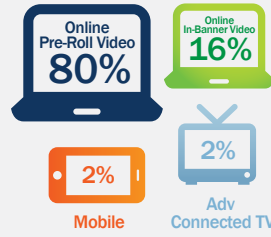


EUROPE VIDEO MARKET AT-A-GLANCE

Q3, 2012

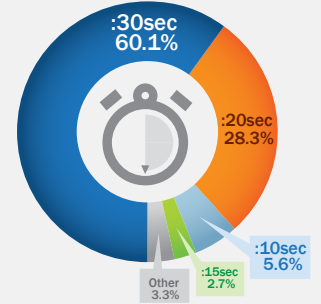
DEVICES

- While ads were targeted primarily through online video in Q3, targeting on mobile and CTV is becoming more prevalent.



COMMERCIAL LENGTH

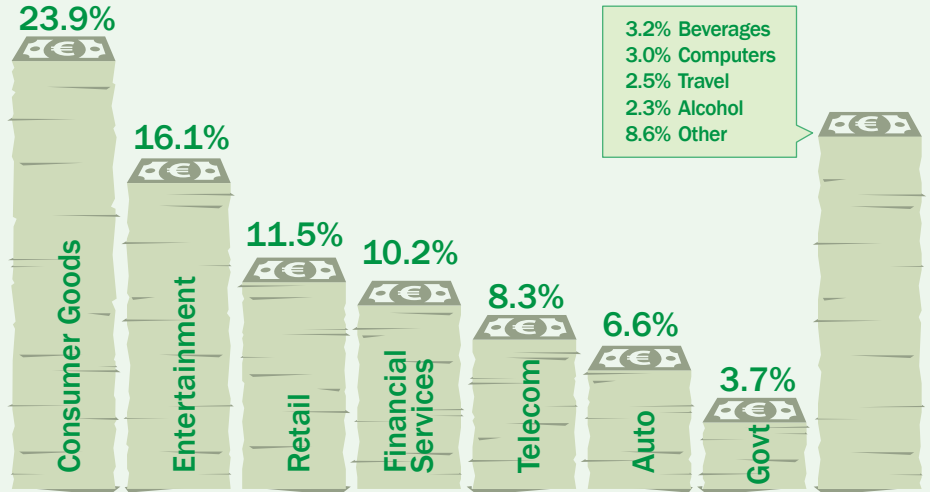
- :30 sec videos make up the vast majority of impressions.



WHO'S ADVERTISING IN ONLINE VIDEO?

Advertisers by Category

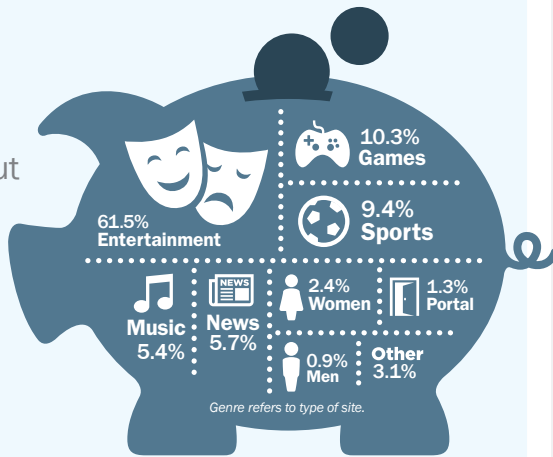
- Seven advertising categories took up over 80% of European impressions in the third quarter.



WHERE IS THE MONEY GOING?

Publisher Breakout by Genre

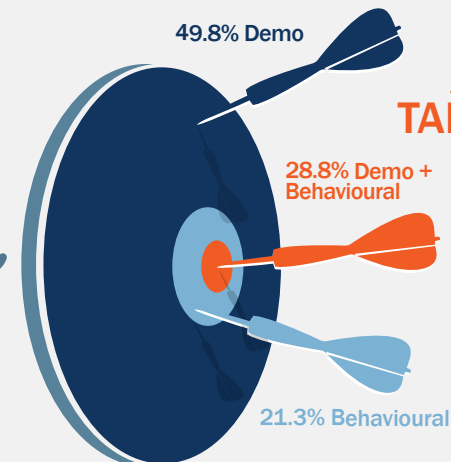
- Entertainment-oriented sites comprised the majority of impressions in Q3.



