

## 4o Digital Session ΣΔΕ

“Transparency & Effectiveness – The new rules”



# Introduction to Viewability, Ad Fraud, Brand Safety



**Transparency & Effectiveness – The new rules**

# **Viewability**

**Does an ad have the  
opportunity to be seen?**

How do we define  
viewability?

Viewability means the  
opportunity to see an ad.

Did it make it onto the  
screen where human eyes  
can see it?

Different Viewability definitions  
per stakeholder is problematic



Video views : 3sec of  
video



In the viewable area for  
2 sec



Video views : 3sec of  
video



Video view : on click  
& 3 sec view

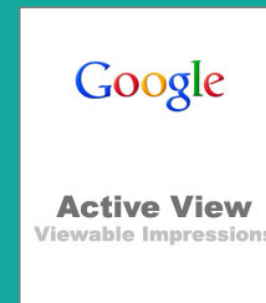
# Need for adopting ONE viewability standard



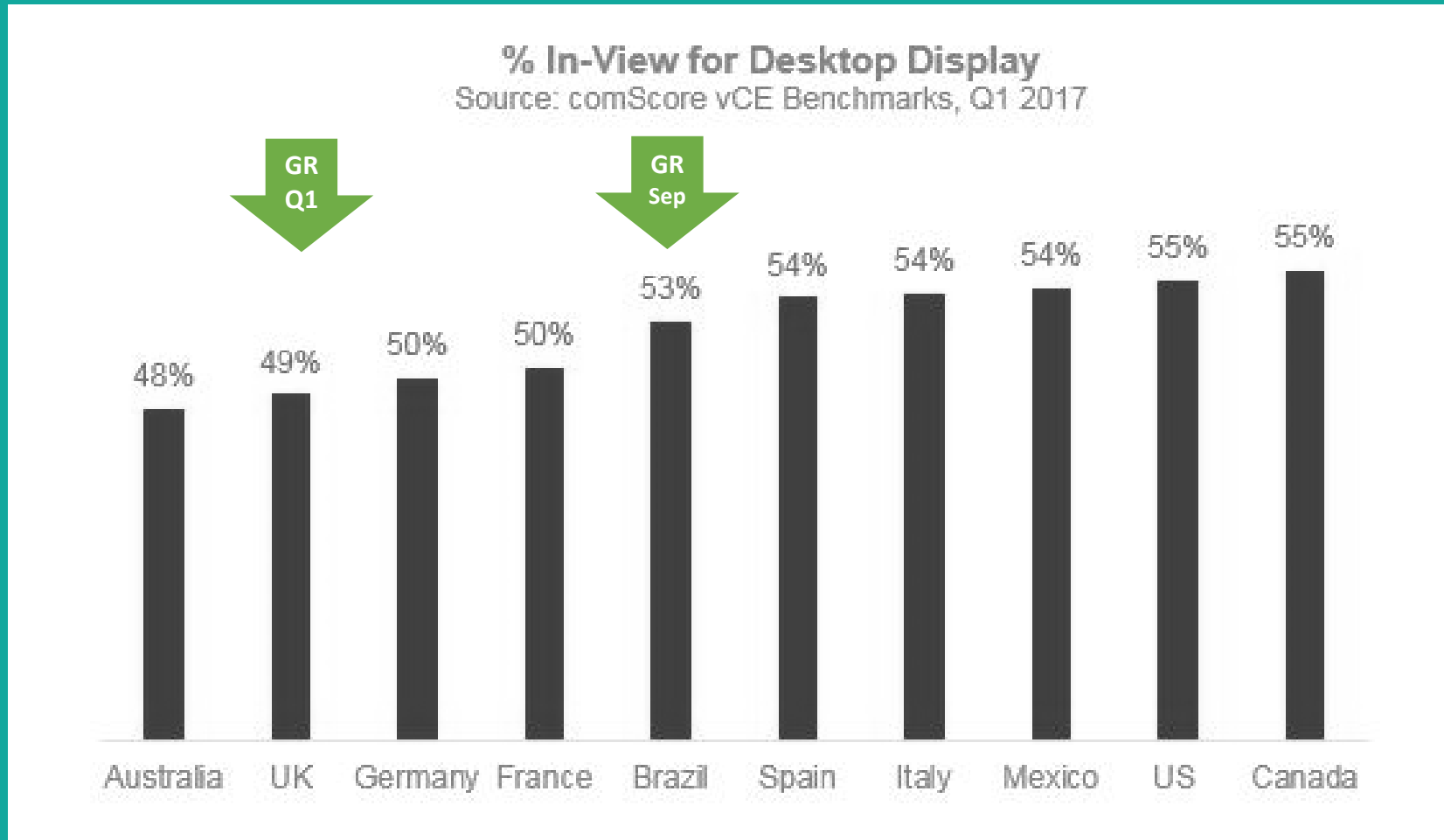
- “viewable impression” for display ads = a minimum of 50% of the ad’s pixels must be in view for a minimum of 1 continuous second
- “viewable impression” for digital video ads - a minimum of 50% of the ad’s pixels must be in view for a minimum of 2 continuous seconds

