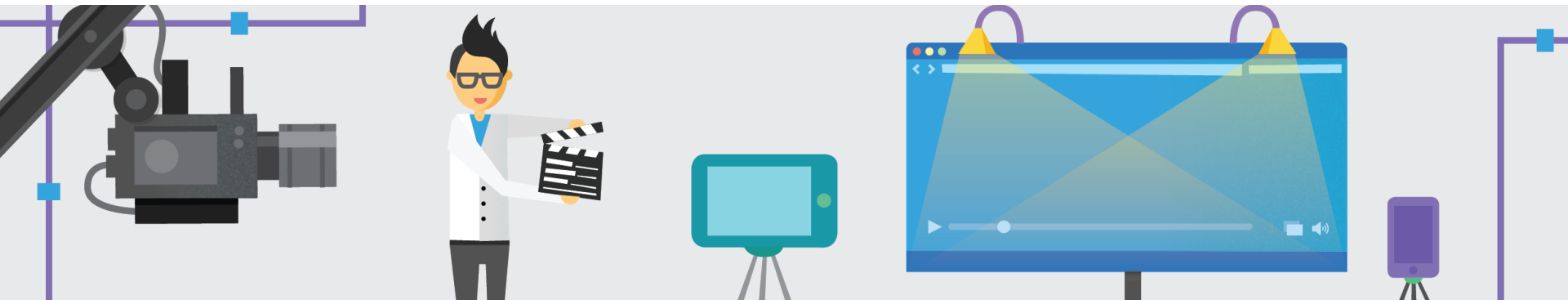


May 2015

Are Your Video Ads Making an Impression?

**Video Ad Viewability Insights for
Digital Marketers and Publishers**



think with **Google**™

WHAT WE WANTED TO KNOW

We conducted research using our Active View technology to learn about the current state of viewable video impressions on the web.

Viewability is top of mind for many advertisers and publishers now that the Media Rating Council has lifted the viewable transaction advisory for video. Seeking enhanced ROI, brand advertisers hope to ensure that their video ads are seen. Publishers are receiving more RFPs and are looking to enhance site viewability, using viewable impressions as a currency to do so.

Here we highlight the broad findings and insights we discovered during our analysis of the research data to help advertisers and publishers better understand the current state of viewable video impressions.

WHAT WE DID

Google conducted a study of our video advertising platforms, including Google, DoubleClick, and YouTube, to better understand video ad viewability on YouTube and across the web. According to the Media Rating Council and IAB standard, a viewable video impression occurs when at least 50% of an ad's pixels are visible on screen for at least two consecutive seconds. For the purpose of this report, we are using this definition across both desktop and mobile devices.

We analyzed two separate sets of data pulled using Google's Active View measurement technology in April 2015:

1. Video viewability across the web (desktop, mobile, and tablet), not including YouTube. Mobile video app data is not available at this time, so we have excluded it from this analysis.
2. Video viewability data for YouTube, including both data from across the web (desktop, mobile, and tablet) and mobile in-app ads.

WHAT WE FOUND



State of Video Ad Viewability

The average viewability of video ads across the web (not including YouTube) is 54% and on YouTube is 91%.*



Device Matters

Video ads are significantly more viewable on mobile and tablet than on desktop. YouTube exhibits very high viewability on mobile and tablet at 94%.*



Why Video Ads Aren't Seen

Of non-viewable ads, 76% were in a background tab or never on screen at all. The remaining 24% were scrolled off-screen or abandoned in fewer than two seconds.



Player Size Matters

The most popular video ad player size across the web happens to be the least viewable. Large players on video-focused sites, like those found on YouTube, for example, demonstrate significantly higher viewability.



Location, Location, Location

Horizontal and vertical positioning matter, and correlate to viewability.

**YouTube includes mobile app data*

State of Video Ad Viewability

State of viewability **for video ads:**



54%

are viewable on the **web**
(not including YouTube)
across desktop, mobile,*
and tablet.



91%

are viewable
on **YouTube**.**

**Does not include mobile apps*

***YouTube numbers also include data for mobile apps*

Even ads that are not viewable on YouTube impact **brand lift**.

Users exposed to YouTube ads that are **heard and not seen** had:



33.1%

more ad recall compared to those who didn't experience the ad at all (control).

