

International Q4/2018

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).
 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

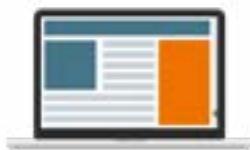
Viewability **58%** (Q3: 61%)

Viewable Viewtime **20.0 sec** (Q3: 20.7 sec)



Video: Viewability **56%** Viewable Viewtime **18.5 sec**

Halfpage Ad



64% 17.0 sec

Leaderboard



58% 16.8 sec

MPU / Med. Rectangle



50% 39.9 sec

Sitebar



80% 31.5 sec

Skyscraper



70% 17.7 sec

Germany Q4/2018

Please see below the latest report of Meetrics' 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).
 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 **55%** (Q3: 62%)

Viewable Viewtime **23.9 sec** (Q3: 26.2 sec)

Video: Viewability **81%** Viewable Viewtime **20.9 sec**

Billboard



54% 16.6 sec

Halfpage Ad



67% 28.6 sec

Medium Rectangle



48% 18.4 sec

Sitebar



82% 51.8 sec

Skyscraper



71% 29.5 sec

Superbanner



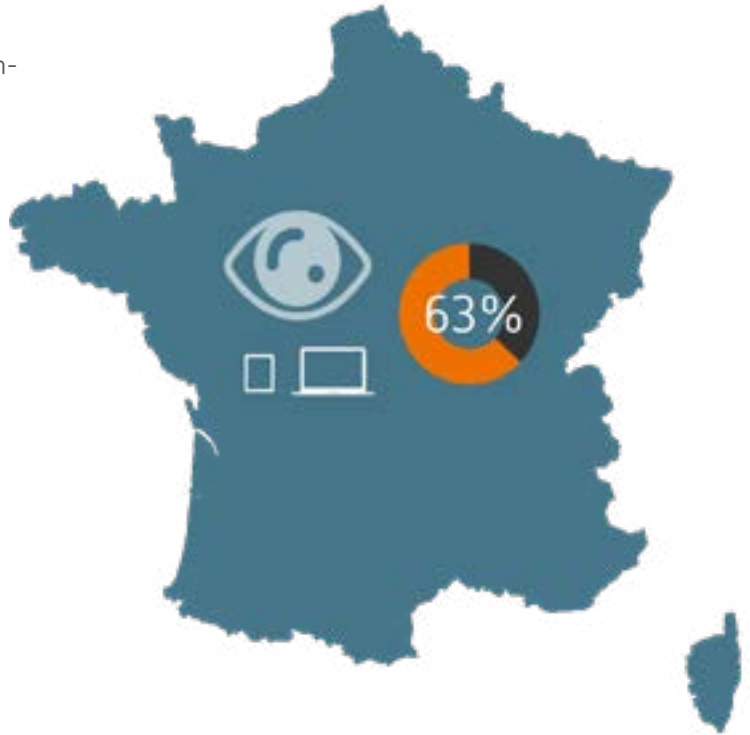
54% 21.4 sec

France Q4/2018

Please see below the latest report of Meetrics' 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).
 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 **63%** (Q3: 58%)

Viewable Viewtime **23.0 sec** (Q3: 22.6 sec)

Video: Viewability **72%** Viewable Viewtime **18.7 sec**

Grand Angle



63% 23.6 sec

Leaderboard



72% 25.6 sec

Medium Rectangle



59% 23.9 sec

UK Q4/2018

Please see below the latest report of Meetrics' Viewability Benchmarks for the British market.

