



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/

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/

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



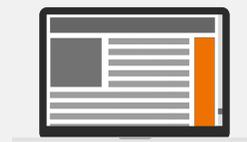
75% 44.7 sec

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/

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/

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/

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