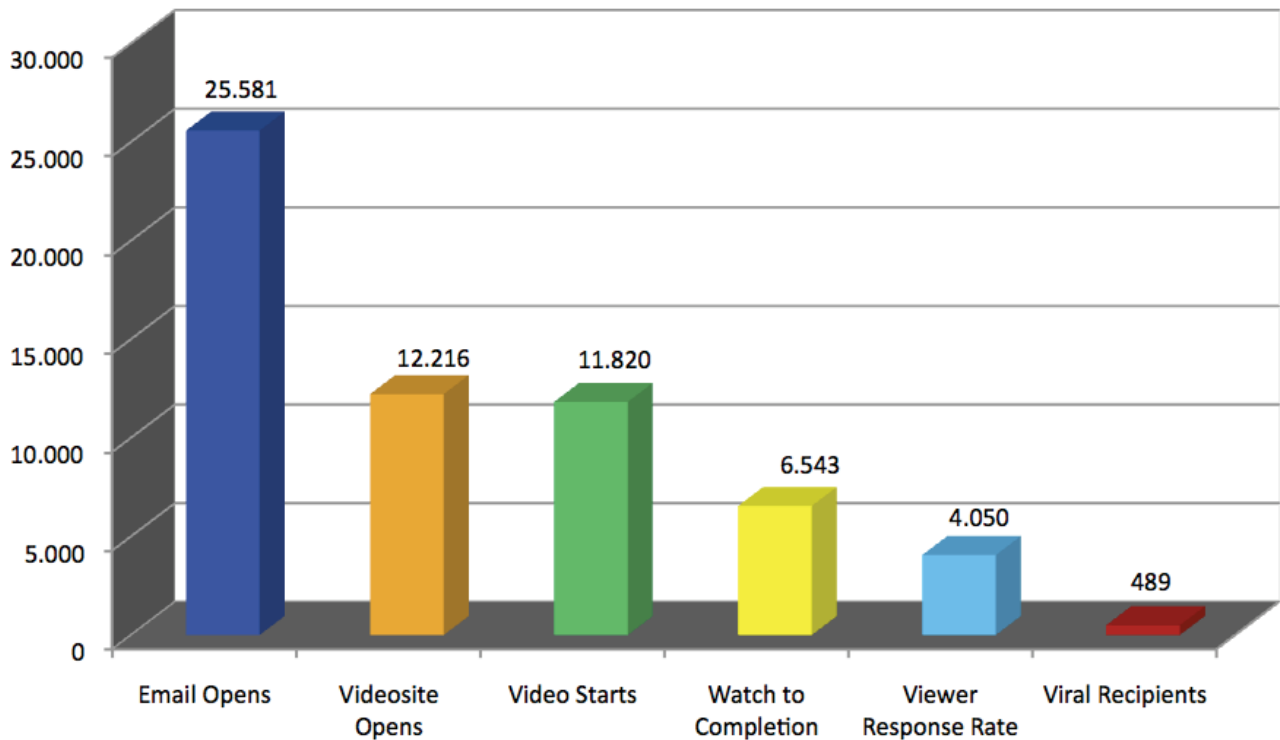


Flimp Videosite Marketing Campaigns. Viewer Engagement Response Data

**COMBINED DATA FROM THE NINE CAMPAIGNS PRODUCED THE FOLLOWING RESULTS:**

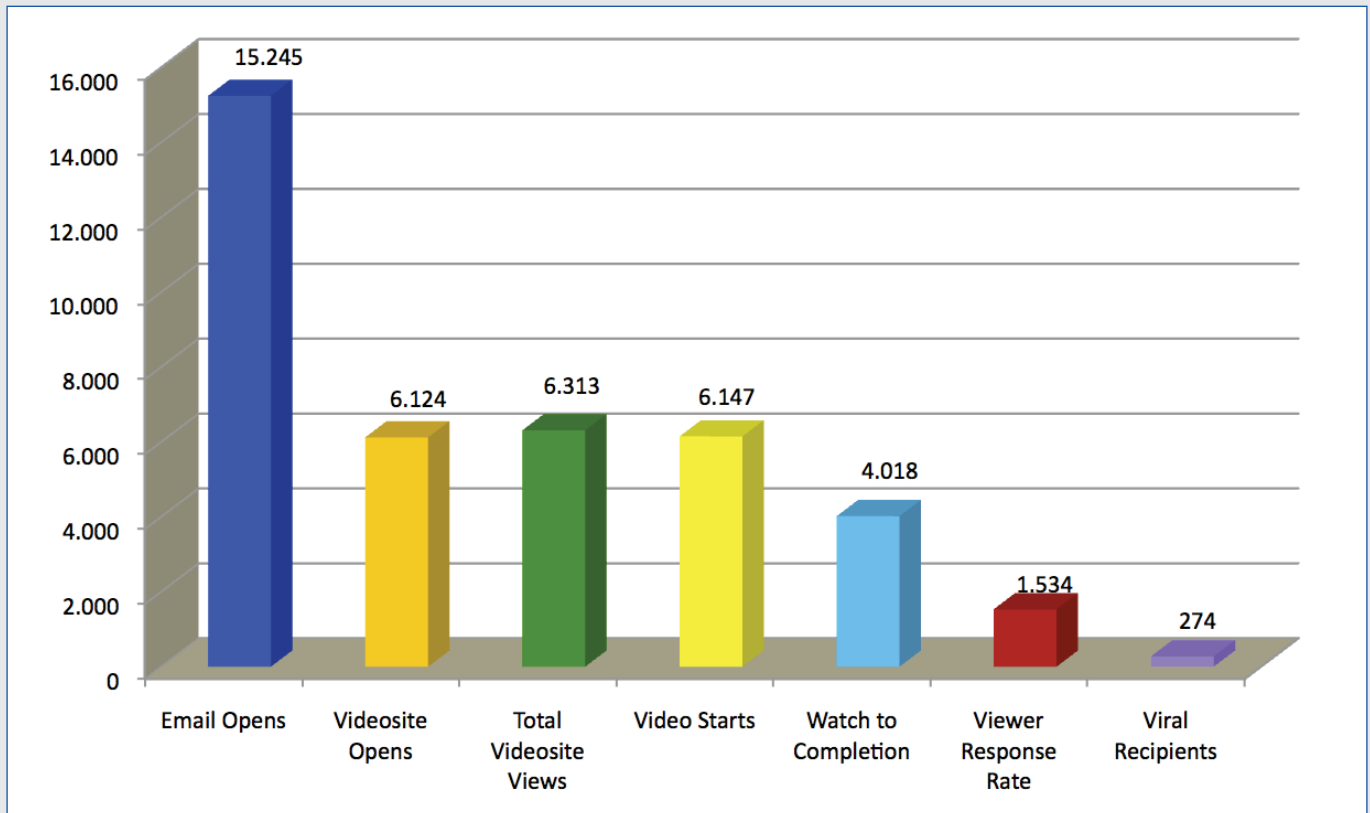
- **42.18%** of email recipients opened their email message.
- **47.26%** of people that opened their email clicked open the flash videosite message.
- **96.76%** of videosite viewers were able to watch the video message.
- **53.56%** of videosite viewers watched to completion (*avg. length – 2 min 16 sec*).
- **34.26%** of videosite viewers clicked a response link on their flimp message.

Using FLIMP®, nine separate flash videosite email marketing campaigns were created, launched and tracked by individual email address across five markets including sports, real estate, financial services, fundraising, and nonprofit communications. The flash videosites were delivered by email to opt-in mail lists using the distribution tools within the FLIMP videosite platform.



Target Audience Actions	Viewers	Viewer Response Rate
Received flimp videosite message via email	61,290	100% of delivered emails
Opened email with flimp videosite message	25,581	42.18% of email recipients
Launched flimp videosite ( <i>email click thru's</i> )	12,216	47.26% of email opens
Successfully watched video message ( <i>video starts</i> )	11,820	97.76% of videosite viewers
Watched to completion ( <i>watched entire video</i> )	6,543	53.56% of videosite viewers
Clicked response links on flimp ( <i>viewer response</i> )	4,050	34.26% of videosite viewers
Viral Recipients ( <i>sent to a friend</i> )	489	4.00% of videosite viewers

**Flimp Videosite Sports Marketing Campaigns. Viewer Engagement and Response Data**



Target Audience Actions	Viewers	Viewer Response Rate
