videology

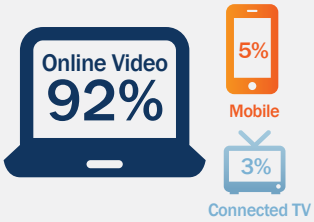
4TH QUARTER, 2012

U.S. VIDEO MARKET AT-A-GLANCE

#1 IN POTENTIAL REACH FOR 3 CONSECUTIVE MONTHS*

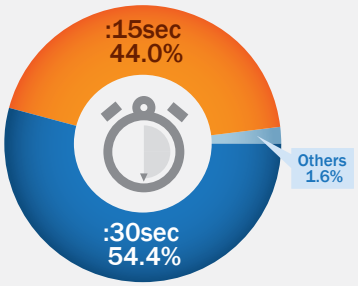
DEVICES

- Total video impressions across devices increased by 52% in Q4. Online video ads saw the greatest jump, growing 60% quarter-over-quarter.



AD LENGTH

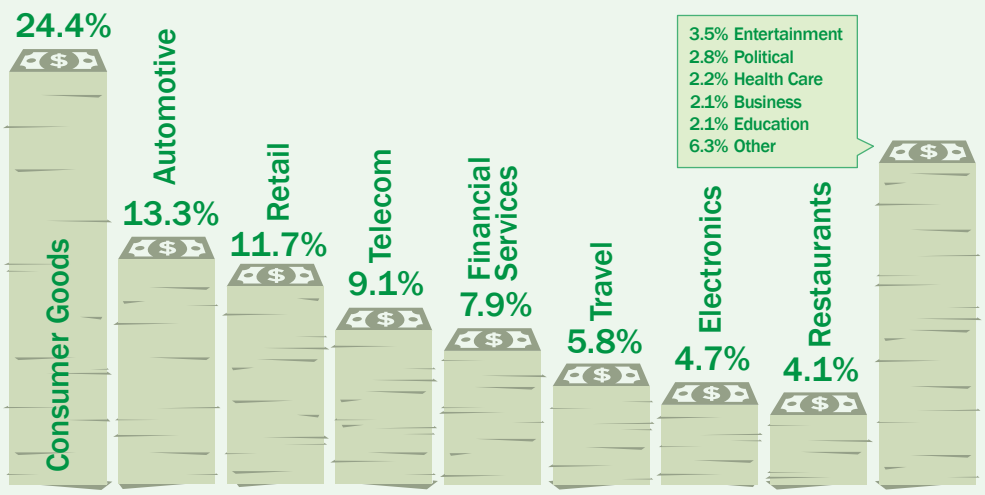
- The percentage of :15 video ads saw a slight uptick quarter-over-quarter.



WHO'S ADVERTISING IN ONLINE VIDEO?

Advertisers by Category

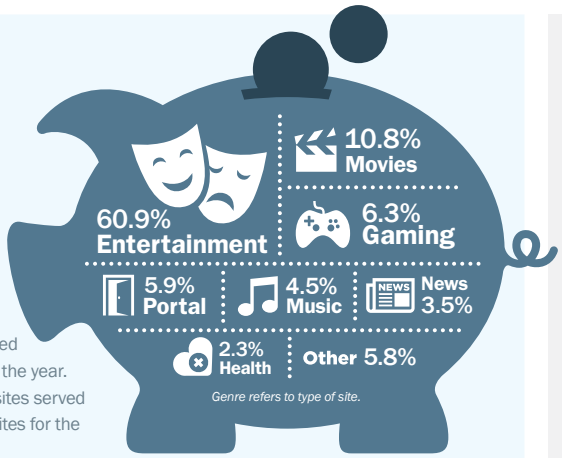
- CPG advertisers spent the most video ad dollars for the fourth consecutive quarter in 2012. While retail advertisers remained in third place, they took up 5% more of the overall spend this quarter compared to last. Other categories to rise quarter-over-quarter included financial services, telecommunications and consumer electronics.



WHERE ARE THE DOLLARS GOING?

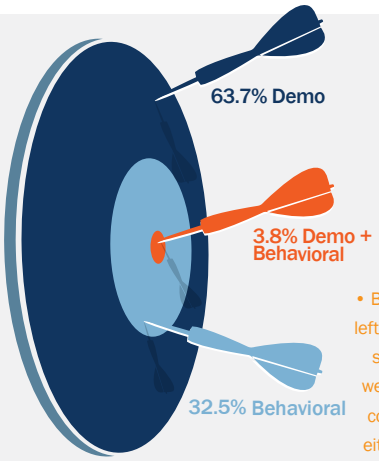
Publisher Breakout by Genre

- Entertainment publishers dominated 2012 in terms of impressions served on the Videology network: the category led the way each quarter throughout the year. Also notable this quarter, movie sites served more impressions than gaming sites for the first time in 2012.



