

International Q3 / 2017

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.

Total

Viewability **55%** (Q2: 57%)
Ø-Viewtime **14.5 sec** (Q2: 25.5 sec)



Halfpage Ad



67% 19.6 sec

Leaderboard



58% 13.1 sec

MPU / Med. Rectangle



49% 13.2 sec



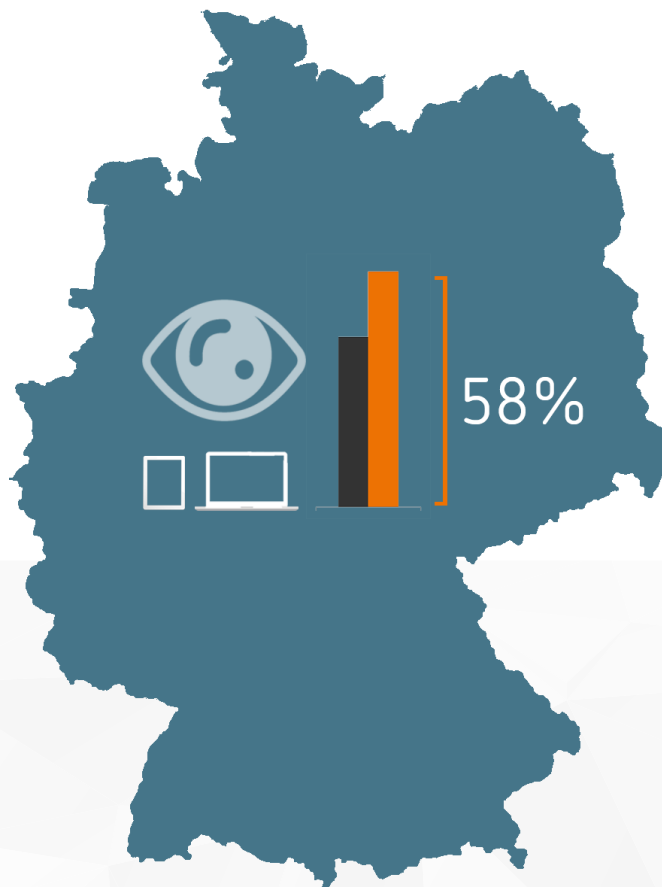
Germany Q3/2017

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.



Total

Viewability **58%** (Q2: 57%)

Ø-Viewtime **28.5 sec** (Q2: 26.1 sec)

