



Rich Media Insights Q3 2012

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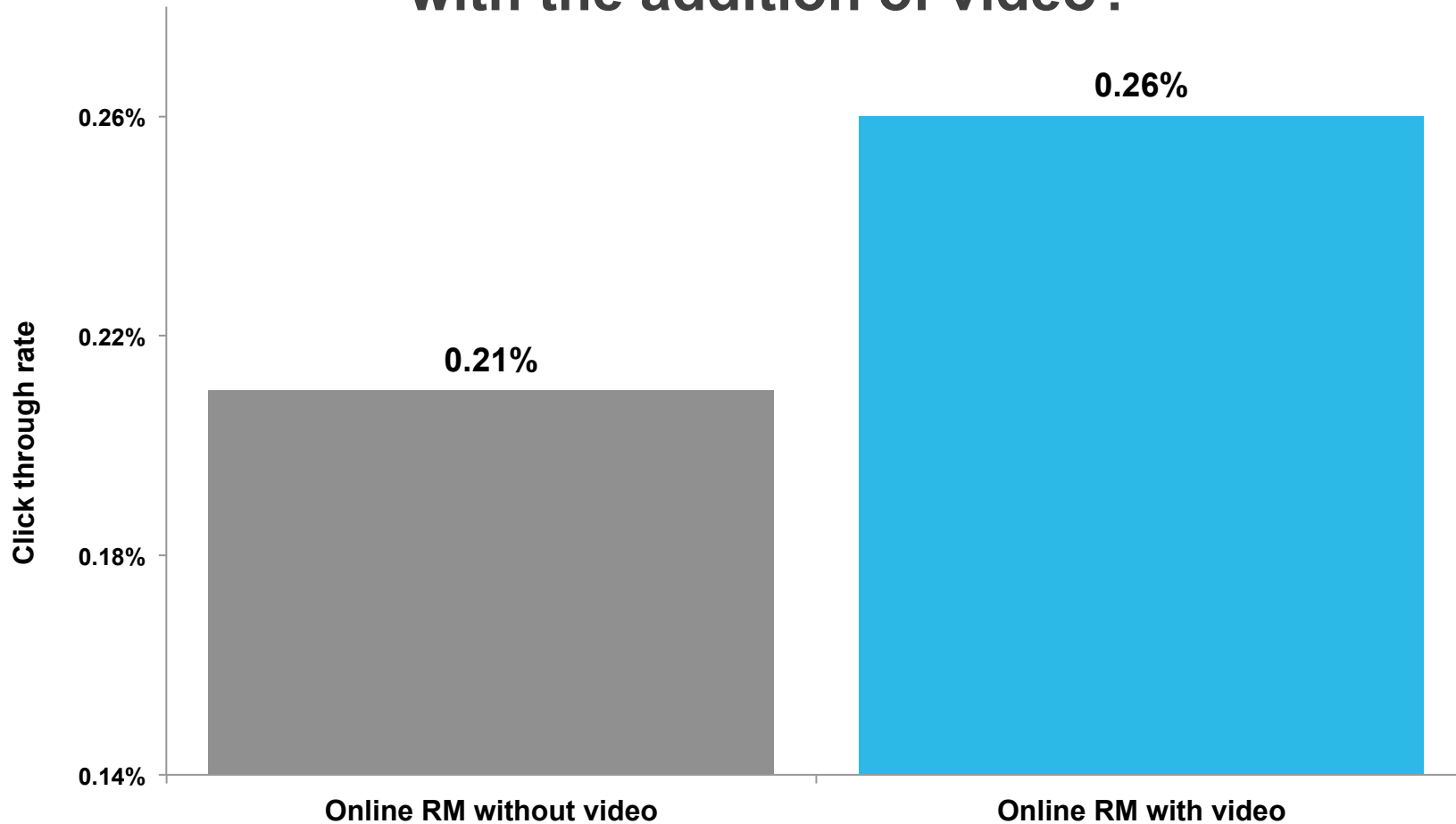
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3 Things You Need to Know About Rich Media Right Now

1. Mobile rich media is at a state of convergence: More and more marketers are seeking video-enabled rich media solutions from their mobile advertising partners.
2. Most rich media providers do not have In-Stream Video or Interactive Pre-Roll and therefore need to include video in rich media ads to satisfy clients' increasing demand for mobile video.
3. Incorporating mini video players into full page ad creative boosts engagement by 30% or more.

