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DIGITAL CONTENT NEXT

Mobile Day 2015

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Digital Content Next

- ① DCN's Unique Role
- ② What Makes a Publisher Premium
- ③ Succeeding In Mobile

Advancing the Future of Trusted Content



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WebMD

Trust Principles

- ① Defend open internet
- ② Grow consumer trust
- ③ Shine a light for marketers
- ④ Voice of premium publishers
- ⑤ Trusted forum among members

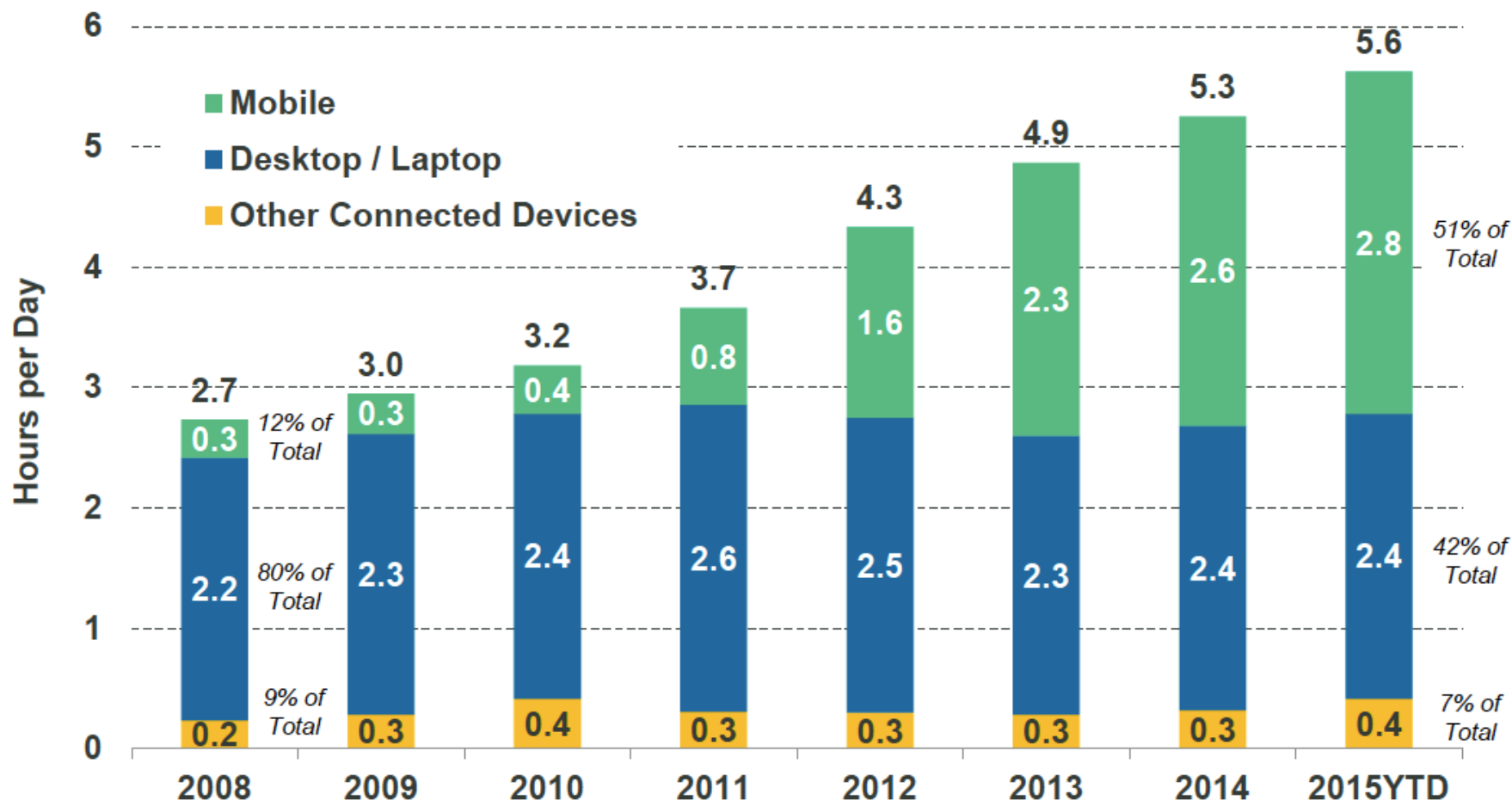
Succeeding In Mobile

- ① Mobile Isn't a Device, It's The Rest of the Day
- ② Different Screens, Same and More Challenges
- ③ Trusted Brands (Will) Matter
- ④ It's Still Early, All Innovation and Upside

