

International Q4/2017

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.

Display

Viewability **62%** (Q3: 55%)
 Ø-Viewtime **20.9 sec** (Q3: 14,5 sec)



Halfpage Ad



70% 31.3 sec

Leaderboard



60% 17.3 sec

MPU / Med. Rectangle



52% 22.1 sec

Skyscraper



76% 35.5 sec

Sitebar



80% 38.4 sec

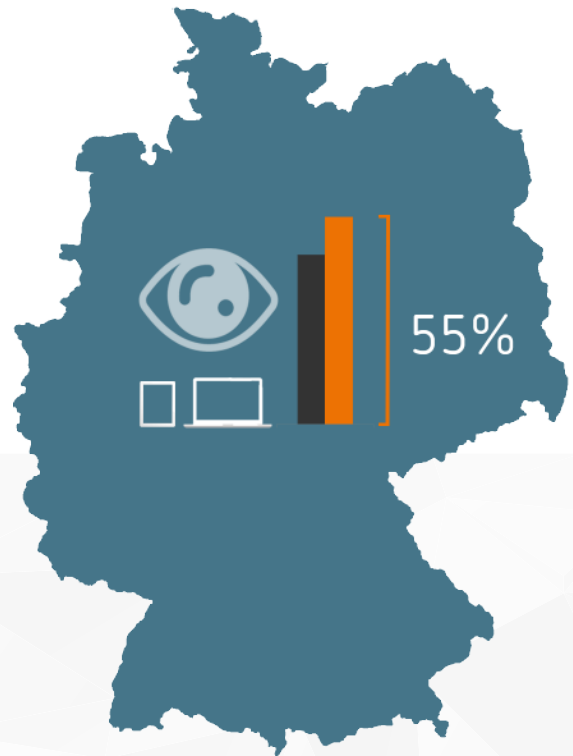


Germany Q4/2017

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 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).
 For the video ads the recommended definition is 50/2.

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



Display

Viewability **55%** (Q3: 58%)

∅-Viewtime **27.7 sec** (Q3: 28.5 sec)

Video: Viewability **75%** Viewtime **11.6 sec**

Billboard



58% 17.7 sec

Halfpage Ad



67% 27.0 sec

Medium Rectangle



44% 26.1 sec

Sitebar



81% 47.9 sec

Superbanner



53% 24.3 sec

Skyscraper



68% 27.1 sec

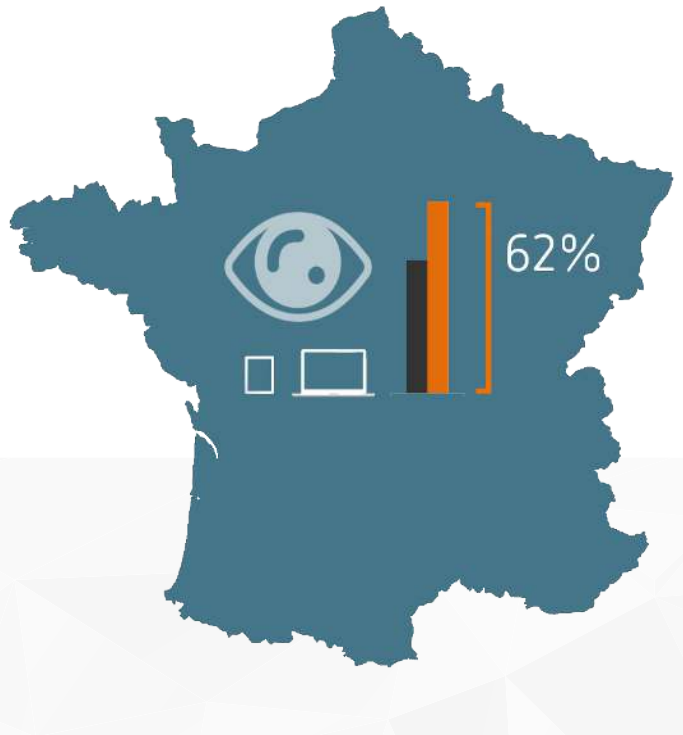


France Q4/2017

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Display

Viewability **62%** (Q3: 59%)

