

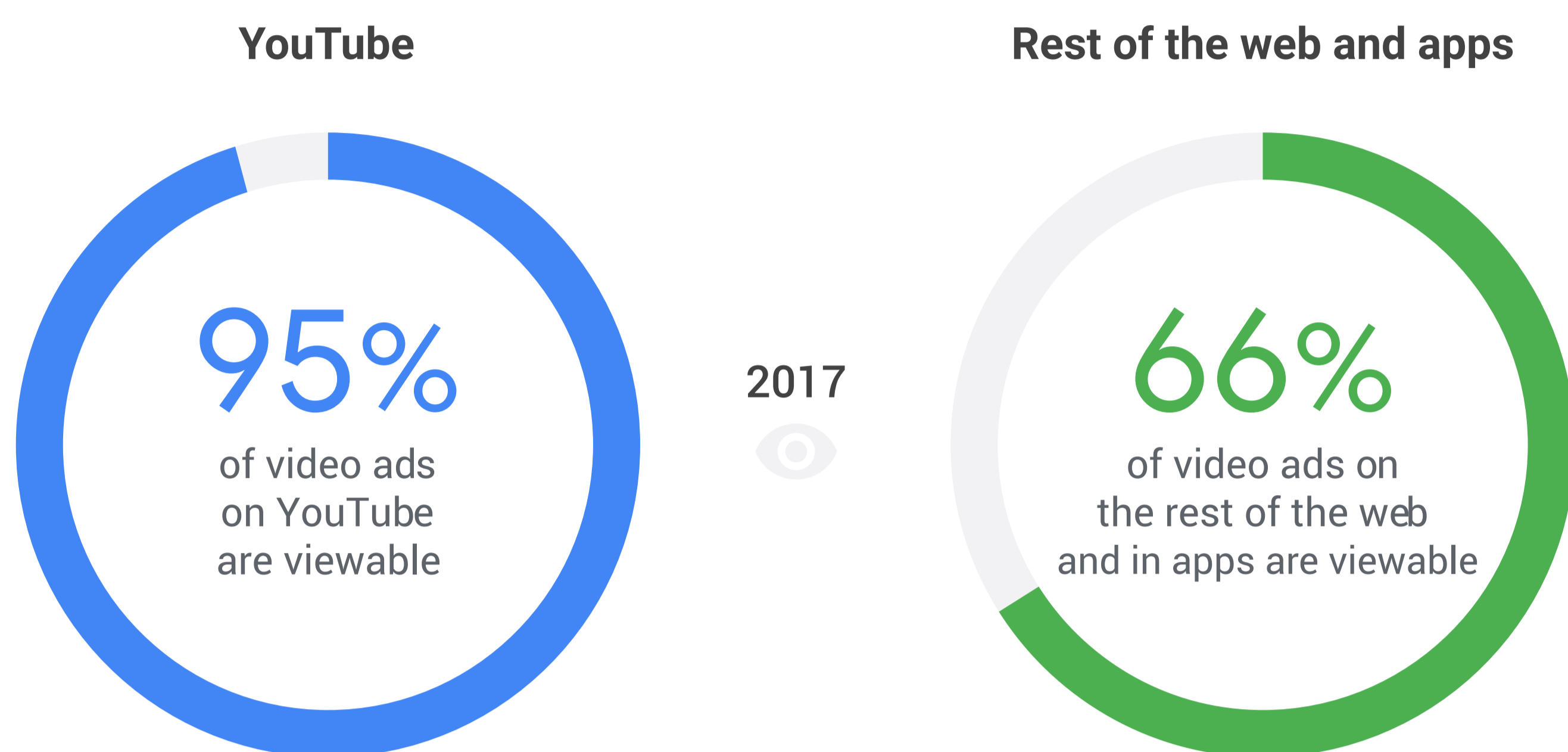
The State of Video Ad Viewability in 2017

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.



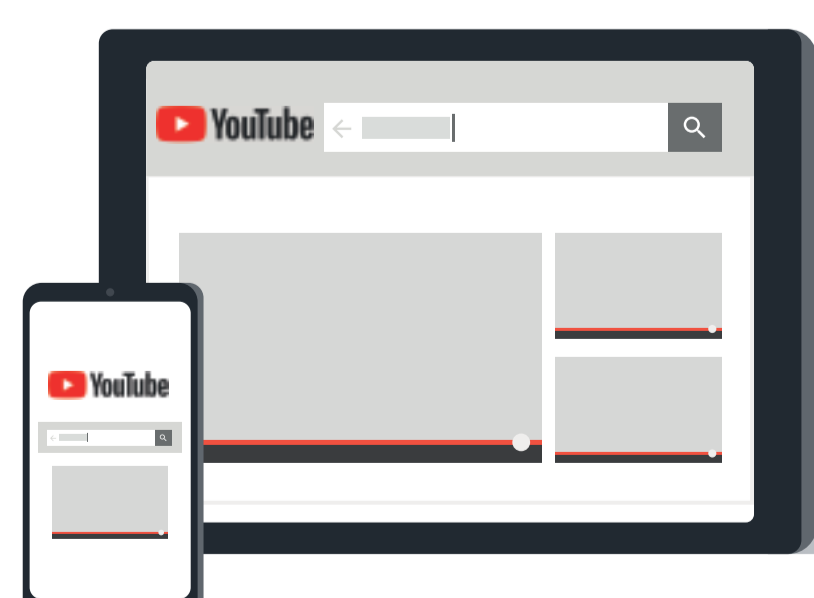
2017 Viewability rates in Asia Pacific

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



Asia Pacific	Rest of the Web & Apps	YouTube
Australia	69%	94%
Hong Kong	57%	94%
India	68%	95%
Indonesia	67%	94%
Japan	64%	95%
Korea	66%	95%
Malaysia	66%	94%
Philippines	80%	92%
Singapore	72%	94%
Taiwan	73%	94%
Thailand	67%	95%
Vietnam	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's advertising platforms data, May 2017