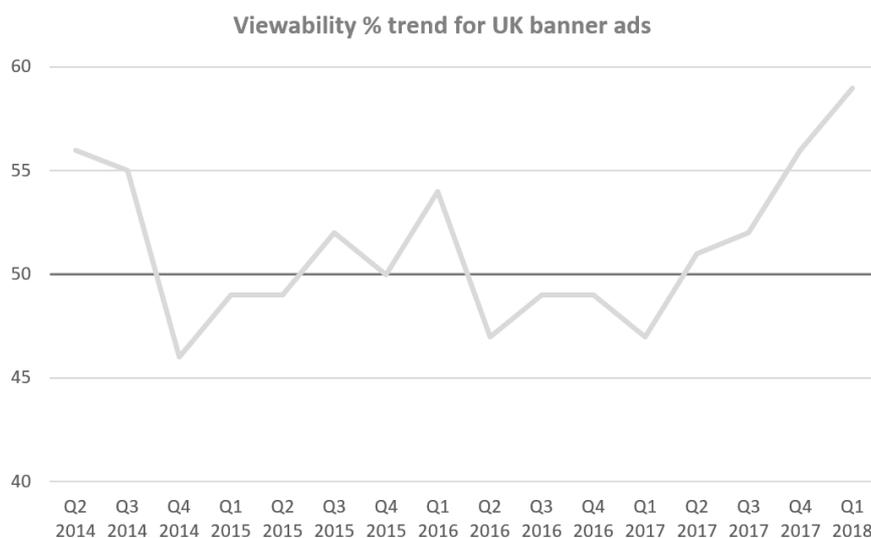


Ad viewability hits record high

London, 23. April 2018. UK ad viewability levels have hit their highest level since records began back in the in the second quarter of 2014, according to the latest quarterly benchmark report from ad verification firm Meetrics.

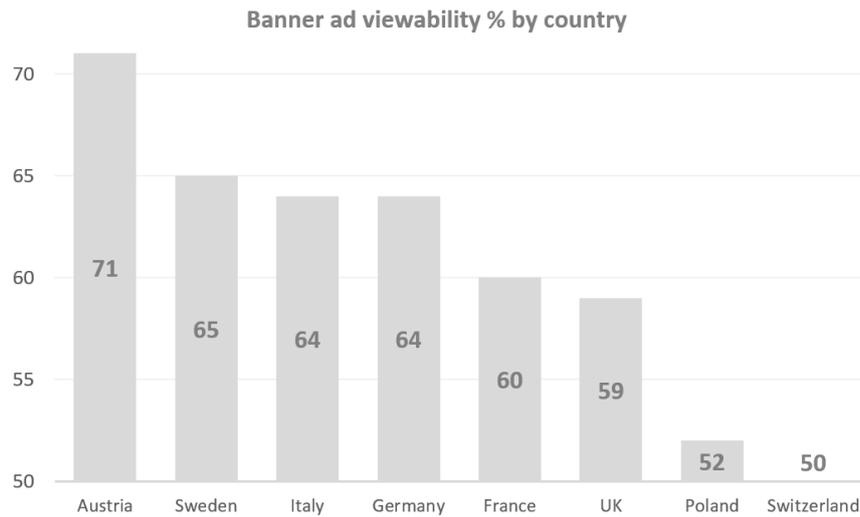
In the first quarter of 2018, the proportion of banner ads served that met minimum viewability guidelines rose from 56% to 59% – the first time levels have risen for four consecutive quarters.

"It's the highest level since our records began and four straight quarters of growth is a reliable indication the industry's efforts to tackle viewability are paying off," said Max von Hilgers, Meetrics' CEO and co-founder. *"Alongside this, campaigns are increasingly being optimised towards viewability and we've seen a drop in the number of impressions. This suggests a move towards more careful placements – a case of quality over quantity, not something the industry has historically been renowned for but an encouraging sign for the future."*



Source: Meetrics Viewability Benchmarks

However, despite the rise, the UK still only ranks fifth among the seven other European countries in which Meetrics measures viewability. Austria (71%) leads the way while Switzerland is bottom (50%).



Source: Meetrics Viewability Benchmarks, Q1 2018

Ads are deemed viewable if they meet the IAB and Media Ratings Council's recommendation that 50% of the ad is in view for at least one second.

ENDS

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 ecosystem. 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 certified by ABC/JICWEBS. World's leading advertisers like P&G, L'Oréal and 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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