

PRESS RELEASE

Meetrics Viewability Benchmarks: first numbers for 2019 – Viewability of display and video advertising is improving in most European markets

In the first quarter of 2019, the European average viewability rate for display advertising was 59 percent and for moving image advertising 72 percent.

Berlin, April 29, 2019 – The trend of an increasing viewability rate in most European markets can be seen in the latest "Viewability Benchmarks" report, published by Meetrics, the leading European measurement technology and data provider. The benchmark report also contains a detailed overview of individual ad formats.

"Video advertising performs better than display advertising in terms of viewability, but it's worth taking a closer look at display. Here, the quality variations are very large for the placements and it depends on the individual formats and providers that make the difference. Our measurements also help to achieve very good viewability rates for display advertising and in turn increase reach and branding effects," explains Max von Hilgers, Managing Director and Co-Founder of Meetrics.

The complete Viewability Benchmarks, including a detailed list of different banner formats, are available to [download](#) for free. In the quarterly reports, Meetrics provides an overview of Viewability rates and average Viewability duration. The basis for Meetrics' Viewability Benchmarks is the "50/1" guideline of the IAB and the Media Rating Council (MRC). At least 50% of the advertising space must have been in the visible area of the browser for at least one continuous second. For video ads, the recommendation is "50/2", which means the video ad must have been viewable for at least two seconds with at least 50% of its area.

About Meetrics

Since 2008, Meetrics has provided solutions to enhance the quality of online marketing, contributing to a more transparent and effective digital ecosystem. In addition to measuring the visibility of online ads, Meetrics provides control over advertising environments, audiences, and fraudulent ad placements. Meetrics was the first European company to be accredited by the most relevant industry body, the Media Rating Council, for Sophisticated Fraud Detection, Mobile Web and Viewability measurements for display and video. Leading global companies trust Meetrics' products and services. Meetrics is also the only European provider of neutral viewability measurements to partner with Facebook and Google.

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