

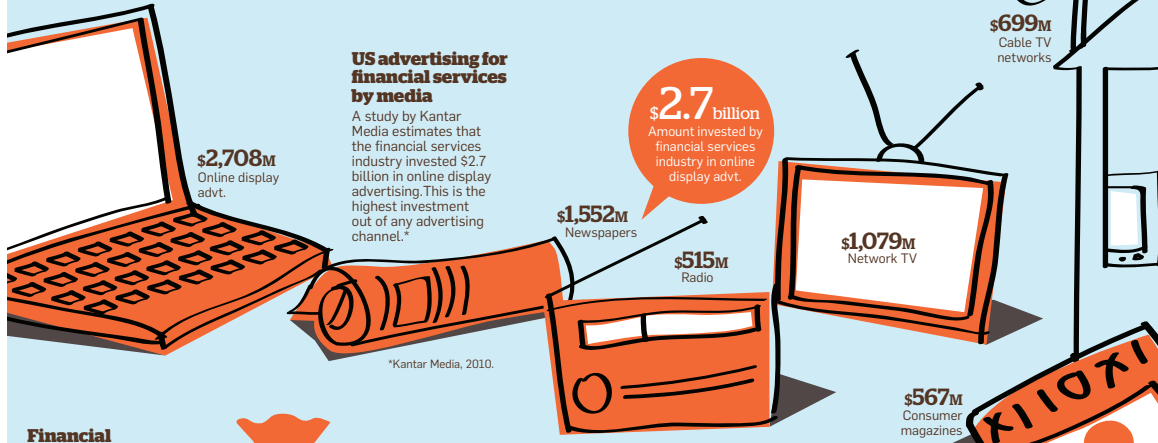
Making Smart Investments in **Online Advertising**



Online Advertising for

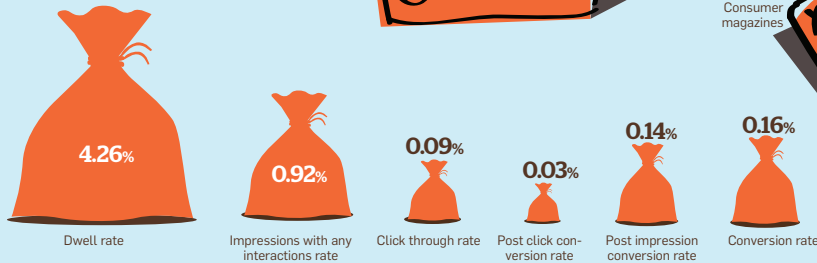
Financial Services

As the bulk of financial services moves online, display advertising becomes a strategic marketing channel. MediaMind analyzed over 28 billion online ads to uncover best practices and what works for financial campaigns.



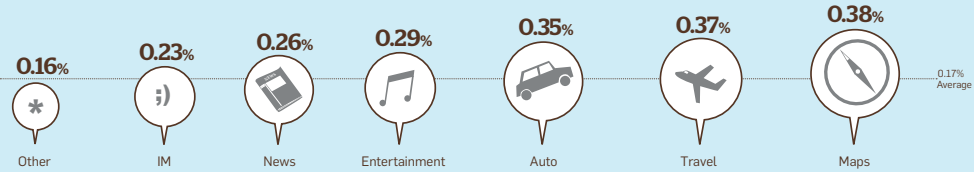
Financial benchmarks

Significantly more users Dwell and engage with banners as compared to those who click or convert on the advertiser's website. Therefore, it is important to provide an engaging experience within the banner and not to wait for the site.

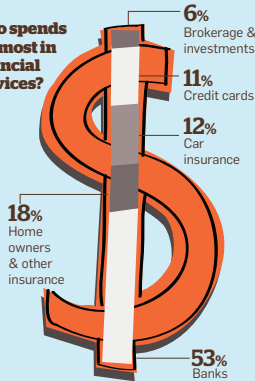


Best performing financial placements

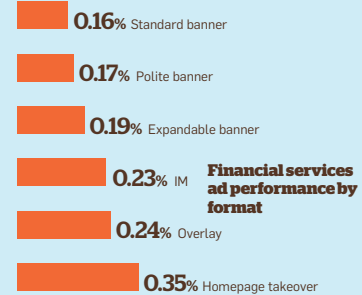
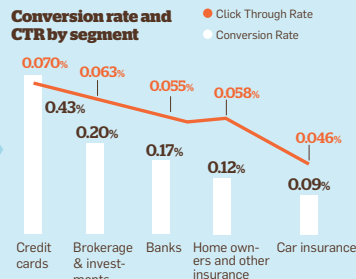
For direct response, most environments trail pretty close to the average Conversion Rate. Maps, Travel, Auto, Entertainment, News, IM, Homepage and others have an above average Conversion Rate.



Who spends the most in financial services?



Conversion rate and CTR by segment



Boosting campaign results

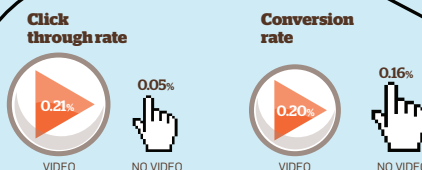
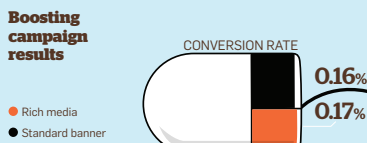


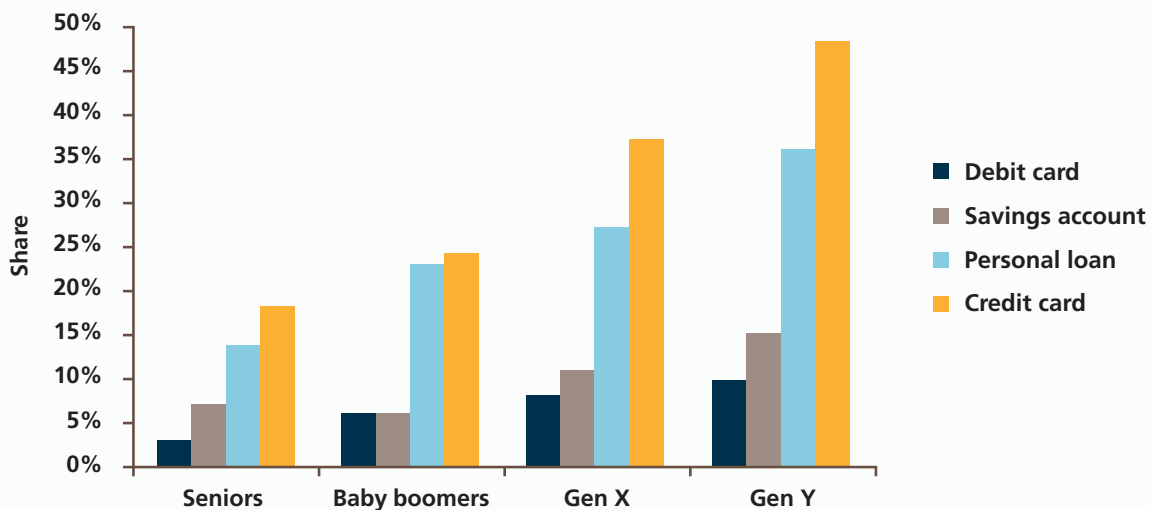
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The Move Online

The IT and Internet revolutions have changed the landscape of the financial services industry. Brick and mortar bank branches and in-person insurance agents were in many cases replaced by online sites. The economies of scale and cost savings from operating online have boosted efficiency and allowed financial services firms to share some of the savings with online consumers through reduced fees and premiums that increased the appeal of online services even further.

Chart 1: Users who signed-up to Financial Accounts Online



Note: US only. n=3,271; Gen Y=ages 21-29; Gen X=ages 30-44; Baby boomers=ages 45-64; Seniors=ages 65+; Among those with each type of account
 Source: Fiserv, "Financial Habits of Gen Y" conducted by Accelerant Research. Cited from eMarketer.

Internet users have proved very responsive to online financial services. A study by Fiserv indicates that young adults are very comfortable with applying to online financial services accounts online. In fact, the study shows that 50% of users between 21 and 29 with credit cards have applied for them online, and 35% of users with personal loans used the Internet to complete the application.

Seniors (65 or older) are more conservative with using online financial services.

