



# Viewable Engagement Time Plus (VET+ PMP)

# sovrn

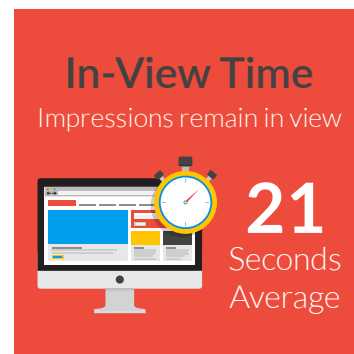
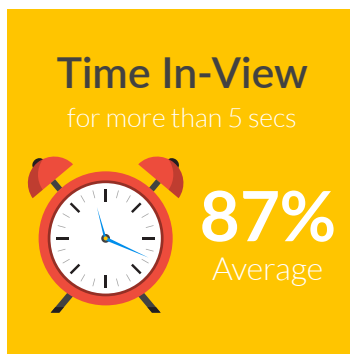
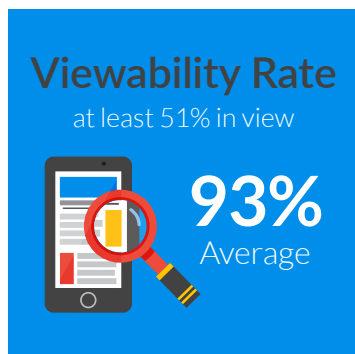
## What is Viewable Engaged Time?

VET is a unique technology that measures user's interaction with the page, in real time. Then, based on this interaction data, it decides whether to serve an ad.

## VET+ PMP

Our VET+PMP (Deal ID: SVNENG) delivers highly engaged audiences, by combining our entire Publisher inventory, that not only loads in view, but remains in view for at least 5 seconds.

### VET+ IAS Score



## Top sites included within the VET+ PMP



## ■ What does VET actually do?

VET is a time based metric which measures two conditions:



Is the user 'active', i.e. engaged with the page



Is the ad unit 'viewable' (based on MRC standards)

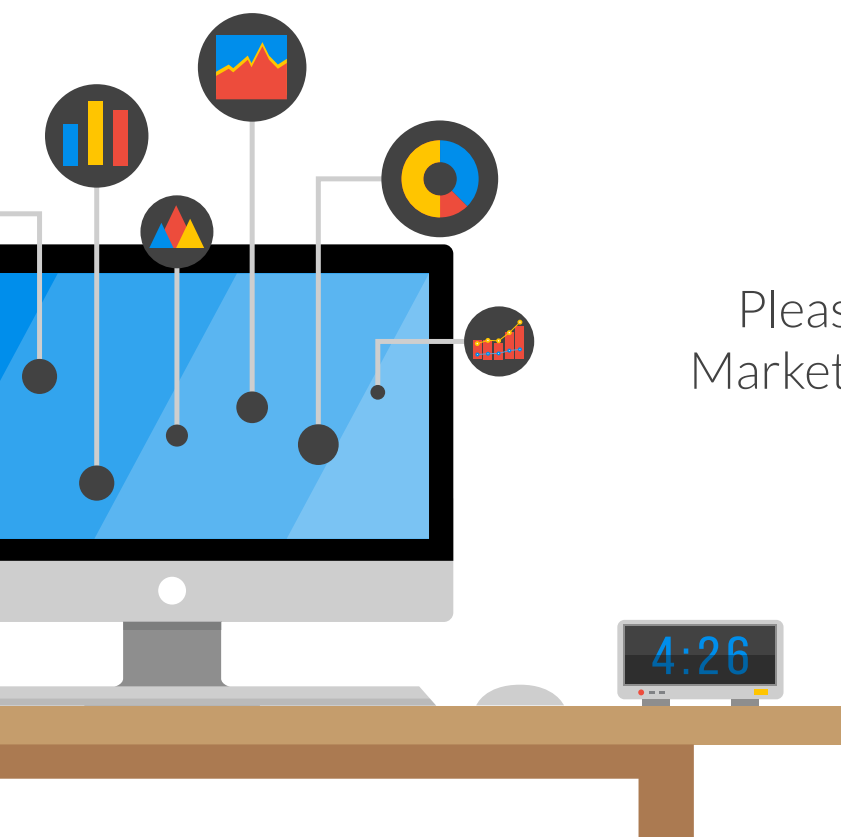
A timer starts when both of the above conditions are met, and stops if either of the conditions are not met. The time can then restart from a lapsed position, commencing on the VET time it left on.

## ■ How many engagement events do we measure?

We currently measure 10 separate engagement metrics. These include: scrolling, mouse movements, keyboard actions, focus & blur events (is the Publisher page the front tab, is there any overlay on the page, eg- a skype call box), Touch events (specific to mobile and tablet environments).

## ■ How to buy

You can access our VET PMP through this Deal ID: SVNENG via these DSP partners: The TradeDesk, BidSwitch, DBM, MediaMath, Sociomantic, Drawbridge, Netmining, Centro, Amobee and Dstillery.



Please get in touch with our Private Marketplace team at [Deals@sovrn.com](mailto:Deals@sovrn.com)



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