

MOAT

and

The Washington Post

THE WALL STREET JOURNAL

TIME

The New York Times

Newsweek
IBT.

NATIONAL
GEOGRAPHIC

FORTUNE

Forbes

The
Economist

Bloomberg
Media

World Media Group
wmg
www.world-media-group.com

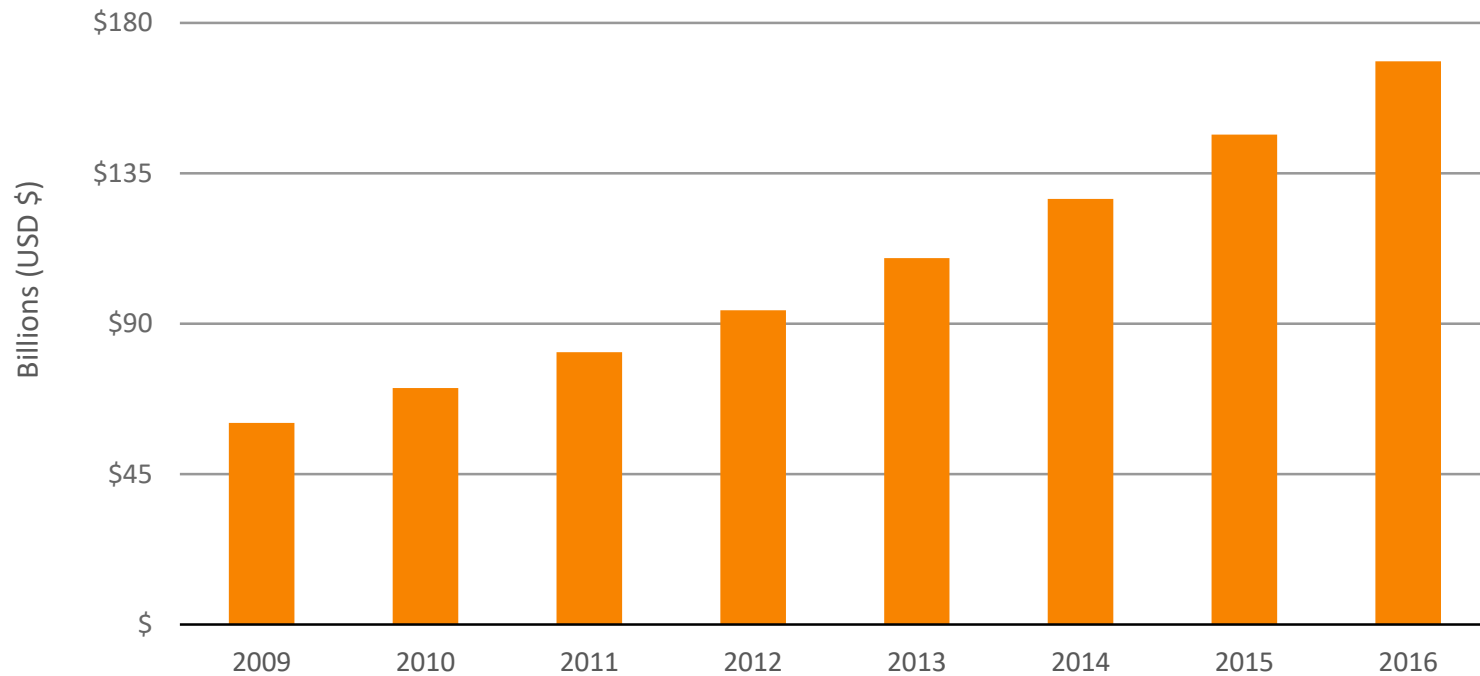
10 March 2017

To make **brand advertising** more
effective online

67% of worldwide ad spend is branding

25% of digital is branding

Global Digital Advertising Spend



It begins with **viewability**

Viewability Drives Brand Lift

Awareness

+44%

Recall

+104%

Perception

+66%

Intent

+80%

“

We have proven that buying viewable ads increases sales”

Director of Insights and Analytics, Kellogg's

Kellogg's

Display:

50% for 1 continuous second.



