





























April 2019

	Banners 300×600 px	 0.09% CTR	 €1.10 CPM	 €1.18 CPC
	Skins	 0.67% CTR	 €4.31 CPM	 €0.64 CPC
	Mobile Skins	 1.77% CTR	 €2.45 CPM	 €0.14 CPC
	Interscroller	 0.74% CTR	 €4.13 CPM	 €0.56 CPC
	Native Ads	 0.86% CTR	 €1.66 CPM	 €0.19 CPC
	Videos preroll, outstream	 1.26% CTR	 €5.76 CPM	 €0.46 CPC
	Television banners	 2.43% CTR	 €16.51 CPM*	 €0.68 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