HOW ARE THEY TARGETING?

Advertisers' Targeting Strategies

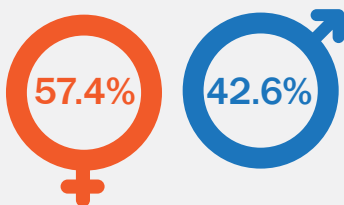
- Targeting tactics varied among European campaigns in the third quarter.



WHO ARE THEY TARGETING?

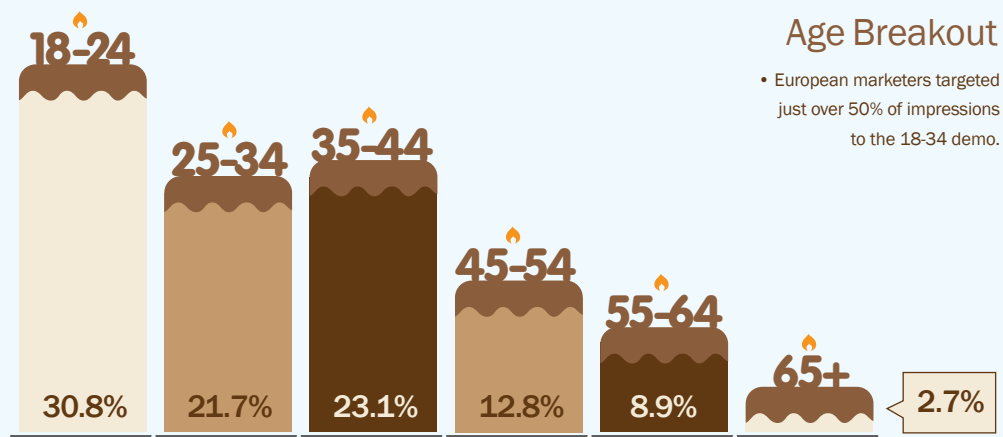
Gender Targeting Split

- Females commanded more impressions than males in Q3.



Age Breakout

- European marketers targeted just over 50% of impressions to the 18-34 demo.



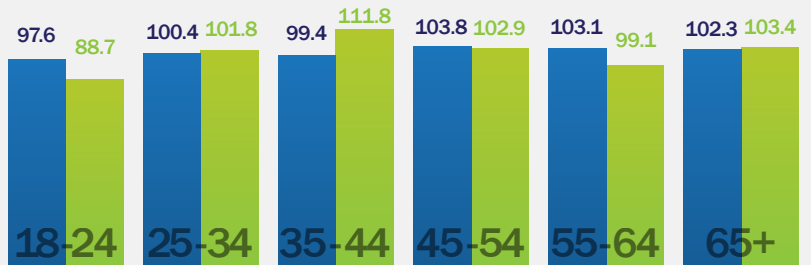
PERFORMANCE AT-A-GLANCE

The following graphics show an index of Click Through and Video Completion Rates over five categories: Age, Ad Category, Content Genre, Devices and Ad Length.

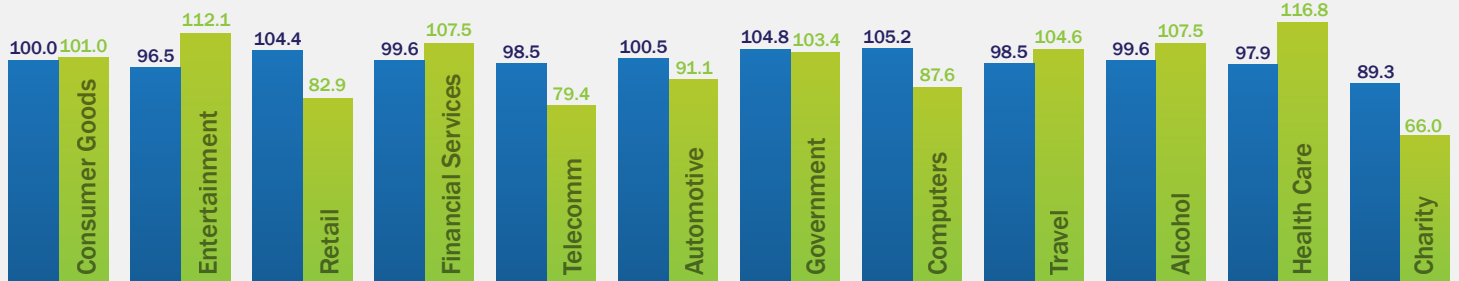
Index compared to average VCR and CTR for entire combined impressions in category.

