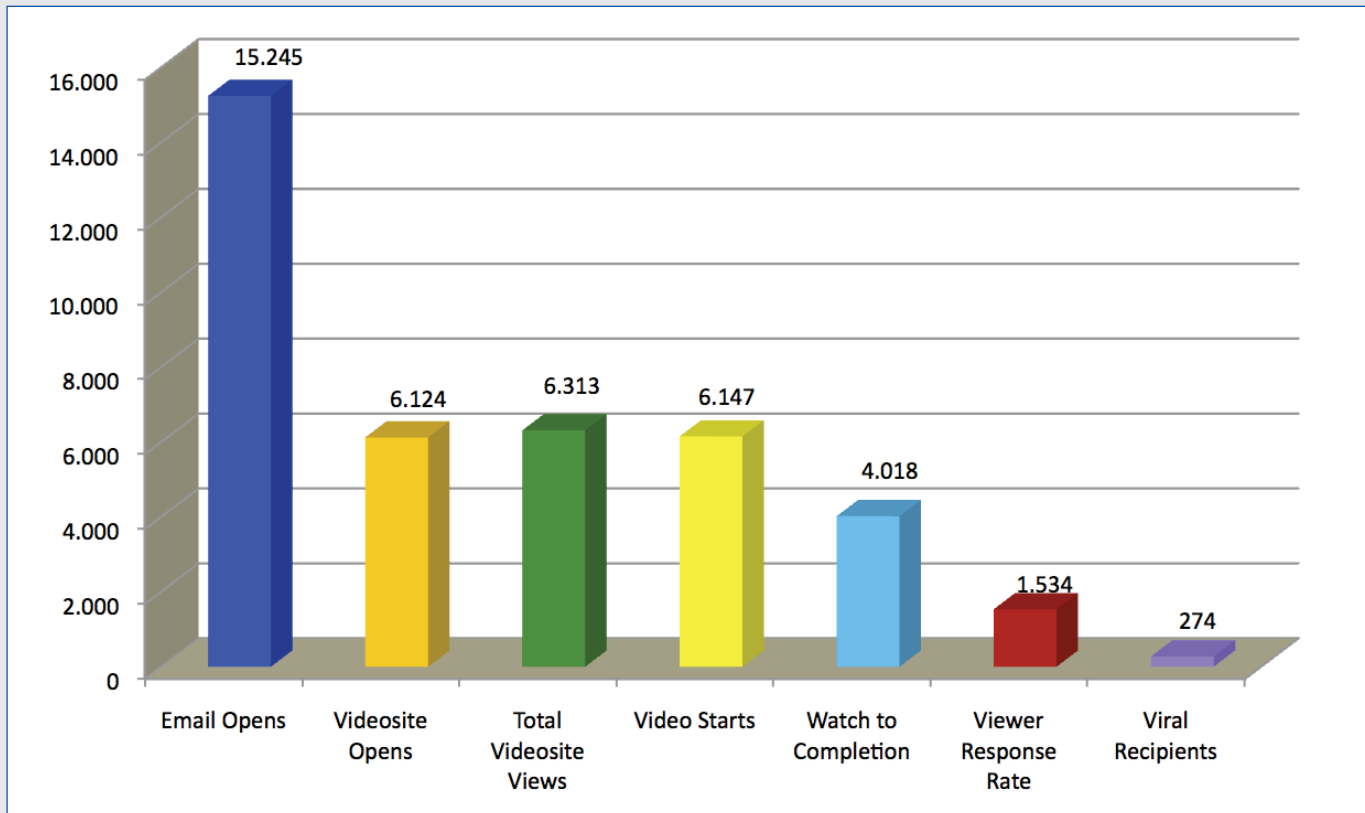


Flimp Videosite Sports Marketing Campaigns. Viewer Engagement and Response Data



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>) ⁽¹⁾	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**.