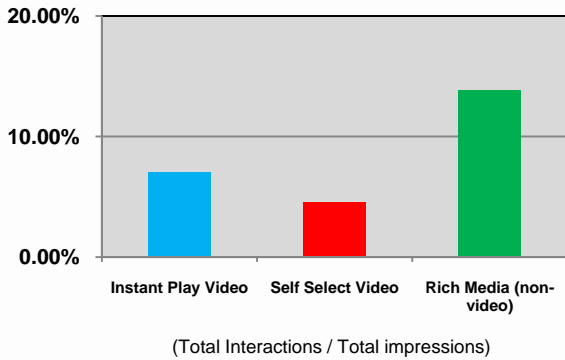


## Automotive Vertical Performance by Initiation Type

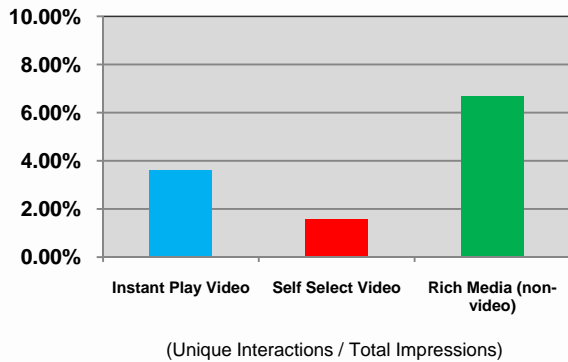
Listed below is data gathered from a recent sampling of EyeWonder's ad campaigns in the Automotive vertical. This report analyzes performance of automotive ads by initiation type. Instant Play Video, Self Select Video, and non-video Rich Media units are compared across four main industry metrics.

Initiation Type:	Interaction Rate (total)	Interaction Rate (unique)	Average Interaction Time	Click-Through Rate
Instant Play Video	7.00% average	3.61% average	12.97 seconds	0.39% average
Self Select Video	4.54% average	1.57% average	4.93 seconds	0.13% average
Rich Media (non-video)	13.79% average	6.68% average	11.92 seconds	0.32% average

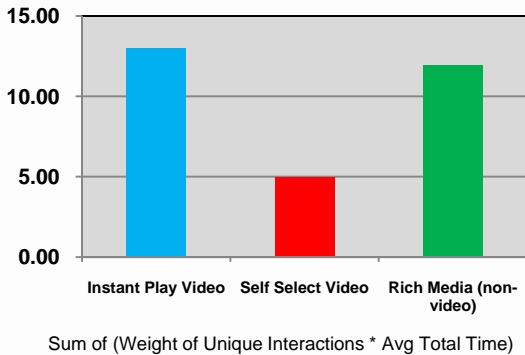
Average Interaction Rate (total) by Initiation Type  
Automotive Vertical – Q1 2010



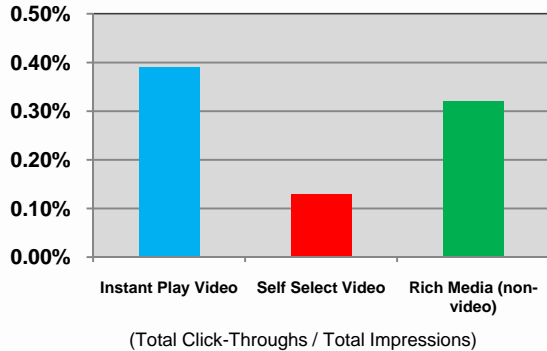
Average Interaction Rate (unique) by Initiation Type  
Automotive Vertical – Q1 2010



Average Interaction Time (seconds) by Initiation Type  
Automotive Vertical – Q1 2010



Average CTR by Initiation Type  
Automotive Vertical – Q1 2010



NOTE: Above quantitative data is only behavioral in nature and does not reflect qualitative factors including creative design and campaign objectives. Campaign objectives differ by campaign and will produce varying results depending on the chosen goals.