



EyeWonder 2010 US Gaming Synopsis

- 14 different gaming advertisers including major brands such as: Activision, Lucas Arts, Sega, Capcom, and Square Enix
- Over 40+ US gaming campaigns
- Over 500 million impressions

2010 Data	Total Interaction Rate	Unique Interaction Rate	Clickthru Rate
Overall Gaming	2.72%	1.27%	0.24%
Pod9 Campaigns	4.10%	2.16%	0.57%