Billboard



60% 17.6 sec

Halfpage Ad



64% 30.8 sec

Medium Rectangle



49% 27.2 sec

Sitebar



82% 48.7 sec

Superbanner



57% 26.4 sec

Skyscraper



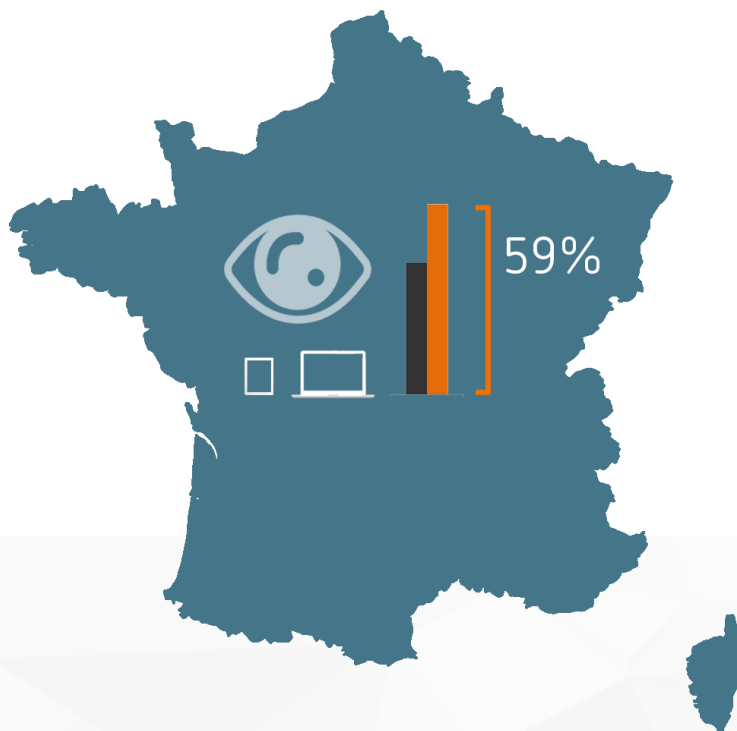
72% 31.7 sec

France Q3/2017

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.



Total

Viewability

59% (Q2: 58%)

Ø-Viewtime

23.0 sec (Q2: 24.3 sec)

Grand Angle



65% 22.7 sec

Leaderboard



52% 27.6 sec

Medium Rectangle



51% 22.8 sec

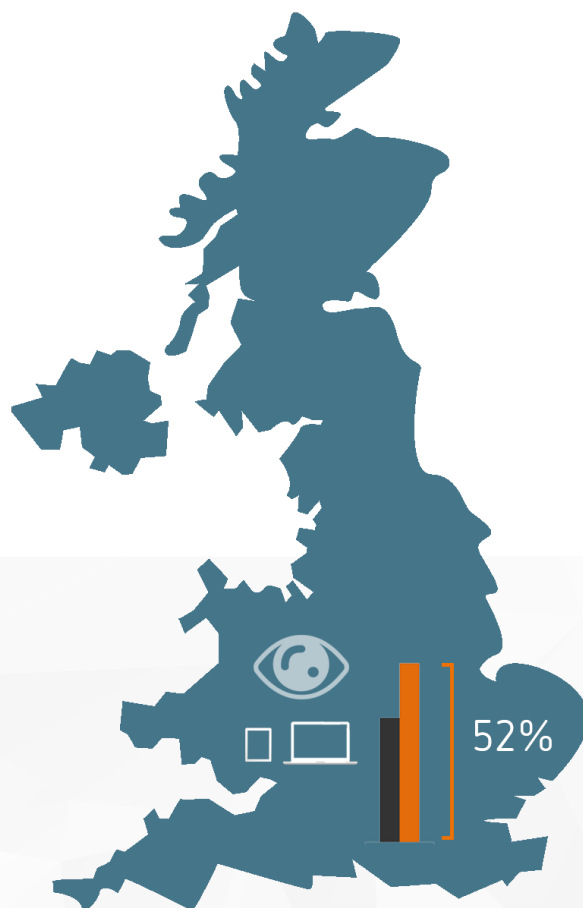


UK Q3 / 2017

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.



Total

Viewability **52%** (Q2: 51%)

Ø-Viewtime **21.1 sec** (Q2: 24.0 sec)

