



## The 2018 Benchmarks Data Book

### Methodology

To build the 2018 Benchmark, Sizmek Research analyzed 18 unique formats, more than 1,700 unique unit size combinations, 1.2 million+ individual ads and hundreds of billions of impressions served via the Sizmek MDX & SAS Platforms from January through June 2018.

## Worldwide Benchmarks - H1 2018

### Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics			Viewability Metrics
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)	Viewability Rate
<b>Ad Formats</b>													
<b>Rich Media</b>	<b>2.29%</b>	<b>1.32%</b>	<b>1.74%</b>	<b>30.2</b>	<b>0.23%</b>	<b>40.1%</b>	<b>71.4%</b>	<b>57.8%</b>	<b>32.5</b>	<b>1.1%</b>	<b>41.4%</b>	<b>134</b>	<b>44.8%</b>
<b>Polite Banner</b>	<b>1.90%</b>	<b>1.12%</b>	<b>1.42%</b>	<b>28.7</b>	<b>0.16%</b>	<b>44.9%</b>	<b>71.9%</b>	<b>58.1%</b>	<b>31.9</b>	--	--	--	<b>45.9%</b>
300x250	1.91%	1.25%	0.76%	31.54	0.11%	49%	72.7%	58.0%	26.1	--	--	--	42.4%
728x90	0.34%	0.24%	1.00%	23.51	0.10%	45%	57.9%	46.1%	39.37	--	--	--	56.0%
160x600	0.42%	0.27%	1.33%	22.19	0.06%	51%	69.0%	55.6%	26.09	--	--	--	66.6%
300x600	3.81%	2.09%	2.50%	26.86	0.18%	44%	75.9%	62.1%	34.18	--	--	--	45.6%
Other ad sizes	2.79%	1.37%	3.52%	29.88	0.31%	57%	68.6%	57.0%	44.16	--	--	--	42.0%
<b>Expandable Banner</b>	<b>6.08%</b>	<b>3.27%</b>	<b>4.01%</b>	<b>33.6</b>	<b>0.96%</b>	<b>13.2%</b>	<b>62.5%</b>	<b>51.7%</b>	<b>43.7</b>	<b>1.1%</b>	<b>41.4%</b>	<b>134</b>	<b>30.3%</b>
300x250	2.54%	1.74%	2.13%	35.0	0.28%	2.9%	49.2%	35.1%	35.0	1.1%	13.3%	142	21.7%
728x90	4.42%	2.44%	2.59%	60.7	0.10%	8.2%	60.5%	46.1%	21.2	2.0%	10.1%	82	42.3%
160x600	4.81%	2.06%	2.74%	42.6	0.08%	3.0%	40.6%	21.8%	18.4	2.0%	2.7%	63	55.2%
300x600	1.88%	1.18%	5.05%	18.2	0.30%	16.4%	69.8%	56.9%	41.9	0.7%	7.6%	84	51.0%
1x1	8.53%	4.49%	4.22%	32.4	1.52%	9.7%	41.3%	29.0%	26.4	1.0%	46.1%	115	31.4%
Other ad sizes	2.92%	1.52%	4.44%	36.3	0.35%	22.6%	79.9%	71.2%	67.7	1.4%	65.2%	237	43.3%
<b>Pushdown Banner</b>	<b>12.17%</b>	<b>5.88%</b>	<b>6.80%</b>	<b>40.3</b>	<b>0.39%</b>	<b>13.2%</b>	<b>62.5%</b>	<b>51.7%</b>	<b>14.7</b>	<b>4.2%</b>	<b>25.9%</b>	<b>21</b>	<b>37.1%</b>
<b>Standard Banner</b>	--	--	--	--	<b>0.16%</b>	--	--	--	--	--	--	--	43.2%
300x250	--	--	--	--	0.15%	--	--	--	--	--	--	--	38.8%
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--	42.5%
160x600	--	--	--	--	0.09%	--	--	--	--	--	--	--	64.1%
300x600	--	--	--	--	0.20%	--	--	--	--	--	--	--	50.3%
Other ad sizes	--	--	--	--	0.17%	--	--	--	--	--	--	--	44.2%
<b>Mobile Banners</b>	--	--	--	--	<b>0.24%</b>	--	--	--	--	--	--	--	--
<b>Video Formats</b>													
Rich Media Polite with Video	4.16%	2.06%	1.78%	26.3	0.17%	44.7%	71.8%	58.1%	31.9	--	--	--	--
HTML5 Polite with Video	4.17%	2.33%	2.00%	33.0	0.17%	44.8%	71.7%	57.9%	32.1	--	--	--	--
In-Stream Video	--	--	--	--	1.43%	98.7%	87.1%	81.2%	23.1	--	--	--	--
Interactive Video	13.50%	10.64%	1.96%	19.2	2.74%	95.8%	85.5%	79.1%	23.7	--	--	--	--

