

### SUMMARY BENCHMARKS

98.3 % In-View Measurable %	77.3 % On-Screen %	69.2 % 1 Sec Video In-View %	65.1 % 2 Sec Video In-View %	65.1 % Valid and Viewable %
62.3 % 3 Sec Video In-View %	58.1 % 5 Sec Video In-View %	64.7 % Fully On-Screen % (No Time Minimum)	59.3 % 1 Sec Fully On-Screen %	53.6 % 3 Sec Fully On-Screen %
47.7 % Valid, 2 Sec In-View and Reached Completion %	38.8 % Valid and Fully On-Screen for 75% of the Duration %	28.5 % Audible and Fully On-Screen for Half of Duration %	28.7 % Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	26.6 % Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %
27.9 % Audible and 80% On-Screen for Half of Duration (15 sec. cap) %	16.9 s In-View Time	77.5 % % of Video Played In-View	66.1 % Reached Complete %	79.3 % Reached 1st Quartile %
73.9 % Reached 2nd Quartile %	70.0 % Reached 3rd Quartile %	33.1 % Audible On Complete %	36.3 % Audible On 1st Quartile %	34.8 % Audible On 2nd Quartile %
33.7 % Audible On 3rd Quartile %	27.2 % Audible and Visible on Complete %	30.1 % Audible and Visible at 1st Quartile %	28.8 % Audible and Visible at 2nd Quartile %	27.8 % Audible and Visible at 3rd Quartile %
44.2 % Visible On Completion %	55.3 % Visible On 1st Quartile %	50.8 % Visible On 2nd Quartile %	47.6 % Visible On 3rd Quartile %	34.8 % Completion Quality
7.5 s Audible Time	49.9 % Audible %	33.3 % % of Video Ad Length Audible	51.6 % % of Video Ad Length While 50% On-Screen	29.6 % % of Video Ad Length While 50% On-Screen and Audible
65.9 % Passthrough %	11.7 s 50% On-Screen Time	74.1 % 50% On-Screen %	6.6 s 50% On-Screen Time While Audible	42.6 % 50% On-Screen While Audible %
26.8 % Screen Real Estate	11.3 % Out of Focus %	19.1 % Hostile IFrame %	96.3 % Valid %	3.7 % IVT %
0.9 % Automated Browser %	0.2 % Incongruous Browser %	0.7 % Data Center Traffic %	< 0.1 % Spider %	0.1 % Excessive Activity %
0.3 % Invalid Proxy %	1.6 % Hidden Ad %	10.0 % Outdated Browser %	18 Moat Video Score	

# All Buy Types Video Desktop Benchmarks

## Global | Q2 2018

### Ad Duration Benchmarks

Duration	Short Form	15s	30s	Long Form
In-View Measurable %	97.9%	98.5%	98.1%	97.4%
On-Screen %	73.4%	79.6%	75.9%	81.7%
1 Sec Video In-View %	61.2%	70.9%	68.5%	67.8%
2 Sec Video In-View %	53.1%	66.7%	64.9%	60.2%
Valid and Viewable %	53.1%	66.7%	64.9%	60.2%
3 Sec Video In-View %	48.6%	63.8%	62.3%	55.4%
5 Sec Video In-View %	37.6%	59.2%	58.7%	49.3%
Fully On-Screen % (No Time Min.)	58.8%	66.8%	63.7%	65.6%
1 Sec Fully On-Screen %	49.9%	60.9%	59.0%	57.2%
3 Sec Fully On-Screen %	39.7%	54.9%	53.8%	48.0%
Valid, 2 Sec In-View and Reached Completion %	44.3%	51.4%	47.3%	27.0%
Valid and Fully On-Screen for 75% of the Duration %	33.6%	41.2%	39.1%	20.9%
Audible and Fully On-Screen for Half of Duration %	29.1%	29.7%	28.6%	16.1%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	29.2%	29.8%	28.8%	18.1%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %	27.2%	27.8%	26.7%	15.2%
Audible and 80% On-Screen for Half of Duration (15 sec. cap) %	25.2%	28.3%	28.6%	15.6%
In-View Time (sec)	6.9	13.4	18.0	26.5
% of Video Played In-View	88.2%	81.2%	78.1%	53.4%
Reached Complete %	77.7%	69.5%	65.8%	36.4%
Reached 1st Quartile %	86.9%	83.0%	79.8%	54.4%
Reached 2nd Quartile %	82.9%	77.8%	74.4%	46.2%
Reached 3rd Quartile %	80.3%	74.0%	70.3%	41.0%
Audible On Complete %	42.5%	34.7%	32.8%	16.7%
Audible On 1st Quartile %	45.8%	38.0%	36.4%	20.5%
Audible On 2nd Quartile %	44.3%	36.6%	34.8%	18.9%
Audible On 3rd Quartile %	43.3%	35.5%	33.7%	17.7%
Audible and Visible on Complete %	30.3%	28.6%	27.2%	13.4%
Audible and Visible at 1st Quartile %	33.1%	31.7%	30.5%	16.8%
Audible and Visible at 2nd Quartile %	32.0%	30.4%	29.1%	15.4%
Audible and Visible at 3rd Quartile %	31.1%	29.4%	28.1%	14.4%
Visible On Completion %	48.6%	47.9%	43.4%	21.9%
Visible On 1st Quartile %	57.1%	60.0%	55.0%	36.1%
Visible On 2nd Quartile %	53.7%	55.5%	50.5%	29.7%
Visible On 3rd Quartile %	51.4%	52.1%	47.2%	25.9%
Completion Quality	34.8%	35.6%	34.9%	25.8%
Audible Time (sec)	3.2	5.8	8.1	11.5

# All Buy Types Video Desktop Benchmarks

## Global | Q2 2018



Audible %	52.5%	50.0%	49.6%	47.7%
% of Video Ad Length Audible	37.9%	34.0%	33.3%	19.6%
% of Video Ad Length While 50% On-Screen	55.9%	56.0%	51.2%	31.9%
% of Video Ad Length While 50% On-Screen and Audible	32.9%	30.8%	29.6%	17.6%
Passthrough %	58.3%	67.3%	65.0%	71.7%
50% On-Screen Time (sec)	4.5	9.6	12.4	19.2
50% On-Screen %	69.2%	76.4%	72.9%	77.2%
50% On-Screen Time While Audible (sec)	2.8	5.3	7.2	10.5
50% On-Screen While Audible %	40.7%	42.9%	42.3%	42.7%
Screen Real Estate	28.1%	26.6%	27.0%	21.0%
Out of Focus %	17.5%	10.3%	11.7%	7.3%
Hostile IFrame %	13.6%	18.8%	19.6%	18.8%
Moat Video Score	16	18	18	9

### IVT and Traffic Analytics Benchmarks

Duration	Summary	Short Form	15s	30s	Long Form
Valid %	96.3%	96.5%	96.4%	96.3%	95.4%
IVT %	3.7%	3.5%	3.6%	3.8%	4.6%
Automated Browser %	0.9%	0.7%	0.9%	0.9%	0.9%
Incongruous Browser %	0.2%	0.6%	0.2%	0.2%	0.5%
Data Center Traffic %	0.7%	1.0%	0.8%	0.7%	0.7%
Spider %	< 0.1%	0.3%	0.1%	< 0.1%	0.1%
Excessive Activity %	0.1%	0.2%	0.2%	0.1%	0.1%
Invalid Proxy %	0.3%	0.5%	0.3%	0.3%	0.6%
Hidden Ad %	1.6%	0.7%	1.4%	1.8%	2.3%
Outdated Browser %	10.0%	8.3%	9.4%	10.3%	7.3%
Incentivized Viewing %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%

