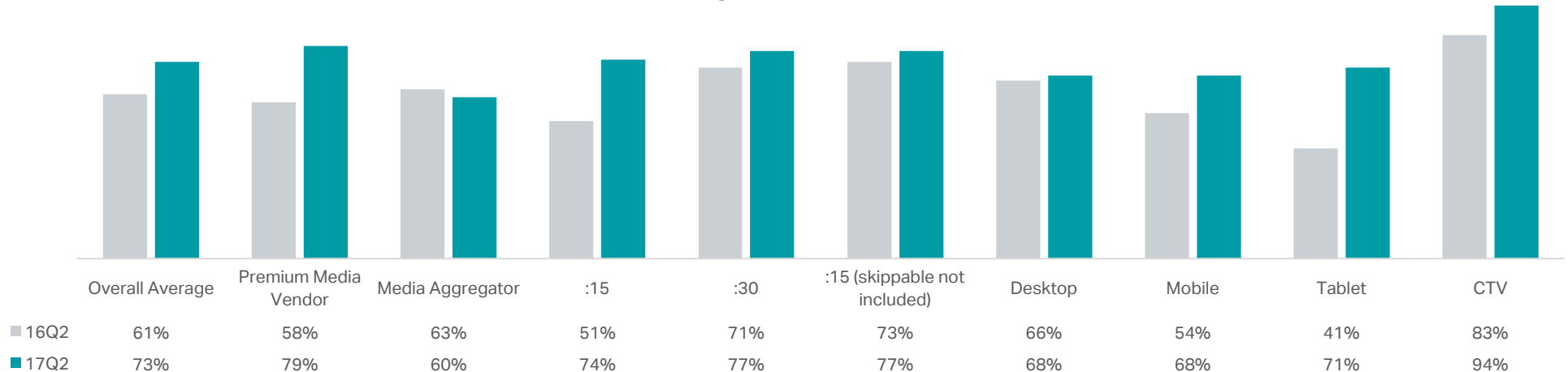


# 2017 Q2 VIDEO BENCHMARKS

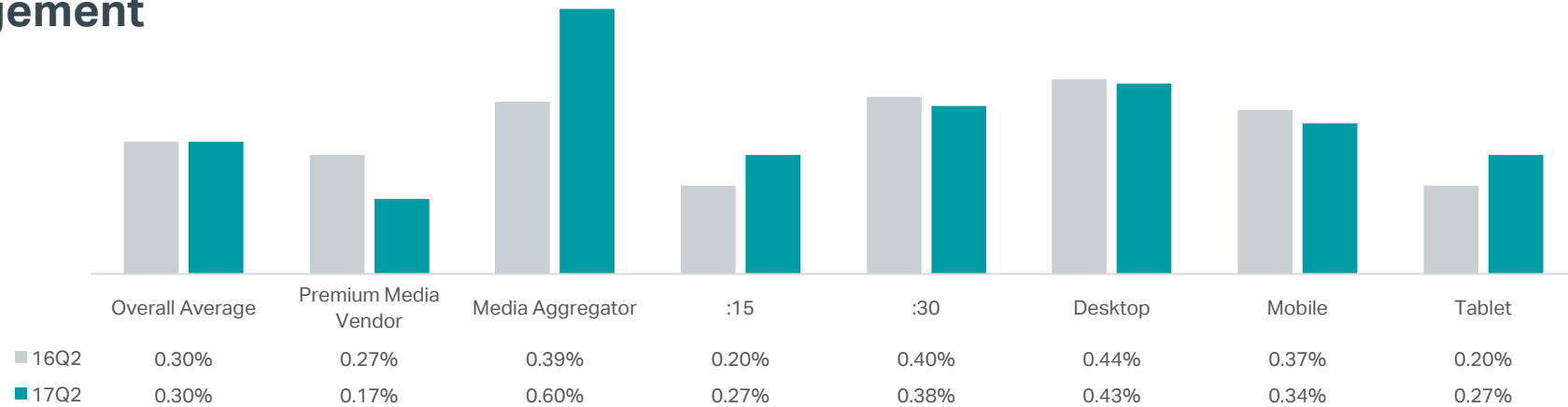
Our latest quarterly report for Q2 2017 shows a significant increase in consumer response to video advertising with improvements in viewability, completion and time spent versus Q2 of 2016. Year over year, consumers are more engaged and are spending considerably more time with

video ads, while advertisers are increasing their investment in mobile video. Video advertising is ever-changing. This report, based on 3rd party video ad serving data for leading brands across a range of verticals, provides a snapshot of the industry today and where it's heading.

