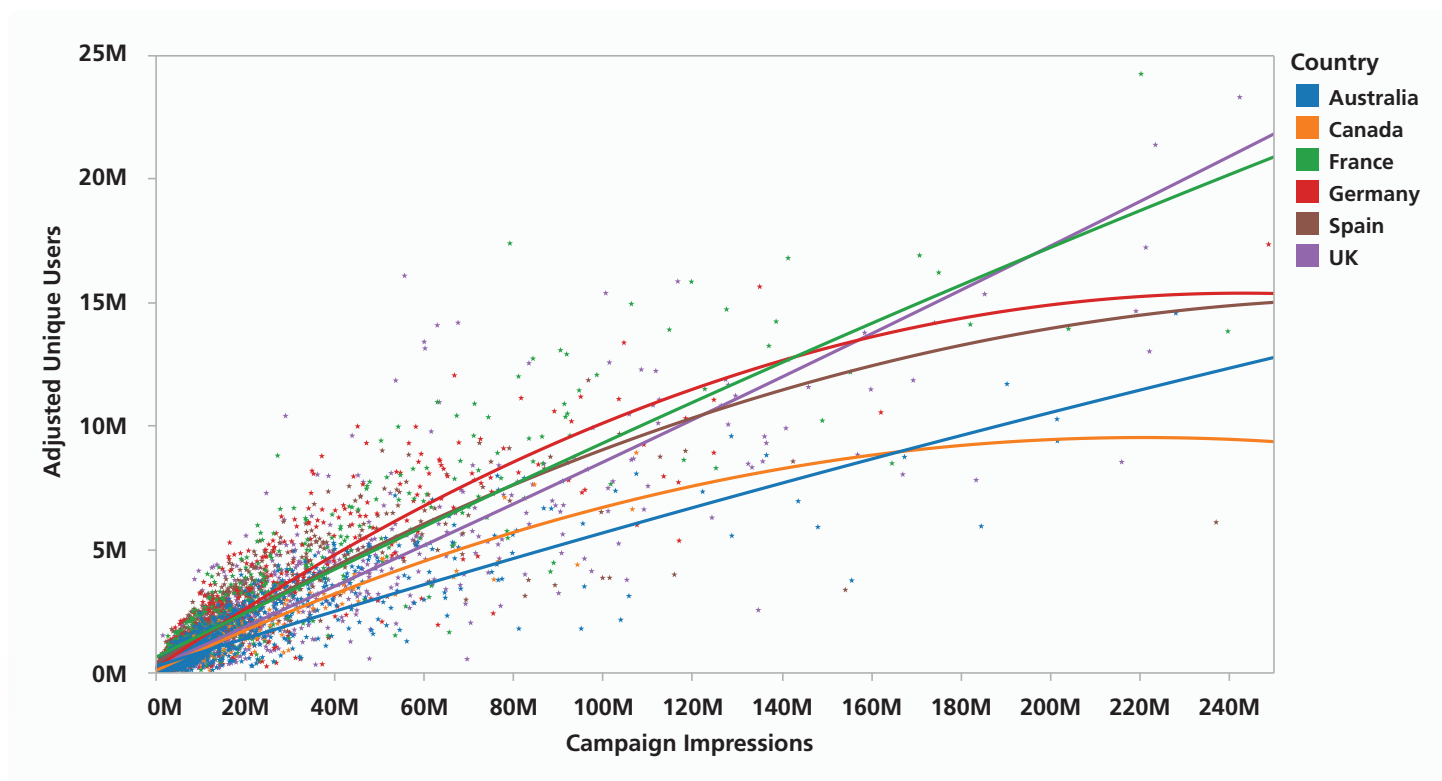
Source: MediaMind Research. Data: May 2010 to January 2011.

Los gráficos anterior y siguiente muestran la relación entre el número de impresiones en la campaña y el número de usuarios alcanzados en diferentes países. Para este análisis, se ha utilizado la nueva 'Adjusted Unique' para solucionar la sobreestimación de usuarios expuestos a la campaña, calculando el número real de usuarios online.

El análisis muestra que en campañas pequeñas, con hasta 100 millones de impresiones, los puntos tienden a concentrarse muy cerca de la línea de tendencia, lo que significa que la magnitud de la campaña es un buen indicador de su alcance. No obstante, a medida que crece la campaña, suelen aparecer variables como el número de soportes, por lo que los anunciantes pueden alcanzar un número más elevado o más bajo con el mismo número de impresiones. Por ejemplo, en el caso de campañas con el objetivo de alcanzar 15 millones de usuarios individuales, los anunciantes pueden utilizar estos datos para calcular la inversión necesaria para llegar a su audiencia.

Como era de esperar, la curva magnitud-alcance presenta rendimientos decrecientes, de manera que para el primer millón de impresiones cada impresión alcanza con mayor probabilidad un usuario nuevo que una impresión servida posteriormente a los primeros cien millones. No obstante, cada uno de los siete países analizados presenta una curva diferente, lo que se explica por la magnitud, la concentración de soportes y muchos factores más.

Magnitud y Alcance de la Campaña a Escala Mundial



Source: MediaMind Research. Data: May 2010 to January 2011.



Relacionar alcance y eficacia

Es cierto que la métrica de respuestas directas sigue dominando las mediciones online, pero estudios recientes afirman que la mera exposición a anuncios online es un indicador fiable de la eficacia de la publicidad. Esto confirma que los anunciantes pueden usar 'Adjusted Unique' como medida de la eficacia de la campaña, junto con otras métricas, tales como clics, engagements y conversiones.

La importancia de la simple exposición a un anuncio es avalada por un estudio reciente de la Online Publishers Association de Estados Unidos (OPA). Mediante la tecnología de rastreo ocular, la OPA hizo pruebas para averiguar si las personas realmente visualizaron los anuncios que aparecían en una página web visitada. Además, los investigadores utilizaban pruebas biométricas para hacer un seguimiento de la respuesta emocional de los participantes supervisando su respiración y ritmo cardíaco. La prueba biométrica es similar a la del detector de mentiras, e indica una respuesta emocional positiva o negativa.

Los resultados fueron sorprendentes: el 96 % de los participantes prestaba atención a los anuncios que se les presentaron durante una sesión normal de navegación por Internet. Asimismo, el 90 % de los participantes percibieron los anuncios durante los primeros 10 segundos al cargar la página. De hecho, en términos medios, los participantes necesitaban menos de un segundo para darse cuenta del banner.

Otro resultado importante es que la mayoría de los participantes miraron varias veces el anuncio en la página. Los investigadores de la OPA descubrieron que el 67 % de los participantes no solamente visualizaron el anuncio durante los primeros 10 segundos al cargar la página, sino también durante los 10 segundos siguientes. Por término medio, los participantes dirigieron 15 veces su mirada hacia el banner.

Al medir la respuesta emocional, la OPA encontró que los participantes respondían a los banners de modo similar que a otras partes de la página. Sin embargo, los usuarios que visualizaron otra vez el anuncio después de los primeros 10 segundos demostraron una elevada respuesta emocional. En general, los usuarios también valoraron los anuncios favorablemente, con una puntuación media de 6,3 de 9.

En otro estudio, comScore afirma que el principal efecto del anuncio online reside en la exposición misma, y no necesariamente en hacer clic sobre él. En un estudio, titulado "How Online Advertising Works: Whither The Click?", comScore revela que dos tercios de los usuarios de Internet no hacen clic en ningún anuncio en la pantalla en todo un mes, y que tan solo el 16 % de ellos generan el 80 % de todos los clics. Adicionalmente, quienes cliquean suelen ser personas más jóvenes y menos acomodadas que los que no cliquean. comScore confirmó que hay un efecto de latencia y un efecto de marca inherentes a la publicidad online, de modo que los usuarios llegan a la página web del anunciante incluso sin clic.



The Effect of Display Advertising



Source: comScore. "How Online Advertising Works: Whither The Click?".

Por otra parte, el estudio realizado por comScore indica que la publicidad en pantalla influye en el comportamiento del usuario aunque la ratio de clic sea baja. En el estudio, que incluye 139 campañas de display de siete verticales, comScore ha mostrado efectos significativos sobre el comercio, las ventas y el posicionamiento de marca a pesar de la falta de clics. Según comScore, las campañas de display han aumentado un 46 % las visitas a las páginas web del anunciante durante un periodo de cuatro semanas. Además, los usuarios expuestos son, a lo largo de un periodo de cuatro semanas, un 38 % más propensos a buscar una palabra clave relacionada con la marca del anunciante, y la probabilidad de que compren es un 27 % más alta. Además, la probabilidad de que los usuarios expuestos compren en una tienda del anunciante es un 17 % más alta.



Conclusión

Numerosos indicios confirman que la publicidad online puede tener un impacto significativo en la fase de exposición, y que la medición precisa del alcance es importante. Por lo tanto, la métrica 'Adjusted Unique' es una incorporación valiosa al grupo de mediciones de MediaMind y constituye un gran avance en la medición de la audiencia y frecuencia para la industria.

'Adjusted Unique' corrige la sobreestimación del número de usuarios resultante de la eliminación de cookies y es un método fiable para medir la audiencia. La métrica se ha probado exhaustivamente, y la MRC ha acreditado su conformidad con las directrices de la IAB, relativas a la medición de audiencia. Complementa la métrica de la interactividad con la medición del alcance de la exposición, que se relaciona con la eficacia de un anuncio publicitario. Ahora, los anunciantes son capaces de medir el número de usuarios expuestos a su campaña, sin sobreestimarlos.



Regional benchmark tables

Benchmarks for Australia and New Zealand - 2010
Performance Metrics (By Format, Size and Vertical)



Format	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Formats	Standard Banner	--	--	--	0.00%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.04%	--	--	--	--	--	--	--	--	--	--	--
	728x90 D	--	--	--	0.03%	--	--	--	--	--	--	--	--	--	--	--
	Rich Media	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Expandable Banner	4.6%	6.3%	4.8%	48.9	0.14%	51.0%	78.9%	71.8%	32.0	2.2%	46.7%	34.6%	4.6%	16.1%	66.6
	300x250	3.6%	5.2%	5.2%	37.4	0.17%	44.7%	59.9%	42.8%	26.8	2.8%	48.4%	36.5%	3.5%	18.8%	--
	728x90	7.4%	8.6%	6.3%	59.1	0.10%	56.7%	68.4%	52.7%	21.9	2.8%	46.9%	35.9%	7.4%	15.4%	69.0
	234x60	5.6%	8.1%	3.5%	59.1	0.14%	56.7%	68.4%	52.7%	21.9	2.8%	46.9%	35.9%	5.6%	7.6%	22.9
	Expandable Strip	1.1%	2.0%	1.8%	41.8	1.00%	75.3%	58.2%	9.9%	7.4	--	--	--	4.7%	16.9%	13.4
Verticals	Floating Ad	1.1%	1.3%	1.6%	7.1	1.00%	75.3%	58.2%	9.9%	7.4	--	--	--	--	--	--
	Floating Ad with Reminder	7.0%	8.4%	27.6%	24.8	1.17%	74.4%	56.4%	40.6%	17.4	--	--	--	--	--	--
	Pulse Banner	0.4%	1.6%	2.2%	33.2	0.13%	51.6%	71.3%	55.6%	46.9	27.2%	76.9%	54.9%	--	--	--
	300x250	0.5%	1.4%	2.6%	35.2	0.11%	50.7%	69.0%	54.1%	31.3	23.3%	73.7%	61.9%	--	--	--
	728x90	0.3%	0.4%	1.3%	29.1	0.17%	54.8%	81.5%	62.1%	80.4	--	--	28.4%	--	--	--
	728x90 D	0.3%	0.4%	1.3%	29.1	0.17%	54.8%	81.5%	62.1%	80.4	--	--	28.4%	--	--	--
	Push Down Banner	0.9%	1.1%	2.6%	39.8	0.00%	10.0%	63.3%	71.6%	37.9	6.6%	76.7%	59.4%	0.6%	15.8%	--
	Auto Initiated Video Metrics					Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
	Apparel	4.9%	6.5%	4.1%	55.1	0.12%	61.8%	63.0%	47.0%	68.5	11.1%	64.9%	49.2%	7.1%	9.3%	53.8
	Automotive	4.3%	5.3%	4.1%	55.1	0.12%	61.8%	63.0%	47.0%	68.5	11.1%	64.9%	49.2%	7.1%	9.3%	53.8
	BB	9.0%	11%	8.2%	55.9	0.10%	50.2%	74.6%	57.9%	16.9	5.2%	45.1%	32.2%	14.5%	13.2%	63.7
Verticals	Careers	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--
	Consumer Packaged Goods	1.9%	2.5%	3.3%	38.8	0.12%	42.1%	69.8%	53.1%	48.1	11.6%	73.0%	55.9%	4.8%	9.4%	59.3
	Corporate	1.8%	2.1%	3.2%	42.2	0.10%	37.6%	63.6%	58.9%	52.9	1.6%	44.6%	32.6%	2.6%	7.2%	46.8
	Electronics	1.2%	1.7%	3.0%	31.8	0.06%	60.5%	61.8%	45.5%	38.1	2.0%	58.8%	46.4%	2.5%	43.3%	--
	Entertainment	1.9%	2.9%	3.5%	39.2	0.13%	54.4%	63.3%	57.9%	47.2	14.6%	71.0%	57.9%	4.3%	12.7%	59.3
	Food & Beverage	1.9%	2.9%	3.5%	39.2	0.13%	54.4%	63.3%	57.9%	47.2	14.6%	71.0%	57.9%	4.3%	12.7%	59.3
	Gaming	2.0%	4.0%	4.7%	32.6	0.06%	46.8%	74.4%	54.1%	39.9	18.0%	81.3%	70.6%	4.7%	18.0%	71.4
	Government/Utilities	1.3%	1.8%	2.6%	38.8	0.06%	54.3%	63.8%	45.4%	26.8	10.3%	58.0%	37.4%	2.3%	7.7%	68.6
	Health/Beauty	3.3%	4.9%	4.1%	43.8	0.14%	52.4%	70.3%	49.3%	52.5	10.3%	63.2%	47.4%	7.0%	17.2%	64.6
	Medical	6.0%	7.6%	7.6%	35.7	0.23%	38.6%	63.9%	72.8%	--	--	--	--	9.1%	11.2%	49.5
Verticals	News/Media	3.8%	4.7%	4.0%	65.3	0.07%	62.2%	78.1%	55.6%	--	--	--	--	5.3%	7.1%	77.7
	Real Estate	3.8%	4.7%	4.0%	65.3	0.07%	62.2%	78.1%	55.6%	--	--	--	--	5.3%	7.1%	77.7
	Real Estate	3.8%	4.7%	4.0%	65.3	0.07%	62.2%	78.1%	55.6%	--	--	--	--	5.3%	7.1%	77.7
	Services	1.9%	2.4%	2.2%	29.2	0.05%	63.4%	65.9%	48.7%	22.9	1.5%	44.1%	30.5%	2.4%	30.2%	58.8
	Sports	4.1%	5.2%	4.4%	37.5	0.15%	46.5%	8.3%	5.6%	21.1	--	53.1%	37.7%	6.1%	8.2%	27.1
	Technetnet	1.1%	6.7%	3.9%	59.4	0.11%	46.5%	8.3%	5.6%	15.1	20.3%	33.3%	24.1%	1.4%	--	--
	Telecom	1.6%	2.2%	3.2%	43.5	0.20%	50.1%	51.3%	31.3%	53.0	0.2%	42.6%	30.2%	2.5%	44.5%	--
	Travel	2.3%	3.3%	3.7%	37.4	0.13%	59.2%	75.6%	59.1%	16.3	22.3%	76.5%	59.5%	5.1%	11.6%	58.2
	Auto Initiated Video Metrics					Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
	Apparel	4.9%	6.5%	4.1%	55.1	0.12%	61.8%	63.0%	47.0%	68.5	11.1%	64.9%	49.2%	7.1%	9.3%	53.8
	Automotive	4.3%	5.3%	4.1%	55.1	0.12%	61.8%	63.0%	47.0%	68.5	11.1%	64.9%	49.2%	7.1%	9.3%	53.8

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

MediAmind Research, 2010.
Australia and New Zealand market includes Australia and New Zealand.
Denotes insignificant 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 Europe - 2010

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	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%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--
	1.9%	2.1%	--	3.2	--	--	63.7%	71.7%	83.4%	--	74%	85.5%	39.8%	6.4%	35.5%	87.3
	8.8%	9.8%	8.9%	38.7	0.45%	55.1	69.1%	71.7%	83.4%	55.1	69.1%	71.7%	83.4%	8.8%	35.5%	87.3
	8.5%	10.2%	8.8%	48.6	0.35%	57.6	69.3%	71.7%	83.4%	57.6	69.3%	71.7%	83.4%	8.5%	34.4%	81.6
	16.1%	30.7%	10.2%	97.0	0.51%	85.3	70.7%	85.4%	77.1%	19.1	42.1%	45.8%	30.9%	16.0%	28.1%	26.8
	6.8%	11.8%	3.2%	97.0	0.16%	--	68.9%	68.8%	44.7%	29.9	4.6%	67.2%	50.6%	5.3%	8.2%	29.4
	2.7%	3.2%	21.5%	4.8	2.14%	8.0	76.7%	53.8%	37.6%	11.6	--	51.5%	21.2%	--	--	--
Expandable Strip	5.2%	13.4%	8.5%	41.2	1.71%	48.2	68.9%	64.7%	44.7%	18.8	8.7%	27.4%	19.5%	--	--	21.2
	5.2%	13.4%	8.5%	41.2	1.71%	48.2	68.9%	64.7%	44.7%	18.8	8.7%	27.4%	19.5%	--	--	21.2
	2.2%	6.0%	3.8%	44.7	0.14%	50.6	56.4%	64.4%	48.1%	47.8	27.4%	67.5%	53.3%	--	--	23.3
	720x600	1.1%	2.3%	59.2	0.11%	42.8	55.0%	75.3%	56.9%	20.8	--	77.7%	62.9%	--	--	--
	160x600	0.8%	2.3%	57.1	0.09%	43.8	81.4%	76.1%	56.7%	23.6	--	78.0%	62.9%	--	--	--
	Push Down Banner	7.5%	10.0%	10.4%	0.24%	35.5	37.7%	58.8%	38.9%	22.8	14.7%	71.1%	55.8%	6.1%	29.1%	61.9
	Auto Initiated Video Metrics					Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
	Apparel	4.4%	7.9%	6.2%	36.7	0.33%	58.4%	63.1%	47.6%	64.4	10.5%	63.3%	41.7%	7.5%	37.7%	88.1
	B2B	6.0%	8.6%	7.3%	47.1	0.08%	56.8%	76.0%	63.5%	18.8	22.1%	68.5%	55.3%	9.1%	17.5%	56.8
	Careers	7.0%	9.3%	6.9%	76.7	0.36%	55.2%	69.4%	60.5%	--	13.2%	55.8%	47.1%	11.3%	16.5%	46.4
Verticals	Consumer Packaged Goods	4.7%	12.0%	5.4%	52.0	0.29%	59.4%	67.1%	48.3%	59.8	17.6%	62.4%	44.3%	6.9%	33.4%	58.8
	Electronics	5.6%	10.0%	7.2%	39.8	0.31%	56.4%	69.1%	48.1%	17.4	10.5%	72.5%	55.2%	7.9%	35.2%	60.0
	Entertainment	5.3%	9.2%	6.3%	54.4	0.36%	59.9%	72.5%	55.8%	24.5	14.0%	67.0%	54.7%	7.5%	29.4%	93.1
	Financial	4.8%	13.4%	5.6%	50.6	0.07%	57.0%	67.0%	51.7%	92.3	23.6%	61.9%	47.0%	8.3%	33.3%	78.1
	Gaming	4.5%	7.3%	4.9%	47.5	0.23%	51.1%	70.8%	56.2%	21.8	20.4%	74.2%	60.1%	6.2%	21.0%	83.8
	Health and Wellness	5.8%	9.1%	6.4%	51.8	0.25%	52.7	61.8%	47.6%	42.9	10.5%	61.9%	51.6%	7.3%	25.8%	60.0
	Home & Garden	5.1%	10.0%	5.1%	51.8	0.18%	63.3%	64.4%	51.9%	--	10.5%	61.9%	51.6%	7.3%	25.8%	60.0
	Media	3.0%	5.0%	4.3%	37.6	0.20%	63.3%	64.4%	51.9%	--	23.4%	81.8%	71.1%	10.5%	25.8%	32.4
	News/Info	3.8%	6.9%	4.7%	42.2	0.24%	60.9%	51.6%	36.7%	46.0	24.0%	48.1%	34.8%	9.0%	21.1%	14.0
	Restaurant	2.6%	4.5%	4.4%	41.3	0.12%	74.6	55.1%	31.6%	45.3	22.1%	73.6%	61.2%	6.7%	17.5%	51.9
Horizontal	Retail	7.1%	12.7%	7.2%	46.3	0.13%	61.6%	62.1%	46.6%	45.0	10.3%	49.4%	34.1%	8.2%	36.7%	72.4
	Services	6.2%	19.9%	5.4%	60.5	0.11%	58.5%	61.6%	46.2%	--	13.8%	65.6%	54.1%	10.6%	23.3%	50.2
	Technology	5.3%	10.0%	5.3%	50.6	0.11%	58.5%	61.6%	46.2%	39.1	10.3%	65.6%	54.1%	10.6%	23.3%	50.2
	Telecom	3.2%	5.3%	4.7%	52.6	0.13%	54.7%	69.4%	48.1%	15.9	6.0%	69.5%	62.6%	6.3%	39.7%	21.0
	Travel	6.2%	12.2%	6.8%	65.5	0.29%	47.0	58.2%	66.6%	57.2	19.2%	57.0%	40.1%	9.0%	32.3%	69.8
	Auto Initiated Video Metrics					Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
	Apparel	4.4%	7.9%	6.2%	36.7	0.33%	58.4%	63.1%	47.6%	64.4	10.5%	63.3%	41.7%	7.5%	37.7%	88.1
	B2B	6.0%	8.6%	7.3%	47.1	0.08%	56.8%	76.0%	63.5%	18.8	22.1%	68.5%	55.3%	9.1%	17.5%	56.8
	Careers	7.0%	9.3%	6.9%	76.7	0.36%	55.2%	69.4%	60.5%	--	13.2%	55.8%	47.1%	11.3%	16.5%	46.4
	Consumer Packaged Goods	4.7%	12.0%	5.4%	52.0	0.29%	59.4%	67.1%	48.3%	59.8	17.6%	62.4%	44.3%	6.9%	33.4%	58.8
	Electronics	5.6%	10.0%	7.2%	39.8	0.31%	56.4%	69.1%	48.1%	17.4	10.5%	72.5%	55.2%	7.9%	35.2%	60.0
Horizontal	Entertainment	5.3%	9.2%	6.3%	54.4	0.36%	59.9%	72.5%	55.8%	24.5	14.0%	67.0%	54.7%	7.5%	29.4%	93.1
	Financial	4.8%	13.4%	5.6%	50.6	0.07%	57.0%	67.0%	51.7%	92.3	23.6%	61.9%	47.0%	8.3%	33.3%	78.1
	Gaming	4.5%	7.3%	4.9%	47.5	0.23%	51.1%	70.8%	56.2%	21.8	20.4%	74.2%	60.1%	6.2%	21.0%	83.8
	Health and Wellness	5.8%	9.1%	6.4%	51.8	0.25%	52.7	61.8%	47.6%	42.9	10.5%	61.9%	51.6%	7.3%	25.8%	60.0
	Home & Garden	5.1%	10.0%	5.1%	51.8	0.18%	63.3%	64.4%	51.9%	--	10.5%	61.9%	51.6%	7.3%	25.8%	60.0
	Media	3.0%	5.0%	4.3%	37.6	0.20%	63.3%	64.4%	51.9%	--	23.4%	81.8%	71.1%	10.5%	25.8%	32.4
	News/Info	3.8%	6.9%	4.7%	42.2	0.24%	60.9%	51.6%	36.7%	46.0	24.0%	48.1%	34.8%	9.0%	21.1%	14.0
	Restaurant	2.6%	4.5%	4.4%	41.3	0.12%	74.6	55.1%	31.6%	45.3	22.1%	73.6%	61.2%	6.7%	17.5%	51.9
	Retail	7.1%	12.7%	7.2%	46.3	0.13%	61.6%	62.1%	46.6%	45.0	10.3%	49.4%	34.1%	8.2%	36.7%	72.4
	Services	6.2%	19.9%	5.4%	60.5	0.11%	58.5%	61.6%	46.2%	--	13.8%	65.6%	54.1%	10.6%	23.3%	50.2
Horizontal	Technology	5.3%	10.0%	5.3%	50.6	0.11%	58.5%	61.6%	46.2%	39.1	10.3%	65.6%	54.1%	10.6%	23.3%	50.2
	Telecom	3.2%	5.3%	4.7%	52.6	0.13%	54.7%	69.4%	48.1%	15.9	6.0%	69.5%	62.6%	6.3%	39.7%	21.0
	Travel	6.2%	12.2%	6.8%	65.5	0.29%	47.0	58.2%	66.6%	57.2	19.2%	57.0%	40.1%	9.0%	32.3%	69.8
	Auto Initiated Video Metrics					Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
	Apparel	4.4%	7.9%	6.2%	36.7	0.33%	58.4%	63.1%	47.6%	64.4	10.5%	63.3%	41.7%	7.5%	37.7%	88.1
	B2B	6.0%	8.6%	7.3%	47.1	0.08%	56.8%	76.0%	63.5%	18.8	22.1%	68.5%	55.3%	9.1%	17.5%	56.8
	Careers	7.0%	9.3%	6.9%	76.7	0.36%	55.2%	69.4%	60.5%	--	13.2%	55.8%	47.1%	11.3%	16.5%	46.4
	Consumer Packaged Goods	4.7%	12.0%	5.4%	52.0	0.29%	59.4%	67.1%	48.3%	59.8	17.6%	62.4%	44.3%	6.9%	33.4%	58.8
	Electronics	5.6%	10.0%	7.2%	39.8	0.31%	56.4%	69.1%	48.1%	17.4	10.5%	72.5%	55.2%	7.9%	35.2%	60.0
	Entertainment	5.3%	9.2%	6.3%	54.4	0.36%	59.9%	72.5%	55.8%	24.5	14.0%	67.0%	54.7%	7.5%	29.4%	93.1
	Financial	4.8%	13.4%	5.6%	50.6	0.07%	57.0%	67.0%	51.7%	92.3	23.6%	61.9%	47.0%	8.3%	33.3%	78.1
	Gaming	4.5%	7.3%	4.9%	47.5	0.23%	51.1%	70.8%	56.2%	21.8	20.4%	74.2%	60.1%	6.2%	21.0%	83.8
	Health and Wellness	5.8%	9.1%	6.4%	51.8	0.25%	52.7	61.8%	47.6%	42.9	10.5%	61.9%	51.6%	7.3%	25.8%	60.0
	Home & Garden	5.1%	10.0%	5.1%	51.8	0.18%	63.3%	64.4%	51.9%	--	10.5%	61.9%	51.6%	7.3%	25.8%	60.0
	Media	3.0%	5.0%	4.3%	37.6	0.20%	63.3%	64.4%	51.9%	--	23.4%	81.8%	71.1%	10.5%	25.8%	32.4
	News/Info	3.8%	6.9%	4.7%	42.2	0.24%	60.9%	51.6%	36.7%	46.0	24.0%	48.1%	34.8%	9.0%	21.1%	14.0
	Restaurant	2.6%	4.5%	4.4%	41.3	0.12%	74.6	55.1%	31.6%	45.3	22.1%	73.6%	61.2%	6.7%	17.5%	51.9
	Retail	7.1%	12.7%	7.2%	46.3	0.13%	61.6%	62.1%	46.6%	45.0	10.3%	49.4%	34.1%	8.2%	36.7%	72.4
	Services	6.2%	19.9%	5.4%	60.5	0.11%	58.5%	61.6%	46.2%	--	13.8%	65.6%	54.1%	10.6%	23.3%	50.2
	Technology	5.3%	10.0%	5.3%	50.6	0.11%	58.5%	61.6%	46.2%	39.1	10.3%	65.6%	54.1%	10.6%	23.3%	50.2
	Telecom	3.2%	5.3%	4.7%	52.6	0.13%	54.7%	69.4%	48.1%	15.9	6.0%	69.5%	62.6%	6.3%	39.7%	21.0
	Travel	6.2%	12.2%	6.8%	65.5	0.29%	47.0	58.2%	66.6%	57.2	19.2%	57.0%	40.1%	9.0%	32.3%	69.8
	Auto Initiated Video Metrics					Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
	Apparel	4.4%	7.9%	6.2%	36.7	0.33%	58.4%	63.1%	47.6%	64.4	10.5%	63.3%	41.7%	7.5%	37.7%	88.1
	B2B	6.0%	8.6%	7.3%	47.1	0.08%	56.8%	76.0%	63.5%	18.8	22.1%	68.5%	55.3%	9.1%	17.5%	56.8
	Careers	7.0%	9.3%	6.9%	76.7	0.36%	55.2%	69.4%	60.5%	--	13.2%	55.8%	47.1%	11.3%	16.5%	46.4
	Consumer Packaged Goods	4.7%	12.0%	5.4%	52.0	0.29%	59.4%	67.1%	48.3%	59.8	17.6%	62.4%	44.3%	6.9%	33.4%	58.8
	Electronics	5.6%	10.0%	7.2%	39.8	0.31%	56.4%	69.1%	48.1%	17.4	10.5%	72.5%	55.2%	7.9%	35.2%	60.0
	Entertainment	5.3%	9.2%	6.3%	54.4	0.36%	59.9%	72.5%	55.8%	24.5	14.0%	67.0%	54.7%	7.5%	29.4%	93.1</

