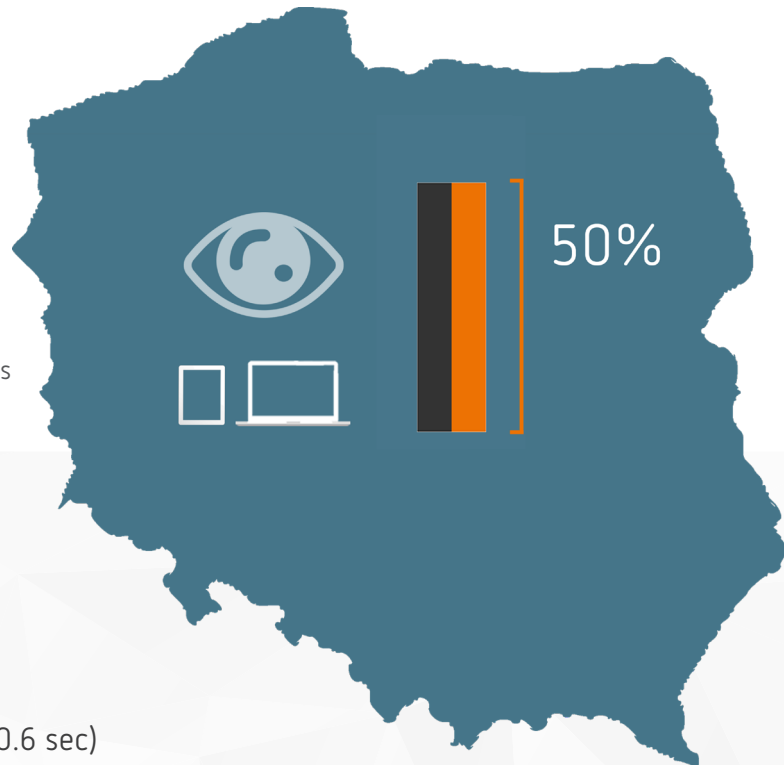


# Poland Q2/2018

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

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



## Display

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

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

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

Billboard



44% 14.0 sec

Halfpage Ad



67% 35.3 sec

Medium Rectangle



48% 15.8 sec

Skyscraper



59% 24.8 sec