Halfpage Ad



59% 23.4 sec

Leaderboard



46% 20.1 sec

MPU



52% 22.5 sec



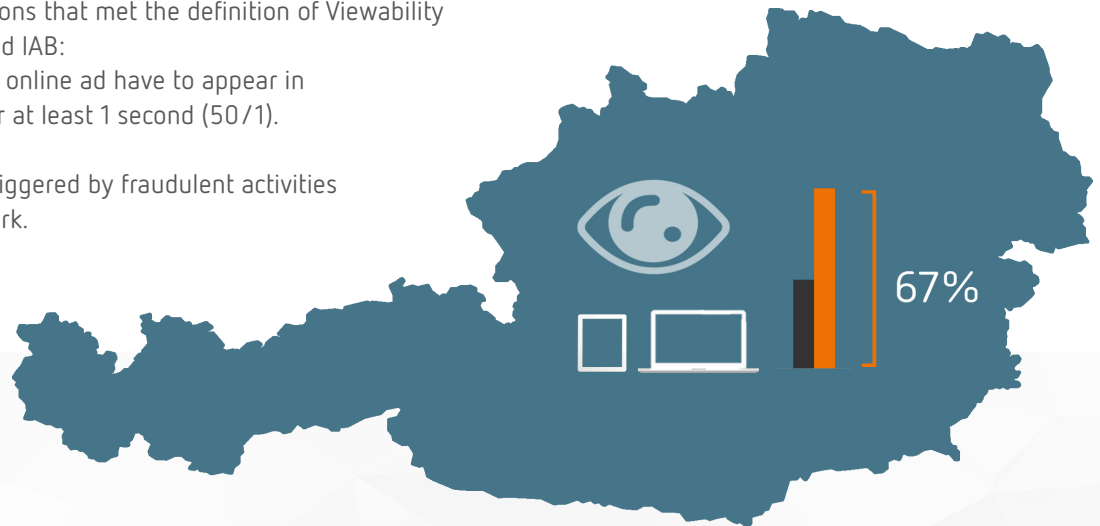
Austria Q3 / 2017

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.



Total

Viewability

67% (Q2: 69%)

Ø-Viewtime

32.8 sec (Q2: 33.7 sec)

Billboard



71% 16.0 sec

Halfpage Ad



71% 29.2 sec

Medium Rectangle



49% 28.3 sec

Sitebar



81% 39.0 sec

Superbanner



58% 28.0 sec

Skyscraper



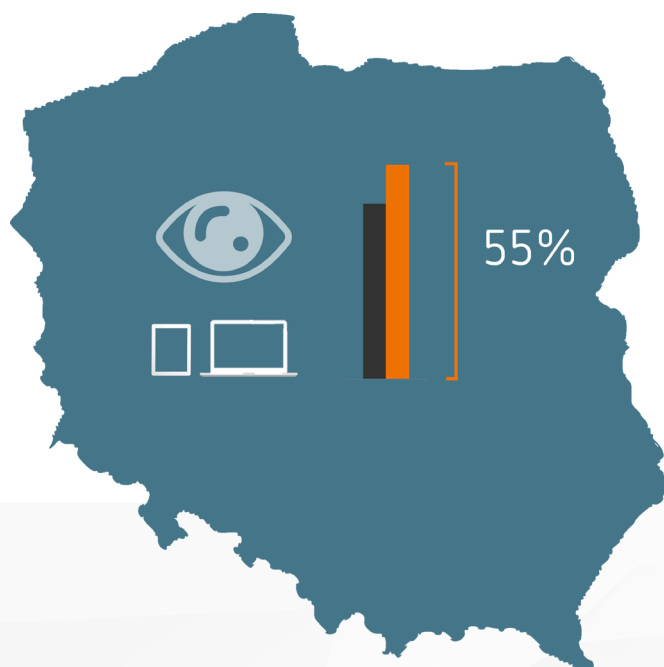
72% 29.2 sec

Poland Q3/2017

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.



Total

Viewability **55%** (Q2: 57%)
 Ø-Viewtime **27.5 sec** (Q2: 17.4 sec)