### Standard & Rich Media Vertical Performance Metrics

	Basic Metrics					Video Metrics				Expansion Metrics			Viewability Metrics
	RM Interaction Rate	RM Dwell Rate	RM Average Dwell Time (secs)	Rich Media CTR	Standard Banner CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)	Viewability Rates
Apparel	3.68%	2.20%	32.3	0.29%	0.18%	36.9%	72.6%	59.7%	30.6	0.5%	54.5%	41	47%
Auto	0.85%	1.39%	24.8	0.12%	0.14%	37.0%	68.0%	54.5%	62.8	1.1%	31.6%	179	45%
B2B	1.55%	1.93%	40.1	0.10%	0.19%	67.3%	82.2%	39.5	39.5	2.4%	68.6%	140	61%
Careers	2.00%	1.30%	25.4	0.16%	0.11%	46.4%	66.4%	49.6%	20.5	--	--	--	32%
Consumer Packaged Goods	3.72%	2.04%	40.6	0.60%	0.14%	51.1%	73.8%	59.1%	28.9	1.1%	42.9%	58	48%
Corporate	4.20%	3.03%	53.6	0.55%	0.22%	60.5%	44.3%	32.4%	39.2	0.8%	83.2%	275	39%
Electronics	2.95%	2.58%	29.4	0.31%	0.30%	51.9%	66.0%	52.0%	20.1	4.2%	52.4%	143	35%
Entertainment	3.12%	1.89%	33.0	0.16%	0.13%	38.0%	76.7%	63.7%	33.1	1.8%	33.8%	118	45%
Financial	4.82%	2.70%	28.4	0.29%	0.12%	35.5%	73.7%	61.7%	40.7	1.2%	50.8%	145	39%
Gaming	6.90%	2.05%	50.6	0.11%	0.09%	24.9%	60.8%	48.0%	18.2	3.4%	50.3%	127	51%
Insurance	0.85%	3.09%	31.7	0.17%	0.13%	56.7%	68.0%	43.2%	22.4	--	--	--	--
Medical	1.60%	2.07%	18.4	0.18%	0.10%	54.2%	70.9%	54.5%	25.9	0.5%	40.5%	39	53%
Restaurant	4.16%	3.08%	27.5	0.57%	0.16%	19.8%	66.4%	50.7%	42.5	0.5%	28.0%	34	42%
Retail	6.59%	2.51%	28.0	0.24%	0.14%	22.7%	67.8%	52.3%	35.1	0.1%	60.5%	141	46%
Services	1.90%	1.09%	26.4	0.10%	0.15%	57.7%	64.5%	53.9%	28.0	1.1%	53.4%	117	32%
Sports	1.27%	0.70%	42.7	0.12%	0.26%	38.7%	77.0%	63.3%	18.7	0.0%	23.7%	41	33%
Telecom	4.35%	1.91%	28.3	0.40%	0.16%	33.8%	76.4%	62.1%	49.1	0.2%	53.0%	85	42%
Travel	0.69%	1.55%	39.5	0.10%	0.12%	14.1%	61.2%	48.3%	34.3	1.1%	49.9%	313	44%

Data Source: Sizmek Research, January through June 2018

-- Denotes inapplicable metric or insufficient data.

## Benchmarks for South Africa - H1 2018

### Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	2.96%	2.33%	1.31%	29.7	0.20%	13.5%	86.9%	75.8%	42.1	0.1%	9.4%	186
<b>Polite Banner</b>	2.90%	2.29%	1.20%	30.2	0.20%	14.1%	86.9%	75.8%	42.1	--	--	--
300x250	4.64%	3.75%	0.75%	45.60	0.23%	11%	89.0%	79.7%	44.0	--	--	--
728x90	0.21%	0.17%	1.70%	17.51	0.11%	--	--	--	--	--	--	--
160x600	0.11%	0.08%	1.03%	24.97	0.06%	--	--	--	--	--	--	--
300x600	1.59%	0.93%	2.40%	19.81	0.18%	75%	92.8%	85.9%	50.46	--	--	--
<b>Expandable Banner</b>	0.20%	0.15%	2.37%	25.1	0.04%	0.0%	62.3%	39.3%	54.5	0.1%	9.4%	186
300x250	--	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	0.16%	0.10%	2.53%	18.3	0.02%	0.0%	62.5%	40.0%	53.2	0.1%	0.1%	123.8
1x1	--	--	--	--	--	--	--	--	--	--	--	--
<b>Pushdown Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	0.17%	--	--	--	--	--	--	--
300x250	--	--	--	--	0.17%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.10%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.10%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.17%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	0.25%	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	4.88%	3.88%	0.80%	49.2	0.25%	14.1%	87.0%	75.8%	42.1	--	--	--
HTML5 Polite with Video	4.88%	3.94%	0.81%	52.0	0.25%	14.1%	86.9%	75.8%	42.1	--	--	--
In-Stream Video	--	--	--	--	--	--	--	--	--	--	--	--
Interactive Video	--	--	--	--	--	--	--	--	--	--	--	--

### Standard & Rich Media Vertical Performance Metrics

	Basic Metrics				Video Metrics				Expansion Metrics			
	RM Interaction Rate	RM Dwell Rate	RM Average Dwell Time (secs)	Rich Media CTR	Standard Banner CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
Apparel	2.98%	4.05%	51.9	0.22%	0.33%	53.1%	76.1%	56.9%	22.0	--	--	--
Auto	3.50%	1.15%	32.8	0.22%	0.21%	11.4%	89.9%	81.0%	46.4	--	--	--
B2B	--	--	--	--	--	--	--	--	--	--	--	--
Careers	--	--	--	--	0.09%	--	--	--	--	--	--	--
Consumer Packaged Goods	--	--	--	--	0.15%	--	--	--	--	--	--	--
Corporate	1.51%	0.61%	44.8	0.71%	0.26%	--	--	--	--	--	--	--
Electronics	--	--	--	--	0.20%	--	--	--	--	--	--	--
Entertainment	--	--	--	--	0.33%	--	--	--	--	--	--	--
Financial	0.23%	2.42%	23.5	0.05%	0.18%	0.0%	41.7%	27.1%	115.6	0.1%	3.6%	325
Gaming	--	--	--	--	--	--	--	--	--	--	--	--
Government & Utilities	--	--	--	--	--	--	--	--	--	--	--	--
Health & Beauty	--	--	--	--	--	--	--	--	--	--	--	--
Insurance	--	--	--	--	--	--	--	--	--	--	--	--
Medical	--	--	--	--	--	--	--	--	--	--	--	--
News & Media	--	--	--	--	--	--	--	--	--	--	--	--
Restaurant	--	--	--	--	0.23%	--	--	--	--	--	--	--
Retail	--	--	--	--	0.16%	--	--	--	--	--	--	--
Services	--	--	--	--	--	--	--	--	--	--	--	--
Sports	--	--	--	--	--	--	--	--	--	--	--	--
Tech & Internet	--	--	--	--	--	--	--	--	--	--	--	--
Telecom	1.72%	1.59%	20.4	0.10%	0.09%	--	--	--	--	--	--	--
Travel	--	--	--	--	--	--	--	--	--	--	--	--

Data Source Sizmek Research, January through June 2018

-- Denotes inapplicable metric or insufficient data.

