

























May 2018

|  |                                     |   |   |   |
|--|-------------------------------------|---|---|---|
|    | <b>Banners</b><br>300×600 px        |  <b>0.14%</b><br>CTR   |  <b>€1.59</b><br>CPM     |  <b>€1.14</b><br>CPC   |
|    | <b>Skins</b>                        |  <b>1.13%</b><br>CTR   |  <b>€4.84</b><br>CPM     |  <b>€0.43</b><br>CPC   |
|   | <b>Mobile Skins</b>                 |  <b>2.21%</b><br>CTR  |  <b>€2.79</b><br>CPM    |  <b>€0.13</b><br>CPC  |
|  | <b>Native Ads</b>                   |  <b>0.77%</b><br>CTR |  <b>€1.69</b><br>CPM   |  <b>€0.22</b><br>CPC |
|  | <b>Videos</b><br>preroll, outstream |  <b>0.82%</b><br>CTR |  <b>€5.63</b><br>CPM   |  <b>€0.69</b><br>CPC |
|  | <b>Television banners</b>           |  <b>1.55%</b><br>CTR |  <b>€24.31</b><br>CPM* |  <b>€1.57</b><br>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