The Most Engaging ONLINE Rich Media Includes Video

Will mobile rich media follow suit and be more engaging with the addition of video?



Source: MediaMind 2012 Benchmark Research

Rhythm Campaign Insights: Key Findings

Slide

- 5 90% of campaigns included display in addition to mobile video during Q2-Q3 2012
- 6 Rich media is becoming more mainstream; used in 43% of campaigns in Q2-Q3 2012
- 7 Released a little over a year ago, 28% of campaigns now use In-Banner video
- 7 In-Banner Video custom button engagement rates ranged from 2.2% to 10.8%
- 8 36% of rich media Full Page ads used video
- 9 Rich media Full Page ad creatives with mini video player(s) boost engagement by 30% or more

Best Practice of Combining Video & Display is the Norm

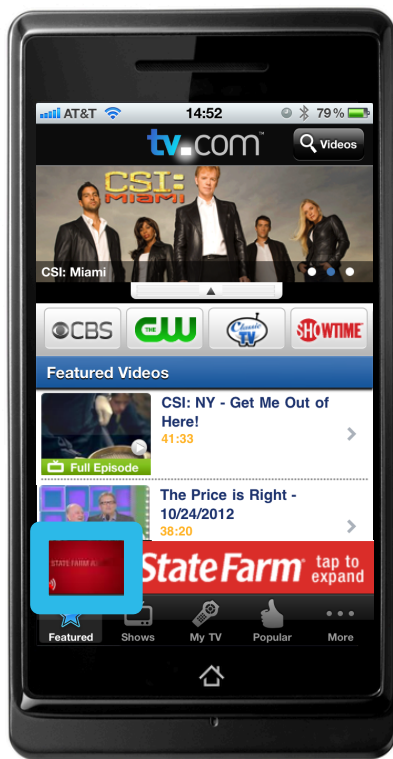
90% of campaigns running with Rhythm include video & display advertising



Source: Rhythm's Q2 and Q3 2012 campaigns.

