

# International Q1/2018

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 **62%** (Q4: 62%)

viewable Viewtime **21.1 sec** (Q4: 20.9 sec)



### Halfpage Ad



72% 31.4 sec

### Leaderboard



62% 16.1 sec

### MPU / Med. Rectangle



52% 18.6 sec

### Skyscraper



75% 30.1 sec

### Sitebar



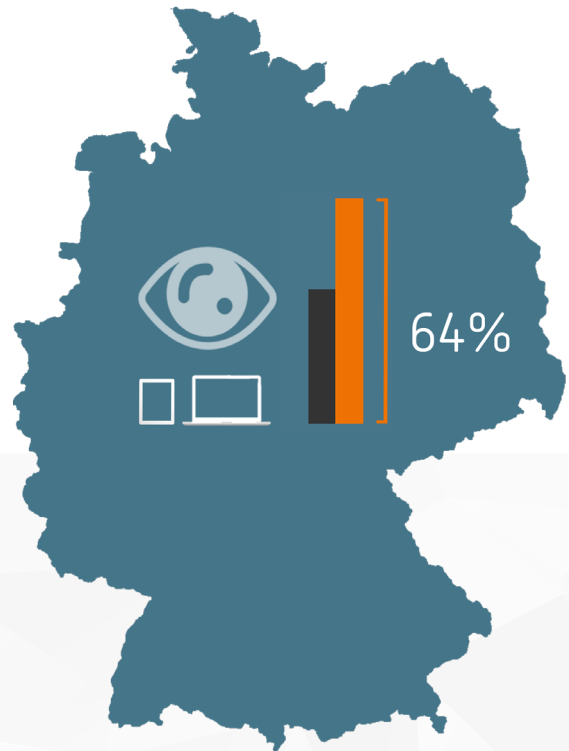
80% 40.8 sec

# Germany Q1/2018

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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 **64%** (Q4: 55%)

viewable Viewtime **26.7 sec** (Q4: 27.7 sec)

Video: Viewability **77%** viewable Viewtime **12.8 sec**

Billboard



60% 18.7 sec

Halfpage Ad



73% 29.5 sec

Medium Rectangle



51% 20.9 sec

Sitebar



79% 46.7 sec

Superbanner



58% 19.3 sec

Skyscraper



73% 27.9 sec

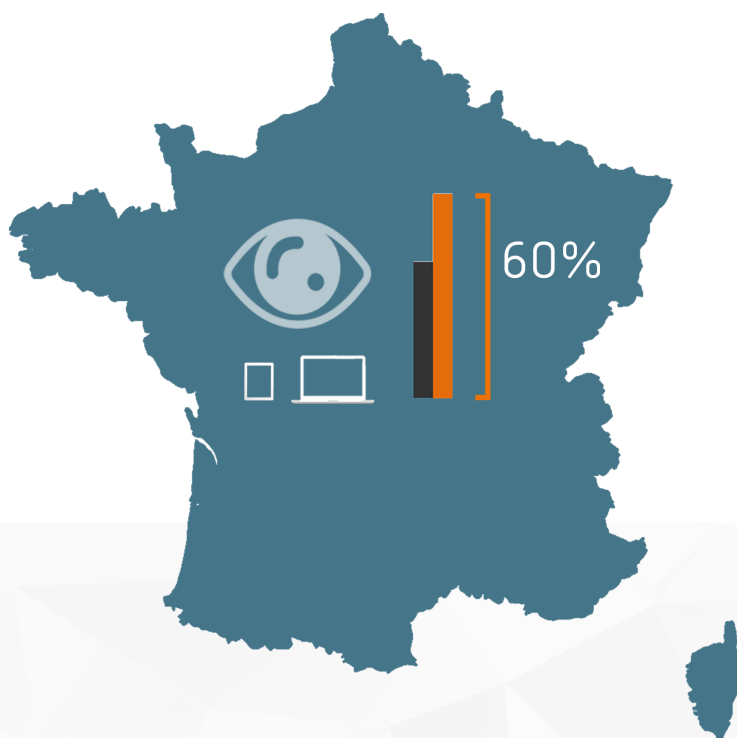


# France Q1/2018

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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 **60%** (Q4: 62%)

viewable Viewtime **23.0 sec** (Q4: 27.7 sec)

