







August 2017

	<b>Banners</b> 300×600 px	↘ 0.46% CTR	↗ €1.36 CPM	↗ €0.29 CPC
	<b>Skins</b>	↗ 0.97% CTR	↘ €4.05 CPM	↘ €0.42 CPC
	<b>Mobile Skins</b>	↘ 3.21% CTR	↗ €2.89 CPM	↗ €0.09 CPC
	<b>Native Ads</b>	↗ 0.60% CTR	↗ €2.04 CPM	↘ €0.34 CPC
	<b>Videos</b> preroll, outstream	↘ 1.62% CTR	↘ €5.64 CPM	↗ €0.34 CPC
	<b>Television banners</b>	↗ 2.70% CTR	↘ €20.12 CPM*	↘ €0.75 CPC

\*Television sets that play HbbTV are watched by an average of 1.94 viewers. Source: FTV Prima

CTR = Average clickthrough rate

CPM = Average cost per thousand impressions

CPC = Average cost per click