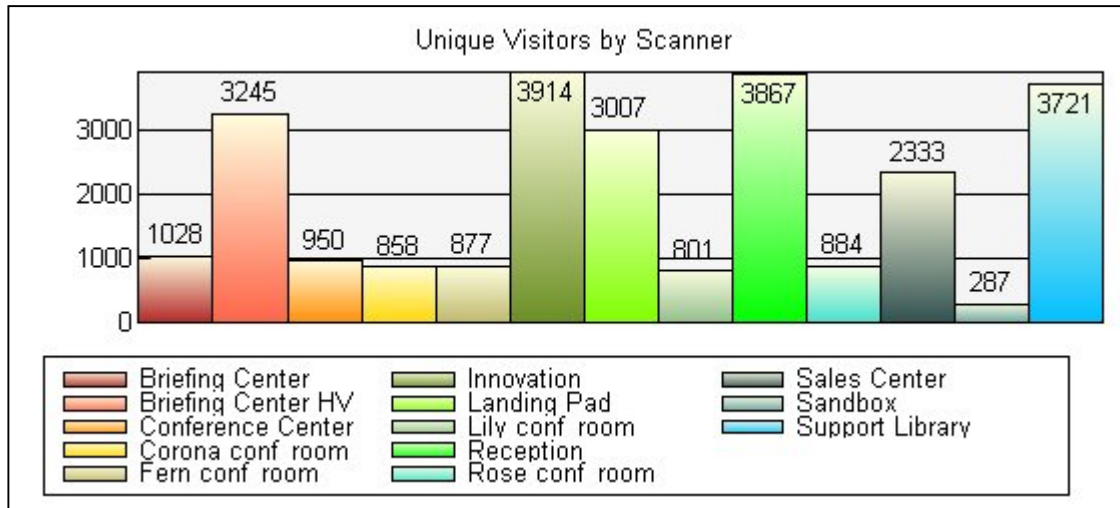


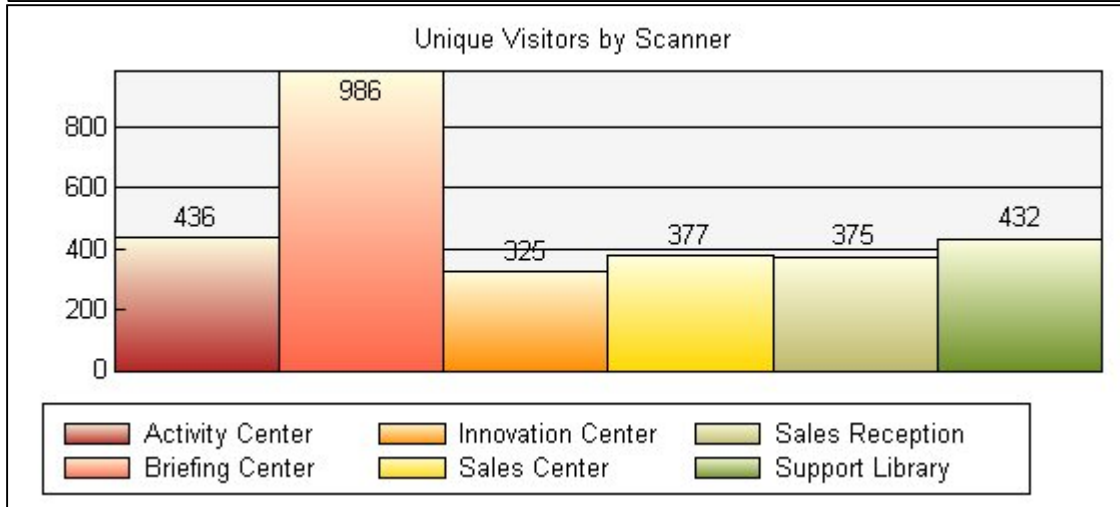
# IBM VBC Metrics 2007 YTD

Marshall Sponder 12/18/07

# Most Popular / Least Popular Locations in the VBC this year



*Original VBC  
Now Development*



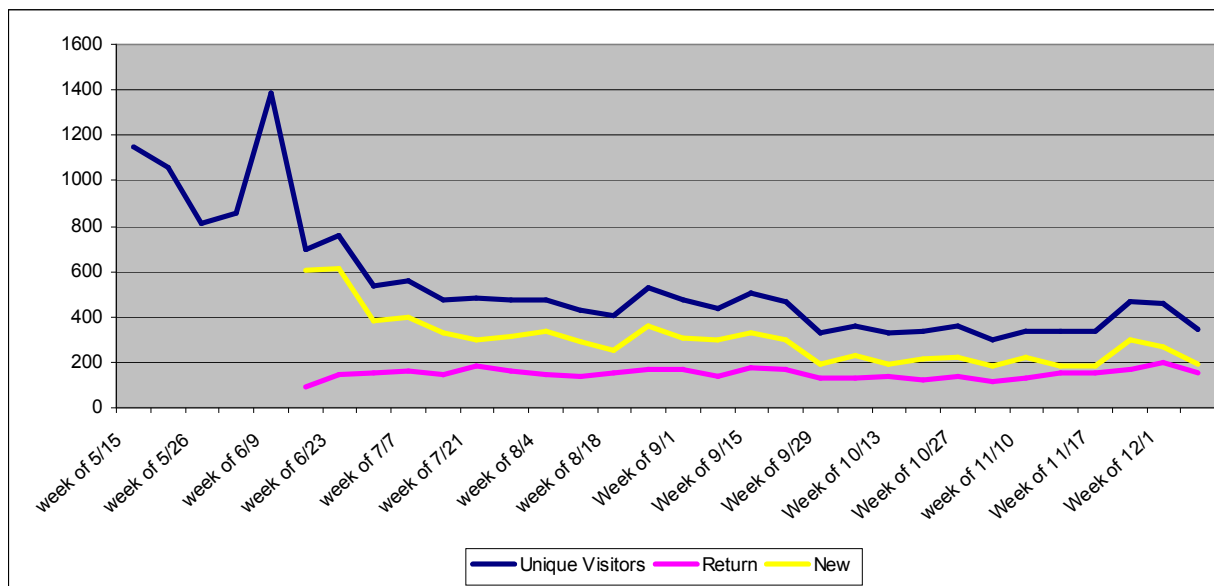
*Dual Sim  
Production  
As of 11/07*

Source: V-Tracker

In the new Dual Sim the Briefing Center is becoming the most popular area of the VBC while, unique visitors were almost equally spread out between Innovation, Reception, Support and Briefing Center.

## Inworld Activity – 5/15/07 - Present

Week	Unique Visitors	Return	New
week of 5/15	1148		
week of 5/19	1054		
week of 5/26	814		
week of 6/2	856		
week of 6/9	1389		
week of 6/16	700	95	605
week of 6/23	759	148	611
week of 6/30	536	155	381
week of 7/7	558	158	400
week of 7/14	473	146	327
week of 7/21	480	181	299
week of 7/28	477	161	316
week of 8/4	478	144	334
week of 8/11	431	137	294
week of 8/18	409	154	255
Week of 8/25	529	168	361
Week of 9/1	473	169	304
Week of 9/8	439	140	299
Week of 9/15	508	175	333
Week of 9/22	464	166	298
Week of 9/29	327	133	194
Week of 10/06	357	131	226
Week of 10/13	327	139	188
Week of 10/20	334	122	212
Week of 10/27	359	139	220
Week of 11/3	299	117	182
week of 11/10	340	128	222
Week of 11/17	340	154	186
Week of 11/24	465	168	296
Week of 12/1	461	196	265
Week of 12/8	344	152	192
<b>Total to Date</b>	<b>17268</b>	<b>4030</b>	<b>7986</b>

