

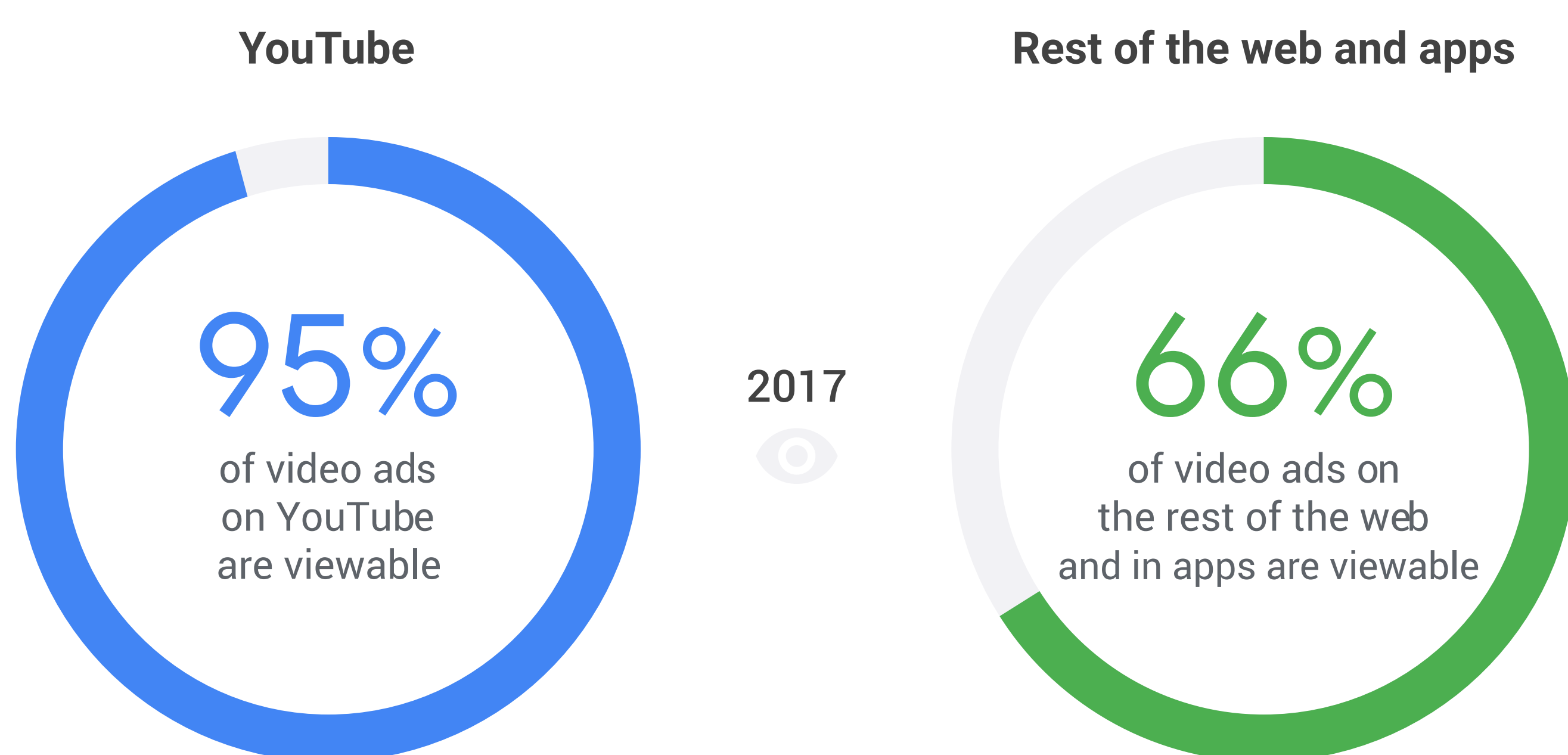
The State of Video Ad Viewability in 2017

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.



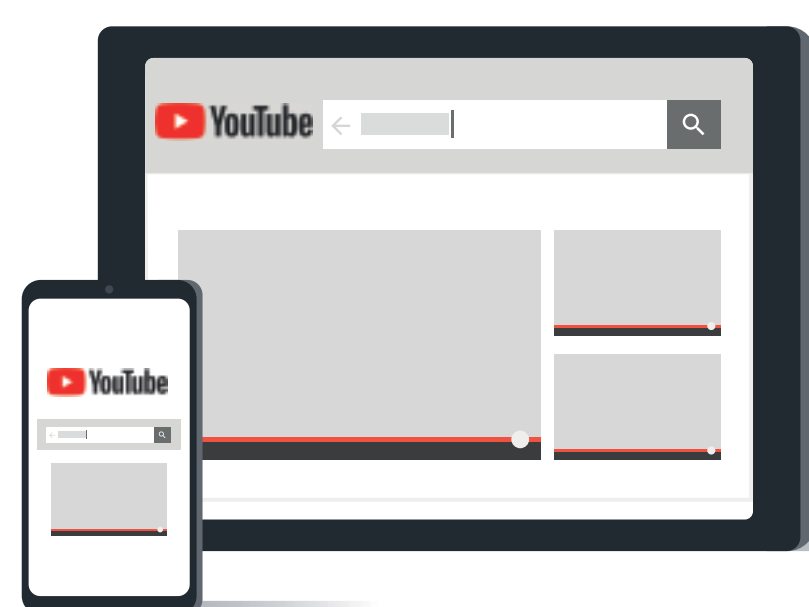
2017 Viewability rates in the Americas

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



Americas	Rest of the Web & Apps	YouTube
United States	65%	94%
Canada	67%	94%
Argentina	62%	95%
Brazil	68%	95%
Colombia	70%	92%
Mexico	69%	94%

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