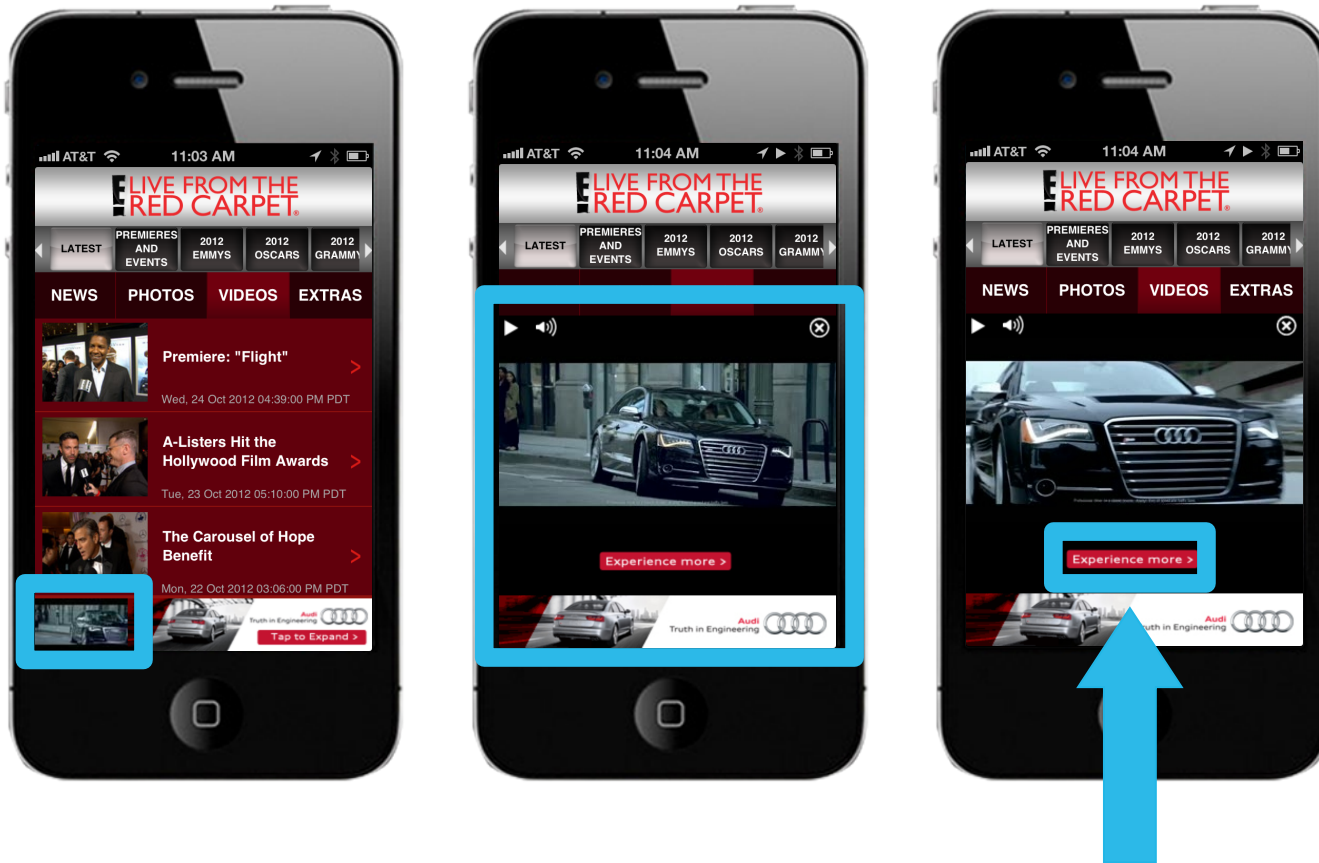
Rich Media is Becoming More Mainstream

43% of campaigns running with Rhythm include rich media Full Page Ads and/or In-Banner Video



Source: Rhythm's Q2 and Q3 2012 campaigns.

