

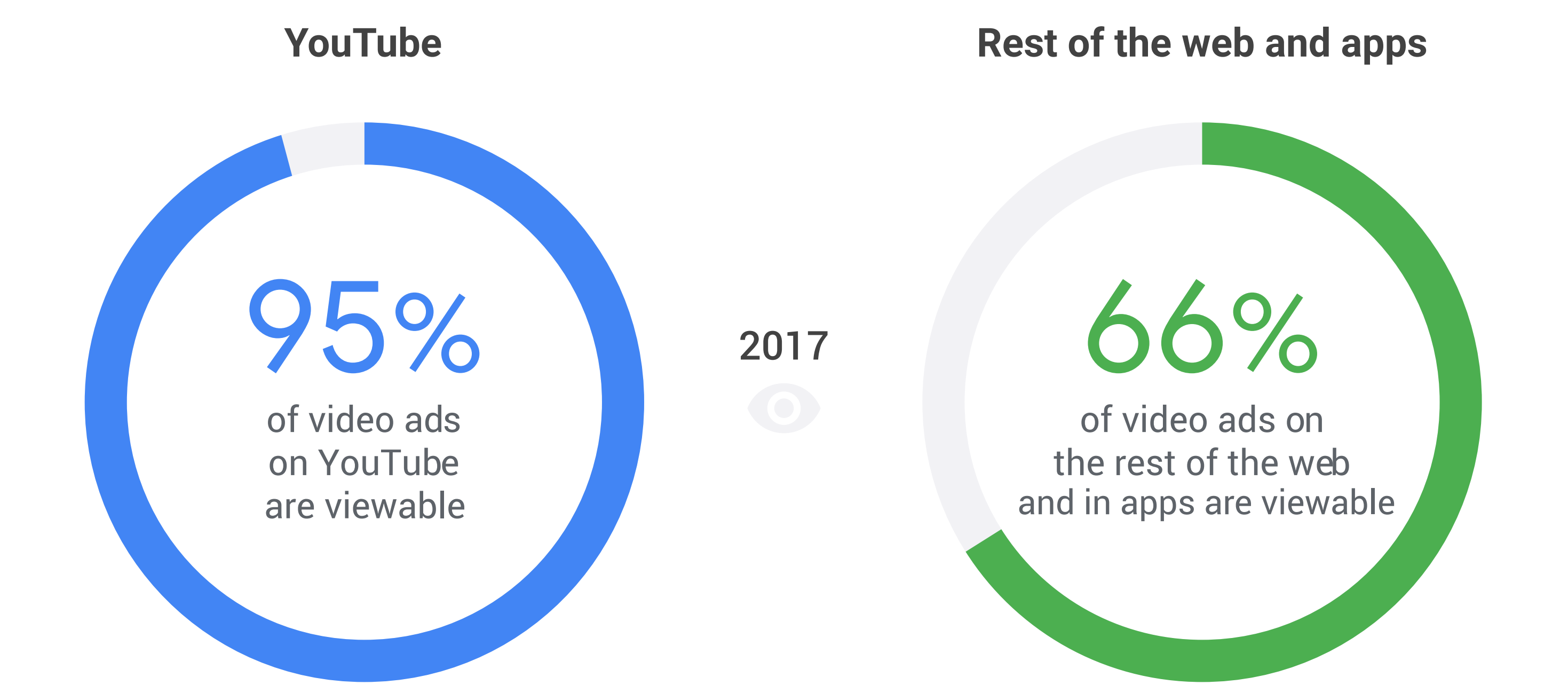
The State of Video Ad Viewability in 2017

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 in apps.



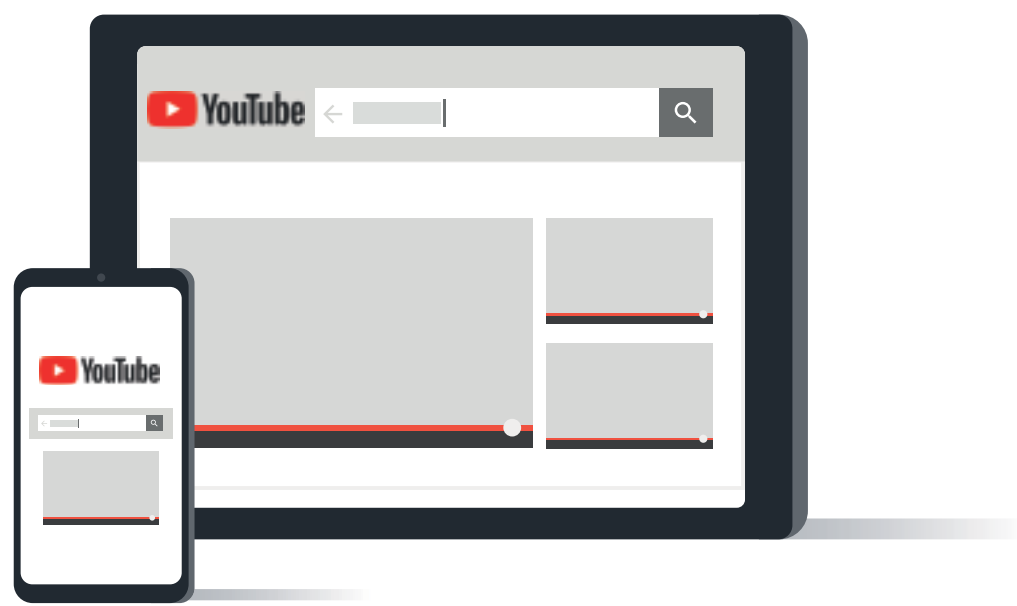
2017 Viewability rates in Europe, Middle East and Africa

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 in apps.



| Europe, Middle East, and Africa | Rest of the Web & Apps | YouTube |
|---------------------------------|------------------------|---------|
| Denmark | 71% | 95% |
| France | 59% | 94% |
| Germany | 64% | 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% |
| United Kingdom | 61% | 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's advertising platforms data, May 2017