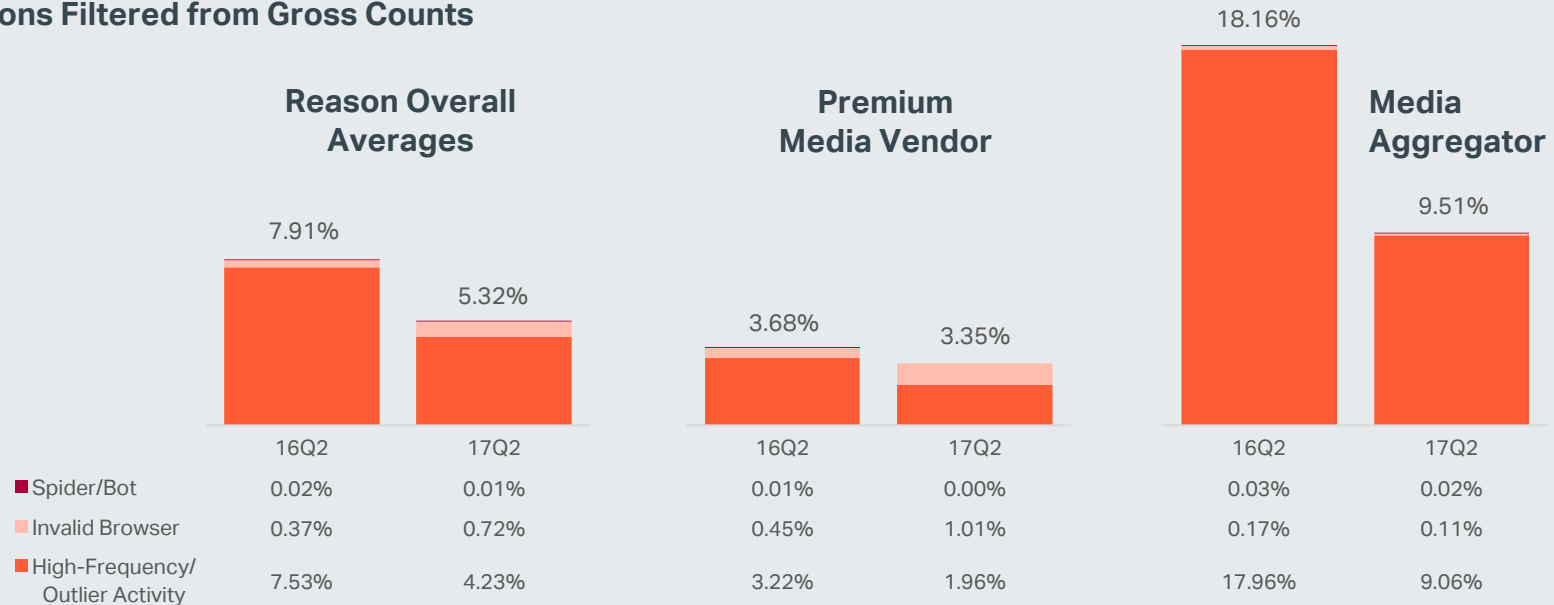
## Video Completion Rate (VCR) % of Impressions Where Video Played All the Way Through



