



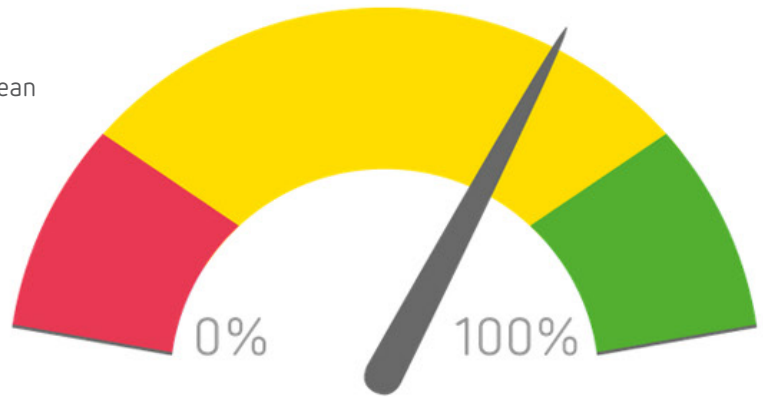
Viewability Benchmarks

International Q2 / 2017

Please see below the latest report of Meetrics' Viewability Benchmarks for the International European market.

The data is based on Ad Impressions that met the definition of Viewability from the Media Rating Council and IAB:
At least 50% of the surface of an online ad have to appear in the visible area of the browser for at least 1 second (50/1).

Ad Impressions that have been triggered by fraudulent activities were excluded from the benchmark.



www.meetrics.com/int-benchmarks/

Total

Viewability **57%** (Q1: 55%)
 ∅-Viewtime **25.5 sec** (Q1: 23.7 sec)



Halfpage Ad



63% 27.4 sec

Leaderboard



51% 26.4 sec

MPU / Med. Rectangle



55% 24.2 sec



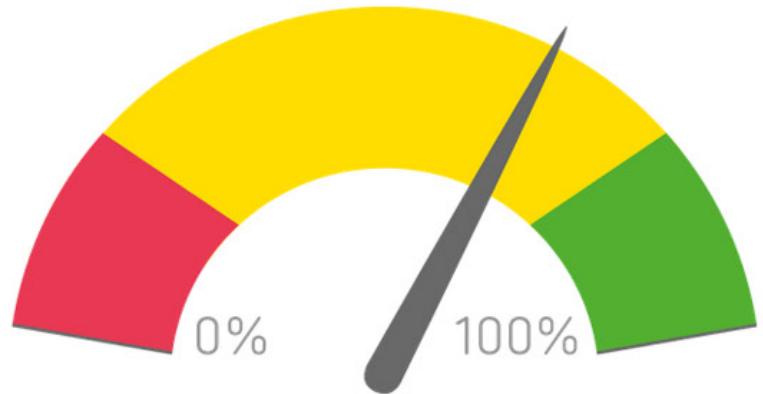
Viewability Benchmarks

Germany Q2 / 2017

In the following you find the latest report of our Viewability Benchmarks for the German market.

The data is based on Ad Impressions that met the definition of Viewability from the Media Rating Council and IAB:
At least 50% of the surface of an online ad have to appear in the visible area of the browser for at least 1 second (50/1).

Ad Impressions that have been triggered by fraudulent activities were excluded from the benchmark.



www.meetrics.com/benchmarks-de/

Total

Viewability

57% (Q1: 55%)

Ø-Viewtime

26.1 sec (Q1: 23.7 sec)



Billboard



62% 18.0 sec

Halfpage Ad



65% 29.2 sec

Medium Rectangle



46% 23.5 sec

Sitebar



77% 47.3 sec

Superbanner



52% 25.4 sec

Skyscraper



67% 29.2 sec



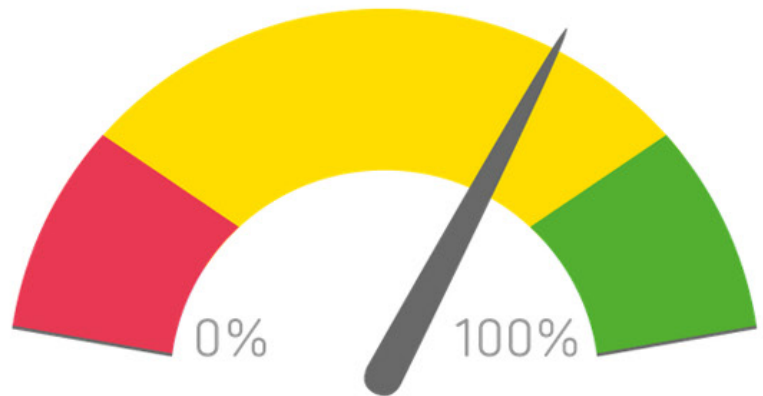
Viewability Benchmarks

France Q2 / 2017

In the following you find the latest report of our Viewability Benchmarks for the French market.

The data is based on Ad Impressions that met the definition of Viewability from the Media Rating Council and IAB:
At least 50% of the surface of an online ad have to appear in the visible area of the browser for at least 1 second (50/1).

