

# International Q2/2018

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.

## Display

Viewability **61%** (Q1: 62%)  
 viewable Viewtime **21.3 sec** (Q1: 21.1 sec)



Video: Viewability **53%** viewable Viewtime **14.6 sec**

Halfpage Ad



71% 31.6 sec

Leaderboard



60% 16.4 sec

MPU / Med. Rectangle



51% 18.3 sec

Sitebar



81% 41.2 sec

Skyscraper



75% 29.6 sec

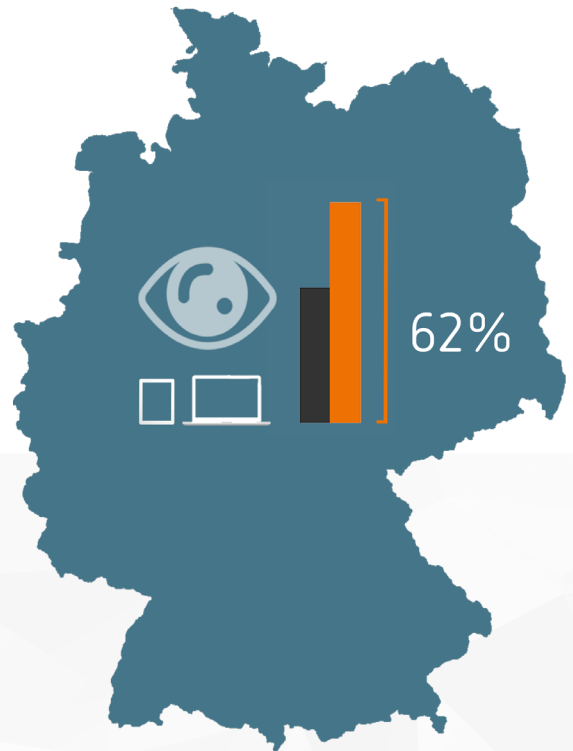


# Germany Q2/2018

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 For the video ads the recommended definition is 50/2.

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



## Display

Viewability **62%** (Q1: 64%)

viewable Viewtime **26.4 sec** (Q1: 26.7 sec)

Video: Viewability **63%** viewable Viewtime **12.4 sec**

Billboard



60% 18.6 sec

Halfpage Ad



72% 30.6 sec

Medium Rectangle



50% 20.4 sec

Sitebar



77% 46.0 sec

Skyscraper



73% 27.8 sec

Superbanner



56% 19.4 sec

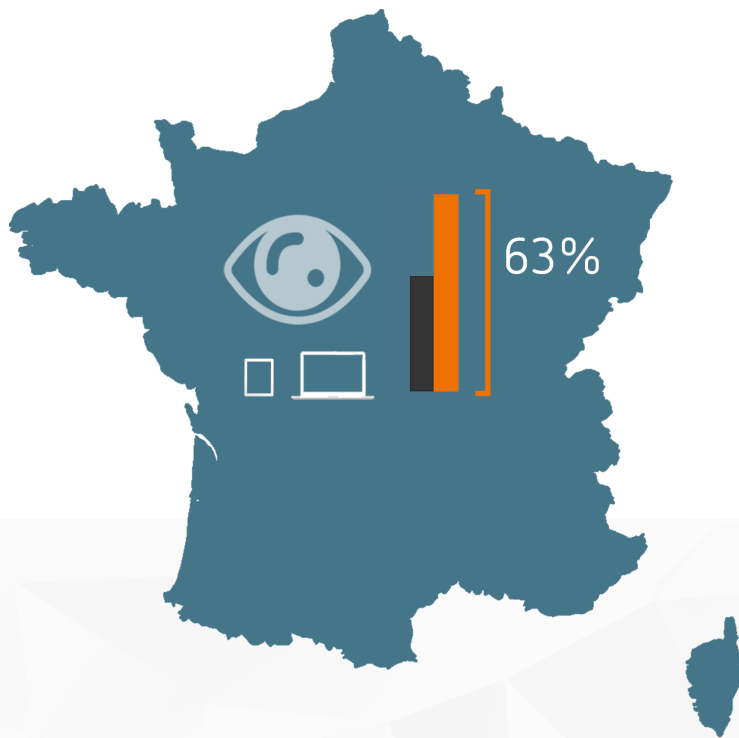


# France Q2/2018

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



## Display

Viewability **63%** (Q1: 60%)

viewable Viewtime **24.6 sec** (Q1: 23.0 sec)