Ø-Viewtime **26.7 sec** (Q3: 23.0 sec)

Video: Viewability **85%** Viewtime **19.6 sec**

Leaderboard



59% 36.5 sec

Grand Angle



60% 20.8 sec

Medium Rectangle



55% 22.6 sec

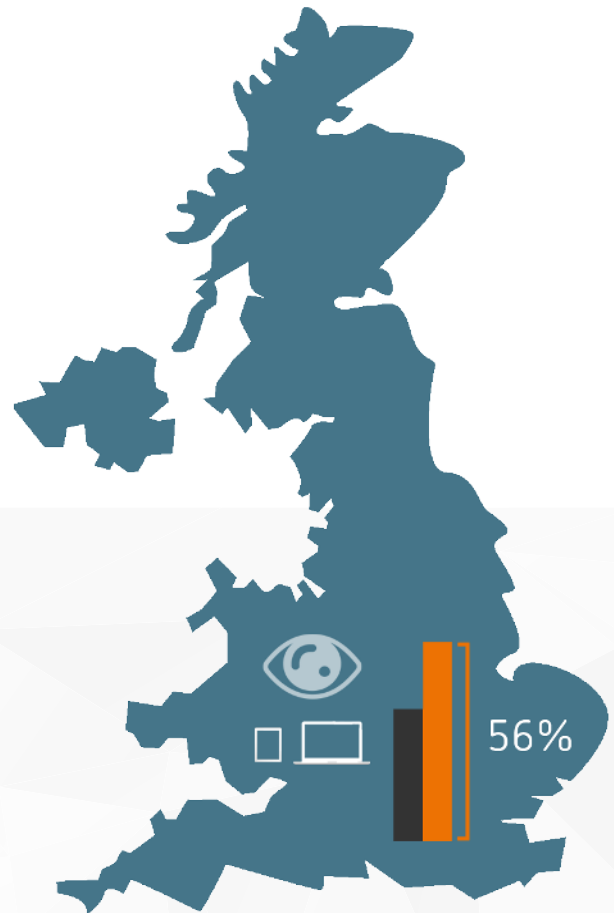


UK Q4/2017

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Display

Viewability	56%	(Q3: 52%)
Ø-Viewtime	24.3 sec	(Q3: 21.1 sec)

