



DIGITAL CONTENT NEXT

Jason Kint

jason@digitalcontentnext.org

[@jason_kint](https://twitter.com/jason_kint)

Agenda

- ① Why Digital Content Next?
- ② The Problem Statement
- ③ How **Digital Content Next** Can Help

Why Digital Content Next?

Intelligence of a Think Tank with
the Voice of a Trade Association

Powerful Brands Drive Our Brand



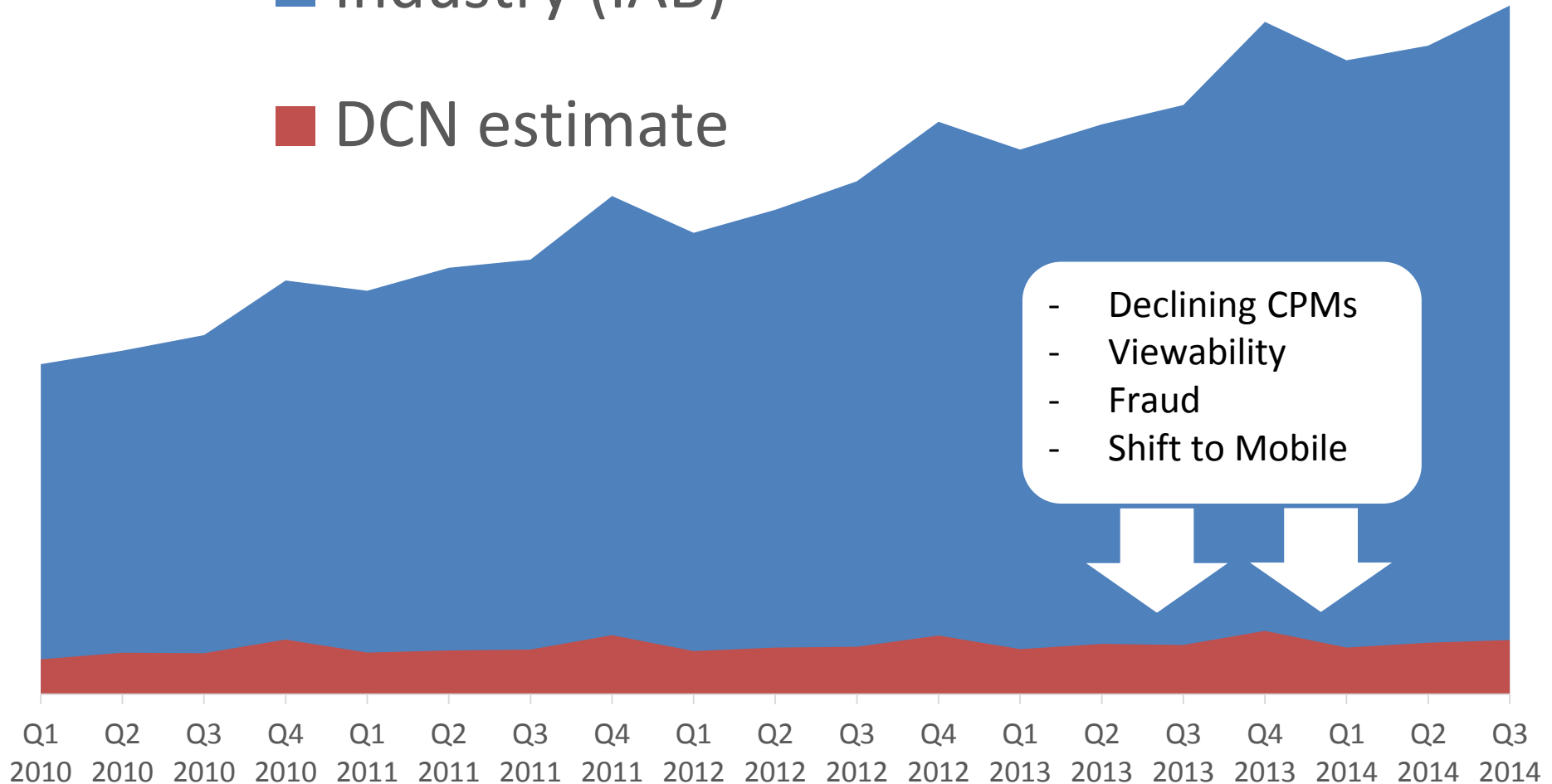
Problem Statement

Consumers want high-quality, timely and free content. Current business models require display advertising to subsidize much of the free content on the Internet. Advertising revenues for content companies have barely grown in the past five years. Almost all growth has gone to the intermediaries and distributors.

