Quarterly Benchmarks

Q4 2025

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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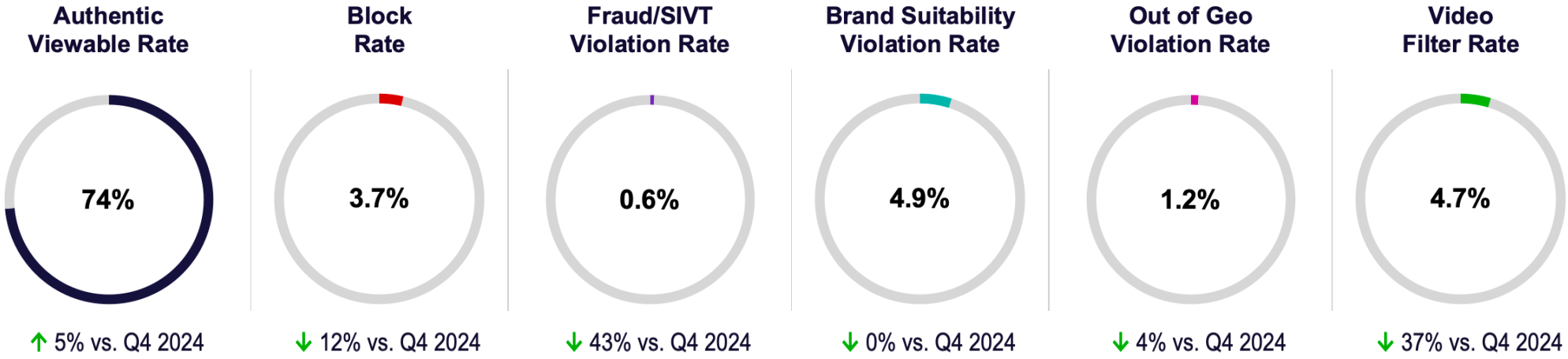
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Global Quality Benchmarks



Display Viewable Rate by Device



Video Viewable Rate by Device



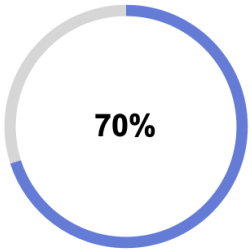
Regional Performance

	Authentic Viewable Rate	Fraud/SIVT Violation Rate	Brand Suitability Violation Rate	Display Viewable Rate	Video Viewable Rate
APAC	65%	0.4%	7.9%	67%	85%
EMEA	69%	0.4%	6.6%	71%	84%
LATAM	80%	0.4%	6.2%	82%	88%
NORTH AMERICA	75%	0.7%	4.3%	75%	89%

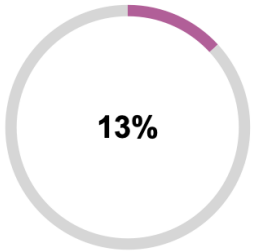
Source: DV Internal Data - Tag Based, Open Web

Global Video Benchmarks

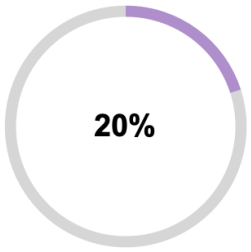
Video Completion Rate (VCR)



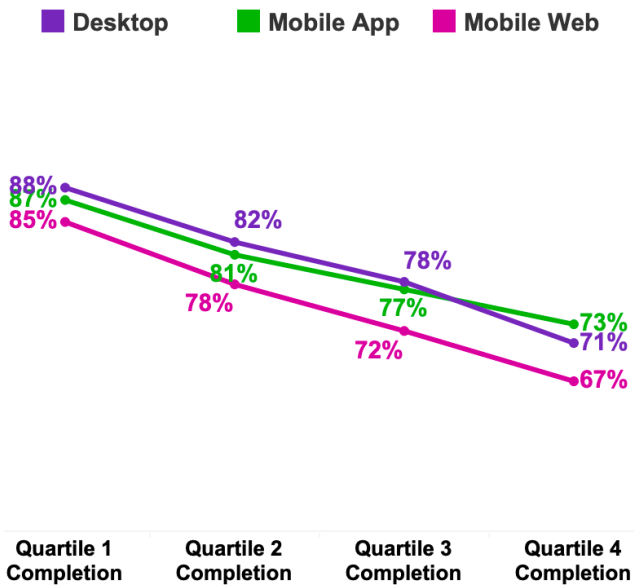
Audible and In-View on Completion Rate (AVOC)



