

# The State of Video Ad Viewability in 2017



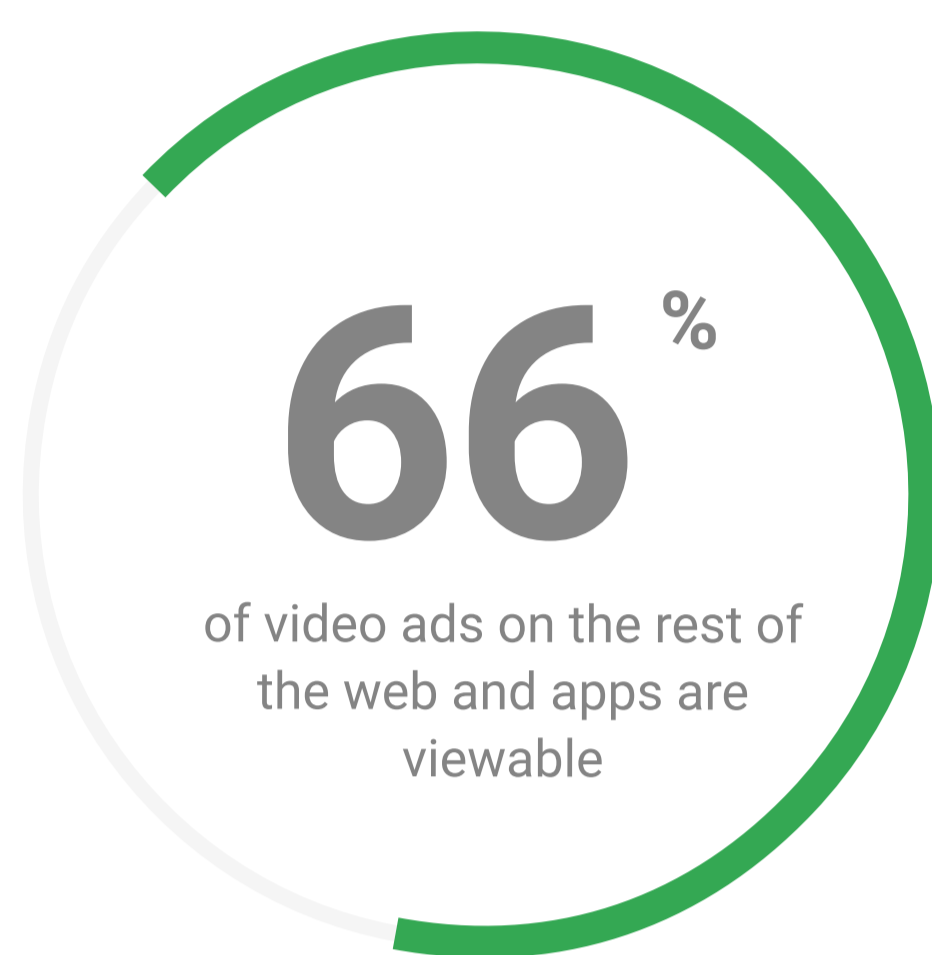
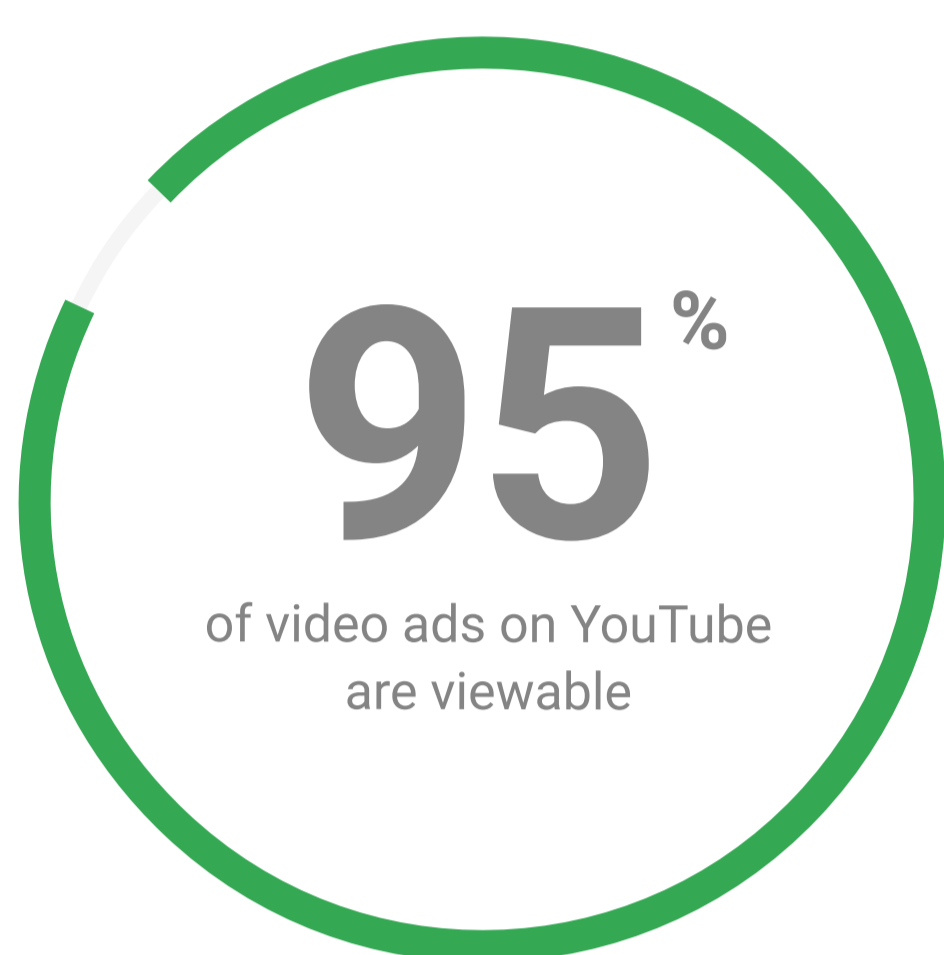
For video ads to make an impact, they need to be seen—not just served.

