

International Q2/2018

Please see below the latest report of Meetricks' 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

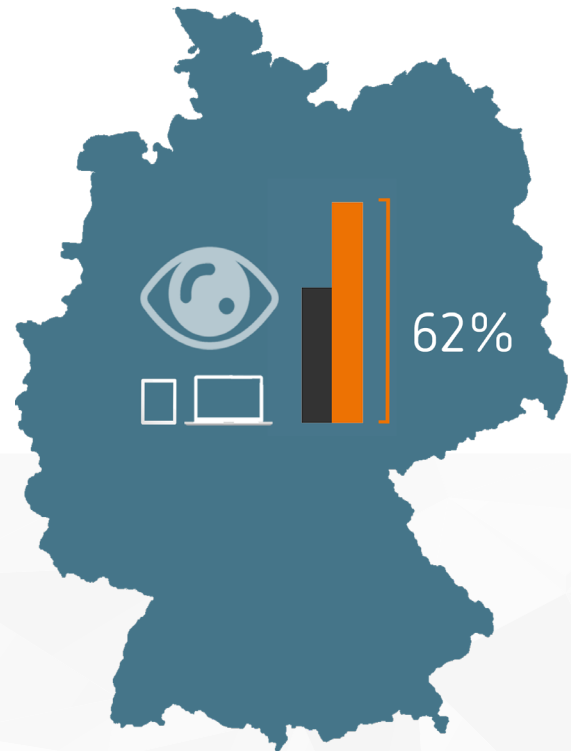


Germany Q2/2018

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

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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

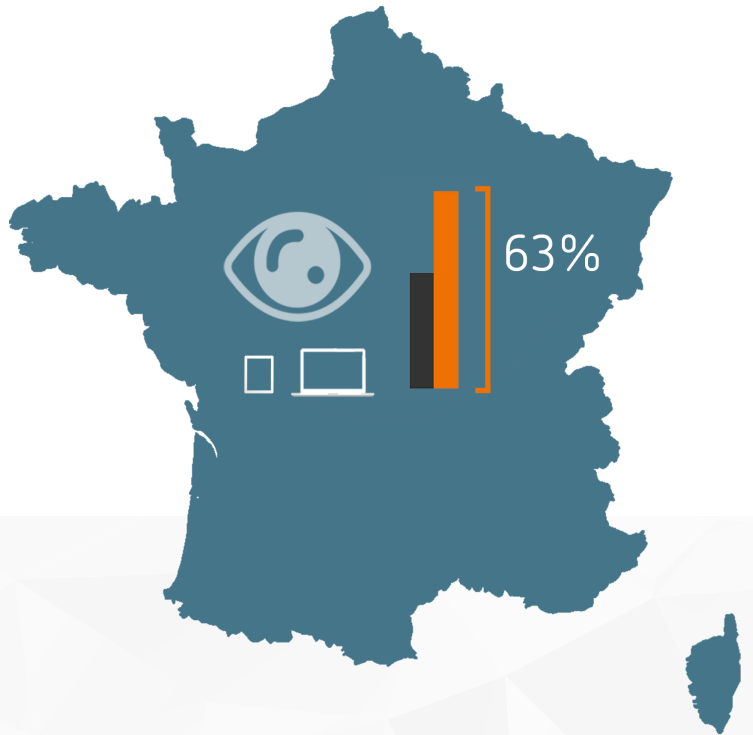


France Q2/2018

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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