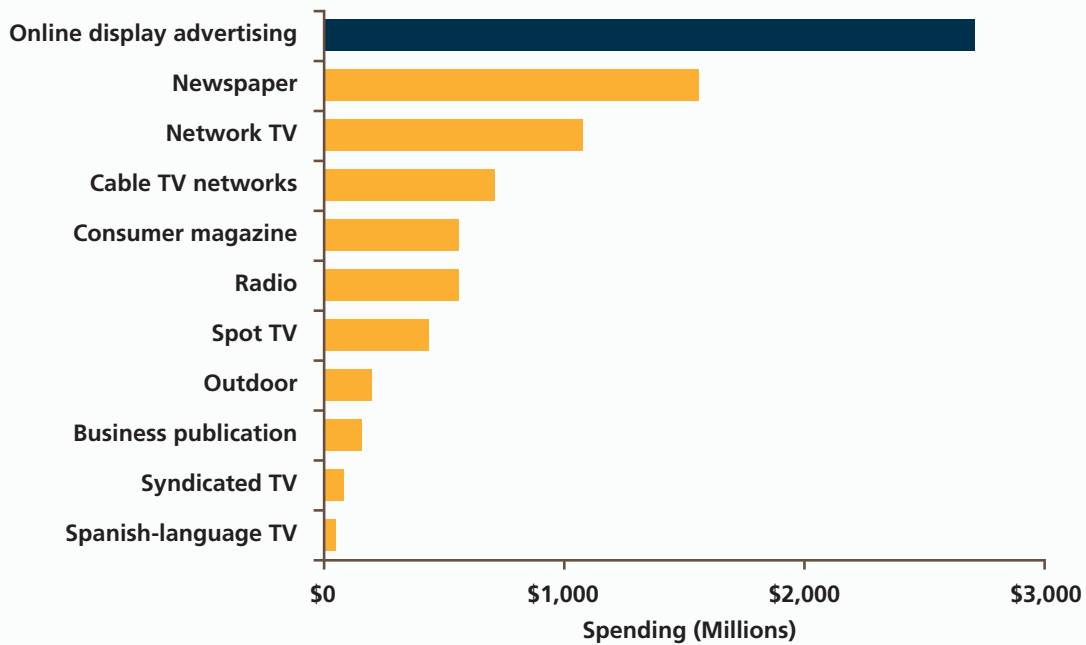
Study shows that 50% of users between 19 and 29 with credit cards have applied for them online.

Overall, these findings should be very encouraging for online financial services firms. Each coming generation is more accustomed to conducting their financial affairs online, and requires less brick and mortar branches for service.

The move of financial services online has also changed the way in which the industry is communicating with consumers and marketing its product. If in the past, the presence in the community allowed bank branch managers and insurance agents to be in direct contact with customers to promote their product, this proves much harder when the product is an online service and your staff may be located in a different region or even in a different country.

Users' migration to online financial services has also intensified the competition among financial services providers. The Internet allows users to compare fees with the click of a mouse, a process that in the past may have taken a lot of walking around banks and meetings with insurance agents. In addition, it allowed the competition between institutions to become national rather than regional. The move online, the move away from the community and the increased competition has all pushed financial services institutions to increase their investment in online advertising.

Chart 2: US Advertising for Financial Services by Media



Note: includes banks and credit cards.

Source: Kantar Media, "100 Leading National Advertisers 2010", Cited from eMarker.

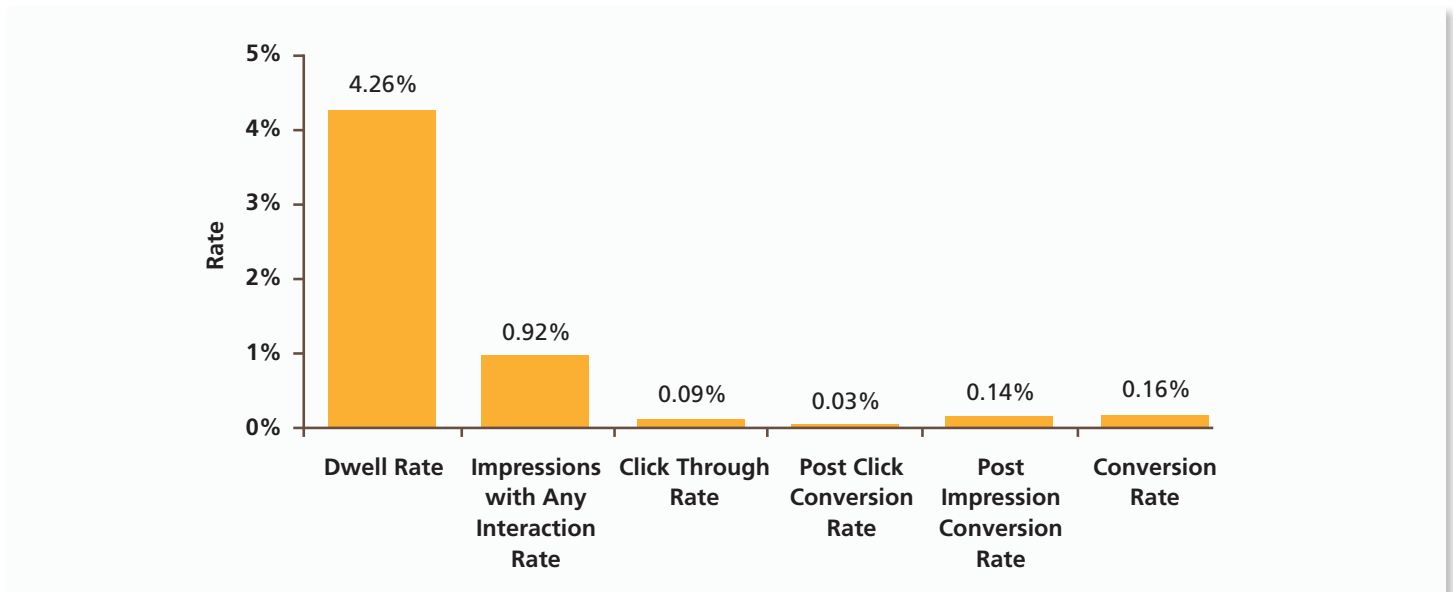
A study by Kantar Media estimates that in 2009 the financial services industry invested \$2.7 billion in online display advertising. This is the highest investment out of any advertising channel. It makes sense that an industry that serves many of its consumers online will use online advertising to communicate with them.



Measuring Online Display

To measure the full effect of display advertising on users, advertisers should follow the full advertising ecosystem from the exposure to the conversion to understand what makes users tick. This starts with the number of impressions that were served and looking at how users responded to them.

Chart 3: Financial Benchmarks



Source: MediaMind Research. Data: November 2009 to October 2010, Financial, Worldwide.

Out of every one million impressions that are served, 43 thousands impressions are Dwelled, or engaged with by users for a meaningful amount of time of over one second.

900 impressions are clicked on, while only 300 of these clicks end up in a conversion. 1,400 additional impressions end up in a conversion by users who did not click on them, but rather searched or typed the URL. Overall, on average, one million impressions yield 1,600 conversions.

In addition, reach and frequency measurements can tell advertisers how many users have been exposed to the campaign and for how many times. MediaMind offers the 'Adjusted Unique' metric, which statistically adjusts for the over counting of users caused by cookie deletion and provides a more accurate representation of reach.

Why should advertisers be looking at all of these metrics and not only at one in particular? No one metric can encompass the full effect of online display advertising, from increasing awareness to the intent to purchase and purchase. Thus, MediaMind offers a full suite of metrics to help advertisers gauge the success of their campaign.

Measuring the proportion of impressions that were engaged with, serves as a proxy for the branding effect of ads. To measure the effectiveness of branding, MediaMind uses two metrics: Dwell Rate and Average Dwell Time. Dwell Rate measures the proportion of Rich Media impressions that were intentionally engaged with by touch, interaction or click. Average Dwell Time measures the duration of a Dwell in seconds for users who engaged. In both cases, unintentional Dwell lasting less than one second is excluded.

Dwell provides an estimate of the share of impressions that were seen by users with high likelihood. Users' natural tendency is to follow the mouse cursor movement with their eyes. Dwell measures the proportion of impressions that had a meaningful mouse-touch, lasting more than one second. While there have been users who have seen the ads and have not touched them with their mouse, Dwell allows us to gauge the number of users that are very likely to see the ad.

Furthermore, a research by MediaMind, Microsoft Advertising and comScore shows that Dwell does have an actual effect on brand metrics. The results of the joint study indicate that users who were exposed to campaigns with high Dwell are three times more likely to search for brand related keywords as compared to users who were exposed to campaigns with low Dwell. Moreover, campaigns with high Dwell boosted advertisers' site traffic by 69% and improved brand engagement—increasing page views and time spent on the brand's site.¹

The metric 'Impression with Any Interaction Rate' measures the proportion of impressions that had at least one interaction. Interaction can be any action that the advertiser would like to measure, from browsing the products offered within the banner to playing an in-banner game.

While a relatively significant number of users engage and interact with ads on the publisher's site, fewer users move to the advertiser's mini-site by clicking on the ad. Therefore, it is important to remember that far more users are exposed to your creative than those who click on it. In order to make a lasting impact on these users, make sure to provide your message to them as well.

