





























July 2018

	Banners 300×600 px	 0.14% CTR	 €1.32 CPM	 €0.94 CPC
	Skins	 1.13% CTR	 €5.51 CPM	 €0.49 CPC
	Mobile Skins	 2.05% CTR	 €2.59 CPM	 €0.13 CPC
	Interscroller <i>New format</i>	 1.02% CTR	 €4.77 CPM	 €0.47 CPC
	Native Ads	 0.89% CTR	 €1.68 CPM	 €0.19 CPC
	Videos preroll, outstream	 1.53% CTR	 €5.45 CPM	 €0.36 CPC
	Television banners	 0.65% CTR	 €16.75 CPM*	 €2.56 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