

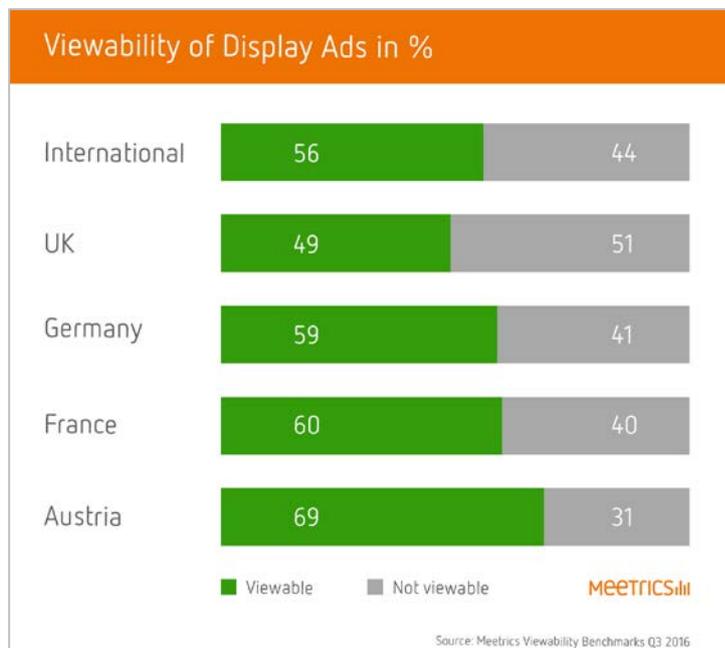
NEWS RELEASE

UK ad viewability remains below 50%, costing advertisers £154m a quarter

London, 20 October 2016 – For the second consecutive quarter, less than half of online ads served in the UK met minimum viewability thresholds – costing advertisers around £154 million, based on IAB/PwC’s Adspend figures published last week¹.

Only 49% met the IAB and Media Ratings Council’s recommendation that 50% of the ad was in view for at least 1 second. However, this was a marginal improvement on 47% from the second quarter in 2016, according to the latest report from ad verification company Meetrics.

Despite the improvement, the UK remains significantly behind other European countries in terms of viewability levels: Austria is at 69%, France at 60% and Germany at 59%.



Viewability Benchmarks - Q3/2016
 International: 56% (56 in Q2/2016),
 UK: 49% (47),
 Germany: 59% (60),
 France: 60% (62),
 Austria: 69% (69)

“To be honest, due to the attention and initiatives focused on addressing viewability, we’d expected a bigger improvement in the UK in the third quarter,” said Anant Joshi, Meetrics’ Director of International Business. *“However, it seems that these efforts only just outweigh the impact of programmatic ad delivery and the amount of ad re-loading done by publishers to boost inventory levels. It’s still translating into about £610 million wasted annually on non-viewable banner ads alone.”*

Viewability levels for video ads are better at 68%, however, this is against a measure of 50% in view for at least 2 seconds. Consequently, Joshi says, *“advertisers should critically evaluate whether*

50/2 is enough to have any form of impact. For example, if one considers a viewtime of 10 seconds, which will have an impact, video viewability drops to 30%."

The complete report is available for free on the [Meetrics website](http://www.meetrics.com). There you find an overview on respective viewability rates and viewtimes for all the markets and reveals interesting insights about the most relevant ad formats.

Find more information about Meetrics and the Viewability Benchmarks on:
www.meetrics.com/benchmarks

¹Source: Internet Advertising Bureau UK / PwC "Digital Adspend" H1 2016 report

About Meetrics GmbH

Since 2008 Meetrics provides cutting edge solutions to master online marketing, creating a transparent and a more efficient digital eco-system. The key areas Meetrics focuses on are: Viewability, Fraud Prevention, Brand Safety and Audience Measurement. As the first European vendor Meetrics is being accredited by the most relevant industry committee, the MRC, for both measuring Display and Video Ads. In addition Meetrics is also certified by the ABC/JICWEBS. World's leading advertisers like P&G, L'Oréal or General Motors rely on Meetrics' products and services. On the publisher side renowned companies like AOL, Condé Nast, RTL and Sanoma trust on Meetrics' extensive experience in digital marketing.

For more information

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