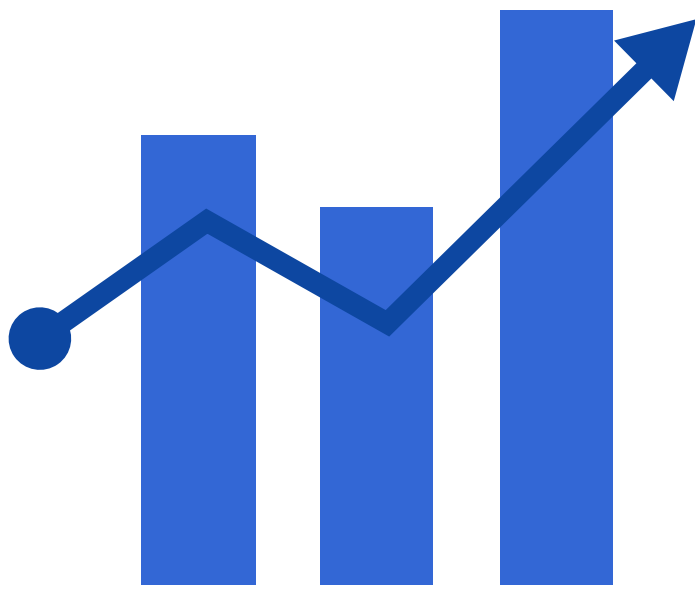


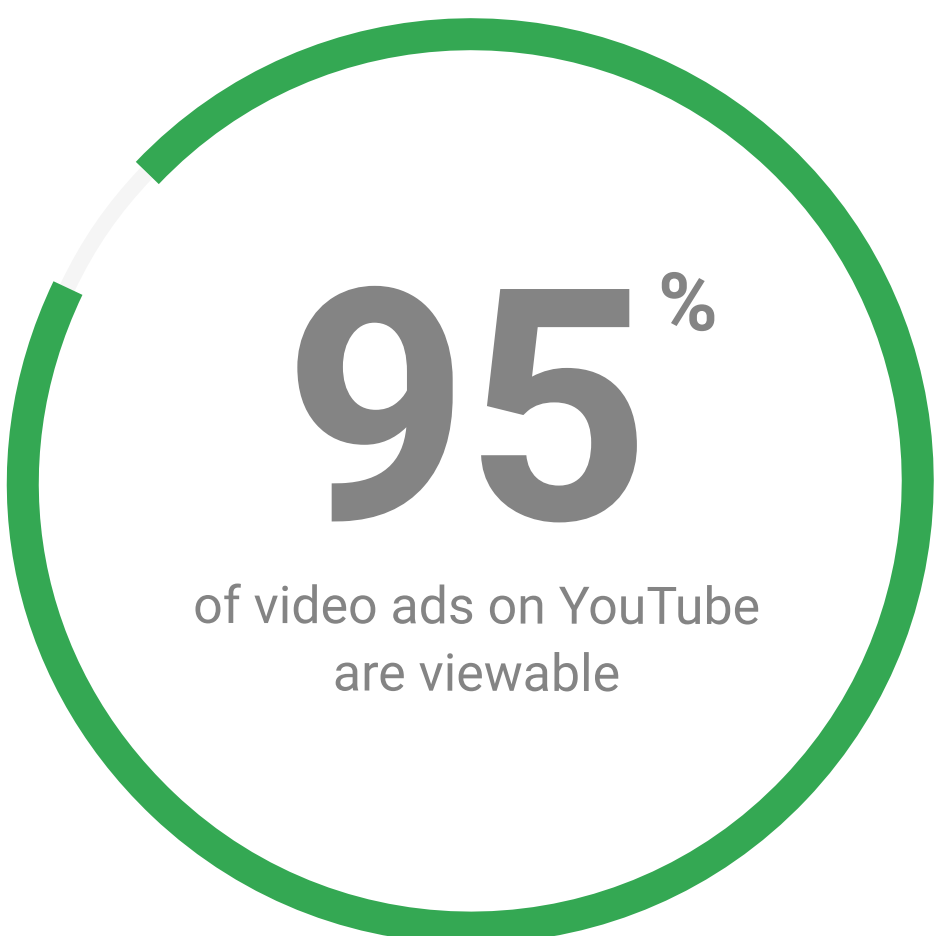
The State of Video Ad Viewability in 2017

