



Digital Video Benchmarks — Key Quarterly Metrics, Q1 2016 through Q1 2022

All Advertisers

% TOTAL IMPRESSIONS SERVED

Quarterly	Media Type/Purchase Method		Ad Length				Device Type						Video Completion				Video Completion by Length		GIVT Filtered		
	Premium Pubs.	Media Aggregators	:01 - :14	:15	:30	:31 +	CTV	VOD*	Desktop	Mobile*	Mobile Web*	Mobile In-App*	Tablet*	Unclass.	Average	Media Agg.	Premium Pubs.	CTV	:15	:30	Average
Q1 2016	67%	33%	0%	63%	33%	4%	14%		38%		26%		22%	0%	65%	65%	65%	88%	63%	71%	11.2%
Q2 2016	74%	26%	0%	56%	42%	2%	14%		35%		26%		25%	0%	61%	63%	58%	83%	51%	71%	7.9%
Q3 2016	72%	28%	1%	56%	38%	5%	14%		35%		26%		25%	0%	67%	65%	68%	89%	66%	72%	8.7%
Q4 2016	70%	30%	2%	57%	37%	4%	13%		32%		31%		24%	0%	65%	64%	65%	90%	60%	72%	8.9%
Q1 2017	78%	22%	0%	53%	46%	1%	21%		41%		17%		21%	0%	73%	65%	75%	94%	69%	77%	5.5%
Q2 2017	69%	31%	3%	60%	36%	1%	18%		35%		33%		14%	0%	73%	60%	79%	94%	74%	77%	5.3%
Q3 2017	70%	30%	5%	67%	27%	1%	14%		31%		39%		14%	2%	68%	63%	70%	94%	71%	73%	7.4%
Q4 2017	68%	32%	6%	63%	28%	3%	15%		28%		39%		13%	5%	68%	63%	70%	94%	74%	72%	5.9%
Q1 2018	71%	29%	3%	48%	46%	3%	31%		24%		33%		11%	1%	81%	69%	86%	95%	80%	86%	3.7%
Q2 2018	63%	37%	1%	44%	54%	1%	38%		23%		30%		9%	0%	83%	67%	92%	94%	79%	86%	5.1%
Q3 2018	64%	36%	2%	41%	55%	2%	38%		21%		31%		9%	1%	82%	68%	90%	95%	80%	84%	3.8%
Q4 2018	74%	26%	1%	36%	58%	5%	44%		18%		26%		6%	6%	87%	73%	91%	95%	83%	89%	3.5%
Q1 2019	82%	18%	1%	28%	69%	2%	49%		17%		25%		7%	2%	89%	75%	93%	97%	86%	91%	1.5%
Q2 2019	83%	17%	1%	33%	64%	2%	50%		16%		25%		6%	3%	89%	80%	90%	95%	87%	90%	0.7%
Q3 2019	80%	20%	1%	32%	66%	1%	51%		15%		26%		5%	3%	89%	81%	91%	96%	87%	89%	1.3%
Q4 2019	81%	19%	1%	30%	69%	0%	47%		16%		29%		4%	4%	88%	82%	90%	97%	89%	88%	1.0%
Q1 2020	78%	22%	0%	22%	77%	1%	37%		23%		33%		5%	2%	85%	75%	88%	97%	88%	84%	0.9%
Q2 2020	65%	35%	0%	20%	79%	1%	40%		20%	N/A	12%	26%	N/A	2%	84%	69%	92%	98%	86%	83%	1.0%
Q3 2020	53%	47%	0%	19%	81%	0%	39%		20%	N/A	13%	26%	N/A	1%	84%	67%	92%	98%	85%	79%	2.7%
Q4 2020	48%	52%	1%	20%	79%	0%	35%	1%	23%	N/A	16%	24%	N/A	1%	80%	70%	91%	97%	85%	79%	1.6%
Q1 2021	54%	46%	0%	12%	88%	0%	41%	0%	22%	N/A	14%	22%	N/A	1%	81%	68%	93%	97%	87%	80%	2.1%
Q2 2021	49%	51%	0%	13%	87%	0%	35%	0%	22%	N/A	16%	23%	N/A	4%	78%	64%	94%	96%	87%	77%	3.7%
Q3 2021	47%	53%	0%	11%	88%	0%	35%	0%	21%	N/A	17%	25%	N/A	2%	79%	66%	94%	98%	87%	78%	3.3%
Q4 2021	42%	58%	0%	13%	86%	0%	31%	0%	22%	N/A	19%	26%	N/A	2%	76%	63%	94%	98%	84%	75%	2.9%
Q1 2022	49%	51%	0%	9%	91%	0%	38%	0%	19%	N/A	15%	26%	N/A	2%	79%	64%	95%	98%	82%	79%	3.7%

\*As of Q4 2020, VOD impressions are reported separately from CTV.

\*As of Q2 2020, impressions served to Mobile Web and Mobile In-App are reported separately and include Tablet impressions.

\*As of Q2 2020, Mobile Web includes both Mobile and Tablet impressions.

\*As of Q2 2020, Mobile In-App includes Mobile and Tablet impressions.

\*As of Q2 2020, impressions served to Tablets are included in the Mobile Web or Mobile In-App category.

Annual	Media Type/Purchase Method		Ad Length				Device Type						Video Completion				Video Completion by Length		GIVT Filtered		
	Premium Pubs.	Media Aggregators	:01 - :14	:15	:30	:31 +	CTV	VOD*	Desktop	Mobile	Mobile Web*	Mobile In-App*	Tablet*	Unclass.	Average	Media Agg.	Premium Pubs.	CTV	:15	:30	Average
2015	63%	37%	0%	51%	41%	4%	10%		52%		25%		13%	0%	67%	68%	67%	86%	69%	69%	13.1%
2016	71%	29%	1%	58%	38%	3%	14%		35%		27%		24%	0%	65%	64%	64%	88%	60%	71%	9.0%
2017	71%	29%	4%	62%	33%	1%	16%		32%		34%		15%	3%	70%	62%	73%	94%	72%	75%	6.2%
2018	68%	32%	2%	42%	54%	2%	38%		21%		30%		8%	3%	83%	69%	90%	95%	80%	86%	4.0%
2019	81%	19%	1%	31%	67%	1%	49%		16%		27%		5%	3%	89%	80%	91%	96%	88%	89%	1.1%
2020	58%	42%	0%	21%	79%	0%	38%	*0%	22%	N/A	18%	21%	*0%	1%	80%	69%	88%	95%	81%	80%	1.7%
2021	47%	53%	0%	12%	87%	0%	35%	0%	22%	N/A	17%	24%	*0%	2%	78%	65%	94%	97%	86%	77%	3.0%

\*Reflects only Q4 2020, when VOD impressions were first reported separately from CTV and total less than 1% for the year.

\*As of Q2 2020, Mobile Web includes both Mobile and Tablet impressions.

\*As of Q2 2020, Mobile In-App includes Mobile and Tablet impressions.

\*Reflects only Q1 2020, when Tablet was still measured separately.