Internet Usage (Engagement) Growth Solid

+11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA

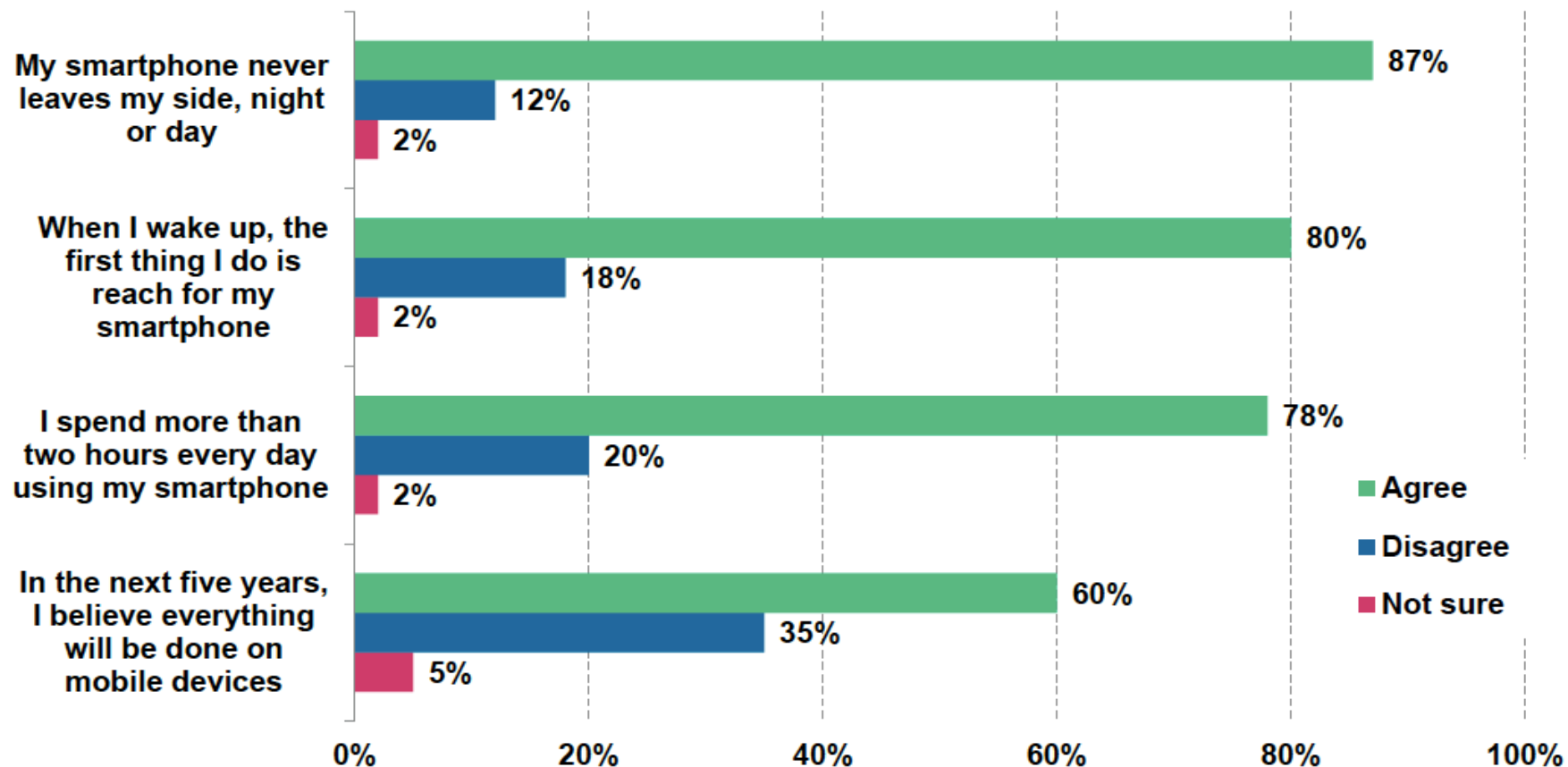
Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD



Millennials = Love Their Smartphones...