Video: Viewability **85%** viewable Viewtime **18.9 sec**

### Grand Angle



66% 24.6 sec

### Leaderboard



64% 22.7 sec

### Medium Rectangle



64% 23.4 sec

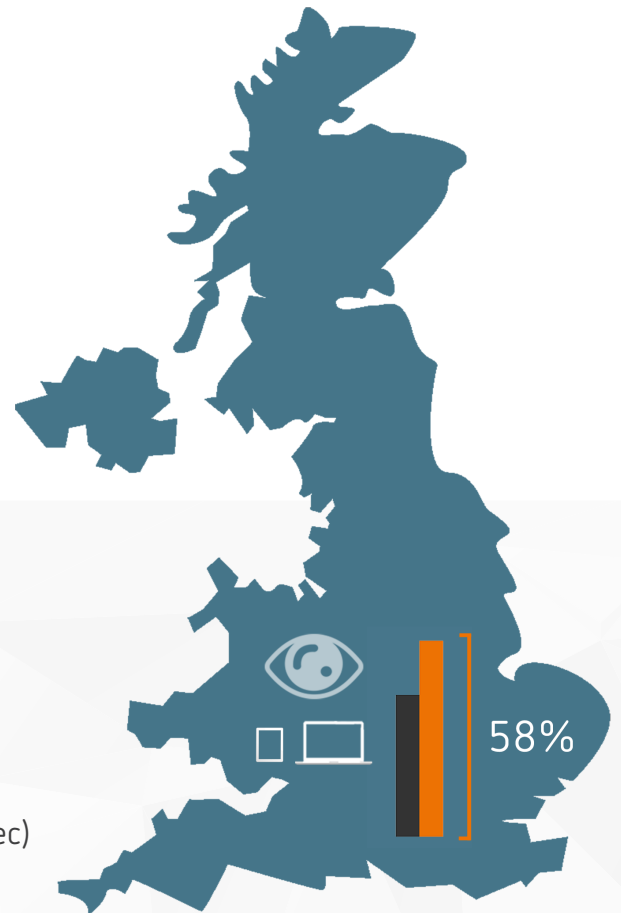


# UK Q2/2018

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## Display

Viewability **58%** (Q1: 59%)

viewable Viewtime **26.2 sec** (Q1: 25.8 sec)

