








July 2019

	Banners 300×600 px	— 0.09% CTR	↘ €0.96 CPM	↘ €1.06 CPC
	Skins	↘ 0.63% CTR	↘ €4.07 CPM	— €0.64 CPC
	Mobile Skins	↗ 2.31% CTR	↘ €2.55 CPM	↘ €0.11 CPC
	Interscroller	↘ 0.64% CTR	↗ €4.19 CPM	↗ €0.65 CPC
	Native Ads	↗ 0.94% CTR	↗ €1.67 CPM	↘ €0.18 CPC
	Videos preroll, outstream, bumper	↘ 0.69% CTR	↘ €4.91 CPM	↗ €0.71 CPC
	Television banners	↗ 2.38% CTR	↘ €14.02 CPM*	↘ €0.59 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