mediamind™
Benchmarks for Latin America - 2010
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Horizontal Formats	Standard Banner	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--
	160x600	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
	Rich Media Expandable Banner	13.2%	26.8%	13.6%	0.43%	59.0	--	78.2%	63.7%	24.8	4.2%	67.1%	38.4%	13.3%	27.2%	59.5
	300x250	9.5%	18.4%	8.8%	0.28%	34.2	46.5%	71.5%	54.2%	25.0	4.4%	63.4%	47.6%	9.4%	21.7%	71.7
	728x90	16.0%	--	13.7%	0.78%	--	60.4%	86.1%	20.2%	35.3	4.3%	50.2%	30.6%	13.6%	34.4%	45.9
	234x60	25.2%	--	20.4%	--	38.9	79.1%	88.2%	79.4%	12.7	7.5%	41.2%	27.1%	25.2%	46.3%	23.9
	Floating Ad	2.0%	2.4%	20.6%	1.84%	4.6	53.1%	55.8%	41.4%	15.0	17.4%	54.2%	25.8%	--	--	--
	Polite Banner	3.0%	5.2%	3.2%	0.14%	28.3	49.1%	73.8%	57.6%	29.2	6.8%	40.8%	31.0%	--	--	--
Vertical Formats	Standard Banner	16.0%	9.5%	13.7%	0.28%	45.1	53.4%	71.5%	54.2%	19.8	7.5%	41.2%	27.1%	13.6%	34.4%	45.9
	728x90	4.6%	9.2%	3.2%	0.18%	52.6	53.4%	63.6%	69.2%	19.8	7.0%	30.3%	24.9%	--	--	--
	160x600	0.3%	0.3%	1.7%	0.19%	--	--	--	--	--	--	--	--	--	--	--
	Push Down Banner	5.3%	6.5%	8.2%	0.19%	30.5	26.3%	73.4%	63.6%	--	--	--	--	5.3%	27.7%	61.3
	Rich Media Expandable Banner	11.1%	22.7%	10.9%	0.52%	54.3	59.4%	84.3%	33.2%	83.1	7.7%	67.2%	21.8%	13.8%	29.2%	70.0
	300x250	11.1%	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	728x90	11.1%	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	160x600	11.1%	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	Consumer Packaged Goods	11.6%	21.1%	11.0%	0.50%	74.6	49.4%	75.1%	59.9%	20.4	4.2%	59.5%	42.6%	16.0%	29.6%	34.6
	Corporate	11.5%	18.3%	10.3%	0.39%	65.4	--	--	--	--	--	--	--	11.8%	17.9%	33.9
Verticals	Automotive	4.0%	12.2%	8.2%	0.33%	57.8	50.2%	59.1%	29.6%	19.3	2.5%	40.2%	32.5%	10.2%	22.5%	47.9
	Entertainment	17.1%	17.1%	8.4%	0.68%	50.1	50.2%	71.6%	59.9%	19.3	4.2%	59.5%	42.6%	16.0%	29.6%	34.6
	Financial	8.7%	16.3%	8.4%	0.37%	58.4	55.8%	82.7%	46.3%	16.6	3.5%	46.7%	38.2%	10.2%	22.5%	78.2
	Gaming	17.7%	39.1%	13.5%	0.23%	70.9	52.9%	77.6%	62.9%	14.4	4.1%	52.9%	33.2%	22.1%	44.1%	21.7
	Government/Utilities	14.6%	24.3%	14.2%	0.10%	88.8	--	--	--	24.1	4.1%	66.5%	51.0%	--	--	--
	Health/Beauty	9.7%	16.5%	11.8%	0.54%	55.1	57.7%	69.6%	54.1%	25.0	13.7%	15.3%	11.1%	16.4%	27.3%	41.6
	Media/Arts	19.2%	34.6%	34.0%	0.11%	--	--	--	--	--	--	--	--	--	--	--
	Non-Profit	13.0%	22.2%	12.2%	0.42%	72.5	--	--	--	--	--	--	--	--	--	--
	Retail	18.1%	33.7%	15.3%	0.59%	--	--	--	--	--	--	--	--	20.1%	33.9%	29.8
	Services	9.3%	14.7%	8.2%	0.35%	68.7	--	--	--	--	--	--	--	20.9%	38.4%	23.2
Verticals	Sports	3.1%	4.1%	12.2%	0.25%	5.9	--	--	--	18.8	3.1%	65.9%	35.2%	12.2%	22.2%	85.9
	Text/Internet	11.0%	25.1%	10.1%	0.39%	60.6	--	--	--	--	--	--	--	--	--	--
	Travel	10.8%	27.4%	16.4%	0.63%	46.6	--	--	--	13.1	2.2%	24.8%	13.8%	13.0%	29.4%	40.5
	Travel	10.8%	27.4%	16.4%	0.63%	46.6	--	--	--	31.4	3.2%	42.3%	27.2%	14.5%	30.4%	37.0
	Travel	10.8%	27.4%	16.4%	0.63%	46.6	--	--	--	--	--	--	--	11.3%	30.2%	46.0
	Travel	10.8%	27.4%	16.4%	0.63%	46.6	--	--	--	--	--	--	--	--	--	--
	Travel	10.8%	27.4%	16.4%	0.63%	46.6	--	--	--	--	--	--	--	--	--	--
	Travel	10.8%	27.4%	16.4%	0.63%	46.6	--	--	--	--	--	--	--	--	--	--
	Travel	10.8%	27.4%	16.4%	0.63%	46.6	--	--	--	--	--	--	--	--	--	--
	Travel	10.8%	27.4%	16.4%	0.63%	46.6	--	--	--	--	--	--	--	--	--	--
Data Source: MediAmind Research, 2010.																
Latin America market includes Brazil, Chile, Mexico, Colombia and Argentina.																
Directives: Inapplicable metrics or insufficient data.																

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



mediamind™
Benchmarks for Middle East & Africa - 2010
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impr. with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	8.3%	15.7%	7.3%	70.1	0.44%	65.8	46.2%	57.4%	42.1%	53.1	3.1%	52.9%	37.2%	8.1%	26.2%	33.0
300x250	3.0%	4.5%	4.1%	33.2	0.51%	28.7	--	52.9%	42.2%	--	2.4%	59.0%	46.2%	2.4%	18.8%	50.5
720x90	11.5%	16.1%	9.3%	55.9	0.28%	--	--	--	--	71.8	7.2%	56.4%	48.4%	10.9%	24.1%	91.7
Expandable Banner	15.2%	31.9%	0.3%	93.3	0.47%	93.3	--	--	--	36.1	2.5%	42.9%	17.5%	21.9%	31.9%	10.7
Expandable Strip	16.2%	31.9%	0.3%	93.3	0.47%	--	--	--	--	--	--	--	--	17.5%	31.9%	10.7
Floating Ad	1.0%	1.0%	8.7%	4.3	0.82%	--	--	--	--	--	--	--	--	--	--	14.6
Pelle Banner	0.7%	1.2%	2.1%	27.2	0.10%	48.4	61.8%	56.2%	39.6%	34.9	21.0%	55.0%	39.0%	--	--	--
300x250	0.0%	1.6%	2.6%	22.6	0.12%	46.8	62.2%	54.2%	36.6%	37.6	22.0%	53.0%	37.7%	--	--	--
720x90	0.7%	1.1%	1.9%	30.5	0.08%	--	--	--	--	--	--	--	--	--	--	--
160x600	4.0%	5.9%	3.3%	27.8	0.17%	--	--	--	--	--	--	--	--	--	--	--
Push Down Banner	2.9%	3.3%	7.6%	51.6	0.20%	--	--	--	--	4.0	--	--	--	2.9%	50.9%	63.5
Verticals																
Apparel	8.3%	15.4%	7.4%	93.9	0.40%	72.7	44.4%	69.4%	76.5%	21.4	1.8%	45.3%	29.6%	8.7%	17.4%	51.9
Auto	4.2%	7.5%	4.5%	41.8	0.35%	22.1	46.5%	69.7%	57.8%	25.7	2.7%	67.1%	51.6%	5.3%	16.0%	39.9
Beauty	6.8%	11.5%	5.4%	66.4	0.45%	69.9	62.8%	58.8%	43.4%	54.1	2.4%	43.8%	15.3%	8.0%	25.6%	38.5
Consumer Packaged Goods	6.4%	13.1%	6.7%	54.8	0.45%	--	--	--	--	28.4	0.2%	73.7%	55.2%	12.6%	30.4%	23.4
Electronics	5.1%	11.6%	5.1%	40.0	0.44%	--	--	--	--	43.3	4.4%	40.7%	23.8%	8.1%	25.2%	35.3
Entertainment	1.0%	3.3%	3.4%	47.4	0.13%	43.7	65.0%	49.4%	32.5%	--	--	52.0%	36.8%	4.5%	32.5%	--
Financial	2.8%	4.9%	3.3%	47.7	0.17%	--	59.7%	74.7%	61.3%	29.7	19.8%	83.0%	70.2%	4.7%	28.7%	--
Food & Beverage	3.0%	5.0%	3.9%	45.4	0.16%	42.7	63.1%	64.3%	54.3%	42.7	11.8%	46.3%	17.0%	4.5%	18.3%	44.2
Government/Utilities	3.0%	5.6%	3.9%	51.9	0.08%	--	63.1%	78.2%	64.3%	--	--	--	--	5.1%	8.2%	23.2
Health/Beauty	1.9%	3.4%	3.3%	51.0	0.12%	78.3	60.7%	66.9%	49.4%	22.1	4.2%	62.3%	47.6%	5.9%	37.1%	--
Medical	7.1%	10.0%	6.3%	61.8	0.26%	--	--	--	--	--	--	--	--	7.0%	9.7%	21.0
News/Media	2.4%	4.2%	3.5%	27.6	0.10%	--	--	--	--	12.5	--	78.3%	57.4%	7.1%	19.4%	19.2
Restaurant	4.5%	6.7%	5.4%	46.1	0.17%	--	--	--	--	7.3	1.6%	39.0%	27.6%	4.9%	7.2%	49.4
Retail	2.4%	4.0%	3.4%	44.5	0.07%	--	--	--	--	--	--	--	--	1.3%	2.6%	33.7
Services	2.5%	4.6%	5.5%	66.2	0.26%	--	--	--	--	--	--	--	--	10.3%	28.8%	--
Sports	5.2%	13.6%	5.9%	55.2	0.08%	--	--	--	--	44.5%	--	--	12.8%	10.3%	28.8%	--
Travel	5.2%	7.1%	6.0%	53.8	0.32%	--	--	--	--	40.4	1.4%	14.5%	10.7%	7.6%	10.1%	71.6
Tech/Internet	7.5%	14.8%	7.1%	61.7	0.44%	--	--	--	--	18.2	4.5%	28.7%	13.9%	9.2%	20.6%	63.2
Telecom	9.2%	18.3%	7.7%	84.1	0.40%	--	--	--	--	27.8	1.3%	39.8%	21.6%	10.6%	31.4%	59.6
Travel	8.6%	15.9%	7.4%	55.1	0.41%	--	--	--	--	--	--	--	--	11.1%	24.6%	55.0
Data Source																
Mediamind Research, 2010																
AVMA																
Market Definition																
Denotes insignificant 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 North America - 2010
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	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%	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Commercial Break	5.4%	7.7%	46.4%	8.1	--	--	--	--	--	--	--	--	--	--	--	--
Expanded Banner	4.7%	6.9%	45%	44.7	0.14%	24.8	61.3%	72.6%	86.1%	24.8	61.3%	72.6%	45%	12.2%	97.8	--
300x250	5.9%	8.9%	53%	39.1	0.11%	26.9	59.1%	70.3%	84.9%	26.9	59.1%	70.3%	51.2%	13.3%	71.8	--
728x90	5.9%	8.6%	6.3%	47.6	0.11%	26.9	64.9%	70.3%	81.1%	26.9	64.9%	70.3%	5.8%	13.3%	94.9	--
234x60	15.0%	31.6%	9.4%	98.6	0.46%	15.9	53.2%	85.3%	81.1%	16.2	3.3%	28.4%	7.5%	15.0%	29.4%	14.7
Expandable Strip	19.4%	--	4.6%	46.4	1.20%	--	--	--	--	19.4	6.4%	41.6%	9.4%	14.9%	35.6%	10.6
Floating Ad	3.0%	23.8%	28.8%	4.0	2.87%	39.2	76.3%	48.8%	19.3%	--	--	--	--	--	--	--
Popping Ad with Reminder	9.9%	23.7%	29.7%	12.7	0.77%	21.1	69.4%	78.3%	66.7%	21.1	27.1%	73.7%	67.5%	--	--	--
Push Down Banner	0.4%	0.7%	3.1%	33.4	0.09%	23.5	58.7%	67.4%	63.5%	23.5	27.2%	71.7%	58.0%	--	--	--
728x90	0.3%	0.5%	2.2%	29.1	0.07%	19.8	59.4%	72.9%	66.5%	23.4	--	78.4%	61.6%	--	--	--
160x600	0.2%	0.3%	1.7%	23.1	0.07%	16.7	64.4%	78.4%	67.5%	28.3	20.1%	73.5%	52.1%	--	--	--
Push Down Banner	1.9%	2.4%	6.3%	28.0	0.17%	11.0	23.8%	54.9%	43.5%	11.2	12.2%	47.1%	31.8%	1.6%	23.7%	41.9
Verticals	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
Apparel	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Auto	4.7%	7.4%	5.5%	56.1	0.08%	20.8	36.7%	63.8%	48.5%	21.3	8.9%	21.8%	40.8%	7.4%	14.5%	90.1
B2B	1.5%	1.8%	3.1%	38.4	0.09%	19.4	69.1%	77.8%	62.0%	18.7	21.8%	76.9%	57.1%	3.4%	7.7%	90.1
Careers	3.0%	3.6%	5.0%	45.9	0.07%	22.1	58.8%	73.9%	59.2%	19.1	--	78.8%	65.9%	3.5%	5.9%	97.5
Consumer Packaged Goods	4.6%	5.9%	9.2%	25.1	0.09%	--	--	--	--	--	--	--	--	4.9%	16.0%	--
Electronics	1.9%	2.9%	5.3%	30.7	0.16%	15.7	64.3%	68.1%	62.7%	16.1	--	--	62.3%	4.9%	16.0%	78.4
Entertainment	2.4%	3.7%	5.0%	41.1	0.09%	15.7	59.9%	77.6%	64.5%	16.0	--	--	59.6%	3.5%	11.8%	39.9
Financial	2.4%	3.7%	5.0%	34.4	0.12%	14.8	60.9%	80.1%	67.1%	17.7	23.3%	60.8%	65.9%	6.3%	15.0%	85.9
Gaming	2.3%	6.1%	3.9%	36.7	0.07%	25.6	59.9%	68.5%	54.9%	18.8	7.2%	63.3%	48.7%	3.2%	19.5%	83.3
Healthcare	2.3%	6.1%	3.9%	56.8	0.22%	56.9	65.0%	71.4%	61.0%	14.7	10.3%	70.1%	54.7%	4.4%	12.5%	41.7
Home Improvement	2.3%	6.1%	3.9%	42.3	0.09%	17.5	65.7%	71.7%	58.6%	42.0	--	74.6%	56.0%	6.1%	40.8%	--
Media	6.1%	8.0%	7.3%	35.7	0.07%	15.0	68.9%	75.3%	68.1%	17.5	30.9%	72.5%	57.2%	9.2%	21.3%	70.3
NewsMedia	1.7%	2.0%	9.6%	9.0	0.07%	--	--	--	--	7.8	1.0%	24.0%	14.2%	7.3%	13.8%	37.8
Restaurant	1.2%	1.6%	4.9%	30.3	0.07%	13.5	42.7%	74.9%	57.7%	10.5	3.5%	38.7%	5.9%	1.7%	6.4%	20.8
Retail	2.1%	2.6%	4.3%	34.2	0.12%	14.9	36.7%	78.3%	64.9%	18.6	11.1%	81.0%	64.2%	3.4%	13.7%	29.4
Services	2.8%	3.6%	4.3%	30.9	0.06%	19.4	59.8%	53.9%	35.7%	21.8	12.8%	60.2%	40.0%	4.8%	6.6%	55.5
Technology	1.6%	2.8%	3.3%	35.3	0.19%	11.5	57.6%	58.2%	44.5%	13.6	3.4%	57.3%	40.6%	1.7%	5.6%	45.1
Telecom	6.6%	11.6%	6.5%	61.7	0.24%	22.4	61.7%	58.2%	57.1%	15.5	2.3%	48.0%	36.2%	9.4%	27.9%	33.7
Travel	3.3%	4.4%	4.7%	38.5	0.07%	12.2	62.9%	81.0%	66.5%	20.5	8.0%	51.2%	37.9%	6.0%	12.3%	67.2
Data Source	Mediamind Research, 2010															
Market Definition	North America includes Mexico, United States and Canada															
--	Denotes negligible metrics or insufficient data.															

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



Benchmarks for South Asia - 2010

Performance Metrics (By Format, Size and Vertical)

Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner															
300x250	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
Rich Media															
Expandable Banner	8.9%	12.8%	61.3	0.27%	13.2	48.5%	74.4%	53.4%	19.8	27%	42.4%	26.5%	9.9%	17.7%	73.9
300x250	12.1%	16.0%	52.0	0.26%	15.7	63.5%	70.3%	60.2%	19.8	2.3%	46.2%	31.4%	5.2%	16.7%	68.0
728x90	12.1%	16.0%	52.0	0.26%	15.7	63.5%	70.3%	60.2%	28.1	2.3%	46.2%	31.4%	12.0%	16.7%	68.0
234x60	11.6%	17.9%	93.7	0.32%	11.6	--	58.2%	50.2%	10.9	4.1%	20.5%	10.3%	11.5%	17.9%	30.0
Floating Ad	4.6%	5.6%	22.3%	3.16%	18.0	72.0%	28.5%	17.0%	--	--	--	--	--	--	--
Floating Ad with Reminder	7.9%	16.7%	42.2	0.93%	--	--	--	--	--	--	--	--	--	--	--
Push Down Banner	0.4%	0.9%	38.6	0.17%	26.5	51.0%	65.4%	60.3%	28.9	8.0%	73.1%	53.9%	--	--	--
300x250	0.2%	0.3%	20.7	0.10%	24.8	51.2%	64.9%	49.3%	29.0	8.7%	72.7%	52.9%	--	--	--
728x90	0.2%	0.3%	20.7	0.10%	30.2	35.3%	56.8%	41.0%	--	--	--	--	--	--	--
160x600	0.4%	0.4%	23.4	0.32%	30.2	35.3%	56.8%	41.0%	--	--	--	--	--	--	--
Push Down Banner	4.6%	5.1%	48.4	0.14%	--	--	--	--	73.2	3.2%	53.9%	19.8%	4.4%	12.9%	65.3
Verticals															
Basic Metrics															
Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Apparel	7.3%	7.3%	45.5	0.14%	30.1	41.5%	66.8%	49.3%	38.3	4.3%	51.1%	35.9%	10.9%	19.9%	71.5
Auto	7.6%	10.8%	46.5	0.28%	36.8	--	--	--	--	--	--	--	11.3%	16.3%	72.3
B2B	11.1%	16.2%	48.9	0.13%	--	--	--	--	--	--	--	--	10.6%	20.3%	98.8
Games	11.1%	18.9%	40.2	0.16%	26.1	66.1%	50.5%	38.4%	15.6	6.9%	46.6%	33.9%	4.4%	8.3%	88.0
Consumer Packaged Goods	3.6%	5.2%	58.4	0.19%	48.4	46.1%	61.9%	47.9%	17.0	1.7%	40.9%	35.2%	6.1%	11.3%	88.0
Electronics	9.9%	14.8%	69.8	0.38%	13.2	46.2%	61.9%	47.9%	17.0	1.7%	40.9%	35.2%	6.1%	11.3%	88.0
Entertainment	6.6%	9.6%	58.0	0.35%	26.1	46.2%	61.9%	47.9%	17.0	1.7%	40.9%	35.2%	6.1%	11.3%	88.0
Financial	6.4%	8.7%	48.6	0.08%	19.2	67.3%	69.4%	56.1%	21.1	1.6%	32.2%	20.7%	6.7%	13.9%	--
Gaming	9.5%	15.6%	51.0	0.23%	--	--	--	--	--	--	--	--	13.0%	22.8%	48.4
Government/Utilities	10.0%	13.0%	57.3	0.22%	23.6	--	59.0%	41.5%	16.3	6.9%	25.8%	14.3%	10.9%	17.1%	75.1
Healthcare	6.1%	8.8%	46.4	0.28%	10.0	67.9%	66.6%	57.5%	14.6	10.0%	59.5%	45.4%	8.4%	23.8%	75.1
Media	7.8%	10.1%	58.2	0.12%	23.6	72.9%	73.4%	56.3%	36.5	1.0%	60.7%	42.5%	11.8%	15.6%	48.2
News/Media	7.8%	10.1%	58.2	0.12%	23.6	72.9%	73.4%	56.3%	36.5	1.0%	60.7%	42.5%	11.8%	15.6%	48.2
Retail	4.5%	6.2%	61.6	0.09%	--	--	--	--	--	--	--	--	14.8%	24.1%	74.9
Services	8.1%	11.3%	44.1	0.70%	--	--	--	--	--	--	--	--	7.3%	--	--
Sports	13.3%	17.7%	43.4	0.35%	--	--	--	--	--	--	--	--	13.6%	19.1%	50.1
Travel	7.7%	11.3%	58.2	0.21%	--	--	--	--	9.4	2.1%	28.4%	16.8%	11.2%	20.9%	40.0
Telecom	9.7%	14.3%	58.9	0.33%	22.6	44.7%	71.5%	57.9%	24.3	3.8%	48.6%	32.7%	11.3%	23.2%	--
Travel	7.2%	10.1%	64.5	0.23%	17.4	38.7%	83.2%	60.4%	57.5	1.8%	69.3%	39.0%	8.5%	13.2%	65.3
Data Source															
Mediamind Research, 2010.															
South Asia market includes Thailand, Pakistan, India, Indonesia, the Philippines and Vietnam.															
Droptail (aggregable metrics or insignificant data).															