# How do we measure viewability?

Need for 3<sup>rd</sup> party accredited measurement companies



# Viewability Status in Greece vs. other Markets



# Viewability Status in Greece is improving

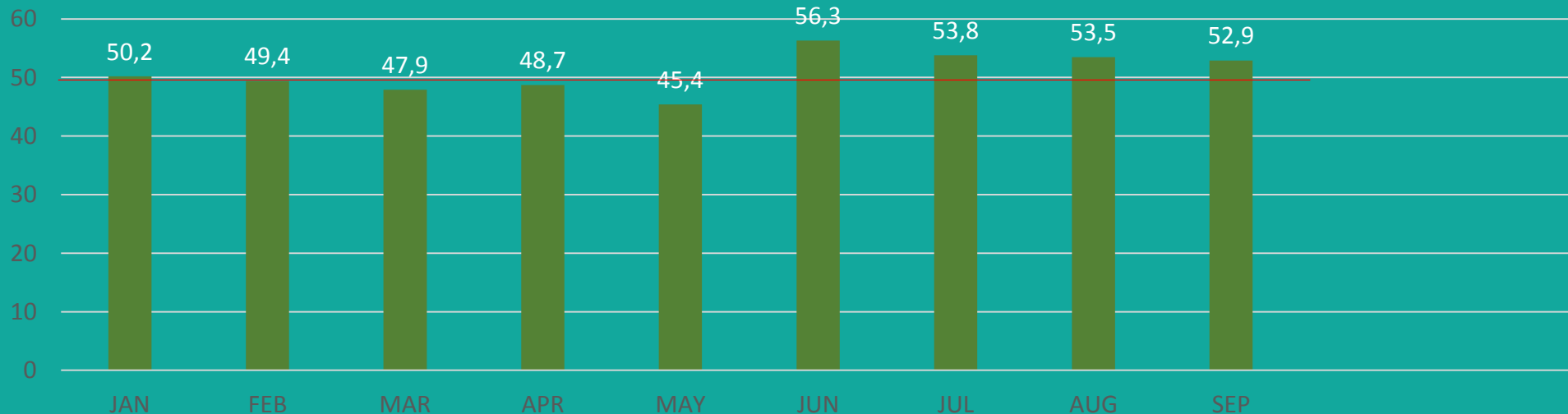
**52.96%**

The Average Viewability Rate is based on data collected from viewability-enabled campaigns served with ADMAN



Publishers  
**264**

Ad impressions  
**351.635.852**





# How can we improve viewability?

- ✓ **Start Measuring your performance**
- ✓ **Experiment** with various ad sizes and placements with each vendor and see which works best for you
  - ✓ **Page position matters:** most viewable position is right above the fold, not at the top of the page. Still, not all above the fold positions are viewable while a lot below the fold are.
  - ✓ **Ad size matters:** the most viewable ad sizes are vertical
- ✓ **Content that holds user's attention is KEY**

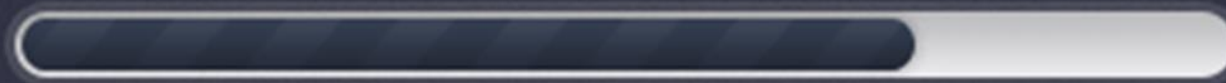


**The Golden Rule for success:**  
vendors/agencies/advertiser stronger  
collaboration

# And what do we pay for?

TODAY

TOMORROW



Today majority of advertisers pay for all ads served. Viewed and non viewed → 50% of value loss

Tomorrow?  
Different trading models based on viewability