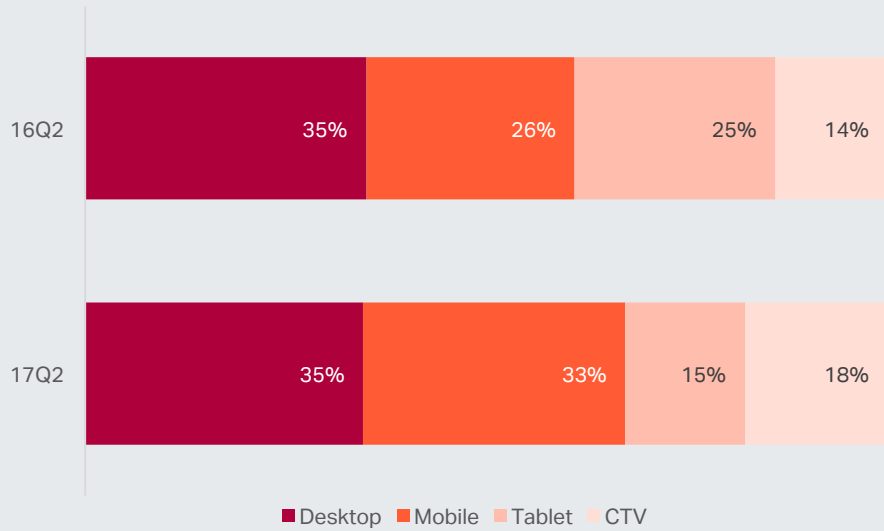
## Click-Through Rate (CTR) / Engagement



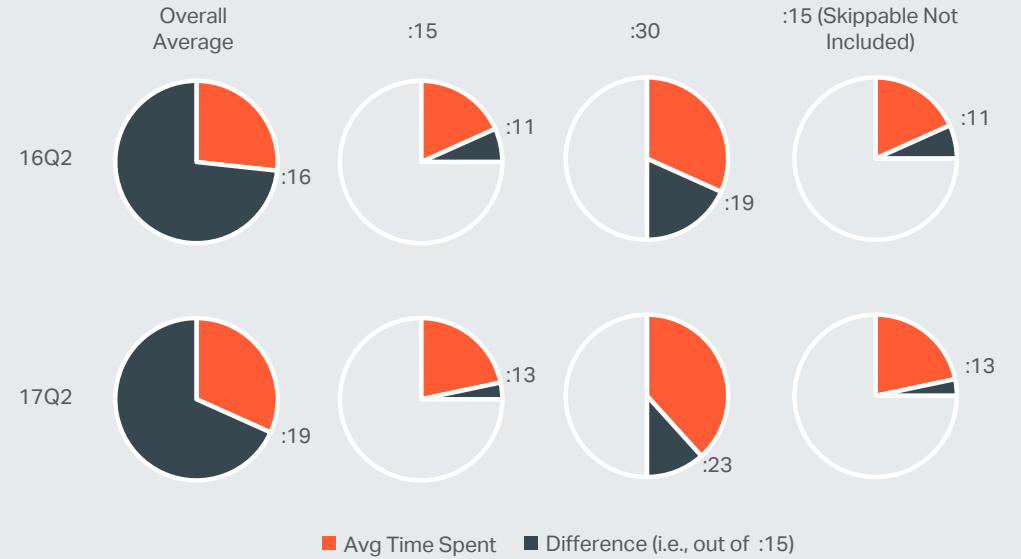
## General Invalid Traffic Rate (GIVT) % Impressions Filtered from Gross Counts