# Auto Benchmarks - H1 2018

## Performance Metrics by Format and Size

Ad Formats	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Rich Media</b>	<b>0.85%</b>	<b>0.45%</b>	<b>1.39%</b>	<b>24.8</b>	<b>0.12%</b>	<b>37.0%</b>	<b>68.0%</b>	<b>54.5%</b>	<b>62.8</b>	<b>1.1%</b>	<b>31.6%</b>	<b>179</b>
<b>Polite Banner</b>	<b>0.77%</b>	<b>0.39%</b>	<b>1.29%</b>	<b>24.3</b>	<b>0.10%</b>	--	--	--	--	--	--	--
300x250	0.63%	0.34%	0.71%	27.3	0.09%	--	--	--	--	--	--	--
728x90	0.27%	0.20%	1.00%	20.7	0.08%	--	--	--	--	--	--	--
160x600	0.16%	0.11%	1.49%	21.2	0.08%	--	--	--	--	--	--	--
300x600	1.16%	0.75%	2.28%	23.6	0.13%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	<b>3.26%</b>	<b>2.21%</b>	<b>3.81%</b>	<b>27.7</b>	<b>0.51%</b>	<b>18.0%</b>	<b>82.0%</b>	<b>73.9%</b>	<b>78.6</b>	<b>1.1%</b>	<b>31.6%</b>	<b>179</b>
300x250	1.71%	1.25%	4.81%	27.5	0.41%	4.6%	57.4%	37.0%	70.4	0.3%	29.2%	153
728x90	1.45%	1.29%	4.40%	18.4	0.36%	0.0%	50.0%	12.5%	10.5	1.0%	34.9%	15
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	--	--	--	--	--	--	--	--	--	--	--	--
1x1	3.63%	2.46%	2.64%	24.7	0.73%	4.3%	58.1%	49.4%	42.6	1.1%	23.1%	102
<b>Pushdown Banner</b>	<b>1.94%</b>	<b>1.87%</b>	<b>4.30%</b>	<b>11.4</b>	<b>0.28%</b>	<b>18.0%</b>	<b>82.0%</b>	<b>73.9%</b>	<b>19.1</b>	<b>0.2%</b>	<b>76.3%</b>	<b>22</b>
<b>Standard Banner</b>	--	--	--	--	<b>0.14%</b>	--	--	--	--	--	--	--
300x250	--	--	--	--	0.14%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.08%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.10%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.18%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	<b>0.20%</b>	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	2.33%	0.94%	1.60%	25.0	0.13%	42.2%	66.3%	52.2%	60.9	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	0.58%	97.8%	88.2%	83.8%	24.9	--	--	--
Interactive Video	13.96%	13.79%	0.00%	--	1.70%	99.8%	86.6%	77.2%	--	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Auto Definition** 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).

-- Denotes inapplicable metric or insufficient data.

## B2B Benchmarks - H1 2018

### Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	1.55%	1.22%	1.93%	40.1	0.10%	67.3%	89.3%	82.2%	39.5	2.4%	68.6%	140
<b>Polite Banner</b>	1.55%	1.22%	1.39%	33.5	0.09%	--	--	--	--	--	--	--
300x250	1.82%	1.45%	0.53%	24.6	0.06%	--	--	--	--	--	--	--
728x90	0.15%	0.10%	1.17%	22.7	0.08%	--	--	--	--	--	--	--
160x600	0.15%	0.09%	1.18%	26.9	0.12%	--	--	--	--	--	--	--
300x600	0.21%	0.15%	2.60%	24.9	0.11%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	4.61%	3.60%	8.58%	34.5	0.42%	52.5%	78.0%	69.7%	53.9	2.4%	68.6%	140
300x250	--	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	--	--	--	--	--	--	--	--	--	--	--	--
1x1	--	--	--	--	--	--	--	--	--	--	--	--
<b>Pushdown Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	0.19%	--	--	--	--	--	--	--
300x250	--	--	--	--	0.23%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.08%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.10%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	0.14%	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	1.22%	0.87%	2.18%	35.2	0.09%	68.9%	90.3%	83.2%	38.4	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	1.20%	99.2%	91.7%	86.3%	22.1	--	--	--
Interactive Video	33.97%	16.79%	9.69%	12.6	0.66%	98.6%	81.6%	72.7%	18.2	--	--	--

**Data Source** Sizmek Research, January through June 2018

**B2B Definition** Products and services marketed primarily to corporations. Typically, such products are not suited for individual consumers. For example, commodities or enterprise solutions.

-- Denotes inapplicable metric or insufficient data.

## Careers Benchmarks - H1 2018

### Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	2.00%	1.54%	1.30%	25.4	0.16%	46.4%	66.4%	49.6%	20.5	--	--	--
<b>Polite Banner</b>	1.65%	1.28%	0.86%	32.5	0.13%	--	--	--	--	--	--	--
300x250	2.10%	1.66%	0.54%	27.7	0.12%	--	--	--	--	--	--	--
728x90	0.13%	0.07%	0.73%	25.9	0.10%	--	--	--	--	--	--	--
160x600	0.13%	0.06%	1.10%	23.4	0.09%	--	--	--	--	--	--	--
300x600	0.12%	0.05%	2.48%	22.9	0.08%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
300x250	--	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	--	--	--	--	--	--	--	--	--	--	--	--
1x1	--	--	--	--	--	--	--	--	--	--	--	--
<b>Pushdown Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	0.11%	--	--	--	--	--	--	--
300x250	--	--	--	--	0.10%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.08%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.14%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	0.23%	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	--	--	--	--	--	48.3%	67.9%	50.9%	20.8	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	3.22%	100.7%	91.4%	88.5%	11.3	--	--	--
Interactive Video	--	--	--	--	--	--	--	--	--	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Careers Definition** Careers covers campaigns primarily engaged in driving traffic and brand awareness to organizations providing employment services, including job sites and recruitment companies

-- Denotes inapplicable metric or insufficient data.