Audible Rate



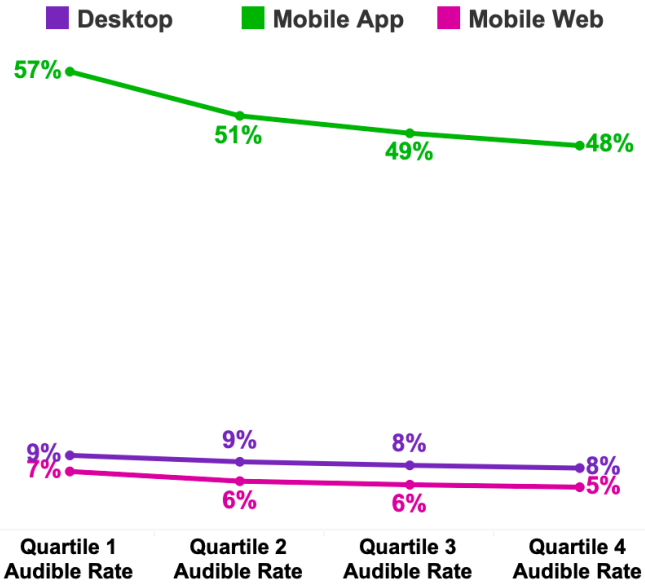
Quartile Completion Rate by Device



AVOC Performance by Device

	Desktop	Mobile App	Mobile Web
APAC	25%	61%	8%
EMEA	19%	36%	12%
LATAM	3%	13%	8%
NORTH AMERICA	5%	24%	2%
GLOBAL	7%	39%	5%

Audible Rate by Device and Quartile



Source: DV Internal Data - Tag Based, Open Web

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 using the following formula: Authentic Viewable Impressions/Measured Impressions.



Block Rate

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



Fraud/SIVT Violation Rate

Fraud/SIVT violations represent 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.



Brand Suitability Violation Rate

Brand Suitability violations represent 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.



Out of Geo Violation Rate

Out-of-Geo violations represent 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.



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

DV Video Filtering works by preventing 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

Q4 2025

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.

What is DV Authentic Attention®

DV 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 display Viewable Time

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

Engagement Index

Combined evaluation of over 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

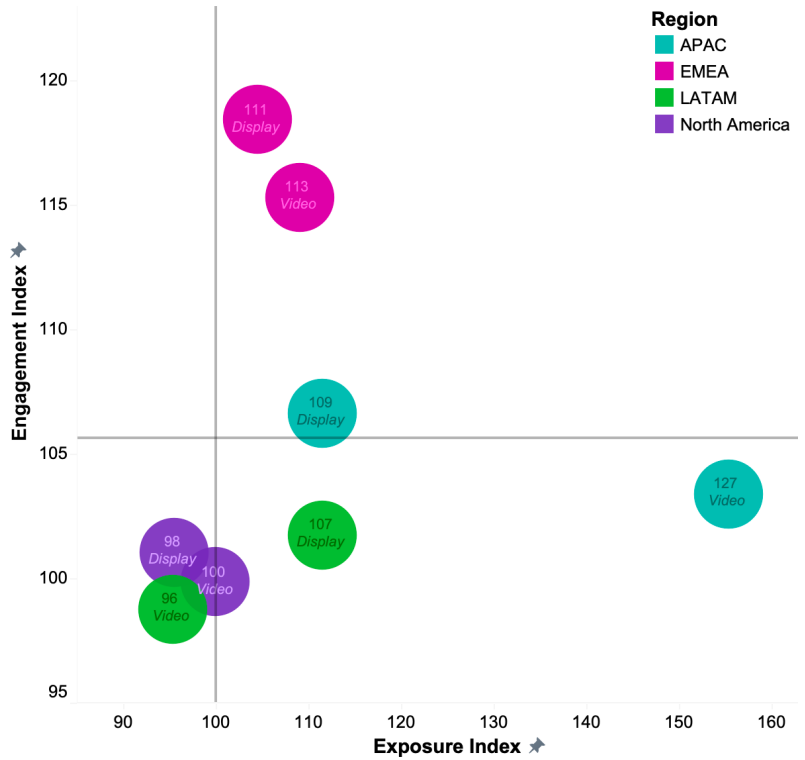
Understanding DV's Attention Metrics

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 the attention benchmarks.