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



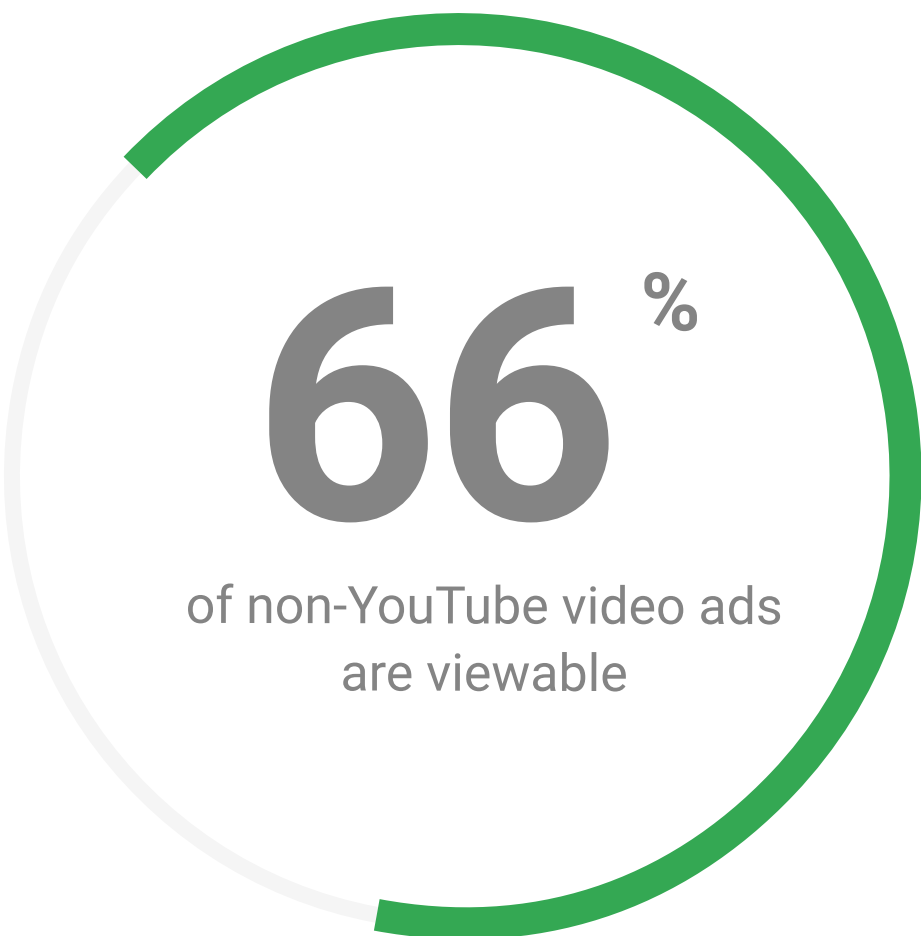
Video Ad Viewability

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.



2% INCREASE FROM 2016

2017



NO CHANGE FROM 2016.

Viewability rates in the Asia Pacific from 2016 to 2017

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



Asia Pacific	Rest of the Web & Apps		YouTube	
	2016	2017	2016	2017
Australia	62%	69%	93%	94%
China	55%	63%	88%	95%
Hong Kong	46%	57%	93%	94%
India	67%	68%	91%	95%
Indonesia	64%	67%	90%	94%
Japan	75%	64%	94%	95%
Korea	81%	66%	93%	95%
Malaysia	67%	66%	91%	94%
Philippines	73%	80%	88%	92%
Singapore	70%	72%	92%	94%
Taiwan	78%	73%	92%	94%
Thailand	81%	67%	92%	95%
Vietnam	85%	69%	89%	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

Read the full report to see viewability rates around the world and learn how to ensure your ads are seen, visit g.co/VideoAdViewability