
SETTLEMENT MODELS LIST

“Settlement Models” - models described below in which Services can be billed. The Settlement Model applicable for particular Services will be specified in the Campaign Order.

- a) **CPC** - calculated as a product of the number of clicks made by the Users and the rate for a click specified in the Campaign Order;
- b) **CPM** – calculated by multiplying the CPM rate by the number of CPM units (one thousand impressions);
- c) **CPCV** – calculated by multiplying the CPCV rate by the number of completed impressions defined as an impression where a video creation was played in at either 25%, 50%, 75% or 100% of its total duration, as agreed for a specific Service in the Campaign Order;
- d) **vCPM** – calculated for:
 - i) Streaming Video - by multiplying the vCPM rate by the number of vCPM units (one thousand in-view impressions whereas in-view impression is defined as an impression where at least 50% of the player is visible on-screen and the page in focus for at least two continuous seconds);
 - ii) Display - by multiplying the vCPM rate by the number of vCPM units (one thousand in-view impressions whereas in-view impression is defined as an impression where at least 50% of the banner creation – or 30% if the banner creation is as large or larger in area than 970x250 - is visible to users for at least one continuous second;
- e) **CPV** - calculated as a product of the number of visits (a landing page visit is counted only when the user's browser loads the landing page and Adlook's tracking tag fires) made by the Users and the rate for a visit specified in the Campaign Order.