HOW ARE THEY TARGETING?

Advertisers' Targeting Strategies

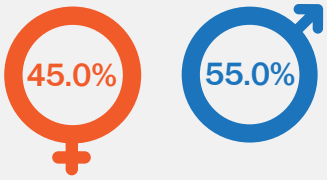


- Breaking down the numbers to the left even further, of total impressions served, 48% were retargeted, 24% were geo-targeted, 15% were postal code targeted and about 14% were either dayparted or device targeted.

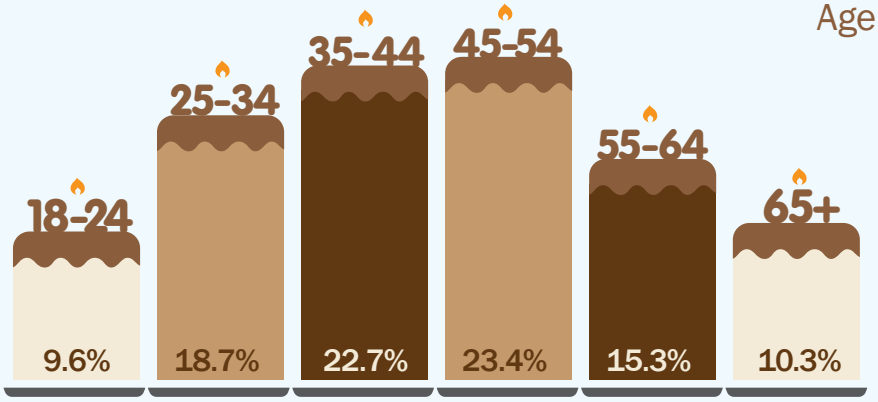
WHO ARE THEY TARGETING?

Gender Targeting Split

- While video advertisers still chose to target men more in Q4, women took up 5% more of the total impressions quarter-over-quarter.



Age Breakout



- While the 35-44 demo was targeted the most over the first three quarters of 2012, the 45-54 demo took the top spot in Q4, highlighting video's strength in the key buying demos.

Source: Videology total impressions served in US (2,367,213,361), Oct-Dec 2012
**comScore Video Metrix, October, November, December, 2012*

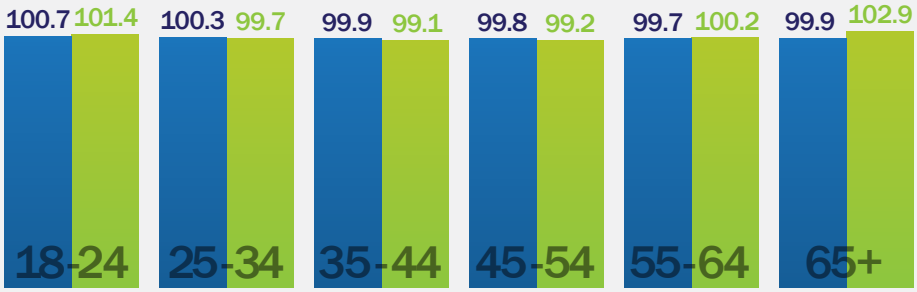
PERFORMANCE AT-A-GLANCE

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

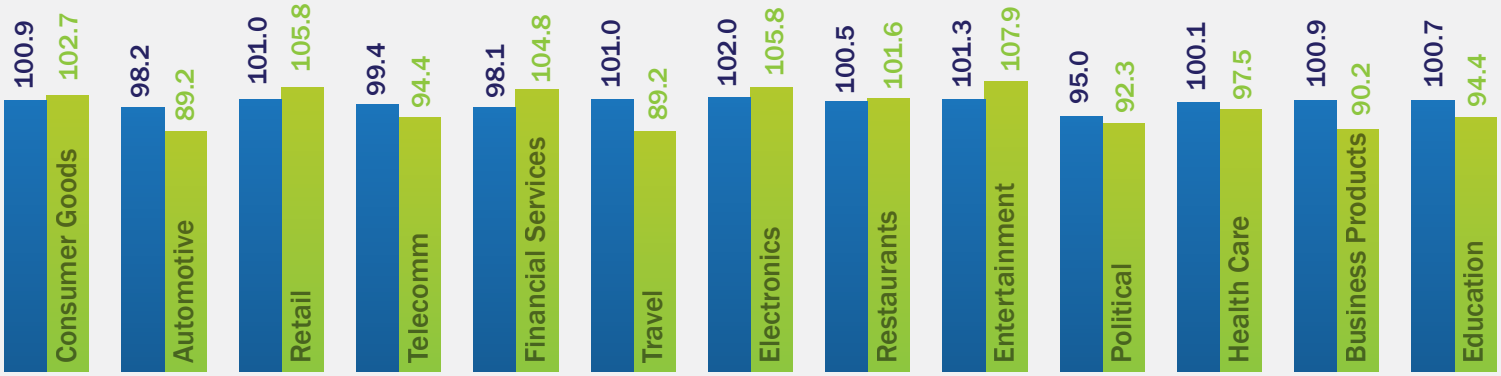
Index compared to average VCR and CTR for entire combined impressions in category.