Many financial services institutions measure the number of users that see ads and then seek more information on the product or complete applications on their website using conversion tags. This allows advertisers to gauge how many users have advanced through the purchase funnel and have shown intent to purchase or a completed a purchase.

Conversion Rate measures the total number of conversions from the advertiser's website, divided by the number of impressions served. Conversions are not necessarily a monetary transaction, but signify an action that the advertiser would like users to take, such as downloading brochures, submitting forms, requesting a quote or filling in an application. Conversion Rate may vary between advertisers based on the placement of the conversion tags on the website.

Conversions can be divided into two types: Post Click and Post Impression Conversions. Post Click Conversions are registered after users have clicked on the last impression seen. Post Impression Conversion is attributed to an impression when no click occurs. Post Impression Conversions measure users who arrive at the advertiser's website without clicking, but rather by using search or typing the URL. Typically, post impression conversions represent the majority of conversions.

Campaigns with high Dwell boosted advertisers' site traffic by 69% and improved brand engagement—increasing page views and time spent on the brand's site.

Impressions were served by MediaMind between Q4 2009 and Q3 2010. This analysis covers global data, unless noted otherwise.

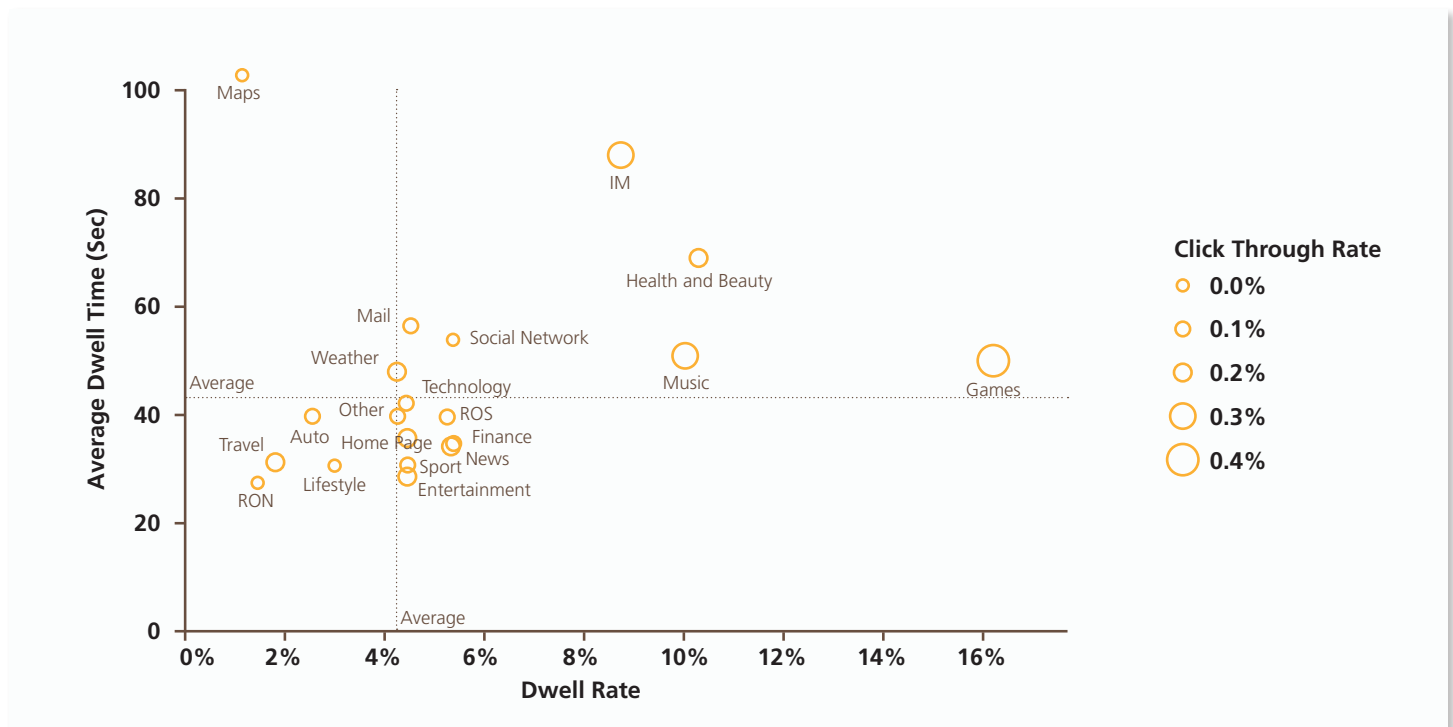


¹ Available for download at: <http://advertising.microsoft.com/europe/dwell-on-branding>

Financial Services and Branding

An analysis of upper funnel Dwell metrics indicates which placements and which ad formats entice users to take the time to engage with financial brands. Financial services appeal to broad audiences as nearly everyone has a bank account, most people have a credit card and car owners are required to have car insurance. Therefore, it should make sense that ads for financial services work well in various environments and not only on finance sites.

Chart 4: Dwell Performance by Environment/Placement



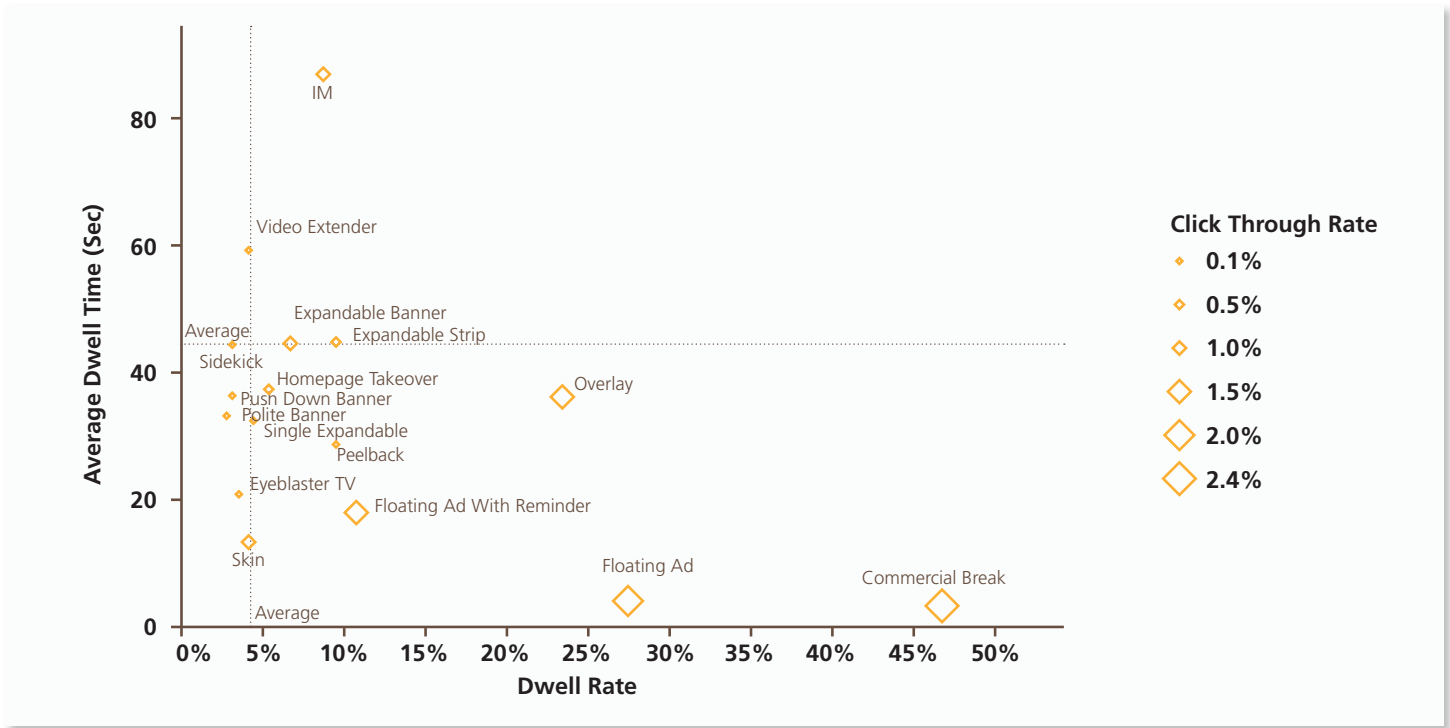
Source: MediaMind Research. Data: November 2009 - October 2010, Rich Media, Worldwide.

Chart 4 exhibits the analysis of Dwell and CTR performance of financial services ads. The x-axis represents Dwell Rate, while the y-axis represents the Average Dwell Time that users spend with ads. The diameter of the circles represents CTR.

