



Agency and Advertiser Insight Screen Shots

Market size

effective **Audience** World Wide **Traffic** All Devices

Market Size Audience Plan Audience Reach Trending Streaming

Menu

All Categories Showing data for Last Month (From: 01/08/2010 To: 31/08/2010) Go

Categories

- All Categories
- Applications and Downloads
- Automotive
- Business & Finance
- Consumer Electronics & Techno
- Dating and Personals
- Directories and Local Guides
- Educational Resources
- Employment
- Entertainment - Celebrity
- Entertainment - General
- Entertainment - Movie
- Entertainment - Music
- Entertainment - TV
- Entertainment - Video
- Games
- Information Technology

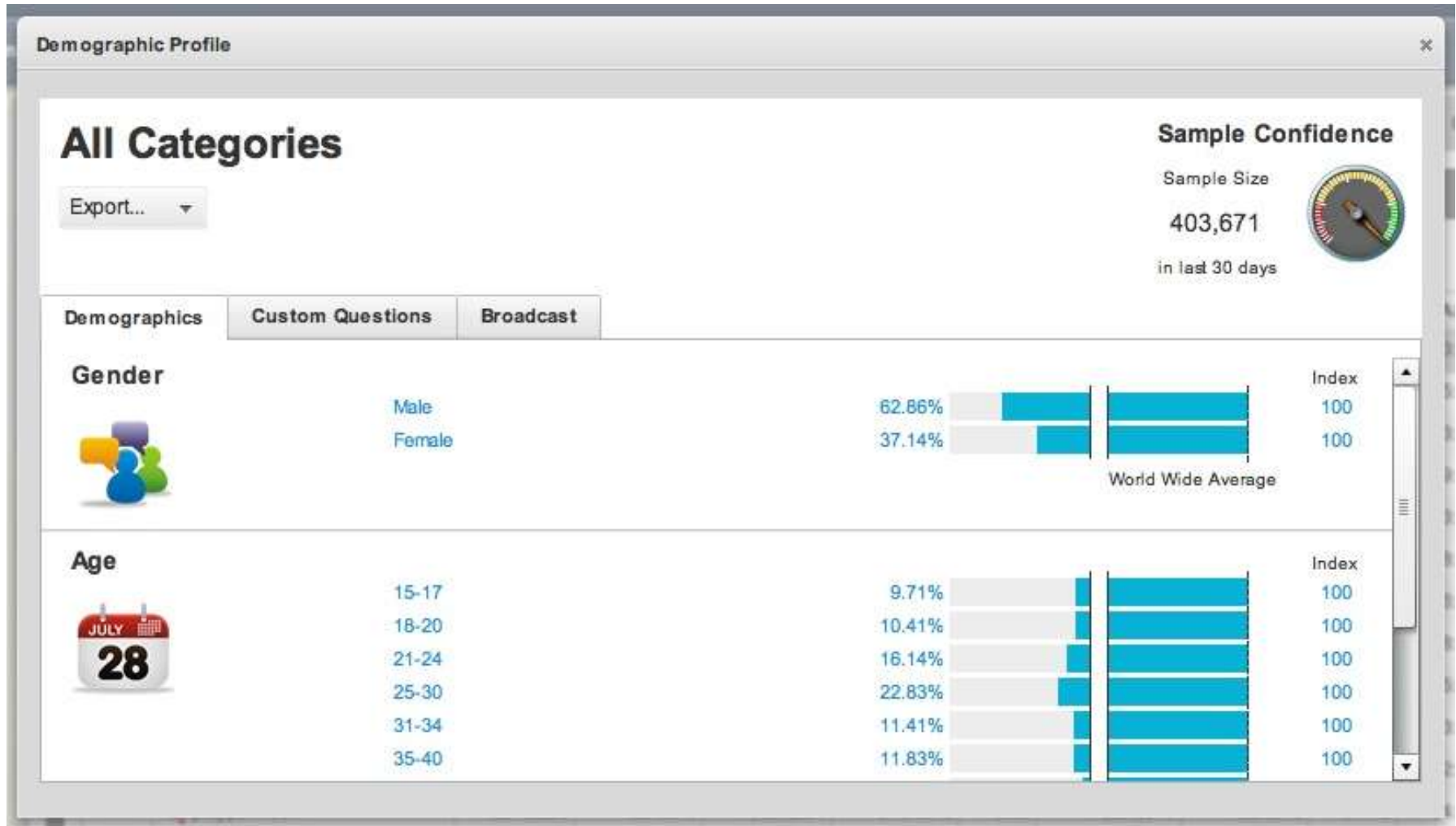
My Favorites

Category Ranking

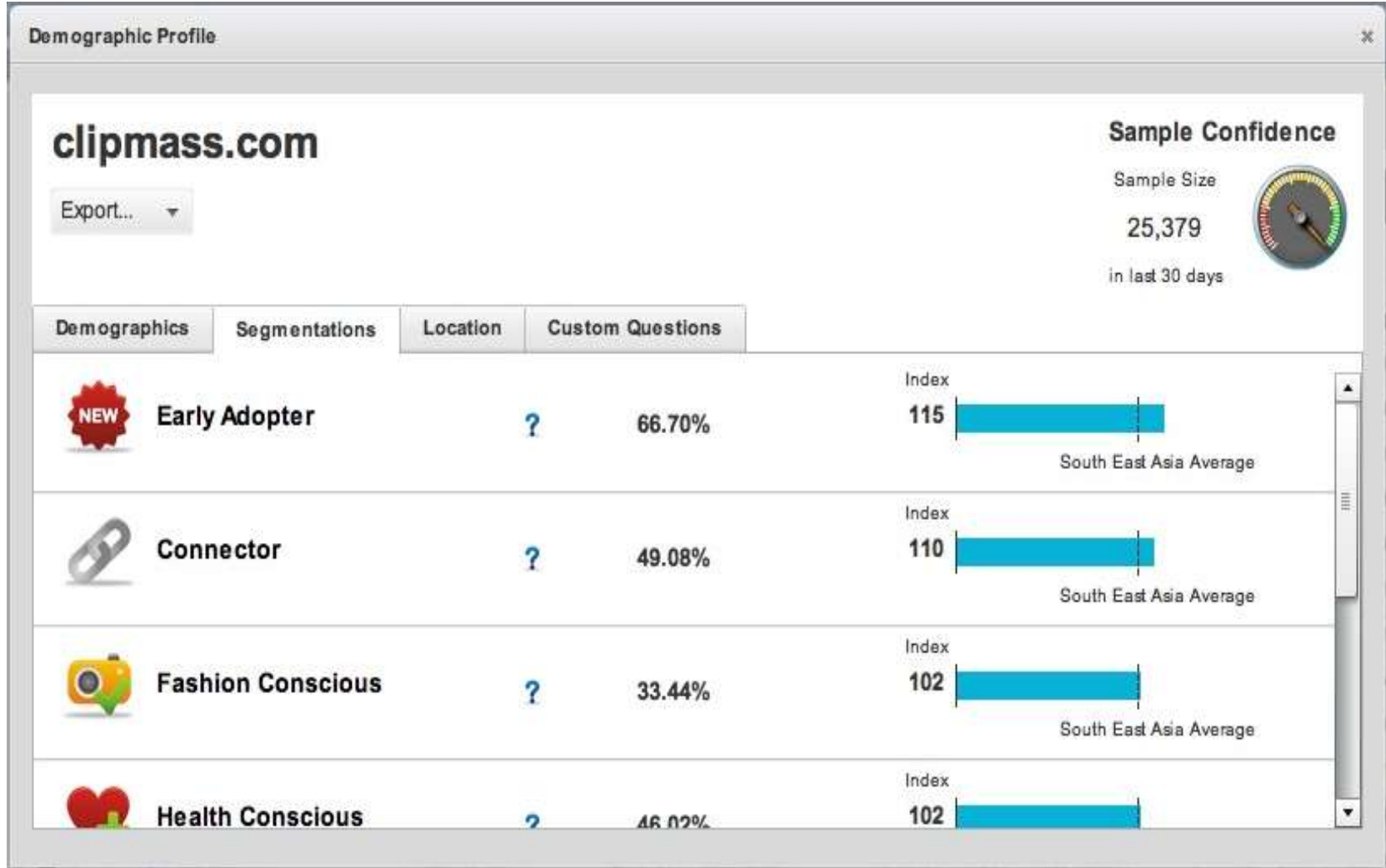
Filter Language All Languages Country Thailand Data Options >>

