

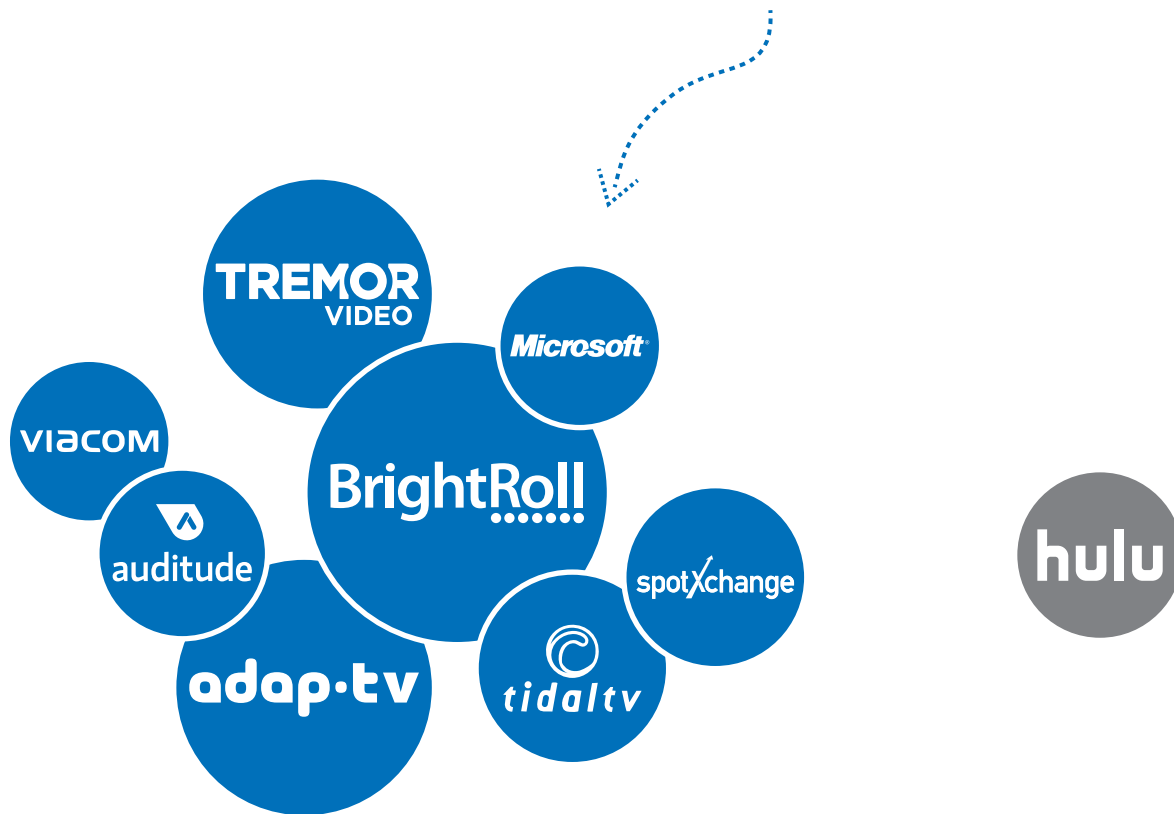


ComScore data for in-stream video advertising, July 2011, has just been released, and we are proud to announce that:

**iRoll® is integrated across 9 of the Top 10 Premium Publishers reaching a total audience of up to 2.6 Billion unique viewers.\***

iRoll® is integrated across ALL of the Top Video Networks.\*

Of the 5.3 Billion video ads viewed in July 2011, **4.8 Billion** (89%) are iRoll® certified.\*



 iRoll® Certified

Top U.S. Online Video Properties by Video Ads Viewed  
Ranked by Video Ads Viewed - July 2011

