

PRESS RELEASE

Meetrics Viewability Benchmarks Q3/2020: The increase in viewability rates of display and video advertising stagnated in third quarter

The viewability rates of display formats continued to rise in Germany but fell internationally. The international average for video advertising viewability remained high.

Berlin, October 12th, 2020 - After an increase in the first half of the year, video viewability rates remained high at 90 percent. Meanwhile, the average viewability of display advertising has dropped to 61 percent internationally. This is the result of the latest "Viewability Benchmarks" report published by Meetrics, the leading European measurement and analytics company for digital advertising. The benchmark report also includes a detailed overview of individual ad formats and benchmarks for other markets. The report shows common reasons for lack of visibility by percentage distribution as well as what positive and negative trends need to be taken into account on the different markets. Non-optimal positioning continues to be the most common reason for lacking ad viewability.

"The average video viewability is higher in comparison to display ads but differences in quality persist especially among video ad placements. These differences cannot be identified by observing video completion rates alone. The viewability must be measured over the full duration of the video in order to assure that the advertising message was effectively and reliably delivered." 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). Accordingly, at least 50 percentage 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 percentage 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 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.

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