## Video ad viewability

YouTube ad viewability continues to lead the industry. In our 2017 analysis, we found that the average viewability of YouTube ads has increased globally, but remains flat across the rest of the web and apps.

YouTube

Rest of the web and apps



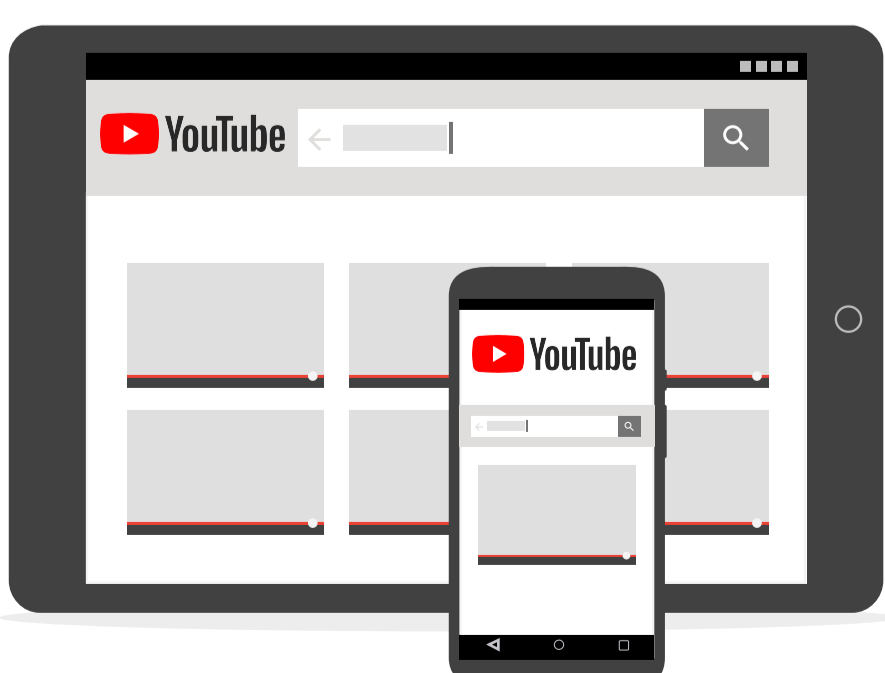
## 2017 Viewability rates in Europe, Middle East and Africa



In 2017, viewability rates on YouTube remained consistently high across Europe, the Middle East and Africa, but varied greatly by country on the rest of the web and apps.

Europe, Middle East and Africa	Rest of the Web & Apps	YouTube
	2017	2017
Denmark	71%	95%
France	59%	94%
Germany	64%	95%
Great Britain	61%	95%
Israel	71%	95%
Italy	72%	94%
Netherlands	76%	94%
Poland	61%	94%
Russia	60%	95%
Saudi Arabia	82%	95%
South Africa	59%	94%
Spain	70%	94%
Turkey	77%	95%
Ukraine	64%	95%
United Arab Emirates	69%	95%

## YouTube on mobile and tablet continues to offer the highest viewability



	Rest of Web & Apps	YouTube
Mobile	72%	96%
Desktop	63%	90%
Tablet	77%	95%

Source: Google and DoubleClick advertising platforms data, May 2017