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% (Q4: 62%)
- **Viewable Viewtime**: 21.1 sec (Q4: 20.9 sec)

<table>
<thead>
<tr>
<th>Format</th>
<th>Viewability</th>
<th>Viewtime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halfpage Ad</td>
<td>72%</td>
<td>31.4 sec</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>62%</td>
<td>16.1 sec</td>
</tr>
<tr>
<td>MPU / Med. Rectangle</td>
<td>52%</td>
<td>18.6 sec</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>75%</td>
<td>30.1 sec</td>
</tr>
<tr>
<td>Sitebar</td>
<td>80%</td>
<td>40.8 sec</td>
</tr>
</tbody>
</table>
Germany Q1/2018

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

Display

Viewability 64% (Q4: 55%)
viewable Viewtime 26.7 sec (Q4: 27.7 sec)

Video:

Viewability 77%
viewable Viewtime 12.8 sec

Billboard
60% 18.7 sec
Halfpage Ad
73% 29.5 sec
Medium Rectangle
51% 20.9 sec

Sitebar
79% 46.7 sec
Superbanner
58% 19.3 sec
Skyscraper
73% 27.9 sec
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Ad Impressions that have been triggered by fraudulent activities were excluded from the benchmark.

Display
- Viewability: 60% (Q4: 62%)
- Viewable Viewtime: 23.0 sec (Q4: 27.7 sec)

Video:
- Viewability: 52%
- Viewable Viewtime: 16.0 sec

Leaderboard
- 48% 19.1 sec

Grand Angle
- 63% 22.8 sec

Medium Rectangle
- 60% 22.1 sec
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Ad Impressions that have been triggered by fraudulent activities were excluded from the benchmark.

**Display**

- Viewability: 59% (Q4: 56%)
- Viewable Viewtime: 25.8 sec (Q4: 24.3 sec)

**Leaderboard**

- Viewability: 45%
- Viewable Viewtime: 21.1 sec

**Halfpage Ad**

- Viewability: 66%
- Viewable Viewtime: 25.5 sec

**MPU**

- Viewability: 56%
- Viewable Viewtime: 16.5 sec
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Ad Impressions that have been triggered by fraudulent activities were excluded from the benchmark.

**Display**

- **Viewability**: 71% (Q4: 67%)
- **viewable Viewtime**: 30.1 sec (Q4: 28.2 sec)
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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). 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**: 52% (Q4: 50%)
- **Viewable Viewtime**: 20.6 sec (Q4: 20.7 sec)

### Video:

- **Viewability**: 49%
- **Viewable Viewtime**: 14.9 sec

### Billboard

- **Viewability**: 51%
- **Viewable Viewtime**: 15.2 sec

### Halfpage Ad

- **Viewability**: 65%
- **Viewable Viewtime**: 37.0 sec

### Medium Rectangle

- **Viewability**: 47%
- **Viewable Viewtime**: 16.4 sec

### Skyscraper

- **Viewability**: 63%
- **Viewable Viewtime**: 36.1 sec
Please see below the latest report of Meetrics’ Viewability Benchmarks for the International European market.

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

Italy Q1/2018

Display

Viewability 64% (Q4: 63%)  
Viewable Viewtime 24.0 sec (Q4: 25.8 sec)

Video:

Viewability 72%  
Viewable Viewtime 20.8 sec

Billboard

41% 19.9 sec

Halfpage Ad

72% 24.6 sec

Medium Rectangle

63% 24.3 sec

Skyscraper

87% 30.1 sec
Sweden Q1/2018

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

Display

- Viewability: 65% (Q4: 61%)
- Viewable Viewtime: 13.7 sec (Q4: 13.1 sec)

Halfpage Ad
- 74% 26.9 sec

MPU
- 75% 12.4 sec
Switzerland Q1/2018

Please see below the latest report of Meetrics’ Viewability Benchmarks for the International European market.

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

**Display**

- **Viewability**: 50% (Q4: 48%)
- **viewable Viewtime**: 28.3 sec (Q4: 27.9 sec)

**Billboard**
- 24% 12.1 sec

**Halfpage Ad**
- 80% 38.9 sec

**Medium Rectangle**
- 40% 25.1 sec

**Sidebar**
- 76% 56.8 sec

**Superbanner**
- 68% 44.9 sec

**Skyscraper**
- 82% 38.8 sec