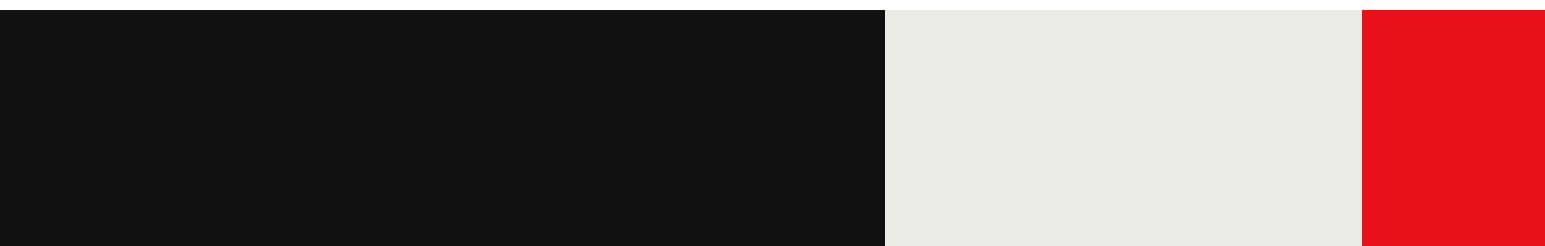


Podcast | Why Are Advertisers Still Buying Ads That Aren't Viewable?

Audio



In the latest episode of "Behind the Numbers," eMarketer principal analyst Nicole Perrin talks about the Media Rating Council's viewability standard for online ads and what marketers

might expect from this performance metric in the future.

**US Display and Video Ad Performance Metrics:
Viewability Rate, by Purchase Method and Device,
H2 2018**
among impressions analyzed by Integral Ad Science

	Programmatic	Publisher direct	All buy types
Desktop display	61.6%	64.7%	62.4%
Desktop video	62.0%	70.5%	65.5%
Mobile web display	57.9%	59.3%	58.3%
Mobile web video	54.7%	63.5%	58.9%
Mobile app display	62.2%	60.4%	61.6%

Note: represents activity on the Integral Ad Science platform, broader industry metrics may vary; in-view as per MRC standard; read as 62.2% of mobile app display ads bought programmatically are viewable for 1+ second(s)
Source: Integral Ad Science (IAS), "H2 2018 Media Quality Report: US," April 2, 2019

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