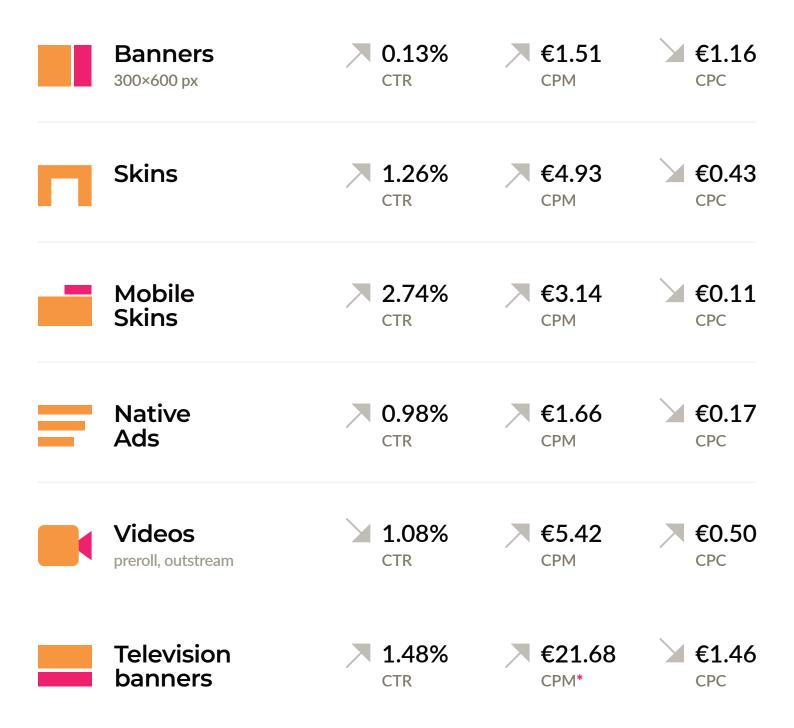


Monthly report of average values for selected formats on the R2B2 programmatic marketplace

April 2018



*Television sets that play HbbTV are watched by an average of 2.06 viewers. Source: FTV Prima

CTR = Average clickthrough rate

CPM = Average cost per thousand impressions

CPC = Average cost per click