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

Country benchmark tables



Benchmarks for Argentina - 2010
Performance Metrics (By Format, Size and Vertical)

Format	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
728x90	---	---	---	---	0.09%	---	---	---	---	---	---	---	---	---	---	---
300x250	---	---	---	---	0.13%	---	---	---	---	---	---	---	---	---	---	---
160x600	---	---	---	---	0.11%	---	---	---	---	---	---	---	---	---	---	---
Rich Media	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Expandable Banner	9.9%	22.6%	8.3%	56.9	0.20%	---	---	---	---	14.4	3.0%	62.1%	36.6%	9.9%	28.4%	---
728x90	18.5%	21.5%	6.1%	46.0	0.15%	---	---	---	---	14.4	2.5%	52.1%	36.6%	7.5%	28.4%	---
300x250	18.5%	21.5%	11.2%	54.0	0.15%	---	---	---	---	16.2	6.1%	40.2%	25.5%	10.0%	12.1%	55.3
234x60	24.5%	---	20.9%	---	0.64%	---	---	---	---	---	---	---	---	24.9%	40.0%	24.8
Floating Ad	3.2%	3.4%	23.3%	4.0	3.69%	---	---	---	---	---	---	---	---	---	---	---
Pollster Banner	2.0%	2.5%	2.8%	41.2	0.19%	---	54.4%	80.0%	86.1%	33.3	2.5%	70.8%	66.8%	---	---	---
300x250	0.3%	0.4%	2.9%	50.9	0.21%	81.7	54.3%	80.0%	86.1%	33.3	2.5%	70.8%	66.8%	---	---	---
728x90	3.2%	3.9%	2.7%	47.2	0.16%	---	---	---	---	---	---	---	---	---	---	---
Auto	10.5%	13.4%	9.7%	40.4	0.41%	---	---	---	---	---	---	---	---	14.1%	18.1%	50.1
Consumer Packaged Goods	3.6%	4.2%	5.2%	59.4	0.34%	31.3	49.0%	75.6%	50.6%	---	---	---	---	7.6%	23.5%	61.7
Entertainment	7.9%	18.4%	6.7%	52.2	0.12%	---	---	---	---	---	---	---	---	---	---	---
Financial	---	---	---	---	0.17%	---	---	---	---	---	---	---	---	---	---	---
Gaming	2.3%	3.8%	5.1%	39.5	0.86%	---	---	---	---	14.5	2.9%	62.3%	36.9%	8.2%	28.4%	---
Medical	---	---	---	---	0.16%	---	---	---	---	---	---	---	---	---	---	---
Restaurant	---	---	---	---	0.65%	---	---	---	---	---	---	---	---	---	---	---
Technology	---	---	---	---	0.33%	---	---	---	---	---	---	---	---	---	---	---
Telecom	11.0%	18.7%	11.8%	74.5	0.46%	---	---	---	---	---	---	---	---	---	---	---
Data Source: MediMind Research, 2010.																
--- Denotes Inapplicable metric or insufficient data.																

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



Benchmarks for Australia - 2010

Performance Metrics (By Format, Size and Vertical)

Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics					
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)	
Formats	Standard Banner	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--	
	300x250	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--	
	728x90	--	--	--	0.04%	--	--	--	--	--	--	--	--	--	--	--	
	160x600	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--	
	Expandable Banner	4.3%	5.9%	4.7%	48.9	0.13%	24.5	52.0%	81.3%	73.2%	34.3	2.1%	48.1%	36.8%	4.4%	15.3%	68.2
	300x250	3.6%	5.2%	5.2%	38.5	0.16%	29.7	46.4%	59.3%	41.6%	34.1	2.8%	51.5%	39.2%	3.5%	18.1%	--
	728x90	7.4%	8.7%	6.3%	59.6	0.10%	21.9	56.7%	68.4%	52.7%	59.6	2.9%	48.9%	35.9%	7.3%	15.5%	69.2
	234x60	4.5%	5.9%	2.9%	--	0.11%	22.2	67.9%	93.5%	91.2%	19.3	1.1%	28.5%	17.4%	4.5%	5.5%	24.4
	Expandable Strip	5.0%	26.0%	2.9%	41.8	0.08%	--	--	--	--	--	--	--	--	--	--	--
	728x90	1.1%	1.3%	1.8%	7.2	1.08%	17.4	73.5%	58.2%	9.5%	--	--	--	--	--	--	13.4
Verticals	Floating Ad with Reminder	7.1%	10.0%	27.1%	24.4	0.12%	17.7	56.2%	70.8%	54.2%	40.8	2.0%	58.6%	44.9%	2.6%	7.2%	46.8
	Push Banner	0.4%	1.0%	2.1%	34.2	0.11%	33.8	51.3%	71.7%	65.6%	42.9	27.2%	76.6%	54.6%	--	--	--
	300x250	0.5%	1.4%	2.6%	36.5	0.12%	34.1	50.5%	70.0%	54.6%	32.0	23.1%	74.1%	63.0%	--	--	--
	728x90	0.3%	0.4%	1.3%	29.2	0.17%	29.6	54.6%	81.6%	62.2%	80.6	--	86.7%	27.8%	--	--	--
	160x600	0.1%	0.2%	1.6%	25.9	0.08%	71.6	56.5%	79.3%	59.9%	27.6	--	91.0%	87.5%	--	--	--
	Push Down Banner	0.8%	1.9%	2.9%	38.8	0.08%	58.3	10.4%	83.3%	71.0%	37.0	6.5%	76.1%	59.0%	0.5%	14.8%	--
	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics				
	Apparel	5.2%	6.8%	4.0%	57.8	0.12%	77.7	57.8%	74.9%	67.7%	68.5	11.1%	64.9%	49.2%	7.1%	9.3%	53.8
	Auto	1.4%	2.3%	3.0%	37.5	0.09%	23.3	49.4%	74.6%	44.5%	40.0	3.8%	72.6%	56.1%	3.2%	17.8%	91.0
	B2B	9.0%	11.4%	8.2%	55.9	0.10%	62.3	--	--	--	16.9	5.2%	48.1%	32.9%	14.5%	18.2%	63.7
Consumer Packaged Goods	1.8%	2.3%	3.2%	38.2	0.12%	39.8	41.8%	69.1%	62.1%	51.6	12.1%	73.6%	60.3%	4.4%	8.6%	51.8	
Corporate	1.2%	1.6%	2.9%	31.8	0.09%	26.5	37.6%	83.6%	58.5%	60.8	0.8%	59.6%	44.9%	2.6%	7.2%	46.8	
Electronics	1.2%	1.6%	2.9%	31.8	0.16%	82.6	60.9%	61.8%	48.2%	38.1	2.0%	58.6%	46.4%	2.3%	44.6%	--	
Entertainment	1.7%	2.5%	3.4%	46.8	0.11%	26.0	54.1%	77.3%	64.9%	27.5	14.7%	71.3%	58.1%	3.3%	10.1%	59.9	
Financial	1.2%	1.5%	3.2%	28.8	0.02%	29.9	57.8%	66.3%	50.9%	59.0	--	83.6%	38.9%	2.0%	18.1%	65.8	
Gaming	2.1%	4.5%	4.8%	34.0	0.22%	56.7	48.0%	74.7%	55.1%	36.0	--	63.0%	72.3%	5.1%	17.5%	59.4	
Government/Utilities	1.4%	1.8%	2.4%	41.1	0.06%	57.7	54.3%	63.8%	49.4%	26.8	0.8%	58.0%	37.4%	2.4%	4.9%	81.4	
Health/Beauty	3.0%	4.5%	4.0%	43.1	0.14%	36.6	38.6%	70.8%	49.5%	54.2	10.5%	63.1%	47.2%	6.6%	16.4%	62.3	
Medical	9.0%	11.4%	9.2%	38.3	0.24%	38.2	38.6%	83.9%	72.2%	--	--	--	--	9.1%	11.2%	48.5	
NerveMedia	4.0%	4.9%	4.1%	66.1	0.28%	66.1	--	--	--	--	--	--	--	5.5%	7.1%	17.7	
Restaurant	0.2%	0.3%	2.7%	30.9	0.07%	--	--	--	--	--	--	--	--	--	--	--	--
Retail	3.8%	4.8%	4.1%	42.9	0.12%	21.1	63.5%	78.1%	65.2%	8.1	3.5%	69.4%	52.3%	7.6%	10.2%	56.8	
Services	1.9%	2.3%	2.1%	28.0	0.05%	42.1	--	66.7%	49.7%	14.1	0.7%	23.7%	16.5%	2.3%	2.7%	22.1	
Sports	3.5%	4.7%	4.7%	38.2	0.15%	--	--	--	--	--	--	--	--	5.5%	7.9%	31.4	
Tech/Internet	1.1%	1.3%	1.8%	7.2	1.08%	17.4	73.5%	58.2%	9.5%	--	--	--	--	--	--	--	--
Telemarketing	1.0%	1.6%	2.7%	48.4	0.18%	5.5	44.4%	--	--	15.4	0.1%	26.1%	16.2%	1.8%	0.1%	--	--
Travel	2.3%	3.0%	3.5%	39.2	0.11%	69.6	60.0%	77.0%	60.6%	13.3	1.2%	26.9%	15.1%	5.1%	11.0%	66.3	
Data Source																	
MediMind Research, 2010.																	
Denotes negligible metric or insufficient data.																	
For more information about MediMind Research, please contact your local MediMind representatives or email us at info@medimind.com																	



Benchmarks for Austria - 2010
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	720x60	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	720x90	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--
	720x150	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
	160x600	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	3.8%	6.1%	5.5%	52.2	0.34%	52.8	56.2%	51.0%	33.6%	48.0	6.9%	73.5%	67.3%	61%	45.0%	86.5
	Expandable Banner	1.3%	1.8%	35.9	0.36%	51.0	55.4%	51.0%	33.7%	67.5	14.0%	72.0%	65.5%	1.3%	--	63.3
	720x60	0.3%	0.7%	27.1	0.23%	--	--	--	--	15.5	2.5%	23.1%	10.3%	0.8%	7.7%	--
	720x90	1.3%	1.7%	52.1	0.23%	--	--	--	--	15.5	2.5%	23.1%	10.3%	0.8%	15.2%	16.4
Polls Banner	3.8%	9.8%	6.6%	51.1	0.13%	48.0	51.4%	55.5%	38.8%	36.4	--	56.3%	41.2%	--	--	--
	300x250	3.6%	12.3%	7.9%	0.15%	50.7	53.7%	54.7%	37.8%	27.9	--	57.5%	42.5%	--	--	--
	720x60	5.6%	5.8%	18.0	0.09%	10.1	--	78.4%	61.7%	--	--	--	--	--	--	--
	160x600	2.0%	2.1%	18.7	0.09%	--	--	--	--	--	--	--	--	--	--	--
Verticals	3.7%	5.4%	5.1%	48.4	0.31%	--	--	--	--	--	--	--	--	67%	30.1%	55.8
	Apparel	0.1%	0.2%	18.5	0.10%	--	--	--	--	--	--	--	--	--	--	--
	Consumer Packaged Goods	2.7%	5.0%	40.3	0.17%	26.3	63.0%	50.9%	30.7%	--	--	--	--	8.3%	--	70.2
	Corporate	4.0%	11.7%	62.1	0.27%	57.3	57.0%	54.3%	37.4%	31.4	--	61.5%	48.3%	57%	--	76.0
Verticals	3.8%	4.3%	4.3%	18.3	0.30%	--	--	--	--	--	--	--	--	--	--	--
	Entertainment	2.1%	8.1%	28.7	0.20%	18.3	--	64.0%	46.6%	15.5	9.6%	63.7%	50.4%	4.3%	4.7%	21.0
	Gaming	4.2%	10.3%	36.4	0.20%	--	--	--	--	66.4	11.0%	69.2%	56.1%	--	--	--
	Telecom	3.7%	5.4%	48.4	0.31%	--	--	--	--	--	--	--	--	67%	30.1%	55.8
Data Source																
Mediamind Research, 2010.																
Denotes applicable 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 Belgium - 2010

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Horizontal	Standard Banner	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	160x600	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	Expandable Banner	11.5%	17.7%	10.6%	42.0	0.70%	69.3%	59.4%	45.4%	23.9	14.4%	46.3%	34.9%	11.4%	29.9%	25.2
	300x250	7.6%	12.7%	8.9%	25.3	0.83%	62.7%	58.4%	34.4%	15.0	20.6%	50.8%	36.9%	15.8%	28.9%	22.5
	728x90	1.7%	10.1%	2.9%	25.3	0.52%	59.1%	56.1%	32.4%	9.1	17.5%	42.9%	27.4%	12.4%	24.9%	22.5
	234x60	15.0%	29.4%	9.1%	73.5	0.52%	50.8%	87.0%	82.2%	12.0	7.6%	21.3%	13.5%	14.9%	27.4%	17.1
	Floating Ad	6.5%	7.0%	17.6%	4.1	2.52%	--	--	--	--	--	--	--	--	--	--
	Polite Banner	1.8%	3.6%	7.5%	34.0	0.20%	68.9%	68.3%	50.1%	26.8	--	57.7%	42.1%	--	--	--
Verticals	300x250	2.9%	5.7%	4.3%	27.5	0.14%	62.4%	62.2%	47.8%	14.0	--	53.9%	39.1%	--	--	--
	728x90	0.2%	0.3%	7.9%	60.5	0.12%	62.4%	--	48.8%	56.2	--	--	--	--	--	--
	300x600	1.0%	1.0%	1.0%	45.0	0.12%	62.4%	--	48.8%	56.2	--	--	--	--	--	--
	Push Down Banner	22.4%	32.7%	17.5%	33.5	0.33%	76.2%	63.3%	46.6%	11.5	17.6%	33.7%	17.9%	21.7%	36.1%	32.8
	Apparel	11.9%	25.4%	7.7%	48.4	0.13%	56.2%	58.7%	43.8%	23.0	--	--	--	--	--	--
	Consumer Packaged Goods	9.1%	14.2%	12.1%	47.2	0.13%	56.8%	59.1%	46.3%	14.6	17.5%	58.2%	50.7%	14.4%	40.7%	11.1
	Electronics	8.9%	13.0%	4.4%	42.2	0.08%	--	85.1%	57.1%	--	--	--	--	--	--	--
	Financial	5.6%	8.9%	13.4%	41.6	0.05%	63.9%	58.7%	45.1%	38.9	--	59.1%	44.7%	9.2%	25.0%	14.9
	Food/Beverage	3.1%	4.9%	5.3%	27.0	0.21%	66.7%	66.9%	51.4%	27.0	--	44.5%	31.2%	8.3%	26.0%	37.6
	General Utilities	8.0%	13.8%	10.4%	29.9	0.27%	62.8%	54.1%	20.3%	29.3	--	61.4%	47.0%	13.0%	35.6%	56.5
Verticals	Health/Beauty	8.4%	16.0%	8.2%	47.1	0.12%	63.2%	65.9%	53.2%	15.6	16.8%	44.5%	20.2%	17.3%	39.8%	31.9
	Medical	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--
	News/Media	11.0%	16.6%	11.5%	25.2	0.08%	--	--	--	--	--	--	--	--	--	--
	Restaurant	7.6%	10.6%	33.2%	13.1	--	--	--	--	--	--	--	--	--	--	--
	Retail	7.4%	8.9%	5.4%	44.4	0.11%	67.6%	63.5%	47.8%	17.1	18.6%	43.7%	20.8%	8.6%	11.4%	26.0
	Services	1.0%	1.0%	1.0%	20.0	0.08%	67.6%	62.8%	48.3%	23.6	1.9%	14%	0.2%	10.9%	15.2%	20.9
	Tech/Internet	0.3%	0.5%	1.8%	28.0	0.22%	71.2%	57.0%	33.2%	25.1	--	39.5%	21.1%	12.3%	23.7%	17.5
	Telecom	6.1%	9.4%	9.0%	37.1	0.27%	71.2%	57.0%	33.2%	25.1	--	39.5%	21.1%	12.3%	23.7%	17.5
	Travel	3.2%	6.5%	5.1%	26.5	0.17%	68.6%	66.2%	52.1%	8.9	8.8%	22.9%	13.4%	10.1%	16.7%	21.0
	Other	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Data Source: Mediamind Research, 2010.
Denotes negligible metrics or insufficient data.

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



Benchmarks for Brazil - 2010

Performance Metrics (By Format, Size and Vertical)

Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner															
720x50	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
Rich Media															
Expandable Banner															
720x90	10.4%	16.2%	71.7	0.33%	17.6	--	58.6%	53.5%	18.7	27%	50.4%	37.2%	16.6%	27.9%	41.7
720x60	10.4%	16.2%	71.7	0.33%	17.6	--	58.6%	53.5%	18.7	27%	50.4%	37.2%	16.6%	27.9%	41.7
720x60	7.9%	8.4%	48.4	0.32%	--	--	--	--	20.1	1.1%	48.2%	34.7%	8.6%	27.7%	76.4
234x60	26.5%	--	--	0.75%	21.9	61.1%	86.3%	84.4%	14.6	7.2%	61.1%	50.7%	26.5%	--	26.6
Floating Ad															
300x250	0.6%	14.0%	3.4	0.49%	16.2	64.1%	82.1%	32.6%	9.8	0.3%	60.7%	35.0%	--	--	--
Push Down Banner															
300x250	0.6%	2.8%	23.3	0.11%	28.4	37.0%	60.0%	41.6%	32.3	0.6%	76.8%	62.3%	--	--	--
300x250	0.6%	2.8%	23.3	0.11%	20.7	39.6%	60.8%	41.2%	32.6	0.5%	76.4%	51.5%	--	--	--
300x250	12.2%	14.6%	46.8	0.14%	--	--	--	--	--	--	--	--	12.6%	24.9%	47.8
Verticals															
Apparel															
720x90	3.2%	4.7%	26.8	0.10%	--	--	--	--	--	--	--	--	--	--	--
720x60	4.2%	5.4%	48.6	0.30%	--	--	--	--	22.2	14.1%	68.2%	50.5%	10.5%	20.4%	65.5
Consumer Packaged Goods															
720x90	6.4%	10.4%	68.0	0.52%	21.1	54.3%	54.6%	33.8%	26.0	0.1%	65.6%	42.2%	11.9%	33.5%	47.4
720x60	1.1%	8.7%	14.4	0.09%	--	--	--	--	--	--	--	--	--	--	--
Electronics															
720x90	5.6%	6.1%	54.1	0.23%	--	--	--	--	--	--	--	--	--	--	--
720x60	4.9%	6.8%	50.2	0.39%	20.8	52.5%	74.5%	62.7%	13.9	2.3%	56.3%	37.6%	6.7%	24.2%	52.6
Entertainment															
720x90	4.9%	6.8%	50.2	0.39%	20.8	52.5%	74.5%	62.7%	13.9	2.3%	56.3%	37.6%	6.7%	24.2%	52.6
720x60	4.9%	6.8%	50.2	0.39%	20.8	52.5%	74.5%	62.7%	13.9	2.3%	56.3%	37.6%	6.7%	24.2%	52.6
Food & Beverage															
720x90	3.2%	4.7%	26.8	0.10%	--	--	--	--	--	--	--	--	--	--	--
720x60	3.2%	4.7%	26.8	0.10%	--	--	--	--	--	--	--	--	--	--	--
Health/Beauty															
720x90	9.4%	16.6%	56.2	0.53%	--	--	--	--	18.9	0.1%	46.7%	33.7%	23.5%	47.8%	48.4
720x60	9.4%	16.6%	56.2	0.53%	--	--	--	--	--	--	--	--	--	--	--
Medical															
720x90	5.0%	6.1%	17.5	0.10%	--	--	--	--	--	--	--	--	--	--	--
720x60	5.0%	6.1%	17.5	0.10%	--	--	--	--	--	--	--	--	--	--	--
News/Media															
720x90	5.0%	6.1%	17.5	0.10%	--	--	--	--	--	--	--	--	--	--	--
720x60	5.0%	6.1%	17.5	0.10%	--	--	--	--	--	--	--	--	--	--	--
Restaurant															
720x90	9.9%	21.4%	67.0	0.67%	--	--	--	--	44.9	0.5%	80.0%	21.7%	15.2%	45.1%	--
720x60	9.9%	21.4%	67.0	0.67%	--	--	--	--	--	--	--	--	15.2%	45.1%	--
Services															
720x90	8.3%	16.3%	40.2	0.22%	--	--	--	--	15.1	2.8%	36.3%	23.2%	10.3%	19.8%	64.3
720x60	8.3%	16.3%	40.2	0.22%	--	--	--	--	--	--	--	--	10.3%	19.8%	64.3
Telecom															
720x90	8.4%	17.0%	85.6	0.46%	--	--	--	--	--	--	--	--	13.4%	26.6%	33.5
720x60	8.4%	17.0%	85.6	0.46%	--	--	--	--	--	--	--	--	13.4%	26.6%	33.5
Travel															
720x90	8.4%	17.0%	85.6	0.46%	--	--	--	--	--	--	--	--	13.4%	26.6%	33.5
720x60	8.4%	17.0%	85.6	0.46%	--	--	--	--	--	--	--	--	13.4%	26.6%	33.5
Data Source															
Mediamind Research, 2010.															
Directs (applicable metrics or insufficient data).															
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For more information about Mediamind Research, please contact your local Mediamind representative or email us at info@mediamind.com

Benchmarks for Canada - 2010

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner																
300x250	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
Rich Media																
Expandable Banner	5.9%	7.5%	6.4%	47.5	0.16%	29.0	70.4%	74.4%	50.3%	38.6	2.6%	65.5%	35.1%	6.2%	20.5%	71.1
300x250	4.6%	5.7%	5.4%	47.0	0.13%	19.1	70.1%	68.4%	54.1%	19.4	2.5%	58.7%	46.7%	4.9%	21.9%	41.9
300x250	5.1%	6.1%	5.7%	46.0	0.13%	18.7	70.2%	70.1%	52.3%	19.4	2.5%	58.7%	46.7%	4.9%	21.9%	41.9
234x60	2.6%	3.1%	1.7%	50.5	0.04%	--	--	--	--	12.0	1.0%	--	17.7%	2.6%	2.5%	23.8
Floating Ad	1.0%	1.1%	11.2%	6.1	0.85%	--	--	--	--	--	--	--	--	--	--	--
Poll Banner	0.2%	0.4%	3.2%	31.4	0.09%	14.0	69.8%	69.3%	54.7%	16.3	--	61.9%	46.0%	--	--	--
300x250	0.2%	0.4%	3.4%	33.0	0.09%	13.7	70.3%	69.5%	55.1%	15.3	--	66.3%	50.4%	--	--	--
728x90	0.2%	0.3%	2.3%	24.5	0.10%	17.9	63.3%	66.4%	50.0%	--	--	--	--	--	--	--
160x600	0.1%	0.1%	2.0%	26.5	0.07%	--	--	--	--	--	--	--	--	--	--	--
Verticals																
Apparel	2.1%	2.2%	3.1%	90.5	0.23%	17.4	69.7%	77.7%	60.7%	--	--	--	--	3.6%	--	--
Auto	4.8%	5.7%	5.4%	43.4	0.15%	--	71.6%	65.7%	20.9%	97.0	1.6%	50.3%	1.7%	6.4%	13.9%	74.7
Games	0.9%	1.1%	2.3%	21.2	0.03%	--	--	--	--	--	--	--	--	1.6%	--	26.4
Consumer Packaged Goods	3.0%	3.6%	4.2%	38.9	0.05%	14.1	68.7%	61.4%	45.6%	12.7	10.1%	72.6%	56.1%	3.9%	22.0%	--
Corporate	0.1%	0.1%	2.3%	23.4	0.07%	--	--	--	--	--	--	--	--	--	--	--
Electronics	0.1%	0.1%	2.8%	22.0	0.06%	--	--	--	--	--	--	--	--	--	--	--
Entertainment	2.2%	3.1%	4.6%	64.1	0.11%	17.0	73.0%	68.4%	54.6%	22.9	10.4%	52.4%	37.7%	3.5%	--	--
Food/Beverage	1.8%	2.1%	4.3%	36.5	0.07%	13.3	71.5%	70.0%	62.0%	13.1	8.3%	73.3%	57.9%	3.1%	15.2%	34.1
Government/Utilities	1.9%	1.9%	4.2%	28.4	0.10%	12.1	73.4%	76.4%	60.0%	--	--	--	--	8.4%	11.0%	34.4
Health/B Beauty	4.9%	6.6%	6.1%	52.7	0.12%	12.1	73.4%	76.4%	60.0%	--	--	--	--	14.0%	18.4%	60.0
Medical	14.0%	18.8%	12.5%	43.3	0.01%	--	--	--	--	--	--	--	--	--	--	46.8
News/Media	0.2%	0.4%	4.7%	20.7	0.18%	--	--	--	--	--	--	--	--	--	--	--
Restaurant	0.7%	0.9%	4.4%	31.3	0.19%	17.0	54.6%	63.7%	46.0%	--	--	--	--	11.4%	18.3%	46.7
Retail	0.3%	0.5%	4.4%	24.9	0.06%	--	--	--	--	--	--	--	--	--	--	--
Services	2.3%	3.2%	3.9%	46.4	0.08%	20.8	50.5%	71.5%	0.0%	--	--	--	--	6.5%	9.0%	31.0
Social	2.3%	3.2%	3.9%	59.0	0.08%	46.8	64.0%	72.3%	58.7%	18.5	17.2%	48.9%	33.0%	3.0%	20.0%	37.3
Tech/Internet	3.1%	4.4%	6.7%	19.9	0.23%	12.7	65.6%	74.0%	58.6%	12.8	--	70.7%	57.2%	7.9%	44.0%	18.5
Telecom	2.1%	2.8%	5.5%	23.7	0.19%	--	--	--	--	5.7	19.0%	70.7%	54.6%	4.0%	10.1%	79.4
Travel	2.1%	2.8%	5.5%	23.7	0.19%	--	--	--	--	5.7	19.0%	70.7%	54.6%	4.0%	10.1%	79.4
Data Source																
Mediamind Research, 2010.																
Direct response metrics of inefficient data.																