Video: Viewability **52%** viewable Viewtime **16.0 sec**

### Leaderboard



48% 19.1 sec

### Grand Angle



63% 22.8 sec

### Medium Rectangle



60% 22.1 sec

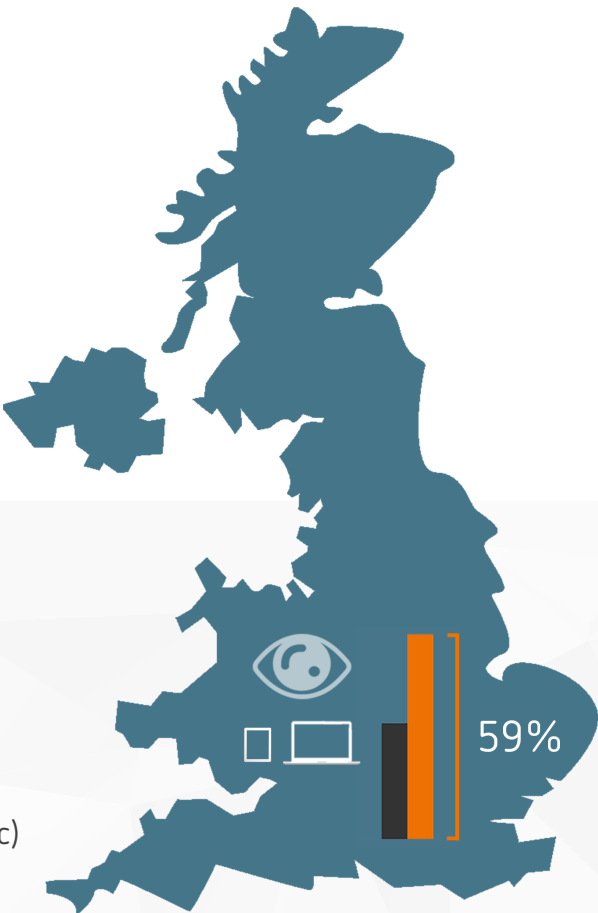


# UK Q1/2018

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## Display

Viewability **59%** (Q4: 56%)  
viewable Viewtime **25.8 sec** (Q4: 24.3 sec)