Rank	Name	UB's	UB %Chg.	US's	US %Chg.	Freq.	PV's	PV %Chg.	APD	ASD	APVPS	Mobile
	All Categories	99,387,741	-14.56%	816,330,034	-6.85%	8.21	6,617,518,321	5.18%	01:42	13:48	8.11	2.34%
1	bloggang.com	4,040,360	-3.23%	11,259,742	4.90%	2.79	36,768,123	23.04%	01:38	05:18	3.27	0.88%
2	dek-d	3,633,276	-26.39%	14,264,245	-25.65%	3.93	98,502,032	-12.21%	01:55	13:16	6.91	2.24%
3	siamha.com	3,008,135	-8.69%	11,178,062	-0.77%	3.72	74,425,541	16.11%	01:29	09:52	6.66	0.39%
4	oknation.net	2,554,162	2.85%	4,627,953	8.05%	1.81	11,722,048	30.22%	01:13	03:05	2.53	0.40%
5	pantip.com	2,528,777	-10.93%	18,324,237	-5.85%	7.25	169,607,111	19.56%	02:01	18:38	9.26	7.26%
6	TH Website 56	2,454,817	-12.47%	12,352,484	-6.52%	5.03	53,799,859	3.59%	01:29	06:26	4.36	0.72%
7	clipmass.com	2,307,877	1.06%	5,311,185	7.41%	2.30	34,156,229	23.01%	01:23	08:51	6.43	0.35%
8	atcloud.com	2,121,615	2.16%	3,934,153	7.86%	1.85	20,125,909	23.57%	01:10	05:59	5.12	0.48%
9	Yenta4.com	1,706,456	-2.07%	3,344,933	0.70%	1.96	13,097,339	28.74%	01:00	03:53	3.92	0.46%
10	ryt9.com	1,263,736	9.56%	1,885,520	14.21%	1.49	5,229,935	36.13%	54	02:30	2.77	0.43%
11	playpark.com	1,210,256	125.05%	7,656,291	616.66%	6.33	17,280,810	452.89%	01:49	04:07	2.26	0.25%