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

Benchmarks for Denmark - 2010

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Horizontal	Standard Banner															
	300x250	--	--	--	0.18%	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.16%	--	--	--	--	--	--	--	--	--	--	--
	160x600	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
	Rich Media Banner															
	300x250	8.3%	14.0%	6.6%	0.38%	79.8	69.1%	58.1%	46.4%	81.8	8.6%	52.8%	33.1%	8.2%	18.7%	48.0
	728x90	6.6%	7.8%	5.6%	0.33%	48.4	57.5%	55.4%	41.5%	46.2	7.0%	54.8%	21.1%	5.3%	19.1%	66.2
	728x90	13.6%	20.2%	12.1%	0.83%	--	--	--	--	--	--	--	--	13.9%	35.3%	43.2
	234x60	17.6%	34.0%	10.4%	0.65%	--	--	--	--	--	6.0%	28.7%	19.8%	17.7%	35.4%	55.5
	Poll Banner	0.8%	1.1%	4.4%	0.16%	35.8	52.4%	68.8%	66.2%	55.0	6.9%	68.1%	54.6%	--	--	--
Vertical	300x250	0.8%	0.9%	2.6%	0.16%	45.8	61.4%	65.3%	52.3%	90.7	9.8%	70.3%	57.1%	--	--	--
	728x90	0.2%	0.3%	3.0%	0.19%	--	--	--	--	--	--	--	--	--	--	--
	Basic Metrics															
	User Average Dwell Time (Seconds)															
	CTR (Rich Media)															
	CTR (Standard Media)															
	Avg. Video Duration (Seconds)															
	Started Rate															
	50% Played Rate															
	Fully Played Rate															
Vertical	Apparel	7.2%	10.5%	6.2%	0.33%	45.1	--	--	--	48.5	3.4%	33.6%	19.9%	10.0%	13.9%	31.8
	Auto	2.9%	3.9%	4.3%	0.23%	21.6	--	--	--	--	--	--	--	9.7%	20.9%	74.5
	Cosmetics/Packaged Goods	7.9%	11.9%	6.9%	0.39%	46.9	--	--	--	--	--	--	--	10.1%	22.9%	67.8
	Electronics	8.6%	11.9%	8.3%	0.39%	34.7	--	--	--	--	17.3%	54.1%	24.0%	8.3%	22.9%	78.4
	Entertainment	9.1%	15.9%	8.2%	0.59%	59.0	--	--	--	--	--	--	--	12.1%	30.7%	68.1
	Financial	10.7%	18.2%	9.6%	0.59%	59.0	54.3%	55.3%	42.1%	45.5	5.0%	48.9%	37.7%	10.6%	12.6%	64.7
	Health/Beauty	8.6%	15.9%	6.5%	0.37%	58.9	--	--	--	--	--	--	--	8.0%	18.6%	84.3
	Travel/Leisure	6.4%	16.9%	6.7%	0.51%	36.1	--	--	--	--	--	--	--	6.9%	21.0%	85.7
	Telecom	5.7%	8.5%	4.6%	0.18%	43.0	--	--	--	--	1.5%	4.9%	2.7%	6.1%	10.1%	89.5
	Travel	4.1%	5.2%	5.1%	0.24%	35.4	--	--	--	--	--	--	--	4.2%	11.9%	55.0

Data Source

Mediamind Research, 2010.

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Benchmarks for Dubai - 2010
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics				
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)	
Formals	Standard Banner	--	--	--	0.21%	--	--	--	--	--	--	--	--	--	--	--	
	300x250	--	--	--	0.20%	--	--	--	--	--	--	--	--	--	--	--	
	728x90	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	
	Rich Expandable Banner	19.7%	--	14.4%	72.2	0.88%	--	--	--	--	38.1	6.5%	46.1%	22.2%	20.6%	46.4%	21.3
	300x250	9.2%	12.2%	10.3%	65.1	0.32%	--	--	--	--	18.4	4.2%	64.3%	47.2%	9.1%	13.4%	62.8
	728x90	15.4%	21.7%	13.7%	69.2	0.42%	--	--	--	--	34.6	6.4%	41.9%	28.1%	15.3%	21.6%	65.9
	234x60	23.1%	--	15.6%	78.6	1.00%	--	--	--	--	47.0	6.7%	45.6%	16.4%	--	23.1%	19.4
	Poll Banner	1.6%	2.5%	4.4%	28.3	0.82%	37.9	62.0%	68.3%	54.6%	22.0	6.4%	74.1%	59.1%	--	--	--
	300x250	1.9%	2.9%	4.6%	27.5	0.57%	31.5	53.4%	68.1%	54.6%	22.0	6.4%	74.1%	59.1%	--	--	--
	728x90	0.2%	0.3%	3.9%	15.7	0.27%	--	--	--	--	--	--	--	--	--	--	--
Verticals							Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics		
	Apparel	13.0%	29.3%	11.0%	73.5	0.86%	16.4	38.1%	70.7%	54.9%	23.0	5.4%	58.7%	41.7%	18.9%	37.7%	42.0
	Auto	17.0%	34.0%	12.3%	62.5	0.65%	16.4	38.1%	70.7%	54.9%	23.0	5.4%	58.7%	41.7%	18.9%	37.7%	42.0
	Consumer Packaged Goods	18.5%	--	15.2%	73.0	1.15%	--	--	--	--	62.5	9.9%	48.6%	16.1%	21.6%	48.6%	24.8
	Corporate	14.2%	31.0%	14.1%	59.8	0.81%	--	--	--	--	26.6	7.3%	73.3%	44.4%	30.5	54.3%	30.5
	Electronics	14.1%	--	14.1%	61.8	0.32%	--	--	--	--	41.7	6.4%	55.9%	32.1%	6.4%	64.1%	58.8
	Entertainment	22.3%	--	15.5%	75.8	1.00%	--	--	--	--	41.7	6.4%	55.9%	32.1%	22.2%	--	58.8
	Financial	14.7%	28.5%	13.3%	61.8	0.71%	42.0	63.1%	75.3%	62.1%	21.4	13.2%	68.3%	51.6%	19.4%	37.5%	28.1
	Health/Beauty	12.4%	26.1%	11.5%	84.8	0.69%	--	--	--	--	21.3	7.9%	62.6%	47.8%	17.8%	37.0%	30.9
	Retail	3.1%	3.3%	3.2%	41.3	0.19%	--	--	--	--	--	--	--	--	11.7%	11.9%	48.7
Travel	Services	9.2%	17.7%	8.7%	56.8	0.95%	--	--	--	--	--	--	--	--	9.1%	15.6%	57.8
	Travel	22.3%	--	14.9%	79.7	0.22%	--	--	--	--	--	--	--	--	22.7%	--	11.7
	Telecom	16.9%	16.9%	16.9%	69.5	0.57%	--	--	--	--	--	--	--	--	22.6%	24.5%	35.3
	Tech/Internet	22.9%	--	15.5%	73.6	1.00%	--	--	--	--	16.0	8.0%	50.6%	10.6%	23.6%	30.0%	30.0
	Travel	22.9%	--	15.4%	73.6	0.88%	--	--	--	--	25.2	2.7%	26.0%	15.8%	23.6%	--	24.2
	Travel	11.2%	23.7%	9.0%	61.8	0.69%	--	--	--	--	--	--	--	--	13.7%	32.8%	52.4

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Benchmarks for Finland - 2010

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Horizontal	Standard Banner	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
	160x600	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
	Rich Media	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Expandable Banner	19.2%	14.4%	72.2	0.89%	--	--	--	--	38.1	6.8%	46.1%	22.2%	20.6%	46.4%	21.3
	300x250	12.2%	10.3%	65.1	0.32%	--	--	--	--	--	4.2%	64.3%	47.2%	9.1%	13.4%	82.8
	728x90	15.4%	17.7%	66.2	0.42%	--	--	--	--	18.4	6.4%	41.9%	28.1%	15.3%	21.6%	65.9
	160x600	14.4%	14.4%	70.0	0.42%	--	--	--	--	41.9	6.4%	41.9%	28.1%	15.3%	21.6%	65.9
	Poll Banner	1.6%	2.6%	20.3	0.62%	37.9	52.0%	63.3%	54.6%	22.0	6.4%	74.1%	59.1%	--	--	--
Vertical	300x250	1.9%	2.9%	27.5	0.57%	31.5	53.4%	68.1%	54.6%	22.0	6.4%	74.1%	59.1%	--	--	--
	728x90	0.2%	0.3%	15.7	0.27%	--	--	--	--	--	--	--	--	--	--	--
	Auto Initiated Video	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	User Initiated Video	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Expandable Metrics	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Impressions with Any Panel Expansion Rate	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Total Expansion Rate	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Avg. Expansion Duration (Seconds)	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Rich Media	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Expandable Banner	19.2%	14.4%	72.2	0.89%	--	--	--	--	38.1	6.8%	46.1%	22.2%	20.6%	46.4%	21.3
Vertical	300x250	12.2%	10.3%	65.1	0.32%	--	--	--	--	--	4.2%	64.3%	47.2%	9.1%	13.4%	82.8
	728x90	15.4%	17.7%	66.2	0.42%	--	--	--	--	18.4	6.4%	41.9%	28.1%	15.3%	21.6%	65.9
	160x600	14.4%	14.4%	70.0	0.42%	--	--	--	--	41.9	6.4%	41.9%	28.1%	15.3%	21.6%	65.9
	Poll Banner	1.6%	2.6%	20.3	0.62%	37.9	52.0%	63.3%	54.6%	22.0	6.4%	74.1%	59.1%	--	--	--
	300x250	1.9%	2.9%	27.5	0.57%	31.5	53.4%	68.1%	54.6%	22.0	6.4%	74.1%	59.1%	--	--	--
	728x90	0.2%	0.3%	15.7	0.27%	--	--	--	--	--	--	--	--	--	--	--
	Auto Initiated Video	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	User Initiated Video	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Expandable Metrics	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Impressions with Any Panel Expansion Rate	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Total Expansion Rate	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Avg. Expansion Duration (Seconds)	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Vertical	Auto	17.0%	13.0%	62.5	0.86%	16.4	38.1%	--	54.6%	23.0	5.4%	58.7%	41.7%	18.9%	37.7%	--
	Consumer Packaged Goods	18.5%	34.0%	73.0	1.15%	--	--	--	--	62.5	9.9%	48.8%	24.7%	21.6%	48.6%	24.8
	Corporate	14.2%	31.0%	59.8	0.81%	--	--	--	--	28.6	7.3%	73.3%	54.5%	20.3%	44.4%	--
	Electronics	21.5%	--	57.1	1.02%	--	--	--	--	43.7	6.4%	55.9%	32.1%	22.4%	--	--
	Financial	14.7%	28.5%	61.8	0.71%	--	--	--	--	21.4	13.2%	68.3%	--	19.4%	37.5%	28.1
	Gaming	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Health/Beauty	12.4%	26.1%	64.8	0.69%	--	--	--	--	21.3	7.5%	62.0%	47.8%	17.8%	--	30.9
	Restaurant	3.1%	3.3%	41.3	0.19%	--	--	--	--	--	--	--	--	11.7%	11.9%	--
	Retail	9.2%	17.7%	55.9	0.59%	--	--	--	--	--	--	--	--	9.1%	15.6%	--
	Travel	12.3%	16.9%	64.9	0.57%	--	--	--	--	--	--	--	--	17.9%	24.3%	11.7
Vertical	Sports	22.2%	--	69.5	1.09%	--	--	--	--	16.0	8.0%	25.8%	10.6%	23.0%	--	35.3
	Telecom	22.9%	--	73.6	0.98%	--	--	--	--	25.2	2.7%	30.0%	15.9%	23.6%	--	--
	Travel	11.2%	23.7%	61.8	0.69%	--	--	--	--	--	--	--	--	13.7%	32.8%	52.4
	Auto	17.0%	13.0%	62.5	0.86%	16.4	38.1%	--	54.6%	23.0	5.4%	58.7%	41.7%	18.9%	37.7%	--
	Consumer Packaged Goods	18.5%	34.0%	73.0	1.15%	--	--	--	--	62.5	9.9%	48.8%	24.7%	21.6%	48.6%	24.8
	Corporate	14.2%	31.0%	59.8	0.81%	--	--	--	--	28.6	7.3%	73.3%	54.5%	20.3%	44.4%	--
	Electronics	21.5%	--	57.1	1.02%	--	--	--	--	43.7	6.4%	55.9%	32.1%	22.4%	--	--
	Financial	14.7%	28.5%	61.8	0.71%	--	--	--	--	21.4	13.2%	68.3%	--	19.4%	37.5%	28.1
	Gaming	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Health/Beauty	12.4%	26.1%	64.8	0.69%	--	--	--	--	21.3	7.5%	62.0%	47.8%	17.8%	--	30.9
Vertical	Restaurant	3.1%	3.3%	41.3	0.19%	--	--	--	--	--	--	--	--	11.7%	11.9%	--
	Retail	9.2%	17.7%	55.9	0.59%	--	--	--	--	--	--	--	--	9.1%	15.6%	--
	Travel	12.3%	16.9%	64.9	0.57%	--	--	--	--	--	--	--	--	17.9%	24.3%	11.7
	Sports	22.2%	--	69.5	1.09%	--	--	--	--	16.0	8.0%	25.8%	10.6%	23.0%	--	35.3
	Telecom	22.9%	--	73.6	0.98%	--	--	--	--	25.2	2.7%	30.0%	15.9%	23.6%	--	--
	Travel	11.2%	23.7%	61.8	0.69%	--	--	--	--	--	--	--	--	13.7%	32.8%	52.4
	Auto	17.0%	13.0%	62.5	0.86%	16.4	38.1%	--	54.6%	23.0	5.4%	58.7%	41.7%	18.9%	37.7%	--
	Consumer Packaged Goods	18.5%	34.0%	73.0	1.15%	--	--	--	--	62.5	9.9%	48.8%	24.7%	21.6%	48.6%	24.8
	Corporate	14.2%	31.0%	59.8	0.81%	--	--	--	--	28.6	7.3%	73.3%	54.5%	20.3%	44.4%	--
	Electronics	21.5%	--	57.1	1.02%	--	--	--	--	43.7	6.4%	55.9%	32.1%	22.4%	--	--

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

Data Source
MediMind Research, 2010.

Benchmarks for France - 2010

Performance Metrics (By Format, Size and Vertical)

Performance Metrics (by Format, Size and Vertical)																
Basic Metrics			Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics					
Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)	
Formats																
Standard Banner	300x250	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--	
	728x90	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--	
	160x600	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media Expandable Banner	300x250	6.8%	7.2%	0.88%	66.6	66.8%	63.4%	46.6%	71.7	40.2%	63.1%	29.8%	4.3%	28.2%	28.2	
	728x90	16.3%	23.1%	0.68%	64.3	59.8%	65.2%	46.6%	92.5	19.1%	75.4%	32.8%	1.8%	26.4%	20.1	
	234x60	9.9%	17.0%	0.38%	11.9	66.8%	70.0%	50.2%	20.1	9.7%	40.6%	15.6%	15.4%	29.7%	51.9	
Floating Ad with Reminder	300x250	7.9%	8.9%	31.0%	5.0	68.8%	74.3%	42.1%	--	--	--	--	--	--	--	
	728x90	1.0%	1.2%	1.4%	19.3	66.2%	61.3%	44.6%	--	--	61.2%	44.9%	--	--	--	
	160x600	4.8%	16.7%	4.4%	64.3	66.2%	61.3%	44.6%	59.2	61.3%	61.3%	44.6%	--	--	--	
Push Down Banner	300x250	1.7%	5.6%	3.0%	43.1	52.2%	59.6%	44.5%	54.9	60.8%	60.8%	45.8%	--	--	--	
	728x90	0.7%	1.7%	1.7%	32.3	--	--	--	--	--	--	--	--	--	--	
	160x600	2.6%	3.4%	7.2%	30.4	71.7	38.4%	60.6%	36.7%	--	--	83.7%	68.7%	25.0%	26.1	
Verticals																
Apparel	300x250	1.5%	3.1%	4.3%	35.6	63.4%	70.7%	46.9%	35.1	24.3%	67.7%	51.4%	3.9%	27.0%	28.8	
	728x90	2.3%	8.2%	6.0%	20.8	42.8%	84.0%	73.0%	19.8	--	71.5%	31.2%	72.4%	--	--	
	160x600	2.7%	2.7%	5.3%	20.8	42.8%	84.0%	73.0%	19.8	--	71.5%	31.2%	72.4%	--	--	
Automotive	300x250	5.1%	10.5%	5.1%	52.3	67.2%	63.2%	48.3%	48.6	20.4%	65.1%	37.4%	4.5%	33.5%	22.2	
	728x90	4.6%	15.9%	5.1%	56.5	66.8%	63.2%	48.3%	63.1	63.2%	63.2%	47.6%	2.9%	34.6%	24.6	
	160x600	4.5%	9.5%	6.0%	41.1	53.0%	53.9%	48.0%	--	--	--	--	7.5%	28.1%	21.6	
Consumer Packaged Goods	300x250	3.0%	5.0%	4.0%	45.2	43.1%	53.9%	38.0%	29.0	17.3%	49.7%	32.0%	2.9%	25.1%	28.0	
	728x90	10.2%	--	6.0%	61.3	55.4%	65.0%	49.0%	88.1	--	63.9%	48.4%	5.4%	19.1%	28.7	
	160x600	4.5%	9.2%	4.5%	64.4	56.8%	61.9%	48.3%	24.8	16.6%	56.3%	44.0%	6.2%	17.2%	77.2	
Electronics	300x250	5.6%	11.2%	7.0%	33.0	61.1%	57.0%	41.0%	33.9	--	63.8%	51.1%	4.7%	24.1%	25.7	
	728x90	4.7%	16.9%	6.0%	41.1	61.8%	61.7%	46.6%	--	--	--	--	1.5%	49.9%	14.7	
	160x600	7.2%	19.8%	5.0%	41.1	61.8%	61.7%	46.6%	--	--	--	--	--	--	--	
Financial	300x250	1.2%	2.2%	3.4%	42.2	51.8%	44.1%	23.3%	25.3	8.5%	59.0%	43.2%	2.1%	9.5%	16.9	
	728x90	4.7%	8.0%	6.7%	50.6	61.1%	62.4%	46.6%	14.1	--	35.5%	20.1%	1.3%	34.5%	12.8	
	160x600	14.6%	--	5.3%	94.4	62.0%	55.1%	38.5%	--	--	--	--	3.9%	23.0%	21.5	
Government/Utilities	300x250	2.9%	6.1%	3.4%	42.3	68.5%	71.0%	53.3%	13.7	--	63.7%	51.5%	--	--	--	
	728x90	7.3%	24.5%	4.5%	41.3	59.2%	64.3%	47.6%	57.0	6.6%	60.9%	43.1%	10.7%	36.7%	16.1	
	160x600	7.3%	24.5%	4.5%	50.7	60.9%	64.3%	47.6%	57.0	60.9%	64.3%	47.6%	3.7%	41.6%	39.4	
Healthcare	300x250	2.3%	3.7%	5.0%	36.7	58.6%	64.3%	43.3%	33.8	--	74.6%	60.9%	4.5%	36.1%	20.6	
	728x90	2.3%	3.7%	5.0%	36.7	58.6%	64.3%	43.3%	33.8	--	74.6%	60.9%	4.5%	36.1%	20.6	
	160x600	2.3%	3.7%	5.0%	36.7	58.6%	64.3%	43.3%	33.8	--	74.6%	60.9%	4.5%	36.1%	20.6	
Data Source																
Mediamind Research, 2010.																
Directs Inapplicable metrics or insufficient data.																

For more information about Mediamind Research.

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



Benchmarks for Germany - 2010
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics				
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	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%	--	--	--	--	--	--	--	--	--	--	--	
	300x250	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
	728x90	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	
	160x600	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Rich Media	4.1%	7.7%	4.9%	48.0	0.43%	47.8	58.2%	68.1%	49.1%	21.1	8.6%	61.2%	48.6%	4.4%	--	77.3	
	2.7%	5.7%	4.9%	38.1	0.34%	49.9	61.8%	63.9%	45.1%	21.9	20.1%	76.4%	63.7%	1.2%	--	82.2	
	1.5%	2.3%	3.5%	41.8	0.27%	40.2	96.7%	84.0%	70.3%	32.2	6.2%	44.4%	32.6%	1.5%	--	78.6	
	20.9%	35.9%	8.1%	75.6	0.59%	27.1	36.5%	69.1%	60.3%	19.6	4.6%	35.7%	20.4%	11.4%	--	20.3	
	8.7%	20.3%	3.9%	47.9	0.33%	88.3	66.6%	66.6%	26.2%	--	--	--	--	8.5%	--	16.8	
	2.7%	3.5%	16.8%	6.0	1.69%	9.2	68.5%	58.5%	44.8%	12.3	--	--	26.5%	--	--	--	
	Polling Ad	1.9%	6.3%	4.4%	31.9	0.18%	40.7	51.6%	61.1%	44.5%	68.0	64.9%	64.5%	52.6%	--	--	
	300x250	2.1%	6.9%	4.3%	34.3	0.14%	42.3	52.7%	60.4%	44.0%	75.3	64.9%	64.9%	52.6%	--	--	
	728x90	1.0%	1.0%	1.7%	24.9	0.08%	42.3	52.7%	60.4%	44.0%	75.3	64.9%	64.9%	52.6%	--	--	
	160x600	2.1%	9.0%	2.5%	39.7	0.11%	35.8	61.6%	66.2%	52.6%	16.2	--	54.8%	41.2%	--	--	
Push Down Banner	7.7%	15.1%	9.6%	46.4	0.20%	7.4	40.9%	33.1%	30.6%	--	--	--	--	7.9%	--	38.4	
	Basic Metrics																
Apparel	3.1%	5.0%	4.2%	31.8	0.44%	21.0	48.5%	51.2%	34.9%	15.6	3.2%	32.9%	22.7%	5.8%	--	78.1	
	2.0%	3.0%	3.9%	35.6	0.08%	30.9	54.0%	60.9%	29.6%	42.9	3.4%	39.9%	22.7%	2.8%	--	--	
	Auto	2.3%	3.9%	3.1%	60.8	0.08%	--	--	--	--	--	--	--	--	--	--	
	B2B	3.8%	3.9%	4.6%	42.7	0.10%	52.9	58.4%	52.2%	30.8%	73.6	20.2%	54.3%	39.0%	6.1%	--	85.3
	Consumer Packaged Goods	3.6%	8.2%	4.6%	30.8	0.07%	16.1	74.8%	52.7%	38.5%	12.3	38.4%	48.4%	30.7%	5.0%	--	90.7
	Corporate	2.2%	3.6%	6.1%	38.8	0.05%	38.8	52.7%	52.7%	38.5%	12.3	38.4%	48.4%	30.7%	5.0%	--	90.7
	Entertainment	4.8%	9.3%	7.2%	40.8	0.60%	22.5	52.1%	67.2%	60.6%	21.6	15.3%	55.2%	41.1%	7.7%	--	75.0
	Financial	1.5%	4.8%	4.4%	47.9	0.11%	38.5	43.8%	69.8%	54.8%	--	--	--	--	1.2%	--	--
	Gaming	2.1%	3.8%	7.4%	25.8	0.06%	40.7	38.4%	72.1%	57.9%	55.9	18.1%	84.5%	77.9%	3.3%	--	82.1
	Government/Utilities	6.3%	15.2%	5.5%	51.9	0.21%	--	--	--	--	--	--	--	--	4.1%	--	44.8%
Health/Beauty	1.2%	1.5%	3.1%	26.7	0.06%	21.0	48.8%	67.7%	49.4%	71.8	19.7%	73.1%	61.2%	6.1%	--	71.9	
	News/Media	1.2%	1.6%	3.1%	25.7	0.16%	21.5	61.3%	47.6%	32.5%	41.8	44.4%	44.4%	32.1%	6.9%	--	15.9
	Restaurant	1.2%	1.3%	0.8%	53.3	0.11%	--	--	--	--	--	--	--	--	3.8%	--	--
	Retail	2.8%	5.5%	3.9%	42.8	0.27%	48.1	80.4%	58.2%	45.1%	32.9	--	50.9%	36.3%	3.2%	--	84.8
Services	1.4%	3.0%	5.2%	21.4	0.32%	--	--	--	--	--	--	--	--	--	--	--	
	Text/Minimized	0.9%	1.5%	5.3%	25.8	0.05%	24.4	61.8%	77.9%	57.8%	15.7	--	80.5%	69.5%	0.8%	--	91.0
	Text/Full	4.0%	7.0%	4.8%	46.4	0.28%	54.5	50.4%	55.2%	34.7%	15.1	17.9%	66.7%	60.4%	2.1%	--	68.0
	Travel	4.2%	7.5%	5.3%	25.2	0.08%	--	--	--	--	--	--	--	--	--	--	--
Data Source																	
Mediamind Research, 2010.																	
Directives (applicable metrics or insufficient data).																	
For more information about Mediamind Research, please contact your local Mediamind representative or email us at info@mediamind.com																	

Benchmarks for Greece - 2010

Performance Metrics (By Format, Size and Vertical)

Performance Metrics (2) Format, One and Vertical)																
Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics				
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Formats	Standard Banner	--	--	--	0.00%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	0.00%	--	--	--	--	--	--	--	--	--	--	--
	728x60	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--
	160x600	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--
	Rich Media	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--
Verticals	Expandable Banner	14.5%	23.1%	14.5%	68.3	1.00%	--	--	--	--	--	--	--	17.4%	40.3%	89.3
	Polite Banner	0.2%	0.2%	3.0%	22.7	0.18%	--	--	--	20.8	16.9%	66.5%	52.2%	--	--	--
	300x250	0.2%	0.2%	3.0%	22.7	0.18%	--	--	--	20.8	16.9%	66.5%	52.2%	--	--	--
	728x60	0.1%	0.2%	2.8%	23.2	0.13%	--	--	--	--	--	--	--	--	--	--
	Rich Media	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Verticals	Apparel	0.5%	0.9%	3.1%	25.5	0.17%	--	--	--	--	--	--	--	--	--	--
	Consumer Packaged Goods	14.7%	21.5%	15.6%	48.7	1.01%	--	--	--	--	--	--	--	--	--	--
	Entertainment	3.4%	6.7%	3.1%	23.8	0.54%	--	--	--	--	--	--	--	--	--	--
	Gaming	0.4%	0.4%	2.6%	22.0	0.05%	--	--	--	28.1	6.3%	41.3%	26.3%	--	--	--
	Restaurant	--	0.1%	2.0%	22.0	0.10%	--	--	--	--	--	--	--	--	--	--
Verticals	Travel	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Travel	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--
	Travel	--	--	--	20.1	0.02%	--	--	--	--	--	--	--	--	--	--
	Travel	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Travel	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Data Source																
MediMind Research, 2010.																
Directs inappropriate metrics or insufficient data.																

