

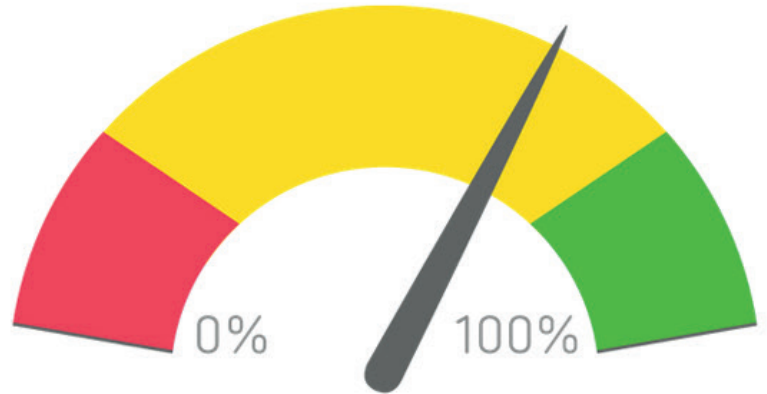


# International Q3 / 2016

In the following you find the latest report of our Viewability Benchmarks for the International 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/](http://www.meetrics.com/int-benchmarks/)

## Total

Viewability **56%** (Q2: 56%)  
Ø-Viewtime **29.2 sec** (Q2: 28.9 sec)



### Halfpage Ad



66% 32.0 sec

### Leaderboard



47% 28.2 sec

### MPU / Med. Rectangle



54% 28.1 sec



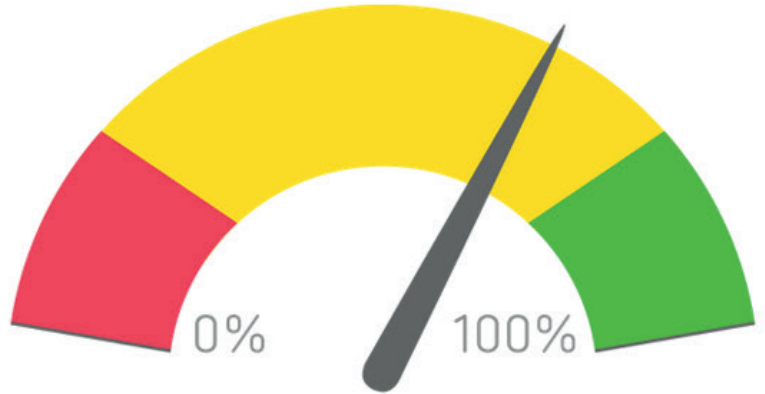
## Viewability Benchmarks

# Germany Q3 / 2016

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/](http://www.meetrics.com/benchmarks-de/)

## Total

Viewability **59%** (Q2: 60%)

Ø-Viewtime **28.4 sec** (Q2: 32.4 sec)



### Billboard



59% 21.8 sec

### Halfpage Ad



68% 35.9 sec

### Medium Rectangle



51% 27.2 sec

### Sitebar



72% 39.4 sec

### Superbanner



48% 24.9 sec

### Skyscraper



64% 32.2 sec



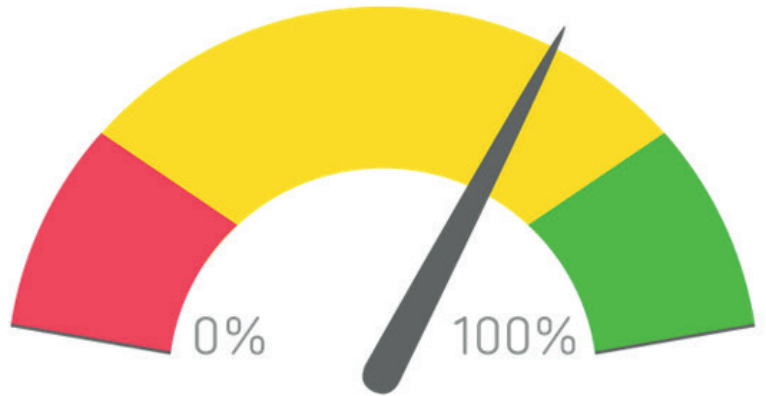
## Viewability Benchmarks

# France Q3/2016

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/](http://www.meetrics.com/benchmarks-fr/)

## Total

Viewability **60%** (Q2: 62%)  
Ø-Viewtime **33.4 sec** (Q2: 30.4 sec)



### Grand Angle



62% 29.6 sec

### Leaderboard



53% 35.0 sec

### Medium Rectangle



65% 34.2 sec



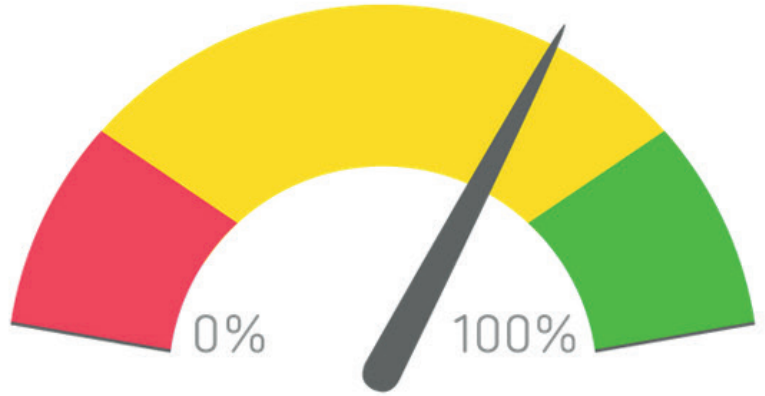
## Viewability Benchmarks

# UK Q3 / 2016

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/](http://www.meetrics.com/benchmarks-uk/)

## Total

Viewability **49%** (Q2: 47%)  
Ø-Viewtime **26.1 sec** (Q2: 21.8 sec)



### Halfpage Ad



64% 27.3 sec

### Leaderboard



40% 28.5 sec

### MPU



48% 23.9 sec



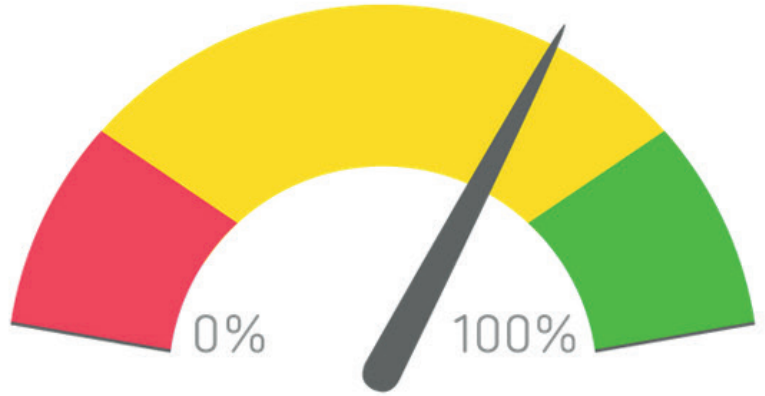
## Viewability Benchmarks

# Austria Q3/2016

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/](http://www.meetrics.com/benchmarks-at/)

## Total

Viewability **69%** (Q2: 69%)  
 Ø-Viewtime **33.9 sec** (Q2: 35.5 sec)



### Billboard



66% 12.9 sec

### Halfpage Ad



72% 33.7 sec

### Medium Rectangle



49% 27.3 sec

### Sitebar



83% 40.1 sec

### Superbanner



54% 22.1 sec

### Skyscraper



66% 34.1 sec