

# What you Need to Know about Viewability



The Media Rating Council (MRC) is responsible for *setting digital ad measurement industry standards* in the United States



*Viewability is a metric* that qualifies if a digital ad had the opportunity to be seen



*Viewable Impressions are a minimum standard*, a foundational block on which standards for engagement and effectiveness will be built



Viewability matters because it *provides advertisers with assurance* that their ad actually appeared on screen

» Impressions identified as invalid are generally removed from served impression counts, and therefore cannot contribute to viewable impression counts



*If an ad is viewable* it means a sufficient percentage of the ad appeared on the screen at a sufficient size and for a sufficient amount of time for it actually to have the opportunity to be seen

» Desktop display standard



50% of pixels for a minimum of **1 second**

» Desktop video standard



50% of pixels for a minimum of **2 seconds**

» Mobile standards



Currently in development, stay tuned!



MeasurementNow.net

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