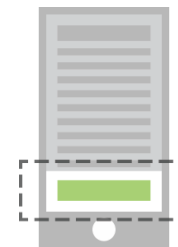
Video:

50% for 2 continuous seconds.



Mobile Web:

Same as desktop.



Attention
is the key to branding

goldfish have more attention



➤ **ATTENTION**
IS THE CURRENCY



World Media Group: Alliance of the world's leading media brands

Moat created WMIG benchmarks

WMG Inventory:

Represents overall performance across all
WMG membership inventory in Q3

Desktop

World Media Group desktop
display inventory has
higher viewability rates

53.5%

Global

Desktop Display
MRC Viewable
Benchmark

Definition: 50% for 1 second

62.6%

WMG

Desktop Display
MRC Viewable
Benchmark

Definition: 50% for 1 second

53.5%

Global

Desktop Display
MRC Viewable
Benchmark

Definition: 50% for 1 second

62.6%

WMG

Desktop Display
MRC Viewable
Benchmark

Definition: 50% for 1 second

+17%



Lift

World Media Group desktop
display inventory is viewable
for more time

25.7s

Global

Desktop Display
MRC In-View Time
Benchmark

Definition: 50% for 1 second

30.7s

WMG

Desktop Display
MRC In-View Time
Benchmark

Definition: 50% for 1 second

25.7s

Global

Desktop Display
MRC In-View Time
Benchmark

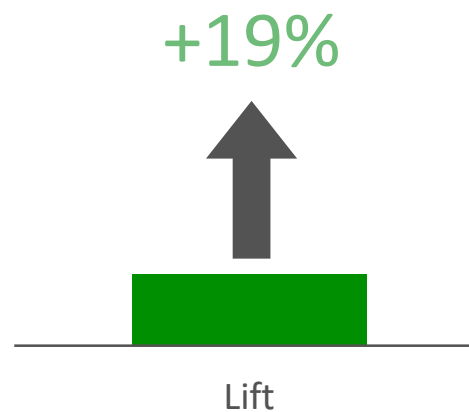
Definition: 50% for 1 second

30.7s

WMG

Desktop Display
MRC In-View Time
Benchmark

Definition: 50% for 1 second



World Media Group desktop
display inventory gets
more interactions

2.8%

Global

