

April 2018



## Banners

300×600 px

↗ 0.13%  
CTR

↗ €1.51  
CPM

↘ €1.16  
CPC



## Skins

↗ 1.26%  
CTR

↗ €4.93  
CPM

↘ €0.43  
CPC



## Mobile Skins

↗ 2.74%  
CTR

↗ €3.14  
CPM

↘ €0.11  
CPC



## Native Ads

↗ 0.98%  
CTR

↗ €1.66  
CPM

↘ €0.17  
CPC



## Videos

preroll, outstream

↘ 1.08%  
CTR

↗ €5.42  
CPM

↗ €0.50  
CPC



## Television banners

↗ 1.48%  
CTR

↗ €21.68  
CPM\*

↘ €1.46  
CPC

\*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