### SUMMARY BENCHMARKS

99.2 % In-View Measurable %	84.1 % On-Screen %	75.0 % 1 Sec Video In-View %	70.0 % 2 Sec Video In-View %	70.0 % Valid and Viewable %
67.3 % 3 Sec Video In-View %	62.6 % 5 Sec Video In-View %	75.9 % Fully On-Screen % (No Time Minimum)	71.3 % 1 Sec Fully On-Screen %	66.0 % 3 Sec Fully On-Screen %
56.4 % Valid, 2 Sec In-View and Reached Completion %	52.0 % Valid and Fully On-Screen for 75% of the Duration %	52.1 % Audible and Fully On-Screen for Half of Duration %	52.3 % Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	49.5 % Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %
50.7 % Audible and 80% On-Screen for Half of Duration (15 sec. cap) %	16.8 s In-View Time	77.5 % % of Video Played In-View	72.5 % Reached Complete %	80.6 % Reached 1st Quartile %
76.4 % Reached 2nd Quartile %	73.7 % Reached 3rd Quartile %	56.8 % Audible On Complete %	60.5 % Audible On 1st Quartile %	58.4 % Audible On 2nd Quartile %
57.0 % Audible On 3rd Quartile %	46.6 % Audible and Visible on Complete %	49.9 % Audible and Visible at 1st Quartile %	48.1 % Audible and Visible at 2nd Quartile %	46.9 % Audible and Visible at 3rd Quartile %
55.3 % Visible On Completion %	62.4 % Visible On 1st Quartile %	58.7 % Visible On 2nd Quartile %	56.4 % Visible On 3rd Quartile %	54.5 % Completion Quality
12.8 s Audible Time	74.6 % Audible %	59.5 % % of Video Ad Length Audible	63.1 % % of Video Ad Length While 50% On-Screen	52.5 % % of Video Ad Length While 50% On-Screen and Audible
76.9 % Passthrough %	13.7 s 50% On-Screen Time	82.3 % 50% On-Screen %	11.4 s 50% On-Screen Time While Audible	65.9 % 50% On-Screen While Audible %
43.7 % Screen Real Estate	11.6 % Out of Focus %	15.6 % Hostile IFrame %	98.0 % Valid %	2.0 % IVT %
0.3 % Automated Browser %	0.3 % Incongruous Browser %	1.0 % Data Center Traffic %	0.1 % Spider %	0.2 % Excessive Activity %
0.3 % Invalid Proxy %	0.2 % Hidden Ad %	7.4 % Outdated Browser %	35 Moat Video Score	

# Direct Video Desktop Benchmarks

## Global | Q2 2018



### Ad Duration Benchmarks

Duration	Short Form	15s	30s	Long Form
In-View Measurable %	98.2%	99.1%	99.2%	99.2%
On-Screen %	68.3%	83.8%	85.1%	86.1%
1 Sec Video In-View %	54.9%	73.6%	77.1%	66.4%
2 Sec Video In-View %	45.2%	68.7%	73.0%	54.2%
Valid and Viewable %	45.2%	68.7%	73.0%	54.2%
3 Sec Video In-View %	40.5%	66.0%	70.5%	48.9%
5 Sec Video In-View %	27.6%	60.9%	67.0%	41.3%
Fully On-Screen % (No Time Min.)	54.9%	74.9%	77.7%	75.4%
1 Sec Fully On-Screen %	45.1%	69.3%	74.5%	67.4%
3 Sec Fully On-Screen %	33.8%	64.1%	70.3%	57.3%
Valid, 2 Sec In-View and Reached Completion %	37.6%	57.2%	59.3%	23.5%
Valid and Fully On-Screen for 75% of the Duration %	28.2%	50.5%	56.4%	25.0%
Audible and Fully On-Screen for Half of Duration %	34.4%	53.2%	54.6%	30.3%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	34.4%	53.3%	54.9%	31.9%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %	32.0%	50.3%	52.2%	27.8%
Audible and 80% On-Screen for Half of Duration (15 sec. cap) %	27.7%	50.7%	54.5%	24.8%
In-View Time (sec)	6.8	13.5	18.4	21.0
% of Video Played In-View	90.7%	81.4%	78.0%	39.8%
Reached Complete %	79.5%	74.7%	73.3%	31.0%
Reached 1st Quartile %	87.0%	83.6%	82.2%	43.4%
Reached 2nd Quartile %	83.2%	79.2%	77.9%	36.8%
Reached 3rd Quartile %	81.0%	76.5%	75.2%	33.5%
Audible On Complete %	53.6%	58.4%	58.5%	21.8%
Audible On 1st Quartile %	57.3%	62.9%	63.0%	25.5%
Audible On 2nd Quartile %	55.5%	60.7%	60.9%	23.8%
Audible On 3rd Quartile %	54.3%	59.2%	59.5%	22.7%
Audible and Visible on Complete %	35.9%	47.8%	48.7%	17.2%
Audible and Visible at 1st Quartile %	38.8%	52.0%	52.7%	20.4%
Audible and Visible at 2nd Quartile %	37.5%	50.0%	50.8%	19.0%
Audible and Visible at 3rd Quartile %	36.6%	48.7%	49.6%	18.1%
Visible On Completion %	47.9%	56.9%	57.1%	22.2%
Visible On 1st Quartile %	53.8%	64.7%	64.9%	32.7%
Visible On 2nd Quartile %	51.0%	60.8%	61.2%	27.1%
Visible On 3rd Quartile %	49.2%	58.5%	58.9%	24.4%
Completion Quality	40.1%	55.1%	56.6%	30.5%
Audible Time (sec)	4.1	10.2	14.8	16.8

# Direct Video Desktop Benchmarks

## Global | Q2 2018



Audible %	65.2%	74.7%	76.1%	62.7%
% of Video Ad Length Audible	49.1%	59.7%	61.3%	34.6%
% of Video Ad Length While 50% On-Screen	54.7%	64.5%	64.9%	36.4%
% of Video Ad Length While 50% On-Screen and Audible	39.9%	53.6%	54.5%	29.2%
Passthrough %	53.3%	74.8%	79.0%	83.5%
50% On-Screen Time (sec)	4.2	11.0	15.7	19.5
50% On-Screen %	64.1%	81.7%	83.5%	83.4%
50% On-Screen Time While Audible (sec)	3.3	9.2	13.1	15.2
50% On-Screen While Audible %	47.4%	66.0%	67.8%	58.0%
Screen Real Estate	32.4%	43.1%	45.8%	32.8%
Out of Focus %	24.2%	12.0%	11.0%	9.0%
Hostile IFrame %	13.1%	16.1%	15.7%	17.4%
Moat Video Score	23	34	38	16

### IVT and Traffic Analytics Benchmarks

Duration	Summary	Short Form	15s	30s	Long Form
Valid %	98.0%	97.3%	97.7%	98.2%	97.5%
IVT %	2.0%	2.7%	2.3%	1.8%	2.5%
Automated Browser %	0.3%	0.3%	0.4%	0.2%	0.1%
Incongruous Browser %	0.3%	0.7%	0.3%	0.2%	0.9%
Data Center Traffic %	1.0%	1.4%	1.2%	1.0%	0.9%
Spider %	0.1%	0.4%	0.1%	< 0.1%	0.1%
Excessive Activity %	0.2%	0.1%	0.3%	0.1%	< 0.1%
Invalid Proxy %	0.3%	0.4%	0.3%	0.3%	0.7%
Hidden Ad %	0.2%	0.1%	0.2%	0.2%	0.1%
Outdated Browser %	7.4%	8.1%	7.1%	7.0%	5.3%
Incentivized Viewing %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%

