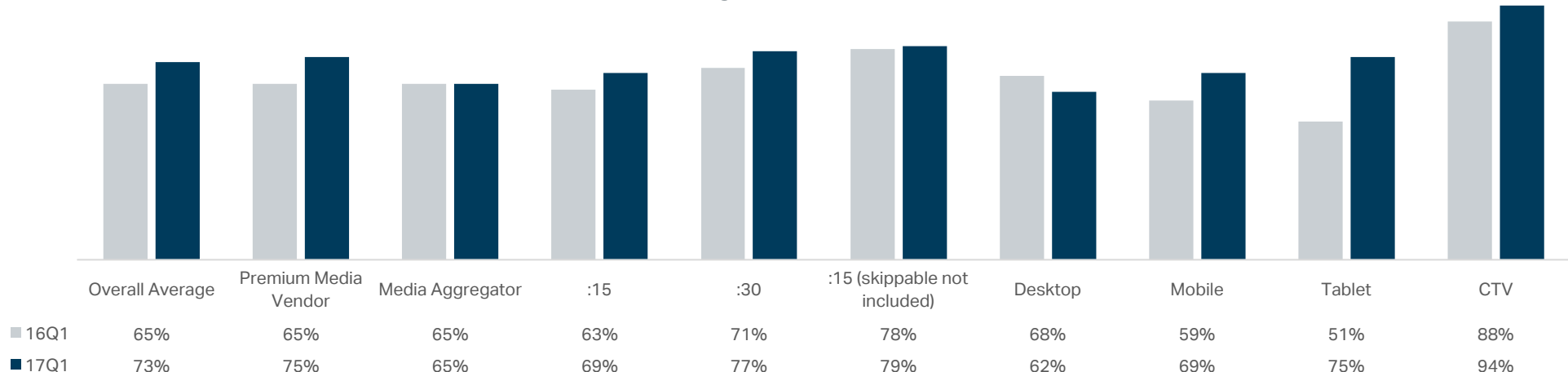


2017 Q1 VIDEO BENCHMARKS

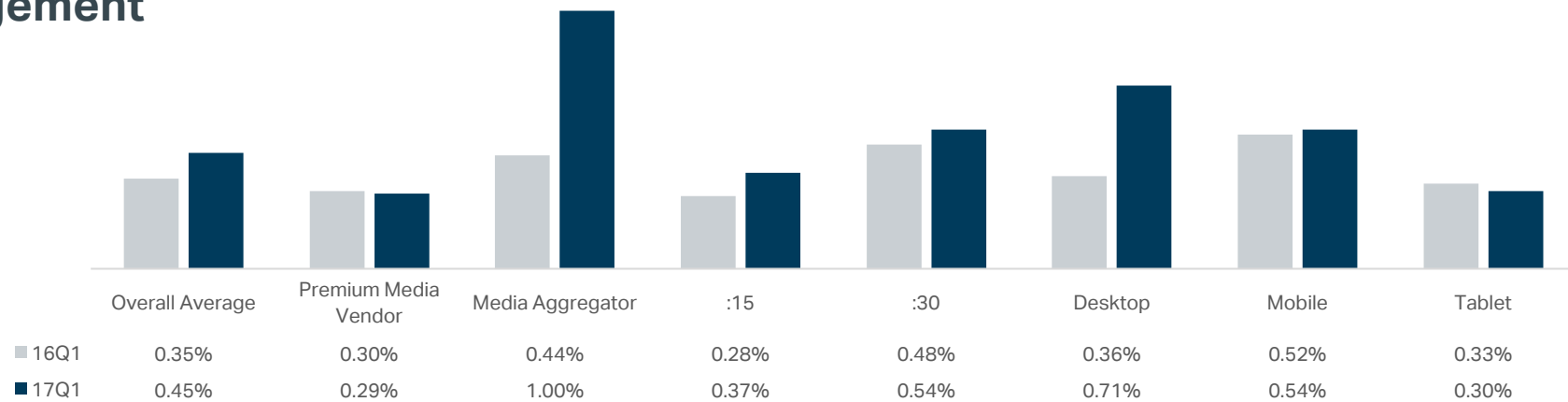
Digital video advertising is on pace for another record-breaking year, with US advertisers expected to [boost their investment in the format](#) by 60% or more between 2015 and 2017. With so much money riding on video campaigns, it's more important than ever to understand performance.

