

# Now You See Me, Now You Don't

## A Look at Online Ad Viewability



People Remember

**Only 10%**  
of what they **hear**



**Only 20%**  
of what they **read**



**But 80%**  
of what they **see**

Source: Wochit 'Complete Guide To Social Video'

## Publisher Direct Viewability Outpaces Programmatic

■ Publisher Direct vs ■ Programmatic

### Desktop Video

**77%** in View

**60%** in View

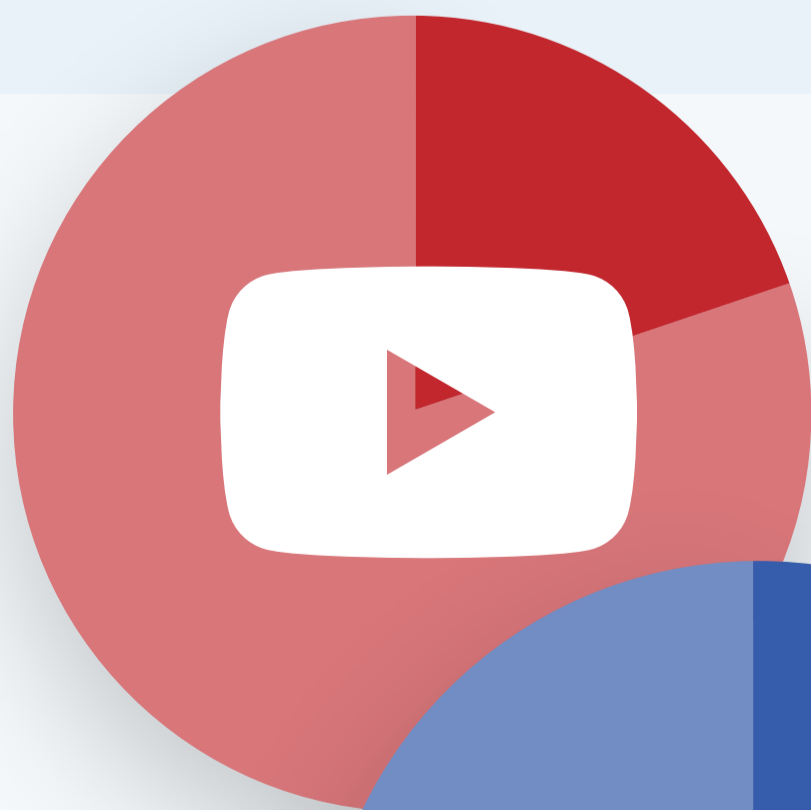
### Mobile Video

**78%** in View

**51%** in View



Source: IAS Media Quality Report, 2Q17, U.S. . in view per MRC standard



**Only 20%**  
of YouTube Trueview ads  
are viewed to completion

**Only 22%**  
of Facebook video ads  
are viewed for 3 seconds

**Of that 22%:**

65% will only watch to 10 seconds  
and 45% watch to completion\*

Source: Ipsos 'Viewability Matters: What Advertisers need to know about advertising viewability,4/18

\*Wochit 'Complete Guide To Social Video'