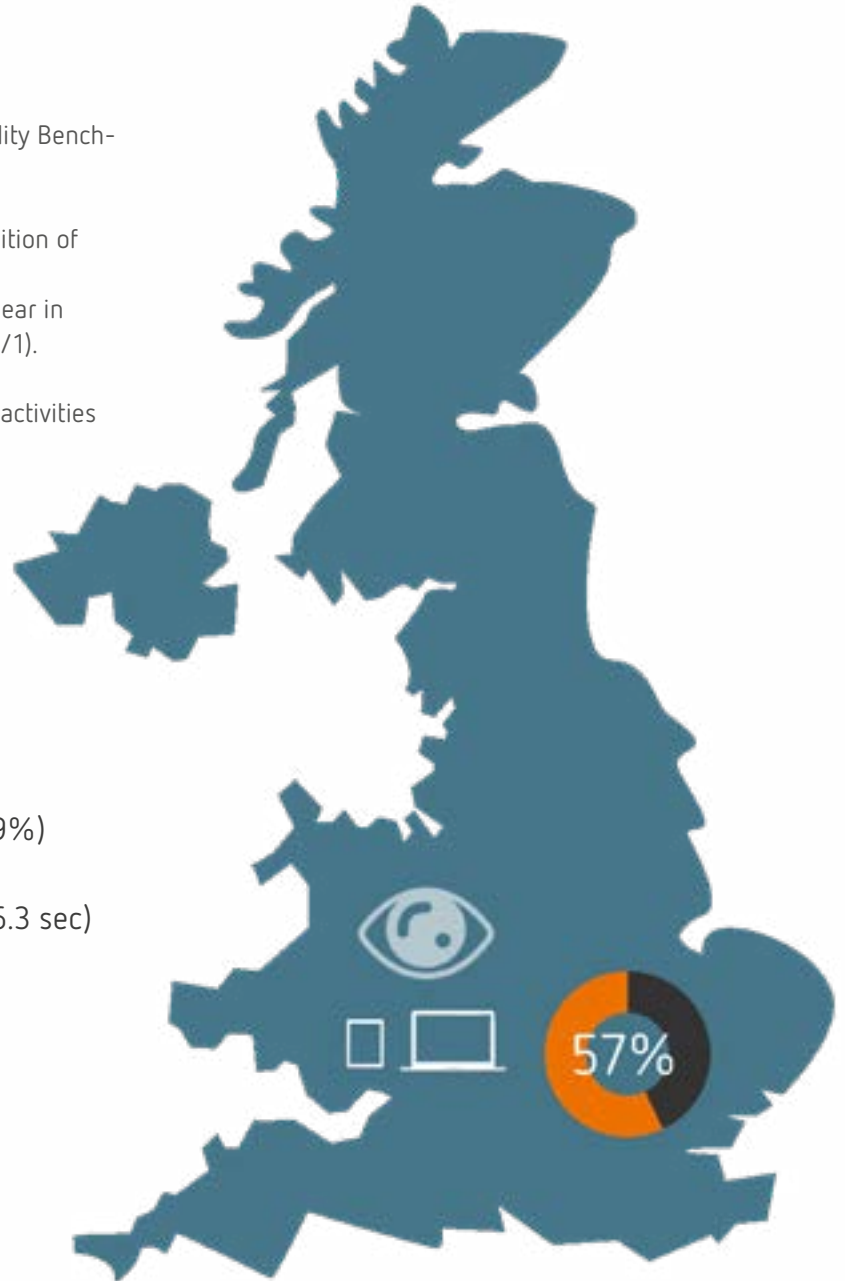
The data is based on Ad Impressions that met the definition of Viewability from the Media Rating Council and IAB:
At least 50% of the surface of an online ad have to appear in the visible area of the browser for at least 1 second (50/1).

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

Display

Viewability **57%** (Q3: 59%)

Viewable Viewtime **25.6 sec** (Q3: 26.3 sec)