Leaderboard



51% 19.5 sec

Halfpage Ad



63% 22.6 sec

MPU



62% 27.8 sec



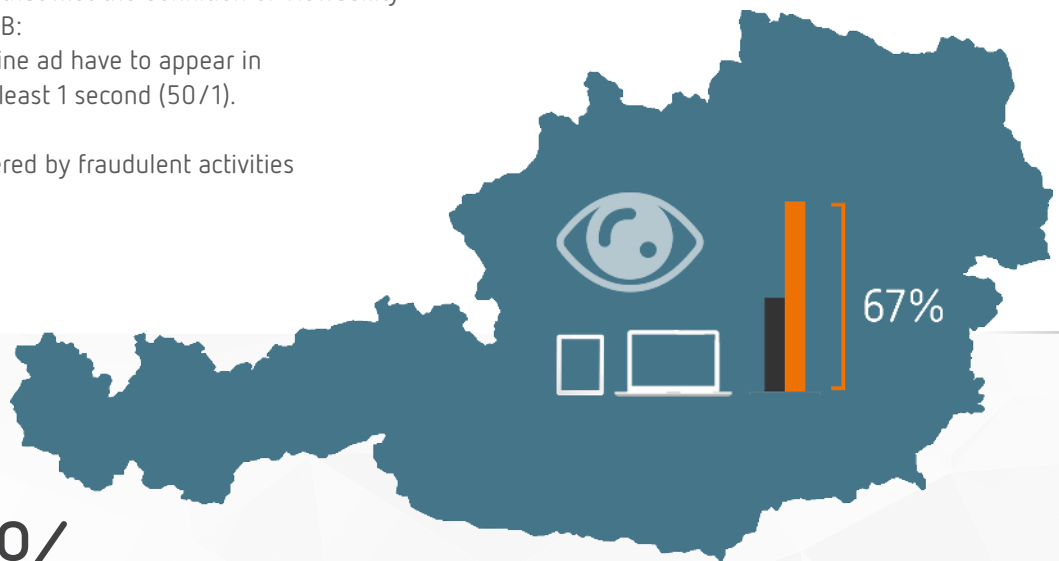
Austria Q4/2017

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Display

Viewability

67% (Q3: 67%)

Ø-Viewtime

28.2 sec (Q3: 32.8 sec)

Billboard



66% 13.8 sec

Halfpage Ad



71% 24.0 sec

Medium Rectangle



54% 24.9 sec

Sitebar



80% 33.9 sec

Superbanner



59% 18.7 sec

Skyscraper



72% 26.7 sec



Poland Q4/2017

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Display

Viewability **50%** (Q3: 55%)

Ø-Viewtime **20.7 sec** (Q3: 27.5 sec)

Video: Viewability **56%** Viewtime **17.8 sec**

Billboard



50% 12.1 sec

Halfpage Ad



65% 27.8 sec

Medium Rectangle



40% 18.8 sec

Skyscraper



61% 44.4 sec



Italy Q4/2017

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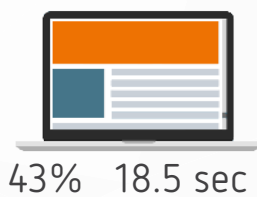
Ad Impressions that have been triggered by fraudulent activities were excluded from the benchmark.



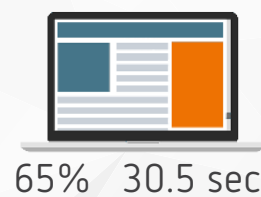
Display

Viewability **63%** (Q3: 68%)
 ∅-Viewtime **25.8 sec** (Q3: 24.2 sec)

