

Global Ad-Blocking Behavior

PROFILING AD-BLOCKERS

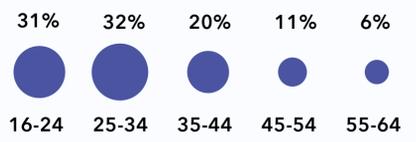


of internet users globally use an ad-blocker today

GENDER

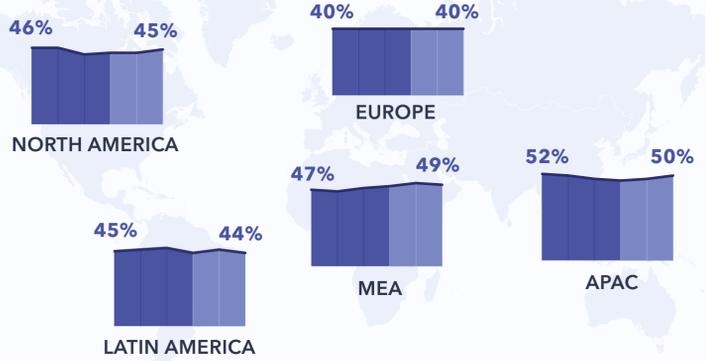


AGE



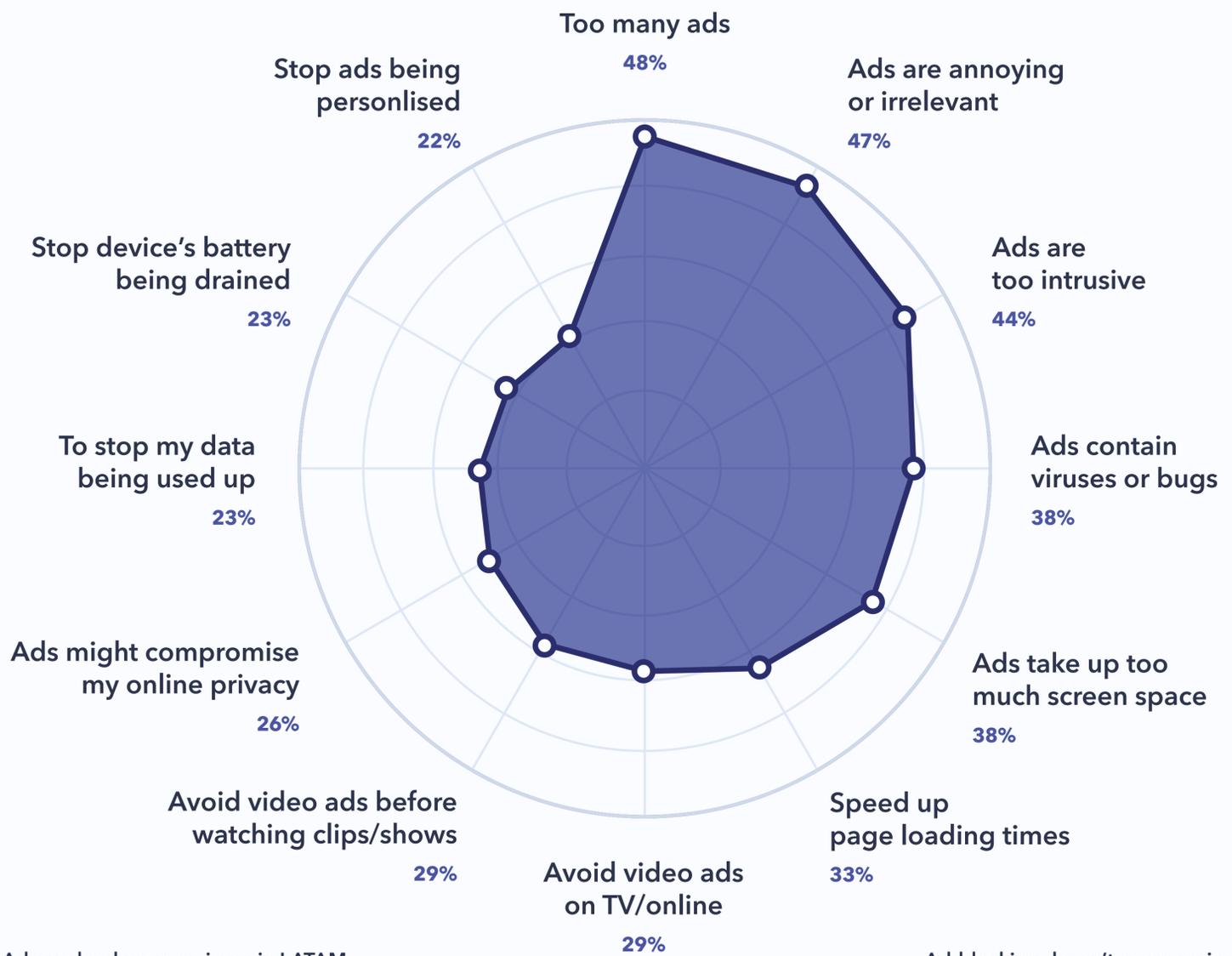
APAC narrowly leads in ad-blocking and has sustained its lead in the past two years. Adoption is static in other markets except a small uptick in the MEA region.

% who used an ad-blocker to stop ads being displayed in the last month



Top Motivations for Ad-Blocking

% of ad-blockers who report the following as their main reasons for blocking ads

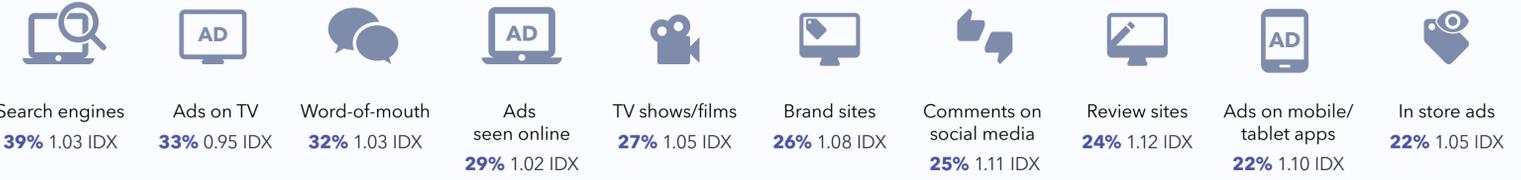


Ad-overload more an issue in LATAM, while MEA users have more practical concerns, such as data drainage

Ad-blocking doesn't cause major shifts in how people discover brands, but ad-blockers cite social media, review sites and mobile/tablet apps to a somewhat higher degree

Ad-Blockers' Top 10 Sources of Brand Discovery

% of ad-blockers who find new brands/products via the following



Ad-Blocking Across Devices and Global Regions

% who use an ad-blocker at least once per month



Device Sharing among ad-blockers

% of ad-blockers who share their device



Digital Content Purchases

% who paid for online content



Top 5 Digital Content Purchased



OTHER ROUTES TO MONETIZATION

As a younger and more engaged audience, ad-blockers also are much more likely to be paying subscribers and consumers. Ad-free premium services are especially attractive