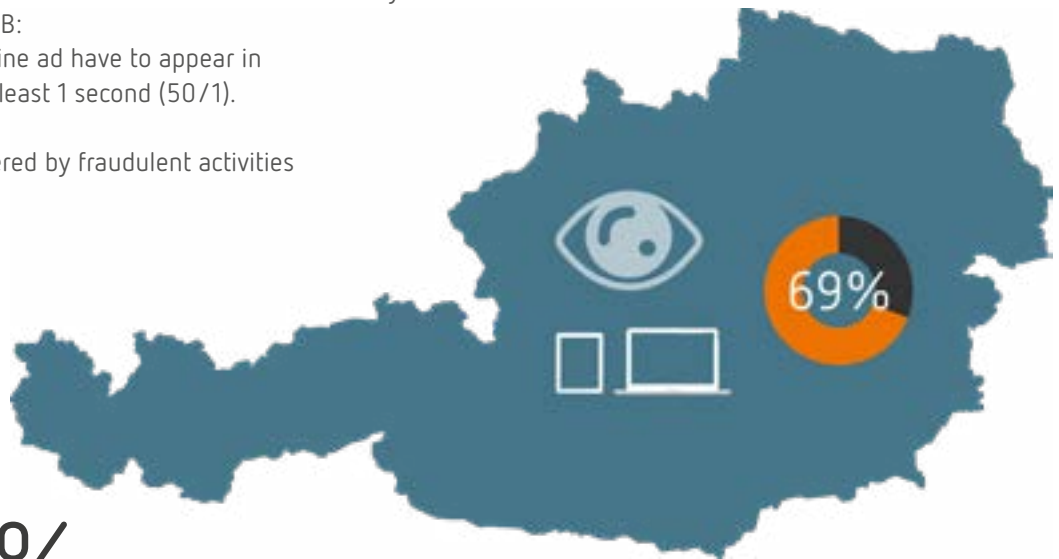
Austria Q4/2018

Please see below the latest report of Meetrics' 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.



Display

Viewability **69%** (Q3: 72%)

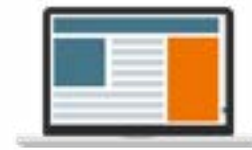
Viewable Viewtime **27.9 sec** (Q3: 28.5 sec)

Billboard



68% 13.1 sec

Halfpage Ad



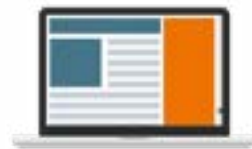
63% 21.3 sec

Medium Rectangle



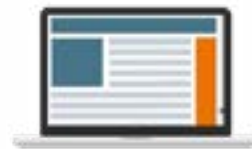
56% 23.3 sec

Sitebar



81% 32.4 sec

Skyscraper



75% 32.7 sec

Superbanner



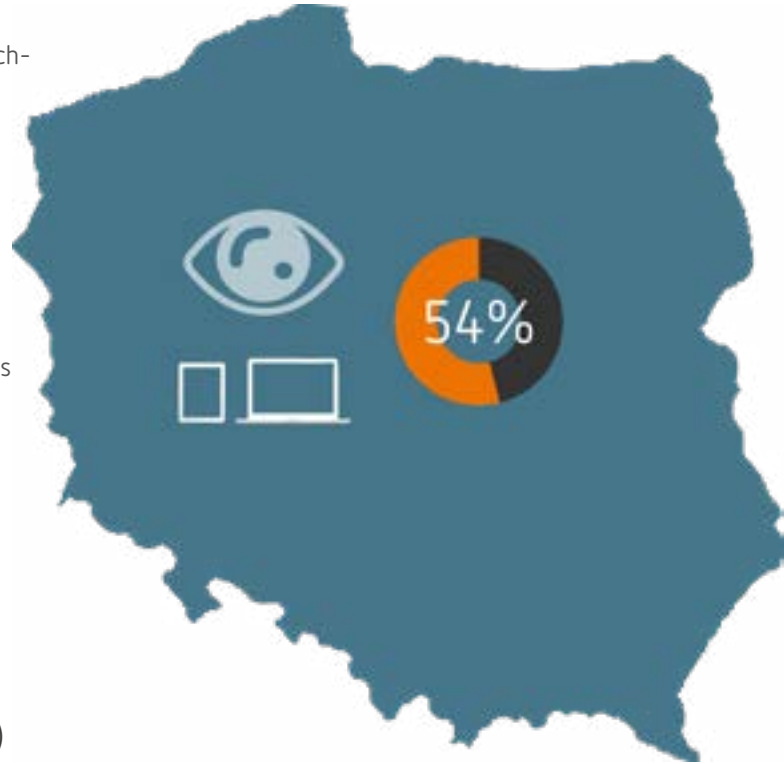
62% 18.4 sec

Poland Q4/2018

Please see below the latest report of Meetrics' Viewability Benchmarks for the Polish 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).
 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 **54%** (Q3: 53%)

Viewable Viewtime **19.0 sec** (Q3: 18.7 sec)

Video: Viewability **49%** Viewable Viewtime **18.1 sec**

Billboard



51% 14.9 sec

Halfpage Ad



68% 41.2 sec

Medium Rectangle



54% 15.5 sec

Skyscraper



64% 17.5 sec

Italy Q4/2018

Please see below the latest report of Meetrics' Viewability Benchmarks for the Italian market.

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 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.



