



Quarterly Benchmarks

Q1 2026

DV's Quarterly Benchmark Report provides transparency into key metrics on a quarterly basis for the benefit of advertisers and publishers. With these insights, teams can better contextualize performance and media quality relative to the rest of DV's measurement ecosystem.

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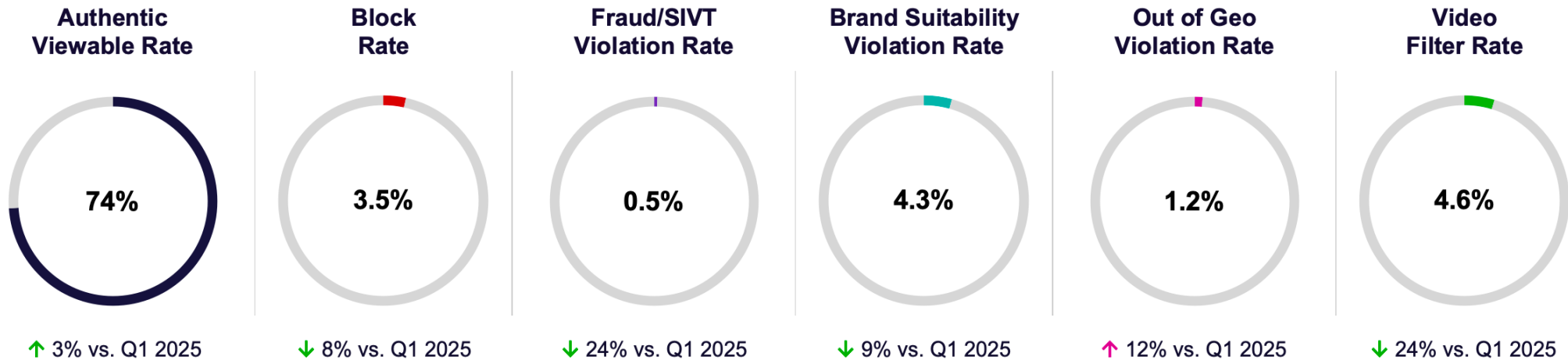
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ATTENTION BENCHMARKS

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Global Quality Benchmarks



Display Viewable Rate by Device



Video Viewable Rate by Device



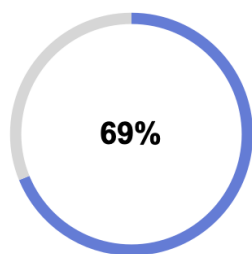
Regional Performance

	Authentic Viewable Rate	Fraud/SIVT Violation Rate	Brand Suitability Violation Rate	Display Viewable Rate	Video Viewable Rate
APAC	63%	0.4%	8.0%	64%	84%
EMEA	68%	0.4%	6.3%	70%	84%
LATAM	75%	0.5%	6.0%	76%	84%
NORTH AMERICA	76%	0.5%	3.7%	75%	88%

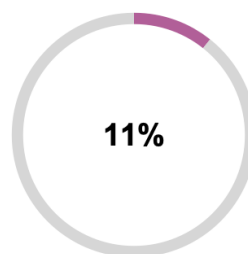
Source: DV Internal Data - Tag Based, Open Web

Global Video Benchmarks (excludes CTV)

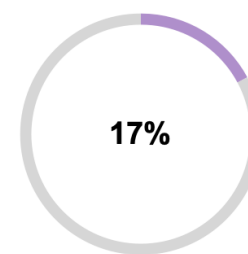
Video Completion Rate (VCR)



Audible and In-View on Completion Rate (AVOC)

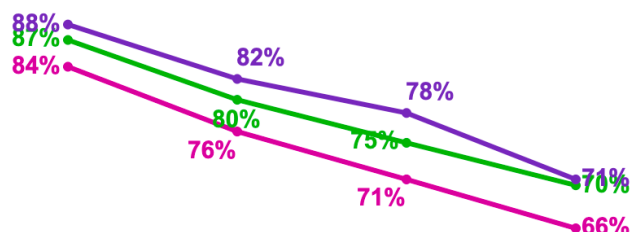


Audible Rate



Quartile Completion Rate by Device

Desktop Mobile App Mobile Web



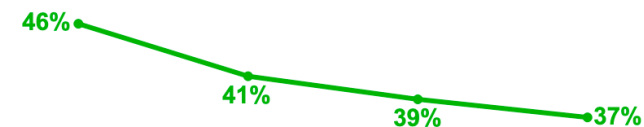
Quartile 1 Completion Quartile 2 Completion Quartile 3 Completion Quartile 4 Completion

AVOC Performance by Device

	Desktop	Mobile App	Mobile Web
APAC	22%	51%	6%
EMEA	18%	35%	11%
LATAM	2%	13%	5%
NORTH AMERICA	6%	20%	2%
GLOBAL	7%	29%	4%

Audible Rate by Device and Quartile

Desktop Mobile App Mobile Web



Quartile 1 Audible Rate Quartile 2 Audible Rate Quartile 3 Audible Rate Quartile 4 Audible Rate

Metrics Glossary



Authentic Viewable Rate

The percentage of measured ads that meet the definition of authentic viewable - namely, that the ad has the opportunity to be seen in a brand suitable environment that is fraud-free and served in the intended geography. The rate is calculated by dividing the number of Authentic Viewable impressions by the number of measured impressions.