SUMMARY BENCHMARKS

97.8 % In-View Measurable %	73.2 % On-Screen %	65.5 % 1 Sec Video In-View %	62.0 % 2 Sec Video In-View %	62.0 % Valid and Viewable %
59.2 % 3 Sec Video In-View %	55.3 % 5 Sec Video In-View %	58.4 % Fully On-Screen % (No Time Minimum)	52.7 % 1 Sec Fully On-Screen %	46.7 % 3 Sec Fully On-Screen %
42.3 % Valid, 2 Sec In-View and Reached Completion %	31.9 % Valid and Fully On-Screen for 75% of the Duration %	15.3 % Audible and Fully On-Screen for Half of Duration %	15.6 % Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	13.8 % Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %
16.0 % Audible and 80% On-Screen for Half of Duration (15 sec. cap) %	16.9 s In-View Time	77.5 % % of Video Played In-View	62.1 % Reached Complete %	78.4 % Reached 1st Quartile %
72.4 % Reached 2nd Quartile %	67.7 % Reached 3rd Quartile %	18.2 % Audible On Complete %	21.1 % Audible On 1st Quartile %	19.9 % Audible On 2nd Quartile %
18.9 % Audible On 3rd Quartile %	15.0 % Audible and Visible on Complete %	17.7 % Audible and Visible at 1st Quartile %	16.7 % Audible and Visible at 2nd Quartile %	15.9 % Audible and Visible at 3rd Quartile %
37.1 % Visible On Completion %	50.8 % Visible On 1st Quartile %	45.8 % Visible On 2nd Quartile %	42.0 % Visible On 3rd Quartile %	22.4 % Completion Quality
4.5 s Audible Time	36.0 % Audible %	18.7 % % of Video Ad Length Audible	45.1 % % of Video Ad Length While 50% On-Screen	16.8 % % of Video Ad Length While 50% On-Screen and Audible
59.4 % Passthrough %	10.6 s 50% On-Screen Time	69.6 % 50% On-Screen %	4.0 s 50% On-Screen Time While Audible	29.5 % 50% On-Screen While Audible %
17.3 % Screen Real Estate	11.1 % Out of Focus %	21.4 % Hostile IFrame %	95.2 % Valid %	4.8 % IVT %
1.3 % Automated Browser %	0.2 % Incongruous Browser %	0.5 % Data Center Traffic %	< 0.1 % Spider %	0.1 % Excessive Activity %
0.4 % Invalid Proxy %	2.5 % Hidden Ad %	11.7 % Outdated Browser %	9 Moat Video Score	

# Programmatic Video Desktop Benchmarks

## Global | Q2 2018

### Ad Duration Benchmarks

Duration	Short Form	15s	30s	Long Form
In-View Measurable %	97.4%	98.1%	97.4%	96.3%
On-Screen %	81.2%	77.3%	71.0%	80.0%
1 Sec Video In-View %	71.8%	69.1%	63.6%	68.6%
2 Sec Video In-View %	66.5%	65.4%	60.3%	63.7%
Valid and Viewable %	66.5%	65.4%	60.3%	63.7%
3 Sec Video In-View %	62.3%	62.4%	57.5%	59.5%
5 Sec Video In-View %	54.6%	58.1%	53.9%	54.3%
Fully On-Screen % (No Time Min.)	64.7%	62.4%	56.5%	62.2%
1 Sec Fully On-Screen %	57.2%	56.3%	51.1%	53.6%
3 Sec Fully On-Screen %	48.7%	49.8%	45.4%	44.8%
Valid, 2 Sec In-View and Reached Completion %	55.6%	47.8%	40.5%	29.1%
Valid and Fully On-Screen for 75% of the Duration %	41.3%	36.6%	30.7%	19.6%
Audible and Fully On-Screen for Half of Duration %	21.0%	16.7%	15.3%	11.1%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	21.0%	16.8%	15.5%	13.3%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %	19.8%	15.2%	13.7%	10.8%
Audible and 80% On-Screen for Half of Duration (15 sec. cap) %	21.5%	17.2%	15.9%	12.6%
In-View Time (sec)	6.9	13.3	17.8	29.9
% of Video Played In-View	84.0%	81.1%	78.1%	61.9%
Reached Complete %	74.6%	66.3%	61.5%	39.7%
Reached 1st Quartile %	86.8%	82.5%	78.4%	61.1%
Reached 2nd Quartile %	82.3%	76.9%	72.3%	51.9%
Reached 3rd Quartile %	79.1%	72.4%	67.5%	45.5%
Audible On Complete %	23.8%	20.0%	18.2%	13.6%
Audible On 1st Quartile %	26.5%	22.5%	21.2%	17.5%
Audible On 2nd Quartile %	25.4%	21.5%	20.0%	15.9%
Audible On 3rd Quartile %	24.6%	20.7%	19.0%	14.6%
Audible and Visible on Complete %	21.0%	16.5%	14.9%	11.1%
Audible and Visible at 1st Quartile %	23.5%	19.0%	17.8%	14.6%
Audible and Visible at 2nd Quartile %	22.6%	18.1%	16.7%	13.3%
Audible and Visible at 3rd Quartile %	21.9%	17.4%	15.9%	12.2%
Visible On Completion %	49.9%	42.3%	35.6%	21.7%
Visible On 1st Quartile %	62.6%	57.1%	49.4%	38.1%
Visible On 2nd Quartile %	58.2%	52.1%	44.4%	31.3%
Visible On 3rd Quartile %	55.0%	48.2%	40.6%	26.9%
Completion Quality	25.9%	23.3%	22.5%	22.9%
Audible Time (sec)	1.9	3.4	4.6	9.6



# Programmatic Video Desktop Benchmarks

## Global | Q2 2018



Audible %	32.8%	36.2%	36.0%	42.2%
% of Video Ad Length Audible	21.3%	19.7%	18.9%	14.8%
% of Video Ad Length While 50% On-Screen	57.6%	51.3%	44.1%	30.3%
% of Video Ad Length While 50% On-Screen and Audible	22.0%	18.0%	16.8%	13.4%
Passthrough %	66.1%	63.0%	57.4%	65.2%
50% On-Screen Time (sec)	4.8	8.8	10.8	19.1
50% On-Screen %	77.0%	73.4%	67.5%	75.0%
50% On-Screen Time While Audible (sec)	1.9	3.1	4.1	8.7
50% On-Screen While Audible %	30.3%	30.1%	29.2%	37.1%
Screen Real Estate	21.4%	17.4%	17.4%	16.6%
Out of Focus %	7.1%	9.4%	12.0%	6.6%
Hostile IFrame %	14.4%	20.5%	21.9%	19.7%
Moat Video Score	9	10	9	6

### IVT and Traffic Analytics Benchmarks

Duration	Summary	Short Form	15s	30s	Long Form
Valid %	95.2%	95.3%	95.6%	95.1%	94.2%
IVT %	4.8%	4.8%	4.4%	4.9%	5.8%
Automated Browser %	1.3%	1.4%	1.2%	1.2%	1.4%
Incongruous Browser %	0.2%	0.5%	0.2%	0.2%	0.3%
Data Center Traffic %	0.5%	0.5%	0.5%	0.5%	0.6%
Spider %	< 0.1%	0.1%	< 0.1%	< 0.1%	0.1%
Excessive Activity %	0.1%	0.2%	0.1%	0.1%	0.1%
Invalid Proxy %	0.4%	0.7%	0.3%	0.4%	0.5%
Hidden Ad %	2.5%	1.5%	2.1%	2.6%	3.1%
Outdated Browser %	11.7%	8.6%	10.8%	12.1%	8.5%
Incentivized Viewing %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%