For more information about MediMind Research.

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

Benchmarks for Hong Kong - 2010

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner																
300x250	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--
Rich Media																
728x60	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
Commercial Break	14.5%	16.0%	34.8%	4.9	2.74%	--	--	--	--	--	--	--	--	--	--	--
Expandable Banner	13.5%	16.0%	8.2%	68.1	0.48%	99.8	54.4%	77.3%	60.9%	41.5	8.1%	27.9%	26.3%	13.2%	26.1%	17.2
728x90	17.4%	34.6%	16.5%	47.9	0.46%	--	--	--	--	91.9	22.0%	37.9%	16.4%	15.6%	27.1%	45.1
234x60	13.7%	--	7.9%	57.2	0.49%	--	53.7%	76.5%	60.8%	34.7	6.3%	37.6%	30.6%	13.2%	26.2%	16.0
Floating Ad	13.5%	4.9%	16.0%	4.3	1.83%	--	--	--	--	--	--	--	--	--	--	--
Floating Ad with Reminder	11.6%	27.3%	7.8%	21.6	0.71%	16.7	59.6%	61.8%	46.1%	--	--	--	--	--	--	--
Polite Banner	1.9%	7.9%	3.6%	38.4	0.09%	34.0	66.2%	64.8%	36.6%	31.6	--	53.2%	38.8%	--	--	--
300x60	3.2%	16.0%	16.5%	38.6	0.16%	34.8	66.2%	56.2%	55.6%	32.1	--	53.4%	38.9%	--	--	--
728x60	--	0.1%	1.7%	24.5	0.04%	--	--	--	--	--	--	--	--	--	--	--
Verticals																
Basic Metrics																
Apparel	12.3%	--	8.9%	44.6	0.12%	15.3	70.1%	57.8%	14.2%	24.6	7.4%	41.4%	27.7%	12.8%	26.2%	14.3
Apparel/Packaged Goods	12.3%	37.9%	8.3%	45.7	0.10%	45.8	59.4%	71.7%	58.8%	--	--	--	--	15.8%	33.0%	15.7
Corporate	14.0%	--	8.3%	62.7	0.36%	--	--	--	--	--	--	--	--	13.9%	--	--
Electronics	9.1%	30.6%	7.6%	55.7	0.13%	23.8	68.4%	46.9%	33.4%	21.7	6.2%	31.5%	22.7%	13.6%	25.3%	17.4
Entertainment	13.9%	--	8.8%	60.3	0.53%	63.8	62.8%	67.4%	51.2%	68.3	24.0%	63.7%	52.3%	12.5%	27.3%	41.1
Financial	4.8%	19.4%	4.3%	39.7	0.08%	--	--	--	--	--	--	--	--	13.3%	26.4%	22.9
Gaming	--	--	--	--	0.22%	--	--	--	--	--	--	--	--	--	--	--
Health/Wellness	12.6%	--	7.5%	51.6	0.1%	--	--	--	--	--	--	--	--	16.7%	29%	14.2
Home/Beauty	12.6%	--	8.2%	59.1	0.45%	33.7	73.1%	57.4%	40.4%	32.1	14.3%	32.3%	12.8%	13.6%	27.2%	14.5
News/Media	1.8%	6.5%	3.6%	39.6	0.19%	--	--	--	--	--	--	--	--	--	--	--
Retail	15.5%	--	8.8%	69.4	0.39%	--	--	--	--	--	--	--	--	--	--	--
Services	15.5%	--	11.9%	25.4	0.06%	--	--	--	--	--	--	--	--	15.4%	27.1%	45.9
Sports	16.4%	--	9.3%	69.6	0.10%	--	--	--	--	--	--	--	--	13.5%	26.7%	16.6
Technology	12.3%	13.4%	8.8%	55.4	0.33%	27.8	60.2%	54.2%	38.4%	26.9	--	35.9%	23.6%	14.4%	30.1%	16.4
Travel	12.3%	--	6.9%	52.9	0.16%	--	--	--	--	--	--	--	--	14.2%	27.7%	15.0
Travel	7.8%	29.5%	5.4%	40.7	0.09%	--	--	--	--	--	--	--	--	14.4%	28.6%	10.5
Expandable Metrics																
Apparel	12.3%	--	8.9%	44.6	0.12%	15.3	70.1%	57.8%	14.2%	24.6	7.4%	41.4%	27.7%	12.8%	26.2%	14.3
Apparel/Packaged Goods	12.3%	37.9%	8.3%	45.7	0.10%	45.8	59.4%	71.7%	58.8%	--	--	--	--	15.8%	33.0%	15.7
Corporate	14.0%	--	8.3%	62.7	0.36%	--	--	--	--	--	--	--	--	13.9%	--	--
Electronics	9.1%	30.6%	7.6%	55.7	0.13%	23.8	68.4%	46.9%	33.4%	21.7	6.2%	31.5%	22.7%	13.6%	25.3%	17.4
Entertainment	13.9%	--	8.8%	60.3	0.53%	63.8	62.8%	67.4%	51.2%	68.3	24.0%	63.7%	52.3%	12.5%	27.3%	41.1
Financial	4.8%	19.4%	4.3%	39.7	0.08%	--	--	--	--	--	--	--	--	13.3%	26.4%	22.9
Gaming	--	--	--	--	0.22%	--	--	--	--	--	--	--	--	--	--	--
Health/Wellness	12.6%	--	7.5%	51.6	0.1%	--	--	--	--	--	--	--	--	16.7%	29%	14.2
Home/Beauty	12.6%	--	8.2%	59.1	0.45%	33.7	73.1%	57.4%	40.4%	32.1	14.3%	32.3%	12.8%	13.6%	27.2%	14.5
News/Media	1.8%	6.5%	3.6%	39.6	0.19%	--	--	--	--	--	--	--	--	--	--	--
Retail	15.5%	--	8.8%	69.4	0.39%	--	--	--	--	--	--	--	--	--	--	--
Services	15.5%	--	11.9%	25.4	0.06%	--	--	--	--	--	--	--	--	15.4%	27.1%	45.9
Sports	16.4%	--	9.3%	69.6	0.10%	--	--	--	--	--	--	--	--	13.5%	26.7%	16.6
Technology	12.3%	13.4%	8.8%	55.4	0.33%	27.8	60.2%	54.2%	38.4%	26.9	--	35.9%	23.6%	14.4%	30.1%	16.4
Travel	12.3%	--	6.9%	52.9	0.16%	--	--	--	--	--	--	--	--	14.2%	27.7%	15.0
Travel	7.8%	29.5%	5.4%	40.7	0.09%	--	--	--	--	--	--	--	--	14.4%	28.6%	10.5
Data Source																
Mediamind Research, 2010.																
Denotes negligible metrics or insufficient data.																

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Benchmarks for India - 2010

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	10.7%	6.3%	7.1%	42.1	0.33%	0.23%	12.8	--	71.0%	57.1%	10.0	3.5%	65.4%	52.2%	18.7%	28.0%
	10.7%	6.3%	7.1%	36.8	0.33%	0.23%	12.8	--	72.2%	58.3%	7.8	3.1%	73.4%	54.6%	18.4%	23.1%
	10.5%	11.8%	11.5%	36.8	0.37%	0.37%	--	--	--	--	--	--	--	--	14.4%	61.4
	10.0%	14.7%	6.0%	62.5	0.43%	0.43%	--	--	--	--	--	--	--	--	9.9%	21.6
	0.6%	0.9%	3.5%	24.5	0.29%	0.29%	21.1	--	69.9%	47.6%	26.2	18.9%	83.5%	56.9%	--	--
Push Down Banner	0.0%	1.0%	3.5%	26.7	0.25%	0.25%	21.2	--	68.5%	45.0%	26.2	18.7%	83.0%	55.6%	--	--
	0.3%	0.9%	3.1%	23.0	0.36%	0.36%	--	--	--	--	--	--	--	--	--	--
	4.3%	5.3%	18.0%	--	0.88%	0.88%	--	--	--	--	--	--	--	--	--	--
Verticals	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Avg. Expansion Duration (Seconds)
	4.2%	6.3%	7.1%	44.2	0.60%	0.23%	--	--	--	--	21.3	0.9%	44.8%	28.8%	4.1%	--
	9.3%	12.5%	8.6%	34.4	0.47%	0.33%	--	--	--	--	28.6	0.1%	71.1%	56.7%	10.3%	25.6%
	7.4%	9.9%	7.4%	41.3	0.40%	0.30%	--	--	--	--	--	--	--	--	7.9%	38.1%
	6.8%	6.7%	6.3%	46.5	0.42%	0.39%	--	--	--	--	5.5	1.2%	65.6%	80.2%	6.7%	19.7%
	9.2%	12.6%	8.8%	46.7	0.59%	0.33%	--	--	--	--	21.2	2.1%	49.2%	31.6%	9.4%	33.7%
	2.2%	3.3%	4.7%	33.6	0.32%	--	22.9	--	66.3%	44.5%	25.4	10.6%	70.1%	49.6%	5.6%	22.6%
	10.0%	13.5%	8.4%	38.4	0.33%	0.12%	--	--	--	--	23.5	5.6%	36.2%	20.3%	10.1%	29.0%
	13.9%	17.9%	9.9%	44.4	0.32%	0.41%	--	--	--	--	16.4	2.1%	29.6%	16.6%	14.5%	24.9%
	11.7%	11.7%	7.6%	44.4	0.32%	0.41%	--	--	--	--	--	--	--	--	8.6%	45.9%
	--	--	--	--	0.10%	0.10%	--	--	--	--	--	--	--	--	--	--
	--	4.0%	5.5%	32.0	0.63%	0.41%	--	--	--	--	--	--	--	--	2.4%	--
	14.1%	18.8%	8.6%	42.0	0.28%	0.10%	--	--	--	--	--	--	--	--	14.1%	19.0%
	5.5%	7.4%	4.3%	28.8	0.08%	0.08%	--	--	--	--	--	--	--	--	5.5%	7.4%
Horizontal	11.4%	15.2%	8.1%	42.0	0.39%	0.43%	26.1	--	65.5%	47.7%	13.8	2.1%	77.2%	50.2%	17.6%	21.6
	11.4%	15.2%	8.1%	42.0	0.39%	0.43%	26.1	--	65.5%	47.7%	13.8	2.1%	77.2%	50.2%	17.6%	21.6
	11.4%	15.2%	8.1%	42.0	0.39%	0.43%	26.1	--	65.5%	47.7%	13.8	2.1%	77.2%	50.2%	17.6%	21.6
Travel	9.5%	13.3%	8.5%	43.9	0.32%	0.12%	12.6	48.3%	87.5%	60.5%	13.4	--	56.0%	62.4%	11.8%	18.5%
	9.5%	13.3%	8.5%	43.9	0.32%	0.12%	12.6	48.3%	87.5%	60.5%	13.4	--	56.0%	62.4%	11.8%	18.5%
	9.5%	13.3%	8.5%	43.9	0.32%	0.12%	12.6	48.3%	87.5%	60.5%	13.4	--	56.0%	62.4%	11.8%	18.5%
Data Source																
Mediamind Research, 2010.																
Directs (applicable metrics or insufficient data).																

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Benchmarks for Ireland - 2010
Performance Metrics (By Format, Size and Vertical)

Basic Metrics					Auto Initiated Video Metrics				User Initiated Video Metrics				Imprissions with Expansion Rate			Expandable Metrics	
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)		
Standard Banner	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--	
	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	
Rich Media Formats	8.0%	14.0%	7.9%	61.1	0.22%	--	--	72.4%	68.2%	22.8	2.4%	37.4%	26.0%	8.0%	26.6%	84.9	
	5.0%	8.7%	5.6%	50.3	0.19%	--	--	66.4%	62.1%	30.6	3.0%	53.0%	38.3%	4.8%	38.9%	--	
	12.2%	14.6%	11.4%	61.3	0.23%	--	--	--	62.1%	23.6	4.3%	32.1%	21.3%	12.2%	17.1%	76.8	
	12.2%	22.1%	7.2%	76.7	0.24%	--	--	--	--	--	--	--	--	12.2%	21.6%	28.0	
	234x60	1.0%	2.7%	32.8	0.12%	28.7	56.8%	64.7%	49.0%	15.3	18.3%	82.9%	73.3%	--	--	--	
	Poll Banner	0.4%	0.5%	2.8%	27.8	0.12%	16.7	59.2%	72.1%	58.2%	14.2	15.4%	85.1%	76.1%	--	--	--
	300x250	0.1%	0.2%	2.5%	38.3	0.12%	34.8	55.0%	58.8%	41.6%	--	--	--	--	--	--	--
	728x90	0.1%	0.2%	2.5%	38.3	0.12%	34.8	55.0%	58.8%	41.6%	--	--	--	--	--	--	--
	160x600	14.0%	13.0%	2.9%	23.3	0.08%	--	--	--	--	--	--	--	--	--	--	--
	160x600	14.0%	13.0%	2.9%	23.3	0.08%	--	--	--	--	--	--	--	--	--	--	--
Verticals	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard Media)	CTR (Rich Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)	
	8.7%	12.4%	8.8%	46.9	0.22%	0.24%	--	--	--	--	--	--	--	--	10.8%	15.2%	52.5
	0.3%	0.3%	2.0%	31.6	0.07%	0.07%	--	--	--	--	8.4	3.7%	88.9%	79.6%	--	--	--
	6.6%	12.8%	4.7%	55.4	0.14%	0.14%	--	--	--	--	--	--	--	--	--	--	--
	Consumer Packaged Goods	1.4%	2.1%	3.6%	47.3	0.19%	67.9	52.5%	64.0%	48.0%	9.8	18.2%	82.9%	74.7%	4.8%	--	--
	Entertainment	12.2%	19.2%	12.9%	42.8	0.09%	--	--	--	--	--	--	--	--	--	--	--
	Financial	3.3%	8.3%	3.4%	46.8	0.09%	--	--	--	--	--	--	--	--	--	--	--
	Government/Utilities	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
	Health/Beauty	12.0%	15.2%	11.1%	56.8	0.41%	--	--	--	--	40.6	2.4%	51.2%	37.3%	12.0%	17.2%	67.3
	NutraMedia	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
Telecom	9.0%	10.0%	8.9%	71.0	0.15%	0.11%	--	--	--	9.0	3.8%	35.4%	21.7%	9.0%	12.7%	84.5	
Data Source																	
Mediamind Research, 2010.																	
-- Denotes negligible metric or insufficient data.																	

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Benchmarks for Israel - 2010

Performance Metrics (By Format, Size and Vertical)

Format	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Standard Banner	7.3%	13.3%	6.5%	61.4	0.17%	---	---	---	---	---	---	---	---	---	---	---
300x250	7.3%	13.3%	6.5%	61.4	0.17%	---	---	---	---	---	---	---	---	---	---	---
728x90	7.3%	13.3%	6.5%	61.4	0.17%	---	---	---	---	---	---	---	---	---	---	---
160x600	7.3%	13.3%	6.5%	61.4	0.17%	---	---	---	---	---	---	---	---	---	---	---
Rich Media	7.3%	13.3%	6.5%	61.4	0.17%	---	---	---	---	---	---	---	---	---	---	---
Expandable Banner	7.3%	13.3%	6.5%	61.4	0.17%	---	---	---	---	---	---	---	---	---	---	---
300x250	7.3%	13.3%	6.5%	61.4	0.17%	---	---	---	---	---	---	---	---	---	---	---
728x90	7.3%	13.3%	6.5%	61.4	0.17%	---	---	---	---	---	---	---	---	---	---	---
160x600	7.3%	13.3%	6.5%	61.4	0.17%	---	---	---	---	---	---	---	---	---	---	---
Pull In Banner	0.1%	0.1%	1.2%	44.9	0.08%	83.1	64.0%	55.7%	32.3%	11.1	5.6%	50.8%	55.0%	---	---	---
300x250	0.0%	0.0%	1.5%	26.0	0.07%	---	---	---	---	---	---	---	---	---	---	---
728x90	0.0%	0.0%	1.1%	57.5	0.04%	---	---	---	---	---	---	---	---	---	---	---
160x600	0.1%	0.2%	1.2%	52.3	0.13%	---	---	---	---	---	---	---	---	---	---	---
Push Down Banner	0.3%	0.3%	7.5%	15.3	0.20%	---	---	---	---	4.0	---	---	---	---	16.0%	54.8
Auto	4.7%	7.0%	4.8%	57.4	0.09%	---	---	---	---	---	---	---	---	---	---	---
Consumer Packaged Goods	4.0%	7.5%	3.6%	62.5	0.05%	---	---	---	---	---	---	---	---	---	---	---
Corporate	3.8%	7.4%	3.5%	64.5	0.08%	---	---	---	---	---	---	---	---	---	---	---
Entertainment	0.8%	1.3%	3.4%	38.4	0.10%	---	---	---	---	---	---	---	---	---	---	---
Financial	2.3%	4.4%	2.5%	65.5	0.09%	---	---	---	---	---	---	---	---	---	---	---
Gaming	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Government/Utility	3.8%	6.1%	3.8%	49.9	0.07%	---	---	---	---	---	---	---	---	---	---	---
Health/Beauty	0.9%	1.9%	1.9%	57.0	0.16%	---	---	---	---	---	---	---	---	---	---	---
Media/Entertainment	4.5%	8.0%	4.5%	54.4	0.05%	---	---	---	---	---	---	---	---	---	---	---
Services	5.7%	8.2%	4.1%	59.7	0.10%	---	---	---	---	---	---	---	---	---	---	---
Tech/Internet	9.4%	17.3%	6.5%	44.2	0.36%	---	---	---	---	---	---	---	---	---	---	---
Telecom	6.3%	12.1%	5.5%	59.3	0.17%	---	---	---	---	---	---	---	---	---	---	---
Travel	9.7%	17.6%	6.9%	59.4	0.19%	---	---	---	---	---	---	---	---	---	---	---
Data Source	Mediamind Research, 2010. Derives engagement metrics of individual data.															
---	For more information about Mediamind Research, please contact your local Mediamind representative or email us at info@mediamind.com															

Benchmarks for Italy - 2010

Performance Metrics (By Format, Size and Vertical)



	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Formats	Standard Banner	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	160x600	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	Rich Media Banner	10.9%	12.7%	8.7%	0.77%	41.0	38.8%	54.5%	38.4%	13.5	9.8%	65.2%	27.3%	8.0%	33.2%	53.0
	300x250	8.1%	12.1%	8.0%	0.71%	23.8	48.5%	58.5%	44.4%	15.6	12.2%	63.7%	46.4%	6.4%	28.5%	59.4
	728x90	9.1%	15.0%	7.7%	0.23%	--	--	--	--	19.4	1.2%	43.0%	31.3%	7.8%	40.1%	55.5
	234x60	18.4%	34.6%	11.1%	0.43%	--	--	--	--	7.9	3.4%	24.3%	11.4%	18.4%	33.6%	44.8
	Expandable Strip	11.6%	13.0%	6.8%	0.24%	52.5	--	--	--	--	--	--	--	11.0%	12.7%	10.3
	Floating Ad	3.3%	3.7%	46.6%	2.84%	4.0	87.5%	39.7%	30.8%	6.3	--	29.8%	19.4%	--	--	--
Verticals	Push Down Banner	12.6%	14.9%	14.5%	0.30%	15.8	37.6%	55.1%	32.6%	17.4	14.6%	52.9%	40.8%	9.2%	33.1%	60.3
	160x600	0.1%	0.1%	1.1%	0.09%	--	--	--	--	--	--	--	--	--	--	--
	300x250	1.2%	1.6%	3.2%	0.13%	19.1	61.2%	63.3%	60.9%	27.7	12.4%	66.5%	54.4%	--	--	--
	728x90	0.3%	0.5%	1.9%	0.10%	9.8	44.2%	81.5%	60.0%	16.1	--	53.7%	70.6%	--	--	--
	160x600	0.1%	0.1%	1.1%	0.09%	--	--	--	--	--	--	--	--	--	--	--
	300x250	1.2%	1.6%	3.2%	0.13%	19.1	61.2%	63.3%	60.9%	27.7	12.4%	66.5%	54.4%	--	--	--
	728x90	0.3%	0.5%	1.9%	0.10%	9.8	44.2%	81.5%	60.0%	16.1	--	53.7%	70.6%	--	--	--
	160x600	0.1%	0.1%	1.1%	0.09%	--	--	--	--	--	--	--	--	--	--	--
	300x250	1.2%	1.6%	3.2%	0.13%	19.1	61.2%	63.3%	60.9%	27.7	12.4%	66.5%	54.4%	--	--	--
	728x90	0.3%	0.5%	1.9%	0.10%	9.8	44.2%	81.5%	60.0%	16.1	--	53.7%	70.6%	--	--	--
Verticals	Apparel	6.0%	9.3%	8.1%	0.12%	32.3	61.6%	53.9%	40.3%	18.2	10.8%	69.1%	48.3%	7.5%	30.9%	40.4
	Auto	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--
	B2B	5.6%	8.4%	8.4%	0.09%	14.8	64.2%	57.8%	44.1%	18.2	4.9%	62.0%	40.9%	8.5%	37.7%	50.5
	Consumer Packaged Goods	3.4%	4.5%	9.7%	0.05%	12.2	55.5%	43.3%	32.8%	10.9	7.3%	48.1%	33.9%	10.1%	23.5%	47.5
	Corporate	3.4%	4.5%	9.7%	0.05%	12.2	55.5%	43.3%	32.8%	10.9	7.3%	48.1%	33.9%	10.1%	23.5%	47.5
	Education	6.0%	11.2%	7.3%	0.07%	27.8	55.5%	50.0%	45.4%	15.7	13.0%	46.2%	32.4%	7.5%	32.5%	50.7
	Entertainment	11.2%	20.4%	7.5%	0.09%	29.6	42.8%	45.0%	32.9%	74.3	10.8%	45.4%	35.7%	13.3%	42.8%	36.7
	Financial	6.0%	10.6%	8.4%	0.04%	14.8	60.9%	50.0%	35.4%	12.9	17.4%	55.3%	43.6%	9.6%	31.5%	59.5
	Government/Utilities	6.4%	8.2%	4.7%	0.06%	26.9	50.4%	56.4%	40.4%	22.8	--	65.5%	52.8%	4.7%	38.1%	19.0
	Health/Beauty	3.8%	6.7%	7.3%	0.22%	34.3	56.7%	64.6%	50.6%	21.3	2.9%	47.9%	21.8%	7.8%	36.1%	74.4
Verticals	Hotel	15.4%	19.2%	9.7%	0.26%	13.7	47.0%	64.2%	52.6%	14.8	4.0%	60.8%	44.2%	17.3%	24.5%	21.3
	News/Media	1.6%	2.0%	7.3%	0.09%	14.7	--	--	--	--	--	--	--	6.0%	16.3%	29.5
	Restaurant	1.6%	16.5%	6.9%	0.14%	16.3	42.8%	68.8%	53.1%	7.7	17.6%	63.1%	47.2%	8.3%	35.1%	49.0
	Retail	2.7%	3.4%	5.1%	0.04%	--	--	--	--	15.5	1.7%	41.7%	31.6%	18.7%	22.7%	47.9
	Services	2.7%	3.4%	5.1%	0.04%	--	--	--	--	--	--	--	--	--	--	--
	Sports	10.2%	10.2%	--	0.16%	7.1	40.2%	51.7%	11.6%	--	--	--	--	8.7%	40.5%	67.9
	Travel	9.3%	13.2%	11.8%	0.39%	18.6	59.0%	54.4%	39.3%	13.1	18.4%	70.1%	60.2%	6.1%	38.1%	65.7
	Telecom	8.4%	11.2%	7.5%	0.74%	12.7	57.1%	36.8%	24.8%	12.6	--	28.2%	18.7%	7.4%	23.3%	18.7
	Travel	8.4%	11.2%	7.5%	0.74%	12.7	57.1%	36.8%	24.8%	12.6	--	28.2%	18.7%	7.4%	23.3%	18.7
	Travel	8.4%	11.2%	7.5%	0.74%	12.7	57.1%	36.8%	24.8%	12.6	--	28.2%	18.7%	7.4%	23.3%	18.7

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

Data Source: Mediamind Research, 2010.
Directs: Inapplicable metric or insufficient data.