The upper right quarter of the chart represents placements that achieve both high Dwell Rate and high Average Dwell Time. In these environments, more users are willing to take the time to engage with ads, and these users also spend more time with the ads. Thus, Games, Music, Instant Messaging (IM), Health and Beauty, Social Networks and Mail achieve the highest branding performance.

In addition, ads with high Dwell Rate also tend to have high CTR as users who take the time to engage with the ads are also more likely to click on them. Specifically, Games, Music, IM and Health and Beauty have both high Dwell Rate and high CTR.

Chart 5: Dwell Performance by Ad Format for the Financial Services Vertical



Source: MediaMind Research. Data: November 2009 - October 2010, Rich Media, Worldwide.

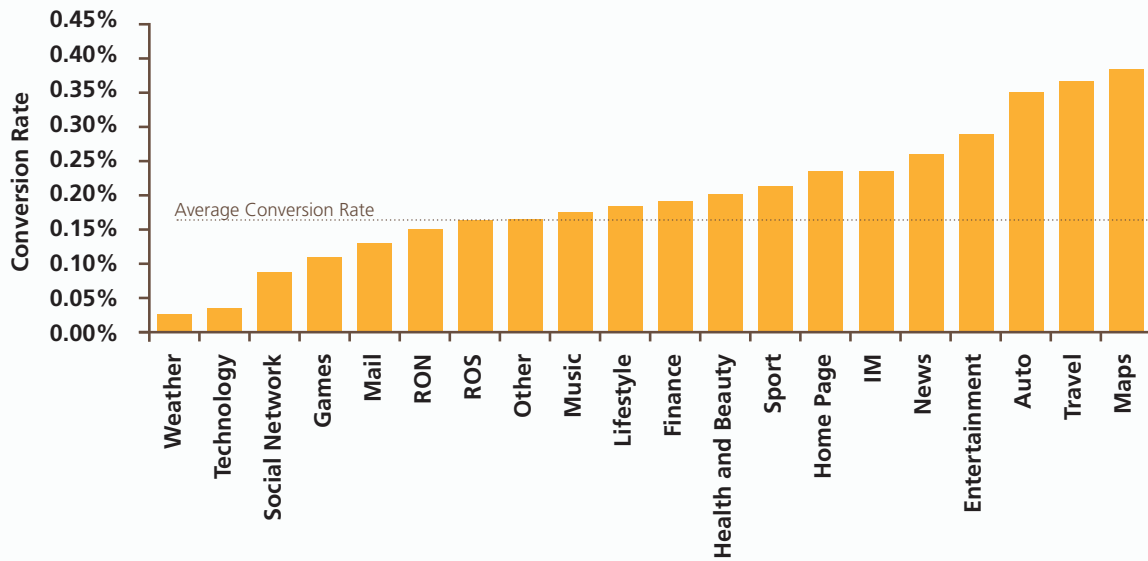
A similar analysis of performance by ad format indicates that the more assertive formats have a high Dwell Rate, while others tend to record a lower Dwell Rate but a significantly higher Average Dwell Time. Thus, Commercial Break, Overlays, and Floating Ads tend to have a very high Dwell Rate, but a relatively low Average Dwell Time.

Conversely, most other Rich Media formats tend to have a lower Dwell Rate, but a significantly higher Average Dwell Time. Ads in the upper right quarter have both above average Dwell Rate and above average Dwell Time. These include IM, Video Extenders and Expandable Banners.

Financial Services and Direct Response

The analysis in Chart 6 exhibits the Conversion Rate achieved by various site groups and online environments. These include both Post Click and Post Impression Conversions. For direct response, most environments trail pretty close to the average Conversion Rate. Maps, Travel, Auto, Entertainment, News, IM, Homepage and others have an above average Conversion Rate.

Chart 6: Financial Services Ads Performance by Placement

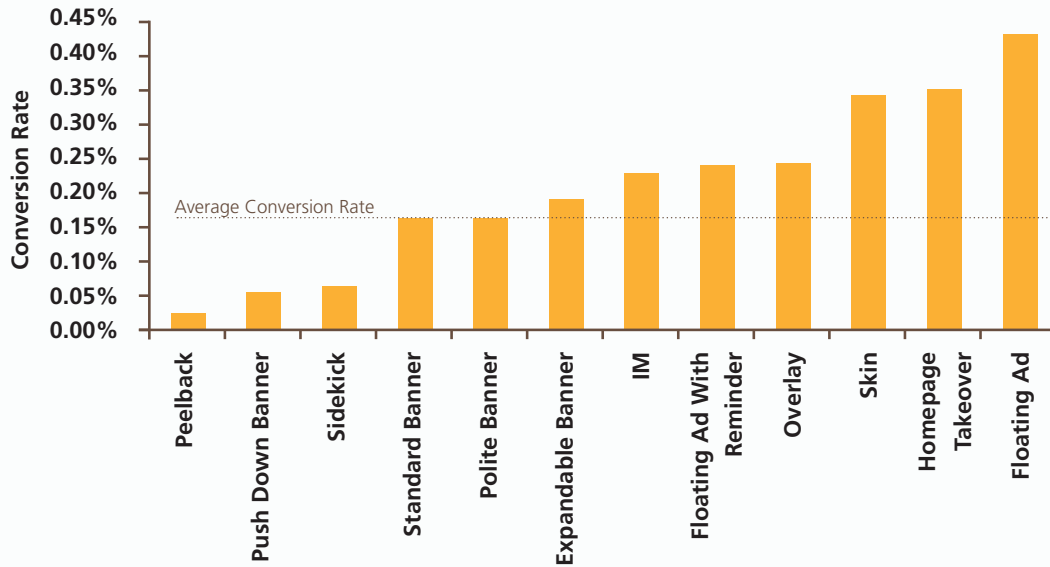


Source: MediaMind Research. Data: November 2009 to October 2010, Financial, Worldwide.

Similar analysis for ad formats shows that the larger and more visible formats yield a higher Conversion Rate. Thus, Floating Ads, Homepage Takeovers, Skins and Overlays tend to have the best Conversion Rate, while smaller banners such as Peel Back banners tend to have lower performance.



Chart 7: Financial Services Ads Performance by Ad Format

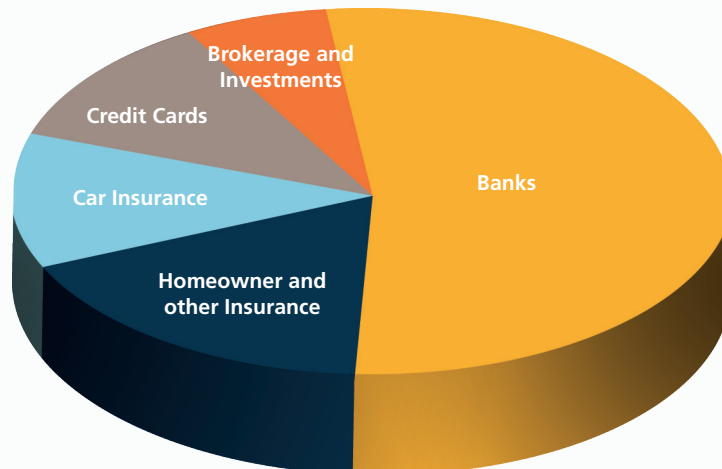


Source: MediaMind Research. Data: November 2009 to October 2010, Financial, Worldwide.

Financial Segments

At MediaMind, the financial services industry is comprised of multiple sub-categories. Between Q4 2009 to Q3 2010, more than 50% of global financial services impressions served by MediaMind advertised banking services. Some of these campaigns promote personal loans, debit cards and other services in addition to checking accounts.