### SUMMARY BENCHMARKS

97.0 % In-View Measurable %	78.3 % On-Screen %	67.4 % 1 Sec Video In-View %	60.6 % 2 Sec Video In-View %	60.6 % Valid and Viewable %
55.4 % 3 Sec Video In-View %	50.0 % 5 Sec Video In-View %	67.3 % Fully On-Screen % (No Time Minimum)	58.0 % 1 Sec Fully On-Screen %	46.2 % 3 Sec Fully On-Screen %
35.6 % Valid, 2 Sec In-View and Reached Completion %	25.2 % Valid and Fully On-Screen for 75% of the Duration %	17.4 % Audible and Fully On-Screen for Half of Duration %	17.6 % Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	15.6 % Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %
17.3 % Audible and 80% On-Screen for Half of Duration (15 sec. cap) %	13.6 s In-View Time	66.2 % % of Video Played In-View	50.0 % Reached Complete %	67.7 % Reached 1st Quartile %
60.2 % Reached 2nd Quartile %	54.8 % Reached 3rd Quartile %	21.7 % Audible On Complete %	25.4 % Audible On 1st Quartile %	23.6 % Audible On 2nd Quartile %
22.3 % Audible On 3rd Quartile %	17.8 % Audible and Visible on Complete %	21.1 % Audible and Visible at 1st Quartile %	19.6 % Audible and Visible at 2nd Quartile %	18.5 % Audible and Visible at 3rd Quartile %
29.9 % Visible On Completion %	44.7 % Visible On 1st Quartile %	38.1 % Visible On 2nd Quartile %	33.7 % Visible On 3rd Quartile %	28.0 % Completion Quality
4.4 s Audible Time	41.0 % Audible %	20.8 % % of Video Ad Length Audible	40.7 % % of Video Ad Length While 50% On-Screen	20.4 % % of Video Ad Length While 50% On-Screen and Audible
68.8 % Passthrough %	9.0 s 50% On-Screen Time	75.8 % 50% On-Screen %	4.4 s 50% On-Screen Time While Audible	38.5 % 50% On-Screen While Audible %
34.0 % Screen Real Estate	2.6 % Out of Focus %	14.2 % Hostile IFrame %	97.8 % Valid %	2.2 % IVT %
< 0.1 % Automated Browser %	0.1 % Incongruous Browser %	0.4 % Data Center Traffic %	0.1 % Spider %	< 0.1 % Excessive Activity %
0.1 % Invalid Proxy %	1.6 % Hidden Ad %	4.8 % Outdated Browser %	15 Moat Video Score	

# All Buy Types Video Mobile Web Benchmarks

## Global | Q2 2018

### Ad Duration Benchmarks

Duration	Short Form	15s	30s	Long Form
In-View Measurable %	98.1%	97.5%	96.7%	96.1%
On-Screen %	81.2%	79.6%	76.3%	82.6%
1 Sec Video In-View %	60.7%	67.9%	66.0%	69.2%
2 Sec Video In-View %	50.6%	60.5%	59.8%	60.4%
Valid and Viewable %	50.6%	60.5%	59.8%	60.4%
3 Sec Video In-View %	43.8%	55.2%	55.0%	54.2%
5 Sec Video In-View %	34.6%	49.3%	50.2%	48.7%
Fully On-Screen % (No Time Min.)	65.9%	67.3%	65.3%	73.1%
1 Sec Fully On-Screen %	51.0%	57.6%	57.0%	61.6%
3 Sec Fully On-Screen %	36.5%	45.4%	45.8%	46.2%
Valid, 2 Sec In-View and Reached Completion %	36.8%	39.7%	33.5%	18.5%
Valid and Fully On-Screen for 75% of the Duration %	31.2%	26.9%	23.4%	14.3%
Audible and Fully On-Screen for Half of Duration %	21.4%	18.8%	15.9%	6.9%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	21.4%	18.9%	16.1%	7.9%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %	19.4%	16.8%	14.3%	5.3%
Audible and 80% On-Screen for Half of Duration (15 sec. cap) %	20.5%	17.9%	16.8%	8.1%
In-View Time (sec)	6.3	11.1	14.8	20.1
% of Video Played In-View	81.8%	72.3%	64.5%	46.4%
Reached Complete %	61.8%	54.6%	47.4%	26.1%
Reached 1st Quartile %	76.5%	72.0%	65.7%	45.8%
Reached 2nd Quartile %	70.8%	64.7%	58.1%	36.6%
Reached 3rd Quartile %	67.1%	59.4%	52.6%	30.5%
Audible On Complete %	27.1%	23.2%	20.1%	9.2%
Audible On 1st Quartile %	30.7%	27.2%	23.6%	14.3%
Audible On 2nd Quartile %	29.1%	25.2%	21.9%	12.2%
Audible On 3rd Quartile %	28.1%	24.0%	20.6%	10.5%
Audible and Visible on Complete %	22.8%	18.6%	16.2%	7.0%
Audible and Visible at 1st Quartile %	25.4%	22.3%	19.6%	11.0%
Audible and Visible at 2nd Quartile %	24.2%	20.6%	18.1%	9.3%
Audible and Visible at 3rd Quartile %	23.6%	19.5%	17.0%	8.0%
Visible On Completion %	40.0%	32.6%	26.9%	15.2%
Visible On 1st Quartile %	53.0%	48.3%	41.7%	30.3%
Visible On 2nd Quartile %	47.9%	41.5%	35.0%	22.8%
Visible On 3rd Quartile %	44.6%	36.8%	30.7%	18.3%
Completion Quality	31.5%	28.2%	26.6%	21.0%
Audible Time (sec)	2.1	3.7	4.9	4.7

# All Buy Types Video Mobile Web Benchmarks

## Global | Q2 2018



Audible %	42.5%	40.4%	40.3%	35.0%
% of Video Ad Length Audible	26.3%	22.6%	19.4%	8.5%
% of Video Ad Length While 50% On-Screen	51.5%	44.9%	37.9%	26.2%
% of Video Ad Length While 50% On-Screen and Audible	26.0%	22.0%	18.8%	11.2%
Passthrough %	69.7%	68.3%	67.0%	76.1%
50% On-Screen Time (sec)	4.1	7.3	9.7	14.4
50% On-Screen %	77.2%	76.6%	73.3%	80.3%
50% On-Screen Time While Audible (sec)	2.0	3.5	4.8	6.2
50% On-Screen While Audible %	39.2%	37.4%	37.3%	38.6%
Screen Real Estate	36.7%	33.2%	34.1%	32.4%
Out of Focus %	1.0%	2.1%	2.9%	2.7%
Hostile IFrame %	15.0%	13.4%	15.0%	11.5%
Moat Video Score	14	15	14	9

### IVT and Traffic Analytics Benchmarks

Duration	Summary	Short Form	15s	30s	Long Form
Valid %	97.8%	98.0%	98.0%	97.6%	97.3%
IVT %	2.2%	2.0%	2.0%	2.4%	2.8%
Automated Browser %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%
Incongruous Browser %	0.1%	0.1%	0.1%	0.1%	< 0.1%
Data Center Traffic %	0.4%	0.4%	0.4%	0.4%	0.5%
Spider %	0.1%	< 0.1%	0.1%	0.1%	< 0.1%
Excessive Activity %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%
Invalid Proxy %	0.1%	0.1%	0.1%	0.1%	0.2%
Hidden Ad %	1.6%	1.4%	1.3%	1.9%	2.2%
Outdated Browser %	4.8%	2.9%	3.5%	5.6%	6.4%
Incentivized Viewing %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%

