

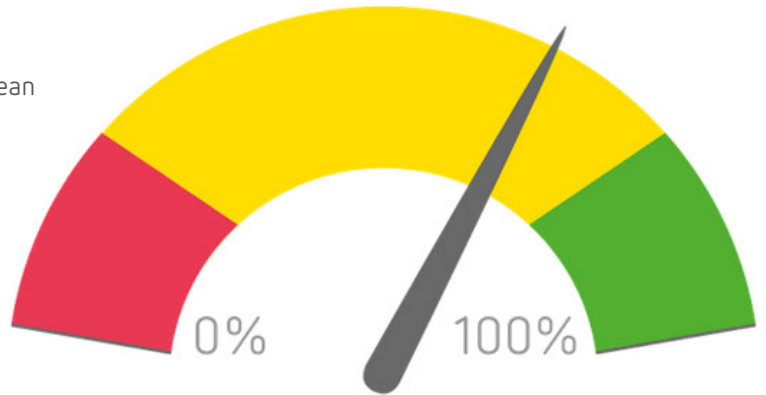


# International Q1/2017

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

## Total

Viewability **55%** (Q4: 55%)

Ø-Viewtime **23.7 sec** (Q4: 27.6 sec)



### Halfpage Ad



66% 27.7 sec

### Leaderboard



50% 20.6 sec

### MPU / Med. Rectangle



51% 21.3 sec

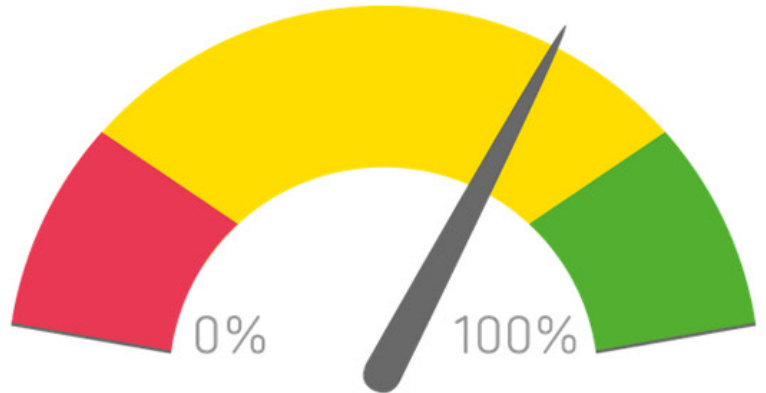


# Germany Q1/2017

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

## Total

Viewability **55%** (Q4: 58%)  
 Ø-Viewtime **23.7 sec** (Q4: 27.5 sec)



### Billboard



64% 19.7 sec

### Halfpage Ad



72% 33.5 sec

### Medium Rectangle



42% 17.9 sec

### Sitebar



79% 44.7 sec

### Superbanner



49% 16.9 sec

### Skyscraper



63% 25.5 sec



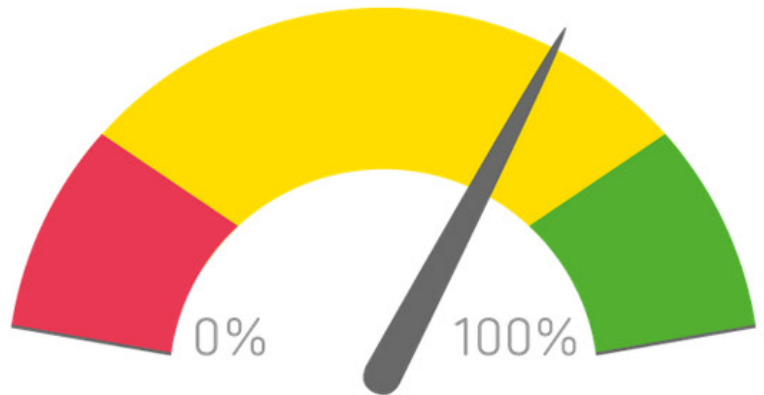
## Viewability Benchmarks

# France Q1/2017

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

## Total

Viewability

**60%** (Q4: 57%)

Ø-Viewtime

**27.1 sec** (Q4: 27.3 sec)



### Grand Angle



61% 26.7 sec

### Leaderboard



54% 28.0 sec

### Medium Rectangle



62% 25.7 sec



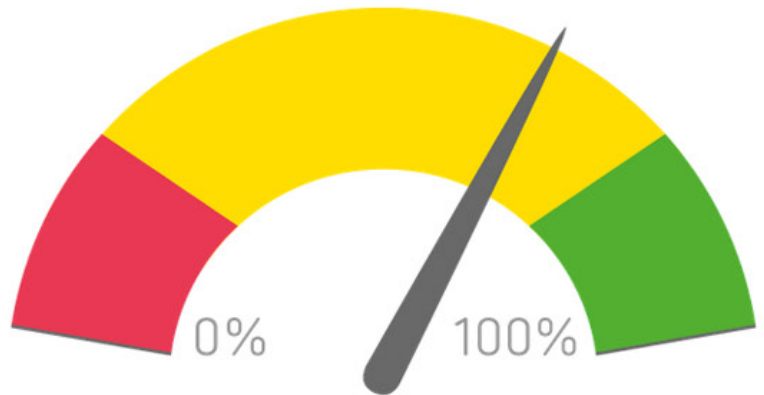
## Viewability Benchmarks

### UK Q1/2017

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

#### Total

Viewability **47%** (Q4: 49%)  
Ø-Viewtime **20.7 sec** (Q4: 26.4 sec)



#### Halfpage Ad



61% 27.1 sec

#### Leaderboard



41% 17.9 sec

#### MPU



46% 20.5 sec



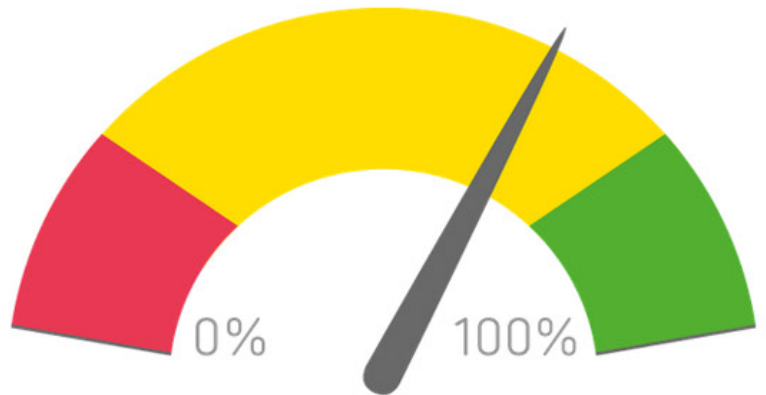
## Viewability Benchmarks

# Austria Q1/2017

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

## Total

Viewability

**67%** (Q4: 68%)

Ø-Viewtime

**30.8 sec** (Q4: 32.0 sec)



### Billboard



65% 14.4 sec

### Halfpage Ad



72% 20.0 sec

### Medium Rectangle



45% 23.1 sec

### Sitebar



82% 36.4 sec

### Superbanner



53% 20.2 sec

### Skyscraper



67% 31.5 sec