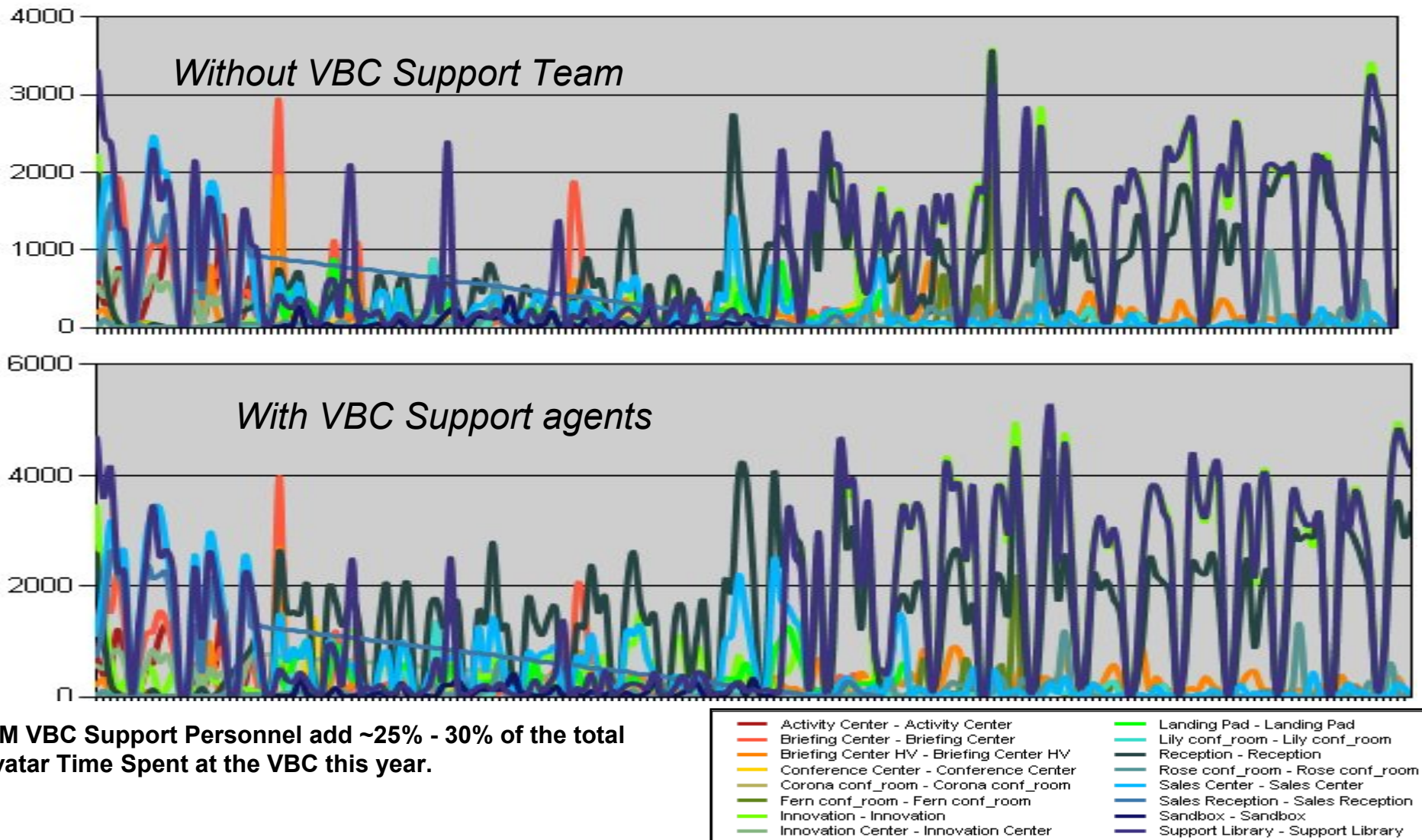


Source: V-Tracker

While the number of return visitors per week has remained steady and the same since mid June (~150 per week), the number of new visitors has dropped off, averaging at ~200 per week.

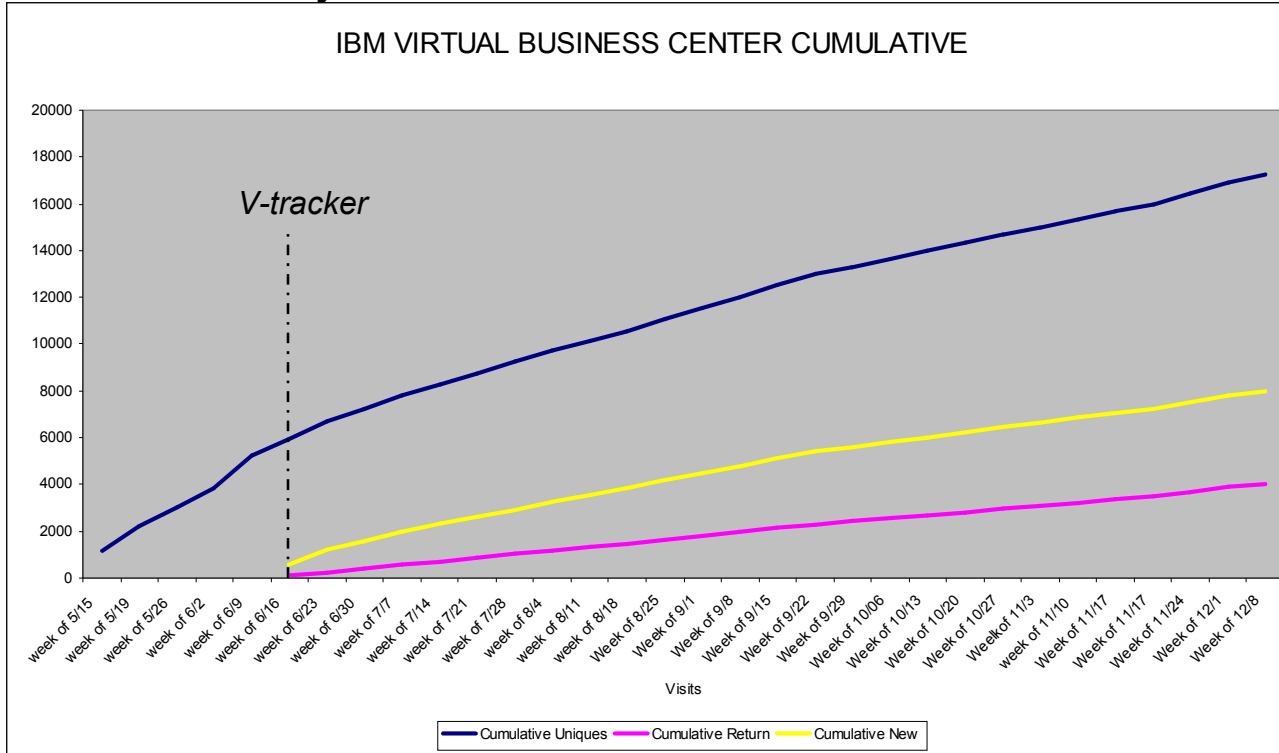
Overall number of Unique Visitors has been flat since mid July, with little real change.

