



# *Display CPM Trends*

*Revenue Call*

*October 12, 2010*  
**iab.**

## About WebCosts<sup>®</sup>:

- All reported CPMs are aggregated, multi-sourced, negotiated rates
- CPM data comes from subscribing agencies / marketers
- Reporting since May 2009: Low, Average, and High CPMs for:
  - Site / Ad networks:
    - Over 260, across 15 Categories
  - Size: Medium Rectangle, Leaderboard, Wide Skyscraper
  - Time: Buys negotiated for a week, month, quarter
  - Combination of size and time
  - Category level Quarterly trend.
- Sample: Rolling seven quarters, updated monthly
- CPMs include Rich Media and Web Display
- No zero value records are included

## *WebCosts Eight Category Level CPM Trend Perspectives:*

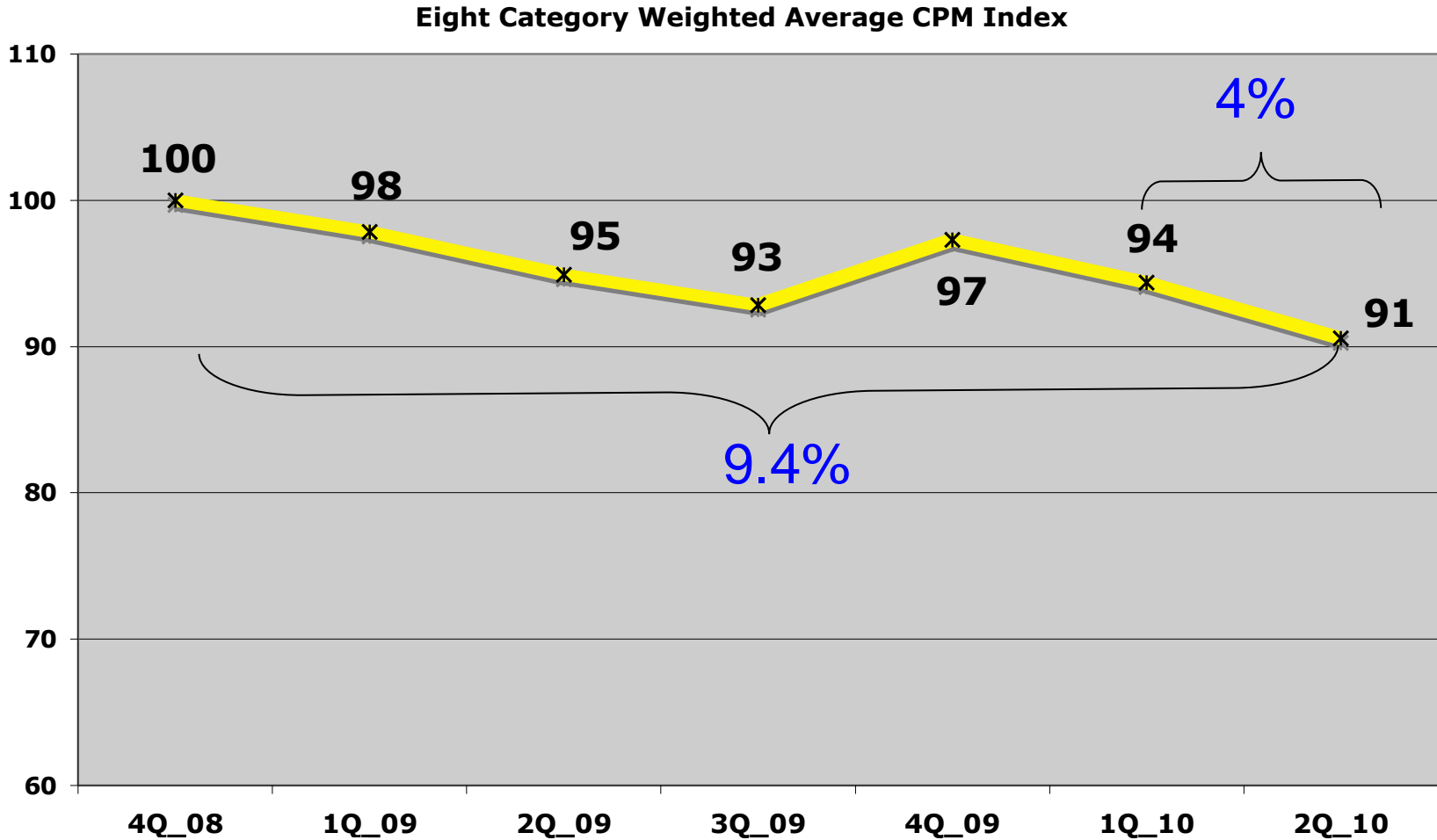
### 1. Eight Category, CPM Index: Q4, 2008 through Q2, 2010:

- Automotive
- Corporate Information
- Entertainment
- Family and Lifestyles
- Finance / Insurance / Investment
- Home and Fashion
- News and Information
- Search Engines and Portals

### 2. Eight Category, Average CPM Trend Perspectives: Q4, 2008 through Q2, 2010

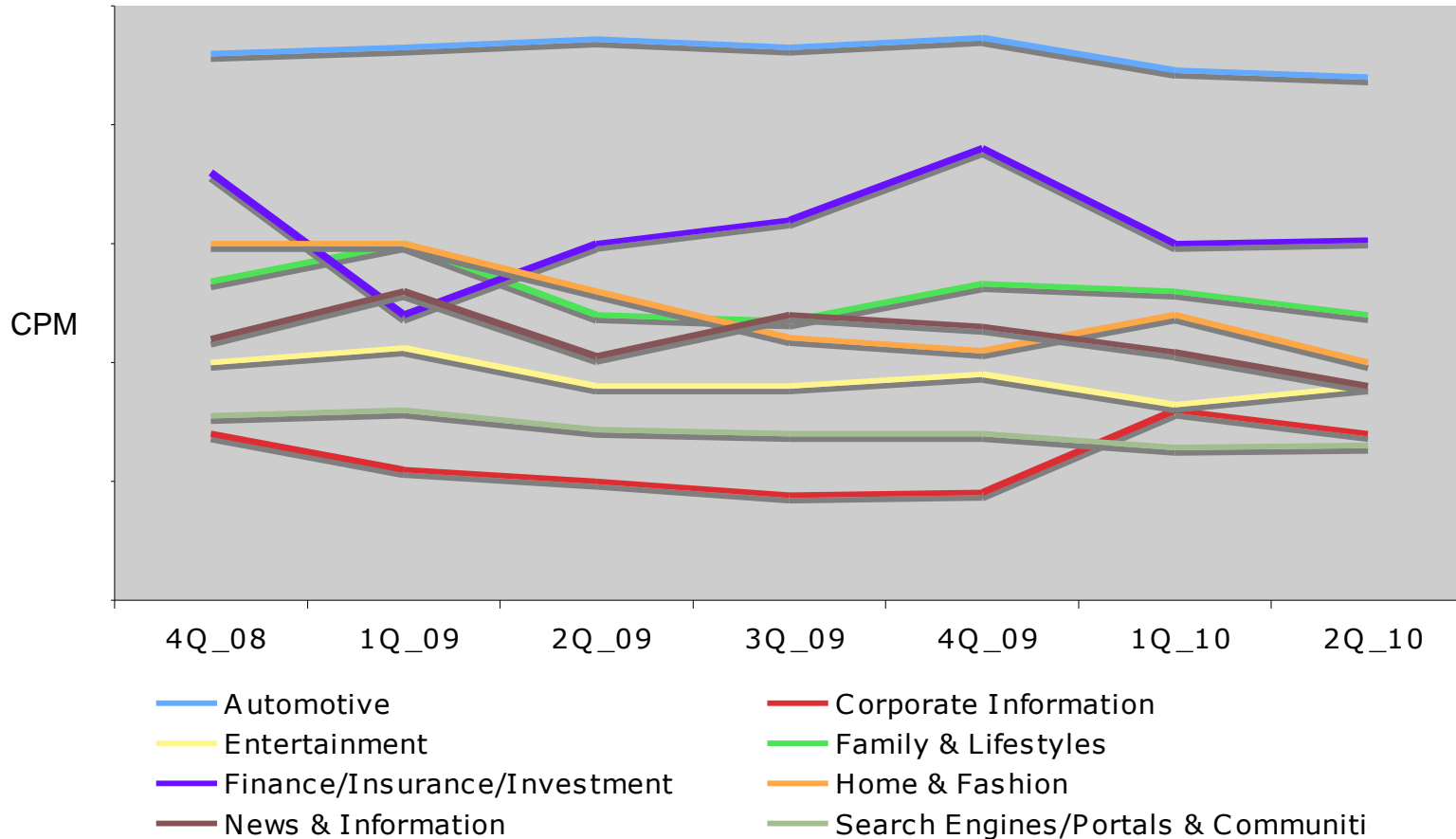
## Eight Category Display CPM Index:

Cumulative decrease of approx. 9% over seven quarters.  
4% for Q1 to Q2



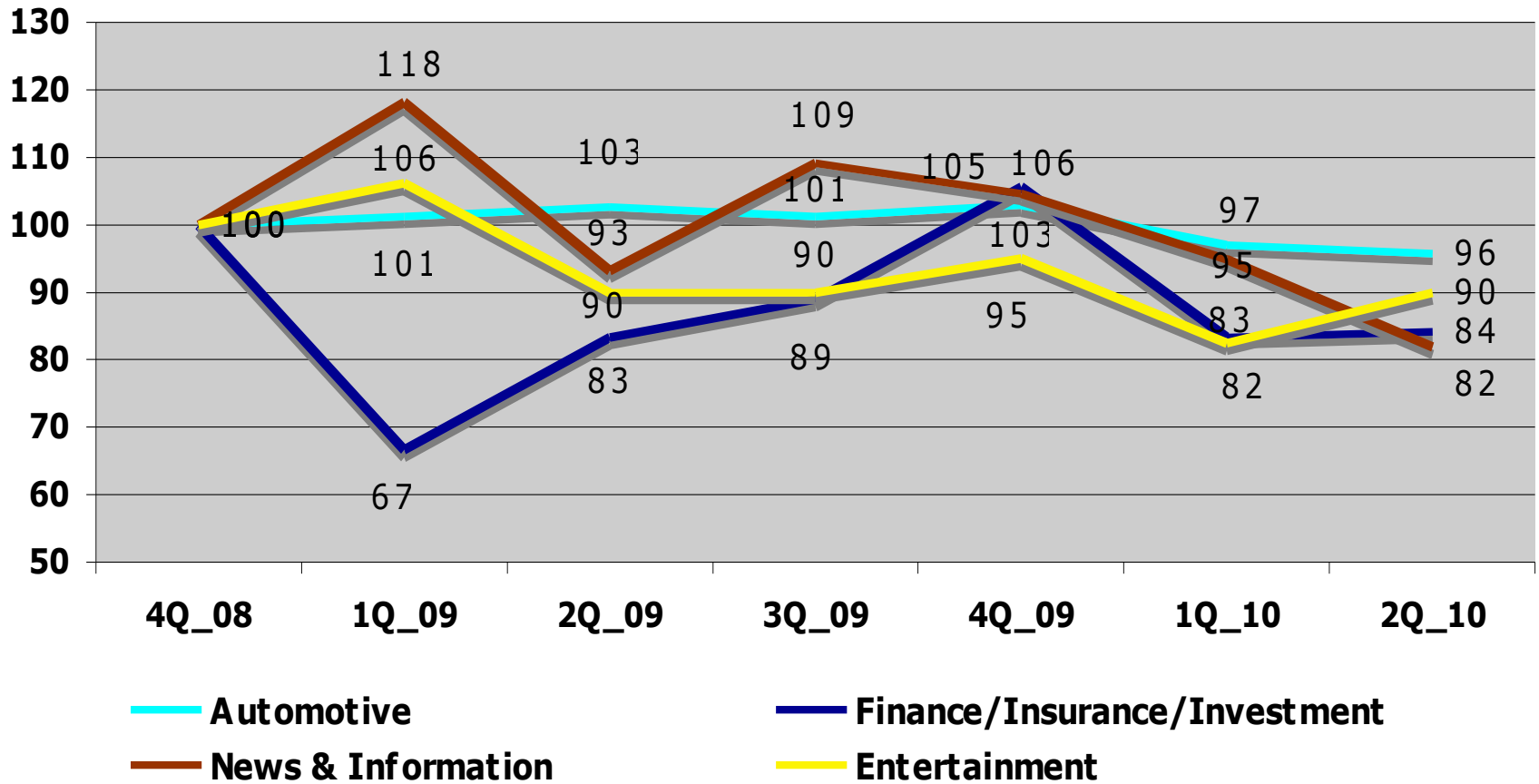
*Eight Category Average CPM Trend:*  
*Overall, 2010 Category CPMs are still below Q4, 2008 levels*