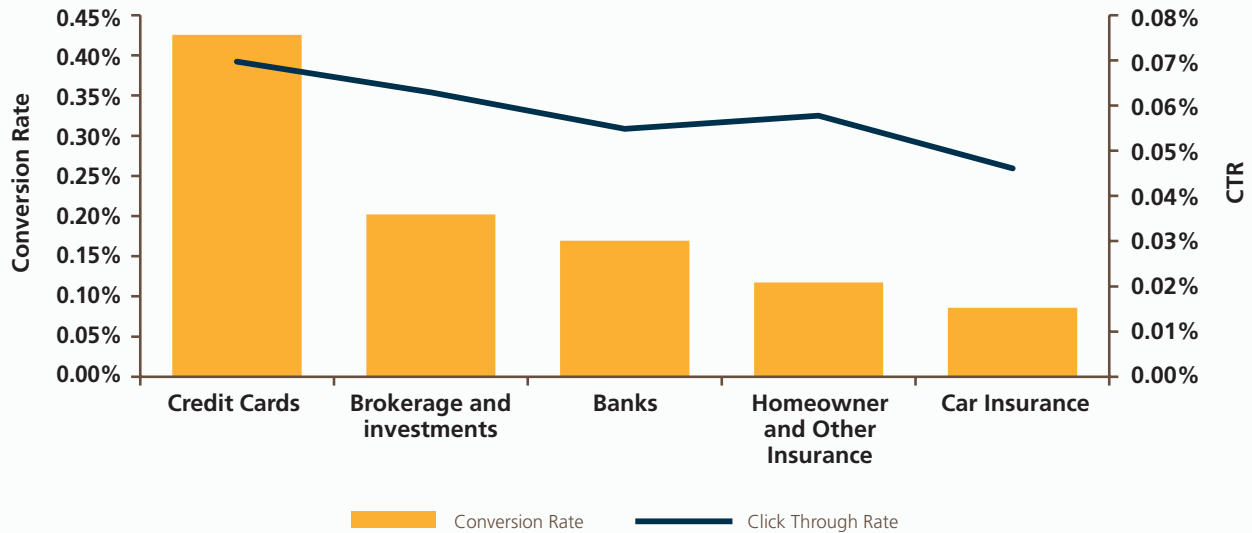
Chart 8: Financial Impressions by Segment



Source: MediaMind Research. Data: November 2009 to October 2010, Financial, Worldwide.

The second largest sub-group is car insurance. These campaigns typically encourage users to get a quote for their car insurance and generate leads. Other prominent sub-categories include homeowner and other insurance, credit card companies and brokerage and investment banks.

Chart 9: Conversion Rate and CTR by Segment



Source: MediaMind Research. Data: November 2009 to October 2010, Financial, Worldwide.

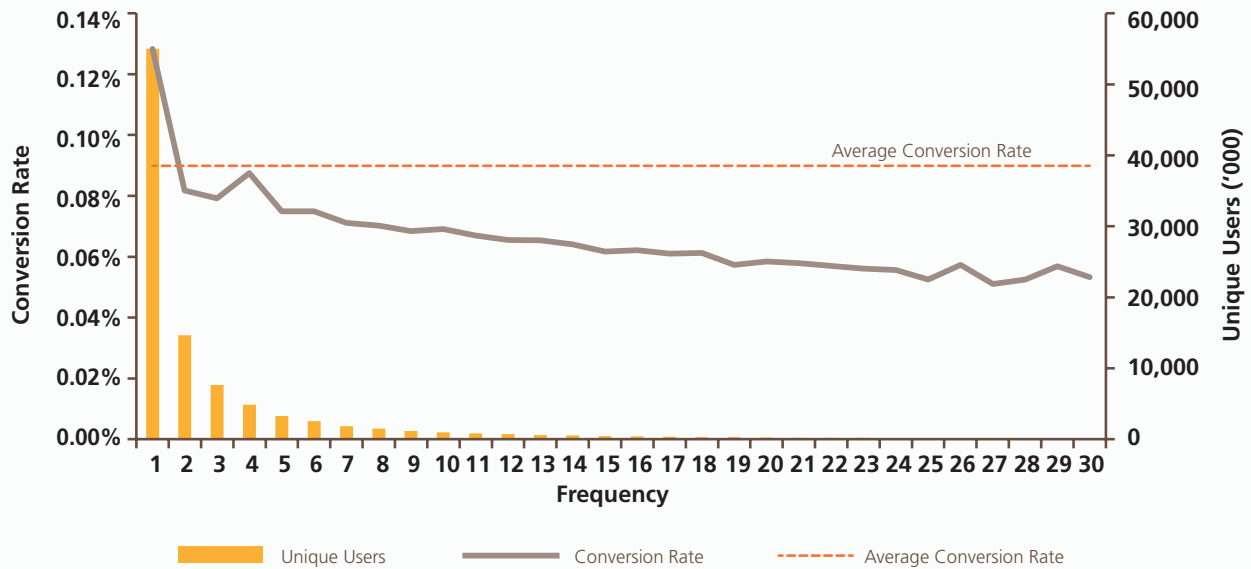
Credit Card companies are doing the best job of compelling users to respond to their ads and achieve the highest Conversion Rate and the highest Click Through Rate. Other segments tend to receive lower Conversion Rate and Click Through Rate.



Reach and Frequency

In Financial Services campaigns, giving the right offer to the right user is crucial. Users pretty much know if an offer is relevant for them after the first impression. For example, targeting a user who is not in the market for car insurance right now with an offer is not likely to attract him or her to your site no matter how many times you target them.

Chart 10: Conversion Rate by Frequency for Standard Banners

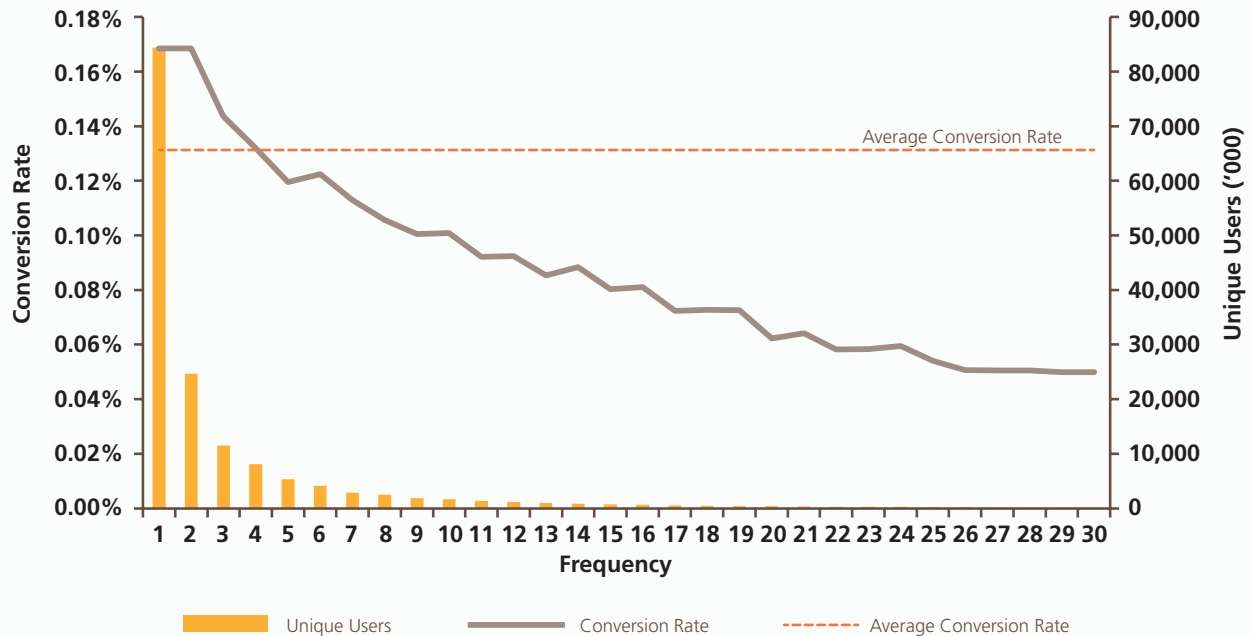


Source: MediaMind Research. Sample of 30 Standard Banner financial campaigns, May-November 2010.
 Note: Analysis includes landing page conversion tags.

This is evident when analyzing the performance by frequency of Financial Services campaigns. Standard Banners tend to receive the highest Conversion Rate after the first impression, and Conversion Rate quickly drops below average after the second impression. This indicates that the first encounter with a user is the most important one.



Chart 11: Conversion Rate by Frequency for Rich Media



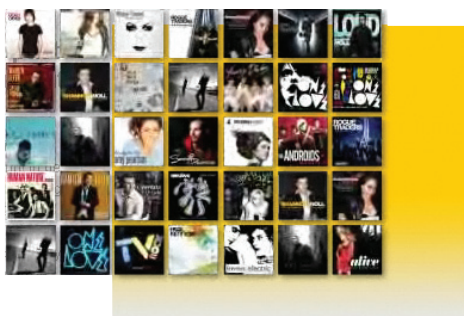
Source: MediaMind Research. Sample of 30 Rich Media financial campaigns, May-November 2010.
 Note: Analysis includes landing page conversion tags.

With Rich Media, the first and second impressions have the highest Conversion Rate. Conversion Rate drops below the average after four exposures of the campaign, on average. Because of its interactive features, Rich Media manages to keep users interested even after the first impression. It gives them the opportunity to explore the brand further on the banner itself rather than on the advertiser’s website, get more information and then change their mind, something that cannot be done with Standard Banners.

As the evidence presented here shows, users are going to make up their mind about whether they are going to convert after they are exposed to the first few impressions. This increases the need to serve users the most effective creative the first time.

