

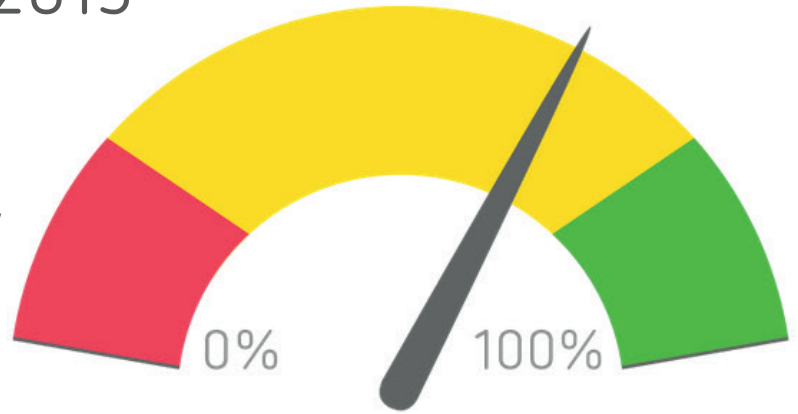


## International Q3/2015

In the following you find the latest report of our Viewability Benchmarks for the International market.

The data is based on 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/](http://www.meetrics.com/int-benchmarks/)

### Total



Viewability Rate

**63%** (Q2: ↓ 64%)

Ø-Duration of Viewability

**28,1 sec** (Q2: ↑ 28,0 sec)

#### Billboard



68% 21,9 sec

#### Halfpage Ad



74% 31,6 sec

#### MPU



54% 28,5 sec

#### Skyscraper



68% 28,8 sec

#### Sitebar



82% 38,4 sec

#### Leaderboard



55% 23,6 sec

#### Wallpaper



71% 27,5 sec

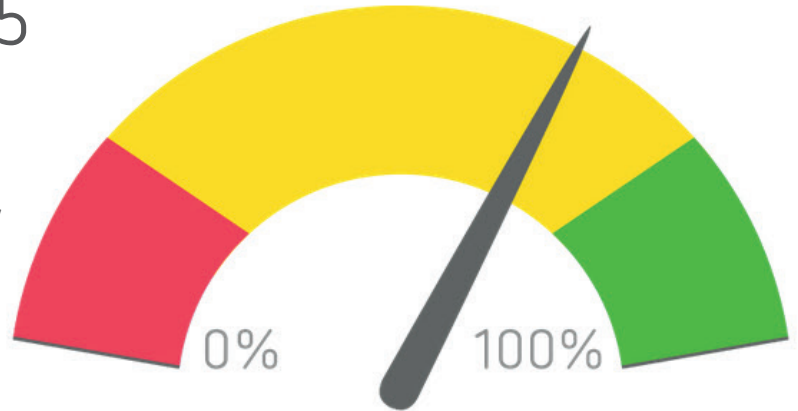


# Germany Q3 / 2015

In the following you find the latest report of our Viewability Benchmarks for the German market.

The data is based on 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/](http://www.meetrics.com/benchmarks-de/)

## Total



Viewability Rate

**61%** (↓ 64%)

Ø-Duration of Viewability

**25,1 sec** (↓ 27,4 sec)

### Billboard



69% 19,2 sec

### Halfpage Ad



70% 26,3 sec

### Medium Rectangle



52% 25,3 sec

### Skyscraper



67% 27,3 sec

### Sitebar



78% 36,6 sec

### Superbanner



56% 20,9 sec

### Wallpaper



69% 27,7 sec

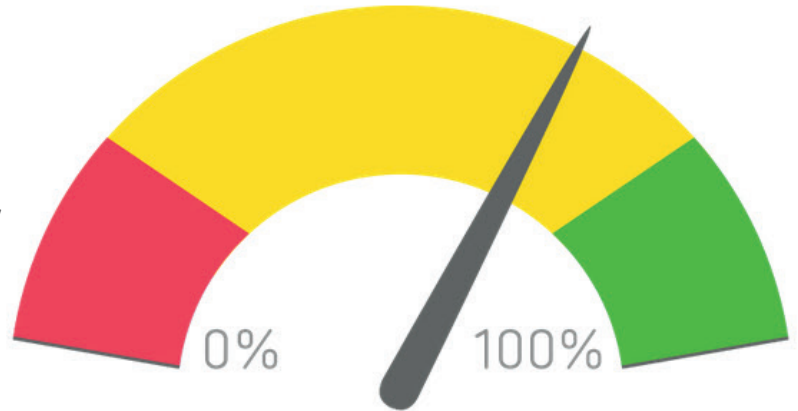


# Austria Q3 / 2015

In the following you find the latest report of our Viewability Benchmarks for the Austrian market.