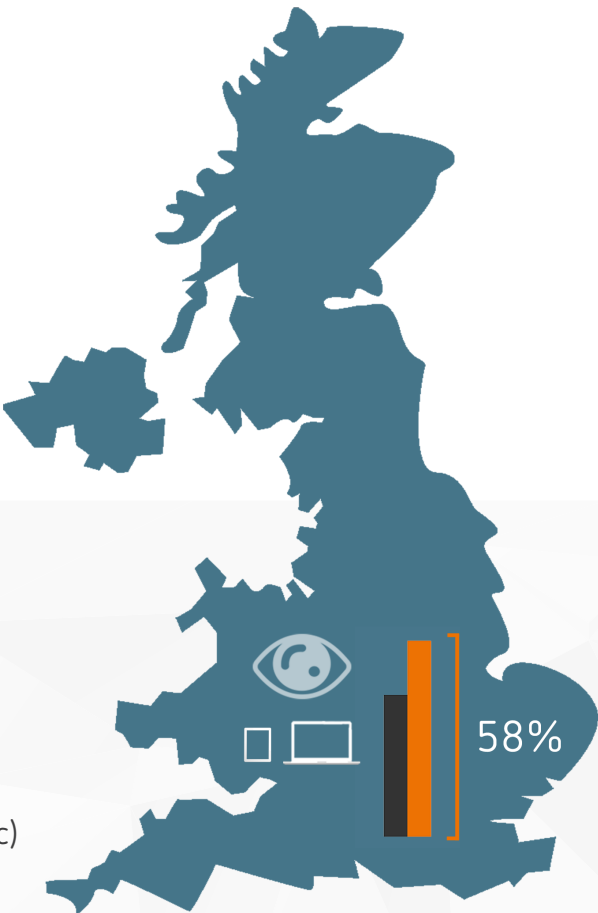
64% 23.4 sec

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



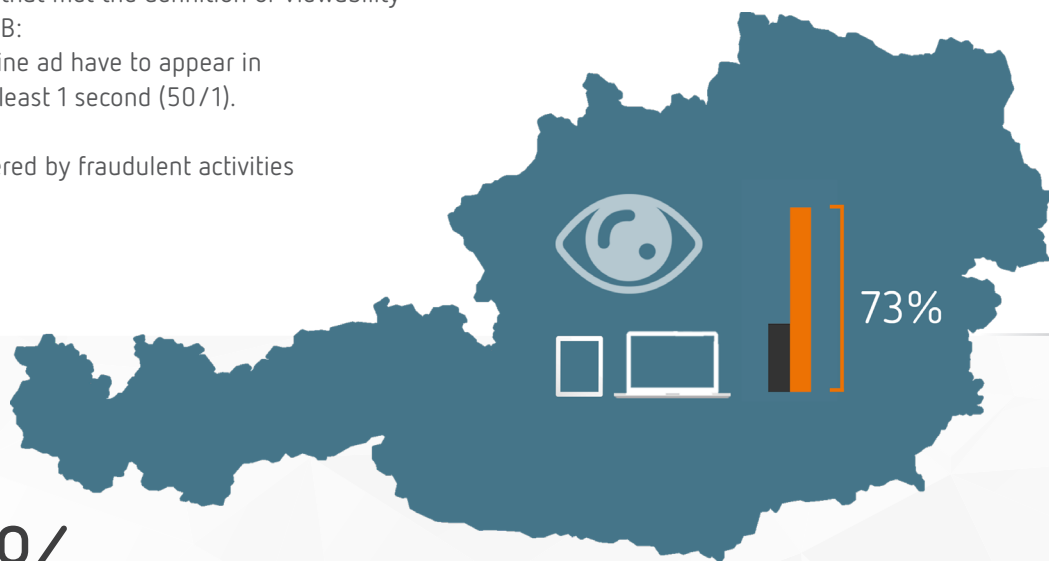
Austria Q2/2018

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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



