

PRESS RELEASE

## **Meetrics Viewability Benchmarks: The Winner and Loser Ad Formats and Channels in the Third Quarter of 2019**

**Berlin, October 22, 2019** – In the third quarter, too, there are significant differences in ad viewability between video, display desktop and mobile in the various markets. This is the conclusion of the latest "Viewability Benchmarks" report published by Meetrics, the leading European measurement technology and data provider. The benchmark report also includes a detailed overview of individual ad formats and benchmarks for other markets in Europe. The benchmark report also shows the most common reasons for non-viewability by their percentage distribution. Non-optimal positions of display advertising are the most frequent reasons, followed by too rapid switches to other pages.

"More and more providers of advertising space are using technologies to ensure that digital advertising is also placed viewable. That is the good news. The challenge that is now increasingly emerging is to ensure that advertising is viewable long enough to get its message through to the user. Not every advertising message can be conveyed in a few seconds. Identifying and expanding ad spaces that meet the needs of advertisers remains a task for the entire market," says 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). Accordingly, 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 visible for at least two seconds with at least 50% of its area.

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## **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 viewability of online ads, Meetrics provides control over advertising environments, target audiences, and protects against fraudulent advertising placements. Meetrics is the first European company to be accredited by the MRC (Media Rating Council) for sophisticated fraud detection and mobile web and viewability measurements for display and video. World leading companies rely on Meetrics' products and services. Meetrics is also the only European provider of neutral viewability measurements to partner with Facebook and Google.

### **For any questions or further information, please contact:**

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