## Inworld Activity Visit Minutes by Location Filtered vs. Unfiltered



**IBM VBC Support Personnel add ~25% - 30% of the total Avatar Time Spent at the VBC this year.**

# Inworld Activity - Cumulative

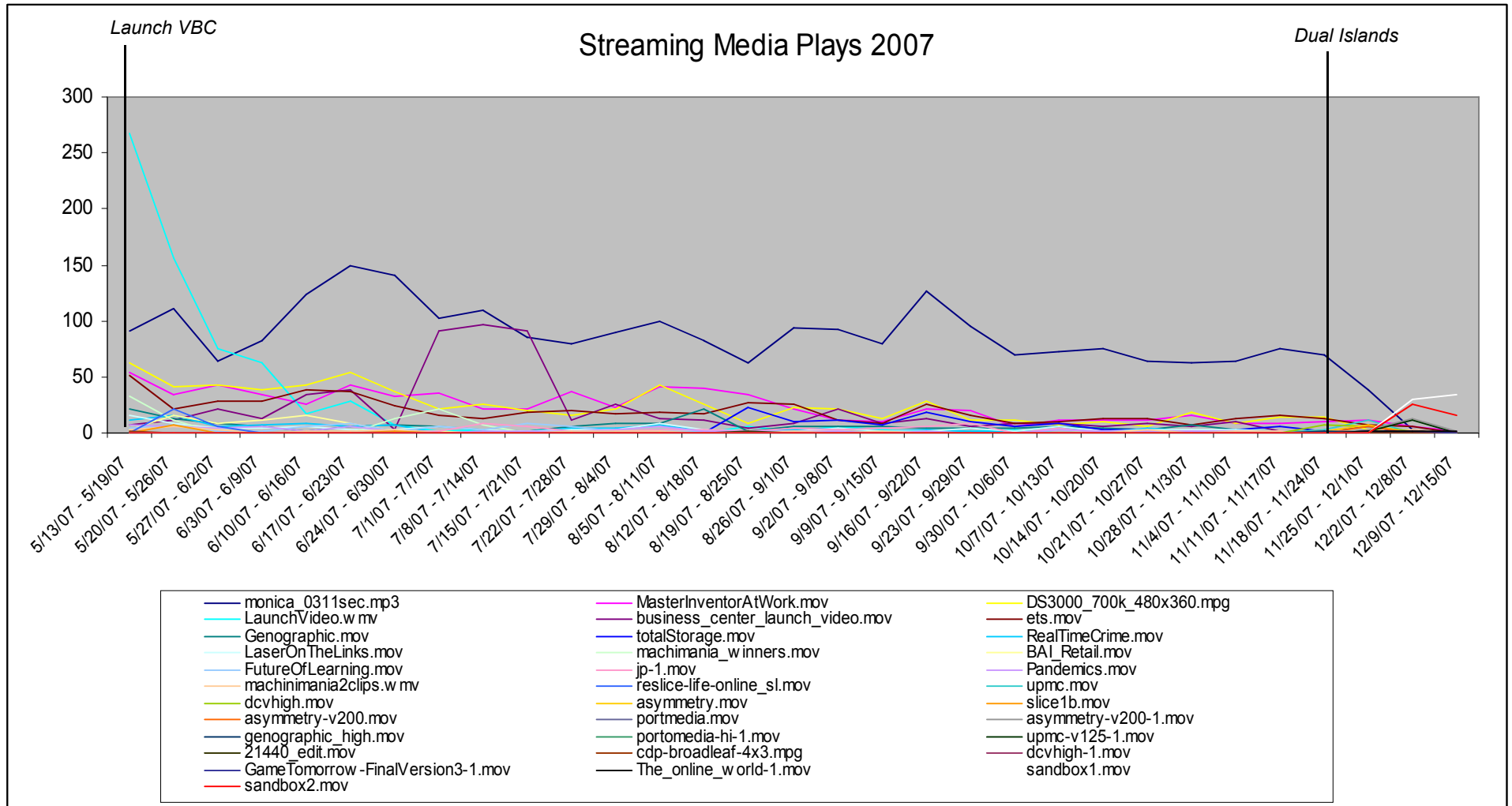


	Cumulative Uniques	Cumulative Return	Cumulative New
week of 5/15	1148		
week of 5/19	2202		
week of 5/26	3016		
week of 6/2	3872		
week of 6/9	5261		
week of 6/16	5961	95	605
week of 6/23	6720	243	1216
week of 6/30	7256	398	1597
week of 7/7	7814	556	1997
week of 7/14	8287	702	2324
week of 7/21	8767	883	2623
week of 7/28	9244	1044	2939
week of 8/4	9722	1188	3273
week of 8/11	10153	1325	3567
week of 8/18	10562	1479	3822
Week of 8/25	11091	1647	4183