Ad Impressions that have been triggered by fraudulent activities were excluded from the benchmark.



www.meetrics.com/benchmarks-fr/

Total

Viewability

58% (Q1: 60%)

Ø-Viewtime

24.3 sec (Q1: 27.1 sec)



Grand Angle



59% 23.3 sec

Leaderboard



51% 25.1 sec

Medium Rectangle



61% 24.7 sec



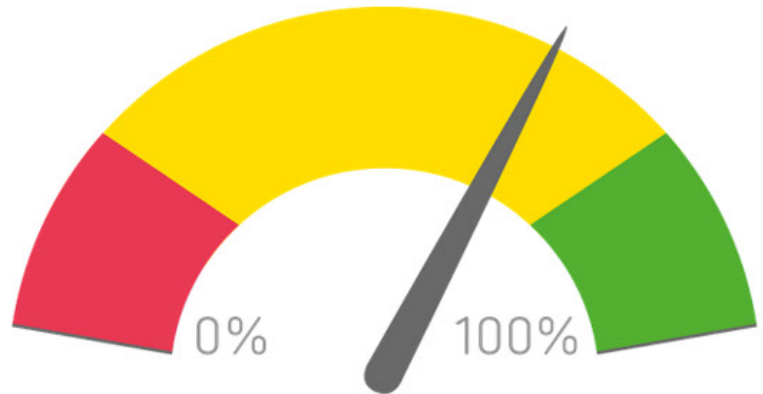
Viewability Benchmarks

UK Q2 / 2017

In the following you find the latest report of our Viewability Benchmarks for the British market.

The data is based on Ad Impressions that met the definition of Viewability from the Media Rating Council and IAB:
At least 50% of the surface of an online ad have to appear in the visible area of the browser for at least 1 second (50/1).

Ad Impressions that have been triggered by fraudulent activities were excluded from the benchmark.



www.meetrics.com/benchmarks-uk/

Total

Viewability

51% (Q1: 47%)

Ø-Viewtime

24.0 sec (Q1: 20.7 sec)



Halfpage Ad



62% 28.5 sec

Leaderboard



43% 21.1 sec

MPU



53% 24.0 sec



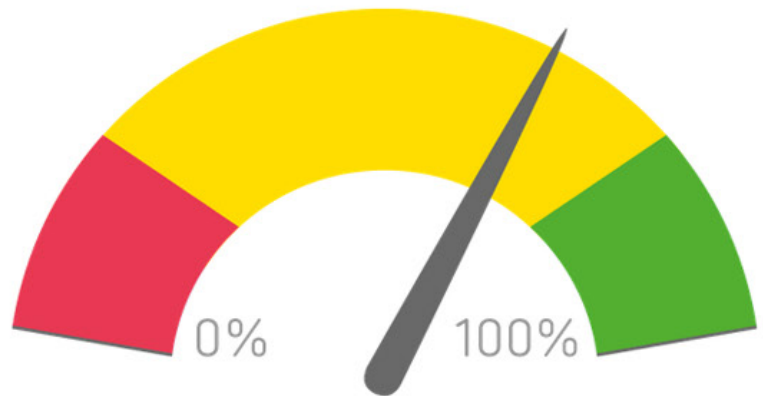
Viewability Benchmarks

Austria Q2 / 2017

In the following you find the latest report of our Viewability Benchmarks for the Austrian market.

The data is based on Ad Impressions that met the definition of Viewability from the Media Rating Council and IAB:
At least 50% of the surface of an online ad have to appear in the visible area of the browser for at least 1 second (50/1).

Ad Impressions that have been triggered by fraudulent activities were excluded from the benchmark.



www.meetrics.com/benchmarks-at/

Total

Viewability

69% (Q1: 67%)

∅-Viewtime

33.7 sec (Q1: 30.8 sec)



Billboard



70% 15.5 sec

Halfpage Ad



73% 33.2 sec

Medium Rectangle



47% 22.8 sec

Sitebar



83% 39.5 sec

Superbanner



55% 20.5 sec

Skyscraper



70% 29.5 sec



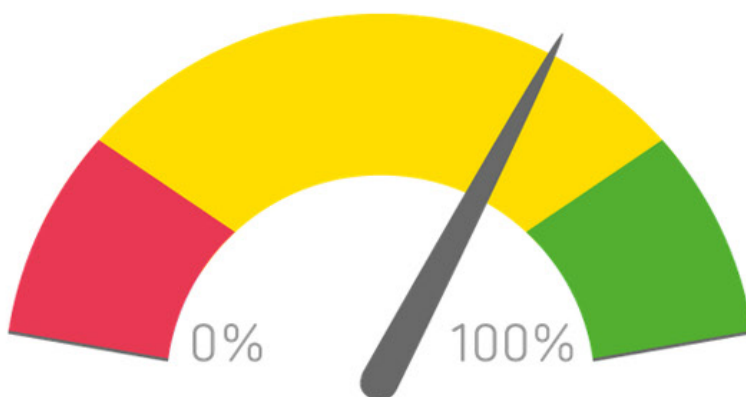
Viewability Benchmarks

Poland Q2/2017

In the following you find the latest report of our Viewability Benchmarks for the Polish market.

The data is based on Ad Impressions that met the definition of Viewability from the Media Rating Council and IAB:
At least 50% of the surface of an online ad have to appear in the visible area of the browser for at least 1 second (50/1).

Ad Impressions that have been triggered by fraudulent activities were excluded from the benchmark.



www.meetrics.com/int-benchmarks/

Total

Viewability

57%

Ø-Viewtime

17.4 sec



Billboard



51% nn. sec

Halfpage Ad



69% nn. sec

Medium Rectangle



61% nn. sec

Sitebar



29% nn. sec

Superbanner



67% nn. sec

Skyscraper



55% nn. sec