### Halfpage Ad



64% 23.9 sec

### Leaderboard



48% 20.6 sec

### MPU



57% 19.4 sec



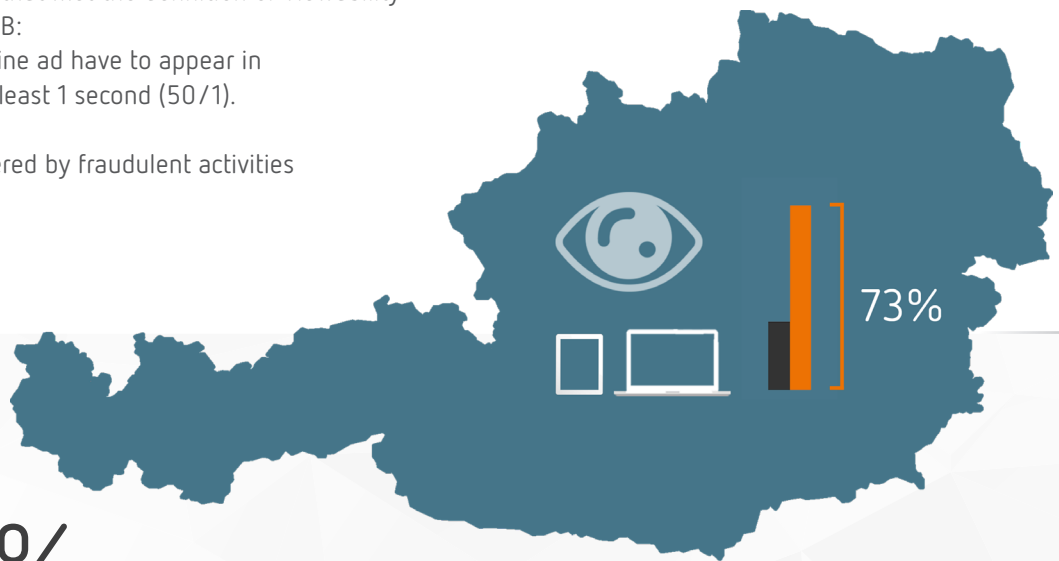
# Austria Q2/2018

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



## Display

Viewability

**73%** (Q1: 71%)

viewable Viewtime

**30.1 sec** (Q1: 30.1 sec)

Billboard



65% 14.8 sec

Halfpage Ad



78% 23.0 sec

Medium Rectangle



60% 26.3 sec

Sitebar



85% 35.9 sec

Skyscraper



73% 29.8 sec

Superbanner



60% 17.9 sec

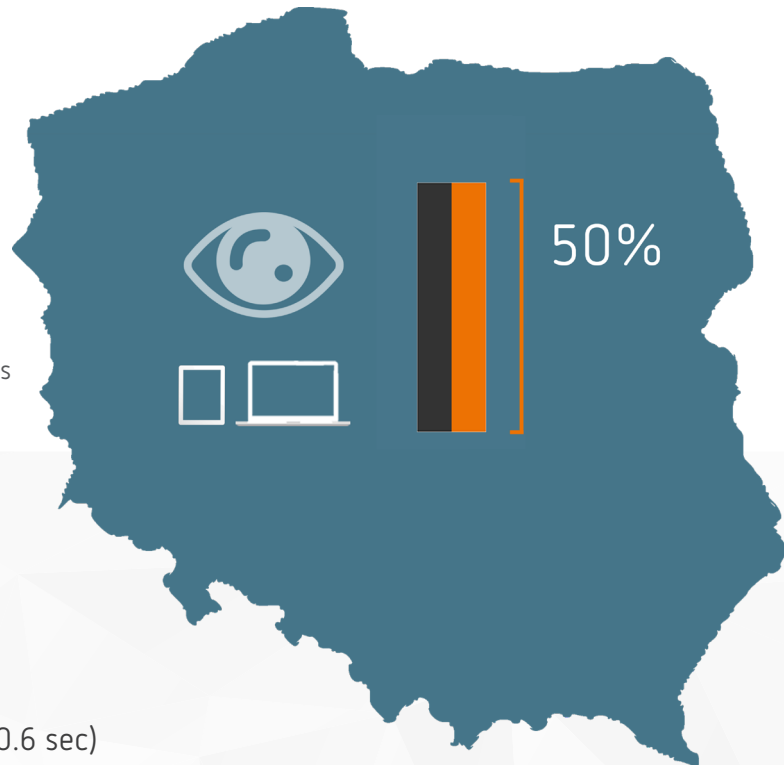


# Poland Q2/2018

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 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).  
 For the video ads the recommended definition is 50/2.