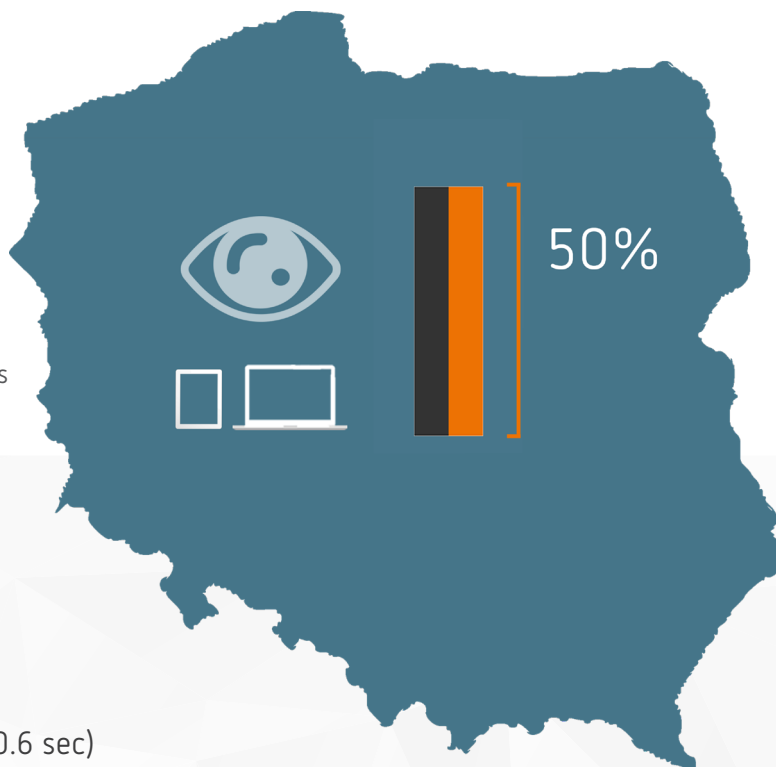
60% 17.9 sec

Poland Q2/2018

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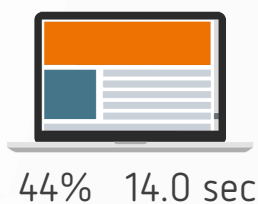
Display

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

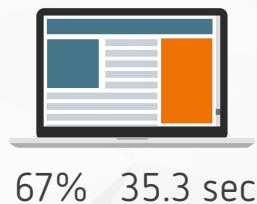
viewable Viewtime **19.1 sec** (Q1: 20.6 sec)

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

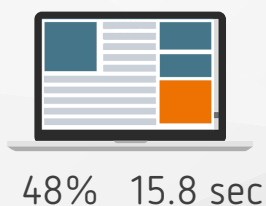
Billboard



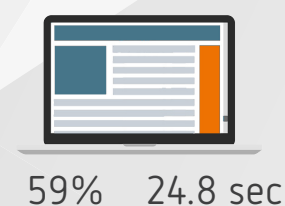
Halfpage Ad



Medium Rectangle



Skyscraper

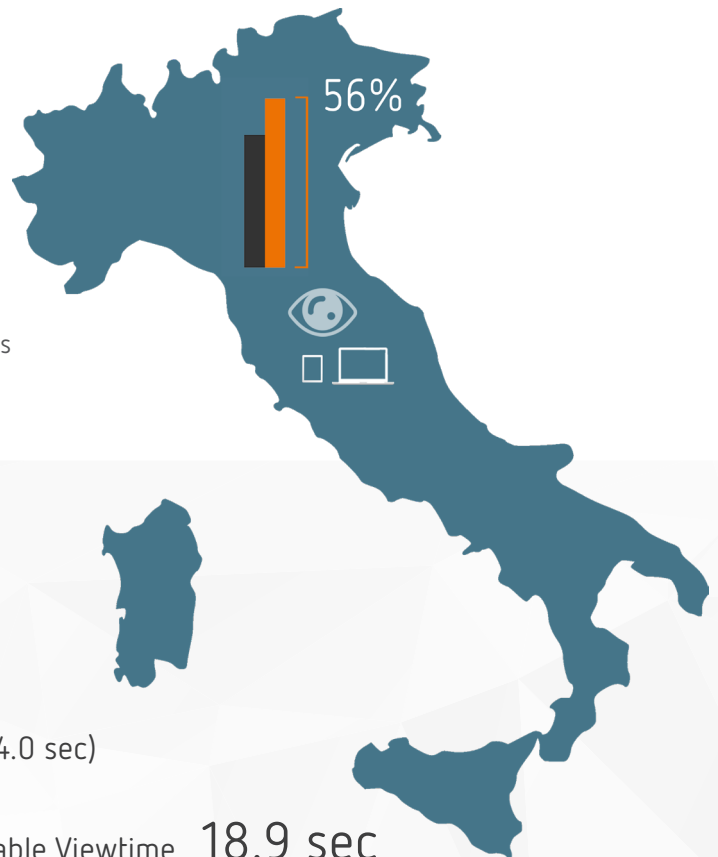


Italy Q2/2018

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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

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Display

Viewability

64% (Q1: 65%)

viewable Viewtime

11.0 sec (Q1: 13.7 sec)