Country	Non-YouTube*	YouTube**
United States	54%	91%
Canada	61%	91%
Mexico	80%	89%
Brazil	76%	89%
Great Britain	58%	91%
Germany	69%	92%
France	69%	89%
Italy	56%	89%
Russia	86%	91%
Japan	83%	91%
South Korea	65%	88%
India	79%	90%
Australia	64%	91%

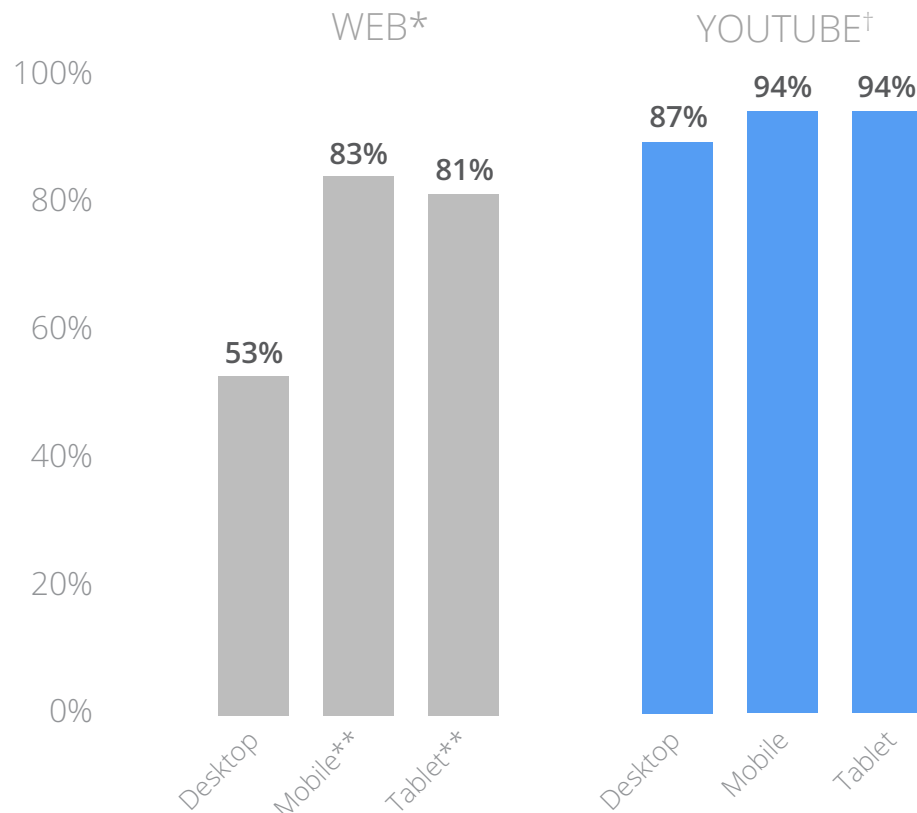


**Does not include mobile apps*

***YouTube numbers also include data for mobile apps*

Device Matters

Video ads are **significantly more viewable** on mobile and tablet than on desktop. YouTube is 94% viewable on mobile devices.