## Consumer Packaged Goods Benchmarks - H1 2018

### Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	<b>3.72%</b>	<b>2.02%</b>	<b>2.04%</b>	<b>40.6</b>	<b>0.60%</b>	<b>51.1%</b>	<b>73.8%</b>	<b>59.1%</b>	<b>28.9</b>	<b>1.1%</b>	<b>42.9%</b>	<b>58</b>
<b>Polite Banner</b>	<b>2.77%</b>	<b>1.58%</b>	<b>1.46%</b>	<b>30.2</b>	<b>0.36%</b>	--	--	--	--	--	--	--
300x250	2.43%	1.69%	0.82%	33.2	0.08%	--	--	--	--	--	--	--
728x90	0.64%	0.54%	1.30%	23.6	0.11%	--	--	--	--	--	--	--
160x600	0.16%	0.13%	1.36%	25.7	0.06%	--	--	--	--	--	--	--
300x600	5.78%	2.25%	2.38%	25.9	0.13%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	<b>10.58%</b>	<b>5.29%</b>	<b>3.43%</b>	<b>36.1</b>	<b>2.10%</b>	<b>7.2%</b>	<b>53.8%</b>	<b>36.6%</b>	<b>21.3</b>	<b>1.1%</b>	<b>42.9%</b>	<b>58</b>
300x250	7.11%	3.41%	3.07%	45.4	0.27%	1.8%	44.2%	27.5%	18.4	3.2%	7.5%	29
728x90	4.83%	2.42%	2.21%	82.8	0.06%	3.5%	36.2%	18.4%	17.4	2.4%	3.3%	73
160x600	7.78%	3.03%	2.75%	45.0	0.03%	9.5%	41.0%	20.1%	18.9	3.0%	4.0%	37
300x600	1.82%	1.10%	3.24%	25.4	0.26%	1.0%	14.9%	9.0%	11.2	0.9%	2.1%	89
1x1	14.71%	7.38%	3.70%	22.5	3.43%	14.8%	58.3%	38.3%	20.0	0.3%	64.8%	50
<b>Pushdown Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	<b>0.14%</b>	--	--	--	--	--	--	--
300x250	--	--	--	--	0.13%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.07%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.06%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.18%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	<b>0.20%</b>	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	3.40%	1.78%	1.28%	22.0	0.16%	55.9%	74.0%	59.4%	29.0	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	1.72%	99.4%	85.8%	78.1%	21.1	--	--	--
Interactive Video	11.16%	4.55%	1.82%	19.4	0.33%	96.6%	94.7%	91.2%	19.3	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Consumer Packaged Goods Definition** 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).

-- Denotes inapplicable metric or insufficient data.

## Corporate Benchmarks - H1 2018

### Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	<b>4.20%</b>	<b>1.65%</b>	<b>3.03%</b>	<b>53.6</b>	<b>0.55%</b>	<b>60.5%</b>	<b>44.3%</b>	<b>32.4%</b>	<b>39.2</b>	<b>0.8%</b>	<b>83.2%</b>	<b>275</b>
<b>Polite Banner</b>	<b>5.22%</b>	<b>1.80%</b>	<b>2.75%</b>	<b>47.3</b>	<b>0.62%</b>	--	--	--	--	--	--	--
300x250	5.39%	3.65%	0.80%	30.9	0.17%	--	--	--	--	--	--	--
728x90	1.17%	0.78%	0.76%	111.7	1.00%	--	--	--	--	--	--	--
160x600	0.19%	0.11%	1.12%	18.7	0.06%	--	--	--	--	--	--	--
300x600	--	--	--	--	--	--	--	--	--	--	--	--
<b>Expandable Banner</b>	<b>1.69%</b>	<b>1.36%</b>	<b>4.21%</b>	<b>65.8</b>	<b>0.34%</b>	<b>38.7%</b>	<b>71.6%</b>	<b>57.6%</b>	<b>48.8</b>	<b>0.8%</b>	<b>83.2%</b>	<b>275</b>
300x250	--	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	--	--	--	--	--	--	--	--	--	--	--	--
1x1	--	--	--	--	--	--	--	--	--	--	--	--
<b>Pushdown Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	<b>0.22%</b>	--	--	--	--	--	--	--
300x250	--	--	--	--	0.17%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.15%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.14%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.34%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	<b>0.40%</b>	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	15.99%	3.79%	6.81%	37.1	0.19%	63.7%	41.9%	30.2%	37.9	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	1.39%	103.6%	85.1%	81.1%	20.8	--	--	--
Interactive Video	--	--	--	--	--	--	--	--	--	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Corporate Definition** 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.

-- Denotes inapplicable metric or insufficient data.



## Electronics Benchmarks - H1 2018

### Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	<b>2.95%</b>	<b>1.89%</b>	<b>2.58%</b>	<b>29.4</b>	<b>0.31%</b>	<b>51.9%</b>	<b>66.0%</b>	<b>52.0%</b>	<b>20.1</b>	<b>4.2%</b>	<b>52.4%</b>	<b>143</b>
<b>Polite Banner</b>	<b>2.63%</b>	<b>1.67%</b>	<b>2.39%</b>	<b>27.1</b>	<b>0.26%</b>	--	--	--	--	--	--	--
300x250	3.03%	1.90%	0.63%	49.3	0.21%	--	--	--	--	--	--	--
728x90	0.16%	0.12%	1.51%	26.6	0.10%	--	--	--	--	--	--	--
160x600	0.20%	0.18%	1.94%	26.4	0.15%	--	--	--	--	--	--	--
300x600	5.44%	4.01%	3.49%	28.4	0.25%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	<b>8.87%</b>	<b>5.99%</b>	<b>6.17%</b>	<b>44.8</b>	<b>1.17%</b>	<b>19.4%</b>	<b>47.2%</b>	<b>36.2%</b>	<b>34.0</b>	<b>4.2%</b>	<b>52.4%</b>	<b>143</b>
300x250	12.47%	10.11%	6.86%	34.4	0.76%	10.8%	12.5%	6.5%	12.1	7.4%	50.8%	179
728x90	5.18%	3.48%	3.65%	45.1	0.10%	0.0%	40.0%	28.9%	15.9	3.4%	18.1%	13
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	--	--	--	--	--	--	--	--	--	--	--	--
1x1	4.80%	2.31%	4.26%	45.9	1.40%	19.1%	77.4%	57.1%	66.8	0.4%	67.6%	145
<b>Pushdown Banner</b>	<b>1.94%</b>	<b>1.14%</b>	<b>6.71%</b>	<b>22.2</b>	<b>0.28%</b>	<b>19.4%</b>	<b>47.2%</b>	<b>36.2%</b>	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	<b>0.30%</b>	--	--	--	--	--	--	--
300x250	--	--	--	--	0.24%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.14%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.15%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.25%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	<b>0.38%</b>	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	4.00%	2.46%	2.77%	26.3	0.29%	54.0%	66.5%	52.4%	19.7	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	0.60%	99.0%	87.7%	83.3%	21.1	--	--	--
Interactive Video	13.16%	12.76%	0.00%	--	3.56%	92.3%	85.4%	81.1%	--	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Electronics Definition** 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).