SUMMARY BENCHMARKS

98.3 % In-View Measurable %	88.1 % On-Screen %	72.8 % 1 Sec Video In-View %	66.4 % 2 Sec Video In-View %	66.4 % Valid and Viewable %
62.1 % 3 Sec Video In-View %	56.7 % 5 Sec Video In-View %	78.4 % Fully On-Screen % (No Time Minimum)	70.5 % 1 Sec Fully On-Screen %	61.3 % 3 Sec Fully On-Screen %
44.9 % Valid, 2 Sec In-View and Reached Completion %	40.2 % Valid and Fully On-Screen for 75% of the Duration %	39.3 % Audible and Fully On-Screen for Half of Duration %	39.7 % Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	35.9 % Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %
38.5 % Audible and 80% On-Screen for Half of Duration (15 sec. cap) %	14.2 s In-View Time	69.6 % % of Video Played In-View	55.9 % Reached Complete %	70.8 % Reached 1st Quartile %
63.9 % Reached 2nd Quartile %	59.3 % Reached 3rd Quartile %	39.8 % Audible On Complete %	45.4 % Audible On 1st Quartile %	42.8 % Audible On 2nd Quartile %
40.9 % Audible On 3rd Quartile %	36.0 % Audible and Visible on Complete %	40.4 % Audible and Visible at 1st Quartile %	38.4 % Audible and Visible at 2nd Quartile %	37.0 % Audible and Visible at 3rd Quartile %
44.2 % Visible On Completion %	55.3 % Visible On 1st Quartile %	50.1 % Visible On 2nd Quartile %	46.7 % Visible On 3rd Quartile %	53.0 % Completion Quality
8.3 s Audible Time	64.2 % Audible %	41.4 % % of Video Ad Length Audible	55.6 % % of Video Ad Length While 50% On-Screen	41.5 % % of Video Ad Length While 50% On-Screen and Audible
80.2 % Passthrough %	11.9 s 50% On-Screen Time	85.7 % 50% On-Screen %	8.3 s 50% On-Screen Time While Audible	62.3 % 50% On-Screen While Audible %
42.5 % Screen Real Estate	1.4 % Out of Focus %	17.8 % Hostile IFrame %	99.1 % Valid %	0.9 % IVT %
< 0.1 % Automated Browser %	0.1 % Incongruous Browser %	0.5 % Data Center Traffic %	< 0.1 % Spider %	< 0.1 % Excessive Activity %
0.1 % Invalid Proxy %	0.3 % Hidden Ad %	4.6 % Outdated Browser %	28 Moat Video Score	

# Direct Video Mobile Web Benchmarks

## Global | Q2 2018

### Ad Duration Benchmarks

Duration	Short Form	15s	30s	Long Form
In-View Measurable %	98.9%	96.8%	98.9%	99.7%
On-Screen %	78.6%	86.7%	89.6%	93.9%
1 Sec Video In-View %	47.5%	70.8%	75.1%	66.8%
2 Sec Video In-View %	37.3%	64.3%	69.3%	57.2%
Valid and Viewable %	37.3%	64.3%	69.3%	57.2%
3 Sec Video In-View %	31.7%	59.9%	65.4%	52.1%
5 Sec Video In-View %	22.0%	54.4%	60.6%	46.1%
Fully On-Screen % (No Time Min.)	65.9%	74.6%	80.2%	87.3%
1 Sec Fully On-Screen %	46.1%	66.8%	74.1%	77.4%
3 Sec Fully On-Screen %	30.9%	57.3%	65.9%	65.6%
Valid, 2 Sec In-View and Reached Completion %	30.4%	47.4%	45.8%	18.6%
Valid and Fully On-Screen for 75% of the Duration %	32.9%	39.4%	41.8%	26.5%
Audible and Fully On-Screen for Half of Duration %	34.6%	42.3%	38.9%	12.0%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	34.7%	42.5%	39.4%	13.2%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %	32.7%	38.6%	35.8%	10.2%
Audible and 80% On-Screen for Half of Duration (15 sec. cap) %	31.9%	39.8%	40.6%	13.3%
In-View Time (sec)	6.0	11.4	15.6	18.7
% of Video Played In-View	86.4%	73.8%	66.2%	42.8%
Reached Complete %	69.8%	59.5%	53.0%	21.0%
Reached 1st Quartile %	78.7%	74.0%	68.9%	37.5%
Reached 2nd Quartile %	74.9%	67.2%	61.8%	29.0%
Reached 3rd Quartile %	72.4%	62.9%	57.0%	24.1%
Audible On Complete %	41.4%	43.7%	38.0%	8.7%
Audible On 1st Quartile %	44.6%	49.7%	44.3%	13.4%
Audible On 2nd Quartile %	43.1%	46.8%	41.6%	11.1%
Audible On 3rd Quartile %	42.2%	45.0%	39.6%	9.6%
Audible and Visible on Complete %	37.0%	39.1%	34.8%	7.5%
Audible and Visible at 1st Quartile %	37.7%	43.9%	39.9%	11.5%
Audible and Visible at 2nd Quartile %	37.5%	41.6%	37.8%	9.6%
Audible and Visible at 3rd Quartile %	37.2%	40.2%	36.1%	8.3%
Visible On Completion %	48.1%	45.8%	42.8%	18.0%
Visible On 1st Quartile %	52.4%	56.4%	55.0%	32.4%
Visible On 2nd Quartile %	50.7%	51.4%	49.5%	25.0%
Visible On 3rd Quartile %	49.5%	48.3%	45.8%	20.6%
Completion Quality	49.7%	55.4%	52.7%	35.9%
Audible Time (sec)	2.9	7.1	9.8	8.0

# Direct Video Mobile Web Benchmarks

## Global | Q2 2018



Audible %	54.1%	59.9%	65.0%	70.6%
% of Video Ad Length Audible	40.7%	44.2%	39.8%	14.7%
% of Video Ad Length While 50% On-Screen	54.5%	56.9%	54.2%	37.7%
% of Video Ad Length While 50% On-Screen and Audible	40.4%	45.2%	39.6%	13.4%
Passthrough %	69.8%	75.8%	82.3%	90.5%
50% On-Screen Time (sec)	3.8	9.2	13.8	18.5
50% On-Screen %	73.5%	83.6%	86.9%	92.0%
50% On-Screen Time While Audible (sec)	2.9	7.2	9.8	7.3
50% On-Screen While Audible %	50.1%	59.1%	62.5%	68.1%
Screen Real Estate	39.3%	42.6%	43.9%	28.3%
Out of Focus %	1.2%	1.8%	1.2%	0.7%
Hostile IFrame %	28.0%	21.3%	15.3%	10.6%
Moat Video Score	23	29	30	11

### IVT and Traffic Analytics Benchmarks

Duration	Summary	Short Form	15s	30s	Long Form
Valid %	99.1%	98.9%	98.9%	99.2%	99.0%
IVT %	0.9%	1.1%	1.1%	0.8%	1.0%
Automated Browser %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%
Incongruous Browser %	0.1%	0.2%	0.1%	0.1%	0.1%
Data Center Traffic %	0.5%	0.7%	0.5%	0.4%	0.9%
Spider %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%
Excessive Activity %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%
Invalid Proxy %	0.1%	0.3%	0.1%	0.1%	< 0.1%
Hidden Ad %	0.3%	0.1%	0.4%	0.2%	0.1%
Outdated Browser %	4.6%	2.5%	3.2%	5.8%	3.6%
Incentivized Viewing %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%