87% = 'Smartphone Never Leaves My Side'

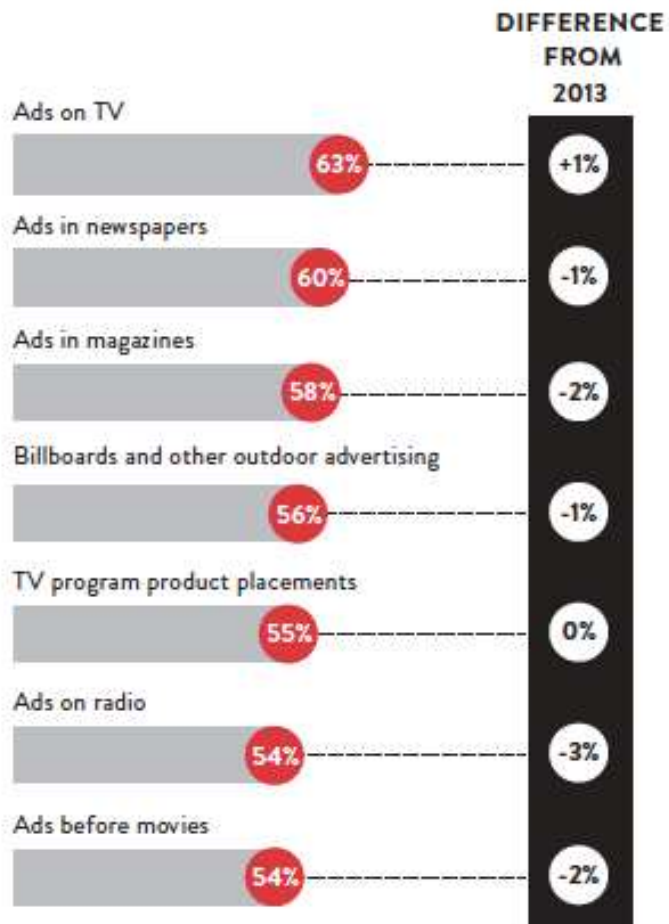
Millennial Smartphone Behavior, USA, 2014



