

What you Need to Know about Viewability



The Media Rating Council (MRC) is responsible for *setting digital ad measurement industry standards* in the United States



Viewability is a metric that qualifies if a digital ad had the opportunity to be seen



Viewable Impressions are a minimum standard, a foundational block on which standards for engagement and effectiveness will be built



Viewability matters because it *provides advertisers with assurance* that their ad actually has the opportunity to be seen

» *Traffic identified as invalid is required to be removed from impression counts, and therefore will not contribute to viewable impression counts*



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 to have the opportunity to be seen

» *Desktop display standard*



50% of pixels for a minimum of 1 second

» *Desktop video standard*



50% of pixels for a minimum of 2 seconds

» *Mobile standards*



Currently in development, stay tuned!