28% of Campaigns Already Use In-Banner Video Product

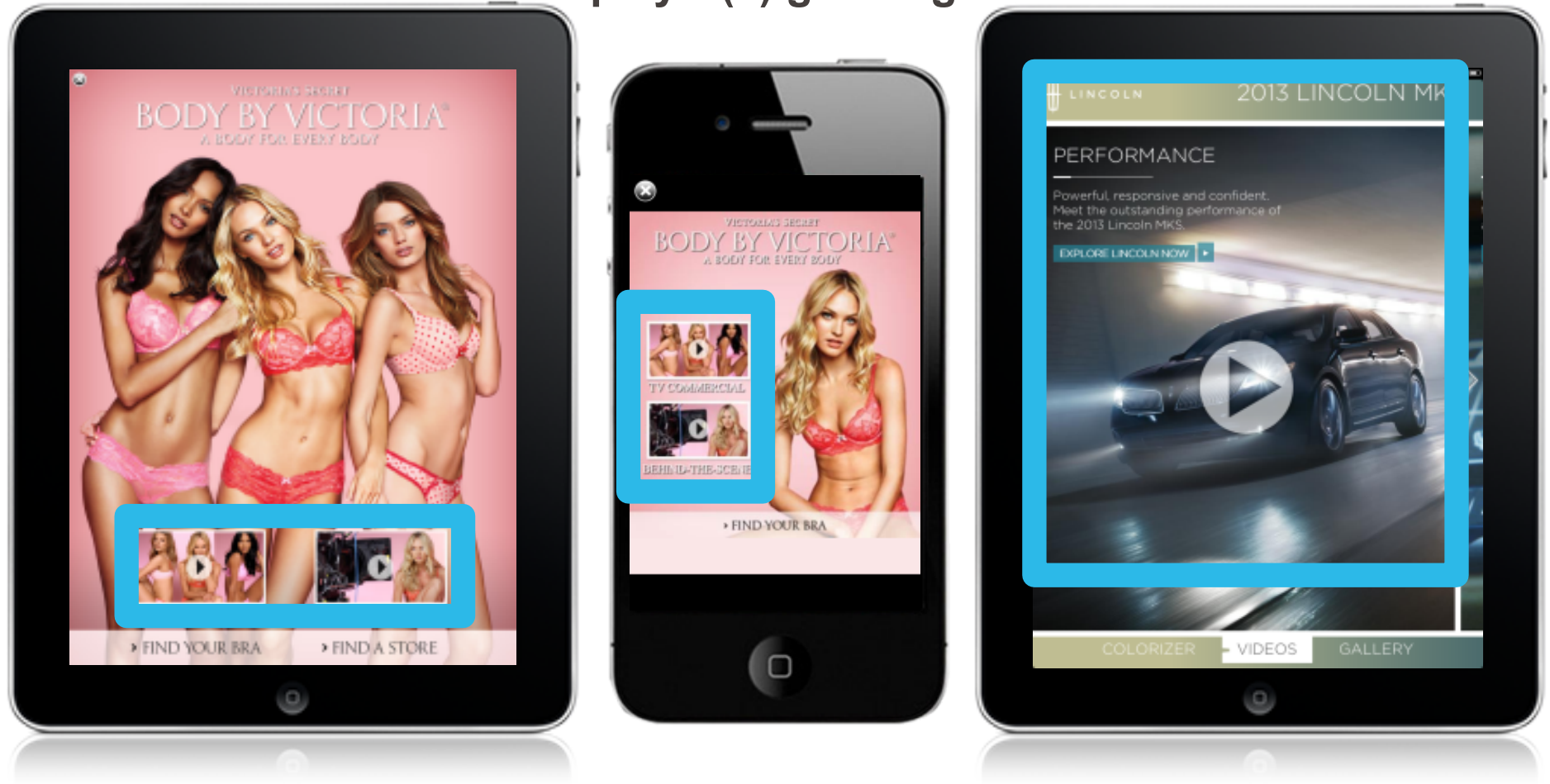


Custom button engagement rates: 2.2-10.8%

Custom button engagement occurs after the user's initial tap

36% of Rhythm Rich Media Full Page Ads Included Video

Use of “watch video” call to action or mini video player(s) growing



Source: Rhythm's Q2 and Q3 2012 campaigns.

High Engagement for Rich Media Full Page Ads with Mini Video Player

Mini video player boosts engagement by 30% or more



Engagement rates: 3.8-12%

Engagement is defined as any interaction with the ad

About This Report

Data points are based on ads served across iPhone, iPod Touch, iPad, Android and other devices in the US market. The data points cover brand ad campaigns from Q2-Q3 2012.

About Rhythm

Rhythm connects brand advertisers with highly engaged mobile audiences by selling and serving video, rich media and other immersive advertising formats. Rhythm has partnered with more than 50 premium media companies, typically on an exclusive basis, across an unparalleled portfolio of 200+ properties to deliver meaningful brand advertising within the highest quality content for targeted, relevant audiences. Our premium media partners include NBC Universal, CBS, ABC, Fox, Warner Bros., IAC, Demand Media and many others. In 2012 alone, more than 200 top brand advertisers including P&G, Unilever, Disney, McDonald's, General Motors, Ford, AT&T, Verizon, Macy's, Marriott and Wrigley have run campaigns with Rhythm and achieved unprecedented engagement results.

The metrics provided herein are solely representative of Rhythm's collection of premium properties and may not reflect the overall ecosystem for similar ads.



THANK YOU