Benchmarks for Japan - 2010
Performance Metrics (By Format, Size and Vertical)

		Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics				
		Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner		--	--	--	--	0.04%	0.04%	--	--	--	--	--	--	--	--	--	--	--
300x250		--	--	--	--	0.04%	0.04%	--	--	--	--	--	--	--	--	--	--	--
728x90		--	--	--	--	0.04%	0.04%	--	--	--	--	--	--	--	--	--	--	--
160x600		--	--	--	--	0.05%	0.05%	--	--	--	--	--	--	--	--	--	--	--
Rich Media		5.2%	5.3%	--	4.2	--	--	--	--	--	--	--	--	--	--	--	--	--
Commercial Break		4.9%	6.4%	4.4%	44.0	0.18%	0.18%	--	--	--	--	15.4	6.7%	28.3%	17.6%	4.7%	8.6%	40.2
Expandable Banner		7.2%	9.6%	6.7%	38.0	0.20%	0.20%	--	--	--	--	20.7	5.9%	15.1%	8.4%	7.6%	14.2%	21.0
300x250		5.4%	6.6%	5.6%	44.4	0.09%	0.09%	--	--	--	--	--	--	--	--	3.9%	13.9%	74.5
728x90		23.0%	6.3%	--	47.4	0.25%	0.25%	72.2	81.5%	47.5%	28.5%	--	--	--	--	22.9%	44.1%	7.3
Expandable Strip		0.4%	0.7%	2.6%	28.9	0.09%	0.09%	35.5	75.5%	45.8%	34.0%	47.7	--	41.4%	28.8%	--	--	--
Push Down Banner		0.5%	0.5%	2.5%	29.0	0.09%	0.09%	35.5	75.5%	46.1%	34.4%	47.7	--	24.2%	14.6%	--	--	--
728x90		--	0.1%	3.2%	28.2	0.05%	0.05%	35.5	75.5%	46.1%	34.4%	47.7	--	24.2%	14.6%	--	--	--
Push Down Banner		2.3%	2.6%	7.1%	17.6	0.26%	0.26%	--	--	--	--	--	--	--	--	1.4%	24.5%	8.2
		Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics				
		Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Apparel		3.2%	4.2%	3.2%	37.2	0.25%	0.47%	11.9	77.2%	79.4%	73.1%	23.1	10.0%	42.0%	25.5%	5.8%	20.6%	64.8
Auto		0.1%	1.5%	2.0%	20.4	0.05%	0.05%	--	--	--	--	--	--	--	--	8.5%	8.0%	71.6
Consumer Packaged Goods		6.0%	8.7%	5.2%	66.0	0.05%	0.11%	--	--	--	--	--	--	--	--	11.2%	18.7%	12.0
Corporate		8.4%	11.7%	7.7%	24.2	0.26%	0.13%	--	--	--	--	25.0	--	66.4%	62.2%	1.6%	17.4%	8.2
Electronics		0.2%	1.6%	2.2%	20.6	0.13%	--	--	--	--	--	--	--	50.4%	32.9%	14.3%	30.9%	13.5
Entertainment		4.4%	4.6%	--	27.0	0.19%	--	51.2	75.6%	34.3%	20.1%	46.8	--	21.6%	12.6%	--	--	--
Food & Beverage		7.4%	11.6%	6.0%	47.0	0.03%	0.03%	--	--	--	--	--	--	--	--	3.7%	4.5%	66.2
Gaming		3.3%	3.7%	3.7%	57.9	0.23%	--	--	--	--	--	--	--	--	--	4.5%	6.1%	44.4
Health/Beauty Services		1.6%	2.2%	3.3%	27.5	0.24%	--	--	--	--	--	--	--	--	--	--	--	--
Sports		--	--	--	--	--	0.04%	--	--	--	--	--	--	--	--	--	--	--
Tech/Internet		0.6%	0.6%	2.1%	27.5	0.04%	0.12%	--	--	--	--	--	--	--	--	0.8%	0.8%	67.4
Travel		1.1%	1.4%	2.5%	29.9	0.13%	0.06%	--	--	--	--	--	--	--	--	1.9%	12.7%	13.9
Data Source		Mediamind Research, 2010.																
		Denotes inadequate metrics or insufficient data.																

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

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Benchmarks for Korea - 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Standard Banner	---	---	---	---	0.18%	---	---	---	---	---	---	---	---	---	---	---
	---	---	---	---	0.18%	---	---	---	---	---	---	---	---	---	---	---
	---	---	---	---	0.18%	---	---	---	---	---	---	---	---	---	---	---
	---	---	---	---	0.18%	---	---	---	---	---	---	---	---	---	---	---
Rich Media	---	---	---	---	0.10%	---	---	---	---	---	---	---	---	---	---	---
	---	---	---	---	0.10%	---	---	---	---	---	---	---	---	---	---	---
	---	---	---	---	0.10%	---	---	---	---	---	---	---	---	---	---	---
	---	---	---	---	0.10%	---	---	---	---	---	---	---	---	---	---	---
Expandable Banner	10.6%	16.2%	5.2%	59.9	0.19%	---	---	---	---	69.5	16.4%	15.3%	2.9%	10.6%	15.9%	20.8
	7.7%	10.6%	7.5%	58.7	0.20%	---	---	---	---	---	---	---	---	7.7%	9.6%	12.0
	7.7%	10.6%	7.5%	58.7	0.20%	---	---	---	---	---	---	---	---	7.7%	9.6%	12.0
	11.1%	17.4%	4.7%	65.3	0.19%	---	---	---	---	---	---	---	---	11.1%	17.1%	17.4
Polls Banner	0.2%	0.3%	2.4%	32.0	0.12%	23.3	57.8%	80.7%	64.2%	15.5	---	55.9%	41.4%	---	---	---
	0.2%	0.3%	2.4%	32.0	0.12%	23.3	57.8%	80.7%	64.2%	15.5	---	55.9%	41.4%	---	---	---
	0.2%	0.3%	2.4%	32.0	0.12%	23.3	57.8%	80.7%	64.2%	15.5	---	55.9%	41.4%	---	---	---
	0.6%	0.9%	5.2%	32.9	0.31%	23.3	57.8%	80.7%	64.2%	15.5	---	55.9%	41.4%	---	---	---
Auto	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Corporate	3.7%	13.3%	6.7%	15.6	0.24%	23.3	57.8%	80.7%	64.2%	23.7	---	45.2%	31.3%	---	---	---
	5.6%	9.5%	3.2%	19.4	0.10%	---	---	---	---	---	---	---	---	---	---	---
	5.6%	9.5%	3.2%	19.4	0.10%	---	---	---	---	---	---	---	---	---	---	---
	9.3%	14.2%	6.2%	60.4	0.25%	---	---	---	---	---	---	---	---	9.4%	14.1%	33.4
Electronics	11.0%	15.9%	5.5%	47.8	0.20%	---	---	---	---	---	---	---	---	11.0%	15.6%	14.5
	11.0%	15.9%	5.5%	47.8	0.20%	---	---	---	---	---	---	---	---	11.0%	15.6%	14.5
	11.0%	15.9%	5.5%	47.8	0.20%	---	---	---	---	---	---	---	---	11.0%	15.6%	14.5
	10.7%	16.4%	4.2%	65.1	0.12%	---	---	---	---	---	---	---	---	10.7%	16.3%	19.0
Financial	17.4%	24.5%	5.5%	55.2	0.25%	---	---	---	---	---	---	---	---	17.4%	24.5%	25.2
	17.4%	24.5%	5.5%	55.2	0.25%	---	---	---	---	---	---	---	---	17.4%	24.5%	25.2
	17.4%	24.5%	5.5%	55.2	0.25%	---	---	---	---	---	---	---	---	17.4%	24.5%	25.2
	10.7%	16.4%	4.2%	65.1	0.12%	---	---	---	---	---	---	---	---	10.7%	16.3%	19.0
Health/Beauty	10.7%	16.4%	4.2%	65.1	0.12%	---	---	---	---	---	---	---	---	10.7%	16.3%	19.0
	10.7%	16.4%	4.2%	65.1	0.12%	---	---	---	---	---	---	---	---	10.7%	16.3%	19.0
	10.7%	16.4%	4.2%	65.1	0.12%	---	---	---	---	---	---	---	---	10.7%	16.3%	19.0
	10.7%	16.4%	4.2%	65.1	0.12%	---	---	---	---	---	---	---	---	10.7%	16.3%	19.0
Travel	4.1%	6.1%	2.4%	53.9	0.07%	---	---	---	---	---	---	---	---	10.5%	15.4%	21.0
	4.1%	6.1%	2.4%	53.9	0.07%	---	---	---	---	---	---	---	---	10.5%	15.4%	21.0
	4.1%	6.1%	2.4%	53.9	0.07%	---	---	---	---	---	---	---	---	10.5%	15.4%	21.0
	4.1%	6.1%	2.4%	53.9	0.07%	---	---	---	---	---	---	---	---	10.5%	15.4%	21.0
Data Source																
Mediamind Research, 2010																
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 Malaysia - 2010

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Formats	Standard Banner	--	--	--	0.18%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
	160x600	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
	Rich Media Expandable Banner	14.9%	16.9%	10.0%	70.3	0.30%	59.9%	73.6%	60.9%	21.2	3.2%	39.8%	26.0%	11.9%	18.7%	54.9
	300x250	9.8%	14.4%	9.7%	40.6	0.36%	--	--	--	23.0	3.6%	45.2%	30.1%	9.8%	22.0%	58.8
	728x90	16.7%	22.0%	13.6%	62.8	0.29%	--	--	--	26.4	5.6%	44.5%	31.5%	16.6%	22.5%	71.6
	234x60	10.3%	14.8%	6.8%	--	0.25%	--	--	--	13.7	2.8%	29.9%	17.8%	10.2%	14.6%	26.5
	Floating Ad	0.9%	1.2%	15.5%	4.9	0.79%	--	--	--	--	--	--	--	--	--	--
	Floating Ad with Reminder	2.1%	2.3%	11.0%	6.9	0.89%	--	--	--	--	--	--	--	--	--	--
Verticals	Push Down Banner	0.3%	0.3%	3.2%	27.0	0.14%	67.2%	71.4%	6.4%	29.0	9.2%	63.7%	47.4%	--	--	--
	300x250	0.3%	0.3%	3.2%	27.0	0.14%	61.6%	75.6%	63.0%	27.0	9.2%	62.8%	48.1%	--	--	--
	728x90	0.5%	0.6%	2.8%	20.8	0.30%	--	--	--	--	--	--	--	--	--	--
	160x600	0.2%	0.2%	2.4%	22.6	0.11%	--	54.2%	39.2%	31.4	--	--	--	--	--	--
	Push Down Banner	1.1%	1.7%	18.7%	19.1	0.83%	--	--	--	--	--	--	--	0.5%	28.8%	--
	300x250	7.9%	10.9%	7.1%	70.9	0.18%	--	--	--	33.3	9.8%	78.1%	61.6%	10.4%	14.7%	62.7
	728x90	8.8%	11.6%	8.8%	61.7	0.34%	--	--	--	28.7	2.8%	--	--	--	--	--
	160x600	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--
	Consumer Packaged Goods	9.2%	1.1%	9.1%	61.1	0.43%	67.5%	34.7%	24.6%	26.7	7.2%	49.4%	32.7%	19.2%	19.7%	71.6
	Electronics	7.6%	8.0%	8.4%	49.9	0.27%	62.9%	78.2%	6.6%	43.2	6.2%	--	--	9.5%	12.1%	59.8
Verticals	Entertainment	9.7%	13.9%	7.9%	72.5	0.29%	42.6%	54.7%	39.2%	50.5	18.4	0.1%	56.4%	10.7%	13.3%	61.7
	Financial	9.4%	13.2%	9.4%	56.7	0.11%	--	--	--	20.6	3.1%	31.7%	19.6%	13.1%	20.1%	42.2
	Government/Utilities	2.2%	6.9%	6.7%	32.0	0.16%	--	--	--	--	1.5%	--	--	11.1%	15.8%	54.8
	Health/Beauty	8.0%	11.2%	6.5%	66.7	0.25%	--	--	--	--	--	--	--	4.3%	7.1%	56.4
	Media/Entertainment	11.8%	16.4%	9.5%	62.4	0.21%	--	--	--	10.0	11.7%	72.9%	54.3%	8.2%	20.3%	41.8
	NewMedia	11.8%	16.4%	9.5%	59.2	0.19%	--	--	--	--	--	--	--	11.8%	15.0%	48.2
	Retail	14.9%	20.0%	15.7%	68.3	0.23%	--	--	--	--	--	--	--	15.3%	22.3%	65.1
	Services	11.6%	16.7%	7.9%	78.8	0.24%	--	--	--	--	--	--	--	--	--	--
	Sports	11.2%	17.7%	8.5%	69.5	0.14%	--	--	--	--	--	--	--	--	--	--
	Travel	7.9%	12.1%	8.4%	58.6	0.25%	55.0%	74.3%	63.0%	25.1	10.4%	54.5%	40.0%	11.6%	21.1%	61.3
Data Source																
Mediamind Research, 2010.																
Directives Inapplicable metrics or insufficient data.																

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Benchmarks for Netherlands - 2010

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner																
300x250	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
Rich Media																
Expandable Banner	6.0%	4.6%	16.4%	46.2	0.77%	36.2	55.9%	63.7%	36.6%	36.7	15.0%	53.9%	33.6%	6.2%	27.0%	26.9
300x250	4.9%	6.6%	22.4%	42.3	1.11%	36.2	64.8%	37.5%	24.6%	4.6	--	33.7%	23.1%	10.7%	44.6%	32.7
728x90	13.7%	24.5%	9.0%	80.5	0.48%	--	--	--	--	21.9	4.4%	33.2%	17.6%	13.7%	23.5%	23.9
234x60	0.7%	1.0%	8.6%	9.4	0.34%	--	--	--	--	--	--	--	--	--	--	--
Floating Ad	5.9%	15.5%	8.2%	20.7	1.76%	--	--	--	--	16.8	8.7%	27.4%	19.6%	--	--	--
Floating Ad with Reminder	0.3%	0.9%	3.4%	44.6	0.13%	35.0	76.8%	69.0%	54.6%	57.7	--	67.5%	55.1%	--	--	--
Push Down Banner	0.3%	0.2%	3.4%	46.9	0.12%	67.8	67.8%	57.8%	43.3%	14.0	28.9%	59.2%	43.2%	--	--	--
728x90	0.1%	0.2%	3.4%	46.9	0.12%	16.0	67.8%	57.8%	43.3%	--	--	--	--	--	--	--
160x600	0.6%	1.2%	1.1%	23.5	0.10%	--	--	--	--	--	--	--	--	--	--	--
Push Down Banner	13.3%	16.5%	12.2%	32.5	0.30%	--	--	--	--	--	--	--	--	13.2%	35.8%	47.6
Verticals																
Aggroel	0.6%	0.6%	5.5%	24.4	0.12%	--	72.0%	78.2%	10.5%	18.5	23.4%	48.0%	36.4%	1.8%	42.1%	43.0
Auto	0.8%	1.6%	5.4%	24.2	0.34%	--	--	--	--	--	--	--	--	--	--	--
Careers	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Consumer Packaged Goods	5.2%	7.2%	16.3%	67.8	0.19%	24.3	85.6%	69.9%	55.3%	--	--	--	--	9.3%	27.1%	52.3
Electronics	4.7%	5.7%	5.6%	37.8	0.20%	--	--	--	--	--	--	--	--	--	--	--
Financial	4.9%	5.9%	6.1%	44.1	0.15%	44.5	89.2%	64.6%	44.6%	--	--	--	--	--	--	--
Food/Beverage	4.9%	5.9%	6.1%	44.1	0.15%	44.1	89.2%	64.6%	44.6%	57.8	--	66.1%	49.1%	6.8%	25.9%	27.3
Government	5.4%	8.9%	5.8%	64.1	0.19%	--	--	--	--	--	--	--	--	--	--	--
Health/Beauty	5.5%	7.4%	4.8%	79.0	0.17%	--	--	--	--	--	--	--	--	5.6%	33.0%	--
Media/Entertainment	2.4%	2.8%	3.9%	31.8	0.04%	--	--	--	--	--	--	--	--	12.7%	17.6%	7.8
Retail	6.9%	12.3%	10.1%	46.5	1.82%	--	--	--	--	--	--	--	--	--	--	--
Services	1.6%	2.7%	2.0%	24.8	0.27%	56.9	67.7%	45.1%	29.6%	13.1	8.6%	21.3%	11.5%	8.2%	20.0%	36.7
Travel	1.9%	3.8%	3.6%	33.0	0.08%	35.0	--	71.0%	43.9%	--	--	--	--	6.9%	20.6%	17.8
Telecom	2.9%	3.8%	3.5%	34.3	0.30%	--	--	--	--	--	--	--	--	6.6%	30.2%	24.4
Travel	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--

Data Source: MediMind Research, 2010.

Directs (applicable metrics or insufficient data).

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



Benchmarks for New Zealand - 2010
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics				
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)	
Horizontal Formats	Standard Banner	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--	
	300x250	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	
	728x60	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--	
	160x600	--	--	--	0.04%	--	--	--	--	--	--	--	--	--	--	--	
	Expandable Banner	7.2%	10.7%	6.6%	50.1	0.26%	14.6	42.1%	64.8%	55.6%	14.1	3.2%	36.6%	26.3%	7.0%	23.2%	49.3
	300x250	3.9%	5.5%	5.7%	30.5	0.23%	11.3	37.0%	56.7%	45.8%	12.9	2.6%	20.5%	12.1%	3.4%	23.8%	62.9
	728x60	10.3%	12.9%	9.0%	47.2	0.22%	--	--	--	--	22.0	--	63.8%	50.9%	10.3%	12.1%	52.1
	160x600	2.8%	4.5%	4.7%	20.9	0.18%	--	--	--	--	15.2	4.9%	40.0%	37.5%	14.2%	23.1%	16.0
	Roaming Ad	2.6%	2.4%	25.1%	4.0	1.29%	--	--	--	--	--	--	--	--	--	--	--
	Roaming Ad with Reminder	2.7%	3.2%	30.7%	29.6	1.37%	15.7	64.8%	64.4%	46.7%	--	--	--	--	--	--	--
Vertical Formats	Push Banner	0.6%	1.1%	3.2%	23.9	0.13%	31.8	54.2%	67.0%	50.4%	27.9	26.8%	72.9%	97.2%	--	--	--
	300x250	0.6%	1.4%	3.5%	24.1	0.14%	32.1	53.2%	66.0%	49.5%	27.5	25.0%	72.0%	96.0%	--	--	--
	728x60	0.8%	1.8%	1.8%	26.8	0.12%	--	--	--	--	--	--	--	--	--	--	--
	160x600	--	0.3%	0.1%	--	0.03%	--	--	--	--	--	--	--	--	--	--	--
	Apparel	0.4%	0.6%	4.9%	18.6	0.08%	23.7	72.4%	67.4%	52.3%	--	--	--	--	--	--	--
	Electronics	2.1%	2.2%	4.4%	47.2	0.05%	--	--	--	--	--	--	--	--	--	--	--
	B2B	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--
	Carriers	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Consumer Packaged Goods	3.5%	4.6%	4.3%	42.8	0.18%	28.3	45.2%	77.1%	63.2%	13.6	8.6%	68.4%	48.9%	7.9%	15.7%	--
	Corporate	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
Verticals	Electronics	2.4%	3.0%	4.6%	32.7	0.20%	--	--	--	--	--	--	--	--	--	--	--
	Entertainment	1.5%	1.5%	4.1%	39.5	0.15%	24.2	57.0%	66.8%	40.9%	24.6	15.5%	68.8%	61.1%	7.0%	32.1%	57.6
	Financial	2.0%	3.2%	4.1%	30.9	0.12%	--	--	--	--	--	0.1%	48.2%	32.1%	5.8%	18.7%	45.3
	Gaming	1.9%	1.8%	3.9%	22.0	0.08%	--	--	--	--	74.2	5.4%	66.1%	55.9%	3.3%	10.9%	99.9
	Government/Utilities	1.1%	2.0%	6.1%	23.2	0.07%	--	--	--	--	--	--	--	--	1.1%	42.6%	55.6
	Health/Beauty	7.3%	10.1%	6.3%	52.9	0.09%	30.5	57.8%	63.6%	45.5%	15.7	6.6%	66.1%	52.1%	9.9%	23.1%	80.4
	Medical	0.2%	0.2%	5.0%	22.3	0.20%	--	--	--	--	--	--	--	--	--	--	--
	News/News	5.0%	5.0%	5.0%	--	0.19%	--	--	--	--	--	--	--	--	--	--	--
	Restaurant	10.9%	16.4%	6.3%	64.7	0.29%	16.3	62.0%	76.1%	55.6%	--	--	--	--	11.6%	18.8%	19.6
	Retail	--	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
Services	Services	3.0%	5.3%	6.6%	32.7	0.09%	50.3	54.5%	62.5%	44.6%	--	--	--	--	--	--	--
	Sports	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--
	Tech/Internet	2.3%	3.9%	4.1%	54.7	0.30%	--	--	--	--	--	--	--	--	4.3%	16.7%	47.4
	Travel	0.8%	0.8%	5.8%	43.2	0.08%	--	--	--	--	--	--	--	--	4.3%	16.7%	47.4
	Travel	2.0%	6.2%	5.8%	27.0	0.30%	--	--	41.5%	22.2%	16.3	--	77.8%	60.6%	4.2%	19.9%	17.8
Data Source																	
MediMind Research, 2010.																	
--																	
Denotes inapplicable metric or insufficient data.																	
For more information about MediMind Research, please contact your local MediMind representative or email us at info@medimind.com																	

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Benchmarks for Norway - 2010
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Formats	Standard Banner	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
	30x250	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--
	Rich Media	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	Expandable Banner	19.2%	18.3%	7.0%	72.2	0.38%	--	--	--	23.0	4.5%	36.4%	27.2%	19.6%	26.7%	36.5
	Expandable 30x250	4.2%	4.2%	4.2%	67.2	0.41%	--	--	--	36.1	2.6%	38.1%	28.4%	4.5%	24.4%	36.5
	728x90	3.0%	4.3%	4.0%	67.6	0.41%	--	--	--	--	--	--	--	7.2%	25.6%	41.4
	234x60	18.0%	35.6%	10.2%	80.4	0.59%	--	--	--	14.5	6.7%	35.7%	27.5%	15.0%	35.4%	36.7
	Pull In Banner	0.1%	0.1%	4.3%	24.5	0.13%	--	--	--	--	--	--	--	--	--	--
	728x90	0.2%	2.6%	--	48.2	0.16%	--	--	--	--	--	--	--	--	--	--
Verticals	Flash Down Banner	13.9%	15.2%	12.7%	40.2	0.22%	--	--	--	--	--	--	--	13.9%	22.3%	36.5
	Basic Metrics	User Average Dwell Time (Seconds)				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	18.6%	--	8.6%	37.7	0.40%	--	--	--	19.4	5.5%	27.2%	17.5%	15.0%	47.5%	11.9
	IR	2.7%	5.5%	--	30.3	0.14%	--	--	--	--	--	--	--	--	--	--
	Consumer Packaged Goods	9.1%	16.2%	6.2%	69.6	0.35%	--	--	--	--	--	--	--	9.8%	21.7%	38.2
	Automotive	16.2%	16.2%	16.2%	68.5	0.35%	--	--	--	19.4	5.5%	27.2%	17.5%	15.0%	47.5%	11.9
	Electronics	8.6%	8.6%	5.8%	49.7	0.20%	--	--	--	--	--	--	--	6.0%	16.6%	36.3
	Entertainment	8.6%	16.9%	6.7%	83.8	0.43%	--	--	--	24.2	4.8%	47.6%	39.6%	11.2%	19.6%	36.3
	Gaming	9.4%	20.8%	7.1%	84.9	0.52%	--	--	--	39.2	3.9%	20.6%	11.3%	9.7%	19.6%	94.4
	Health/Beauty	11.9%	19.4%	6.7%	61.0	0.34%	--	--	--	--	--	--	--	14.0%	39.0%	50.1
Data Source	Services	15.5%	21.7%	12.1%	31.4	0.40%	--	--	--	--	--	--	--	15.3%	33.4%	74.5
	Search/Internet	7.7%	12.2%	7.2%	52.2	0.58%	--	--	--	--	--	--	--	10.9%	25.8%	36.5
	Travel	10.3%	18.1%	6.9%	75.3	0.25%	--	--	--	--	--	--	--	10.3%	34.5%	52.1
Mediamind Research, 2010.																
Denotes inadequate 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 Philippines - 2010

Performance Metrics (By Format, Size and Vertical)

Performance Metrics (by Format, Size and Vertical)																	
	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics				
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	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%	--	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	--
	160x600	--	--	--	0.04%	--	--	--	--	--	--	--	--	--	--	--	--
	Rich Media	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Expandable Banner	10.2%	20.6%	8.8%	64.1	--	0.27%	--	--	--	--	47.1	2.7%	37.2%	24.1%	9.6%	15.7%	52.7
	13.8%	21.7%	13.6%	39.8	--	0.15%	--	--	--	--	34.5	3.0%	35.9%	22.9%	13.0%	22.9%	49.1
	15.8%	19.7%	14.3%	39.9	--	0.16%	--	--	--	--	--	--	--	--	15.0%	22.4%	46.4
	23x60	20.3%	4.6%	80.8	--	0.27%	--	--	--	--	--	--	--	--	7.0%	11.4%	37.7
	23x60	7.6%	20.3%	4.6%	20.3	--	0.27%	--	--	--	--	--	--	--	7.0%	11.4%	37.7
Polls Banner	0.1%	0.2%	2.6%	17.8	0.12%	--	--	--	--	--	--	--	--	--	--	--	--
	300x250	0.1%	0.2%	14.4	0.13%	--	--	--	--	--	--	--	--	--	--	--	--
Verticals	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics				
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
	Apparel	3.3%	3.3%	25.2	0.19%	--	--	--	--	--	--	--	--	--	0.2%	0.2%	28.1
	B2B	1.7%	6.0%	19.4	0.05%	--	--	--	--	--	--	--	--	--	0.2%	0.2%	84.3
	Consumer Packaged Goods	18.5%	26.1%	65.8	0.23%	--	--	--	--	--	--	--	--	--	18.5%	26.4%	72.8
	Corporate	12.5%	15.4%	9.9	0.12%	--	--	--	--	--	--	--	--	--	12.5%	15.3%	88.1
	Financial	15.0%	21.5%	70.1	0.37%	--	--	--	--	--	--	--	--	--	15.0%	20.8%	63.1
	Health/Beauty	7.7%	11.4%	61.7	0.29%	--	--	--	--	--	--	--	--	--	7.0%	10.4%	17.2
	Miscellaneous	--	--	--	--	0.04%	--	--	--	--	--	--	--	--	--	--	--
	Tech/Internet	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--
	Telecom	8.3%	22.4%	56.9	0.27%	--	--	--	--	--	--	--	--	--	7.5%	12.2%	49.9
	Travel	--	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--
	Data Source				Mediamind Research, 2010												
---				Denotes applicable metrics or insufficient data.													
For more information about Mediamind Research, please contact your local Mediamind representative or email us at info@mediamind.com																	