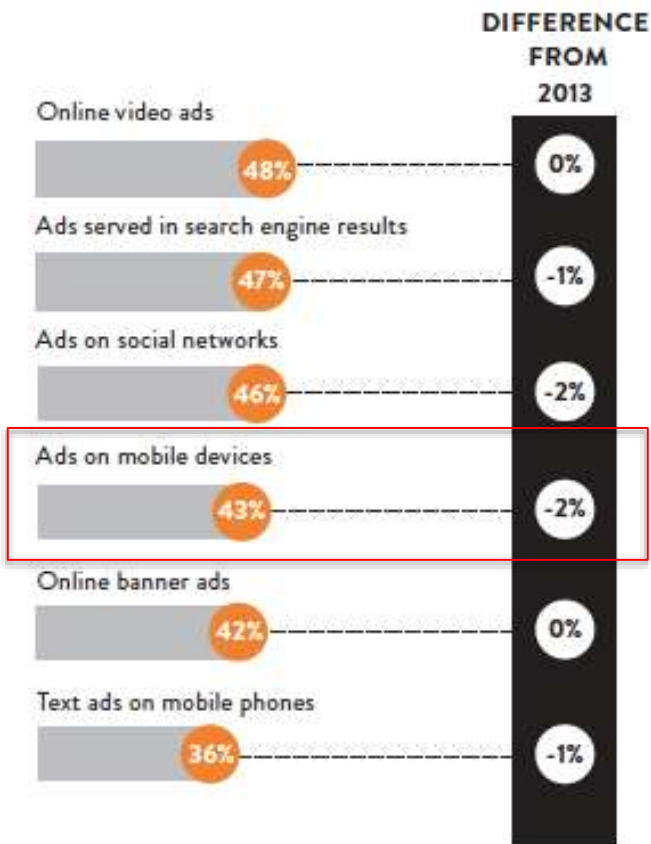
Trust in Adverting



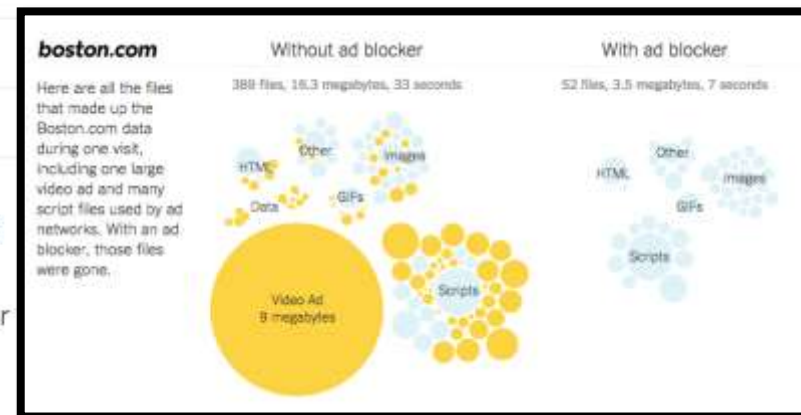
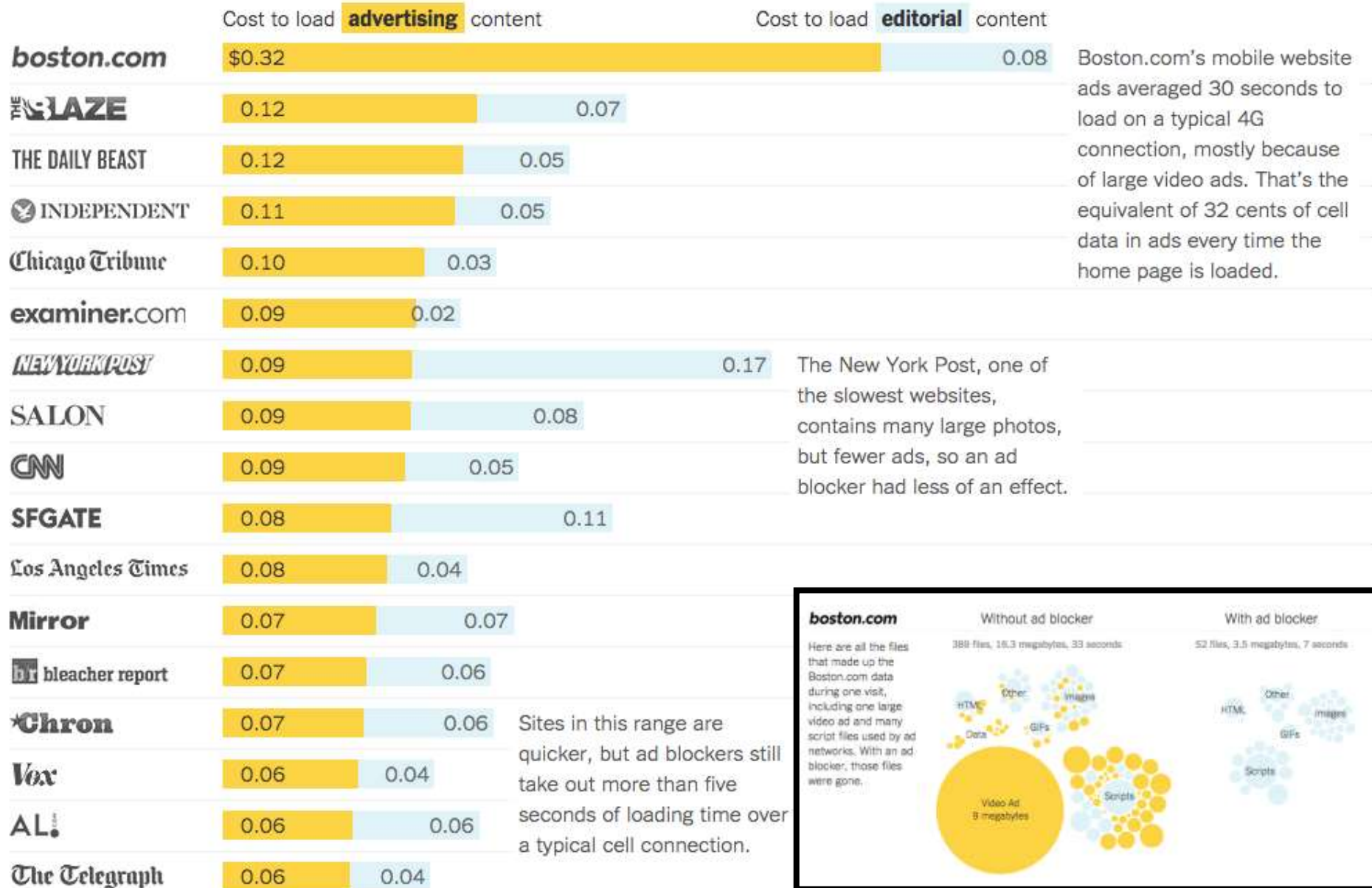
PAID - TRADITIONAL 2015