### Leaderboard



45% 21.1 sec

### Halfpage Ad



66% 25.5 sec

### MPU



56% 16.5 sec



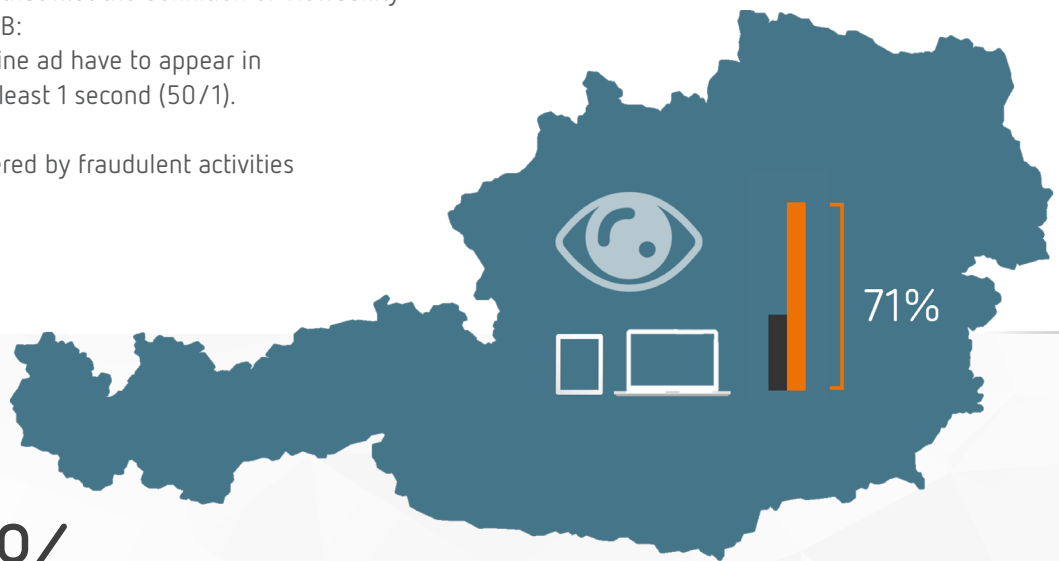
# Austria Q1/2018

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



## Display

Viewability

**71%** (Q4: 67%)

viewable Viewtime

**30.1 sec** (Q4: 28.2 sec)

Billboard



72% 14.3 sec

Halfpage Ad



73% 22.8 sec

Medium Rectangle



57% 27.8 sec

Sitebar



84% 36.2 sec

Superbanner



57% 18.1 sec

Skyscraper



64% 29.6 sec

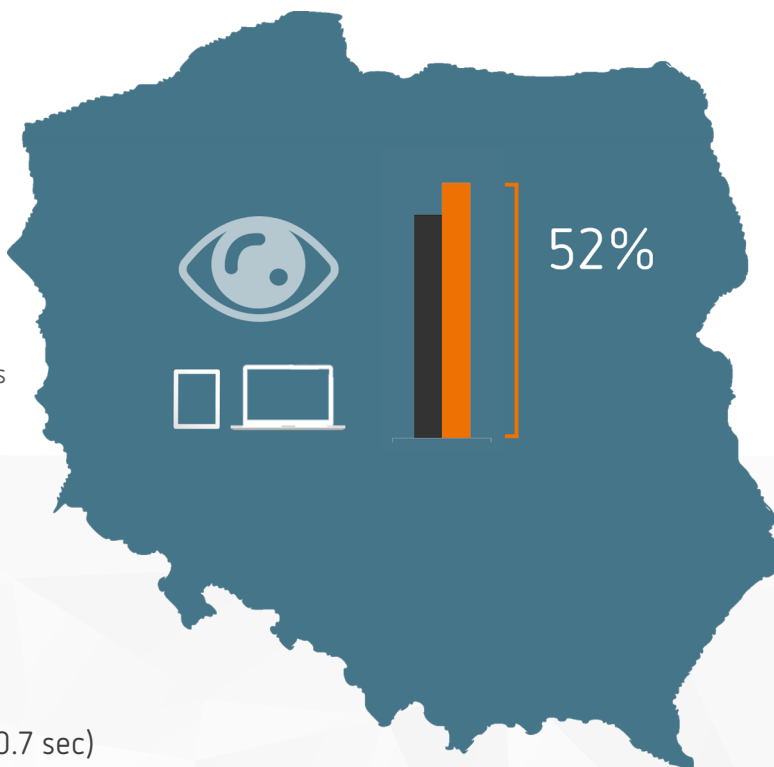


# Poland Q1/2018

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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 **52%** (Q4: 50%)

viewable Viewtime **20.6 sec** (Q4: 20.7 sec)

Video: Viewability **49%** viewable Viewtime **14.9 sec**

Billboard



51% 15.2 sec

Halfpage Ad



65% 37.0 sec

Medium Rectangle



47% 16.4 sec

Skyscraper



63% 36.1 sec

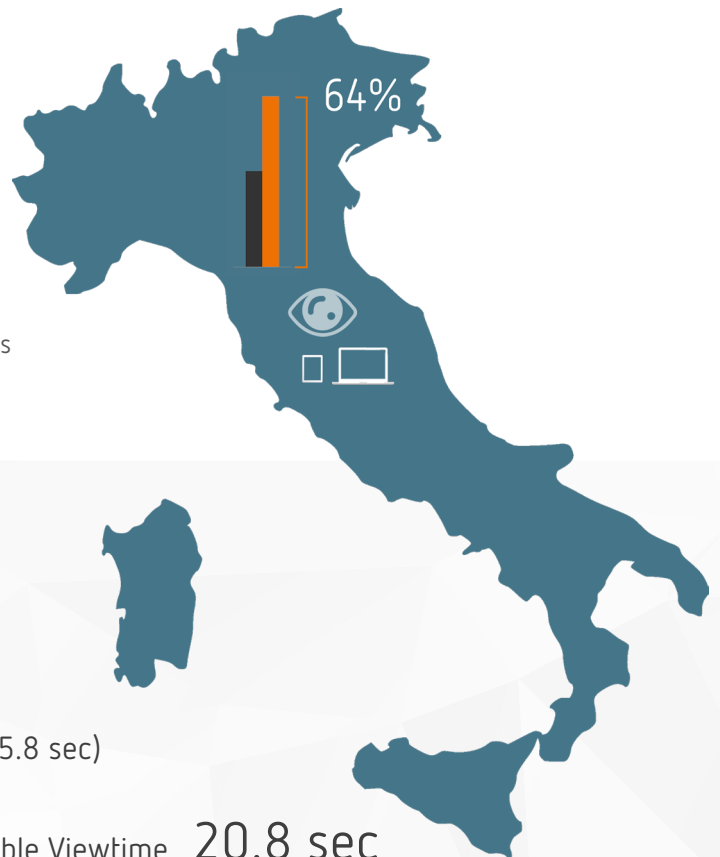


# Italy Q1/2018

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



## Display

Viewability **64%** (Q4: 63%)

viewable Viewtime **24.0 sec** (Q4: 25.8 sec)

Video: Viewability **72%** viewable Viewtime **20.8 sec**

### Billboard



41% 19.9 sec

### Halfpage Ad



72% 24.6 sec

### Medium Rectangle



63% 24.3 sec

### Skyscraper



87% 30.1 sec



# Sweden Q1/2018

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## Display

Viewability

65% (Q4: 61%)

viewable Viewtime

13.7 sec (Q4: 13.1 sec)

