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PERFORMANCE MARKETING

Ad Viewability Debate Disrupts the Marketplace

No guarantees

**PREMIUM**By **Mike Shields**

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Call them crazy, but advertisers want to make sure people can see their online ads. Yet the industry isn't quite ready to meet that requirement. And that's a big problem.

Indeed, as the industry wrestles with how to make sure its ads are actually viewable, the prolonged debate is wreaking havoc on the marketplace.

A few weeks ago, the Media Ratings Council announced that the technology for tracking viewability is not ready for prime time and [explicitly advised publishers not to promise advertisers viewability](#).

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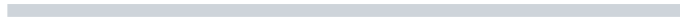
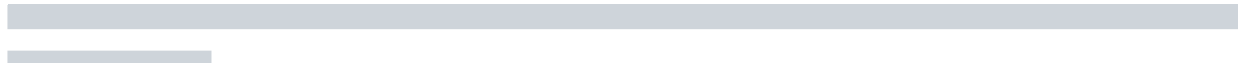
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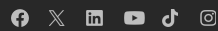


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