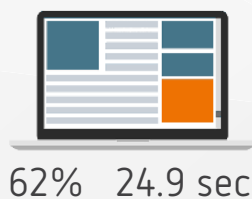
Billboard



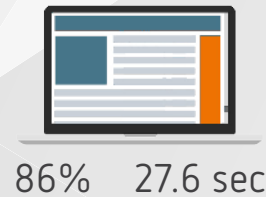
Halfpage Ad



Medium Rectangle



Skyscraper



Sweden Q4/2017

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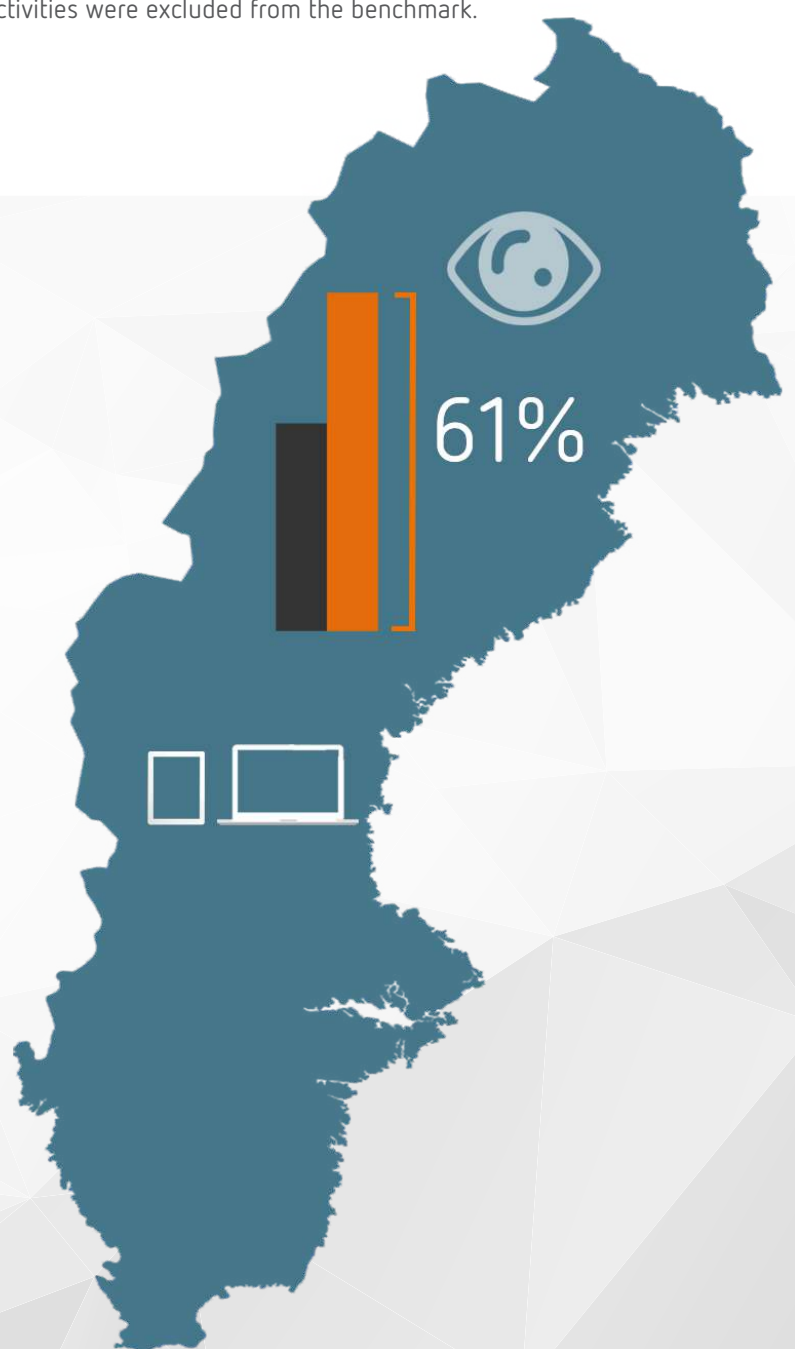
Display

Viewability

Ø-Viewtime

61%

13.1 sec

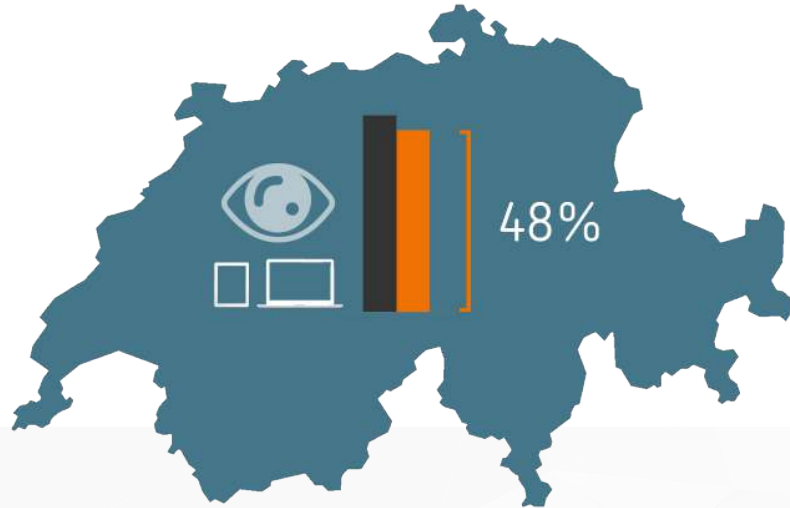


Switzerland Q4/2017

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Display

Viewability **48%** (Q3: 55%)
 Ø-Viewtime **27.9 sec** (Q3: 22.8 sec)

Halfpage Ad



84% 58.3 sec

MPU



34% 23.5 sec

Sitebar



72% 51.4 sec