Display Ad Market Pressures Continue

■ Industry (IAB)

■ DCN estimate



■ IAB / PWC Internet Advertising Revenue Report

■ DCN Annual Benchmark Report (estimate)

Most Important # to Premium Publisher

65%

digital advertising
sold based on
performance model
in 2013.¹

65%

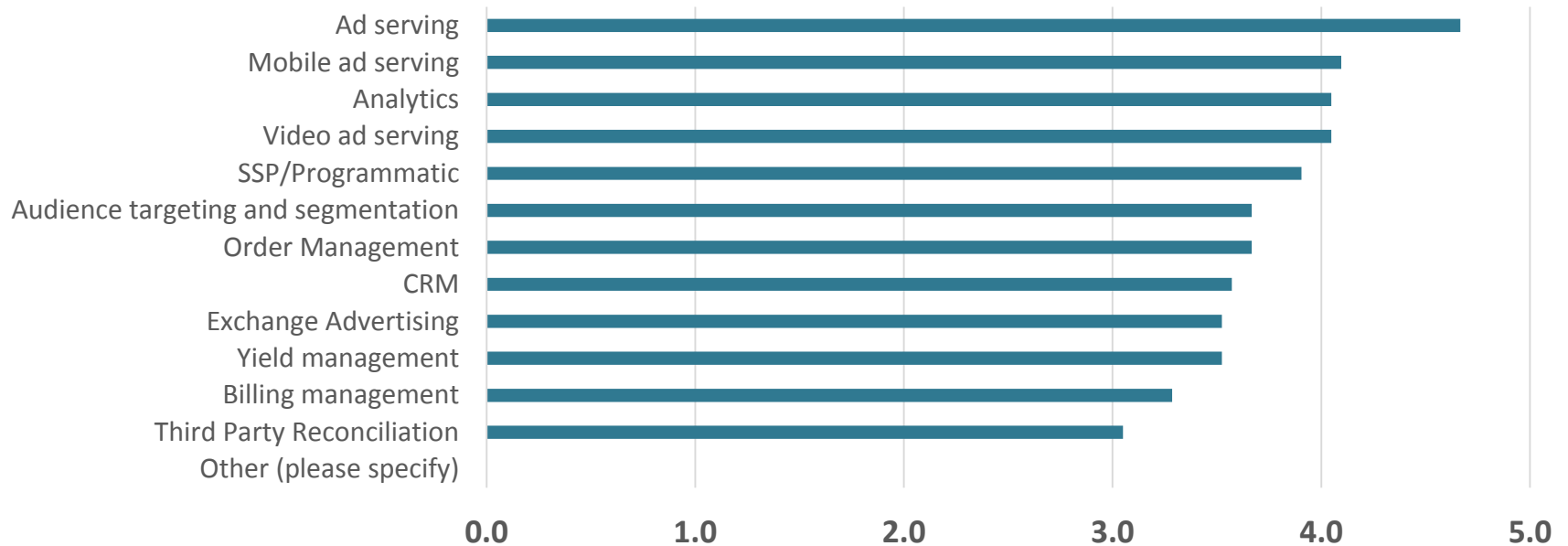
digital advertising
that will be sold
programmatically in
2016.²

¹ Source: 2013 IAB Internet Advertising Report

² Source: eMarketer, October 2014.