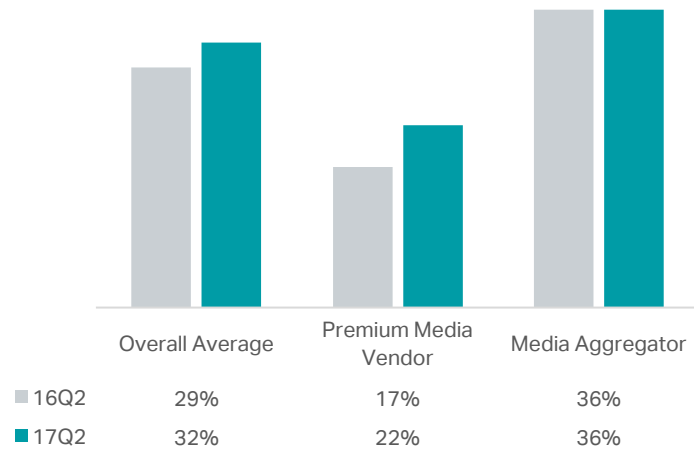
### % Impressions Served by Device



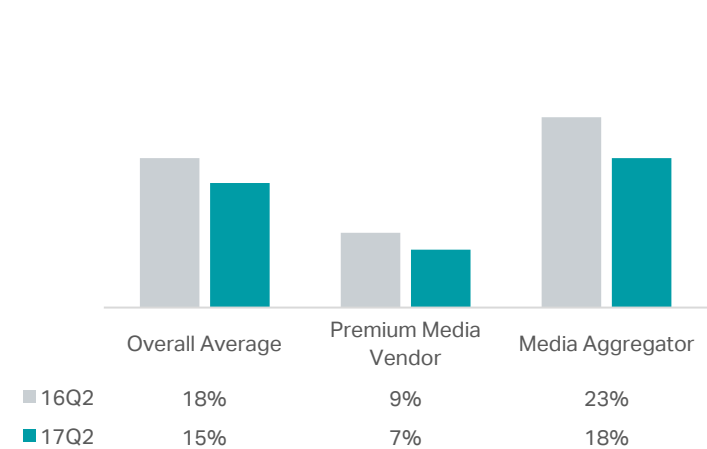
### Average Time Spent



### Small Video Player Rate < 400x300px

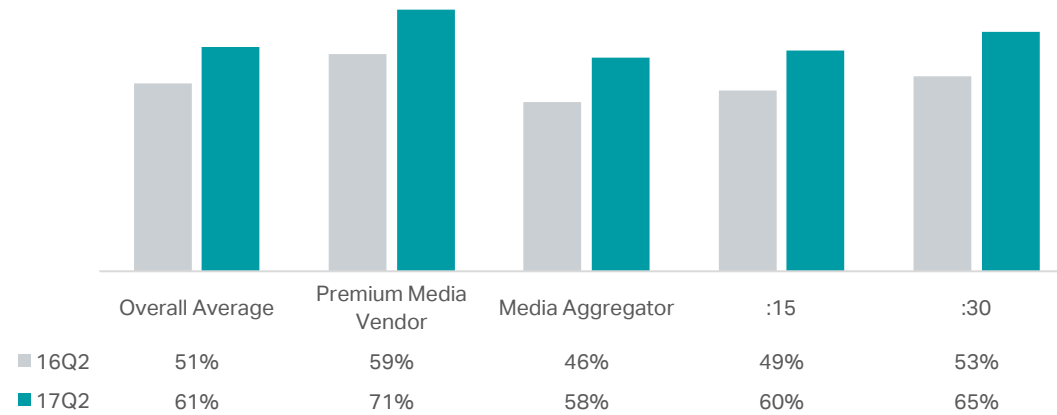


### In-Banner Video Player Rate 300x250px

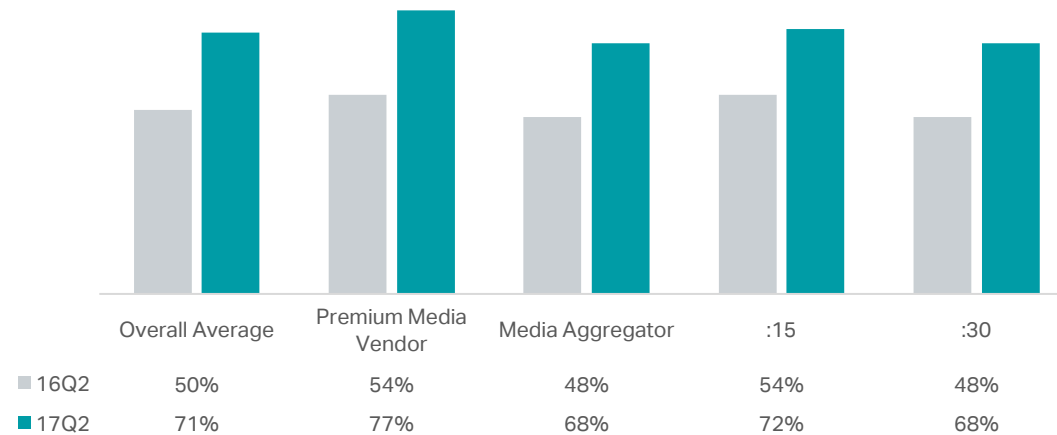


# Viewability

**% of Impressions  
Minimum 50% in View  
Minimum of 2 Consecutive  
Seconds**



**% of Impressions  
50% in View  
Played All the Way Through**



Access our previous reports: [2017 Q1](#) and [2016 Full Year](#).

Want to learn more? Contact us at [sales@extremereach.com](mailto:sales@extremereach.com)

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