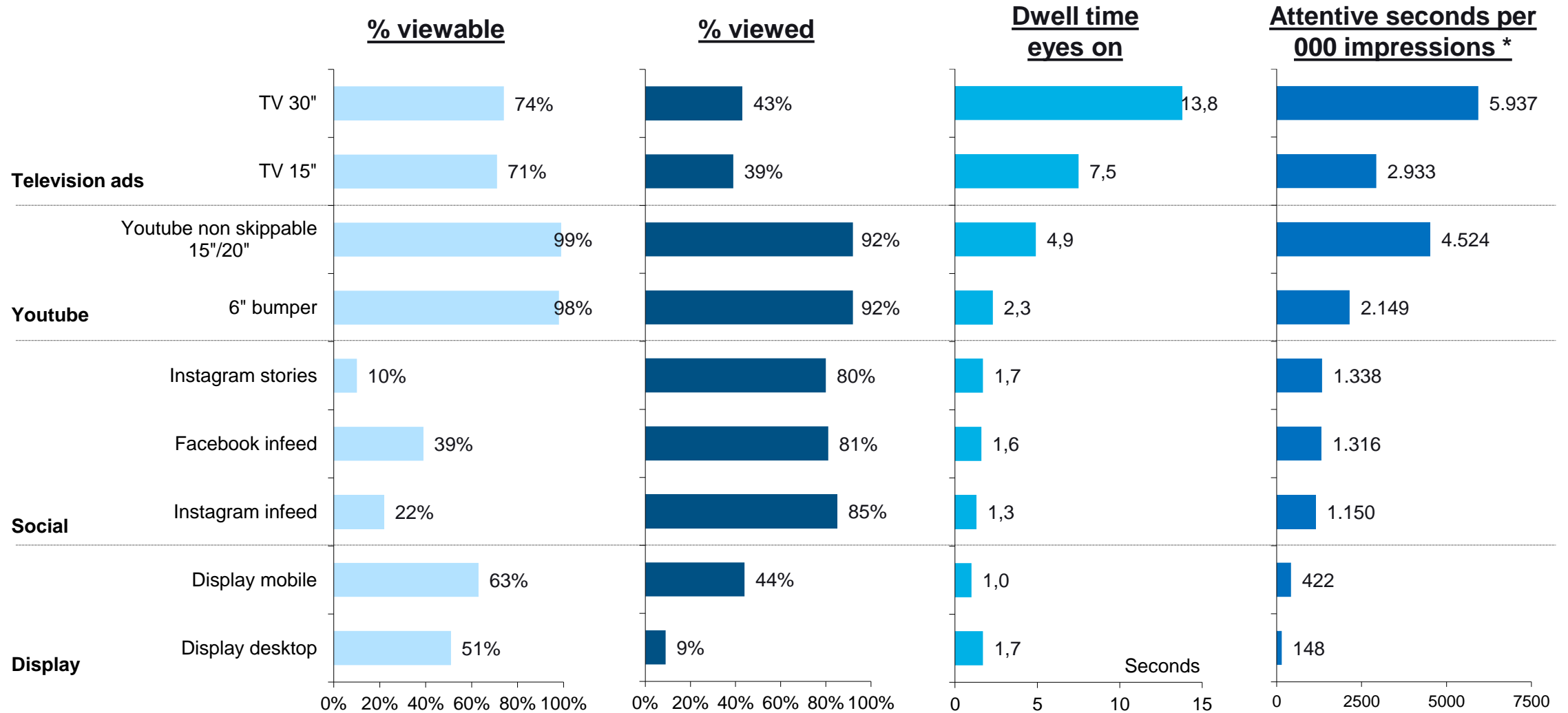


The video advertising attention funnel



* Attentive seconds per 000 impressions = viewed rate % X Avg dwell time (seconds) X 1000