Why viewability?

The facts

An ad is viewable when it has the opportunity to be seen.

According to the Media Rating Council (MRC), a mobile impression is considered viewable when 50% of the ad pixels are on screen for a minimum of 1 second (2 seconds for video ads).

As a mobile publisher, viewability measurement matters.

The budgets are real.

As digital budgets continue to shift to mobile, viewability measurement is becoming a requirement for many marketers and agencies. Mobile app publishers who don't offer verified third-party viewability measurement may miss out on ad budgets for which this measurement is a prerequisite — especially from brands.

The time is now.

Because in-app viewability measurement is still fairly new, mobile app publishers who act now have a chance to position themselves as leaders and show advertisers the potential value of their inventory by implementing viewability measurement.

> **"To me as a buyer, the ability to measure viewability is the key to unlocking greater budgets, and I know others in my position feel the same."**
>
> – Alex Newman, MD of Mobile, Omnicom EMEA

Knowledge is power.

Take control of your inventory: the ability to see viewability data can inform your product plans and help you optimize for the best-performing inventory.

Turnkey solutions are available.

MoPub's viewability solution bundles the SDKs of two leading viewability measurement vendors — Integral Ad Science and Moat — into the MoPub SDK. This provides a single, turnkey solution for publishers that enables viewability measurement across MoPub Marketplace, MoPub's leading in-app exchange.

Considerations for supporting viewability

Partner with industry leaders
Meet the needs of buyers.

Transparency: do what's right
Drive increased value for your inventory.

Align with market standards
Meet marketers' call for agnostic measurement.

All key ad formats
To maximize value, measure across all key ad formats in your app.