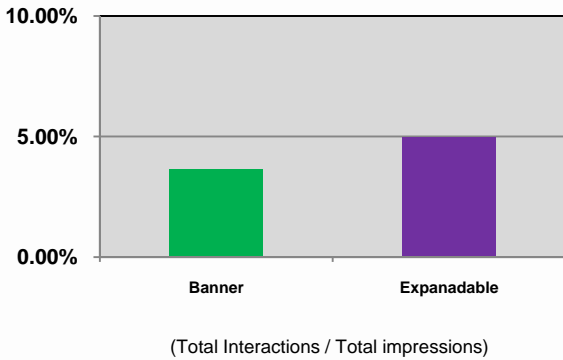


Entertainment Vertical Performance by Ad Format

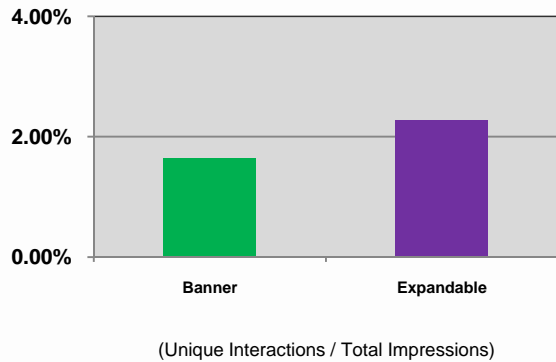
Listed below is data gathered from a recent sampling of EyeWonder's ad campaigns in the Entertainment vertical. This report analyzes performance of Entertainment ads by ad format. Banner and Expandable Rich Media units are compared across four main industry metrics.

Ad Format:	Interaction Rate (total)	Interaction Rate (unique)	Average Interaction Time	Click-Through Rate
Banner	3.64% average	1.63% average	5.57 seconds	0.20% average
Expandable	4.98% average	2.27% average	13.92 seconds	0.27% average

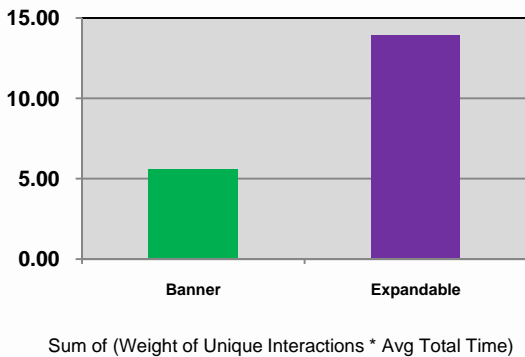
Average Interaction Rate (total) by Ad Format
Entertainment Vertical – Q1 2010



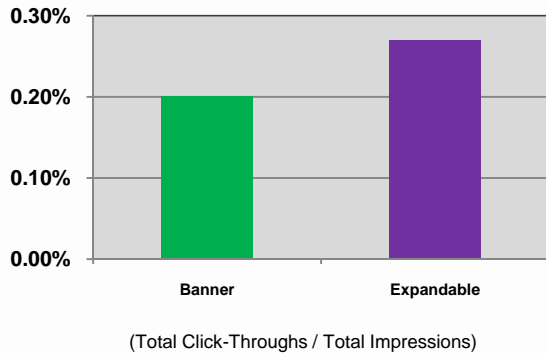
Average Interaction Rate (unique) by Ad Format
Entertainment Vertical – Q1 2010



Average Interaction Time (seconds) by Ad Format
Entertainment Vertical – Q1 2010



Average CTR by Ad Format
Entertainment 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.