**More than half
of YouTube
views** are on
mobile devices.

*Does not include YouTube

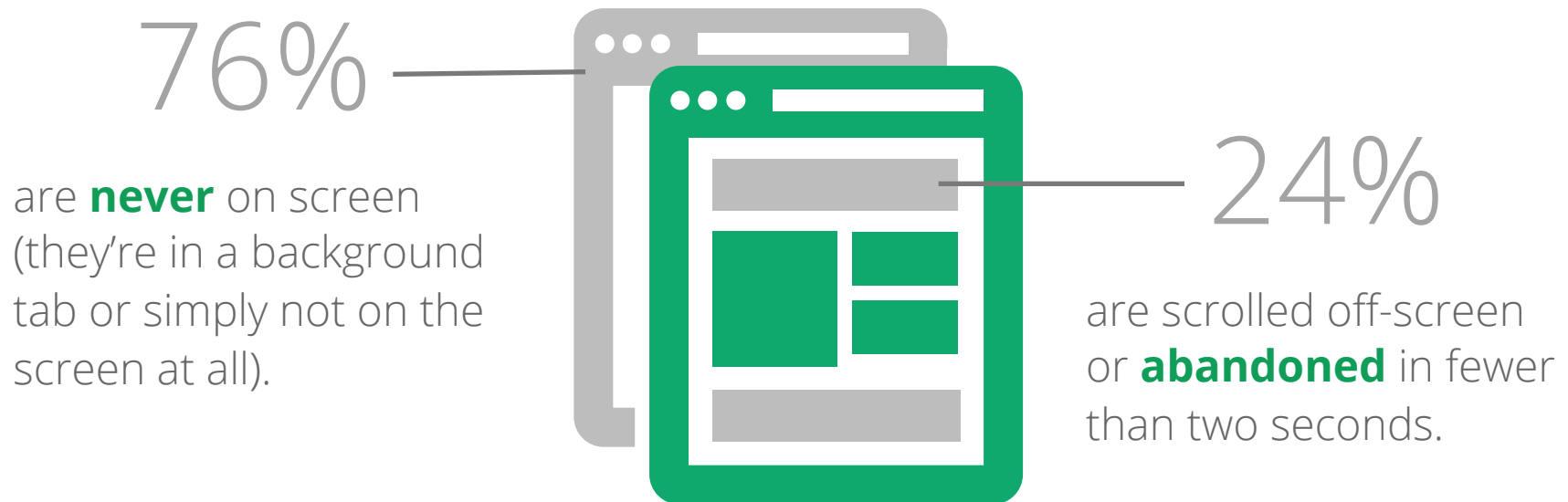
**Does not include mobile apps

†YouTube numbers also include data for mobile apps

Why Video Ads Aren't Seen

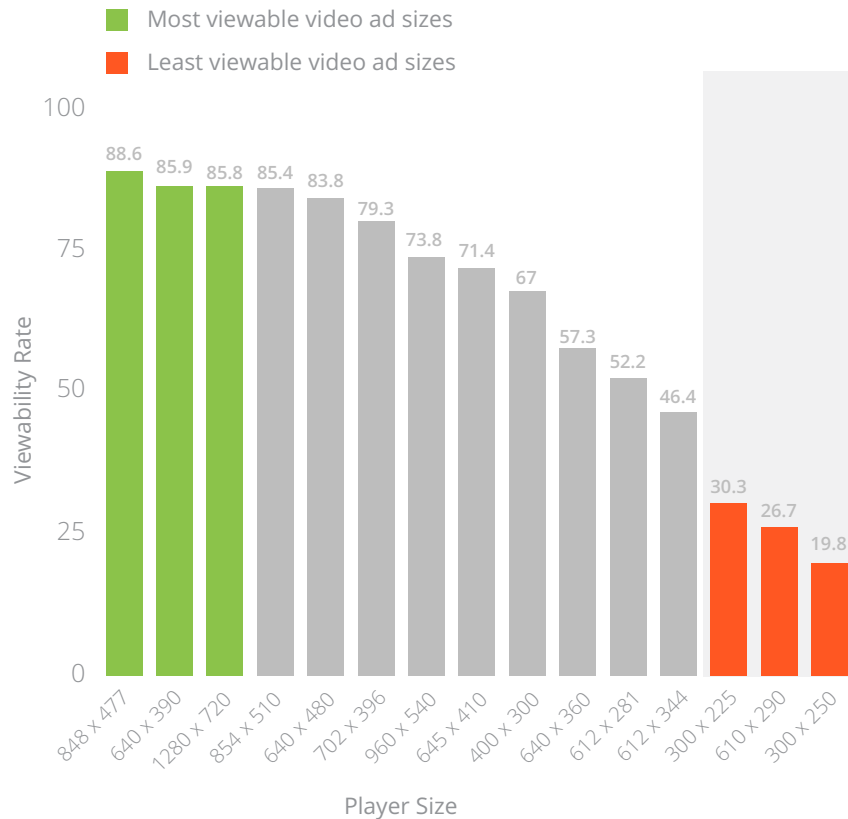
Non-viewable ads are served video ads across desktop, mobile, and tablet that **don't meet the viewability criteria.**

Of the video ads that were not seen:

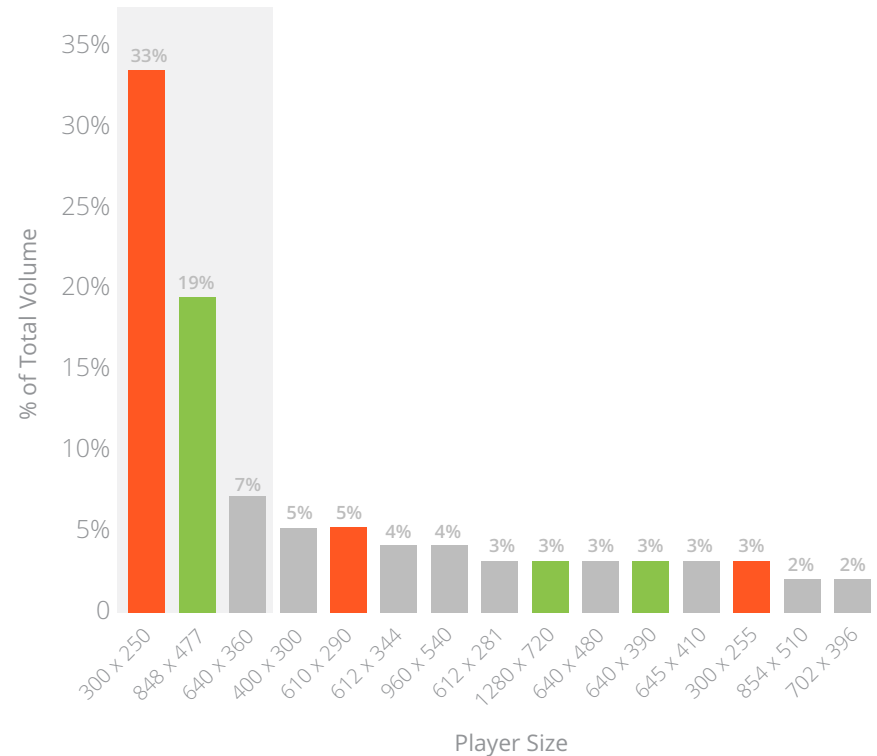


Among the most common video players across the web, the larger the video player, **the higher its viewability**.

VIEWABILITY RATE BY PLAYER SIZE



VOLUME BY PLAYER SIZE

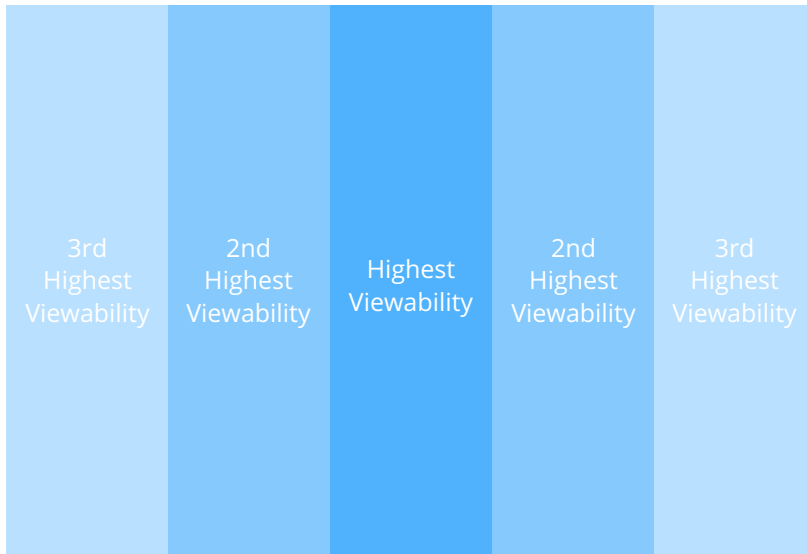


Location, Location, Location

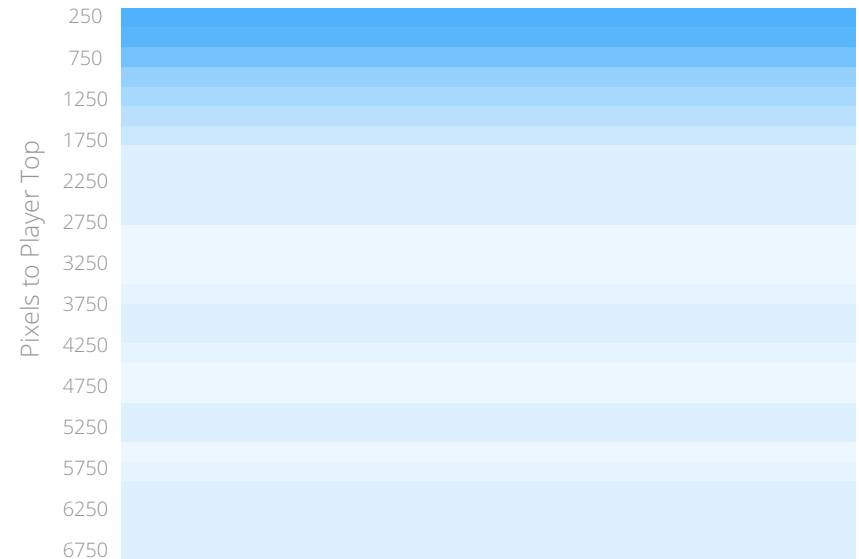
Video player size and its location on the page matter. **Both correlate to higher viewability.**