SUMMARY BENCHMARKS

96.5 % In-View Measurable %	74.6 % On-Screen %	65.1 % 1 Sec Video In-View %	58.1 % 2 Sec Video In-View %	58.1 % Valid and Viewable %
52.5 % 3 Sec Video In-View %	47.1 % 5 Sec Video In-View %	63.1 % Fully On-Screen % (No Time Minimum)	53.3 % 1 Sec Fully On-Screen %	40.4 % 3 Sec Fully On-Screen %
31.5 % Valid, 2 Sec In-View and Reached Completion %	19.9 % Valid and Fully On-Screen for 75% of the Duration %	9.1 % Audible and Fully On-Screen for Half of Duration %	9.2 % Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	7.8 % Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %
9.9 % Audible and 80% On-Screen for Half of Duration (15 sec. cap) %	13.3 s In-View Time	64.8 % % of Video Played In-View	47.4 % Reached Complete %	66.4 % Reached 1st Quartile %
58.6 % Reached 2nd Quartile %	52.9 % Reached 3rd Quartile %	13.8 % Audible On Complete %	16.7 % Audible On 1st Quartile %	15.2 % Audible On 2nd Quartile %
14.2 % Audible On 3rd Quartile %	9.8 % Audible and Visible on Complete %	12.7 % Audible and Visible at 1st Quartile %	11.4 % Audible and Visible at 2nd Quartile %	10.5 % Audible and Visible at 3rd Quartile %
23.6 % Visible On Completion %	40.1 % Visible On 1st Quartile %	32.8 % Visible On 2nd Quartile %	28.0 % Visible On 3rd Quartile %	17.1 % Completion Quality
2.9 s Audible Time	32.2 % Audible %	13.0 % % of Video Ad Length Audible	35.0 % % of Video Ad Length While 50% On-Screen	12.5 % % of Video Ad Length While 50% On-Screen and Audible
64.2 % Passthrough %	7.9 s 50% On-Screen Time	72.1 % 50% On-Screen %	2.9 s 50% On-Screen Time While Audible	29.5 % 50% On-Screen While Audible %
30.7 % Screen Real Estate	3.0 % Out of Focus %	12.7 % Hostile IFrame %	97.2 % Valid %	2.8 % IVT %
< 0.1 % Automated Browser %	0.1 % Incongruous Browser %	0.3 % Data Center Traffic %	0.1 % Spider %	< 0.1 % Excessive Activity %
0.1 % Invalid Proxy %	2.1 % Hidden Ad %	4.9 % Outdated Browser %	10 Moat Video Score	



# Programmatic Video Mobile Web Benchmarks

## Global | Q2 2018



### Ad Duration Benchmarks

Duration	Short Form	15s	30s	Long Form
In-View Measurable %	97.6%	97.7%	95.8%	94.8%
On-Screen %	82.8%	76.9%	71.8%	79.9%
1 Sec Video In-View %	69.6%	66.6%	62.6%	70.0%
2 Sec Video In-View %	59.6%	59.0%	56.3%	61.6%
Valid and Viewable %	59.6%	59.0%	56.3%	61.6%
3 Sec Video In-View %	51.9%	53.2%	51.1%	55.0%
5 Sec Video In-View %	43.0%	47.2%	46.2%	49.7%
Fully On-Screen % (No Time Min.)	65.9%	64.6%	60.4%	69.9%
1 Sec Fully On-Screen %	53.7%	54.3%	51.4%	58.1%
3 Sec Fully On-Screen %	39.6%	41.1%	39.1%	41.8%
Valid, 2 Sec In-View and Reached Completion %	41.1%	36.5%	28.9%	18.4%
Valid and Fully On-Screen for 75% of the Duration %	30.3%	23.1%	17.5%	11.6%
Audible and Fully On-Screen for Half of Duration %	13.9%	10.3%	8.3%	5.7%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	13.9%	10.3%	8.5%	6.7%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %	11.8%	9.0%	7.2%	4.2%
Audible and 80% On-Screen for Half of Duration (15 sec. cap) %	14.5%	11.1%	9.1%	7.0%
In-View Time (sec)	6.5	10.9	14.5	20.5
% of Video Played In-View	78.7%	71.7%	63.8%	47.7%
Reached Complete %	56.4%	52.6%	45.4%	27.9%
Reached 1st Quartile %	75.0%	71.2%	64.5%	48.8%
Reached 2nd Quartile %	68.0%	63.6%	56.6%	39.3%
Reached 3rd Quartile %	63.5%	58.0%	50.9%	32.9%
Audible On Complete %	17.4%	14.8%	13.3%	9.4%
Audible On 1st Quartile %	21.3%	17.8%	15.9%	14.7%
Audible On 2nd Quartile %	19.6%	16.3%	14.5%	12.5%
Audible On 3rd Quartile %	18.6%	15.3%	13.5%	10.8%
Audible and Visible on Complete %	13.2%	10.2%	9.3%	6.8%
Audible and Visible at 1st Quartile %	17.1%	13.4%	11.9%	10.9%
Audible and Visible at 2nd Quartile %	15.3%	12.0%	10.7%	9.2%
Audible and Visible at 3rd Quartile %	14.4%	11.0%	9.9%	7.9%
Visible On Completion %	34.6%	27.1%	20.9%	14.2%
Visible On 1st Quartile %	53.4%	44.9%	36.6%	29.6%
Visible On 2nd Quartile %	46.0%	37.3%	29.5%	22.0%
Visible On 3rd Quartile %	41.4%	32.0%	25.0%	17.4%
Completion Quality	19.2%	17.0%	16.8%	15.7%
Audible Time (sec)	1.6	2.4	3.3	4.1

# Programmatic Video Mobile Web Benchmarks

## Global | Q2 2018



Audible %	35.9%	33.4%	32.3%	27.3%
% of Video Ad Length Audible	18.1%	14.8%	12.8%	7.2%
% of Video Ad Length While 50% On-Screen	49.8%	40.6%	32.6%	23.7%
% of Video Ad Length While 50% On-Screen and Audible	17.9%	13.5%	12.0%	10.7%
Passthrough %	69.7%	65.6%	61.4%	71.0%
50% On-Screen Time (sec)	4.2	6.6	8.4	13.5
50% On-Screen %	79.3%	74.0%	68.9%	77.8%
50% On-Screen Time While Audible (sec)	1.5	2.2	3.1	6.0
50% On-Screen While Audible %	33.1%	29.5%	29.1%	32.2%
Screen Real Estate	35.2%	29.8%	30.9%	33.3%
Out of Focus %	1.0%	2.3%	3.6%	3.2%
Hostile IFrame %	6.2%	10.1%	14.8%	11.8%
Moat Video Score	10	11	10	9

### IVT and Traffic Analytics Benchmarks

Duration	Summary	Short Form	15s	30s	Long Form
Valid %	97.2%	97.4%	97.7%	97.0%	96.6%
IVT %	2.8%	2.6%	2.3%	3.0%	3.4%
Automated Browser %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%
Incongruous Browser %	0.1%	< 0.1%	0.1%	0.1%	< 0.1%
Data Center Traffic %	0.3%	0.2%	0.3%	0.3%	0.4%
Spider %	0.1%	< 0.1%	0.1%	0.1%	< 0.1%
Excessive Activity %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%
Invalid Proxy %	0.1%	0.1%	0.1%	0.1%	0.3%
Hidden Ad %	2.1%	2.2%	1.7%	2.4%	2.6%
Outdated Browser %	4.9%	3.1%	3.7%	5.5%	7.4%
Incentivized Viewing %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%