One of the best ways to guarantee delivering the best creative every time is Automatic Creative Optimization, available in MediaMind’s Smart Versioning tool. Automatic Optimization is an algorithm that identifies the most successful creative, and serves it the vast majority of the time.

MediaMind’s benchmark shows that ads that used automatic optimization increased CTR by 72% and Conversion Rate by 40%.



Boosting Campaign Results

The creative execution of every campaign is unique; however there are steps that may boost the performance of any financial services campaign. This part of the research addresses steps that advertisers and agencies can take in order to make their campaigns more successful. Two easy steps that can help advertisers boost the performance of their campaign are using Rich Media and adding video to the creative.

Rich Media vs. Standard Banners

As data shown in this report indicate, a significantly higher proportion of users views the banner and engages with it as compared to those who click on it. Therefore, it is important to create an engaging experience also for users who view ads without clicking. This is one of the strengths of Rich Media.

The enhanced user experience of Rich Media boosts both the performance of branding and of Direct Response campaigns. More specifically, Rich Media more than triples the Click Through Rate, as compared to Standard Banners and also increases the Conversion Rate.

This elevated performance has a few explanations. The dynamic Rich Media stands in contrast to the publisher’s textual content, and therefore attracts users attention from the content to the ad. Furthermore, by enabling users to interact with the marketing message, Rich Media increases recall. Rich creatives also have the ability to feed data dynamically and increase relevancy. When all of these effects are combined, the result is an increase in clicks and conversions, as compared to Standard Banners.

Chart 12a: Click Through Rate

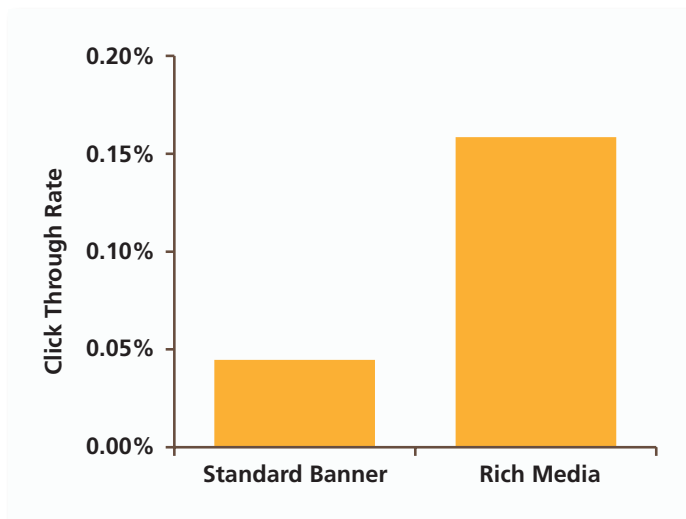
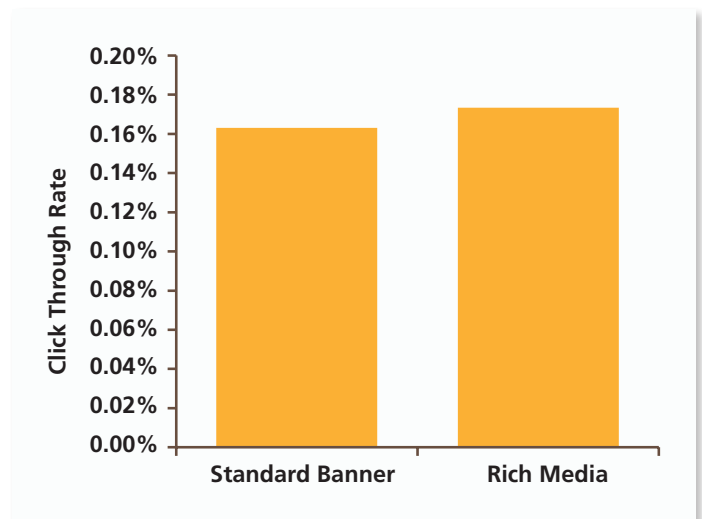


Chart 12b: Conversion Rate



Source: MediaMind Research.
Data: November 2009 to October 2010, Financial, Worldwide.

While Rich Media costs more to produce and serve, new capabilities for dynamic creative such as MediaMind’s Smart Versioning allow the advertiser to better control long term creative costs by dynamically generating multiple versions of the creative.

Video Boosts even Rich Media

This research has shown that Rich Media has both higher Click Through Rate and Conversion Rate as compared to Standard Banners. However, Rich Media creatives were not all born equal. This analysis shows that Rich Media ads with video outperform Rich Media ads without video.

There are several reasons for this increased performance. First, the dynamic video attracts users' attention from the publisher's content to the ad, and enhances the visibility. Moreover, the moving pictures are able to convey significantly more content; if a picture

is worth a thousand words, imagine what 24 per second can do. Most importantly, video has the ability to convey a narrative that encourages users to identify with the brand message and look for more information on the brand site.

All of these reasons make video achieve a higher Click Through Rate and Conversion Rate as compared to Rich Media without video.

Video boosted CTR for financial ads by 302% and Conversion Rate by 21%.

Chart 13a: Click Through Rate

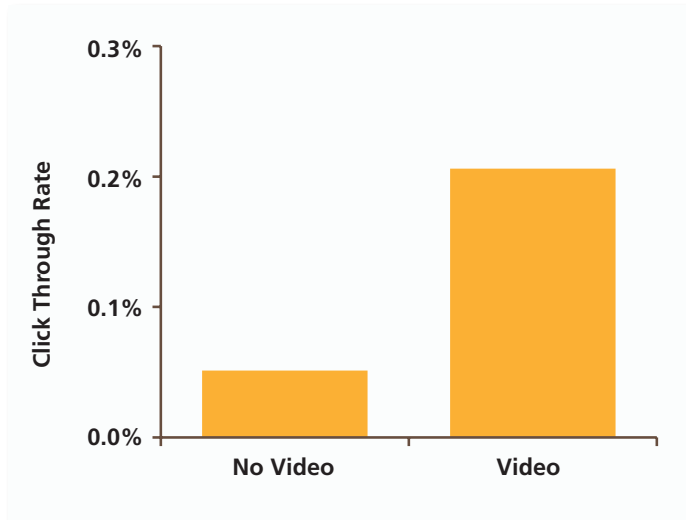
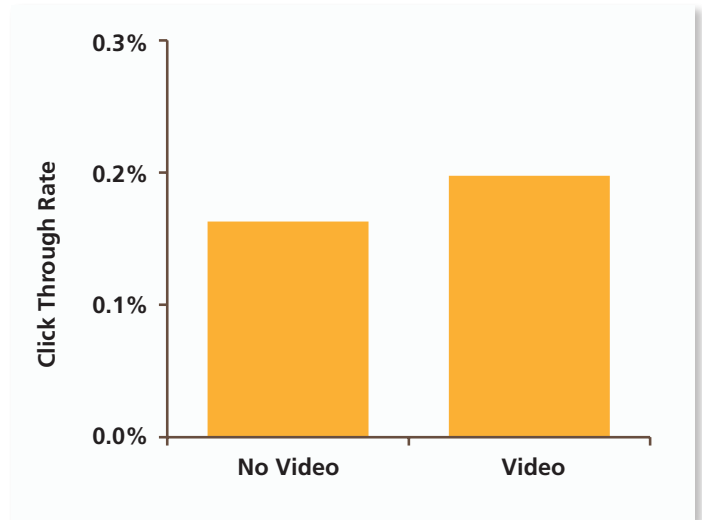


Chart 13b: Conversion Rate



Source: MediaMind Research.
Data: Q2 2009 to Q1 2010, Financial, Worldwide.

Conclusion

As the bulk of financial services moves online, online display advertising becomes a strategic marketing channel. Users are becoming accustomed to managing their financial affairs and buying insurance online. Advertisers respond in-kind, making online display advertising the most important marketing channel in terms of investment for the industry.

Overall for financial services, for every ten thousand impressions that are served, 426 are Dwelled, 92 interactions, nine are clicked on, and slightly more than 16 result in conversion (3 post click and ~14 post impression). When significantly more users engage with the banner than click on it, it is important to make sure that users receive the best experience and as much information as possible in the banner, rather than waiting for a mini-site.

Games, Music, Instant Messaging (IM), Health and Beauty, Social Networks and Mail achieve the highest branding performance. For Direct Response, Maps, Travel, Auto, Entertainment, News, IM, and Homepage have an above average Conversion Rate.

More than 50% of global financial services impressions served by MediaMind advertised banking services, followed by homeowner and other insurance and car insurance. Credit Card companies are doing the best job of compelling users to respond to their ads and achieve the highest Conversion Rate and the highest Click Through Rate.

Using Rich Media ad formats, specifically those with video may improve campaign performance. Rich Media more than triples Click Through Rate, as compared to Standard Banners and increases Conversion Rate. Video boosts CTR and Conversion Rate even further.