Benchmarks for Poland - 2010

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impr. with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Formats	Standard Banner	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--
	Standard Banner 300x250	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--
	Standard Banner 300x250	--	--	--	0.13%	--	--	--	--	--	--	--	--	--	--	--
	Expandable Banner	10.5%	21.1%	18.7%	0.27%	60.9	--	--	--	29.2	3.1%	49.3%	35.8%	10.6%	26.6%	74.7
	300x250	8.5%	19.9%	13.0%	0.27%	39.7	--	--	--	16.1	2.0%	40.3%	29.5%	7.3%	21.3%	76.5
	Rolling Ad	3.7%	4.0%	--	3.28%	6.6	--	--	--	--	--	--	--	--	--	--
	Rolling Ad	8.9%	14.1%	11.9%	0.42%	27.8	51.5%	46.0%	31.5%	24.8	21.1%	67.6%	53.5%	--	--	--
	Push Down Banner	16.7%	26.3%	21.6%	0.13%	71.8	52.4%	36.3%	24.1%	14.3	--	72.2%	35.7%	--	--	--
	Rich Media	--	--	--	--	--	--	--	--	--	--	--	--	21.6%	21.6%	78.2
	Rich Media	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Verticals	Apparel	10.7%	16.6%	15.5%	0.55%	42.4	56.5%	77.8%	59.2%	52.4	3.7%	28.9%	25.5%	15.1%	21.2%	58.7
	Apparel	7.7%	9.6%	12.7%	0.39%	46.3	56.5%	77.8%	59.2%	52.4	3.7%	28.9%	25.5%	15.1%	21.2%	58.7
	Consumer Packaged Goods	7.8%	20.0%	16.2%	0.2%	40.2	56.5%	77.8%	59.2%	52.4	3.7%	28.9%	25.5%	15.1%	21.2%	58.7
	Electronics	8.9%	17.7%	14.0%	0.23%	36.6	57.3%	55.5%	39.8%	18.2	8.3%	71.5%	59.4%	12.2%	17.8%	67.6
	Entertainment	7.5%	13.1%	16.7%	0.57%	42.9	--	--	--	16.4	22.5%	69.8%	55.2%	9.8%	46.6%	--
	Financial	3.4%	6.7%	8.9%	0.15%	44.9	--	--	--	--	5.7%	46.6%	32.4%	10.1%	20.5%	--
	Government/Utilities	10.3%	11.0%	16.1%	0.34%	27.5	--	--	--	--	--	--	--	7.6%	9.6%	46.5
	Health/Pharmacy	11.4%	14.4%	14.4%	0.16%	41.6	46.6%	35.7%	22.9%	--	--	--	--	--	--	--
	Retail	7.1%	10.6%	11.9%	0.16%	45.7	--	--	--	26.7	--	--	--	--	--	--
	Tech/Internet	8.5%	20.4%	14.2%	0.60%	33.2	--	--	--	26.5	--	56.0%	36.0%	7.1%	9.6%	43.6
Verticals	Telecom	2.6%	4.6%	10.7%	0.09%	43.9	--	--	--	--	--	--	--	12.3%	48.9%	78.7
	Telecom	--	--	--	--	--	--	--	--	--	--	--	--	2.8%	24.3%	--
Data Source																
Mediamind Research, 2010																
Denotes applicable metrics or insufficient data.																
For more information about Mediamind Research, please contact your local Mediamind representative or email us at info@mediamind.com																

Benchmarks for Portugal - 2010

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impr. with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	19.3%	36.6%	13.3%	--	0.64%	--	70.9%	71.9%	36.2%	36.4	8.9%	45.9%	31.5%	19.2%	38.4%	23.7
Expandable Banner	19.3%	36.6%	13.3%	4.0	0.64%	--	70.9%	71.9%	36.2%	36.4	8.9%	45.9%	31.5%	19.2%	38.4%	23.7
300x250	23.2%	10.2%	16.0%	--	0.53%	--	73.5%	70.0%	43.7%	25.8	9.1%	42.5%	29.6%	19.2%	43.5%	21.4
225x60	23.2%	10.2%	16.0%	--	0.53%	--	73.5%	70.0%	43.7%	25.8	9.1%	42.5%	29.6%	19.2%	43.5%	21.4
Rolling Ad	2.9%	3.0%	22.6%	4.3	2.87%	12.7	81.9%	62.3%	48.8%	13.5	--	82.6%	73.2%	--	--	--
Rolling Banner	2.9%	3.0%	22.6%	4.3	2.87%	12.7	81.9%	62.3%	48.8%	13.5	--	82.6%	73.2%	--	--	--
300x250	0.3%	0.8%	4.3%	60.7	0.16%	--	64.8%	66.3%	52.1%	62.1%	30.4%	71.3%	55.0%	--	--	--
300x250	0.3%	0.8%	4.3%	60.7	0.16%	--	64.8%	66.3%	52.1%	62.1%	30.4%	71.3%	55.0%	--	--	--
Push Down Banner	19.3%	22.8%	17.6%	43.2	0.34%	--	--	--	--	--	--	--	--	19.0%	26.3%	42.8
Basic Metrics	19.3%	22.8%	17.6%	43.2	0.34%	--	--	--	--	--	--	--	--	19.0%	26.3%	42.8
Auto Initiated Video Metrics	19.3%	22.8%	17.6%	43.2	0.34%	--	--	--	--	--	--	--	--	19.0%	26.3%	42.8
User Initiated Video Metrics	19.3%	22.8%	17.6%	43.2	0.34%	--	--	--	--	--	--	--	--	19.0%	26.3%	42.8
Expandable Metrics	19.3%	22.8%	17.6%	43.2	0.34%	--	--	--	--	--	--	--	--	19.0%	26.3%	42.8
Verticals	15.1%	28.2%	10.7%	84.2	0.40%	0.22%	--	--	--	63.4	5.5%	46.7%	29.7%	16.9%	46.4%	82.7
Apparel	8.4%	14.9%	8.2%	84.2	0.41%	0.22%	--	--	--	63.4	5.5%	46.7%	29.7%	16.9%	46.4%	82.7
Auto	17.7%	32.8%	13.6%	99.4	0.64%	0.09%	51.5%	62.2%	51.8%	--	20.1%	62.5%	49.6%	22.4%	43.5%	27.3
Consumer Packaged Goods	15.5%	30.0%	11.3%	81.9	0.41%	0.13%	69.6%	65.2%	49.8%	--	20.0%	53.4%	39.2%	15.1%	32.6%	21.6
Electronics	15.5%	30.0%	11.3%	81.9	0.41%	0.13%	69.6%	65.2%	49.8%	--	20.0%	53.4%	39.2%	15.1%	32.6%	21.6
Entertainment	15.5%	30.0%	11.3%	81.9	0.41%	0.13%	69.6%	65.2%	49.8%	--	20.0%	53.4%	39.2%	15.1%	32.6%	21.6
Financial	11.2%	20.4%	10.5%	76.5	0.52%	0.05%	64.7%	77.1%	54.1%	37.7	20.8%	64.5%	54.1%	24.1%	--	19.8
Gaming	12.9%	25.3%	10.2%	84.2	0.60%	0.16%	73.2%	63.9%	44.7%	98.9	16.6%	59.4%	46.9%	15.3%	32.6%	45.8
Government/Utilities	9.1%	16.6%	8.4%	92.5	0.48%	0.12%	71.3%	57.6%	43.4%	--	9.8%	--	--	22.0%	41.7%	18.8
Healthcare	14.4%	24.8%	10.6%	81.4	0.48%	0.10%	68.4%	63.9%	33.1%	72.2	10.1%	45.7%	31.5%	19.8%	42.6%	42.8
Media/Entertainment	21.2%	44.8%	16.8%	80.0	0.69%	0.26%	67.2%	65.4%	39.2%	--	5.8%	42.9%	19.3%	24.5%	47.2%	19.8
News/Media	15.2%	28.0%	12.9%	89.3	0.51%	0.19%	--	--	--	17.7	5.8%	42.9%	19.3%	22.3%	40.9%	21.9
Restaurant	15.1%	28.7%	11.0%	89.6	0.80%	0.15%	98.6%	74.5%	40.9%	--	15.9%	69.2%	31.4%	15.4%	37.3%	70.3
Retail	14.9%	26.5%	11.6%	82.4	0.54%	0.12%	55.2%	79.6%	64.6%	54.2	12.0%	46.8%	32.6%	21.0%	45.7%	60.1
Services	17.1%	34.0%	12.4%	92.1	2.33%	0.12%	86.0%	23.9%	2.8%	--	--	--	--	17.7%	33.5%	25.3
Technology	20.8%	40.0%	17.2%	92.1	0.12%	0.12%	61.2%	67.2%	42.1%	87.1	17.0%	52.1%	34.0%	22.8%	41.3%	19.9
Travel	21.8%	--	13.5%	89.9	0.53%	0.16%	--	--	--	--	--	--	--	--	--	--
Data Source	Mediamind Research, 2010.															
--	Denotes negligible metrics or insufficient data.															

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

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Benchmarks for Singapore - 2010

Performance Metrics (By Format, Size and Vertical)

Performance Metrics (by Format, Size and Version)																
	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	300x250	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	300x250	9.7%	13.6%	8.5%	67.3	0.28%	40.8%	54.5%	39.9%	20.2	2.3%	43.3%	29.1%	9.7%	17.8%	65.0
	300x250	10.2%	15.6%	9.0%	59.2	0.32%	41.4%	55.5%	40.0%	19.7	3.9%	53.9%	37.9%	10.1%	25.0%	83.8
	728x90	8.1%	10.5%	10.2%	53.7	0.18%	--	--	--	31.5	1.3%	56.3%	38.9%	8.0%	10.8%	57.1
	250x90	11.6%	15.4%	7.8%	90.5	0.32%	--	--	--	10.4	4.2%	19.9%	19.9%	11.6%	17.0%	40.0
	300x250	9.7%	13.6%	8.5%	67.3	0.28%	40.8%	54.5%	39.9%	20.2	2.3%	43.3%	29.1%	9.7%	17.8%	65.0
Fixed Banner	300x250	9.7%	13.6%	8.5%	67.3	0.28%	40.8%	54.5%	39.9%	20.2	2.3%	43.3%	29.1%	9.7%	17.8%	65.0
	728x90	8.1%	10.5%	10.2%	58.7	0.18%	--	--	--	31.5	1.3%	56.3%	38.9%	8.0%	10.8%	57.1
	250x90	11.6%	15.4%	7.8%	90.5	0.32%	--	--	--	10.4	4.2%	19.9%	19.9%	11.6%	17.0%	40.0
	300x250	9.7%	13.6%	8.5%	67.3	0.28%	40.8%	54.5%	39.9%	20.2	2.3%	43.3%	29.1%	9.7%	17.8%	65.0
	728x90	8.1%	10.5%	10.2%	58.7	0.18%	--	--	--	31.5	1.3%	56.3%	38.9%	8.0%	10.8%	57.1
Push Down Banner	300x250	0.2%	0.4%	4.4%	59.1	0.21%	54.5%	70.6%	54.8%	18.4	6.0%	67.5%	52.9%	--	--	--
	728x90	0.3%	0.4%	2.8%	24.2	0.34%	--	--	--	--	--	--	--	--	--	--
	300x250	0.2%	0.4%	4.4%	59.1	0.21%	54.5%	70.6%	54.8%	18.4	6.0%	67.5%	52.9%	--	--	--
	728x90	0.3%	0.4%	2.8%	24.2	0.34%	--	--	--	--	--	--	--	--	--	--
	300x250	0.2%	0.4%	4.4%	59.1	0.21%	54.5%	70.6%	54.8%	18.4	6.0%	67.5%	52.9%	--	--	--
Verticals	300x250	7.2%	7.7%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
Verticals	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
Verticals	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
Verticals	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
Verticals	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
Verticals	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
Verticals	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
Verticals	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
Verticals	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
Verticals	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
Verticals	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
Verticals	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
Verticals	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
Verticals	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
Verticals	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	728x90	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4
	300x250	7.2%	10.2%	8.2%	86.0	0.13%	--	--	--	--	5.3%	54.3%	18.4%	7.1%	9.8%	96.4</



Benchmarks for South Africa - 2010
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner																
Rich Media																
Expandable Banner																
728x60																
300x250																
160x600																
Verticals																
Apparel																
B2B																
Consumer Packaged Goods																
Corporate																
Electronics																
Entertainment																
Financial																
Gaming																
Health and Wellness																
Home/Real Estate																
News/Media																
Restaurant																
Retail																
Services																
Sports																
Technology																
Travel																
Data Source																
Mediamind Research, 2010.																
Denotes negligible metrics or insufficient data.																
For more information about Mediamind Research, please contact your local Mediamind representative or email us at info@mediamind.com																



Benchmarks for Spain - 2010

Performance Metrics (By Format, Size and Vertical)

Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics				
Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Rich Media)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Auto Initiated Video Metrics			User Initiated Video Metrics			Impressions with Any Panel Expansion Rate		Total Expansion Rate	Avg. Expansion Duration (Seconds)
							Started Rate	50% Played Rate	Fully Played Rate	Started Rate	50% Played Rate	Fully Played Rate	Imp. with Any Panel Expansion Rate	Expansion Rate		
Standard Banner																
300x250	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media																
Commercial Break	1.8%	1.9%	3.2	1.31%	--	--	--	59.3%	75.3%	56.6%	--	59.3%	32.3%	9.5%	32.4%	84.7
Expandable Banner	9.7%	17.1%	57.2	0.43%	0.42%	--	--	59.3%	73.8%	52.8%	60.0	6.1%	59.9%	6.8%	36.6%	90.3
300x250	12.0%	8.0%	43.7	0.42%	0.42%	--	--	59.3%	73.8%	52.8%	65.2	5.6%	57.1%	6.8%	36.6%	90.3
728x90	14.3%	12.0%	47.5	0.42%	0.42%	--	--	59.3%	73.8%	52.8%	71.1	5.5%	54.5%	6.8%	36.6%	90.3
234x60	23.3%	19.9%	47.5	0.45%	0.45%	--	--	59.3%	73.8%	52.8%	19.0	7.6%	22.4%	6.8%	36.6%	90.3
Expandable Strip	6.3%	15.1%	46.9	2.01%	0.16%	19.5	67.7%	46.7%	75.4%	61.7%	--	--	--	5.9%	9.6%	16.8
Floating Ad	2.4%	3.5%	8.5	2.01%	--	--	--	--	--	--	--	--	--	--	--	--
Push Banner	1.2%	3.5%	44.0	0.13%	0.13%	99.9	67.0%	67.0%	68.0%	54.2%	98.4	24.0%	74.8%	62.3%	--	--
300x250	1.3%	4.0%	39.1	0.13%	0.13%	99.9	66.0%	66.0%	66.0%	52.5%	90.2	23.0%	74.5%	61.8%	--	--
728x90	0.6%	0.8%	42.0	0.12%	0.12%	55.9	79.2%	79.2%	79.2%	63.8%	17.0	1.3%	51.7%	36.6%	--	--
160x600	0.1%	0.2%	24.6	0.15%	0.15%	--	--	--	--	--	--	--	--	--	--	--
Push Down Banner	2.1%	2.9%	40.0	0.24%	0.24%	91.6	60.9%	61.2%	47.9%	25.8	7.6%	50.0%	36.9%	3.0%	39.1%	88.4
Auto Initiated Video Metrics																
User Initiated Video Metrics																
Expandable Metrics																
Verticals																
Apparel	5.3%	9.9%	38.8	0.27%	0.12%	--	58.9%	69.4%	56.5%	65.6	6.7%	51.9%	42.5%	8.7%	28.4%	91.9
Auto	0.1%	0.1%	24.6	0.07%	0.07%	9.6	59.9%	80.7%	68.0%	--	--	--	--	--	--	--
B2B	5.3%	5.0%	46.7	0.12%	--	--	56.3%	56.4%	41.9%	--	--	45.1%	31.3%	11.8%	35.9%	64.5
Consumer Packaged Goods	5.5%	10.3%	63.1	0.27%	0.09%	82.7	56.3%	71.7%	39.8%	--	6.6%	18.7%	36.4%	8.9%	38.2%	94.2
Corporate	6.0%	14.7%	52.6	0.23%	0.12%	--	63.2%	71.7%	39.8%	--	18.7%	65.2%	36.4%	8.9%	38.2%	94.2
Electronics	9.0%	16.4%	56.6	0.32%	0.12%	50.2	57.5%	76.2%	63.8%	35.3	17.9%	76.4%	64.9%	8.1%	25.2%	--
Entertainment	4.6%	8.7%	54.4	0.29%	0.12%	--	57.6%	76.2%	63.8%	--	--	76.0%	63.6%	9.0%	31.0%	77.1
Financial	4.2%	6.7%	48.6	0.16%	0.16%	--	61.0%	72.1%	59.5%	--	--	83.3%	73.8%	7.5%	20.9%	38.3
Gaming	4.9%	8.2%	50.5	0.32%	0.17%	75.8	59.4%	74.4%	61.2%	--	21.0%	83.3%	73.8%	7.5%	20.9%	38.3
Government/Utilities	6.9%	11.8%	56.6	0.31%	0.07%	--	65.3%	71.6%	57.7%	--	15.2%	56.4%	42.7%	9.4%	26.6%	68.7
Health/Beauty	11.1%	7.1%	52.1	0.09%	0.09%	--	65.3%	72.7%	63.5%	51.9	7.0%	49.3%	37.6%	7.5%	44.7%	--
Medical	3.0%	6.9%	42.8	0.22%	0.09%	--	65.1%	72.1%	61.2%	--	--	--	--	--	--	--
News/Media	16.7%	21.3%	19.4	1.76%	--	--	--	--	--	--	--	--	--	--	--	--
Restaurant	8.7%	21.0%	72.1	0.74%	0.08%	90.2	67.1%	75.4%	63.3%	--	--	--	--	11.5%	21.5%	95.1
Retail	10.4%	16.9%	48.0	0.34%	0.26%	--	45.5%	67.8%	54.0%	74.3	5.9%	48.0%	33.3%	11.7%	23.8%	89.2
Services	5.8%	17.0%	65.1	0.19%	0.09%	--	53.8%	75.6%	62.6%	--	19.8%	77.7%	66.5%	10.3%	18.6%	61.8
Sports	3.3%	6.0%	56%	0.11%	0.11%	83.3	49.1%	55.5%	43.4%	--	--	--	--	5.8%	10.6%	66.8
Technology	1.2%	1.7%	33.5	0.21%	0.05%	28.1	61.8%	72.8%	35.9%	31.6	16.3%	75.1%	31.1%	2.3%	34.0%	70.0
Telecom	8.1%	14.8%	62.4	0.43%	0.05%	--	61.8%	72.8%	35.9%	--	12.2%	51.5%	9.3%	9.5%	38.7%	94.8
Travel	5.0%	10.3%	52.5	0.22%	0.07%	96.8	51.5%	70.3%	54.0%	--	27.6%	61.4%	50.0%	7.5%	28.5%	86.4
Data Source																
Mediamind Research, 2010.																
Denotes insignificant metrics or insufficient data.																

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

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Benchmarks for Sweden - 2010
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics				
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)	
Formats	Standard Banner	--	--	--	0.73%	--	--	--	--	--	--	--	--	--	--	--	
	300x250	--	--	--	0.23%	--	--	--	--	--	--	--	--	--	--	--	
	728x90	--	--	--	0.15%	--	--	--	--	--	--	--	--	--	--	--	
	728x90	--	--	--	0.19%	--	--	--	--	--	--	--	--	--	--	--	
	Rich Media	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
	Expandable Banner	11.9%	18.6%	8.5%	51.4	86.3	74.3%	49.7%	39.6%	88.7	10.8%	38.4%	27.4%	11.9%	30.9%	40.5	
	300x250	5.0%	6.9%	5.6%	35.4	91.0	45.2%	47.5%	36.9%	28.0	1.6%	42.9%	29.8%	5.0%	26.9%	--	
	728x90	11.4%	15.7%	9.5%	41.5	--	--	--	--	15.7	4.1%	54.4%	41.1%	11.3%	22.9%	--	
	250x60	18.4%	36.6%	9.8%	59.2	--	--	--	--	24.0	5.6%	28.2%	16.1%	18.3%	36.4%	33.0	
	Corporate Presentation	8.4%	12.4%	7.4%	47.0	--	--	--	--	--	--	--	--	--	--	--	
Verticals	Real Estate	3.2%	6.6%	22.8%	6.6	--	--	--	--	--	--	--	--	--	--	--	
	Relay Banner	0.3%	0.3%	3.7%	22.0	14.8	0.22%	69.2%	69.2%	14.8	0.3%	68.2%	69.0%	--	--	--	
	300x250	0.1%	0.1%	2.2%	46.1	--	--	--	--	14.7	0.4%	75.5%	62.7%	--	--	--	
	728x90	0.1%	0.2%	2.3%	46.1	--	--	--	--	--	--	--	--	--	--	--	
	Push Down Banner	0.2%	0.2%	1.8%	28.2	--	--	--	--	--	--	--	--	--	--	--	
	160x600	10.6%	12.8%	9.2%	34.5	--	--	--	--	--	--	--	--	10.4%	35.5%	65.5	
	Auto	7.0%	11.1%	7.8%	37.1	27.6	--	48.5%	39.6%	14.1	2.3%	48.2%	34.7%	11.8%	26.9%	--	
	Consumer Packaged Goods	15.9%	30.1%	8.7%	58.9	--	--	--	--	--	34.1	4.9%	30.0%	17.7%	15.9%	30.7%	34.2
	Corporate	6.0%	9.4%	4.8%	47.0	--	--	--	--	--	--	--	--	--	6.5%	18.0%	--
	Entertainment	10.4%	16.3%	7.4%	59.8	--	81.8	80.2%	56.2%	45.5%	28.1	3.9%	37.7%	25.6%	9.4%	34.7%	--
Verticals	Gaming	12.4%	21.5%	7.5%	56.0	--	--	--	--	--	--	--	--	--	13.0%	29.3%	41.4
	Health/Beauty Services	10.4%	18.1%	5.4%	62.9	--	--	--	--	--	--	--	--	--	10.2%	23.5%	--
	Travel	10.7%	16.4%	6.9%	58.6	0.51%	--	--	--	--	--	--	--	27.5%	41.2%	23.4	
	Telecom	5.5%	9.4%	5.4%	46.4	0.24%	--	--	--	--	--	--	--	8.9%	21.9%	72.3	
	Travel	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Data Source																	
Mediamind Research, 2010.																	
Denotes negligible 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 Switzerland - 2010
Performance Metrics (By Format, Size and Vertical)

	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	Use Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	0.11%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--
	160x600	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
	Rich Media				0.55%	32.7	79.0%	61.9%	42.4%	25.0	12.6%	52.2%	35.2%	5.0%	45.4%	44.7
	300x250	4.6%	5.7%	5.5%												
	728x90	2.4%	3.3%	3.6%	0.75%	26.8	80.0%	58.3%	36.6%	36.3	9.6%	52.5%	38.2%	3.6%	--	61.2
	234x60	1.5%	2.1%	2.4%	0.40%	30.5	79.5%	70.3%	60.2%	21.3	--	--	57.1%	2.5%	37.5%	52.0
	Expandable Strip	13.1%	21.2%	5.6%	0.28%	39.1	68.5%	77.0%	64.9%	--	9.8%	66.0%	57.2%	10.7%	16.0%	18.4
	Floating Ad	3.7%	4.0%	23.2%	3.85%	3.6	66.2%	64.1%	--	--	--	--	--	--	--	20.7%
Poll Banner	1.5%	5.9%	3.3%	0.13%	37.8	59.7	68.2%	64.1%	48.3%	63.6	--	65.9%	48.2%	--	--	--
Verticals	300x250	1.5%	5.5%	4.0%	0.16%	44.9	67.0%	63.0%	48.5%	53.4	--	63.0%	48.4%	--	--	--
	728x90	1.3%	4.3%	2.2%	0.10%	24.2	55.0%	75.1%	60.5%	50.6	--	63.0%	48.4%	--	--	--
	160x600	1.4%	6.1%	1.5%	0.09%	26.6	64.7%	78.5%	63.7%	52.6	--	67.6%	52.0%	--	--	--
	Basic Metrics				CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with any Panel	Total Expansion Rate	Avg. Expansion Duration (Seconds)
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)												
Accord	2.8%	6.0%	5.0%	34.1	0.14%	46.8	55.5%	52.8%	41.7%	24.0%	16.3%	47.0%	34.5%	9.7%	32.9%	60.3
Auto	5.8%	11.1%	4.8%	42.1	0.38%	42.4	74.7%	59.1%	38.5%	54.9	6.2%	67.7%	52.6%	5.7%	--	51.4
Consumer Packaged Goods	5.8%	11.1%	4.8%	42.1	0.57%	42.4	74.7%	59.1%	38.5%	54.9	--	--	--	--	--	--
Corporate	0.3%	0.6%	3.4%	28.7	0.28%	--	--	--	--	--	--	--	--	--	--	--
Electronics	3.1%	4.7%	5.0%	48.3	0.28%	65.2	81.8%	82.1%	71.0%	36.5	3.5%	35.1%	24.7%	5.5%	38.8%	69.0
Entertainment	4.3%	7.0%	5.3%	40.3	0.08%	42.4	64.8%	62.9%	45.2%	47.3	63.1%	50.7%	46.7%	6.5%	38.1%	67.9
Food/Beverage	2.1%	2.5%	6.9%	12.0	0.13%	49.9	67.8%	72.8%	56.3%	59.2	--	70.3%	54.5%	1.7%	37.5%	54.9
Health/Beauty	2.1%	2.5%	6.9%	12.0	0.13%	49.9	67.8%	72.8%	56.3%	59.2	--	70.3%	54.5%	1.7%	37.5%	54.9
Real Estate	2.5%	4.1%	4.1%	46.7	0.12%	32.2	51.0%	59.1%	45.4%	45.9	6.2%	69.8%	54.3%	6.1%	37.5%	--
Retail	1.0%	1.7%	4.3%	22.9	0.05%	--	--	--	--	--	--	--	--	0.5%	43.5%	67.9
Services	1.0%	1.4%	4.1%	19.0	0.27%	--	--	--	--	--	--	--	--	0.9%	23.1%	78.0
Screened	3.0%	2.8%	3.1%	42.4	0.32%	--	--	--	--	--	--	--	--	5.1%	13.5%	65.8
Travel	0.1%	0.2%	2.5%	43.2	0.15%	--	58.7%	72.3%	57.0%	--	--	--	--	8.1%	33.2%	56.4
Travel	0.1%	0.2%	2.5%	43.2	0.15%	--	58.7%	72.3%	57.0%	--	--	--	--	8.1%	33.2%	56.4
Data Source																
Mediavision Research, 2010.																
--																
Denotes insignificant metrics or insufficient data.																
For more information about Mediavision Research, please contact your local Mediavision representatives or email us at info@mediavision.com																