Desktop Display
Universal Interaction Rate
Benchmark

3.2%

WMG

Desktop Display
Universal Interaction Rate
Benchmark

2.8%

Global

Desktop Display
Universal Interaction Rate
Benchmark

3.2%

WMG

Desktop Display
Universal Interaction Rate
Benchmark

+14%



Lift

9.1s

Global

Desktop Display
Universal Interaction Time
Benchmark

11.5s

WMG

Desktop Display
Universal Interaction Time
Benchmark

9.1s

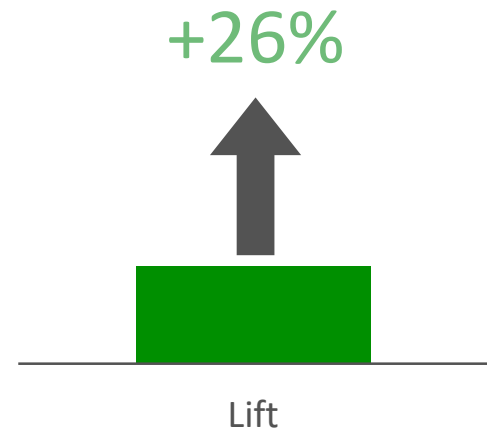
Global

Desktop Display
Universal Interaction Time
Benchmark

11.5s

WMG

Desktop Display
Universal Interaction Time
Benchmark



Mobile Web

World Media Group Mobile Web
display inventory has
higher viewability rates

42.6%

Global

Mobile Web Display
MRC Viewable
Benchmark

Definition: 50% for 1 second

59.7%

WMG

Mobile Web Display
MRC Viewable
Benchmark

Definition: 50% for 1 second

42.6%

Global

Mobile Web Display
MRC Viewable
Benchmark

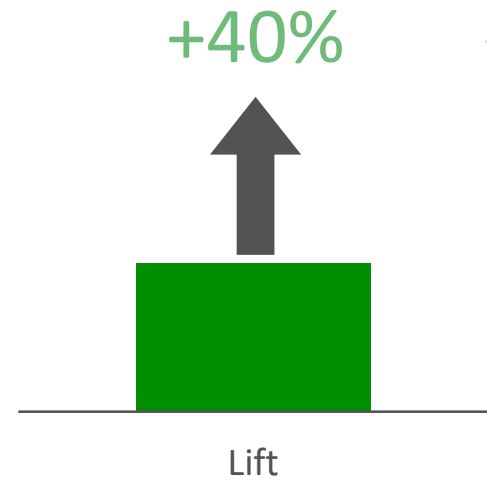
Definition: 50% for 1 second

59.7%

WMG

Mobile Web Display
MRC Viewable
Benchmark

Definition: 50% for 1 second



World Media Group Mobile Web
display inventory is viewable
for more time

16.5s

Global

Desktop Mobile Web
MRC In-View Time
Benchmark

Definition: 50% for 1 second

18.5s

WMG

Desktop Mobile Web
MRC In-View Time
Benchmark

Definition: 50% for 1 second

16.5s

Global

Mobile Display
MRC In-View Time
Benchmark