-- Denotes inapplicable metric or insufficient data.

# Entertainment Benchmarks - H1 2018

## Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	<b>3.12%</b>	<b>1.99%</b>	<b>1.89%</b>	<b>33.0</b>	<b>0.16%</b>	<b>38.0%</b>	<b>76.7%</b>	<b>63.7%</b>	<b>33.1</b>	<b>1.8%</b>	<b>33.8%</b>	<b>118</b>
<b>Polite Banner</b>	<b>2.56%</b>	<b>1.84%</b>	<b>1.70%</b>	<b>31.6</b>	<b>0.13%</b>	--	--	--	--	--	--	--
300x250	2.47%	1.84%	0.73%	28.1	0.13%	--	--	--	--	--	--	--
728x90	0.14%	0.10%	0.76%	23.1	0.06%	--	--	--	--	--	--	--
160x600	0.54%	0.32%	1.50%	23.5	0.07%	--	--	--	--	--	--	--
300x600	5.87%	4.01%	2.16%	33.5	0.17%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	<b>12.57%</b>	<b>4.64%</b>	<b>4.88%</b>	<b>40.9</b>	<b>0.60%</b>	<b>25.3%</b>	<b>69.3%</b>	<b>55.9%</b>	<b>43.4</b>	<b>1.8%</b>	<b>33.8%</b>	<b>118</b>
300x250	4.79%	3.82%	2.30%	65.9	0.28%	15.2%	70.7%	56.7%	17.1	2.8%	31.0%	75
728x90	0.22%	0.20%	0.75%	28.9	0.05%	3.4%	71.6%	55.0%	8.5	0.1%	1.4%	69
160x600	1.08%	0.89%	2.08%	55.2	0.03%	0.8%	31.7%	21.7%	18.8	0.9%	0.9%	94
300x600	1.94%	1.67%	6.35%	12.1	0.16%	42.6%	69.8%	56.8%	37.3	0.7%	7.3%	23
1x1	23.43%	7.24%	6.63%	42.3	1.25%	31.6%	66.9%	52.2%	68.8	0.2%	43.2%	122
<b>Pushdown Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	<b>0.13%</b>	--	--	--	--	--	--	--
300x250	--	--	--	--	0.12%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.08%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.08%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.17%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	<b>0.19%</b>	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	2.95%	2.02%	1.53%	28.2	0.12%	39.6%	77.3%	64.3%	32.3	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	1.19%	99.0%	83.7%	76.3%	25.6	--	--	--
Interactive Video	--	--	--	--	--	--	--	--	--	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Entertainment Definition** 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).

-- Denotes inapplicable metric or insufficient data.

## Financial Benchmarks - H1 2018

### Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	<b>4.82%</b>	<b>2.87%</b>	<b>2.70%</b>	<b>28.4</b>	<b>0.29%</b>	<b>35.5%</b>	<b>73.7%</b>	<b>61.7%</b>	<b>40.7</b>	<b>1.2%</b>	<b>50.8%</b>	<b>145</b>
<b>Polite Banner</b>	<b>4.95%</b>	<b>2.95%</b>	<b>2.33%</b>	<b>27.8</b>	<b>0.15%</b>	--	--	--	--	--	--	--
300x250	4.01%	2.71%	1.51%	22.4	0.21%	--	--	--	--	--	--	--
728x90	0.08%	0.06%	1.02%	18.5	0.05%	--	--	--	--	--	--	--
160x600	0.08%	0.06%	1.28%	26.1	0.06%	--	--	--	--	--	--	--
300x600	10.28%	6.31%	2.48%	27.8	0.12%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	<b>4.31%</b>	<b>2.57%</b>	<b>4.49%</b>	<b>30.1</b>	<b>0.99%</b>	<b>8.5%</b>	<b>54.1%</b>	<b>41.9%</b>	<b>23.1</b>	<b>1.2%</b>	<b>50.8%</b>	<b>145</b>
300x250	1.28%	0.51%	4.28%	19.5	0.10%	9.3%	74.0%	65.1%	27.5	0.4%	28.6%	188
728x90	--	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	2.42%	1.23%	2.51%	28.7	0.10%	5.9%	73.1%	62.8%	27.6	1.2%	2.2%	77
1x1	4.44%	2.95%	3.68%	29.4	1.42%	5.2%	44.3%	26.9%	33.1	0.8%	49.5%	171
<b>Pushdown Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	<b>0.12%</b>	--	--	--	--	--	--	--
300x250	--	--	--	--	0.14%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.06%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.08%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.15%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	<b>0.24%</b>	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	7.66%	3.82%	1.87%	23.8	0.12%	40.1%	74.4%	62.4%	41.4	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	1.11%	98.6%	78.7%	70.3%	27.0	--	--	--
Interactive Video	--	--	--	--	--	--	--	--	--	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Financial Definition** 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.

-- Denotes inapplicable metric or insufficient data.

