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# VIEWABILITY UPDATE

DECEMBER 2017

simplify **inspire**



# VIEWABILITY INDUSTRY BENCHMARKS

## CENSUS MARKET DATA FROM COMSCORE, IAS & MOAT

At the end of 2016, IAB Australia published a [Viewability Whitepaper](#) with input from 19 different media publishers and agencies giving the market clear guidance on viewability standards as well the first wave of Viewability Benchmarks for the Australian market.

The last twelve months has seen the industry make serious and positive steps towards managing viewable inventory. The latest round of IAB/PwC benchmarks, aggregating census data from comScore, IAS and Moat on all AU inventory tracked through their services for viewability, monitored over 600% more inventory than the same time last year.

Overall the viewability rates have increased marginally over the last year but the extra inventory being tracked has meant that there is a broader range of inventory being monitored. According to James Diamond, MD of Integral Ad Science (IAS) in Australia & NZ "The last six months has definitely seen agencies optimising their campaigns towards premium inventory with higher viewability rates."

Viewability rates for direct publisher media buys continue to significantly outperform network inventory by between 11% and 13% points on average. Effective working relationships between agencies and publishers are driving higher viewability rates for advertisers, higher demand for premium viewable inventory and as a consequence higher yield for highly viewable inventory placements for premium publishers.

In December the Media Ratings Council (MRC) in the US in association with the IAB released new [Digital Audience-Based Measurement Standards](#) and this paper, which is currently open for comment, supports the use of Viewable Impressions as the foundational measurement required for the inclusion of a digital ad exposure into an audience-based metric calculation, such as a Gross Rating Point (GRP).

This move is a positive step in combining tech driven hygiene measures like viewability with campaign and audience measurement services, although work will need to be carried out to ensure that the combination of in-view and in-target metrics are combined in an accurate manner. The MRC will be working with measurement organisations through the MRC Audit Process to assure proper adoption of the prescribed methodologies for viewable impression measurement, invalid traffic filtration and audience-based measurement calculation.

### VIEWABILITY - ALL

Platform	Apr-Sep 2016	Apr-Sep 2017
desktop	55.2%	55.6%
mobile	54.3%	55.2%
video	n/a	58.0%

### VIEWABILITY - PUBLISHER DIRECT

Platform	Apr-Sep 2016	Apr-Sep 2017
desktop	56.4%	57.0%
mobile	54.3%	54.4%
video	n/a	59.4%

### VIEWABILITY - PROGRAMMATIC

Platform	Apr-Sep 2016	Apr-Sep 2017
desktop	44.9%	45.7%
mobile	45.0%	41.6%
video	n/a	47.7%

## 4-POINT VIEWABILITY CHECKLIST FOR MARKETERS

### TIPS FROM THE IAB STANDARDS & GUIDELINES COUNCIL

A key advantage of digital marketing is that technology allows for deeper measurement. This added level of accountability within digital allows for added transparency, which is a standout benefit for the channel. Viewability is now a standard part of the digital industry. It is important for marketers to understand how viewability impacts their digital advertising spends and campaign effectiveness.

This 4-point checklist arms marketers with the questions they should be asking their agency, technology vendors and publisher partners to gain a greater understanding of viewability and how it is being used in their digital marketing activity.

The checklist is split into 4 categories of **DEFINE**, **IMPACT**, **ECONOMICS** and **INDUSTRY**.

#### 1. DEFINE

It's important for marketers to have an understanding of what viewability is, where it came from, the definitions used in viewability and what they mean. Asking these questions will allow you to gain an understanding of the basics of viewability.

1. What is viewability and why is it important?
2. How is viewability defined and who defined it?
3. Why is it 50% of pixels? (IAB / MRC standards)
4. How does viewability impact campaign effectiveness?

#### 2. IMPACT

Viewability has an impact on campaign outcomes so it is necessary to understand why measuring the viewability of campaigns is an important tool in campaign effectiveness measurement, as well as in campaign planning.

1. What is my current state of viewability? (What am I getting at the moment? What do I want to get? What is the right/realistic level of viewability?)
2. What are the things that can impact viewability?
3. How does viewability relate to brand safety and fraud measurement and are the tools used able to track and stop this?
4. What is my optimal viewability and why?

#### 3. ECONOMICS

It's important for a marketer to understand the economics and costs of viewability measurement and achieving higher viewability scores.

1. Is 100% in view achievable?
2. Why am I paying for ads that are not seen? What's the ROI for me? Am i getting the value I am paying for?
3. What is the cost of higher viewability? (The cost to get to where I want to be in regard to viewability)
4. How much does it cost to measure viewability?

#### 4. INDUSTRY

Understanding what the industry is doing about viewability, how industry bodies and players are pushing the industry forward and where the industry is going is will help marketers gain a holistic view of how the industry is progressing in this area.

1. What is my agency doing about it?
2. What are my publishers doing?
3. What's next in viewability?
4. How will viewability help my campaign and digital spend effectiveness.

## VIEWABILITY PRINCIPLES

1. The IAB viewability standard is the MRC standard
2. The IAB is committed to driving viewability
3. Non-viewable and non-measurable does not equal fraud
4. Independent measurement is an absolute necessity to measure viewability
5. The IAB will work with the vendors to publish viewability benchmarks every 6 months
6. The IAB encourages publishers, agencies & clients to work together to drive continuous improvement
7. IAB recognizes the importance of viewability but notes other variables drive business returns

For more information on viewability standards download the [IAB Viewability Whitepaper](#) or see the [MRC website](#), where changes to accreditation rules and status are regularly updated.

## VIEWABILITY BENCHMARKS

**IAB Minimum recommended standard display**  
50% of creative for 1 sec

**IAB Minimum recommended standard video**  
50% of creative for 2 sec

**Mobile AU benchmark**  
52.2% of inventory meets MRC Standards

**Desktop AU benchmark**  
55.6% of inventory meets MRC Standards



*If an ad is viewable it means a sufficient percentage of the ad appeared on the screen and for a sufficient amount of time for it actually have the opportunity to be seen*



**VIDEO STANDARD  
DESKTOP & MOBILE**

*50% of pixels for a minimum of 2 seconds*



**DISPLAY STANDARD  
DESKTOP & MOBILE**

*50% of pixels for a minimum of 1 second*