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



Benchmarks for Taiwan - 2010

Performance Metrics (By Format, Size and Vertical)													
Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics	
Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate
Standard Banner	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
728x90	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
160x600	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Rich Media	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Expandable Banner	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
300x250	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
728x90	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
160x600	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Rich Media	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Pop Under	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
300x250	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
728x90	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
160x600	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Rich Media	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Push Down Banner	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
728x90	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
160x600	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Rich Media	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Verticals	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Apparel	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Auto	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Consumer Packaged Goods	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Electronics	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Entertainment	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Financial	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Food/Beverage	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Health/Beauty	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Home Goods	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Internet	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Services	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Tech/Internet	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Telecom	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Travel	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Other	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
Media Source	12.5%	9.0%	56.8	45.1	65.0%	69.0%	51.5%	40.4	17.3%	53.6%	42.4%	10.0%	37.2%
For more information about Mediamind Research, please contact your local Mediamind representative or email us at info@mediamind.com													

Benchmarks for Thailand - 2010

Performance Metrics (By Format, Size and Vertical)



	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Formats																
Standard Banner	--	--	--	--	0.1%	--	--	--	--	--	--	--	--	--	--	--
30x250	--	--	--	--	0.12%	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
Rich Media																
Expandable Banner	14.5%	26.1%	11.2%	69.3	0.39%	20.1	41.7%	64.3%	67.0%	21.1	4.4%	30.7%	16.1%	14.8%	30.4%	51.4
30x250	8.2%	19.9%	5.7%	75.3	0.25%	--	--	--	--	--	--	--	--	8.0%	37.4%	87.7
728x90	17.1%	22.7%	14.9%	66.0	0.47%	--	--	--	--	39.4	1.5%	48.0%	28.2%	17.0%	24.2%	90.0
30x250	10.9%	19.1%	7.4%	76.1	0.34%	--	--	--	--	24.2	8.1%	34.5%	22.7%	20.2%	47.4%	81.0
Floating Ad	9.8%	10.9%	27.3%	7.4	3.43%	--	--	--	--	17.2	9.2%	19.2%	7.0%	--	--	--
Floating Ad with Reminder	11.5%	24.1%	8.5%	72.5	0.81%	--	--	--	--	--	--	--	--	--	--	--
Pulse Banner	0.2%	0.3%	3.2%	21.9	0.17%	32.3	89.2%	91.7%	39.2%	--	3.1%	73.9%	54.4%	--	--	--
30x250	0.2%	0.2%	3.6%	22.4	0.11%	28.1	60.0%	50.9%	38.0%	--	10.0%	73.9%	55.6%	--	--	--
728x90	0.2%	0.1%	2.8%	21.7	0.09%	--	--	--	--	--	--	--	--	--	--	--
160x600	0.3%	0.6%	2.9%	25.9	0.34%	--	--	--	--	--	--	--	--	--	--	--
Verticals																
Apparel	4.6%	6.1%	4.0%	37.8	0.31%	--	--	--	--	--	--	--	--	24.0%	26.5%	--
Automotive	4.8%	8.3%	4.6%	46.0	0.18%	--	--	--	--	--	--	--	--	12.7%	20.1%	58.2
Consumer Packaged Goods	14.0%	23.7%	9.4%	46.0	0.11%	29.2	62.4%	61.3%	60.7%	89.5	4.6%	51.0%	35.7%	15.1%	21.6%	87.8
Electronics	8.5%	14.7%	8.9%	59.0	0.29%	13.9	--	46.2%	27.3%	17.2	5.2%	28.3%	13.7%	14.2%	33.1%	46.8
Financial	6.5%	10.6%	6.1%	43.1	0.20%	--	--	--	--	42.5	1.8%	34.4%	22.8%	18.4%	30.4%	86.0
Health/Beauty	3.2%	5.2%	5.0%	41.8	0.24%	--	--	--	--	--	--	--	--	--	--	--
Retail	--	--	--	--	0.57%	--	--	--	--	17.3	5.0%	34.6%	22.4%	17.4%	34.8%	44.7
Services	0.2%	1.6%	6.1%	44.1	0.25%	--	--	--	--	--	--	--	--	--	--	--
Technology	5.7%	9.8%	4.3%	74.1	0.21%	--	--	--	--	--	--	--	--	14.4%	24.4%	22.1
Telecom	13.0%	32.6%	10.8%	67.5	0.48%	--	--	--	--	--	--	--	--	14.5%	27.5%	40.5
Travel	4.9%	12.0%	6.8%	53.5	0.26%	--	--	--	--	--	--	--	--	14.6%	44.2%	38.2
Data Source																
MediMind Research 2010.																
Denotes inapplicable metrics or insufficient data.																

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



Benchmarks for Turkey - 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	6.0%	10.2%	6.9%	73.1	0.49%	--	--	--	--	59.6	2.3%	52.8%	41.8%	5.5%	18.9%	34.4
	300x250	2.7%	4.1%	3.8%	27.1	--	--	--	--	18.2	1.2%	36.9%	25.7%	2.0%	18.4%	30.5
	728x90	11.5%	16.7%	9.1%	52.4	--	--	--	--	78.2	7.7%	61.7%	52.6%	10.9%	19.6%	57.6
	250x90	11.7%	22.6%	10.6%	--	--	--	--	--	20.2	0.9%	38.5%	20.5%	11.7%	21.4%	40.4
	300x250	1.7%	2.5%	1.5%	4.4	--	--	--	--	4.4	--	--	--	--	--	--
Fixed Banner	1.7%	2.5%	1.5%	4.4	0.11%	40.0	66.5%	54.7%	36.6%	26.6	21.9%	52.3%	36.7%	--	--	--
	300x250	1.2%	2.1%	2.7%	19.9	40.0	66.5%	54.7%	36.6%	26.6	21.9%	52.3%	36.7%	--	--	--
	728x90	0.8%	1.6%	2.5%	19.8	37.8	64.8%	50.7%	34.6%	30.9	23.4%	51.4%	35.2%	--	--	--
	728x90	1.3%	1.9%	2.4%	21.8	--	--	--	--	--	--	--	--	--	--	--
	160x600	4.9%	7.0%	3.7%	28.2	--	--	--	--	--	--	--	--	--	--	--
Push Down Banner	5.6%	6.5%	7.9%	46.3	0.19%	--	--	--	--	--	--	--	--	5.7%	26.3%	63.3
Apparel	7.5%	13.2%	6.9%	--	0.32%	--	--	--	--	24.4	1.2%	25.3%	15.6%	7.5%	14.5%	56.5
	300x250	2.8%	4.6%	4.1%	32.7	15.0	62.0%	67.0%	54.8%	9.3	2.1%	65.7%	48.9%	3.2%	11.6%	28.5
	728x90	6.5%	9.8%	5.3%	63.3	--	--	--	--	14.4	0.6%	19.8%	11.3%	5.7%	23.0%	37.8
	250x90	1.7%	2.3%	1.4%	6.1	--	--	--	--	43.9	2.0%	38.3%	23.7%	1.5%	11.4%	36.4
	300x250	1.7%	2.3%	1.4%	6.1	--	--	--	--	43.9	2.0%	38.3%	23.7%	1.5%	11.4%	36.4
Consumer Packaged Goods	1.7%	2.3%	1.4%	6.1	0.09%	44.0	66.0%	48.2%	32.2%	29.4	--	--	--	2.0%	18.2%	37.0
	300x250	1.8%	4.2%	2.8%	51.9	44.0	66.0%	48.2%	32.2%	29.4	--	--	--	2.0%	18.2%	37.0
	728x90	1.6%	2.2%	2.6%	33.9	--	--	--	--	--	--	--	--	--	--	--
	250x90	1.6%	2.2%	2.6%	33.9	--	--	--	--	--	--	--	--	--	--	--
	300x250	1.6%	2.2%	2.6%	33.9	--	--	--	--	--	--	--	--	--	--	--
Entertainment	1.6%	2.2%	2.6%	33.9	0.16%	--	--	--	--	--	--	--	--	--	--	--
	300x250	1.6%	2.2%	2.6%	33.9	--	--	--	--	--	--	--	--	--	--	--
	728x90	1.6%	2.2%	2.6%	33.9	--	--	--	--	--	--	--	--	--	--	--
	250x90	1.6%	2.2%	2.6%	33.9	--	--	--	--	--	--	--	--	--	--	--
	300x250	1.6%	2.2%	2.6%	33.9	--	--	--	--	--	--	--	--	--	--	--
Financial	1.6%	2.2%	2.6%	33.9	0.22%	--	--	--	--	--	--	--	--	--	--	--
	300x250	1.6%	2.2%	2.6%	33.9	--	--	--	--	--	--	--	--	--	--	--
	728x90	1.6%	2.2%	2.6%	33.9	--	--	--	--	--	--	--	--	--	--	--
	250x90	1.6%	2.2%	2.6%	33.9	--	--	--	--	--	--	--	--	--	--	--
	300x250	1.6%	2.2%	2.6%	33.9	--	--	--	--	--	--	--	--	--	--	--
Health/Beauty	1.3%	1.6%	4.0%	26.5	0.35%	81.1	61.1%	67.0%	40.3%	--	--	--	--	3.3%	18.4%	61.4
	300x250	1.3%	1.6%	4.0%	26.5	--	--	--	--	12.4	--	78.3%	57.5%	4.2%	13.4%	20.3
	728x90	1.3%	1.6%	4.0%	26.5	--	--	--	--	--	--	--	--	--	--	--
	250x90	1.3%	1.6%	4.0%	26.5	--	--	--	--	--	--	--	--	--	--	--
	300x250	1.3%	1.6%	4.0%	26.5	--	--	--	--	--	--	--	--	--	--	--
News/Media	3.4%	5.8%	4.3%	22.9	0.07%	--	--	--	--	--	--	--	--	--	--	--
	300x250	3.4%	5.8%	4.3%	22.9	--	--	--	--	--	--	--	--	--	--	--
	728x90	3.4%	5.8%	4.3%	22.9	--	--	--	--	--	--	--	--	--	--	--
	250x90	3.4%	5.8%	4.3%	22.9	--	--	--	--	--	--	--	--	--	--	--
	300x250	3.4%	5.8%	4.3%	22.9	--	--	--	--	--	--	--	--	--	--	--
Retail	--	--	--	--	0.14%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	250x90	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Services	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	250x90	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Sports	--	--	--	--	0.05%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	250x90	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Tech/Internet	5.6%	11.4%	6.8%	68.1	0.46%	--	--	--	--	--	--	--	--	--	--	--
	300x250	5.6%	11.4%	6.8%	68.1	--	--	--	--	--	--	--	--	--	--	--
	728x90	7.1%	12.7%	7.1%	--	--	--	--	--	17.7	0.9%	32.8%	19.5%	7.6%	16.7%	24.3
	250x90	7.1%	12.7%	7.1%	--	--	--	--	--	17.7	0.9%	32.8%	19.5%	7.6%	16.7%	24.3
	300x250	7.1%	12.7%	7.1%	--	--	--	--	--	17.7	0.9%	32.8%	19.5%	7.6%	16.7%	24.3
Travel	--	--	--	--	0.06%	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	728x90	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	250x90	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	300x250	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Data Source																
Mediamind Research 2010.																
Denotes Inapplicable metric or insufficient data.																

For more information about the data used in this research, please contact your local Mediamind representative or email us at info@mediamind.com



Benchmarks for UK - 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics				
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impression with Expansion Rate	Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	0.09%	--	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.10%	--	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	0.07%	--	--	--	--	--	--	--	--	--	--	--	--
Rich Media																	
Expandable Banner	300x250	9.2%	14.7%	7.5%	0.29%	72.3	46.0	76.4%	88.6%	63.4%	61.0%	49.0%	48.0%	8.7%	25.7%	25.7%	97.9
720x60	6.6%	10.0%	6.6%	51.5	0.21%	50.7	50.7	79.3%	80.0%	64.5%	72.2%	59.8%	5.5%	23.6%	23.6%	--	--
720x60	9.1%	13.3%	8.1%	58.4	0.22%	47.6	47.6	70.1%	73.5%	57.0%	47.1%	47.1%	33.7%	8.9%	21.2%	21.2%	94.5
Expandable Strip	300x250	13.8%	20.3%	9.9%	0.42%	73.9	61.9	77.4%	90.0%	85.6%	53.3%	43.3%	33.3%	13.5%	21.3%	21.3%	25.6
720x60	14.2%	20.3%	9.9%	73.9	0.42%	73.9	61.9	77.4%	90.0%	85.6%	53.3%	43.3%	33.3%	13.5%	21.3%	21.3%	25.6
Expandable Strip	300x250	14.2%	20.3%	9.9%	0.42%	73.9	61.9	77.4%	90.0%	85.6%	53.3%	43.3%	33.3%	13.5%	21.3%	21.3%	25.6
720x60	14.2%	20.3%	9.9%	73.9	0.42%	73.9	61.9	77.4%	90.0%	85.6%	53.3%	43.3%	33.3%	13.5%	21.3%	21.3%	25.6
Rolling Ad	300x250	1.2%	2.1%	3.4%	0.12%	46.8	28.8	64.4%	73.6%	57.3%	76.3%	62.6%	62.6%	--	--	--	28.3
Pelle Banner	300x250	1.2%	2.0%	3.4%	0.11%	41.6	22.5	52.1%	71.4%	56.6%	74.1%	60.4%	60.4%	--	--	--	28.3
720x60	1.2%	2.4%	3.4%	53.3	0.11%	56.2%	41.8	56.2%	79.9%	60.5%	78.1%	69.0%	69.0%	--	--	--	--
Push Down Banner	160x600	0.5%	1.0%	2.7%	0.08%	71.8	45.6	86.0%	78.1%	57.2%	79.8%	64.6%	64.6%	--	--	--	--
720x60	0.5%	1.0%	2.7%	31.9	0.08%	29.2%	13.9	29.2%	63.2%	38.3%	73.9%	53.9%	53.9%	2.9%	22.9%	22.9%	48.1
Push Down Banner	160x600	5.3%	7.5%	5.1%	0.23%	31.9	13.9	29.2%	63.2%	38.3%	73.9%	53.9%	53.9%	2.9%	22.9%	22.9%	48.1
Verticals																	
Apparel	300x250	4.7%	8.9%	5.7%	0.22%	46.0	26.1	47.1%	32.5%	24.8%	42.4%	29.1%	12.2%	12.2%	22.4%	22.4%	46.0
Auto	300x250	2.9%	4.8%	4.2%	0.12%	43.1	32.7	78.2%	78.5%	64.8%	48.5%	41.0%	7.0%	7.0%	24.0%	24.0%	--
B2B	300x250	6.8%	9.9%	7.7%	0.23%	48.3	28.3	65.7%	67.7%	54.4%	52.3%	38.4%	38.4%	9.0%	17.5%	17.5%	65.9
Consumer Packaged Goods	300x250	4.7%	8.9%	5.7%	0.22%	46.0	26.1	47.1%	32.5%	24.5%	42.4%	29.1%	12.2%	12.2%	22.4%	22.4%	46.0
Electronics	300x250	2.3%	3.8%	2.9%	0.13%	33.2	34.8	58.3%	75.4%	46.0%	50.2%	30.7%	7.1%	7.1%	43.0%	43.0%	64.8
Entertainment	300x250	2.4%	6.2%	3.4%	0.27%	40.1	13.1	55.5%	80.8%	66.3%	84.1%	71.2%	4.3%	4.3%	25.3%	25.3%	62.2
Financial	300x250	2.9%	4.2%	3.8%	0.11%	60.3	36.5	63.9%	78.4%	60.4%	70.2%	59.0%	7.3%	7.3%	24.1%	24.1%	--
Gaming	300x250	4.1%	6.0%	4.4%	0.09%	44.5	17.9	49.1%	74.6%	58.7%	58.0%	42.3%	7.1%	7.1%	14.4%	14.4%	--
Health/Beauty	300x250	3.8%	4.8%	3.1%	0.08%	47.9	16.6	68.9%	71.6%	60.3%	77.4%	63.3%	4.5%	4.5%	15.8%	15.8%	82.4
Medical	300x250	6.4%	9.1%	6.0%	0.18%	56.9	55.9	73.8%	77.8%	60.8%	67.3%	51.8%	7.8%	7.8%	21.6%	21.6%	90.9
Medical	300x250	0.1%	0.1%	2.6%	0.07%	26.9	--	--	--	--	--	--	--	--	--	--	--
News/Media	300x250	1.6%	2.2%	7.1%	0.15%	33.4	--	67.6%	46.2%	33.0%	21.4%	13.8%	21.6%	21.6%	30.5%	33.4	--
Restaurant	300x250	8.3%	12.5%	2.9%	0.12%	50.2	35.9	--	80.8%	68.3%	--	--	--	--	--	--	--
Retail	300x250	4.0%	5.4%	5.9%	0.18%	28.6	10.3	59.0%	72.6%	48.3%	86.6%	67.8%	8.0%	8.0%	17.4%	17.4%	26.0
Services	300x250	7.4%	14.3%	4.9%	0.23%	68.2	45.5	56.0%	38.4%	31.3%	33.5%	23.8%	16.3%	16.3%	27.0%	27.0%	--
Sports	300x250	7.6%	9.7%	6.7%	0.21%	76.6	--	--	--	--	--	--	--	--	--	--	--
Techneternet	300x250	3.9%	5.5%	4.3%	0.17%	83.4	--	64.5%	66.9%	51.5%	56.6%	41.9%	6.5%	6.5%	25.9%	25.9%	--
Telecom	300x250	4.8%	8.1%	7.7%	0.15%	80.0	33.8	55.2%	71.3%	56.1%	57.4%	40.8%	10.6%	10.6%	21.2%	21.2%	65.4
Travel	300x250	2.8%	4.5%	3.6%	0.10%	38.8	28.8	52.3%	48.1%	33.7%	19.6%	11.9%	11.9%	10.1%	20.7%	20.7%	41.6
Data Source	Mediamind Research, 2010																
--	Denotes insignificant metric or insufficient data.																

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

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mediamind™
Benchmarks for United States - 2010
Performance Metrics (By Format, Size and Vertical)

Format	Basic Metrics				Auto Initiated Video Metrics				User Initiated Video Metrics				Expandable Metrics			
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR (Standard Media)	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (Seconds)	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%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.08%	--	--	--	--	--	--	--	--	--	--	--
Rich Media	5.4%	7.7%	46.4%	8.1	3.12%	24.4	7.2%	71.2%	89.7%	24.4	7.2%	71.2%	89.7%	--	--	--
	4.4%	6.7%	40.4%	4.1	0.14%	23.8	57.8%	74.0%	89.7%	4.1	57.8%	74.0%	89.7%	4.1%	11.2%	98.9
	3.7%	5.5%	50.5%	38.3	0.14%	23.8	57.8%	74.0%	89.7%	38.3	57.8%	74.0%	89.7%	3.5%	8.3%	61.7
	5.6%	8.2%	60.3%	47.7	0.11%	26.7	64.8%	69.9%	86.3%	16.3	51.5%	59.0%	45.1%	5.5%	13.7%	98.9
	16.0%	33.9%	10.3%	98.8	0.05%	15.9	53.2%	86.3%	81.1%	16.3	3.5%	28.5%	7.2%	16.0%	31.5%	14.6
	19.4%	--	4.0%	46.4	1.20%	--	--	--	--	19.4	6.4%	--	9.4%	14.9%	35.6%	10.6
	3.1%	4.0%	30.0%	4.0	0.09%	39.2	76.3%	48.8%	19.3%	--	--	--	--	--	--	--
	9.9%	23.8%	29.7%	12.7	0.09%	22.0	69.1%	78.3%	66.0%	23.8	27.6%	73.9%	57.1%	--	--	--
	0.4%	0.7%	3.0%	33.5	0.07%	24.2	58.1%	67.2%	67.2%	24.2	27.0%	72.0%	57.1%	--	--	--
	0.3%	0.5%	2.2%	29.3	0.07%	19.8	59.4%	72.9%	66.6%	23.4	--	78.4%	61.1%	--	--	--
Push Down Banner	1.9%	2.4%	6.4%	28.1	0.17%	11.0	23.9%	54.9%	43.6%	11.0	12.2%	47.1%	31.9%	1.6%	23.8%	41.0
	--	--	--	--	0.17%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.17%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.17%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.17%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.17%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.17%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.17%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.17%	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	0.17%	--	--	--	--	--	--	--	--	--	--	--
Verticals	1.2%	7.5%	5.6%	55.6	0.08%	21.3	69.1%	77.6%	63.2%	21.3	8.9%	75.2%	40.8%	2.8%	6.5%	98.2
	3.1%	3.7%	5.1%	46.5	0.09%	22.1	58.8%	73.9%	69.2%	19.1	--	78.8%	65.2%	3.6%	6.1%	97.8
	4.6%	5.9%	9.2%	25.1	0.09%	16.2	64.2%	69.2%	63.2%	15.8	--	63.2%	52.2%	4.9%	16.0%	71.3
	2.1%	3.2%	5.7%	31.1	0.17%	15.7	59.7%	77.6%	64.2%	15.0	--	59.8%	51.2%	3.5%	11.8%	38.9
	3.5%	7.3%	5.3%	41.1	0.09%	14.6	60.9%	80.1%	67.1%	17.7	23.3%	60.8%	65.0%	6.3%	15.0%	86.9
	2.4%	3.7%	5.0%	32.6	0.21%	14.7	58.9%	68.4%	54.9%	18.5	7.0%	64.1%	49.6%	3.2%	17.5%	67.1
	2.6%	3.7%	4.4%	35.8	0.07%	42.4	59.3%	65.0%	36.9%	15.8	12.2%	68.0%	52.7%	4.9%	11.6%	46.1
	2.3%	6.1%	3.9%	56.8	0.22%	58.9	56.3%	73.3%	58.6%	42.0	--	74.6%	59.0%	6.1%	40.9%	--
	5.1%	6.9%	6.2%	32.4	0.16%	19.7	58.4%	63.3%	54.9%	16.0	14.1%	52.0%	37.2%	5.9%	8.6%	71.4
	1.5%	1.7%	4.2%	22.5	0.06%	--	--	--	--	7.8	1.0%	24.0%	14.2%	2.0%	9.8%	29.4
Horizontal	1.8%	2.1%	10.0%	8.5	1.14%	--	--	--	--	9.5	3.5%	38.7%	5.9%	1.8%	6.5%	20.8
	1.5%	2.0%	5.1%	29.9	0.07%	12.7	40.0%	77.6%	60.4%	10.5	11.1%	81.0%	64.2%	3.0%	13.5%	28.6
	2.1%	2.7%	4.3%	33.9	0.11%	14.9	36.7%	78.3%	64.8%	18.6	13.2%	57.4%	40.8%	2.4%	8.6%	56.5
	2.7%	2.6%	4.3%	30.9	0.06%	19.4	59.7%	63.8%	52.9%	12.8	12.6%	60.2%	40.0%	4.8%	6.9%	41.4
	1.6%	2.8%	5.3%	35.8	0.19%	11.1	57.6%	57.0%	44.2%	13.2	3.1%	58.1%	41.3%	1.7%	5.1%	46.7
	1.6%	2.8%	3.2%	34.3	0.09%	11.1	57.6%	57.0%	44.2%	13.2	3.1%	58.1%	41.3%	1.7%	5.1%	46.7
	6.8%	12.0%	6.5%	64.9	0.24%	23.1	61.4%	57.1%	41.3%	18.3	1.3%	30.8%	20.3%	9.4%	27.6%	34.6
	3.3%	4.5%	4.7%	38.4	0.19%	12.2	62.5%	81.1%	66.6%	21.7	7.7%	49.9%	36.8%	6.1%	12.4%	66.7
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Data Source																
Mediamind Research, 2010.																
Denotes insignificant metric or insufficient data.																

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

 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).
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).
Other	Products and services that do not fall into any other category.

 MediaMind Metrics Definitions		
Metric	What does it measure?	How should it be used?
Impressions with Any Interaction Rate	The number of impressions with at least one interaction out of the total number of served impressions. Impressions with multiple interactions are accounted for only once. Interactions are defined as clicks, opening (expanding) a panel, Flash movie replay, video mute, video sound on, video pause, full screen video mode start / pause / end or other user-defined interactions.	To quantify how many of the served impressions were interacted with.
Interaction Rate (IR)	The total number of interactions out of the total number of served impressions. Impressions with multiple interactions are accounted for multiple times. Interactions are defined as clicks, opening (expanding) a panel, Flash movie replay, video mute, video sound on, video pause, full screen video mode start / pause / end or other user-defined interactions.	To quantify the extent to which served impressions were interacted with.
Dwell Rate	The number of impressions that were dwelled upon out of all impressions. Dwell is defined as an active engagement with an ad. It includes positioning the mouse over an ad, user-initiation of video, user-initiation of an expansion, and any other user-initiated Custom Interaction. Unintentional Dwell, lasting less than one second, is excluded.	This proprietary MediaMind metric measures what portion of impressions were intentionally engaged with. Used to quantify the share of impressions that attracted users to actively engage with an ad.
User Average Dwell Time (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.
Click Through Rate (CTR)	The number of impressions that resulted in clicks out of served impressions. A historic metric that is used primarily for Standard Banners.	For Standard Banners, serves as the only measure of the ads' effectiveness.
Avg. Video Duration (Seconds)	The average duration, in seconds, of the video assets that played in the ad. This metric includes user-initiated and auto-initiated videos.	To quantify the duration of the video that played in an ad.
Started Rate	The number of times the video assets started out of served impressions with video. This metric includes user-initiated and auto-initiated videos.	To quantify the number of times videos in ads started playing.
50% Played Rate	Of the video assets that started playing, how many of them played up to 50% of the video's duration, out of started video impressions.	To measure the proportion of started videos in which the video played at least 50% of its total duration.
Fully Played Rate	Of the video assets that started playing, the portion of videos that played their full duration.	To measure the proportion of started videos in which the video played to its full duration.
Impressions with Any Panel Expansion Rate	The number of impressions with at least one panel expansion out of served expandable impressions. This metric measures user-initiated expansions.	To quantify how many of the expandable served impressions had expansions.
Total Expansion Rate	The total number of panel expansions out of served impressions. This metric measures user-initiated and auto-initiated expansions.	To quantify the extent to which expandable served impressions were expanded.
Avg. Expansion Duration (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.