If the financial services industry knows how to do something well, it is to chase the investments with the highest return. No wonder then that they choose to put their highest single channel investment into display.



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.

Financial Services Benchmarks by Region

Financial Benchmarks for North America - Q4 2009 to Q3 2010 Performance Metrics (By Format, Size and Vertical)



Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	3.3%	4.5%	4.5%	47.9	0.08%	90.9	34.6%	56.9%	4.7%	3.3%	17.0%	42.2
160x600	0.1%	0.1%	2.2%	29.6	0.04%	12.7	5.8%	70.4%	55.9%	4.5%	14.5%	66.8
Rich Media	4.5%	6.3%	4.8%	48.0	0.10%	89.6	17.8%	56.9%	5.5%	4.5%	14.5%	66.8
Expandable Banner	3.3%	4.5%	4.5%	47.9	0.10%	90.9	34.6%	56.9%	4.7%	3.3%	17.0%	42.2
300x250	0.1%	0.1%	2.2%	29.6	0.04%	12.7	5.8%	70.4%	55.9%	4.5%	14.5%	66.8
Polite Banner	0.1%	0.1%	2.2%	29.6	0.04%	12.7	5.8%	70.4%	55.9%	4.5%	14.5%	66.8
160x600	0.1%	0.1%	2.8%	21.9	0.07%							

Data Source: MediMind Research, Q4 2009 to Q3 2010.
Market Definition: North America market includes United States and Canada.
--- 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

Financial Benchmarks for Europe - Q4 2009 to Q3 2010 Performance Metrics (By Format, Size and Vertical)



Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	6.4%	10.9%	7.1%	44.8	0.38%	65.8	17.9%	68.0%	34.9%	5.5%	24.3%	82.0
160x600	1.6%	1.7%	5.0%	30.2	0.16%	31.3	44.9%	63.5%	48.7%	11.0%	28.4%	53.5
Rich Media	10.8%	18.9%	8.8%	76.7	0.39%	53.9	12.8%	64.0%	38.8%	11.0%	28.4%	53.5
Expandable Banner	6.4%	10.9%	7.1%	44.8	0.38%	65.8	17.9%	68.0%	34.9%	5.5%	24.3%	82.0
234x60	17.6%	31.4%	11.8%	99.6	0.45%	15.1	4.1%	25.0%	12.0%	17.1%	31.8%	17.6
Expandable Strip	13.0%	19.2%	10.0%	44.5	0.15%					12.9%	19.0%	7.7
Polite Banner	1.1%	2.5%	2.5%	26.3	0.12%	42.9	54.4%	68.7%	54.5%			
300x250	1.6%	1.7%	5.0%	30.2	0.16%	31.3	44.9%	63.5%	48.7%			
160x600	2.2%	7.1%	1.7%	25.7	0.09%	49.1	88.7%	76.5%	62.0%			

Data Source: MediMind Research, Q4 2009 to Q3 2010.
Market Definition: Europe market includes Austria, Belgium, Denmark, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland and UK.
--- Denotes inapplicable metric or insufficient data.

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mediamind™ **Financial Benchmarks for Australia and New Zealand - Q4 2009 to Q3 2010**
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner 160x600	--	--	--	--	--	--	--	--	--	--	--
Rich Media Expandable Banner	3.5%	5.8%	5.6%	29.2	15.5	--	38.0%	20.7%	4.3%	7.2%	30.2
Polite Banner 300x250	0.1%	0.5%	2.0%	19.1	22.4	23.4%	41.4%	36.4%	--	--	--
160x600	0.2%	0.9%	2.2%	20.9	25.7	20.8%	31.9%	28.6%	--	--	--
160x600	0.1%	0.1%	1.6%	16.4	--	14.5%	63.9%	53.2%	--	--	--
Data Source: MediMind Research, Q4 2009 to Q3 2010. Market Definition: Australia and New Zealand market includes Australia and New Zealand. -- Denotes inapplicable metric or insufficient data.											

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mediamind™ **Financial Benchmarks for South Asia - Q4 2009 to Q3 2010**
Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner 300x250	--	--	--	--	--	--	--	--	--	--	--
Rich Media Expandable Banner	10.2%	15.1%	6.2%	57.4	12.7	0.1%	30.7%	18.6%	10.1%	15.7%	32.7
Polite Banner 234x60	8.9%	10.6%	7.5%	44.8	--	--	--	--	8.6%	20.4%	64.1
300x250	9.3%	14.5%	5.6%	64.6	12.2	0.1%	31.9%	19.2%	9.2%	13.7%	16.3
160x600	0.3%	0.4%	5.3%	14.2	5.0	6.2%	91.6%	82.4%	--	--	--
300x250	0.1%	0.1%	2.8%	20.3	18.7	0.1%	93.9%	81.0%	--	--	--
Data Source: MediMind Research, Q4 2009 to Q3 2010. Market Definition: South Asia market includes Thailand, Pakistan, Malaysia, Singapore, India, Indonesia, the Philippines and Vietnam. -- Denotes inapplicable metric or insufficient data.											

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Financial Benchmarks for Latin America - Q4 2009 to Q3 2010
Performance Metrics (By Format, Size and Vertical)



Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	---	---	---	---	0.08%	---	---	---	---	---	---	---
160x600	---	---	---	---	0.08%	---	---	---	---	---	---	---
Rich Media	10.7%	13.2%	11.5%	76.5	0.47%	11.9	5.6%	81.2%	71.5%	10.6%	15.8%	41.8
Expandable Banner	12.6%	22.3%	13.3%	36.4	0.41%	12.4	16.9%	88.1%	82.5%	12.5%	21.4%	39.2
300x250	---	---	---	---	0.71%	12.9	12.3%	56.4%	31.3%	25.7%	44.9%	15.3
234x60	25.7%	---	21.1%	---	---	---	---	---	---	---	---	---
Polite Banner	0.1%	0.1%	2.0%	14.4	0.04%	---	---	---	---	---	---	---
300x250	0.1%	0.1%	2.0%	14.4	0.04%	---	---	---	---	---	---	---

Data Source: MediaMind Research, Q4 2009 to Q3 2010.
Market Definition: Latin America market includes Brasil, Chile, Mexico, Colombia and Argentina.
--- Denotes inapplicable metric or insufficient data.

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Financial Benchmarks for Australia - Q4 2009 to Q3 2010
Performance Metrics (By Format, Size and Vertical)



Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	---	---	---	---	0.03%	---	---	---	---	---	---	---
Rich Media	1.3%	1.8%	4.8%	22.4	0.10%	15.5	---	38.0%	20.7%	1.6%	2.3%	28.5
Expandable Banner	0.1%	0.5%	2.1%	19.1	0.04%	22.4	23.4%	41.4%	36.4%	---	---	---
Polite Banner	0.2%	0.9%	2.2%	20.9	0.04%	25.7	20.8%	31.9%	26.6%	---	---	---
300x250	---	---	---	---	0.05%	---	14.5%	63.9%	53.2%	---	---	---
160x600	0.1%	0.1%	1.8%	16.0	0.05%	---	---	---	---	---	---	---

Data Source: MediaMind Research, Q4 2009 to Q3 2010.
--- Denotes inapplicable metric or insufficient data.

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Financial Services Benchmarks by Country



Financial Benchmarks for Belgium - Q4 2009 to Q3 2010 Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner 300x250	--	--	--	--	0.13%	--	--	--	--	--	--	--
Standard Banner 160x600	--	--	--	--	0.30%	--	--	--	--	--	--	--
Rich Media	--	--	--	--	0.09%	--	--	--	--	--	--	--
Expandable Banner 300x250	4.8%	4.8%	4.0%	33.0	0.28%	7.2	1.9%	25.4%	10.2%	4.6%	9.0%	14.0
Expandable Banner 300x250	3.0%	4.4%	4.4%	19.6	0.28%	--	--	--	--	2.4%	16.7%	7.7
Expandable Banner 234x60	5.7%	4.5%	3.6%	40.1	0.21%	7.2	1.9%	25.4%	10.2%	5.7%	4.3%	18.7

MediaMind Research, Q4 2009 to Q3 2010.
-- Denotes inapplicable metric or insufficient data.

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Financial Benchmarks for Brazil - Q4 2009 to Q3 2010 Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner 300x250	--	--	--	--	0.09%	--	--	--	--	--	--	--
Standard Banner 160x600	--	--	--	--	0.11%	--	--	--	--	--	--	--
Rich Media	--	--	--	--	0.44%	--	--	--	--	--	--	--
Expandable Banner 300x250	11.2%	14.6%	14.2%	96.1	0.44%	--	--	--	--	11.0%	31.8%	15.1
Expandable Banner 300x250	22.3%	34.7%	21.9%	42.3	0.86%	--	--	--	--	22.2%	33.8%	41.1
Polite Banner 300x250	0.1%	0.1%	2.0%	14.4	0.04%	--	--	--	--	--	--	--
Polite Banner 300x250	0.1%	0.1%	2.0%	14.4	0.04%	--	--	--	--	--	--	--

MediaMind Research, Q4 2009 to Q3 2010.
-- Denotes inapplicable metric or insufficient data.