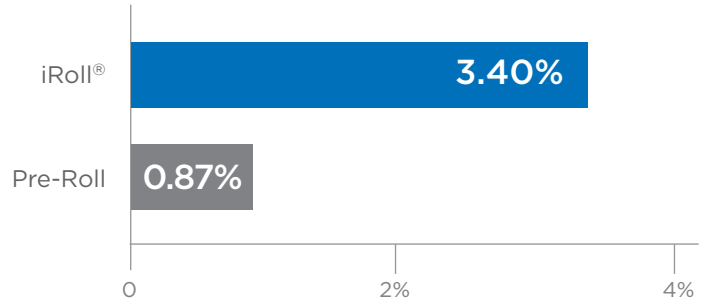
Source: comScore Video Metrix

Video ads include streaming-video advertising only and do not include other types of video monetization, such as overlays, branded players, matching banner ads, homepage ads, etc.

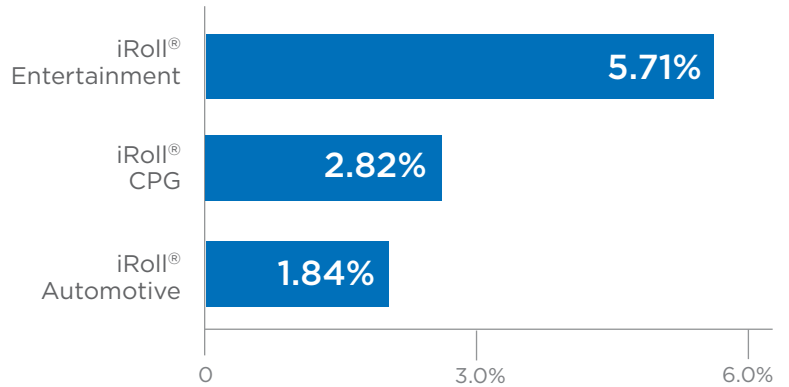
# iRoll® v. Pre-Roll Engagement Benchmarks

## iRoll® Engagement Rate v. Pre-Roll CTR

**390%** More Engagement



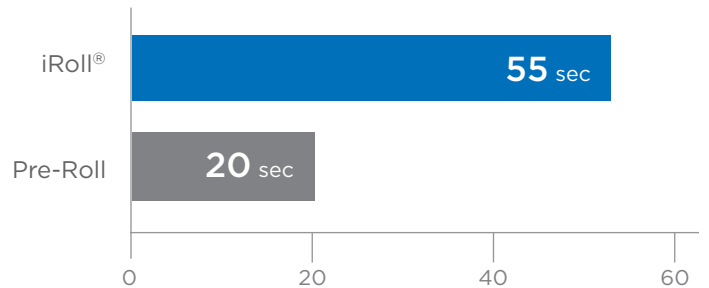
## iRoll® Engagement Rate by Vertical\*



# iRoll® v. Pre-Roll Time Spent

## Avg Time Spent (seconds)

**175%** More Time Spent

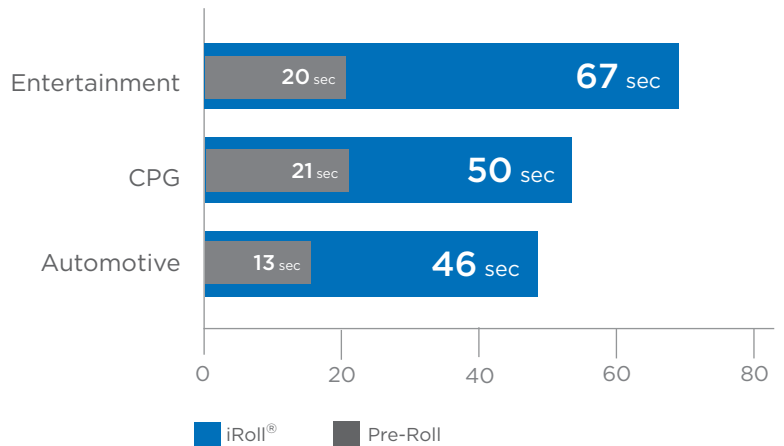


## Avg Time Spent (seconds) by Vertical\*

Entertainment: **235%** More

CPG: **138%** More

Automotive: **253%** More



\*Based on verticals with most frequency