**WebCosts Eight Category Trend Chart**  
**August 2010**



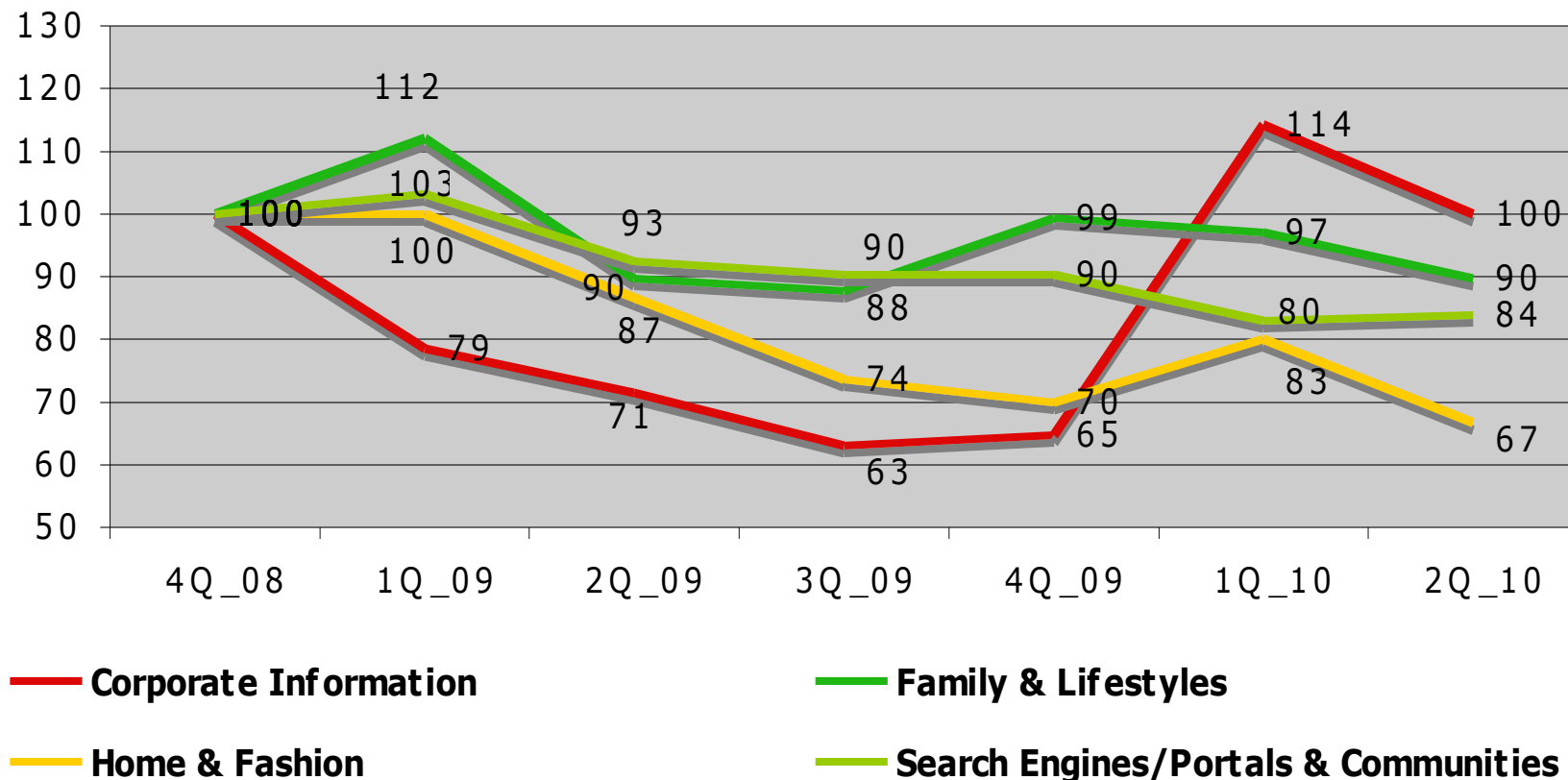
# Four Category, Index View

## WebCosts Four Category CPM Chart Index Seven Quarters



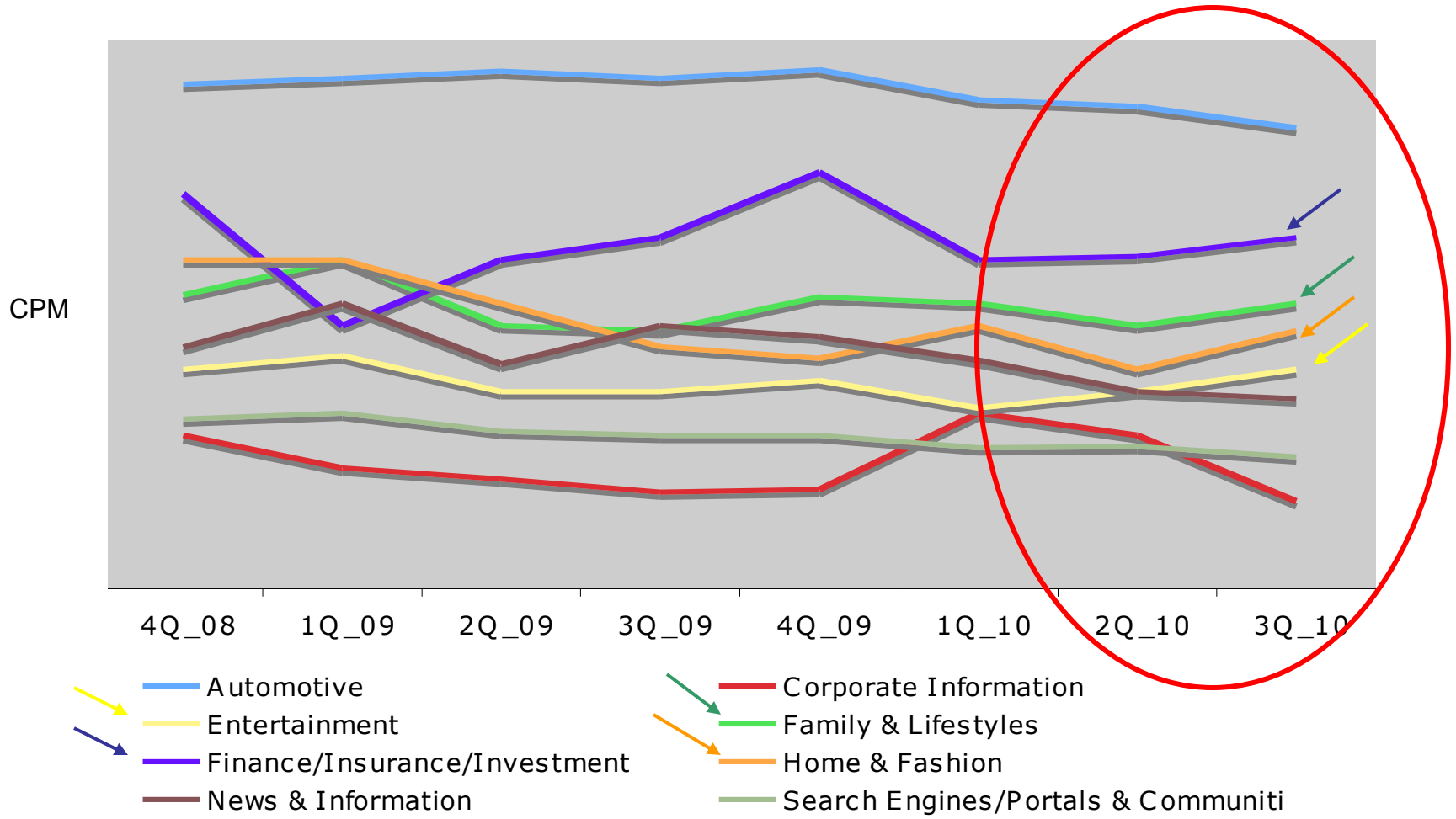
## Four Category, CPM Trend View

### WebCosts Four Category CPM Index Seven Quarters



# From Q2 to Q3, Uptick in CPMs is Evident for Some Categories

## WebCosts Eight Category Trend Chart September, 2010







# Real Cost Databases for the Advertising Industry. Built on the Aggregation of Buy-Side Records

*Network TV, Cable, Syndication, Spot TV, Radio, Hispanic TV, Internet Display*

*Tom Adams*

*WebCosts*

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