# Gaming Benchmarks - H1 2018

## Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	<b>6.90%</b>	<b>4.03%</b>	<b>2.05%</b>	<b>50.6</b>	<b>0.11%</b>	<b>24.9%</b>	<b>60.8%</b>	<b>48.0%</b>	<b>18.2</b>	<b>3.4%</b>	<b>50.3%</b>	<b>127</b>
<b>Polite Banner</b>	<b>6.93%</b>	<b>4.01%</b>	<b>2.00%</b>	<b>51.6</b>	<b>0.10%</b>	--	--	--	--	--	--	--
300x250	8.92%	5.45%	1.86%	64.1	0.08%	--	--	--	--	--	--	--
728x90	4.67%	2.75%	1.59%	66.2	0.06%	--	--	--	--	--	--	--
160x600	4.62%	2.78%	2.22%	39.5	0.09%	--	--	--	--	--	--	--
300x600	6.17%	2.78%	2.19%	36.8	0.12%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	<b>6.63%</b>	<b>5.24%</b>	<b>4.47%</b>	<b>32.7</b>	<b>0.51%</b>	<b>20.5%</b>	<b>41.6%</b>	<b>27.4%</b>	<b>14.9</b>	<b>3.4%</b>	<b>50.3%</b>	<b>127</b>
300x250	--	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	--	--	--	--	--	--	--	--	--	--	--	--
1x1	--	--	--	--	--	--	--	--	--	--	--	--
<b>Pushdown Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	<b>0.09%</b>	--	--	--	--	--	--	--
300x250	--	--	--	--	0.09%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.07%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.10%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.14%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	<b>0.14%</b>	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	12.77%	7.40%	2.80%	60.9	0.11%	25.0%	60.9%	48.2%	18.3	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	0.92%	95.8%	91.0%	87.1%	19.7	--	--	--
Interactive Video	7.08%	6.88%	0.01%	24.3	1.05%	93.1%	89.6%	84.8%	28.4	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Gaming Definition** Consoles, PC games and their byproducts, retail and online gaming. Typically includes video and computer games, game consoles, casinos and lottery.

-- Denotes inapplicable metric or insufficient data.

## Medical Benchmarks - H1 2018

### Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	<b>1.60%</b>	<b>1.14%</b>	<b>2.07%</b>	<b>18.4</b>	<b>0.18%</b>	<b>54.2%</b>	<b>70.9%</b>	<b>54.5%</b>	<b>25.9</b>	<b>0.5%</b>	<b>40.5%</b>	<b>39</b>
<b>Polite Banner</b>	<b>1.41%</b>	<b>1.00%</b>	<b>1.77%</b>	<b>19.9</b>	<b>0.14%</b>	--	--	--	--	--	--	--
300x250	1.35%	1.06%	0.99%	17.6	0.15%	--	--	--	--	--	--	--
728x90	0.41%	0.30%	0.96%	17.2	0.33%	--	--	--	--	--	--	--
160x600	0.07%	0.06%	3.38%	22.6	0.06%	--	--	--	--	--	--	--
300x600	4.34%	2.70%	2.74%	23.0	0.09%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	<b>3.41%</b>	<b>2.46%</b>	<b>4.97%</b>	<b>13.2</b>	<b>0.54%</b>	<b>37.8%</b>	<b>70.7%</b>	<b>56.2%</b>	<b>20.8</b>	<b>0.5%</b>	<b>40.5%</b>	<b>39</b>
300x250	1.74%	1.17%	1.30%	31.4	0.15%	30.6%	73.4%	57.0%	19.3	0.5%	32.1%	58
728x90	13.36%	9.83%	2.63%	28.7	0.05%	64.3%	68.7%	55.6%	23.1	1.8%	53.4%	45
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	--	--	--	--	--	--	--	--	--	--	--	--
1x1	1.99%	1.47%	10.09%	8.0	1.50%	1.5%	42.6%	27.4%	15.2	0.2%	48.4%	18
<b>Pushdown Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	<b>0.10%</b>	--	--	--	--	--	--	--
300x250	--	--	--	--	0.09%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.07%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.15%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	<b>0.14%</b>	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	3.35%	2.17%	1.19%	20.9	0.17%	56.8%	70.9%	54.4%	26.4	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	1.82%	94.7%	87.2%	78.9%	21.2	--	--	--
Interactive Video	--	--	--	--	--	--	--	--	--	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Medical Definition** Prescription and over-the-counter medication. Does not include physician services, clinics and hospitals (included in Services).

-- Denotes inapplicable metric or insufficient data.

# Restaurant Benchmarks - H1 2018

## Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	4.16%	2.19%	3.08%	27.5	0.57%	19.8%	66.4%	50.7%	42.5	0.5%	28.0%	34
<b>Polite Banner</b>	2.41%	1.23%	2.83%	28.4	0.23%	--	--	--	--	--	--	--
300x250	2.50%	1.20%	0.64%	27.0	0.12%	--	--	--	--	--	--	--
728x90	0.06%	0.06%	0.83%	20.2	0.05%	--	--	--	--	--	--	--
160x600	0.06%	0.05%	1.08%	20.1	0.05%	--	--	--	--	--	--	--
300x600	4.32%	1.57%	3.40%	26.9	0.15%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	11.79%	6.37%	4.16%	24.9	2.01%	3.3%	67.4%	50.5%	13.9	0.5%	28.0%	34
300x250	0.73%	0.64%	2.39%	41.9	0.08%	0.0%	69.7%	51.7%	13.5	0.6%	0.6%	135
728x90	0.76%	0.56%	4.14%	29.5	0.08%	1.8%	73.1%	63.7%	38.4	0.5%	23.3%	165
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	--	--	--	--	--	--	--	--	--	--	--	--
1x1	20.13%	10.79%	4.21%	20.3	3.40%	4.0%	67.4%	50.4%	13.8	0.5%	41.5%	10
<b>Pushdown Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	0.16%	--	--	--	--	--	--	--
300x250	--	--	--	--	0.12%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.11%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.08%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.16%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	0.18%	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	13.39%	4.13%	2.75%	35.2	0.50%	38.1%	66.3%	50.7%	44.8	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	0.71%	96.6%	88.6%	81.8%	21.6	--	--	--
Interactive Video	16.67%	16.09%	0.97%	46.3	2.08%	92.3%	88.2%	82.9%	42.4	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Restaurant Definition** Providers of dining services. Typically includes casual dining and fast food chains. Does not include food items (included in Consumer Packaged Goods).