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Financial Benchmarks for Canada - Q4 2009 to Q3 2010
 Performance Metrics (By Format, Size and Vertical)



Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	---	---	---	---	0.08%	---	---	---	---	---	---	---
300x250	---	---	---	---	0.09%	---	---	---	---	---	---	---
160x600	---	---	---	---	0.06%	---	---	---	---	---	---	---
Rich Media	3.9%	5.9%	5.0%	39.0	0.11%	3.5	3.8%	84.1%	60.6%	3.9%	24.9%	43.9
Expandable Banner	4.0%	6.3%	5.5%	37.6	0.11%	3.6	7.6%	80.6%	53.5%	4.0%	28.3%	44.8
300x250												

Data Source: MediMind Research, Q4 2009 to Q3 2010
 --- Denotes inapplicable metric or insufficient data.

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Financial Benchmarks for Germany - Q4 2009 to Q3 2010
 Performance Metrics (By Format, Size and Vertical)



Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	---	---	---	---	0.02%	---	---	---	---	---	---	---
Rich Media	1.9%	3.1%	6.5%	40.4	0.28%	---	---	---	---	5.7%	---	19.4
Expandable Banner	0.3%	0.5%	4.9%	56.9	0.28%	---	---	---	---	---	---	---
Polite Banner	0.9%	1.2%	11.8%	63.8	0.56%	---	53.3%	57.5%	36.5%	---	---	---
300x250	---	---	---	---	---	---	---	---	---	---	---	---
160x600	0.1%	0.2%	1.7%	33.6	0.16%	---	---	---	---	---	---	---

Data Source: MediMind Research, Q4 2009 to Q3 2010
 --- Denotes inapplicable metric or insufficient data.

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Financial Benchmarks for Malaysia - Q4 2009 to Q3 2010
Performance Metrics (By Format, Size and Vertical)



Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	---	---	---	---	0.13%	---	---	---	---	---	---	---
300x250	---	---	---	---	0.12%	---	---	---	---	---	---	---
160x600	---	---	---	---	0.11%	---	---	---	---	---	---	---
Rich Media	9.7%	15.5%	5.8%	73.0	0.18%	12.7	0.1%	30.7%	18.6%	9.7%	14.1%	16.2
Expandable Banner	9.5%	15.4%	5.9%	73.0	0.19%	12.2	0.1%	31.9%	19.2%	9.4%	14.0%	15.6
234x60	0.1%	0.1%	2.5%	21.1	0.07%	18.7	0.1%	93.9%	81.0%	---	---	---
Polite Banner	0.1%	0.1%	2.5%	21.0	0.07%	18.7	0.1%	93.9%	81.0%	---	---	---
300x250	---	---	---	---	---	---	---	---	---	---	---	---

Data Source: MediMind Research, Q4 2009 to Q3 2010.
-- Denotes inapplicable metric or insufficient data.

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Financial Benchmarks for Netherlands - Q4 2009 to Q3 2010
Performance Metrics (By Format, Size and Vertical)



Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	---	---	---	---	0.09%	---	---	---	---	---	---	---
300x250	---	---	---	---	0.07%	---	---	---	---	---	---	---
160x600	---	---	---	---	0.08%	---	---	---	---	---	---	---
Rich Media	0.8%	1.7%	1.7%	23.1	0.11%	20.7	---	77.7%	63.7%	---	---	---
Polite Banner	1.9%	3.8%	1.2%	22.9	0.05%	20.7	---	77.8%	63.8%	---	---	---
160x600	---	---	---	---	---	---	---	---	---	---	---	---

Data Source: MediMind Research, Q4 2009 to Q3 2010.
-- Denotes inapplicable metric or insufficient data.

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Financial Benchmarks for Singapore - Q4 2009 to Q3 2010
Performance Metrics (By Format, Size and Vertical)



Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner 160x600	--	--	--	--	0.06%	--	--	--	--	--	--	--
Rich Media Expandable Banner 300x250	8.7%	11.3%	5.9%	53.0	0.16%	--	--	--	--	8.6%	15.4%	50.0
	8.8%	10.6%	7.5%	44.8	0.23%	--	--	--	--	8.8%	20.4%	64.1
	8.5%	11.7%	4.7%	56.6	0.11%	--	--	--	--	8.5%	11.6%	14.1
Data Source MediaMind Research, Q4 2009 to Q3 2010												
-- Denotes inapplicable metric or insufficient data.												

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Financial Benchmarks for Spain - Q4 2009 to Q3 2010
Performance Metrics (By Format, Size and Vertical)



Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner 160x600	--	--	--	--	0.08%	--	--	--	--	--	--	--
Rich Media Expandable Banner 234x60	21.3%	40.0%	18.3%	96.8	0.47%	--	17.4%	72.0%	56.9%	20.8%	28.3%	18.7
	22.5%	42.5%	18.5%	--	0.49%	7.1	4.2%	22.6%	10.8%	21.9%	28.5%	18.6
Polite Banner	0.1%	0.1%	4.0%	23.9	0.10%	--	--	--	--	--	--	--
Data Source MediaMind Research, Q4 2009 to Q3 2010												
-- Denotes inapplicable metric or insufficient data.												

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Financial Benchmarks for Switzerland - Q4 2009 to Q3 2010
Performance Metrics (By Format, Size and Vertical)



Formats	Basic Metrics					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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)	
Standard Banner 160x600	--	--	--	--	0.10%	--	--	--	--	--	--	--	
Rich Media Expandable Banner 300x250	1.5%	1.9%	3.4%	33.7	0.60%	5.8	64.0%	77.0%	64.7%	1.3%	87.8%	47.6	
Polite Banner 160x600	3.6%	16.5%	2.7%	27.1	0.11%	91.2	57.8%	73.0%	57.9%	--	--	--	
	3.7%	17.2%	2.6%	27.2	0.11%	91.2	57.8%	73.0%	57.9%	--	--	--	

Data Source: MediMind Research, Q4 2009 to Q3 2010.
-- Denotes inapplicable metric or insufficient data.

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Financial Benchmarks for UK - Q4 2009 to Q3 2010
Performance Metrics (By Format, Size and Vertical)



Formats	Basic Metrics					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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)	
Standard Banner 160x600	--	--	--	--	0.04%	--	--	--	--	--	--	--	
Rich Media Expandable Banner 300x250	7.9%	12.5%	6.7%	90.7	0.11%	30.2	4.7%	69.7%	56.3%	7.8%	16.5%	--	
Polite Banner 234x60	6.1%	9.9%	7.2%	49.1	0.12%	25.2	7.0%	75.5%	62.4%	5.9%	17.7%	27.6	
	14.3%	22.3%	8.4%	--	0.14%	6.3	1.0%	29.1%	13.5%	14.3%	22.0%	--	
	0.5%	0.6%	2.5%	30.0	0.08%	74.8	50.0%	75.2%	60.7%	--	--	--	
	0.2%	0.2%	2.0%	31.2	0.07%	36.9	62.2%	80.7%	64.5%	--	--	--	

Data Source: MediMind Research, Q4 2009 to Q3 2010.
-- Denotes inapplicable metric or insufficient data.

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Financial Benchmarks for United States - Q4 2009 to Q3 2010
Performance Metrics (By Format, Size and Vertical)



Formats	Basic Metrics				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	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	0.06%	--	--	--	--	--	--	--
300x250	--	--	--	--	0.07%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.05%	--	--	--	--	--	--	--
Rich Media	4.6%	6.4%	4.8%	49.6	0.08%	91.4	20.1%	56.1%	3.9%	4.6%	12.8%	73.2
Expandable Banner	3.2%	4.1%	4.3%	51.1	0.09%	92.7	37.6%	56.4%	3.6%	3.1%	14.6%	41.0
300x250	0.1%	0.1%	2.2%	29.4	0.06%	12.9	5.9%	70.4%	55.9%	--	--	--
Polite Banner	0.1%	0.1%	2.2%	29.6	0.04%	12.7	5.8%	70.4%	55.9%	--	--	--
300x250	0.1%	0.1%	2.8%	22.6	0.06%	--	--	--	--	--	--	--
160x600	--	--	--	--	--	--	--	--	--	--	--	--

Data Source: Mediamind Research, Q4 2009 to Q3 2010.
 -- Denotes inapplicable metric or insufficient data.

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