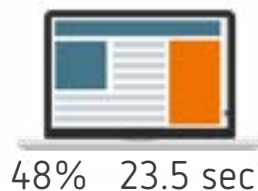
Display

Viewability **45%** (Q3: 52%)

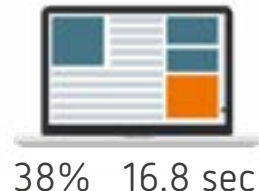
Viewable Viewtime **19.6 sec** (Q3: 17.6 sec)

Video: Viewability **67%** Viewable Viewtime **19.3 sec**

Halfpage Ad



Medium Rectangle



Sweden Q4/2018

Please see below the latest report of Meetrics' Viewability Benchmarks for the Swedish market.

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

Display

Viewability **61%** (Q3: 62%)

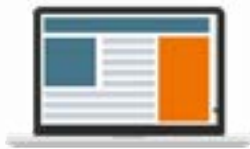
Viewable Viewtime **10.8 sec** (Q3: 9.0 sec)

Billboard



62% 10.8 sec

Halfpage Ad

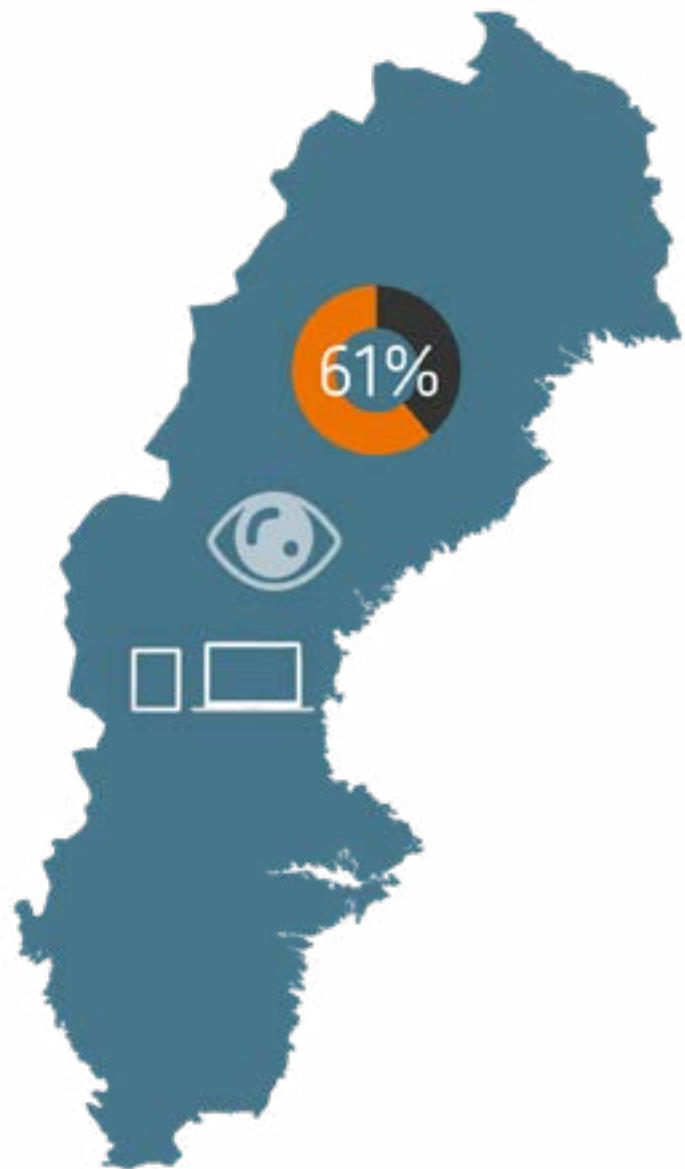


55% 26.7 sec

MPU



67% 19.3 sec



Switzerland Q4/2018

Please see below the latest report of Meetrics' Viewability Benchmarks for the Swiss market.

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



Display

Viewability **53%** (Q3: 55%)

Viewable Viewtime **27.0 sec** (Q3: 26.2 sec)

Billboard



34% 10.5 sec

Halfpage Ad



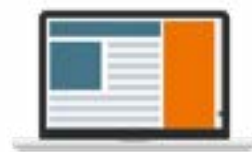
80% 38.9 sec

Medium Rectangle



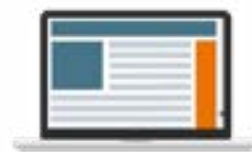
47% 20.5 sec

Sitebar



74% 45.2 sec

Skyscraper



79% 48.9 sec

Superbanner



80% 45.6 sec