

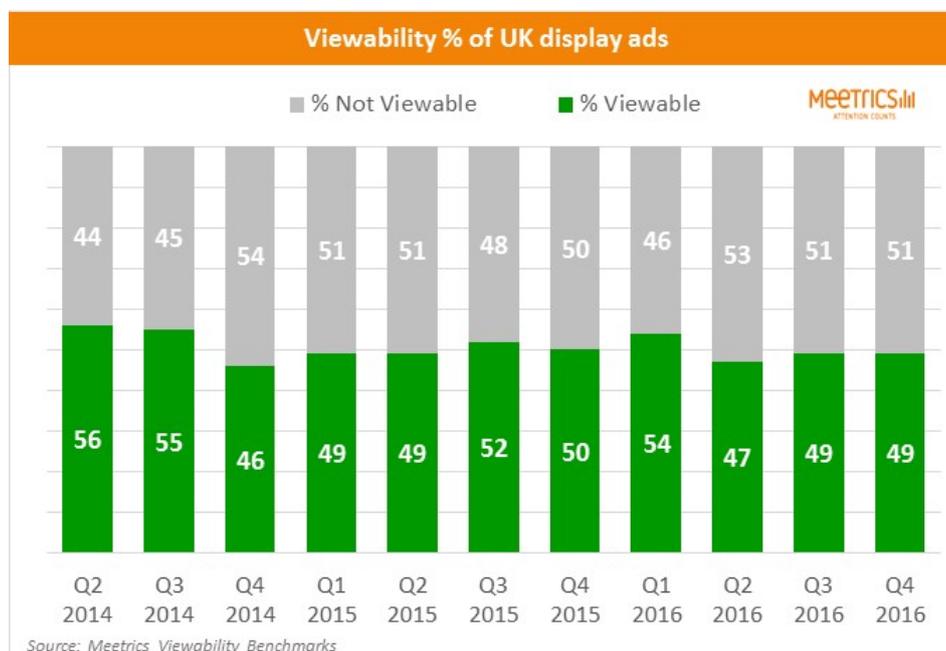
Advertisers wasted over £600m on non-viewable ads last year

Viewability situation “not really improving”

London, 18. January 2017 – UK advertisers spent about £606 million on online ads last year that didn’t meet minimum viewability thresholds, according to the latest quarterly benchmark report from ad verification company Meetrics.

In the final quarter of 2016, only 49% of banner ads served met the IAB and Media Ratings Council’s recommendation that 50% of the ad was in view for at least 1 second. This was the same figure as Q3, which itself was a marginal improvement on the 47% in Q2, but a noticeable drop from the 54% viewability level in Q1 2016.

“Despite the ongoing attention and initiatives focused on addressing viewability, things just aren’t really improving,” said Anant Joshi, Meetrics’ Director of International Business. *“Yes, you can argue viewability has stabilised over the last couple of quarters and is marginally up on 6 months ago but the reality is viewability levels are lower than a year ago and over half of ads served still aren’t viewable.”*



The UK remains significantly behind other European countries in terms of viewability levels: Austria is at 68%, Germany at 58% and France at 57%.

“There’s a lot of energy and focus going into measuring viewability but nowhere near enough on building on that insight and proactively optimising for viewability, particularly on programmatic campaigns,” says Joshi. *“For example, it’s very easy to extract a list of under-performing domains – be it viewability or view*

time – and exclude them from the DSP or other buying mechanism. This means buying from the higher performing domains can be increased. A greater focus on simple steps such as these would see viewability rise significantly in 2017.”

ENDS

Notes

Meetrics calculates how viewability levels translate into wasted spend using figures from the IAB UK/PwC's "Digital Adspend" report

About Meetrics GmbH

Since 2008 Meetrics has provided cutting edge solutions to master online marketing across all channels, creating a transparent and a more efficient digital eco-system. The key areas Meetrics focuses on are: Viewability, Fraud Prevention, Brand Safety and Audience Verification. Meetrics is the first European vendor to be accredited by the leading industry committee, the MRC, for measuring both Display and Video Ads. In addition, Meetrics is also certified by 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 in Meetrics' extensive experience in digital marketing.

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