Halfpage Ad

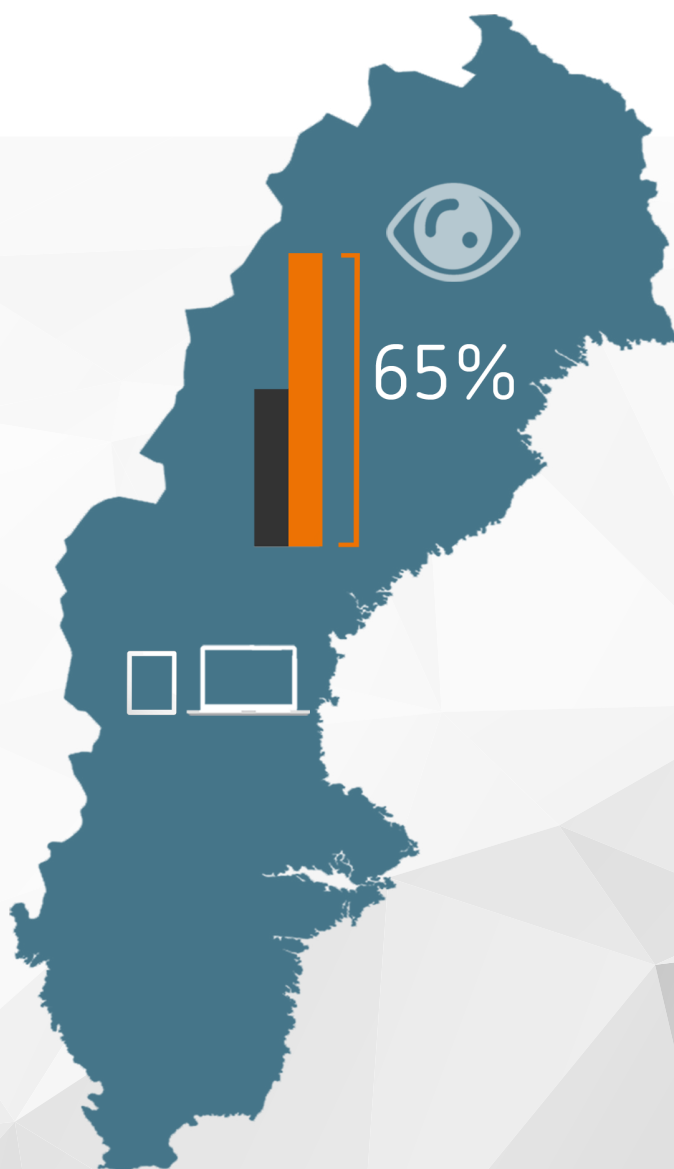


74% 26.9 sec

MPU



75% 12.4 sec

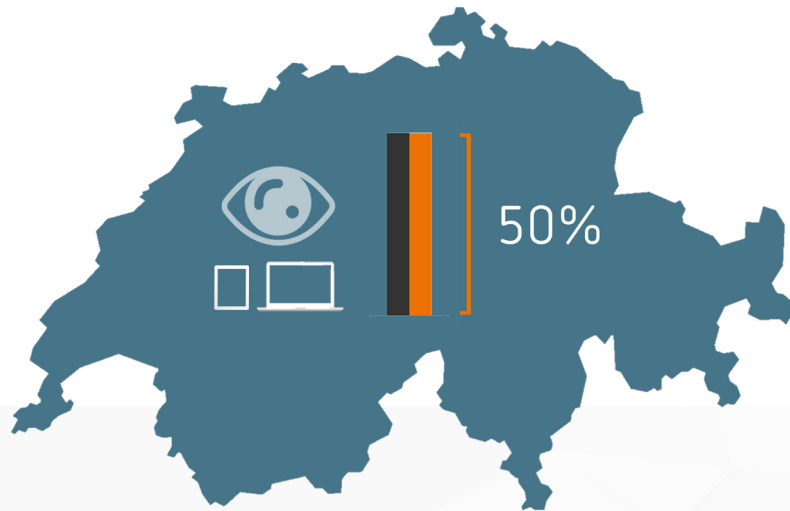


# Switzerland Q1/2018

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



## Display

Viewability **50%** (Q4: 48%)

viewable Viewtime **28.3 sec** (Q4: 27.9 sec)

Billboard



24% 12.1 sec

Halfpage Ad



80% 38.9 sec

Medium Rectangle



40% 25.1 sec

Sitebar



76% 56.8 sec

Superbanner



68% 44.9 sec

Skyscraper



82% 38.8 sec