-- Denotes inapplicable metric or insufficient data.

# Retail Benchmarks - H1 2018

## Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	<b>6.59%</b>	<b>3.13%</b>	<b>2.51%</b>	<b>28.0</b>	<b>0.24%</b>	<b>22.7%</b>	<b>67.8%</b>	<b>52.3%</b>	<b>35.1</b>	<b>0.1%</b>	<b>60.5%</b>	<b>141</b>
<b>Polite Banner</b>	<b>6.69%</b>	<b>3.15%</b>	<b>1.90%</b>	<b>31.2</b>	<b>0.17%</b>	<b>25.7%</b>	<b>68.5%</b>	<b>52.9%</b>	--	--	--	--
300x250	4.67%	3.23%	0.70%	27.7	0.14%	--	--	--	--	--	--	--
728x90	0.24%	0.12%	1.09%	17.3	0.07%	--	--	--	--	--	--	--
160x600	0.23%	0.13%	1.85%	23.1	0.09%	--	--	--	--	--	--	--
300x600	6.12%	1.47%	3.17%	24.5	0.18%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	<b>6.92%</b>	<b>3.32%</b>	<b>5.37%</b>	<b>23.4</b>	<b>0.62%</b>	<b>5.4%</b>	<b>49.1%</b>	<b>36.7%</b>	<b>32.2</b>	<b>0.1%</b>	<b>60.5%</b>	<b>141</b>
300x250	--	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	0.94%	0.70%	5.99%	13.8	0.58%	0.5%	84.4%	69.8%	18.8	0.1%	4.7%	68
1x1	11.63%	5.44%	4.37%	23.3	0.86%	6.1%	49.3%	36.9%	32.7	0.0%	27.5%	89
<b>Pushdown Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	<b>0.14%</b>	--	--	--	--	--	--	--
300x250	--	--	--	--	0.12%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.07%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.08%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.19%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	<b>0.19%</b>	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	10.94%	4.37%	2.05%	28.8	0.19%	25.7%	68.5%	52.9%	35.1	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	0.86%	99.6%	91.5%	87.9%	23.3	--	--	--
Interactive Video	13.87%	13.56%	0.00%	--	1.05%	96.3%	78.2%	71.1%	--	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Retail Definition** 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).

-- Denotes inapplicable metric or insufficient data.

## Services Benchmarks - H1 2018

### Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	<b>1.90%</b>	<b>1.07%</b>	<b>1.09%</b>	<b>26.4</b>	<b>0.10%</b>	<b>57.7%</b>	<b>64.5%</b>	<b>53.9%</b>	<b>28.0</b>	<b>1.1%</b>	<b>53.4%</b>	<b>117</b>
<b>Polite Banner</b>	<b>1.76%</b>	<b>1.00%</b>	<b>0.89%</b>	<b>26.5</b>	<b>0.06%</b>	--	--	--	--	--	--	--
300x250	2.28%	1.49%	0.68%	27.2	0.07%	--	--	--	--	--	--	--
728x90	0.16%	0.10%	0.85%	19.5	0.05%	--	--	--	--	--	--	--
160x600	0.37%	0.28%	0.71%	17.3	0.03%	--	--	--	--	--	--	--
300x600	2.65%	1.39%	1.77%	25.0	0.18%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	<b>6.69%</b>	<b>3.30%</b>	<b>7.25%</b>	<b>26.4</b>	<b>1.25%</b>	<b>13.7%</b>	<b>58.3%</b>	<b>44.8%</b>	<b>52.1</b>	<b>1.1%</b>	<b>53.4%</b>	<b>117</b>
300x250	--	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	--	--	--	--	--	--	--	--	--	--	--	--
1x1	8.12%	3.90%	7.70%	26.8	1.50%	15.2%	57.2%	43.3%	40.2	1.4%	55.0%	95
<b>Pushdown Banner</b>	<b>20.28%</b>	<b>7.70%</b>	<b>7.15%</b>	<b>57.5</b>	<b>0.17%</b>	<b>13.7%</b>	<b>58.3%</b>	<b>44.8%</b>	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	<b>0.15%</b>	--	--	--	--	--	--	--
300x250	--	--	--	--	0.12%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.17%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.07%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.23%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	<b>0.17%</b>	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	13.02%	2.44%	2.31%	19.1	0.13%	63.3%	64.7%	54.2%	27.1	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	5.18%	99.7%	86.0%	74.2%	24.2	--	--	--
Interactive Video	--	--	--	--	--	--	--	--	--	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Services Definition** 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).

-- Denotes inapplicable metric or insufficient data.



## Sports Benchmarks - H1 2018

### Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	1.27%	0.90%	0.70%	42.7	0.12%	38.7%	77.0%	63.3%	18.7	0.0%	23.7%	41
<b>Polite Banner</b>	1.29%	0.92%	0.58%	36.3	0.09%	--	--	--	--	--	--	--
300x250	0.59%	0.46%	0.19%	37.2	0.11%	--	--	--	--	--	--	--
728x90	0.19%	0.16%	0.48%	20.5	0.04%	--	--	--	--	--	--	--
160x600	0.08%	0.05%	0.71%	24.2	0.06%	--	--	--	--	--	--	--
300x600	8.05%	4.49%	2.40%	34.7	0.12%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	1.35%	0.92%	1.23%	12.7	1.07%	0.0%	29.4%	19.1%	16.8	0.0%	23.7%	41
300x250	--	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	--	--	--	--	--	--	--	--	--	--	--	--
1x1	--	--	--	--	--	--	--	--	--	--	--	--
<b>Pushdown Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	0.26%	--	--	--	--	--	--	--
300x250	--	--	--	--	0.22%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.14%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.09%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.32%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	0.35%	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	5.98%	3.99%	1.66%	37.6	0.07%	41.3%	77.0%	63.3%	18.7	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	2.84%	88.8%	88.4%	82.9%	16.5	--	--	--
Interactive Video	--	--	--	--	--	--	--	--	--	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Sports Definition** 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).