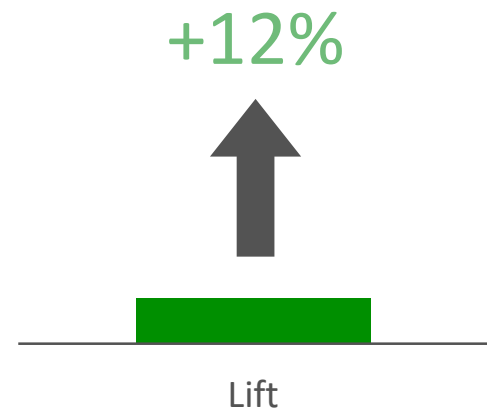
Definition: 50% for 1 second

18.5s

WMG

Mobile Display
MRC In-View Time
Benchmark

Definition: 50% for 1 second



World Media Group Mobile Web
display inventory gets
more interactions

9.4%

Global

Mobile Web Display
Universal Touch Rate
Benchmark

13.4%

WMG

Mobile Web Display
Universal Touch Rate
Benchmark

9.4%

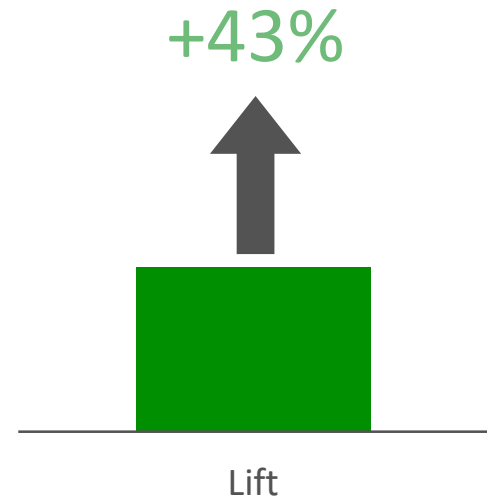
Global

Mobile Web Display
Universal Touch Rate
Benchmark

13.4%

WMG

Mobile Web Display
Universal Touch Rate
Benchmark



Video

World Media Group desktop
video inventory has
higher viewability rates

57.2%

Global

Desktop Video
MRC Viewable
Benchmark

Definition: 50% for 2 seconds

69.0%

WMG

Desktop Video
MRC Viewable
Benchmark

Definition: 50% for 2 seconds

57.2%

Global

Desktop Video
MRC Viewable
Benchmark

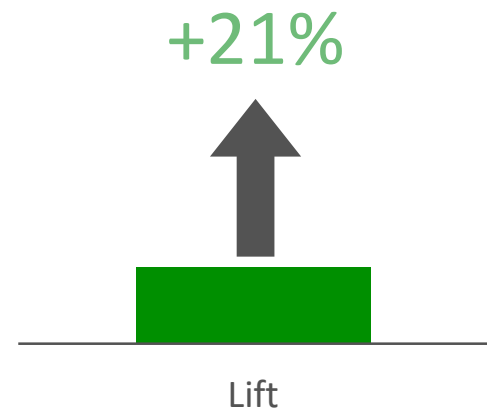
Definition: 50% for 2 seconds

69.0%

WMG

Desktop Video
MRC Viewable
Benchmark

Definition: 50% for 2 seconds



22.9%

Global

Desktop Video
Agency Viewable
Benchmark

Definition: 100% half duration
(15 sec. cap) w/ audio and human

43.9%

WMG

Desktop Video
Agency Viewable
Benchmark

Definition: 100% half duration
(15 sec. cap) w/ audio and human

22.9%

Global

Desktop Video
Agency Viewable
Benchmark

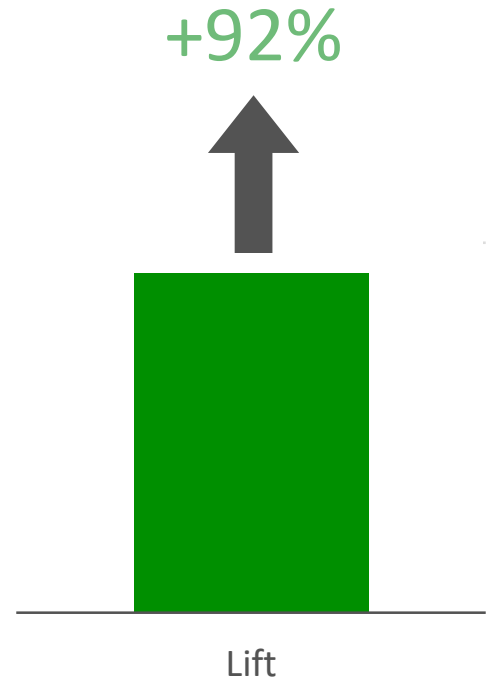
Definition: 100% half duration
(15 sec. cap) w/ audio and human