The data is based on 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/](http://www.meetrics.com/benchmarks-at/)

## Total



Viewability Rate

**70%** (↓ 71%)

Ø-Duration of Viewability

**32,9 sec** (↑ 32,1 sec)

Billboard



78% 18,5 sec

Halfpage Ad



67% 27,2 sec

Medium Rectangle



57% 30,8 sec

Sitebar



85% 39,3 sec

Superbanner



59% 26,3 sec

Skyscraper



68% 31,2 sec

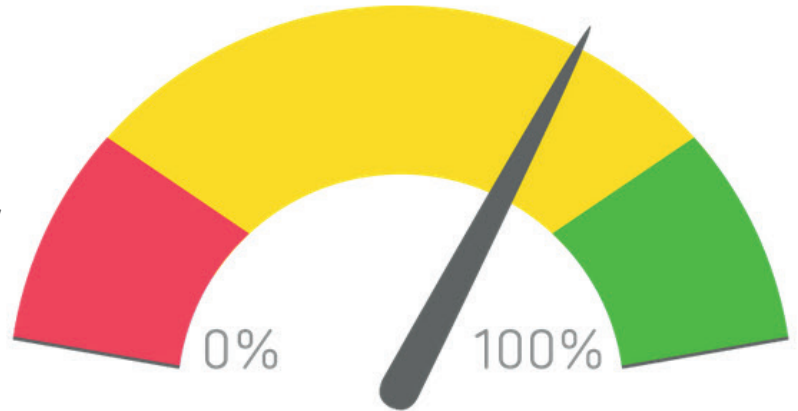


# UK Q3 / 2015

In the following you find the latest report of our Viewability Benchmarks for the British market.

The data is based on 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/](http://www.meetrics.com/benchmarks-uk/)

## Total



Viewability Rate

**52%** (↑49%)

Ø-Duration of Viewability

**31,2 sec** (↑29,5 sec)

Billboard



67% 21,3 sec

Halfpage Ad



72% 28,7 sec

MPU



53% 32,1 sec

Skyscraper



44% 22,9 sec

Leaderboard



40% 36,5 sec

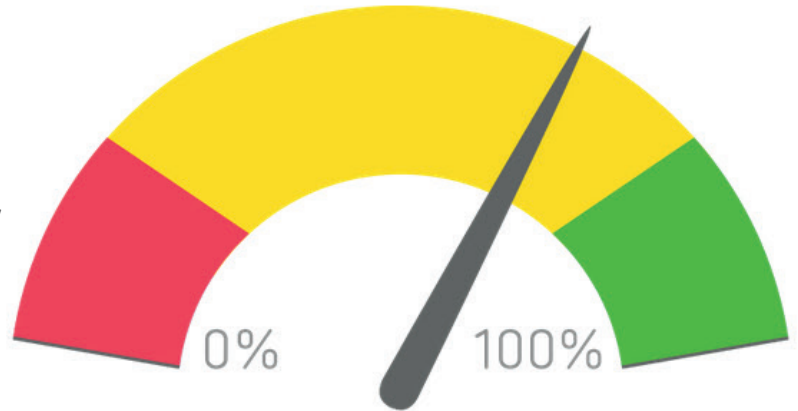


# France Q3/2015

In the following you find the latest report of our Viewability Benchmarks for the French market.

The data is based on 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/](http://www.meetrics.com/benchmarks-fr/)

## Total



Viewability Rate

**69%** (↑ 62%)

Ø-Duration of Viewability

**31,9 sec** (↑ 30,5 sec)

### Grand Angle



72% 27,6 sec

### Leaderboard



60% 34,7 sec

### Medium Rectangle



69% 34,9 sec

### Gratte Ciel



72% 34,7 sec

 Analysis of crucial factors

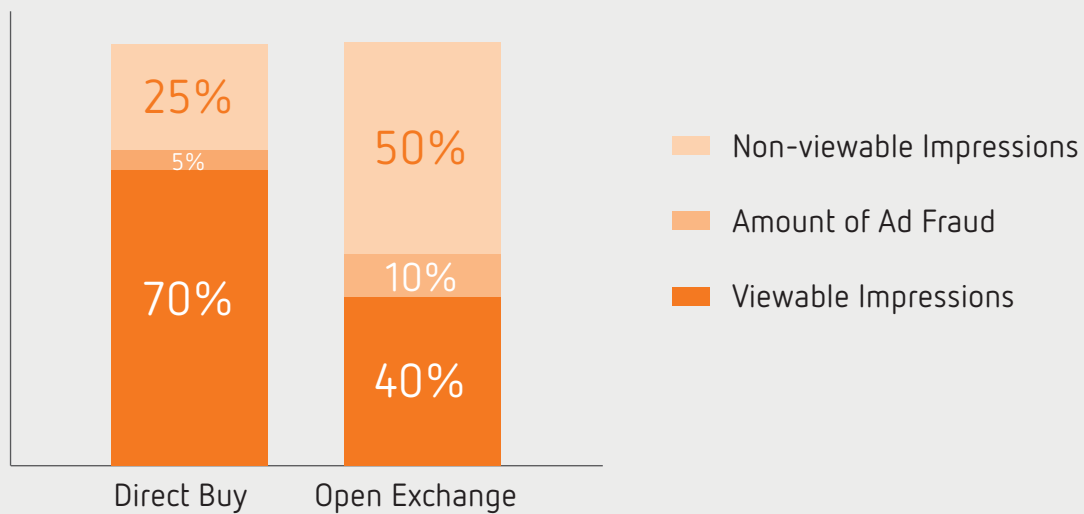
## Open Exchange vs. Direct Buy

The buying platform has a significant influence to the Viewability Rates. According to our analysis a higher usage of Open Exchange leads to less Viewability if no counter measurement is taken.

The data follows approximated values validated by Meetrics between Q1 and Q3 2015



Ratio of Viewability in coherence to the buying procedure



Different markets need different perspective

