So what happens to the ads that are not viewable? Here’s why ads don’t meet the viewability criteria.

**Device Matters**

Video ads are significantly more viewable on mobile and tablet devices than on desktop.

**Why Ads Aren’t Viewable**

- 76% of non-viewable ads were scrolled off-screen or abandoned in fewer than two seconds.
- 24% of non-viewable ads were never on screen. They were in a background tab or not on the screen at all.

**Vertical Position:**

- Top of page is the most viewable
- Centered is the most viewable

**Horizontal Position:**

- Most popular ad size by volume

**Video Viewability Rate:**

Percentage of viewable impressions out of the total number of viewable plus non-viewable impressions.

**WHAT COUNTS AS VIEWABLE?**

A video ad is viewable when at least 50% of the ad’s pixels are visible on a screen for at least two consecutive seconds, as defined by the Media Rating Council (MRC), in conjunction with the Interactive Advertising Bureau (IAB).

**State of Video Ad Viewability**

Video ads are significantly more viewable on mobile and tablet devices than on desktop.

**FACTORS OF VIEWABILITY**

Similar to what’s happening in display advertising, there’s a shift underway from served to viewable impressions for video ads. By transacting only on videos that are viewable, advertisers can ensure that their ads are seen, and as a result, they can enhance their return on investment (ROI). This helps advertisers understand the current state of video ad viewability. From the perspective of both buyers and sellers of video advertising, understanding viewability matters. With Google’s technology and platform, advertisers can determine video viewability.

**Viewable Ads vs. Impression Ads**

- Viewable Ads:
  - 54% of non-viewable ads were scrolled off-screen or abandoned in fewer than two seconds.
  - 24% of non-viewable ads were never on screen.
- Impression Ads:
  - 91% of non-viewable ads were never on screen.

**Average Viewability**

Video ads have an average viewability of 54% across the web.

**Video Ad Viewability Across the Web**

<table>
<thead>
<tr>
<th>Device</th>
<th>Viewable Ads</th>
<th>Impression Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>54%</td>
<td>91%</td>
</tr>
<tr>
<td>Mobile</td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td>Tablet</td>
<td>74%</td>
<td></td>
</tr>
</tbody>
</table>

**Player Size Matters**

- Amongst the most popular video ad player sizes by volume, larger players have a higher viewability rate.

**Location, Location, Location**

Page position correlates to higher viewability. The more prominent the position, the more viewable.

**Video Ad Viewability Across the Web**

- Web only: 53%
- Desktop: 83%
- Mobile: 81%
- Tablet: 89%

*Does not include YouTube