PAID - ONLINE/MOBILE 2015



Real \$ Cost Per Page on Mobile



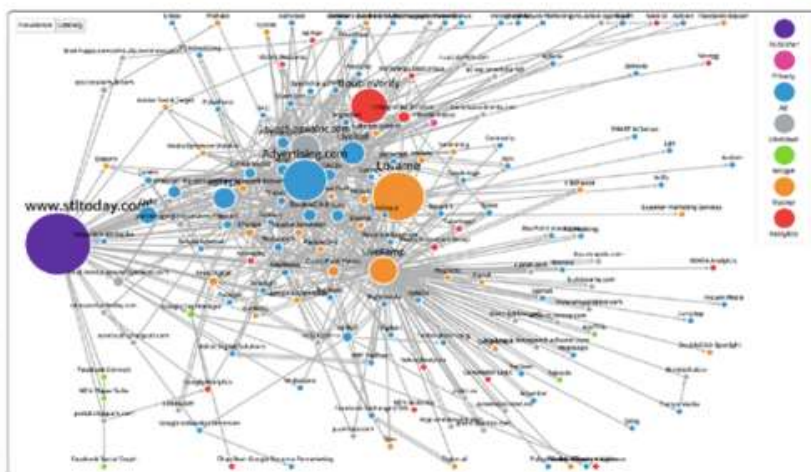
A Hint At Things To Come...



here is my WTF @stltoday @Ghostery chart from my remarks this morning that @dherman76 referenced. #oped15

Let's Pause for WTF Moment #1

#OPED15



RETWEETS
10

LIKES
6



3:01 PM - 27 Feb 2015



worldwide ad blocker adoption (source: @adobe / @Pagefair report) #oped15

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; **114 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.



RETWEETS
159

LIKES
97



3:05 PM - 27 Feb 2015

Advertising 2.0: A Call to Think



/ VOICES

PageFair



By Jason Kint and Vincent Peyrègne, CEO, DCN; CEO, WAN-IFRA

September 24, 2015, 8:00 AM PDT

SHARE:



The rise of **ad blocking** marks the end of Advertising 1.0. This is an open invitation to join a discussion about what comes next.



Press Publish 16: Jason Kint on how worried publishers should be about the arrival of adblockers on mobile

Pretty worried, it turns out! At least according to the CEO of the trade organization formerly known as the Online Publishers Association.

By JOSHUA BENTON @jbenton Sept. 17, 2015, 1:43 p.m.



It's Episode 16 of [Press Publish](#), the Nieman Lab podcast!



My guest today is [Jason Kint](#). Jason is CEO of [Digital Content Next](#), which I confess I liked better under its old name, the Online Publishers Association. It's the trade organization representing most of the country's largest online publishers.

NiemanLab

Press Publish



AdBlocking: Owning The Conversation

AdWeek: Why Adblock Plus Is Meeting Publishers and Agencies in New York Next Week

Mashable: Ad-blocking is so widely loathed that one company held a peace summit about it

Digiday: What ad blocker users say makes them boycott Web ads

AdWeek: If Marketers Are Worried About Ad Blockers, They Should Throw More Cash at Mobile

WSJ: Apple's Ad-Blocking Is Potential Nightmare for Publishers

AdExchanger: Content Blocking In iOS 9: Where Some See Doom, Others See Opportunity

CNBC: Are Apple's ad blocking moves aimed at Google?

AdAge: Confusion Reigns as Apple Puts the Spotlight on Mobile Ad Blocking

Fortune: Dear ad industry: Suing ad blockers and cutting off readers is not a great strategy

Wired: The Paradox of Apple News and iOS 9 Ad-Blocking

NBC News: Are Apple's Ad-Blocking Moves Aimed at Google?

