

June 2016 Viewability Update



Here we take a look at what's happened in the last 6 months...



Any changes in performance?

Since our last report, we've revisited all 6 Certified Products to find out whether any material changes have been made that would affect their performance.

Each confirmed that no material changes have been made and therefore our **existing test results**, for the below products featured in our [November 2015 Report](#) and [Interactive Table](#) still stand.



Industry Support



We're pleased to announce our partnerships with pan European organisations [TS Sweden](#) and [WEMF](#).

Both TS Sweden and WEMF will be sharing our Viewability work in the Nordic regions and Switzerland respectively.

Viewability Products in their markets can now register with them to gain the same ABC Viewability Certification, delivering comparable reporting throughout Europe.



Working towards Certification

We're pleased to welcome **Admetrics** and **Burt Corp** to our Viewability Certification programme.

We look forward to issuing their Certification in the near future.



Introducing Video!

This June 2016, JICWEBS announced the extension of their Viewability Product Principles to cover Video Viewability. You can read the Principles [here](#).

We have therefore opened our testing programme to include video. Products can now choose to work with us to conduct video testing as an optional add on to their display Certificates.

Our next Report, due November 2016, will look to summarise our findings so far.

Anyone wanting to understand more about viewability, viewability products and the work we do should visit us at www.abc.org.uk/viewability or please contact us via enquiries@abc.org.uk