43.9%

WMG

Desktop Video
Agency Viewable
Benchmark

Definition: 100% half duration
(15 sec. cap) w/ audio and human



World Media Group video
inventory gets
similar completion rates

67.5%

Global

Desktop Video
Completion Rate
Benchmark

74.7%

WMG

Desktop Video
Completion Rate
Benchmark

67.5%

Global

Desktop Video
Completion Rate
Benchmark

74.7%

WMG

Desktop Video
Completion Rate
Benchmark

+11%



Lift

Is **audible** and **visible** on
complete more often

22.5%

Global

Desktop Video
AVOC Rate
Benchmark

Definition: 50% for 2 seconds

41.9%

WMG

Desktop Video
AVOC Rate
Benchmark

Definition: 50% for 2 seconds

22.5%

Global

Desktop Video
AVOC Rate
Benchmark

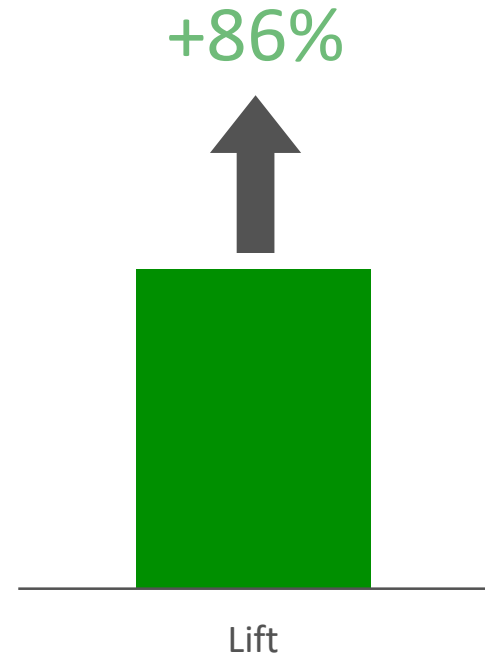
Definition: 50% for 2 seconds

41.9%

WMG

Desktop Video
AVOC Rate
Benchmark

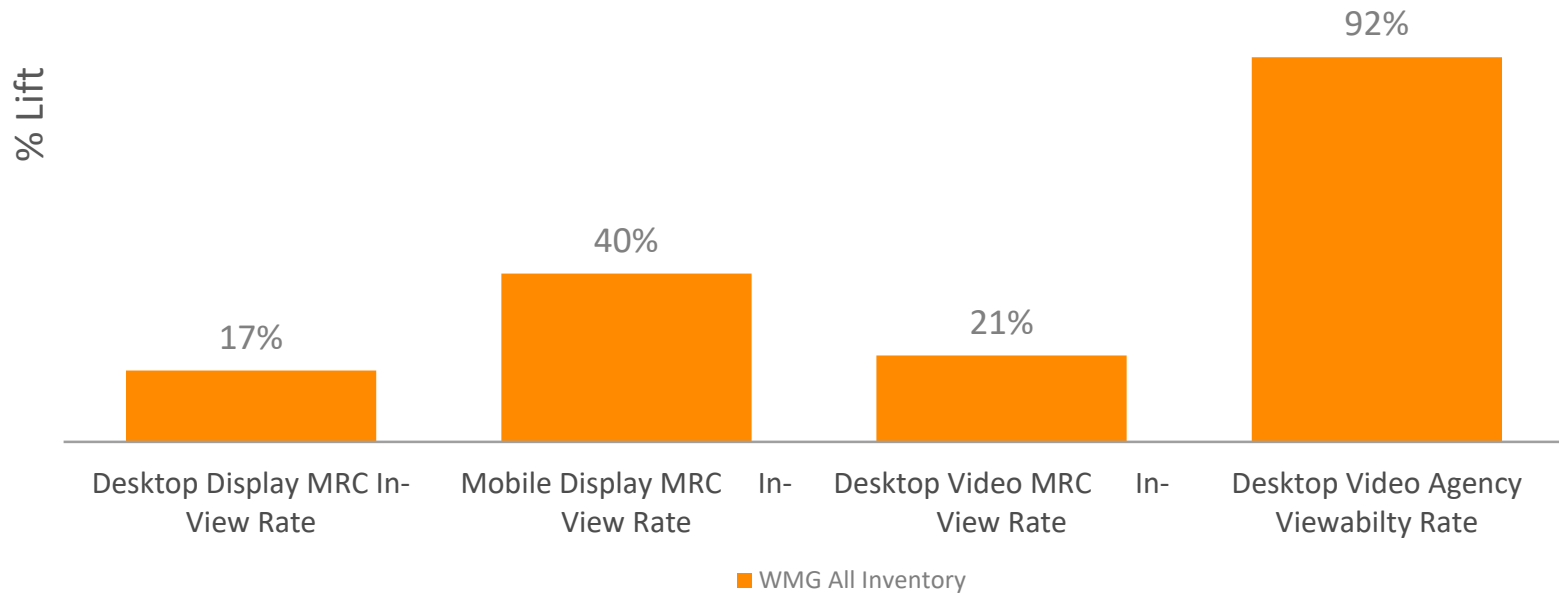
Definition: 50% for 2 seconds



Findings:

1. Higher Viewability

Relative Lift Over Global Viewability Benchmarks

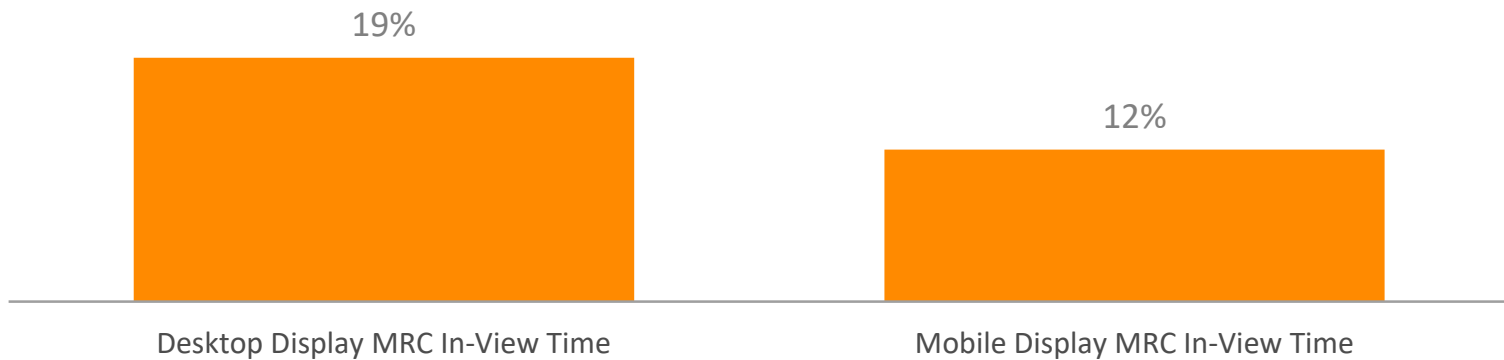


2. More Time In-View

Relative Lift Over Global In-View Time Benchmarks

WMG All Inventory

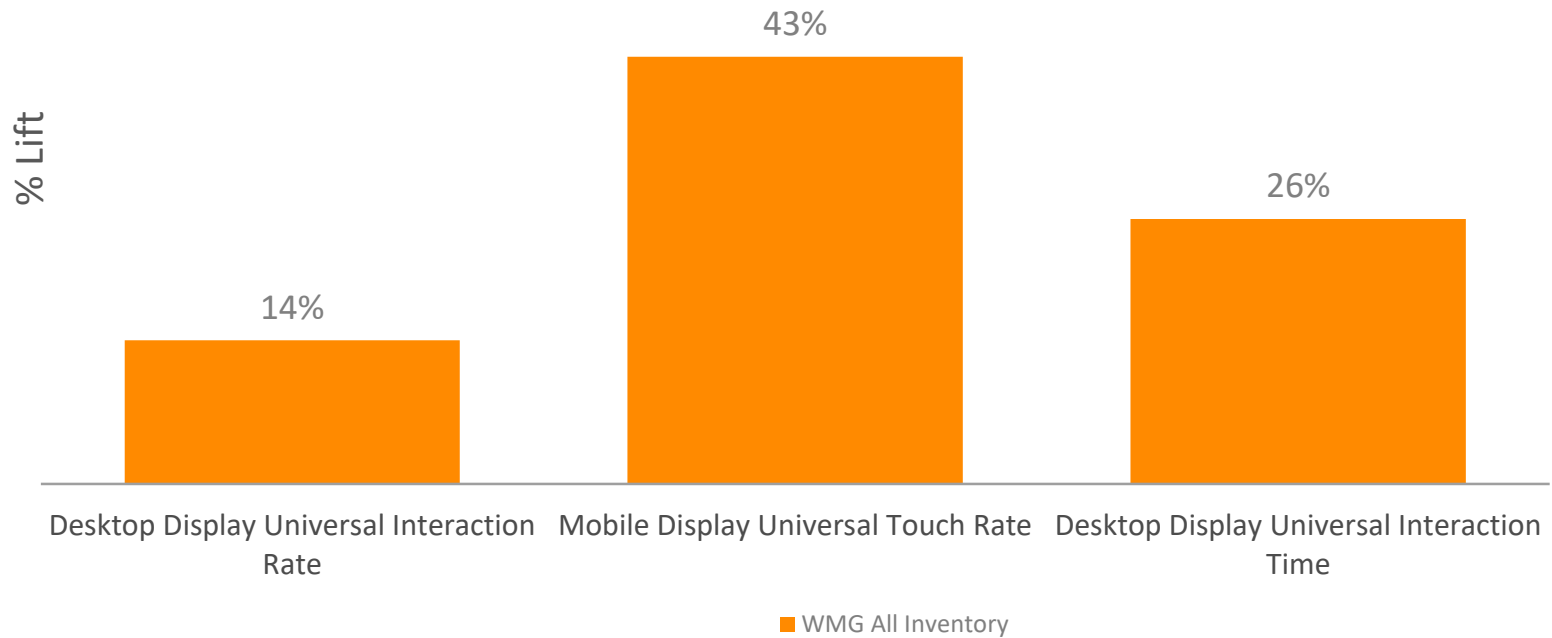