AdAge: Ad Blocking Is a Growing Problem. What's the Fix?

Fortune: Between intrusive ads and outright fraud, the online ad industry is a mess

WSJ: Apple's Ad Blockers Rile Publishers

WSJ: Ad Blocking Could Be Coming to Apple's Mobile Browser

AdExchanger: 71% Of Ad-Block Users Would Consider Whitelisting Sites That Don't Suck

WSJ: 'Do Not Track' Compromise Is Pitched

Digiday: Publishers beware: ad blocking has gone mobile

Tech Times: Ad-Blocking Feature In iOS 9 May Cripple Mobile Advertising Industry

AdExchanger: Are Direct Buys The Only Way To Keep The Industry Fraud Free?

MarketingDrive: Mobile is no longer a safe haven for the ad block-averse, at least not on Apple iOS 9

WARC: Publishers consider ad blocking options

MediaPost: Lawmakers Call For Stronger Do-Not-Track Standards

Folio: Advertising's Existential Moment

BusinessInsider: Don't let digital innovation be a threat, make it your opportunity

DIGITAL CONTENT NEXT & WHITE OPS, INC.

DCN

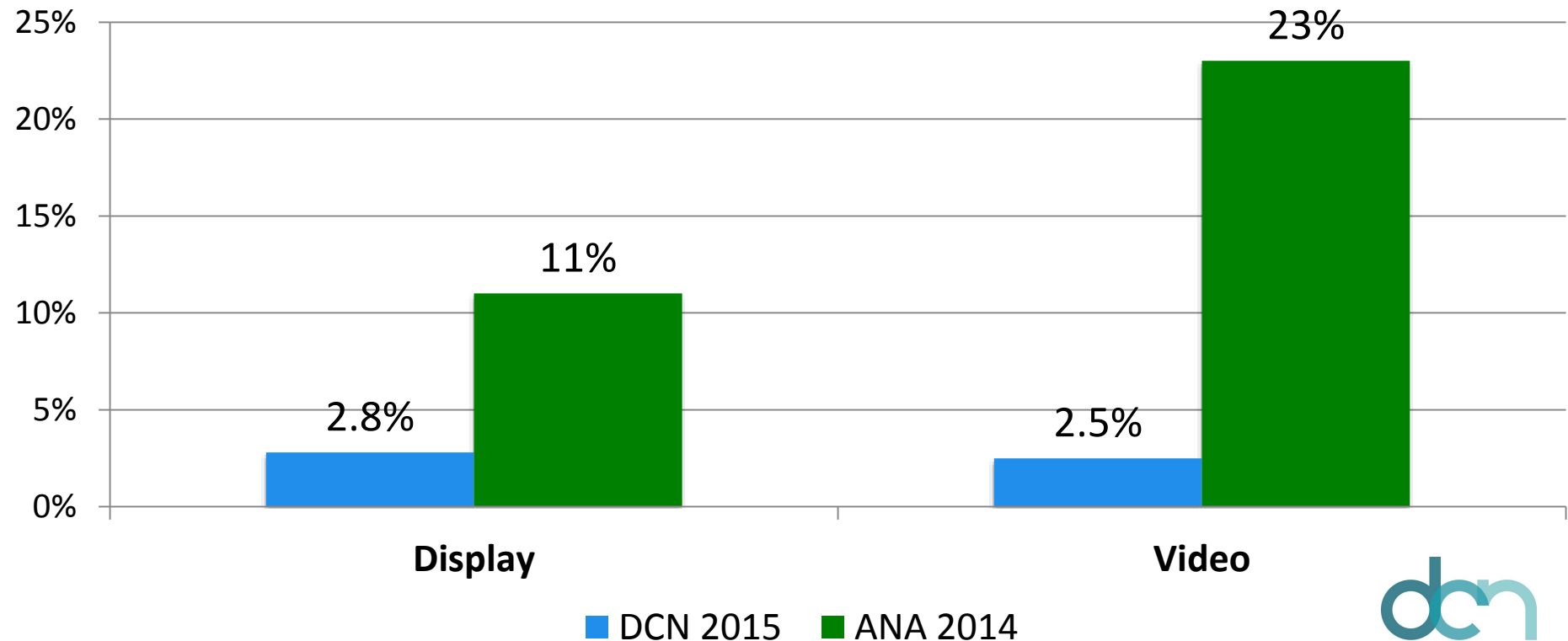
Bot Benchmark Report

What Makes
a Publisher Premium



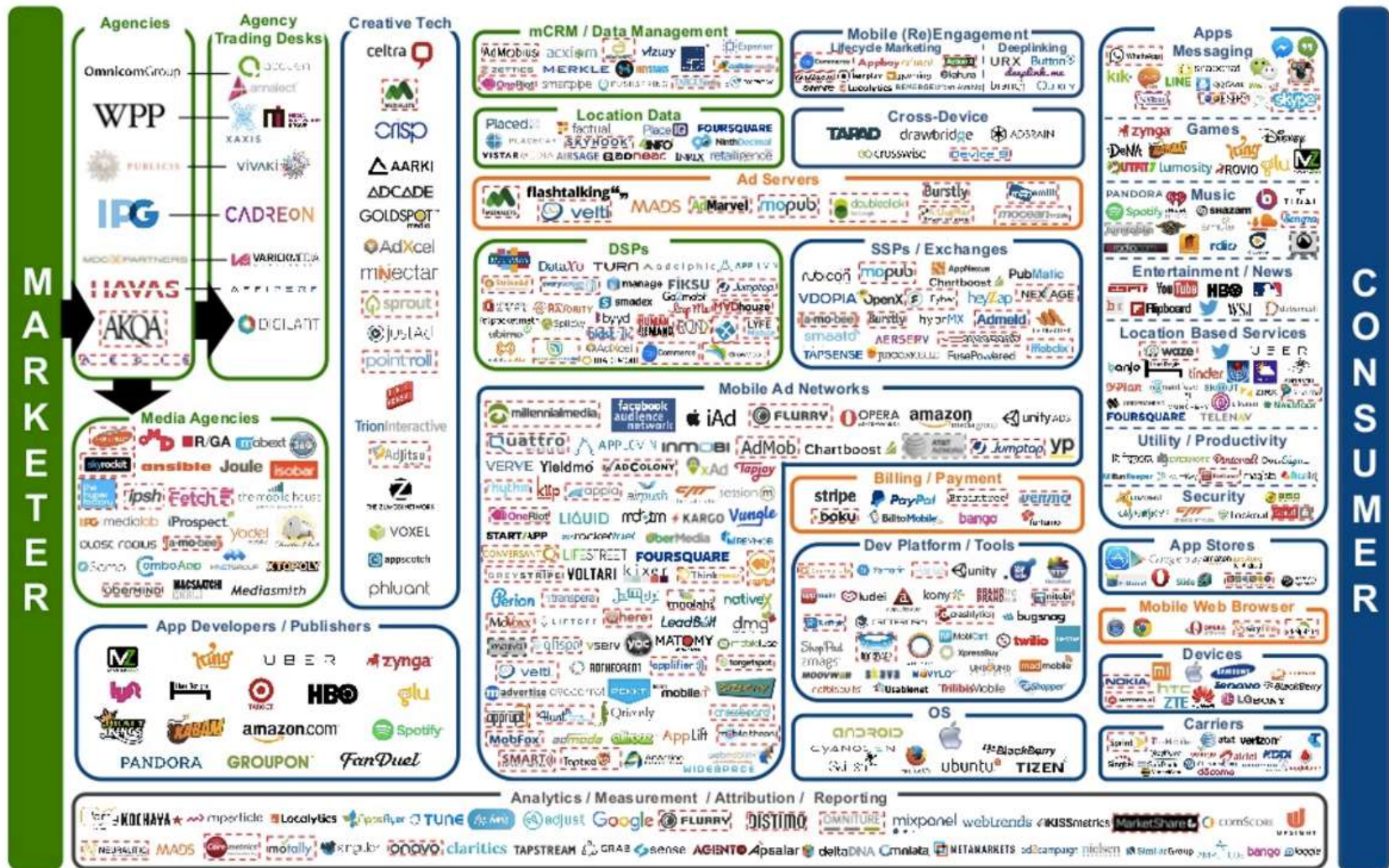
Top-Line Results

89% less bot traffic in video; 75% less in standard display impressions on premium publisher sites



