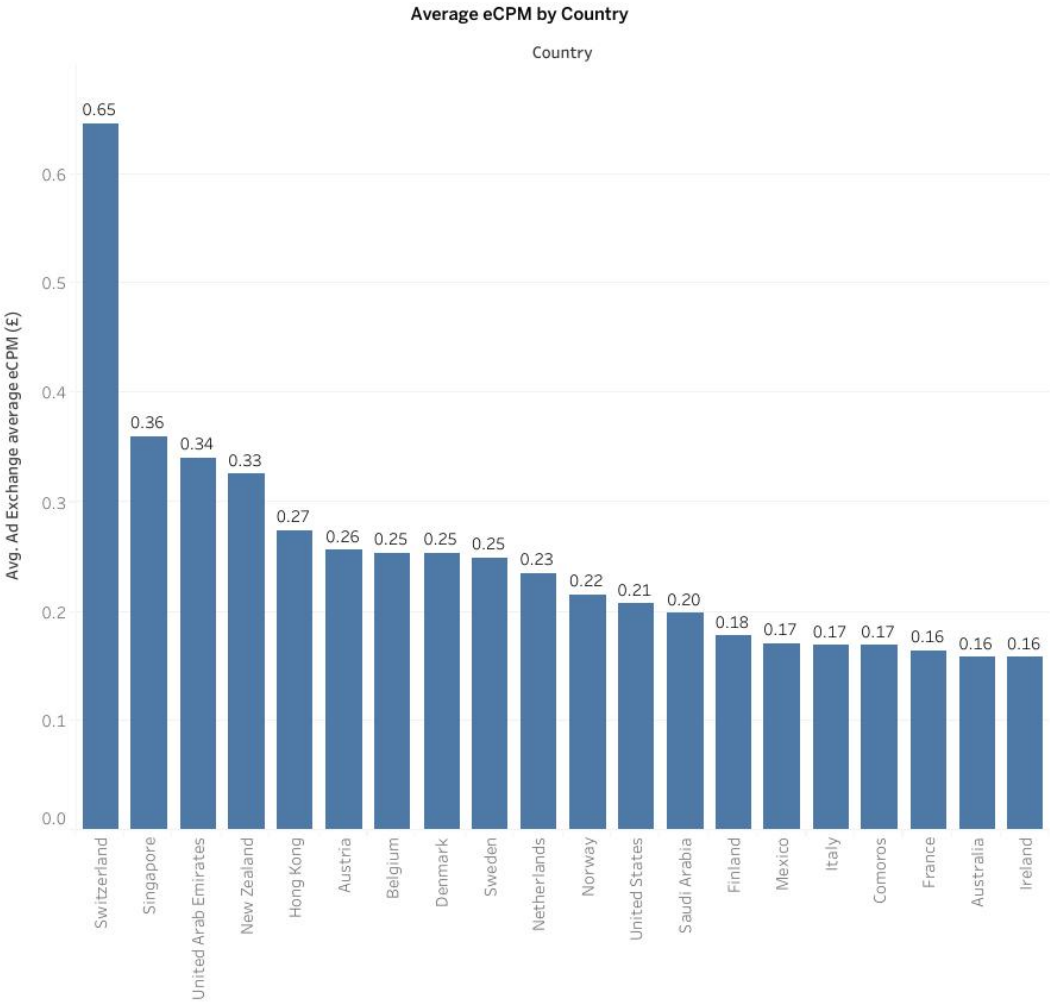
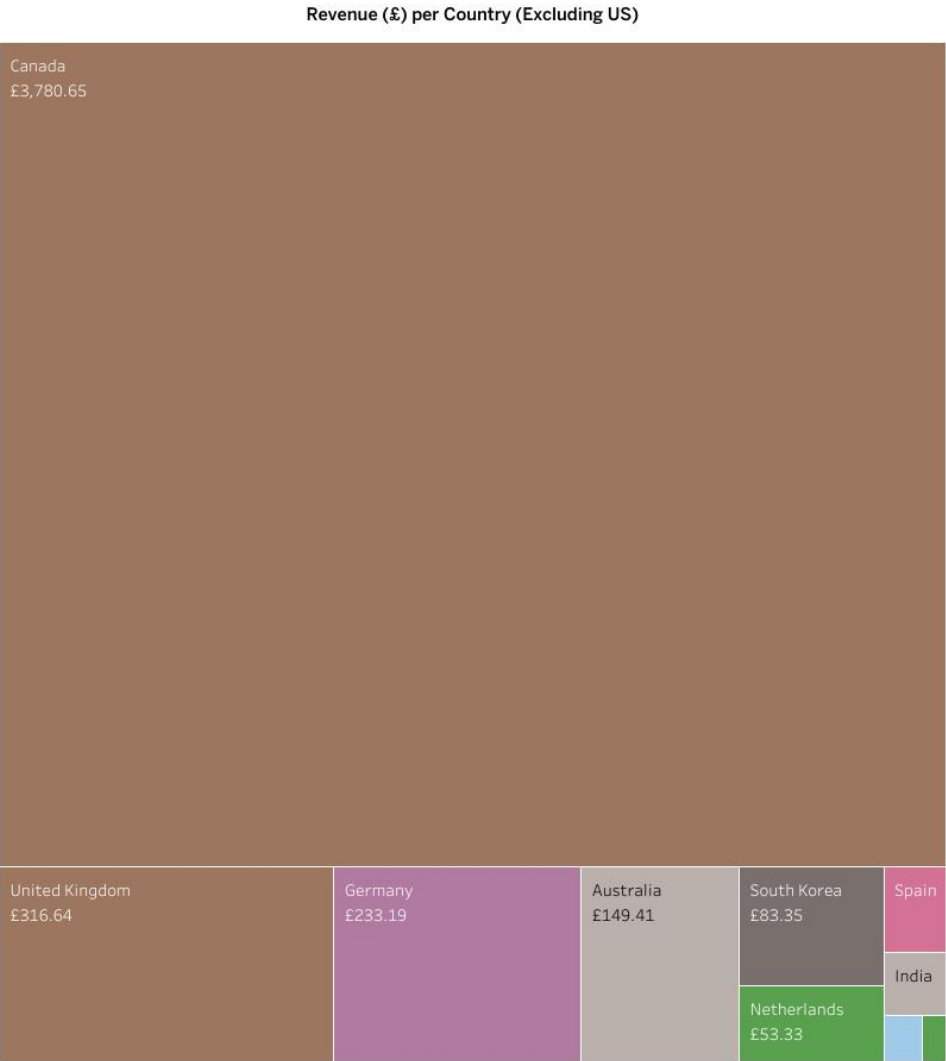
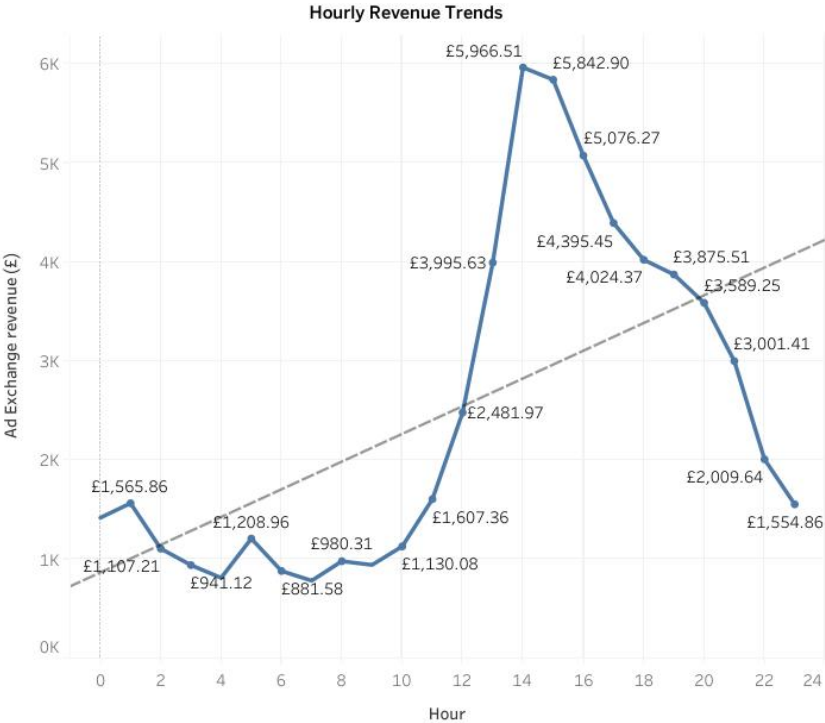
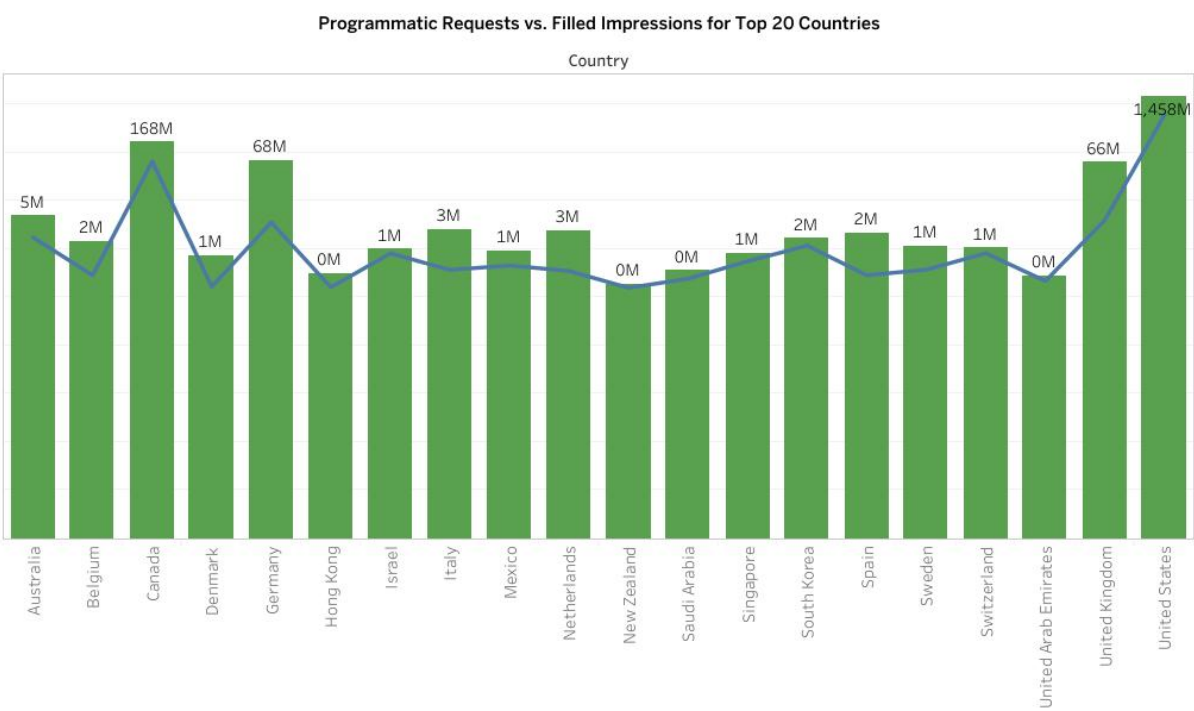


Global Ad Exchange Performance Overview

Total Impressions	Total Revenue	Average eCPM	Impressions by United States	Revenue by United States	Programmatic eligible ad requests
323,066,359.00	£59,194.43	£0.11	276,822,715.00	£53,357.87	1,800,405,201.00



	Monthwise Ads Performance						Country All
	March	April	May	June	July	August	
Ad Exchange impressions	62,476,873	52,363,319	63,866,422	45,840,418	43,196,831	55,322,496	<div>Measure Names</div> <div><div>Ad Exchange impressions</div></div> <div><div>Programmatic eligible ad requests</div></div>
Ad Exchange revenue (£)	10,610	8,620	10,178	10,161	9,008	10,617	
Programmatic eligible ad requests	330,731,169	281,049,678	325,266,123	281,281,276	269,909,470	312,167,485	
Count of Report data	72,602	69,280	71,683	68,140	69,791	72,432	



Impressions vs. Revenue by Hour