### SUMMARY BENCHMARKS

99.2 % In-View Measurable %	93.0 % On-Screen %	67.0 % 1 Sec Video In-View %	59.9 % 2 Sec Video In-View %	59.9 % Valid and Viewable %
55.4 % 3 Sec Video In-View %	51.4 % 5 Sec Video In-View %	92.8 % Fully On-Screen % (No Time Minimum)	91.2 % 1 Sec Fully On-Screen %	87.4 % 3 Sec Fully On-Screen %
40.4 % Valid, 2 Sec In-View and Reached Completion %	70.2 % Valid and Fully On-Screen for 75% of the Duration %	53.2 % Audible and Fully On-Screen for Half of Duration %	68.3 % Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	60.6 % Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %
65.2 % Audible and 80% On-Screen for Half of Duration (15 sec. cap) %	13.1 s In-View Time	65.2 % % of Video Played In-View	43.9 % Reached Complete %	56.4 % Reached 1st Quartile %
50.3 % Reached 2nd Quartile %	47.5 % Reached 3rd Quartile %	36.9 % Audible On Complete %	43.6 % Audible On 1st Quartile %	41.2 % Audible On 2nd Quartile %
39.7 % Audible On 3rd Quartile %	34.1 % Audible and Visible on Complete %	38.1 % Audible and Visible at 1st Quartile %	37.5 % Audible and Visible at 2nd Quartile %	36.6 % Audible and Visible at 3rd Quartile %
40.0 % Visible On Completion %	49.3 % Visible On 1st Quartile %	45.6 % Visible On 2nd Quartile %	43.6 % Visible On 3rd Quartile %	58.3 % Completion Quality
12.9 s Audible Time	88.0 % Audible %	66.2 % % of Video Ad Length Audible	68.6 % % of Video Ad Length While 50% On-Screen	64.0 % % of Video Ad Length While 50% On-Screen and Audible
91.2 % Passthrough %	13.6 s 50% On-Screen Time	84.0 % 50% On-Screen %	13.8 s 50% On-Screen Time While Audible	84.0 % 50% On-Screen While Audible %
76.8 % Screen Real Estate	5.6 % Out of Focus %	99.6 % Valid %	0.5 % IVT %	< 0.1 % Automated Browser %
< 0.1 % Incongruous Browser %	0.4 % Data Center Traffic %	< 0.1 % Spider %	< 0.1 % Excessive Activity %	0.1 % Invalid Proxy %
< 0.1 % Outdated Browser %	57 Moat Video Score			

# All Buy Types Video Mobile In-App Benchmarks

## Global | Q2 2018

### Ad Duration Benchmarks

Duration	Short Form	15s	30s	Long Form
In-View Measurable %	98.6%	99.2%	99.1%	99.6%
On-Screen %	94.3%	93.4%	92.7%	90.7%
1 Sec Video In-View %	53.1%	61.8%	72.5%	49.4%
2 Sec Video In-View %	43.4%	53.8%	67.0%	40.9%
Valid and Viewable %	43.4%	53.8%	67.0%	40.9%
3 Sec Video In-View %	36.3%	47.3%	65.7%	36.2%
5 Sec Video In-View %	27.2%	42.8%	63.0%	31.7%
Fully On-Screen % (No Time Min.)	93.5%	93.3%	92.6%	90.1%
1 Sec Fully On-Screen %	90.1%	91.2%	91.5%	88.1%
3 Sec Fully On-Screen %	76.5%	86.5%	88.5%	85.1%
Valid, 2 Sec In-View and Reached Completion %	32.2%	34.1%	49.2%	15.9%
Valid and Fully On-Screen for 75% of the Duration %	61.2%	67.1%	73.6%	45.0%
Audible and Fully On-Screen for Half of Duration %	51.9%	43.1%	67.7%	54.0%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	76.7%	64.7%	70.5%	58.8%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %	68.4%	57.6%	63.2%	45.2%
Audible and 80% On-Screen for Half of Duration (15 sec. cap) %	64.4%	59.3%	69.3%	43.7%
In-View Time (sec)	5.4	9.3	16.1	18.2
% of Video Played In-View	69.7%	65.2%	71.8%	29.3%
Reached Complete %	35.6%	37.0%	53.5%	18.7%
Reached 1st Quartile %	46.8%	50.8%	64.8%	29.6%
Reached 2nd Quartile %	40.4%	43.4%	59.9%	24.4%
Reached 3rd Quartile %	37.6%	40.2%	57.2%	22.0%
Audible On Complete %	31.5%	29.5%	45.9%	15.1%
Audible On 1st Quartile %	37.2%	35.9%	52.9%	20.9%
Audible On 2nd Quartile %	34.5%	33.1%	50.8%	18.8%
Audible On 3rd Quartile %	33.0%	31.7%	49.2%	17.8%
Audible and Visible on Complete %	30.3%	27.5%	42.0%	13.5%
Audible and Visible at 1st Quartile %	24.5%	31.9%	47.0%	18.7%
Audible and Visible at 2nd Quartile %	27.9%	30.5%	46.4%	16.9%
Audible and Visible at 3rd Quartile %	29.6%	29.5%	45.3%	16.0%
Visible On Completion %	34.2%	33.9%	48.3%	16.0%
Visible On 1st Quartile %	33.1%	45.0%	57.1%	25.8%
Visible On 2nd Quartile %	33.2%	39.6%	54.3%	21.4%
Visible On 3rd Quartile %	34.0%	37.2%	52.2%	19.4%
Completion Quality	55.0%	51.5%	65.4%	53.6%
Audible Time (sec)	2.8	10.5	16.5	21.6

# All Buy Types Video Mobile In-App Benchmarks

## Global | Q2 2018



Audible %	88.1%	85.0%	89.8%	90.6%
% of Video Ad Length Audible	64.0%	63.0%	69.5%	44.3%
% of Video Ad Length While 50% On-Screen	81.7%	69.7%	70.4%	29.0%
% of Video Ad Length While 50% On-Screen and Audible	75.0%	62.4%	66.9%	33.3%
Passthrough %	91.2%	90.7%	92.1%	92.2%
50% On-Screen Time (sec)	3.3	11.7	16.9	17.0
50% On-Screen %	77.5%	79.2%	91.9%	92.4%
50% On-Screen Time While Audible (sec)	5.8	10.5	16.0	19.5
50% On-Screen While Audible %	87.9%	81.8%	85.1%	84.4%
Screen Real Estate	86.0%	67.7%	79.1%	61.5%
Out of Focus %	5.3%	5.1%	6.0%	6.9%
Moat Video Score	30	56	67	44

### IVT and Traffic Analytics Benchmarks

Duration	Summary	Short Form	15s	30s	Long Form
Valid %	99.6%	99.7%	99.6%	99.6%	99.5%
IVT %	0.5%	0.5%	0.4%	0.4%	0.5%
Automated Browser %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%
Incongruous Browser %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%
Data Center Traffic %	0.4%	0.4%	0.4%	0.3%	0.3%
Spider %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%
Excessive Activity %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%
Invalid Proxy %	0.1%	< 0.1%	< 0.1%	< 0.1%	0.2%
Outdated Browser %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%
Incentivized Viewing %	< 0.1%	< 0.1%	< 0.1%	< 0.1%	< 0.1%

### Moat Metrics

#### In-View Measurable Rate

The percentage of impressions where viewability-related metrics were measured. It is calculated as the number of In-View Measurable Impressions divided by the number of Impressions Analyzed.

#### 1 Sec Video In-View Rate

The percentage of measurable impressions where the ad played for at least one continuous second with at least 50% of the player visible on-screen and the page in-focus.

#### Valid and Viewable Rate

The percentage of valid impressions that were viewable under the MRC standard (50% of pixels in-view for at least 2 continuous seconds).

#### 5 Sec Video In-View Rate

The percentage of measurable impressions where the ad played for at least five cumulative seconds with at least 50% of the player visible on-screen and the page in-focus.

#### 1 Sec Fully On-Screen Rate

Percentage of impressions where the ad surface was 100% on-screen for at least one second continuously.

#### Valid, 2 Sec In-View and Reached Completion Rate

The percentage of valid impressions where the ad reached completion after playing for at least two continuous seconds with at least 50% of the player visible on-screen on an in-focus view.

#### Audible and Fully On-Screen for Half of Duration Rate

The percentage of measurable impressions where the ad, for at least half the time, was audible while the ad surface was 100% on-screen. For players 300,000 square pixels or more, only 80% of pixels are required to be on-screen.

#### Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion Rate

The percentage of valid impressions where the ad, for at least half the time (15 sec. cap), was audible while the ad surface was 100% on-screen and was completed. For players 300,000 square pixels or more, only 80% of pixels are required to be on-screen.