Week of 9/1	11564	1816	4487
Week of 9/8	12003	1956	4786
Week of 9/15	12511	2131	5119
Week of 9/22	12975	2297	5417
Week of 9/29	13302	2430	5611
Week of 10/06	13659	2561	5837
Week of 10/13	13986	2700	6025
Week of 10/20	14320	2822	6237
Week of 10/27	14679	2961	6457
Weelkof 11/3	14978	3078	6639
week of 11/10	15318	3206	6861
Week of 11/17	15658	3360	7047
Week of 11/17	15998	3514	7233
Week of 11/24	16463	3682	7529
Week of 12/1	16924	3878	7794
Week of 12/8	17268	4030	7986

**IBM VBC Traffic Growth leveled off (slope is not very steep) since July 07.**

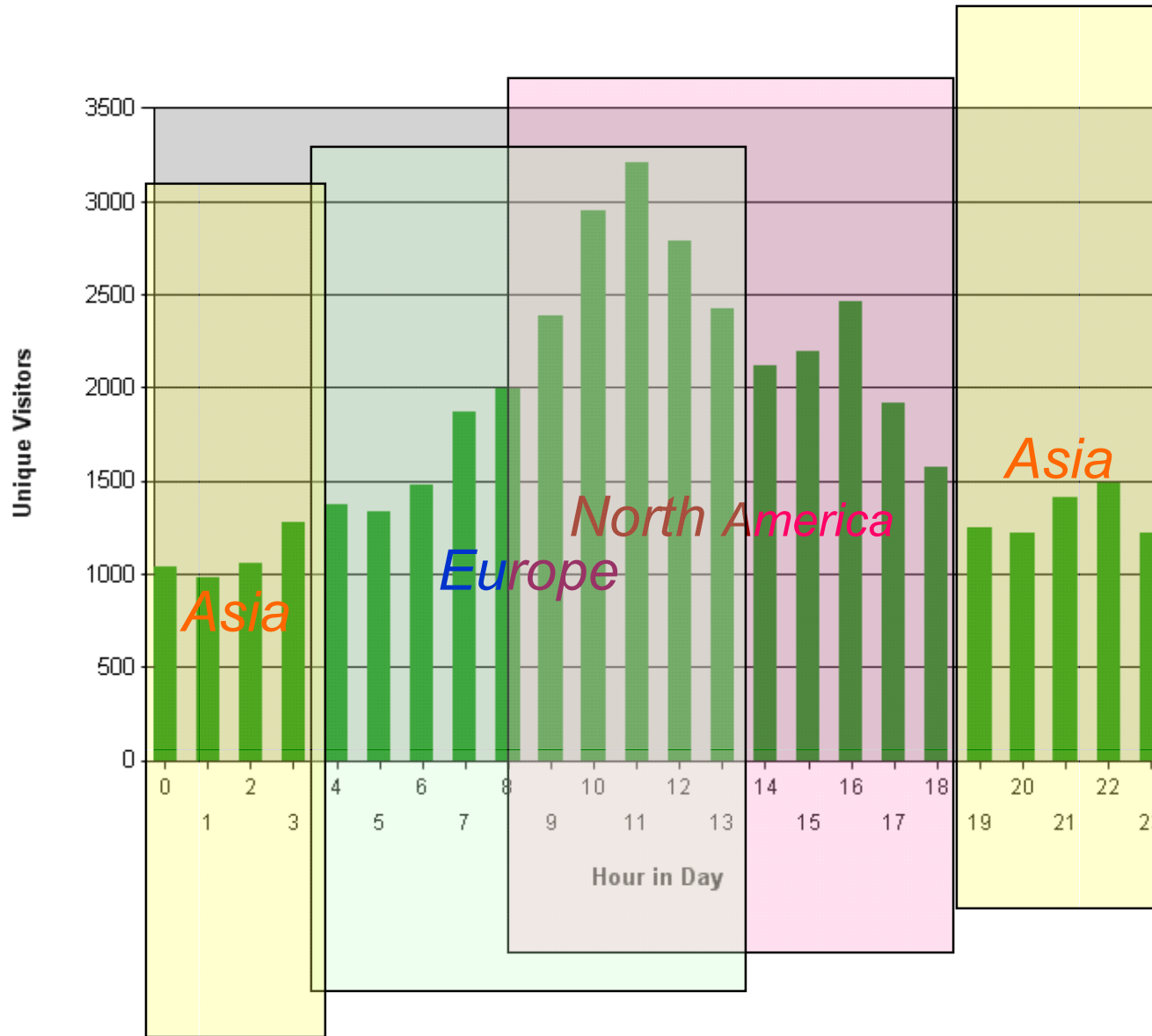
**There's been 17268 Unique Avatar Visits recorded since the IBM VBC launched and December 18<sup>th</sup>, 2007.**

