

Impressions Analyzed

The number of impressions tracked by Moat.

Percentage of Total Impressions

Percentage of total impressions by row.

In-View Measurable Impressions and Rate

The number of impressions where viewability was measurable. Rate is calculated as the number of In-View Measurable Impressions divided by the number of Impressions Analyzed.

1 Sec In-View Impressions and Rate

The number of impressions where the ad played for at least one continuous second with at least 50% of the player visible on-screen and the page in-focus. 1 Sec In-View Rate is calculated as the number of 1 Sec In-View Impressions divided by the number of In-View Measurable Impressions.

2 Sec In-View Impressions and Rate

The number of impressions where the ad played for at least two continuous seconds with at least 50% of the player visible on-screen and the page in-focus. 2 Sec In-View Rate is calculated as the number of Viewable Video Impressions divided by the number of 2 Sec In-View Measurable Impressions. This is the current working definition for Viewable Video Impressions as defined by the IAB and MRC.

5 Sec In-View Impressions and Rate

The number of impressions where the ad played for at least five cumulative seconds with at least 50% of the player visible on-screen and the page in-focus. 5 Sec In-View Rate is calculated as the number of 5 Sec In-View Impressions divided by the number of In-View Measurable Impressions.

Fully On-Screen Measurable Impressions

Number of impressions where it was possible to determine whether the ad surface was 100% on-screen.

Fully On-Screen Impressions and Rate (No Time Minimum)

The number and percentage of impressions where the ad surface was 100% on-screen for any period of time.

1 Sec Fully On-Screen Impressions and Rate

The number and percentage of impressions where the ad surface was 100% on-screen for at least one continuous second.

Averaged Ad Duration

Ad length (in seconds) averaged over the creatives and placements at your aggregation level.

In-View Time

The average time in seconds that the ad was visible for users who met the requirement for a 2 Sec In-View Impression.

% of Video Played In-View

The average percentage of the video that users watched.

Exposure Time

The total time in hours that the ad was visible, summed across all users who met the requirement for a 2 Sec In-View Impression.

Average Minute Audience

The average number of people viewing the ad each minute across the selected date range.

Reached Complete Rate

The percentage of measurable impressions where the ad played to completion (regardless of viewability). Reached 1st, 2nd, and 3rd Quartile Rate metrics are also reported.

Audible On 1st, 2nd, and 3rd Quartile Rate

The percentage of measurable impressions where the ad reached the first, second, or third quartile and was audible.

Audible On Complete Rate

The percentage of measurable impressions where the ad played to completion and was audible.

Visible On 1st, 2nd, and 3rd Quartile Rate

The percentage of measurable impressions where the ad reached the first, second, or third quartile and was visible on-screen.

Visible On Completion Rate

The percentage of measurable impressions where the ad played to completion and was visible on-screen.

Audible and Visible on Complete (AVOC) Rate

The percentage of measurable impressions where the ad played to completion and was both visible on-screen and audible on complete. Audible and Visible at 1st, 2nd, and 3rd Quartile Rate metrics are also reported.

Audible and Fully On-Screen for Half of Duration

The number and percentage of measurable impressions where the ad was audible and the ad surface was 100% on-screen for at least half of the ad's duration.

Completion Quality

The percentage of video completions that were both audible and visible. It is calculated as Audible and Visible on Complete Rate divided by Reached Complete Rate.

Hover Rate

The percentage of impressions where the user hovered on the player while the ad was playing.

Time Until Hover

The average amount of time until the user hovered on the player, measured from the start of the ad.

Small Player Rate

Percentage of impressions where the width of the player was less than 400 pixels.

Below the Fold Rate

Percentage of impressions where more than half of the ad loaded below the fold. The fold is defined as 750 px.

Out of Focus Rate

Percentage of impressions where the tab containing the ad was never brought into foreground.