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



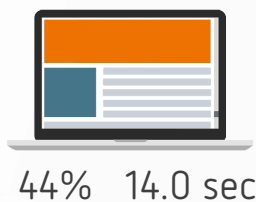
## Display

Viewability **50%** (Q1: 52%)

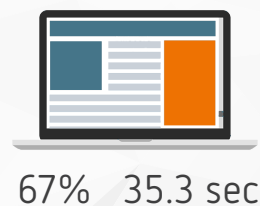
viewable Viewtime **19.1 sec** (Q1: 20.6 sec)

Video: Viewability **51%** viewable Viewtime **14.0 sec**

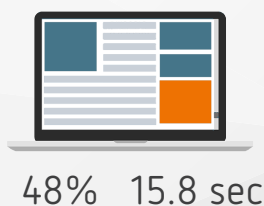
Billboard



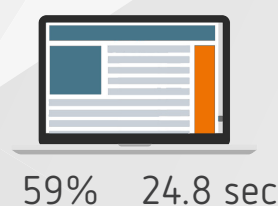
Halfpage Ad



Medium Rectangle



Skyscraper

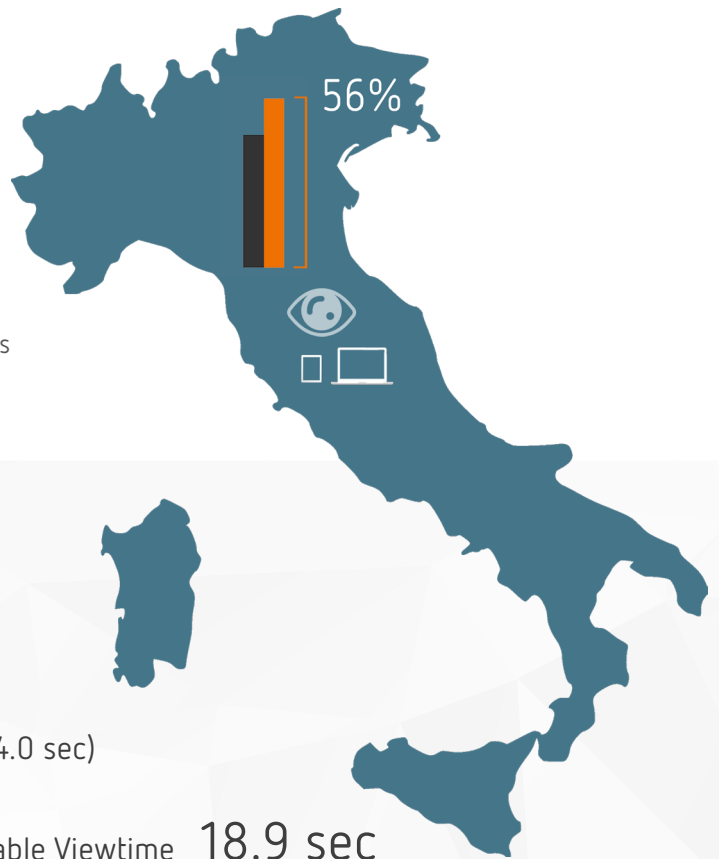


# Italy Q2/2018

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



## Display

Viewability **56%** (Q1: 64%)

viewable Viewtime **20.8 sec** (Q1: 24.0 sec)

Video: Viewability **60%** viewable Viewtime **18.9 sec**

Billboard



39% 18.2 sec

Halfpage Ad



54% 22.1 sec

Medium Rectangle



51% 19.9 sec

Skyscraper



90% 29.7 sec



# Sweden Q2/2018

Please see below the latest report of Meetrics' Viewability Benchmarks for the International European market.