# Inworld Streaming Video Activity for 2007

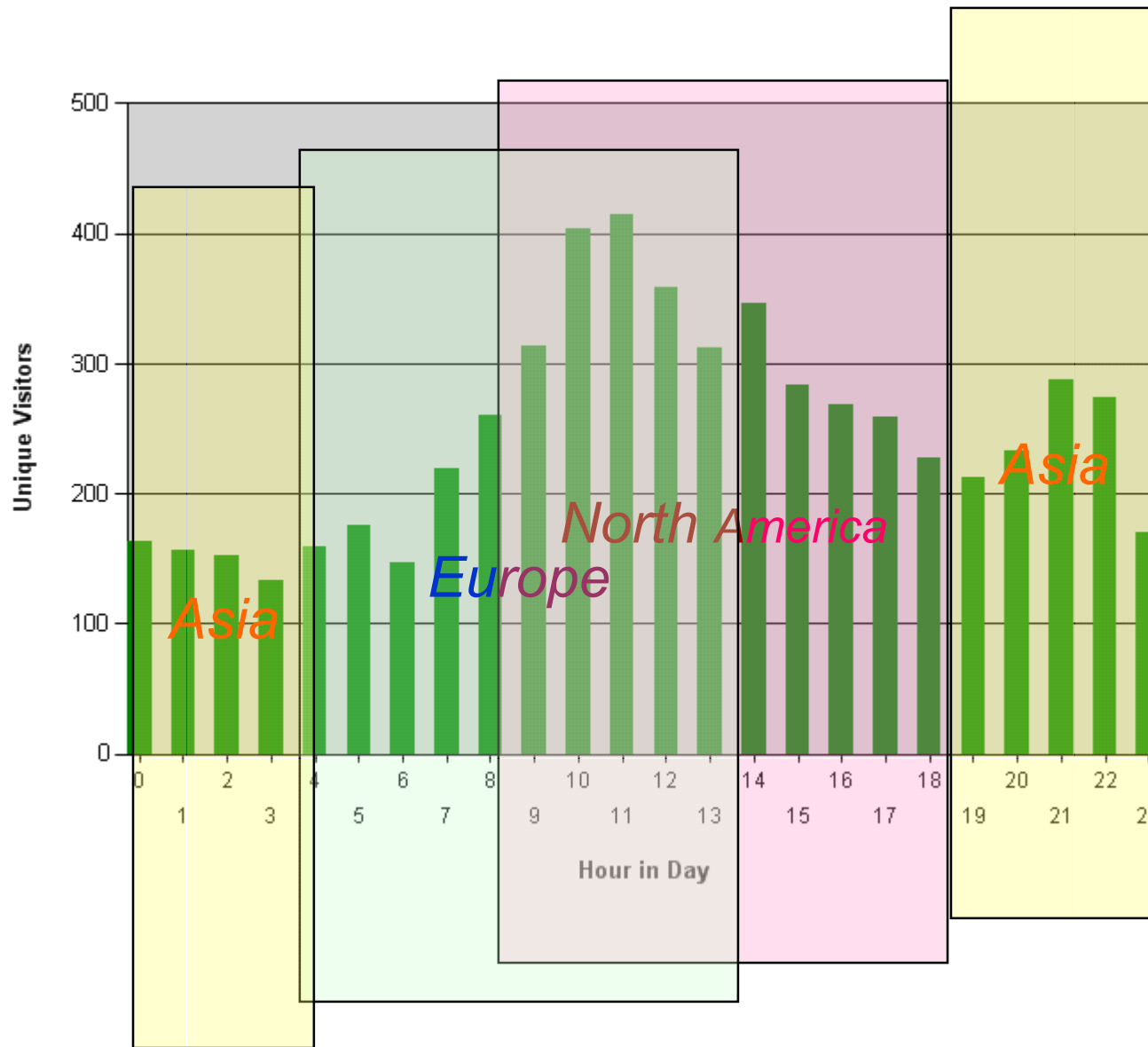


*Most of the VBC Streaming Content has not been seen very often*

# Inworld Activity - Most Active Periods All Year – Original VBC



# Inworld Activity - Most Active Periods All Year – New Duel Sim VBC



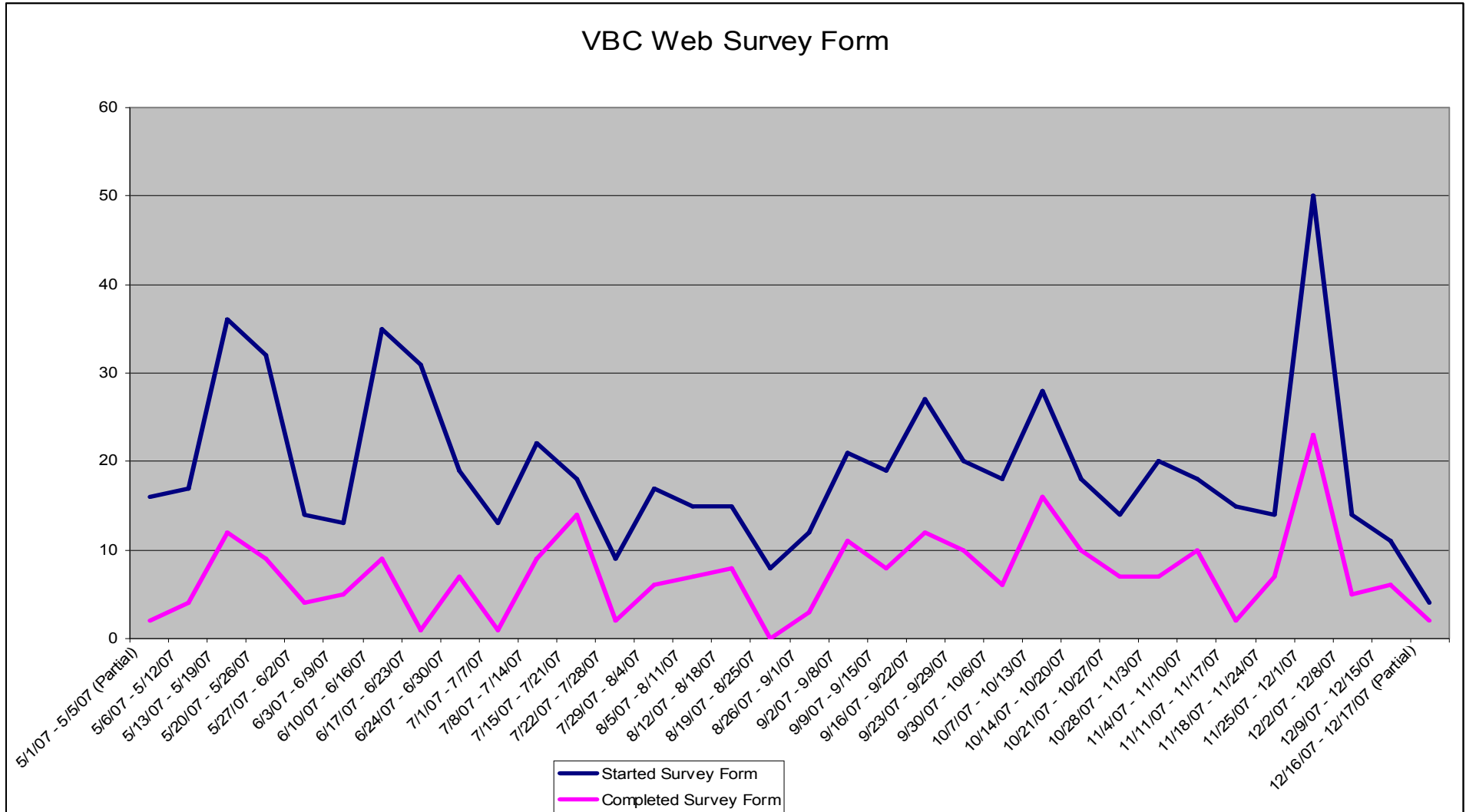
# Teleweb Leads as of 12/17/07

12/17/2007																
Campaign Code	Geo Name	Opp Source Code	Opp No	Opp Create Date	Opp Dtl Key	Dtl Rec Cre Date	Rpt Brand Subgroup	Opp Ssm Step Name	Dtl Ssm Step No	Dtl Ssm Step Name	Opp Identifier	Dtl Rev Usd	Opp Count	Unique Opp Count	Opp Updt Date	
6N7BH15W	Southwest	TELM	12KY-RG518	6/22/2007	12204392	39255	Storage	Qualified	4	Qualified	TM	\$23,700	1	1	11/12/2007	
6N7BH19W	Northeast	TELS	12KY-RR7SV	7/23/2007	12365008	39286	ITS	Lost	7	Lost	TL	\$1	1	1	8/29/2007	
6N7BH16W	Northeast	TELM	12KY-RVDX	8/7/2007	12451780	39301	Info Mgmt	Lost	7	Lost	TM	\$100,000	1	1	8/15/2007	