Halfpage Ad

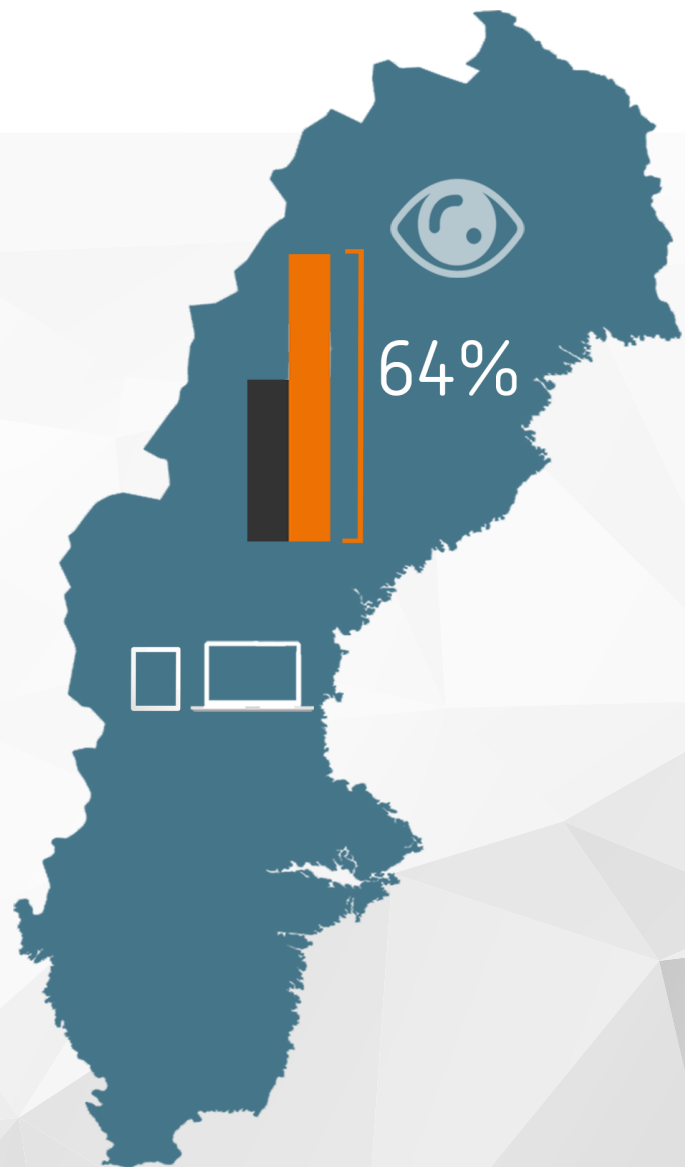


57% 22.8 sec

MPU



71% 12.3 sec

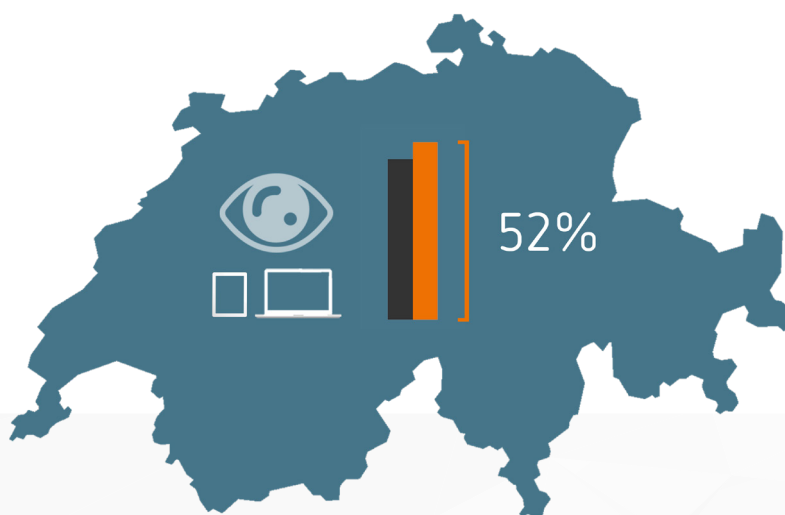


Switzerland Q2/2018

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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