% Lift



■ WMG All Inventory

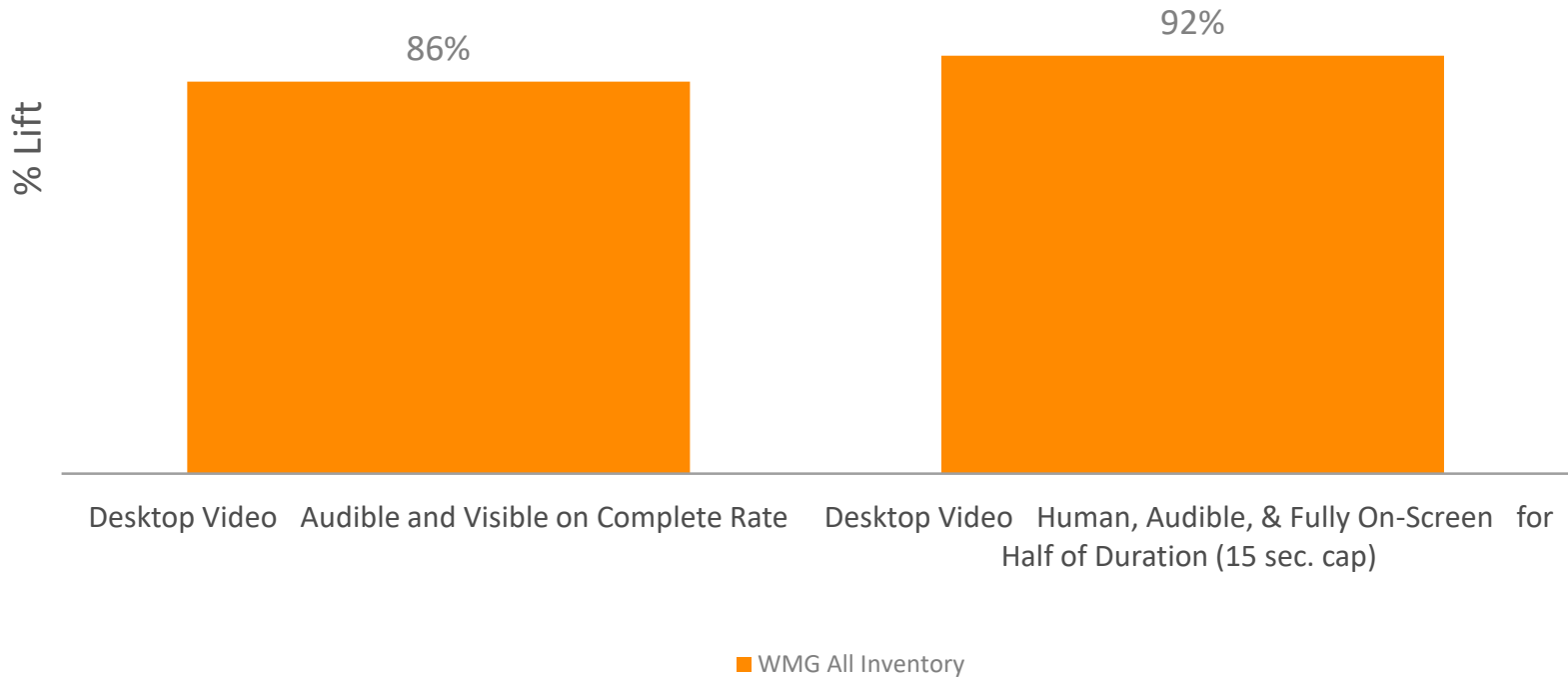
3. More Interactions

Relative Lift Over Global Interaction Benchmarks



4. More Attention on Video

Relative Lift Over Global Audible and Visible on Complete Benchmarks



MOAT