6N7BH01W	Americas	TELM	2-SPD4LS	5/17/2007	12027251	39224	System x	Lost	7	Lost	TM	\$5,927	1	1	10/18/2007	
6N7BH01W	Americas	TELM	2-SPD4LS	5/17/2007	12027252	39224	Storage	Lost	7	Lost	TM	\$11,704	1	0	10/18/2007	
6N7BH01W	Americas	TELM	2-SPD4LS	5/17/2007	12007115	39219	System x	Lost	7	Lost	TM	\$10,662	1	0	10/18/2007	
												\$151,994				

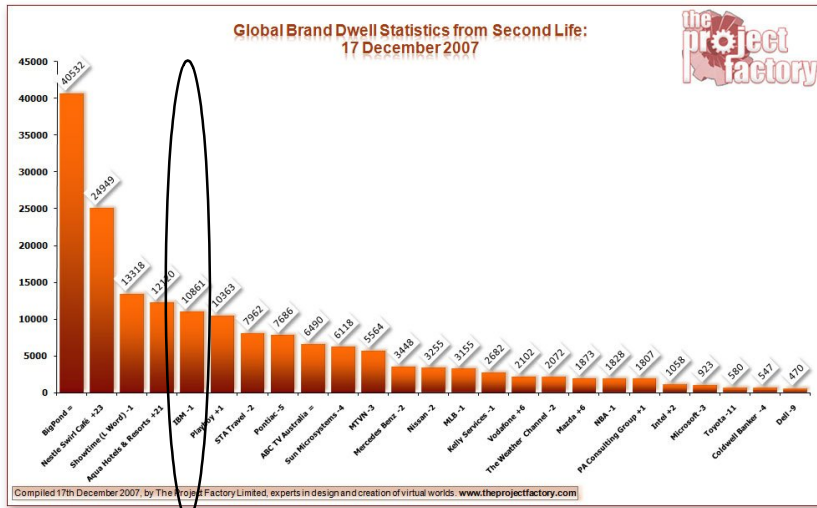
*A total of 151,994 with an average OI order size of 25,332 USD of Opportunity Leads generated because of the VBC. - No significant change from last week several weeks but it's now been stated that most of the booked opportunities from the VBC were "lost".*

*There are 2 or more leads that are not showing up due to coding errors – this is being looked into currently.*

# VBC Survey Activity



Over the last 8 months, according to SurfAid, the SLBO Survey was opened 653 times and completed 245 times for an overall completion rate of 38% this year.



**These stats are not considered accurate but they are a measure of Brand Visibility in Second Life.**

These statistics are compiled and published every Monday using the Linden Labs search functionality. The actual vertical figures are based on the open in world Linden Lab traffic algorithm. Every avatar gets a certain number of traffic 'points' per 24 hour day which are distributed across the areas they visit - Sims and/or parcels (subsections of Sims). If they spend 100% of their time for that day on a parcel, then that parcel will get 100% of their points. If they spend 50% of their time there, the space would be allocated 50% of their points and so on. In addition, a visit to a parcel is only triggered by being there for more than five continuous minutes..

### IBM Brand Presence in SL