Received flimp videosite message via email	52,319	100% of delivered emails
Opened email with flimp videosite message	15,245	29.14% of email recipients
Launched flimp videosite ( <i>email click thru rate</i> )	6,124	40.17% of email opens
Total videosite views ( <i>includes views from viral recipients</i> ) <sup>(1)</sup>	6,313	41.41% of email opens
Successful video starts ( <i>viewer engagement rate</i> )	6,147	97.37% of videosite viewers
Watch to Completion ( <i>watched entire video</i> )	4,018	65.37% of videosite viewers
Clicked videosite response links ( <i>viewer response rate</i> )	1,534	24.30% of videosite viewers
Viral Recipients ( <i>sent to a friend</i> )	274	4.34% of videosite viewers

**Note (1):** multiple views by the same person within 5 minutes are counted as one videosite view

Using FLIMP®, seven separate flash videosite email marketing campaigns were created, launched and tracked by viewer email address to promote four professional tennis tournaments including the 2008 Sony Ericsson Open, WTA Pacific Life Open 2008, the 2008 Bausch & Lomb Tennis Championships and the 2007 Indianapolis Tennis Championship.

- THE FLASH VIDEOSITES WERE DELIVERED BY EMAIL TO OPT-IN MAIL LISTS. COMBINED DATA FROM THE SEVEN CAMPAIGNS PRODUCED THE FOLLOWING RESULTS:**
- **29.14%** of email recipients opened their email message.
  - **40.17%** of people that opened their email clicked open the videosites.
  - **97.37%** of videosite viewers were able to watch the video message.
  - **65.37%** of videosite viewers watched to completion (*avg. video length – 1 min 16 sec*).
  - **24.30%** of videosite viewers clicked a videosite response link.
  - **4.34%** of videosite viewers were viral recipients.
  - Total video viewing time across all campaigns was **7,720 minutes**.