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

**Germany Q3/2017**

Viewability: 58% (Q2: 57%)

ø-Viewtime: 28.5 sec (Q2: 26.1 sec)

**Total**

- Billboard: 60% 17.6 sec
- Halfpage Ad: 64% 30.8 sec
- Medium Rectangle: 49% 27.2 sec
- Sidebar: 82% 48.7 sec
- Superbanner: 57% 26.4 sec
- Skyscraper: 72% 31.7 sec
France Q3/2017

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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

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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

www.metricks.com/en/benchmark-reports/
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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).

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

### Austria Q3/2017

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Viewability</th>
<th>Viewtime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>71%</td>
<td>16.0 sec</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>71%</td>
<td>29.2 sec</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>49%</td>
<td>28.3 sec</td>
</tr>
<tr>
<td>Sitebar</td>
<td>81%</td>
<td>39.0 sec</td>
</tr>
<tr>
<td>Superbanner</td>
<td>58%</td>
<td>28.0 sec</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>72%</td>
<td>29.2 sec</td>
</tr>
</tbody>
</table>

Total Viewability: 67% (Q2: 69%)

Total Viewtime: 32.8 sec (Q2: 33.7 sec)
Poland Q3/2017

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

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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).

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

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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