In Extreme Reach's latest video ad benchmarks report for Q1 2017, we dig into the latest video ad metrics, to see how they compare to Q1 2016. You'll find click-through rates, completion rates, viewability, impressions served by device, and much more.

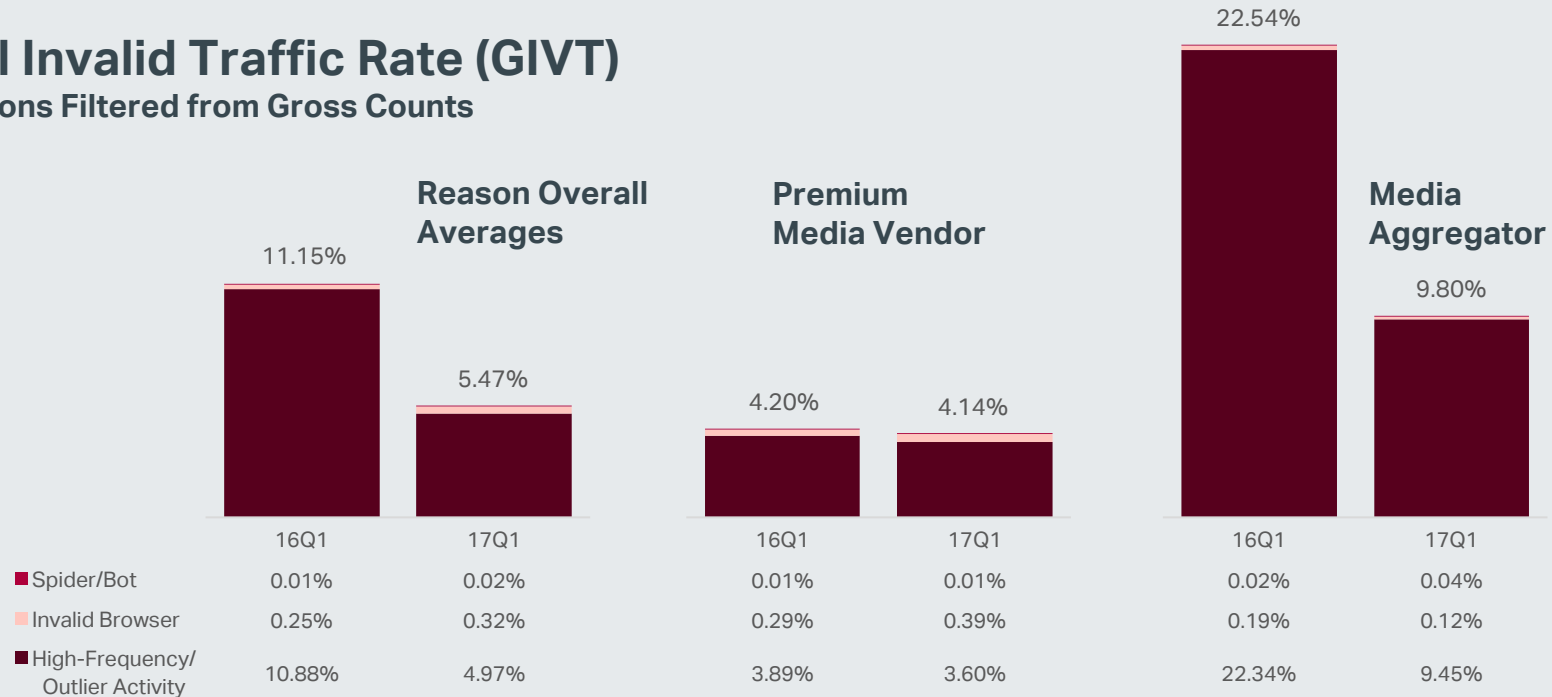
Video Completion Rate (VCR) % of Impressions Where Video Played All the Way Through