Billboard



50% 12.7 sec

Halfpage Ad



62% 30.5 sec

Medium Rectangle



40% 22.6 sec

Superbanner



50% 27.2 sec

Skyscraper



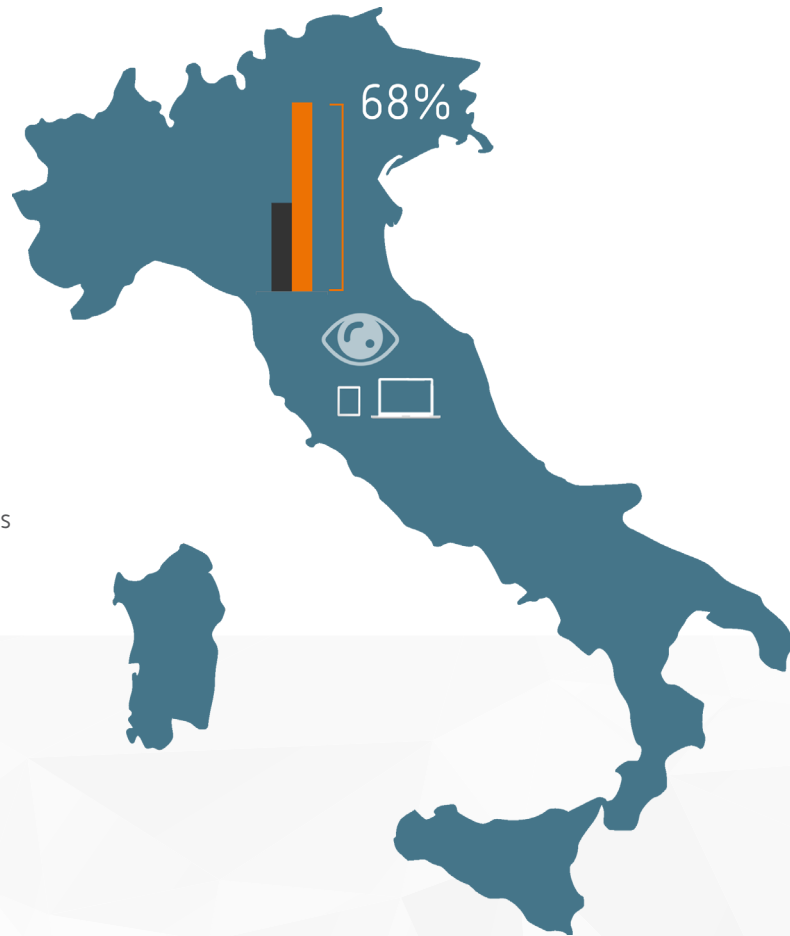
58% 49.4 sec

Italy Q3 / 2017

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.



Total

Viewability **68%**

Ø-Viewtime **24.4 sec**

Billboard



52% 29.7 sec

Halfpage Ad



67% 26.7 sec

Medium Rectangle



62% 34.1 sec

Superbanner



56% 22.0 sec

Skyscraper



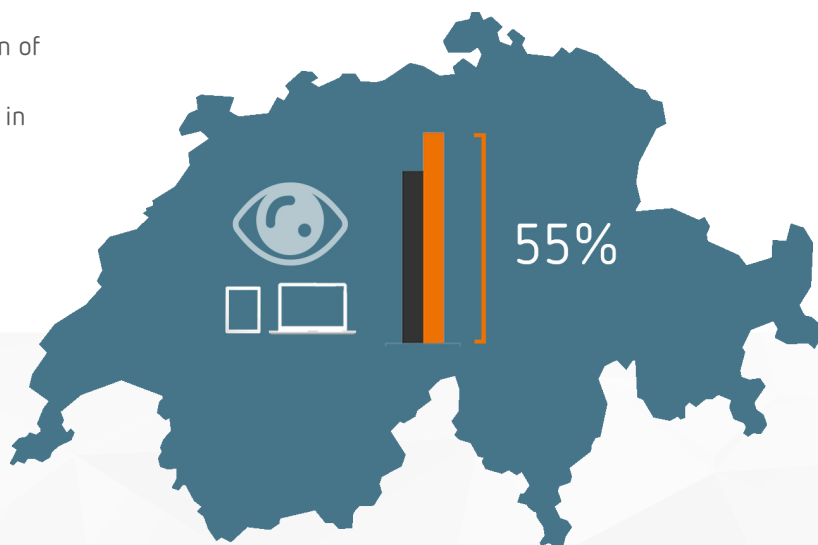
80% 23.8 sec

Switzerland Q3/2017

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.



Total

Viewability

55%

Ø-Viewtime

22.8 sec

Halfpage Ad



77% 38.1 sec

Medium Rectangle



36% 7.6 sec

Sitebar



86% 48.4 sec