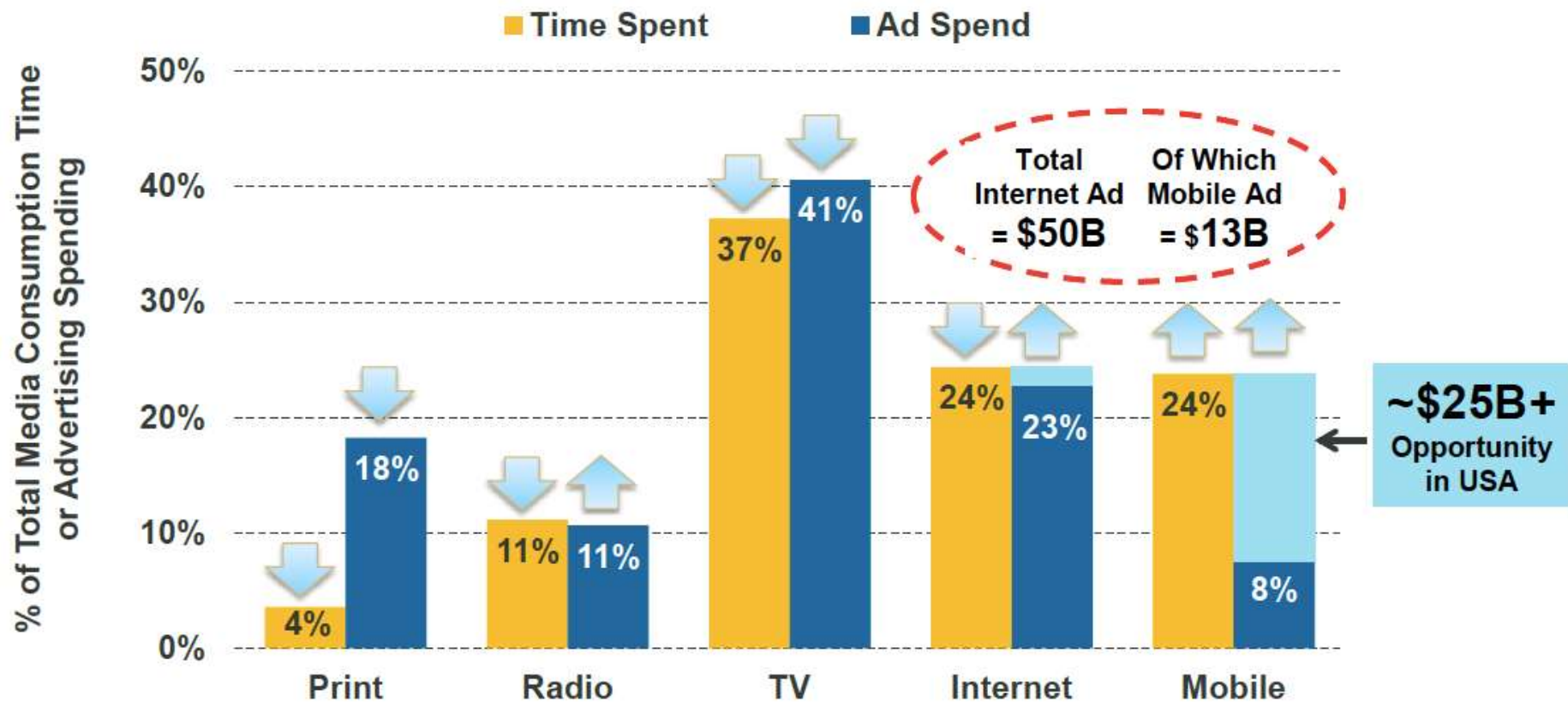
Transparency: Another Shot Coming

MOBILE LUMAscape



Remain Optimistic About Mobile Ad Spend Growth... Print Remains Way Over-Indexed Relative to Time Spent

% of Time Spent in Media vs. % of Advertising Spending, USA, 2014



Innovation Abound

- Platforms:
 - Cardboard
 - Apple Watch
 - More Wearables
- UX
 - Instagram negating photo orientation
 - Snapchat changing video orientation
 - Tinder impacting gestures

Summary

①

DCN Has Momentum

②

Mobile Is Everything

③

Endless Opportunities