HORIZONTAL POSITION
Centered = Most Viewable

Screen



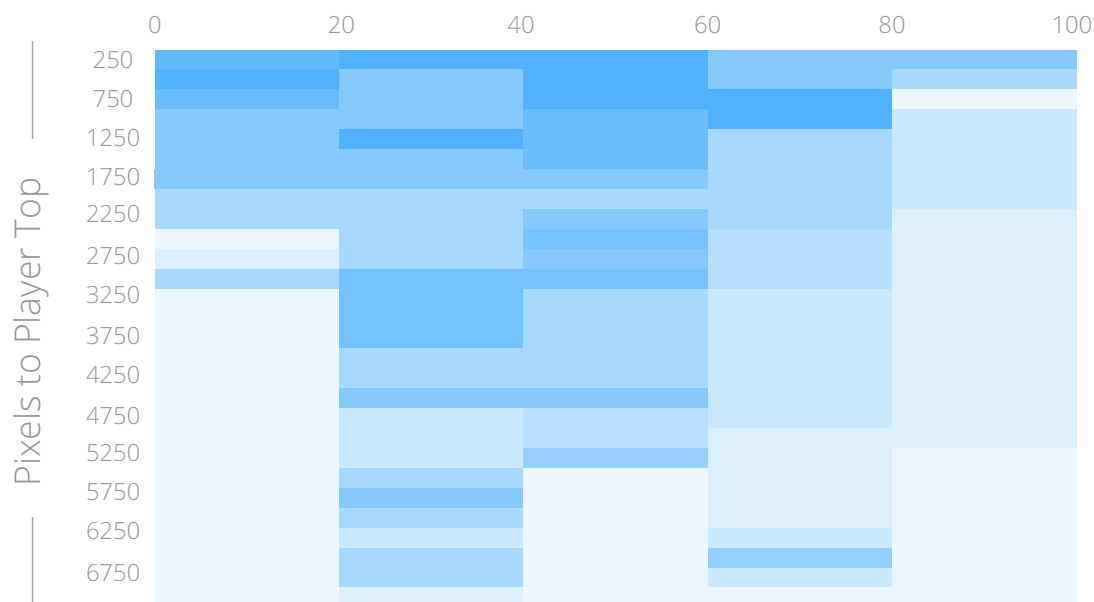
VERTICAL POSITION
Top of Page = Most Viewable



Video player size and its location on the page matter.
Both correlate to higher viewability.

VERTICAL + HORIZONTAL POSITION

Top Center of Page = Most Viewable



WHAT THIS MEANS FOR ADVERTISERS



To maintain accurate, high viewability rates, every impression needs to be counted, not just a sample of impressions.



Advertisers seeking viewable impressions should look at high viewability sites that engage in best practices for video viewability.



Video viewability varies significantly by ad size. In general, advertisers should consider investing their spend in inventory comprised of larger video ad sizes to enhance viewability.



While extremely popular, advertisers should consider buying fewer 300 x 250 ads given how poor the viewability is for this ad size.



Page position is crucial to video viewability. Advertisers should understand how both horizontal and vertical positioning can impact viewability for video ads.

WHAT THIS MEANS FOR PUBLISHERS



To maintain accurate, high viewability rates, every impression needs to be counted, not just a sample of impressions. This helps prevent any lost revenue from inaccurate sampling.



Publishers should evaluate their video ad size inventory and move away from smaller video ads that don't deliver the viewability rates desired by advertisers.



Page position affects the effectiveness of video ads; publishers should keep this in mind when making video ad placement/layout decisions.



In general, moving video players to a higher and more centrally located position on the page is recommended.



In order to achieve average viewability for their video ads, publishers need to achieve a viewability rate of 54%.