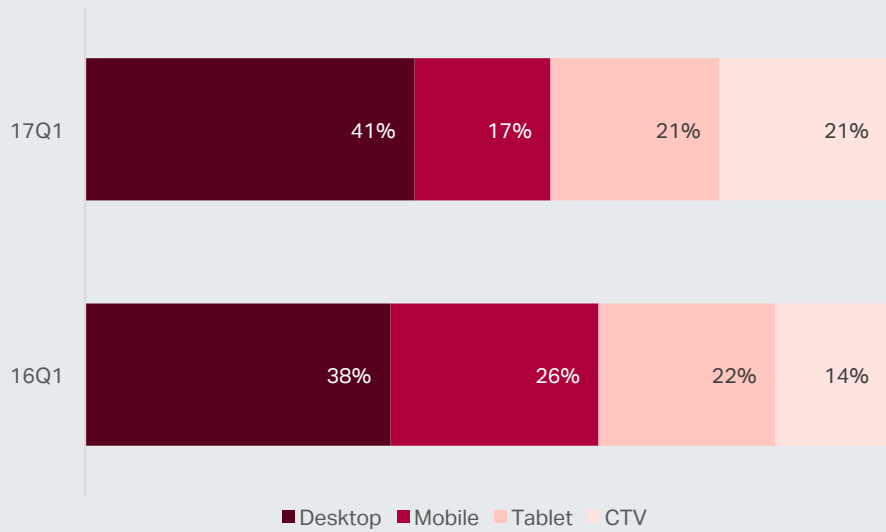
Click-Through Rate (CTR) / Engagement



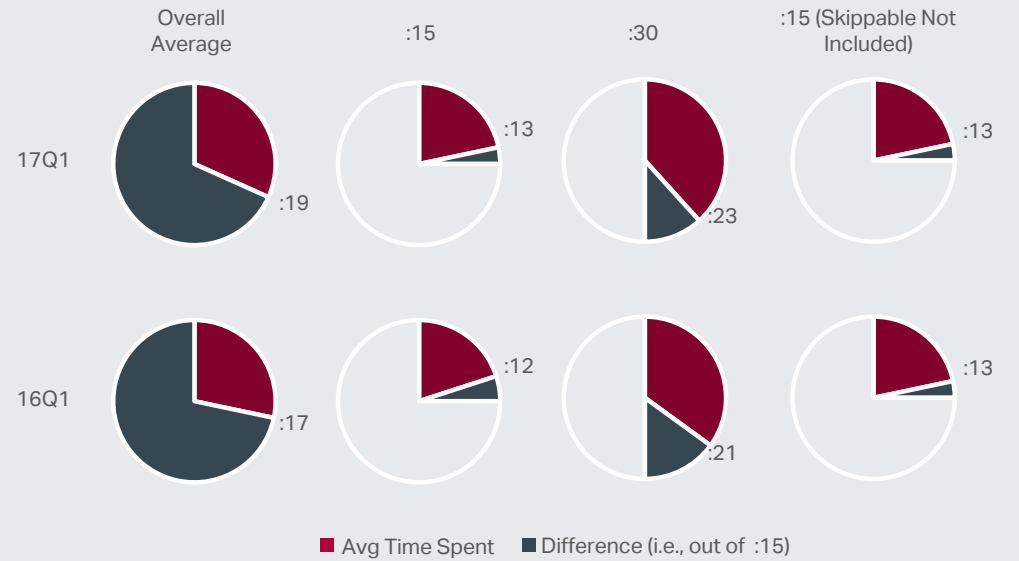
General Invalid Traffic Rate (GIVT) % Impressions Filtered from Gross Counts