VCR CTR

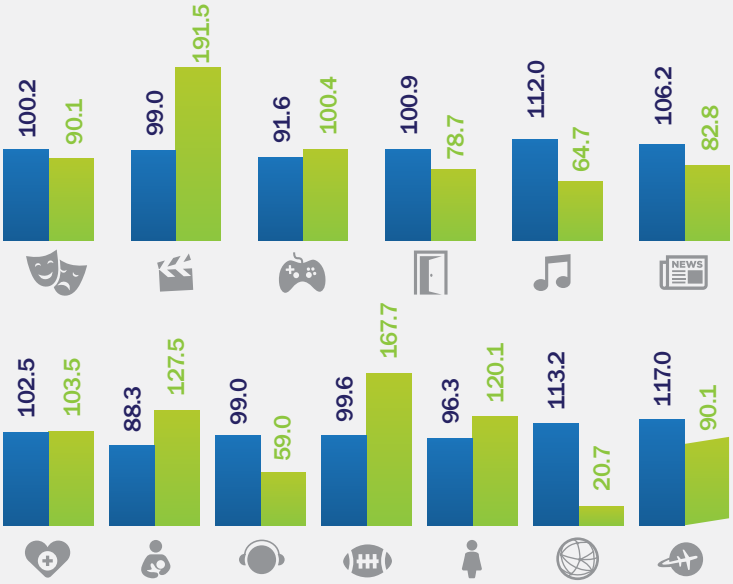
AGE



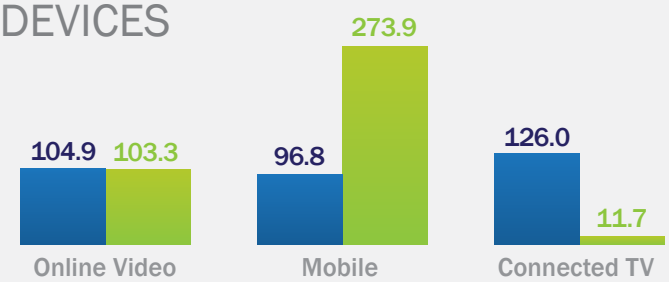
AD CATEGORY



CONTENT GENRE

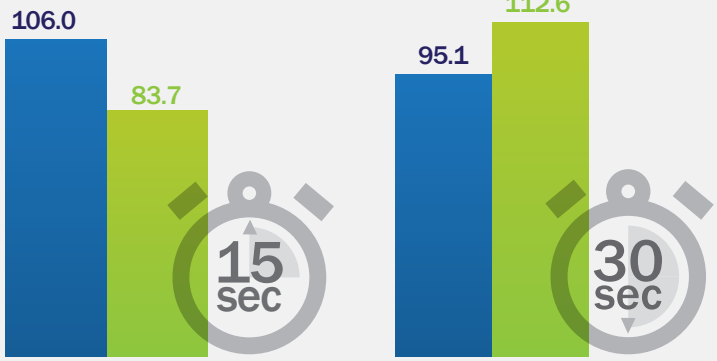


DEVICES



Entertainment
Portals
Gaming
News & Info
Technology
Women
Sports
Music
Movies
Health
Parenting
Teens
Travel

AD LENGTH



ABOUT VIDEOLOGY

Videology (videologygroup.com) is an enterprise media technology for agencies and publishers. Videology provides end-to-end, holistic, cross-device and cross-format solutions to improve ROI for advertisers, agencies and publishers.

Videology, Inc., is a privately-held, venture-backed company, whose investors include NEA, Valhalla Partners and Comcast Ventures. Videology is headquartered in Baltimore, MD, with key offices in New York, Austin, Toronto, London, Paris, Madrid, Singapore, Sydney and sales teams across North America.

For more information please contact Michele Skettino, Michele@videologygroup.com.

This analysis is based on 2.37 billion impressions served by Videology in the US from October 1st thru December 31st, 2012. Index compared to average CTR and VCR for entire combined impressions in category.