



# International Q4/2016

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).

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



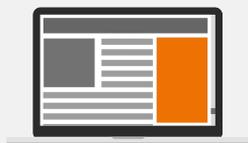
[www.meetrics.com/int-benchmarks/](http://www.meetrics.com/int-benchmarks/)

## Total

Viewability **55%** (Q3: 56%)  
 Ø-Viewtime **27.6 sec** (Q3: 29.2 sec)



### Halfpage Ad



65% 30.9 sec

### Leaderboard



45% 26.0 sec

### MPU / Med. Rectangle



52% 25.9 sec



Viewability Benchmarks

## Germany Q4/2016

In the following you find the latest report of our 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).

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



[www.meetrics.com/benchmarks-de/](http://www.meetrics.com/benchmarks-de/)

### Total

Viewability

**58%** (Q3: 59%)

Ø-Viewtime

**27.5 sec** (Q3: 28.4 sec)



Billboard



64% 21.7 sec

Halfpage Ad



72% 35.3 sec

Medium Rectangle



48% 24.3 sec

Sitebar



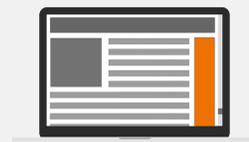
75% 44.7 sec

Superbanner



49% 24.4 sec

Skyscraper



67% 29.9 sec



## Viewability Benchmarks

# France Q4/2016

In the following you find the latest report of our 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).

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



[www.meetrics.com/benchmarks-fr/](http://www.meetrics.com/benchmarks-fr/)

## Total

Viewability

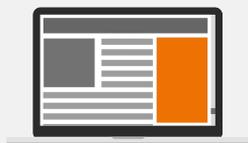
**57%** (Q3: 60%)

Ø-Viewtime

**27.3 sec** (Q3: 33.4 sec)



### Grand Angle



59% 25.7 sec

### Leaderboard



48% 27.6 sec

### Medium Rectangle



65% 29.2 sec



## Viewability Benchmarks

### UK Q4/2016

In the following you find the latest report of our 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.



[www.meetrics.com/benchmarks-uk/](http://www.meetrics.com/benchmarks-uk/)

#### Total

Viewability

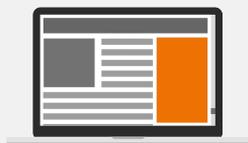
49% (Q3: 49%)

Ø-Viewtime

26.4 sec (Q3: 26.1 sec)



#### Halfpage Ad



65% 28.4 sec

#### Leaderboard



38% 26.0 sec

#### MPU



45% 24.6 sec



Viewability Benchmarks

## Austria Q4/2016

In the following you find the latest report of our 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.



[www.meetrics.com/benchmarks-at/](http://www.meetrics.com/benchmarks-at/)

### Total

Viewability

**68%** (Q3: 69%)

Ø-Viewtime

**32.0 sec** (Q3: 33.9 sec)



Billboard



70% 14.4 sec

Halfpage Ad



76% 29.8 sec

Medium Rectangle



47% 23.0 sec

Sitebar



84% 38.7 sec

Superbanner



54% 22.1 sec

Skyscraper



68% 32.4 sec