Nothing Is Dispensable

Importance of various 'technologies' (average score ranking, N = 21)

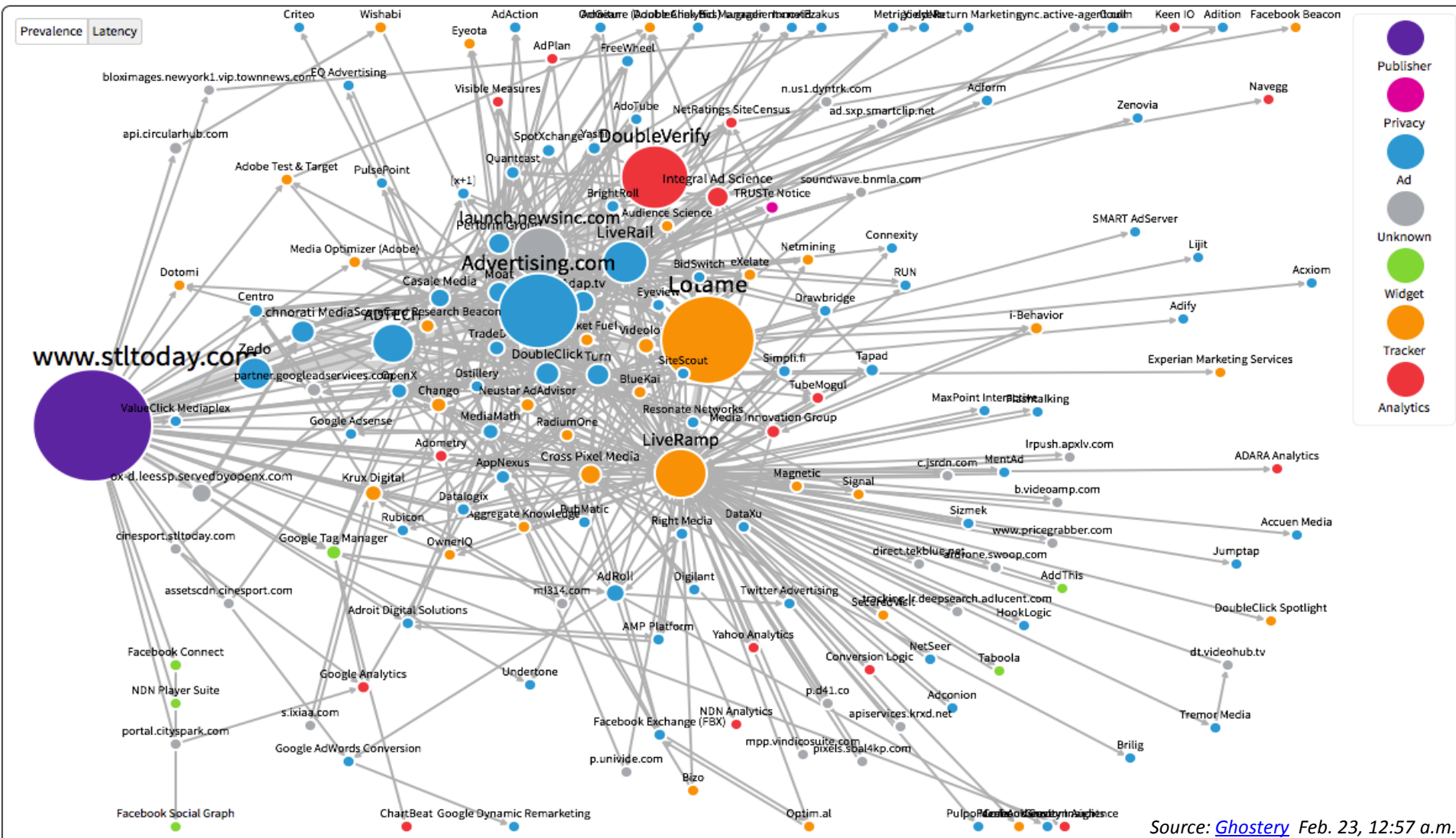


Source: Operative survey for DCN, February 2015

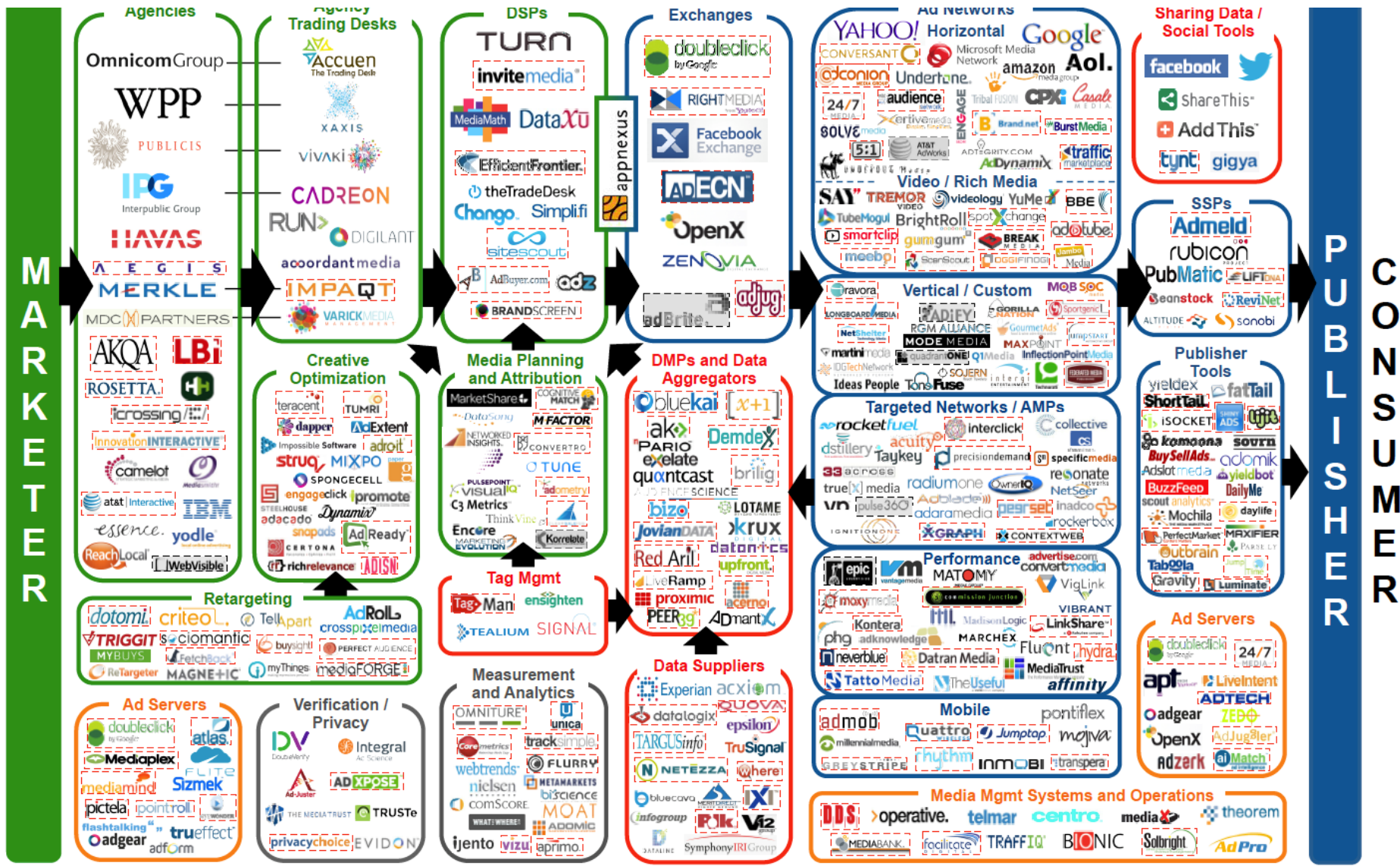
Let's Pause for a W.T.F. Moment # 1

Ghostery TrackerMap™

stltoday.com/ for week of 2015-02-22



Let's Pause for a W.T.F. Moment # 2



Adblocking Growth

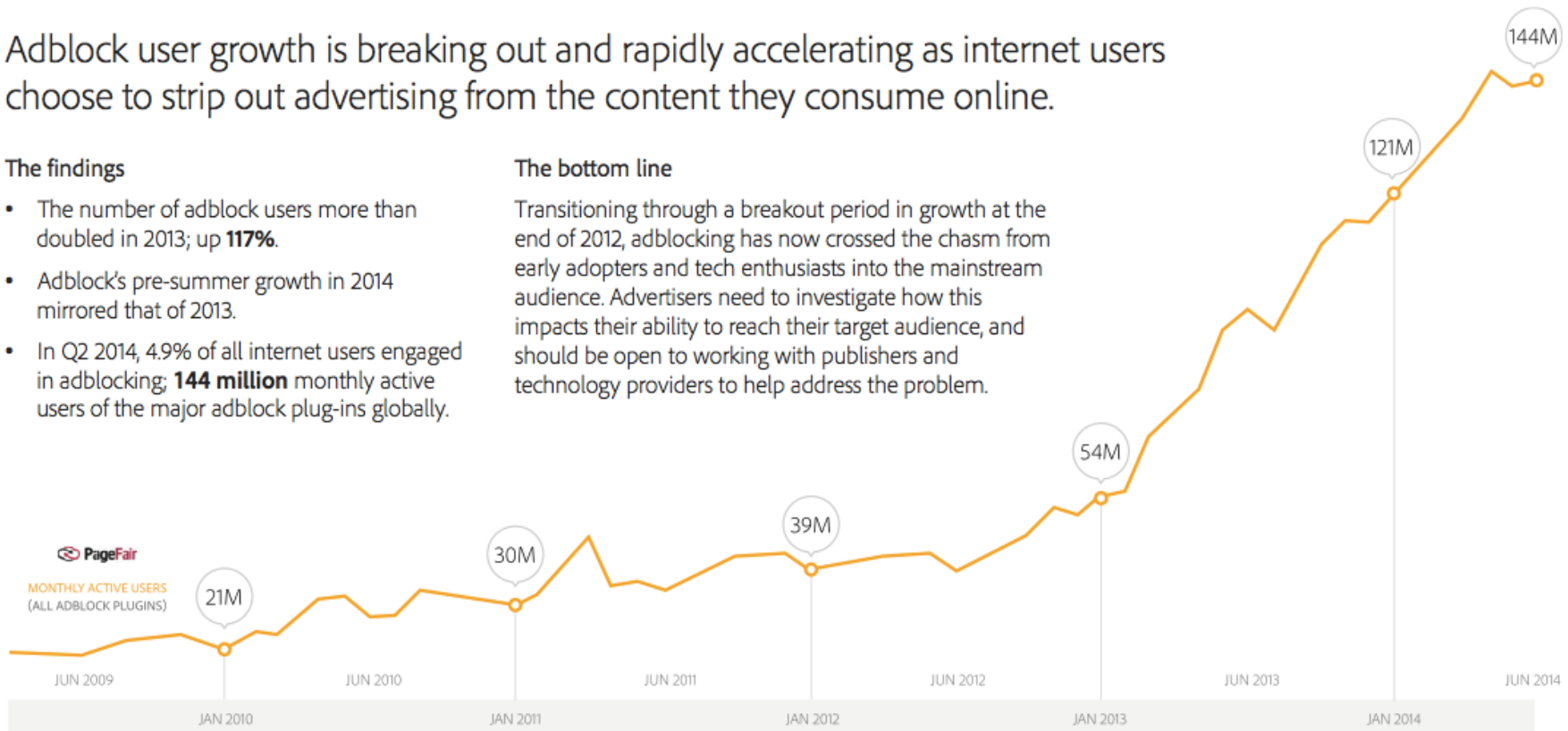
Adblock user growth is breaking out and rapidly accelerating as internet users choose to strip out advertising from the content they consume online.

The findings

- The number of adblock users more than doubled in 2013; up **117%**.
- Adblock's pre-summer growth in 2014 mirrored that of 2013.
- In Q2 2014, 4.9% of all internet users engaged in adblocking; **144 million** monthly active users of the major adblock plug-ins globally.

The bottom line

Transitioning through a breakout period in growth at the end of 2012, adblocking has now crossed the chasm from early adopters and tech enthusiasts into the mainstream audience. Advertisers need to investigate how this impacts their ability to reach their target audience, and should be open to working with publishers and technology providers to help address the problem.



Digital Media Can't Thrive Without Trust



Advancing the Future of Trusted Content

① Research

② Advocacy

③ Partner

④ Connect

⑤ Promote

Summary

- ① Focus On the Customer
- ② Simple Yet Powerful
- ③ Unification For Survival



DIGITAL CONTENT NEXT

Jason Kint

jason@digitalcontentnext.org

[@jason_kint](https://twitter.com/jason_kint)