VCR **CTR**

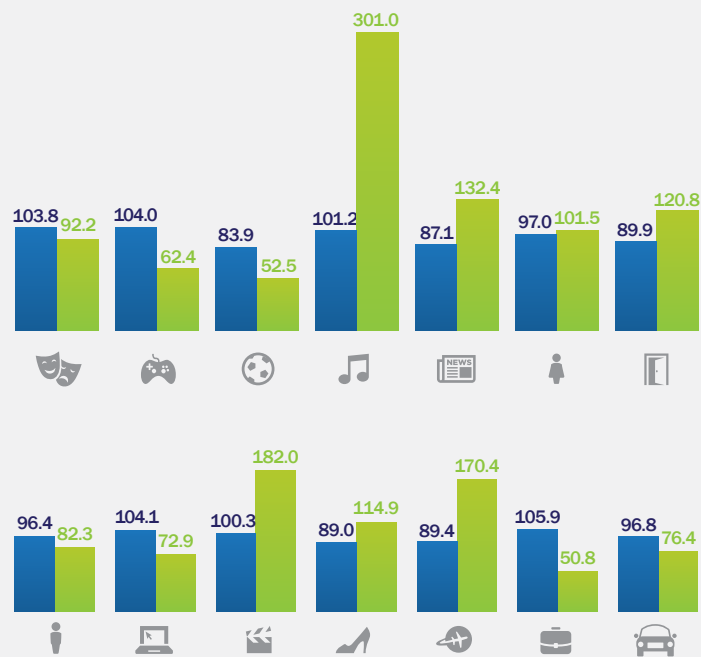
AGE



AD CATEGORY

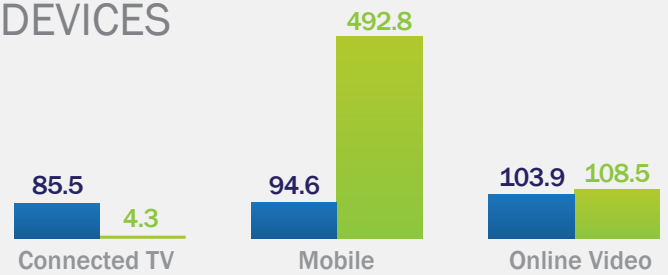


CONTENT GENRE



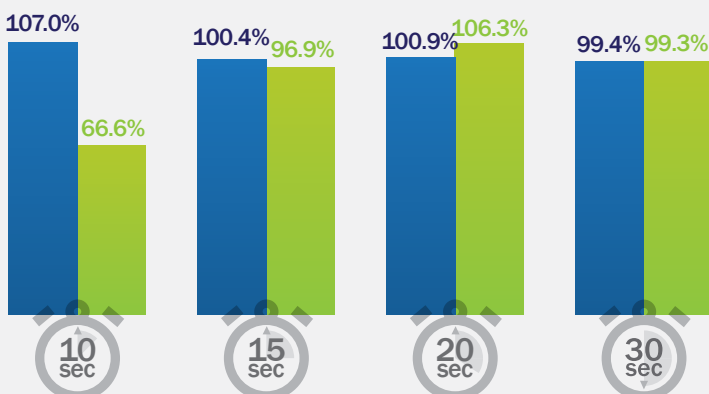
Genre refers to type of site.

DEVICES



- Entertainment
- Gaming
- Sports
- News
- Business
- Music
- Cars
- Women
- Tech
- Men
- Movies
- Travel
- Portals
- Fashion

AD LENGTH



ABOUT VIDEOLOGY

The Videology Addressable Audience Platform (videologygroup.com) is a device-agnostic advertising technology that works to connect brands with consumers. Videology achieves this through mathematically-driven data analyses that allow us to target precise consumer segments—at scale—by demographics, psychographics, and behavioural segments. This precise targeting permits advertisers to extract increased value from every media impression, and allows our content partners to monetise their audience more effectively. Videology is headquartered in Baltimore, MD, with key offices in New York, Austin, London, Paris, Madrid, Singapore, and sales teams across North America, Europe and Asia.

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