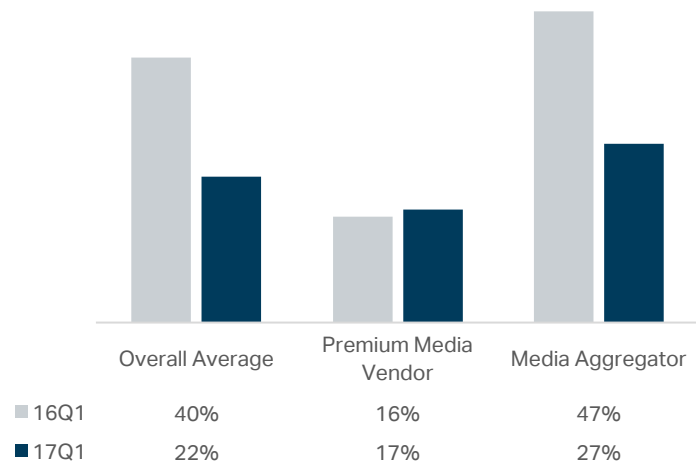
% Impressions Served by Device



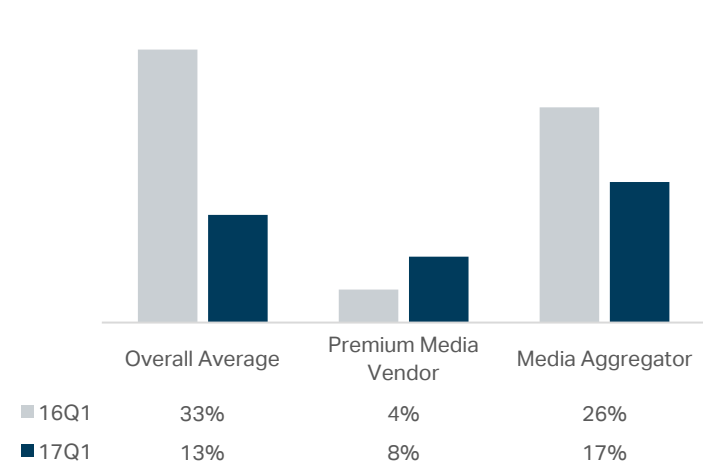
Average Time Spent



Small Video Player Rate < 400x300px

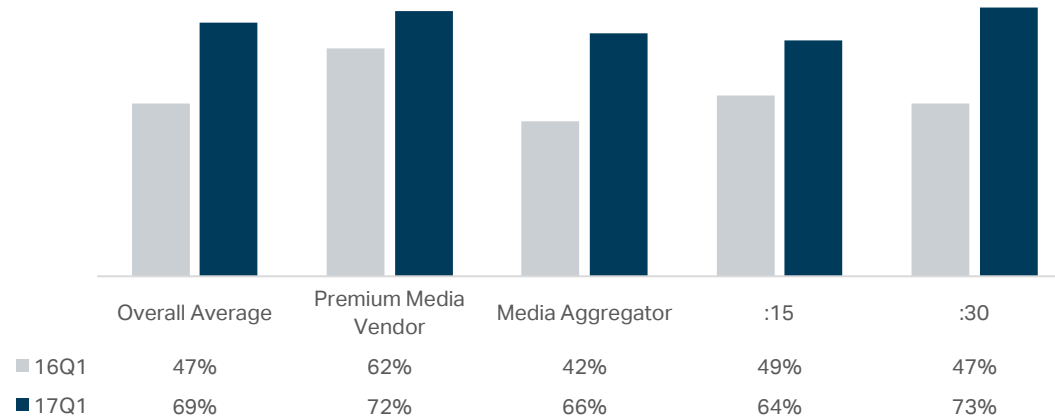


In-Banner Video Player Rate 300x250px

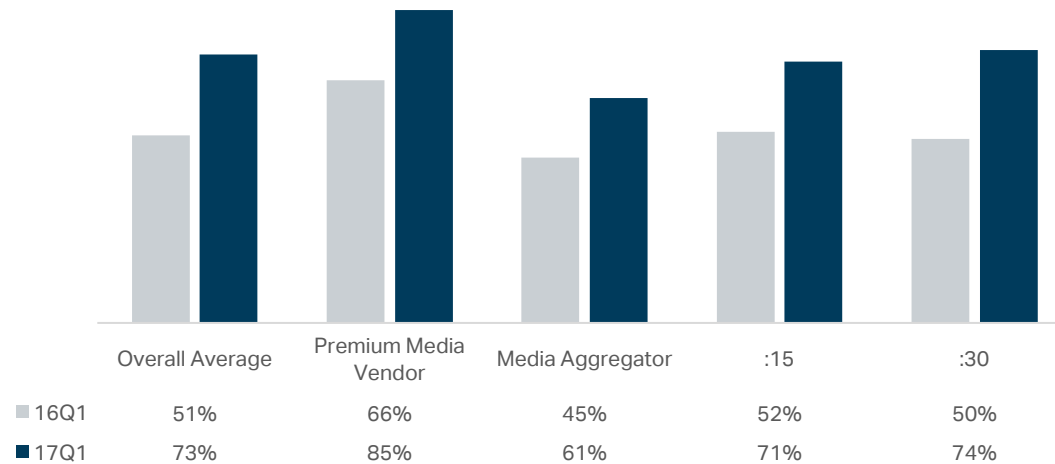


Viewability

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



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



Want to learn more? Contact us at sales@extremereach.com