Attention Performance By Regions

	Attention Index	Exposure Index	Engagement Index
APAC	113	122	106
EMEA	112	105	118
LATAM	104	108	101
North America	99	96	101

Attention Index by Region



Attention Index by Vertical

Top 3 Performers

Technology
111

Energy & Utilities
107

Retail, Home & Fashion
106

Bottom 3 Performers

Financial Services
97

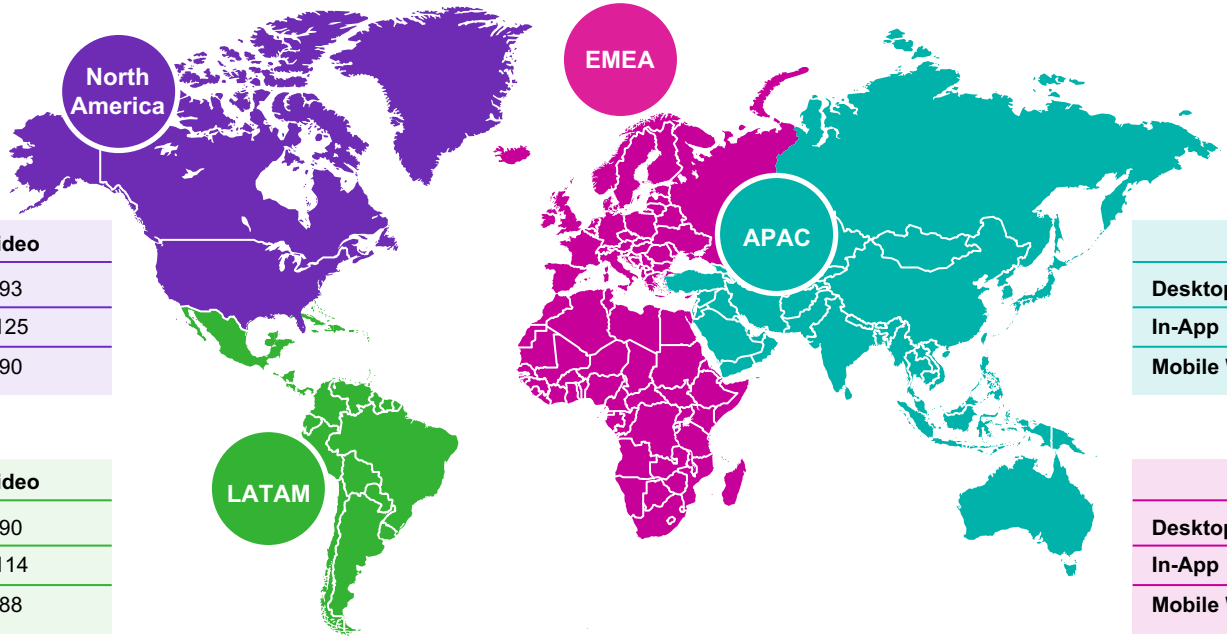
Travel
96

Telecom
95

Source: DV Internal Data - Tag Based, Open Web

Regional Performance

Attention Index by Regions



North America

	Display	Video
Desktop	103	93
In-App	102	125
Mobile Web	91	90

LATAM

	Display	Video
Desktop	117	90
In-App	100	114
Mobile Web	113	88

APAC

	Display	Video
Desktop	109	112
In-App	113	134
Mobile Web	106	98

EMEA

	Display	Video
Desktop	124	107
In-App	101	134
Mobile Web	110	104

In-Depth Regional Performance

	Exposure		Engagement	
	Prominence Index	Intensity Index	User Presence Index	Ad Interaction Index
APAC	180	99	102	109
EMEA	124	97	116	133
LATAM	94	117	105	66
North America	81	102	98	105

Source: DV Internal Data - Tag Based, Open Web

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.



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.



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.



Prominence Index

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



Intensity Index

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



User-Presence Index

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



Ad Interaction Index

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

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