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The Effectiveness of a GDN Blast for TV

A Look into the Reach Achieved with a GDN Blast vs Major Portal Takeovers

Google/Compete
U.S., October 2010

Objective and Methodology

Objective | To demonstrate the relative value of the Google Display Network (GDN) in reaching Media & Entertainment target audiences compared to major Portal Homepage Takeovers

Methodology |

- Three (3) Media & Entertainment consumer segments were defined based on observed online click stream behavior. Users were included if they had visited one of the defined segment sites at least once per month for the past three months (May-July 2010).
 - Movie Fans
 - TV Show Fans
 - Video Game Fans
- Visitation to the following web properties was measured for July 2010 on:
 - The Google Display Network (full and custom site pack)
 - Homepages of three leading portals: Yahoo!, MSN, AOL
 - Homepage of YouTube.com
 - Homepage of IMDB.com (Movie Fans), IGN (Video Game fans), and ESPN (TV Show fans)

Analytic Definitions

Segment Daily Reach

- The share of a segment which can be reached through a given property on an average day (e.g. 50% of TV show fans can be reached through the GDN on an average day)

Average Monthly Composition Mix

- The share of a given property's unique visitors during a month that are in a given segment (e.g. 10% of GDN visitors are in TV show fans)

GDN Exclusive

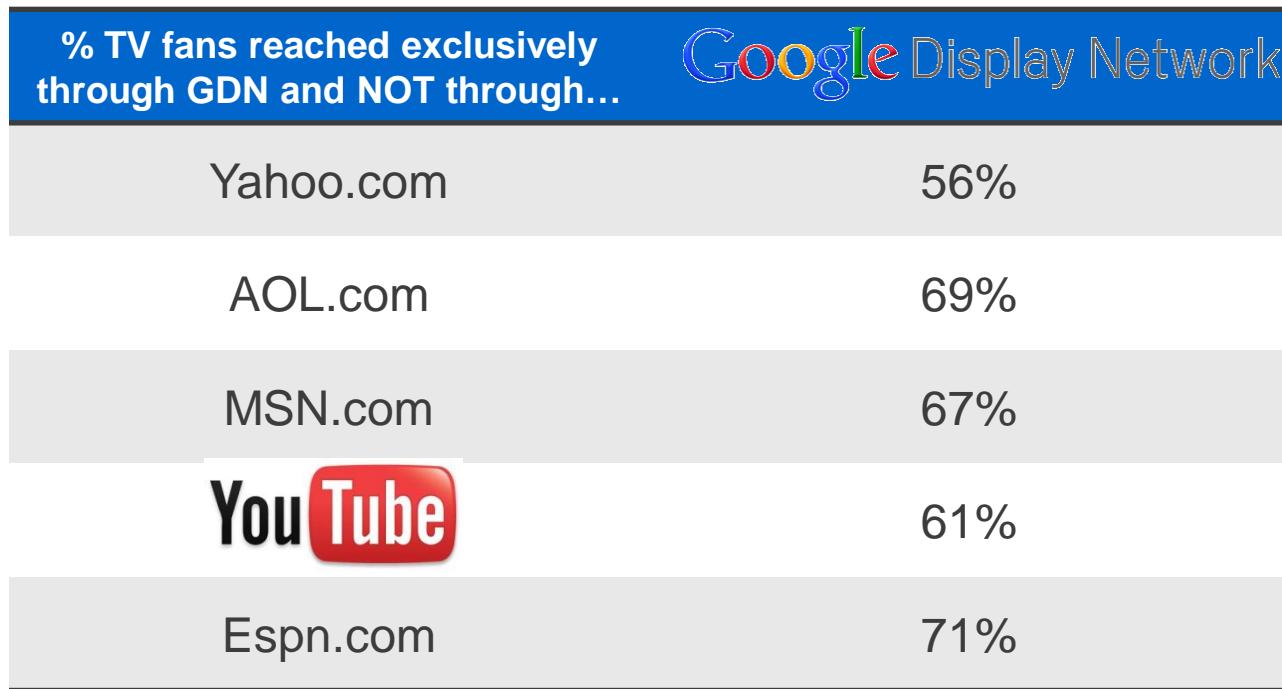
- The share of a segment which can be reached through the GDN, but not through another specific property (e.g. 35% of TV show fans can be reached through the GDN, but is not reachable on Y!)

The GDN Reaches 4.5x More TV Fans

Site	Daily Reach
Google Display Network	78%
	12%
AOL.com	3%
MSN.com	5%
Yahoo.com	17%
ESPN.com	1%

On average, 78% of TV Fans visit the GDN every day compared to 17% that visit the Yahoo! Homepage

The GDN Exclusively Reaches Over 50% of TV Fans



56% of all TV Fans would not be reached through the Yahoo! Homepage but would be reached via the Google Display Network each day

Key Takeaways

1

The Google Display Network reaches 4.5x more TV Fans than the top Portal Homepage

2

The Google Display Network exclusively reaches over half the TV Fans that do not visit the top performing Portal Homepage

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