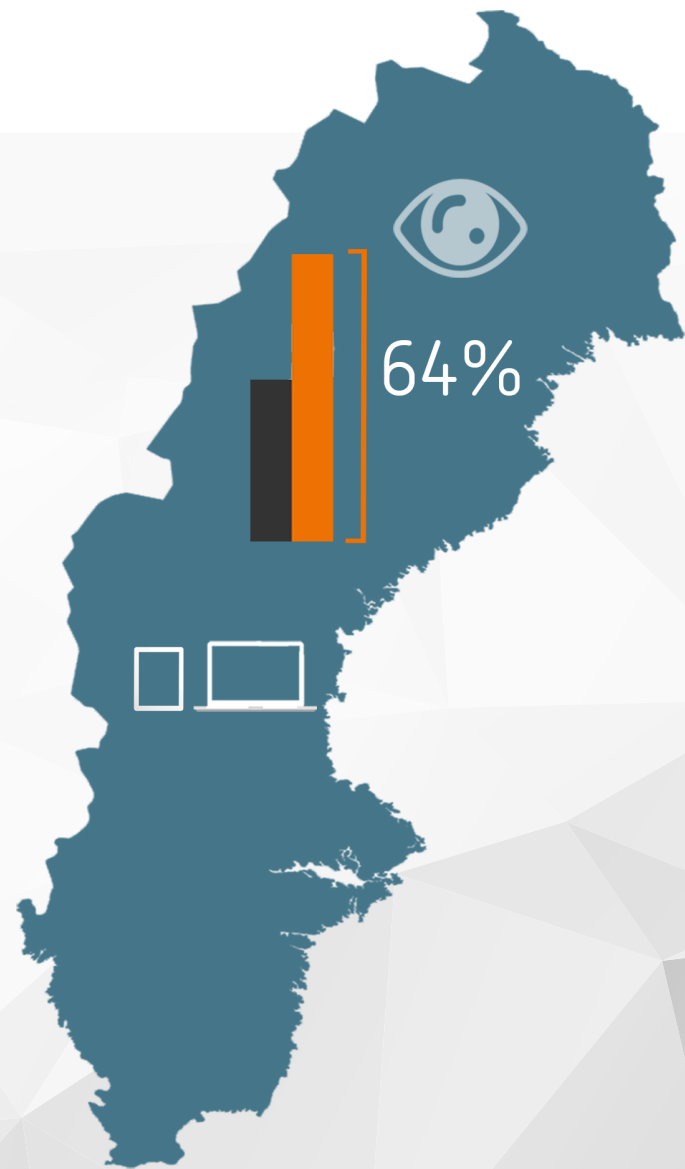
The data is based on Ad Impressions that met the definition of Viewability from the Media Rating Council and IAB: At least 50% of the surface of an online ad have to appear in the visible area of the browser for at least 1 second (50/1).

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

## Display

Viewability **64%** (Q1: 65%)

viewable Viewtime **11.0 sec** (Q1: 13.7 sec)



### Halfpage Ad



57% 22.8 sec

### MPU



71% 12.3 sec



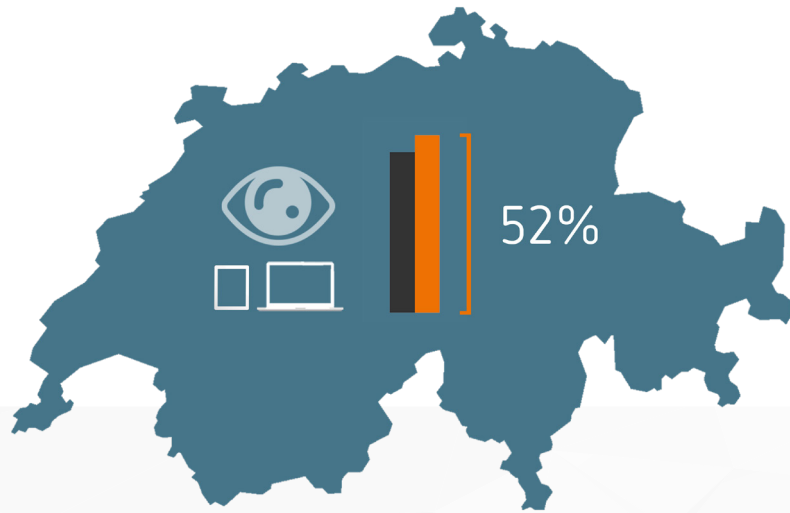


# Switzerland Q2/2018

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



## Display

Viewability **52%** (Q1: 50%)

viewable Viewtime **28.0 sec** (Q1: 28.3 sec)

Billboard



37% 10.3 sec

Halfpage Ad



77% 38.9 sec

Medium Rectangle



42% 24.3 sec

Sitebar



80% 52.8 sec

Skyscraper



84% 48.9 sec

Superbanner



76% 44.2 sec