Brand Suitability Violation Rate

Requests and incidents from apps, sites, or pages that were served or prevented from being served because they did not meet one or more of a brand's brand suitability settings.



Block Rate

Blocked impressions that do not comply with a client's specific brand suitability or fraud settings.



Out of Geo Violation Rate

Requests and incidents where ads are served or were prevented from being served because they were delivered outside of the brands' intended geography as outlined in their settings.



Fraud/SIVT Violation Rate

Requests and incidents that were served or prevented from being served because they were recorded as bot fraud, site fraud, nonhuman data center traffic and/or injected ad events.



Video Completion Rate (VCR)

The percentage of all video ads that play through their entire duration to completion.

Metrics Glossary



Display and Video Viewability Rate

The Interactive Advertising Bureau (IAB) and Media Rating Council (MRC)'s standard definition of ad viewability dictates that at least 50% of an ad must be in view for a minimum of one second for display ads or two seconds for video ads. The viewable rate is calculated using the following formula: Viewable Impressions/Measured Impressions.



Audible Rate

The percentage of measurable impressions that had audio turned on for any time duration.



DV Video Filtering

Prevents ads from serving on fraudulent, unsuitable and/or out-of-geo inventory in CTV, mobile and desktop environments, even when blocking is not available. DV Video Filtering collects data from an ad request, runs it through DV's advanced fraud, brand suitability and geo detection models and ensures that ads are not served on non-compliant impressions.



Audible and In-View on Completion Rates (AVOC)

The percentage of measurable impressions that were audible and at least 50% of the pixels were in view when the video reached completion.



CTV Fully On-Screen (FOS)

The impressions for which the creative was fully within the visible portion of the browser and the signal at the end of the quartile was received for the specified quartile.



Attention Benchmarks

Q1 2026

DV's Quarterly Attention Benchmark Report provides transparency into key metrics on a quarterly basis for the benefit of advertisers and publishers. With these insights, teams can better contextualize campaign performance relative to the rest of DV's measurement ecosystem.

About DV Authentic Attention[®]



**AUTHENTIC
ATTENTION[®]**

DV Authentic Attention[®] is an MRC-accredited privacy-friendly solution that does not rely on cookies, and provides timely, impression-level insights at scale – **from the impact of an ad's presentation to key dimensions of consumer engagement** – to measure campaign effectiveness, refine media planning, and improve performance.

Understanding DV's Attention Metrics



Attention Index

Aggregates 50+ data points to quantify user attention that correlates to business outcomes



Exposure Index

Combined evaluation of multiple data points of the ad presentation.



Prominence Index

Evaluation of the ad's viewable share of screen.



Intensity Index

Display: Evaluation of the ad's viewable time.

Video: Evaluation of IAB viewability, audibility, quartile completion and fully on-screen by quartile.



Engagement Index

Combined evaluation of 20+ user-initiated engagements with the device while the ad is viewed, and with the ad itself.



User Presence Index

Evaluation device-level indicators to determine if the user was present when the ad was viewable.



Ad Interaction Index

Evaluation to determine if the user interacted with the ad while it was viewable.

