eyeblaster

Benchmarks for Australia and New Zealand

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	--	--	--	--	0.08%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.05%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.07%	--	--	--	--	--	--	--
Rich Media												
Commercial Break	**1.6%**	**1.6%**	**44.7%**	**8.7**	**1.86%**	--	--	--	--	--	--	--
Expandable Banner	**7.0%**	**10.8%**	**7.1%**	**48.4**	**0.22%**	**87.5**	**7.4%**	**63.0%**	**49.4%**	**6.9%**	**15.9%**	**89.7**
300x250	5.1%	7.5%	6.9%	36.3	0.24%	130.8	10.5%	71.8%	56.9%	5.0%	16.7%	114.4
728x90	8.8%	12.1%	6.5%	51.7	0.15%	37.0	6.4%	57.4%	35.2%	8.8%	12.1%	59.6
234x60	9.7%	18.3%	7.9%	77.1	0.31%	19.6	5.4%	45.1%	37.9%	9.7%	18.3%	46.2
Expandable Strip	**0.5%**	**0.7%**	**3.9%**	**44.5**	**0.09%**	**16.0**	**52.6%**	**66.0%**	**54.4%**	**1.0%**	**1.0%**	**161.5**
Floating Ad	**1.6%**	**1.9%**	**25.6%**	**3.9**	**1.76%**	**17.0**	**40.4%**	**55.1%**	**25.0%**	--	--	--
Floating Ad with Reminder	**5.4%**	**6.3%**	**21.7%**	**11.1**	**0.84%**	**15.9**	**88.1%**	**62.8%**	**46.3%**	--	--	--
Polite Banner	**0.4%**	**0.6%**	**3.1%**	**31.0**	**0.10%**	**38.6**	**39.4%**	**72.3%**	**56.5%**	--	--	--
300x250	0.5%	0.7%	4.0%	32.3	0.13%	37.3	38.4%	71.7%	55.7%	--	--	--
728x90	0.3%	0.4%	2.0%	27.6	0.07%	56.9	45.0%	82.3%	67.9%	--	--	--
160x600	0.5%	0.6%	3.1%	22.6	0.08%	31.6	42.4%	65.9%	52.4%	--	--	--
Push Down Banner	**3.3%**	**4.2%**	**6.0%**	**38.5**	**0.51%**	--	--	--	--	**2.9%**	**13.4%**	**16.5**

Verticals

	Basic Metrics						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	Impressions with any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Apparel	7.1%	12.1%	6.3%	50.0	0.27%	0.10%	13.3	23.7%	70.2%	56.4%	10.5%	18.7%	38.9
Auto	2.2%	3.2%	2.7%	29.9	0.12%	0.06%	51.0	22.1%	82.6%	68.0%	6.7%	15.1%	105.5
B2B	3.8%	5.1%	8.4%	38.0	0.07%	0.05%	--	--	--	--	--	--	--
Careers	3.9%	5.8%	6.2%	29.3	0.41%	0.04%	--	--	--	--	6.5%	8.9%	34.0
Consumer Packaged Goods	2.6%	4.1%	5.9%	38.0	0.18%	0.08%	33.2	21.5%	69.3%	52.9%	6.2%	15.4%	40.8
Corporate	0.2%	0.2%	2.4%	37.1	0.05%	0.06%	150.9	67.8%	87.6%	79.9%	1.4%	1.8%	18.4
Electronics	1.3%	2.0%	3.9%	27.8	0.15%	0.09%	10.6	23.5%	84.4%	61.0%	5.1%	9.4%	123.1
Entertainment	3.4%	5.5%	6.8%	45.7	0.25%	0.10%	26.1	23.2%	71.8%	56.1%	6.8%	15.4%	168.0
Financial	2.5%	3.5%	5.4%	28.2	0.11%	0.04%	29.1	25.4%	69.6%	55.3%	5.2%	12.9%	68.0
Gaming	4.6%	7.5%	9.1%	29.1	0.35%	0.13%	74.2	28.8%	56.5%	41.3%	10.6%	19.6%	42.8
Government/Utilities	4.2%	6.6%	6.0%	39.5	0.22%	0.08%	25.8	44.2%	62.8%	49.0%	9.8%	19.0%	33.6
Health/Beauty	4.6%	7.4%	6.8%	41.1	0.24%	0.06%	21.0	26.9%	57.6%	32.8%	9.2%	16.7%	69.4
Medical	0.8%	1.4%	5.1%	52.9	0.17%	0.06%	259.7	43.0%	82.0%	70.4%	0.8%	42.2%	222.4
News/Media	4.3%	6.5%	3.3%	32.9	0.23%	0.17%	20.3	8.4%	63.0%	40.3%	10.0%	15.0%	45.8
Restaurant	2.9%	4.7%	5.2%	34.6	0.30%	0.12%	15.2	35.9%	75.8%	63.4%	10.6%	20.2%	32.5
Retail	1.8%	2.4%	4.4%	26.2	0.15%	0.11%	37.3	59.8%	78.8%	67.1%	7.4%	15.8%	54.5
Services	4.1%	5.9%	5.3%	39.9	0.11%	0.06%	56.0	19.9%	62.4%	46.8%	5.3%	8.3%	46.8
Sports	5.0%	9.3%	7.3%	57.9	0.26%	0.03%	61.7	19.7%	68.9%	50.6%	12.4%	26.3%	43.9
Tech/Internet	3.6%	5.3%	11.2%	39.4	0.26%	0.07%	50.4	44.2%	54.2%	39.2%	6.0%	17.6%	30.3
Telecom	1.0%	1.4%	7.0%	21.7	0.10%	0.05%	46.9	43.3%	67.4%	52.5%	5.6%	17.4%	94.8
Travel	3.1%	5.1%	8.0%	24.5	0.29%	0.10%	21.2	5.7%	66.8%	55.1%	8.0%	17.1%	61.5

Data Source	Eyeblaster Research, Q3 2008 to Q2 2009.
Market Definition	Australia and New Zealand market includes Australia and New Zealand.
--	Denotes inapplicable metric or insufficient data.

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