-- Denotes inapplicable metric or insufficient data.

## Telecom Benchmarks - H1 2018

### Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	<b>4.35%</b>	<b>1.86%</b>	<b>1.91%</b>	<b>28.3</b>	<b>0.40%</b>	<b>33.8%</b>	<b>76.4%</b>	<b>62.1%</b>	<b>49.1</b>	<b>0.2%</b>	<b>53.0%</b>	<b>85</b>
<b>Polite Banner</b>	<b>3.56%</b>	<b>1.49%</b>	<b>1.78%</b>	<b>28.7</b>	<b>0.24%</b>	--	--	--	--	--	--	--
300x250	1.48%	1.14%	1.01%	34.7	0.23%	--	--	--	--	--	--	--
728x90	0.16%	0.13%	2.16%	19.8	0.13%	--	--	--	--	--	--	--
160x600	0.47%	0.50%	1.46%	27.5	0.39%	--	--	--	--	--	--	--
300x600	11.88%	3.98%	2.41%	26.9	0.25%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	<b>7.36%</b>	<b>3.27%</b>	<b>2.44%</b>	<b>27.2</b>	<b>1.02%</b>	<b>12.1%</b>	<b>70.7%</b>	<b>51.1%</b>	<b>107.4</b>	<b>0.2%</b>	<b>53.0%</b>	<b>85</b>
300x250	--	--	--	--	--	--	--	--	--	--	--	--
728x90	--	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	1.45%	1.30%	14.88%	9.7	1.16%	--	--	--	--	0.2%	50.3%	110
1x1	8.88%	4.12%	1.32%	18.0	1.28%	3.7%	73.3%	63.1%	16.6	0.0%	51.5%	43
<b>Pushdown Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	<b>0.16%</b>	--	--	--	--	--	--	--
300x250	--	--	--	--	0.15%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.08%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.15%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.22%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	<b>0.21%</b>	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	12.94%	3.56%	1.67%	26.0	0.15%	36.9%	76.7%	62.6%	46.0	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	1.79%	94.5%	84.6%	69.3%	26.2	--	--	--
Interactive Video	--	--	--	--	--	--	--	--	--	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Telecom Definition** 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).

-- Denotes inapplicable metric or insufficient data.

# Travel Benchmarks - H1 2018

## Performance Metrics by Format and Size

	Basic Metrics					Video Metrics				Expansion Metrics		
	Interaction Rate	Impressions with Any Interaction	Dwell Rate	Average Dwell Time (secs)	CTR	Started Rate	50% Played Rate	Fully Played Rate	Avg. Video Duration (secs)	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (secs)
<b>Ad Formats</b>												
<b>Rich Media</b>	<b>0.69%</b>	<b>0.45%</b>	<b>1.55%</b>	<b>39.5</b>	<b>0.10%</b>	<b>14.1%</b>	<b>61.2%</b>	<b>48.3%</b>	<b>34.3</b>	<b>1.1%</b>	<b>49.9%</b>	<b>313</b>
<b>Polite Banner</b>	<b>0.55%</b>	<b>0.35%</b>	<b>1.13%</b>	<b>22.9</b>	<b>0.07%</b>	--	--	--	--	--	--	--
300x250	0.36%	0.23%	0.66%	20.2	0.04%	--	--	--	--	--	--	--
728x90	0.11%	0.08%	0.88%	20.5	0.04%	--	--	--	--	--	--	--
160x600	0.07%	0.06%	1.63%	19.6	0.06%	--	--	--	--	--	--	--
300x600	1.67%	1.17%	2.21%	29.3	0.23%	--	--	--	--	--	--	--
<b>Expandable Banner</b>	<b>1.90%</b>	<b>1.38%</b>	<b>5.47%</b>	<b>72.0</b>	<b>0.34%</b>	<b>1.8%</b>	<b>39.9%</b>	<b>25.9%</b>	<b>132.2</b>	<b>1.1%</b>	<b>49.9%</b>	<b>313</b>
300x250	0.34%	0.24%	0.90%	29.6	0.03%	0.0%	49.0%	36.6%	30.3	0.2%	0.6%	34
728x90	--	--	--	--	--	--	--	--	--	--	--	--
160x600	--	--	--	--	--	--	--	--	--	--	--	--
300x600	1.70%	0.89%	3.78%	24.4	0.05%	0.5%	16.9%	11.8%	14.7	0.9%	1.1%	30
1x1	1.53%	1.35%	6.23%	85.3	0.37%	6.4%	36.2%	10.2%	20.8	1.1%	64.7%	333
<b>Pushdown Banner</b>	--	--	--	--	--	--	--	--	--	--	--	--
<b>Standard Banner</b>	--	--	--	--	<b>0.12%</b>	--	--	--	--	--	--	--
300x250	--	--	--	--	0.10%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.10%	--	--	--	--	--	--	--
300x600	--	--	--	--	0.29%	--	--	--	--	--	--	--
<b>Mobile Banners</b>	--	--	--	--	<b>0.21%</b>	--	--	--	--	--	--	--
<b>Video Formats</b>												
Rich Media Polite with Video	1.34%	0.77%	1.06%	21.0	0.11%	23.0%	62.4%	49.6%	23.7	--	--	--
HTML5 Polite with Video	--	--	--	--	--	--	--	--	--	--	--	--
In-Stream Video	--	--	--	--	1.14%	98.0%	93.3%	90.1%	18.4	--	--	--
Interactive Video	--	--	--	--	--	--	--	--	--	--	--	--

**Data Source** Sizmek Research, January through June 2018

**Travel Definition** Travel and tourism related services. Typically includes hotels, airlines, transportation, travel agencies and tourism boards. Excludes car rental agencies (included in Auto).

-- Denotes inapplicable metric or insufficient data.