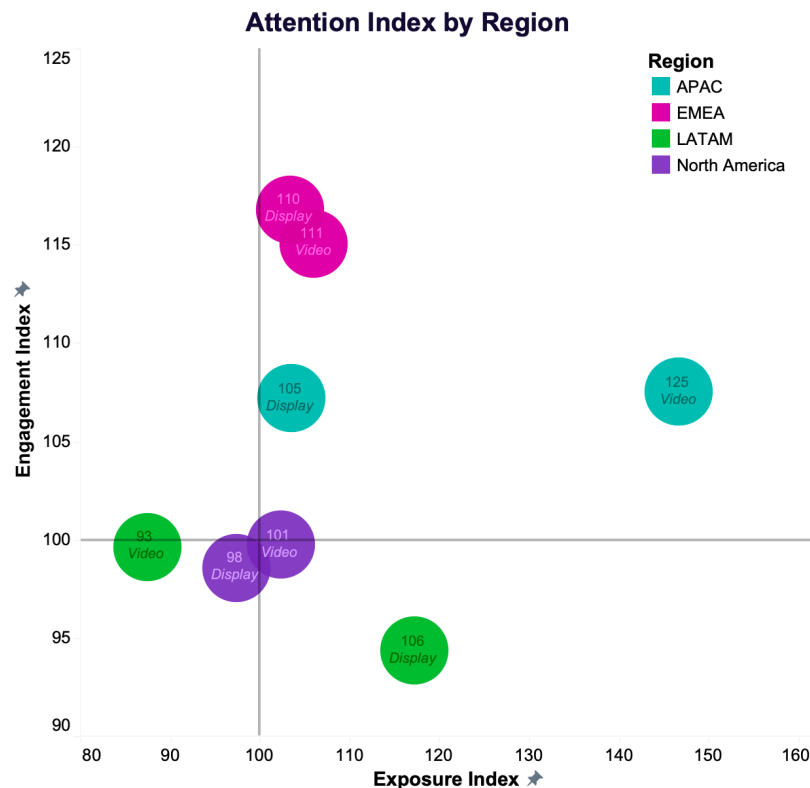
Overall Global Attention Benchmarks

Understanding DV's Attention Metrics

DV's Attention Indices are normalized to 100, which represents the average value across DV for a 28-day rolling window. Therefore, an index of 125 indicates the performance of that index is 25% better than the benchmark score. DV indexes 100+ billion impressions each month for global attention benchmarks.

Attention Performance By Regions

	Attention Index	Exposure Index	Engagement Index
APAC	109	112	107
EMEA	110	104	116
LATAM	101	106	96
North America	99	98	99



Attention Index by Vertical

Top 3 Performers



Technology
107



Energy & Utilities
107



Retail, Home & Fashion
106



Automotive
97



Travel
96

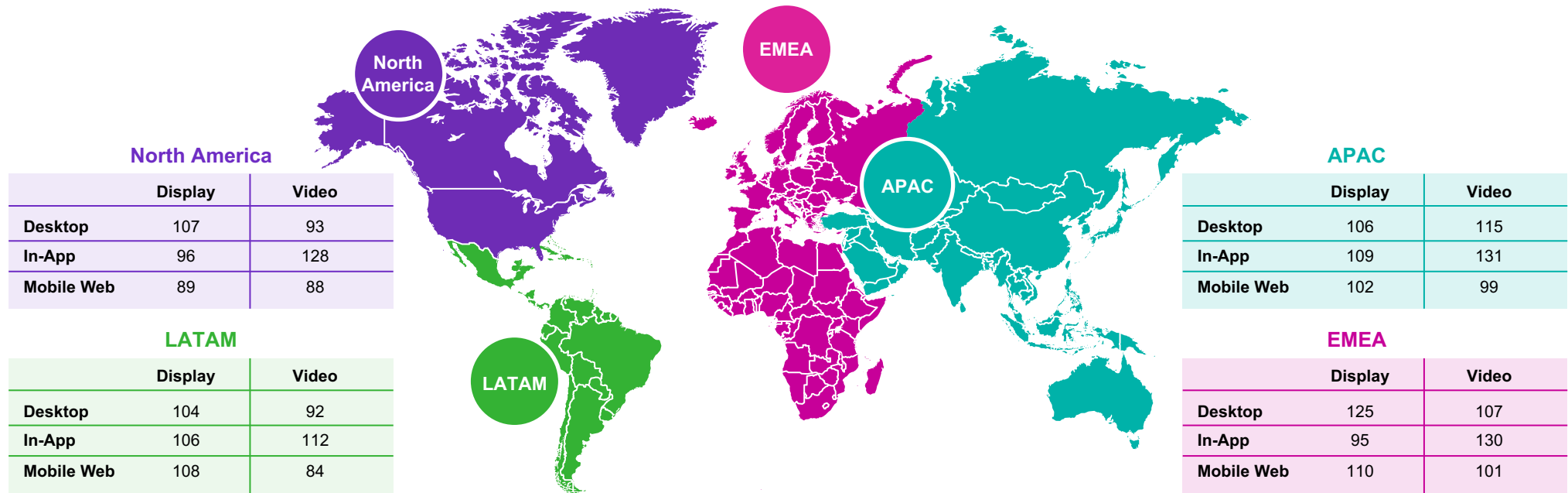


Telecom
90

Bottom 3 Performers

Regional Performance

Attention Index by Regions



In-Depth Regional Performance

	Exposure		Engagement	
	Prominence Index	Intensity Index	User Presence Index	Ad Interaction Index
APAC	153	93	99	109
EMEA	125	95	112	139
LATAM	115	109	98	84
North America	82	103	95	99

Metrics Glossary



Attention Index

An actionable attention score that provides directional insight into performance based on 50+ data points that are calculated in real time. The attention index is normalized to 100, which represents the DV average, consisting of 65 billion impressions measured per month.



Prominence Index

The viewable pixels of an ad relative to the entire screen real estate of the device.



Ad Interaction Index

The level at which a user has directly interacted with the ad while it was viewable.



Exposure Index

An ad's entire presentation, quantifying its intensity and prominence through metrics that include viewable time, share of screen, video completion, audibility, and more.



Intensity Index

Display: the ad's on-screen viewable time.
Video: IAB viewability, audibility, whether the player is fully on-screen, and rate of completion through the four quartiles of the video creative.



Engagement Index

Key user-initiated events that occur while the ad creative is displayed, including user touches, screen orientation, video playback, and audio control interactions.



User-Presence Index

A binary measure that evaluates if a user was present at the device when the ad was viewable.



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