

PROGRAMMATIC

DESKTOP

TIPO DISPOSITIVO	STANDARD		PREMIUM		VIDEO	NATIVE
NOMBRE / NOME	BOXBANNER	LEADERBOARD	DOUBLEBOX	MASTHEAD	PREROLL	BOX NATIVE
TAMAÑO / TAMANHO	300X250	728X90	300X600	970X250	300X250 / 570X370	300X250
VIEWABILITY % GENERAL *	57,48%	62,26%	58,68%	67,24%	67,75%	
VIEWABILITY % ANDES *	61,18%	67,77%	60,47%	69,42%	62,50%	
VIEWABILITY % ARGENTINA *	57,41%	61,53%	55,43%	74,49%	74,72%	
VIEWABILITY % MEXICO *	59,01%	69,32%	59,44%	70,94%	60,72%	
VIEWABILITY % BRASIL *	57,41%	54,76%	58,24%	58,57%	75,59%	
VIEWABILITY % VENEZUELA *	47,80%	57,32%	55,34%	58,48%	65,23%	

MOBILE

TIPO DISPOSITIVO	STANDARD		VIDEO	NATIVE
NOMBRE / NOME	MOBILE STATIC	BOX MOBILE	PREROLL	BOX NATIVE
TAMAÑO / TAMANHO	300X50 / 320X50	300X250	300X250	300X250
VIEWABILITY % GENERAL *	57,45%	17,35%	67,28%	
VIEWABILITY % ANDES *	64,72%	8,35%	56,93%	
VIEWABILITY % ARGENTINA *	56,23%	14,73%	68,05%	
VIEWABILITY % MEXICO *	65,15%	27,00%	58,44%	
VIEWABILITY % BRASIL *	34,29%	17,53%	74,18%	
VIEWABILITY % VENEZUELA *	59,09%	11,86%	78,80%	

* DATOS ÚLTIMO TRIMESTRE / DADOS DO ÚLTIMO TRIMESTRE - 2017

PROGRAMMATIC

MOBILE AMP

TIPO DISPOSITIVO

AMP

NOMBRE / NOME	FLYING CARPET	STICKY AD
TAMAÑO / TAMANHO	300X600	320X50
VIEWABILITY % GENERAL *	68,94%	69,18%
VIEWABILITY % ANDES *	69,71%	71,64%
VIEWABILITY % ARGENTINA *	76,06%	71,22%
VIEWABILITY % MEXICO *	63,73%	68,49%
VIEWABILITY % BRASIL *	67,10%	69,71%
VIEWABILITY % VENEZUELA *	72,31%	51,09%