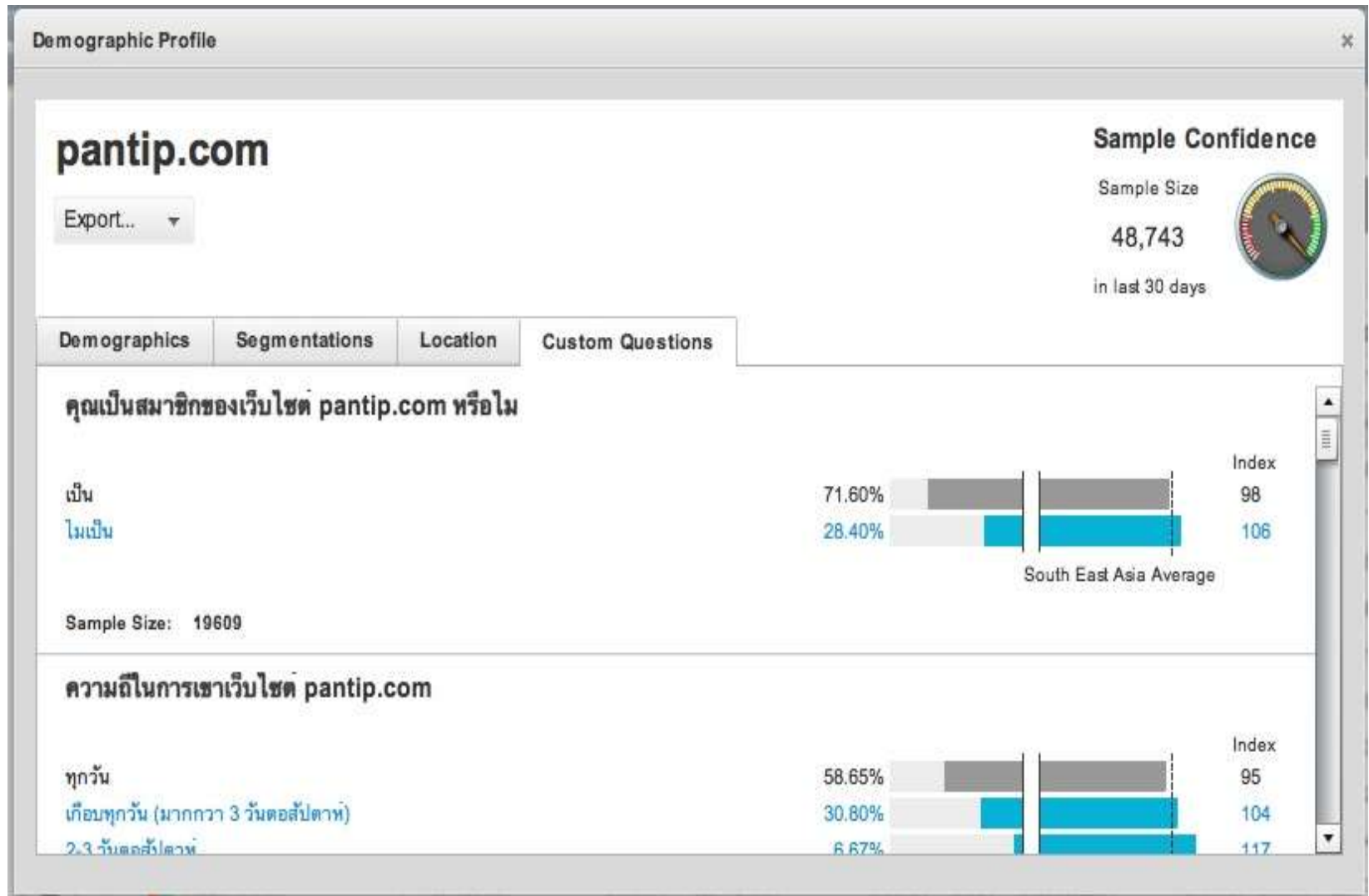
Demographic tab



Segmentation - User profile



Publisher – Custom Questions – Available in real time



Media planning Tool- Understand what is unique about your audience

The screenshot displays the 'Audience Reach' section of the 'effective measure' tool. The interface includes a navigation bar with tabs for 'Market Size', 'Audience Plan', 'Audience Reach', 'Trending', and 'Streaming'. The current view is 'Audience Reach' for 'South East Asia' and 'All Devices'.

On the left, there is a sidebar with a tree view of categories: Accessing From, Age, Education Level, Gender, Monthly Household Income (\$US), Occupation, Occupation Industry, People in Household, Primary Language, Segmentation, Access Internet from Mobile phone, Advertising Engagement, and Decisions. Below this sidebar, the 'Report Period' is set to 'Last Week', and there are 'Reset' and 'Run Query' buttons.

The main content area shows 'Current Report' and 'Existing Reports' tabs. The 'Current Report' displays a 'Total Matching Audience: 4,989,765'. Below this, the 'Report Period' is '06/09/2010 ~ 12/09/2010' and the 'Criteria' are 'Audience: Malaysia; Category: All Categories(Comprehensive); Segmentation: Early Adopter;'. There are 'Show Websites Only' and 'Export...' buttons.

The main data table is titled 'Contact Selected' and has columns for 'Site', 'Relevance', 'Audience', and 'Reach'. The 'Relevance' column shows '% of Site Audience' with a dropdown arrow and a blue progress bar. The 'Audience' column shows 'Matched Site Audience'. The 'Reach' column shows 'Site % of Total Audience'.

Site	% of Site Audience	Matched Site Audience	Site % of Total Audience
<input type="checkbox"/> pantip.com	80%	997	0.02%
<input type="checkbox"/> KOMPAS.com/Female	65.79%	797	0.02%
<input type="checkbox"/> detikHot.com	62.5%	2,527	0.05%
<input type="checkbox"/> adoimagazine.com	61.9%	1,250	0.03%
<input type="checkbox"/> soccerfanz.com.my	61.29%	8,236	0.17%
<input type="checkbox"/> murali.com.my - Blog	60.56%	1,142	0.02%
<input type="checkbox"/> KOMPAS.com/Bisnis Keuangan	60%	559	0.01%
<input type="checkbox"/> murali.com.my - Music	60%	868	0.02%
<input type="checkbox"/> murali.com.my - Movie	59.65%	1,131	0.02%