#### In-View Time

The average time in seconds that the ad was visible for users who met the requirement for a 2 Sec In-View Impression.

#### Reached Complete Rate

The percentage of measurable impressions where the ad played to completion (regardless of viewability).

#### Reached 2nd Quartile Rate

The percentage of measurable impressions where the ad reached the second quartile (regardless of viewability).

#### Audible On Complete Rate

The percentage of measurable impressions where the ad played to completion and was audible.

#### Audible On 2nd Quartile Rate

The percentage of measurable impressions where the ad reached the second quartile and was audible.

#### On-Screen Rate

The percentage of impressions where at least one pixel of the ad was in-view with focus.

#### 2 Sec Video In-View Rate

The percentage of measurable impressions where the ad played for at least two continuous seconds with at least 50% of the player visible on-screen and the page in-focus.

#### 3 Sec Video In-View Rate

The percentage of impressions where the ad played for at least three cumulative seconds with at least 50% of the player visible on-screen and the page in-focus.

#### Fully On-Screen Rate (No Time Minimum)

Percentage of impressions where the ad surface was 100% on-screen for any period of time.

#### 3 Sec Fully On-Screen Rate

The percentage of impressions where the ad surface was 100% on-screen for at least three cumulative seconds.

#### Valid and Fully On-Screen for 75% of the Duration Rate

The percentage of valid impressions where the ad surface was 100% on-screen for at least 75% of the time.

#### Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) Rate

The percentage of valid impressions where the ad was audible while the ad surface was 100% on-screen for at least half the time (15 second cap). For players 300,000 square pixels or more, only 80% of pixels are required to be on-screen.

#### Audible and 80% On-Screen for Half of Duration (15 sec. cap) Rate

The percentage of impressions where the ad was audible while the ad surface was at least 80% on-screen for at least half the time (15 second cap).

#### % of Video Played In-View

The average percentage of the video that users watched.

#### Reached 1st Quartile Rate

The percentage of measurable impressions where the ad reached the first quartile (regardless of viewability).

#### Reached 3rd Quartile Rate

The percentage of measurable impressions where the ad reached the third quartile (regardless of viewability).

#### Audible On 1st Quartile Rate

The percentage of measurable impressions where the ad reached the first quartile and was audible.

#### Audible On 3rd Quartile Rate

The percentage of measurable impressions where the ad reached the third quartile and was audible.

### **Audible and Visible on Complete Rate**

The percentage of measurable impressions where at least 50% of the pixels of the ad were visible on-screen when the video reached completion and was audible.

### **Audible and Visible at 2nd Quartile Rate**

The percentage of measurable impressions where at least 50% of the pixels of the ad were visible on-screen when the video reached the second quartile and was audible.

### **Visible On Completion Rate**

The percentage of measurable impressions where at least 50% of the pixels of the ad were visible on-screen when the video reached completion.

### **Visible On 2nd Quartile Rate**

The percentage of measurable impressions where at least 50% of the pixels of the ad were visible on-screen when the video reached the second quartile.

### **Completion Quality**

The percentage of video completions that were audible and visible. It is calculated as Audible and Visible on Complete Rate divided by Reached Complete Rate.

### **Audible Rate**

The percentage of impressions where the video was audible for any period of time.

### **% of Video Ad Length While 50% On-Screen**

The average percentage of video played with at least 50% of the video on-screen.

### **Passthrough Rate**

The percentage of impressions in which the ad unit passed entirely through the viewport.

### **50% On-Screen Rate**

The percentage of impressions where the ad surface was at least 50% on-screen for any period of time. For ads that are 242,500 square pixels or more, the ad only needs to have 30% of its area on-screen.

### **50% On-Screen While Audible Rate**

The percentage of impressions where the ad surface was at least 50% on-screen and audible for any period of time.

### **Out of Focus Rate**

Percentage of impressions where the tab containing the ad was never brought into foreground.

### **Moat Video Score**

A video ad score ranging from 0-100 to benchmark the sight, sound and motion aspects of video. The score is based on the averaged percentage of the video that was audible and/or visible, amplified by the screen real estate. It is intended to assess the quality of different video ad exposures on desktop and mobile devices.

### **Audible and Visible at 1st Quartile Rate**

The percentage of measurable impressions where at least 50% of the pixels of the ad were visible on-screen when the video reached the first quartile and was audible.

### **Audible and Visible at 3rd Quartile Rate**

The percentage of measurable impressions where at least 50% of the pixels of the ad were visible on-screen when the video reached the third quartile and was audible.

### **Visible On 1st Quartile Rate**

The percentage of measurable impressions where at least 50% of the pixels of the ad were visible on-screen when the video reached the first quartile.

### **Visible On 3rd Quartile Rate**

The percentage of measurable impressions where at least 50% of the pixels of the ad were visible on-screen when the video reached the third quartile.

### **Audible Time**

The average length of time where the video was audible.

### **% of Video Ad Length Audible**

The percentage of the video length where the video was audible.

### **% of Video Ad Length While 50% On-Screen and Audible**

The average percentage of video played with at least 50% of the video on-screen and audible.

### **50% On-Screen Time**

The average length of time that at least 50% of an ad has been on-screen.

### **50% On-Screen Time While Audible**

The average length of time that at least 50% of an ad has been on-screen and audible.

### **Screen Real Estate**

The average percentage of pixels that the ad fills on the user's screen. This is calculated by taking the ratio of ad pixels to device screen pixels for all measurable impressions.

### **Hostile IFrame Rate**

The percentage of impressions where the Moat tag was loaded in a hostile iframe.

### IVT and Traffic Analytics Benchmarks

#### Valid Rate

The percentage of total unfiltered impressions that were determined to be delivered to a valid endpoint.

#### Automated Browser Rate

The percentage of unfiltered impressions that were determined to originate from an automated browser. These impressions count toward the overall IVT Rate and are classified as Sophisticated Invalid Traffic.

#### Data Center Traffic Rate

The percentage of unfiltered impressions that were determined to originate from a data center. These impressions count toward the overall IVT Rate and are classified as General Invalid Traffic.

#### Excessive Activity Rate

The percentage of unfiltered impressions that were determined to be delivered to users with invalid levels of activity. These impressions count toward the overall IVT Rate and are classified as General Invalid Traffic.

#### Hidden Ad Rate

The percentage of unfiltered impressions where the ad was hidden from the user's view for the entire duration of the impression. These impressions count toward the overall IVT Rate and are classified as Sophisticated Invalid Traffic.

#### Incentivized Viewing Rate

The percentage of unfiltered impressions due to referrals from domains offering incentivized viewing services.

#### IVT Rate

The percentage of unfiltered impressions that were determined to be delivered to an invalid endpoint. This includes General IVT (Spiders, Excessive Activity, and/or Data Center Traffic categories) and Sophisticated IVT (Invalid Proxy, Automated Browser, Incongruous Browser, Invalid Source, Hidden Ad, and/or Session Hijacked Traffic categories).

#### Incongruous Browser Rate

The percentage of unfiltered impressions that were determined to originate from a browser with an incongruous feature set. These impressions count toward the overall IVT Rate and are classified as Sophisticated Invalid Traffic.

#### Spider Rate

The percentage of unfiltered impressions that were determined to originate from known spiders according to the IAB/ABC International Spiders & Bots List. These impressions count toward the overall IVT Rate and are classified as General Invalid Traffic.

#### Invalid Proxy Rate

The percentage of unfiltered impressions that were determined to use a proxy, excluding corporate proxies. These impressions count toward the overall IVT Rate and are classified as Sophisticated Invalid Traffic.

#### Outdated Browser Rate

The percentage of total unfiltered impressions that were determined to originate from an old browser version for browsers with automatic updates.

As of Q4 2016, Moat has updated how data is weighted in benchmark calculations.

For more information, you can reach out to your account team.