

# Hot Button Discussion: Ad Blocking in Mobile

**Table Setter:**

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**Moderator:**

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# Ad Experience

Ad blocking, escalation, mitigation and adaptation,  
from the perspective of an online publisher

justen fox  
@oiler



**THE VERGE**

*Vox*

**SB★NATION**

**EATER**

*racked*

**Polygon**



◀re/code▶

# BLOCKINGscape



“No longer do distributors compete based upon exclusive supplier relationships, with consumers/users an afterthought. Instead, suppliers can be aggregated at scale leaving consumers/users as a first order priority. By extension,

**this means that the most  
important factor determining  
success is the user experience:**

the best distributors/aggregators/market-makers win by providing the best experience, which earns them the most consumers/users, which attracts the most suppliers, which enhances the user experience in a virtuous cycle.”

— Ben Thompson, [Aggregation Theory](#)

# BLOCKINGscape



# How

<https://easylist-downloads.adblockplus.org/easylist.txt>

```
voicesottawa.com/images/leaderBoards/  
voicesottawa.com/images/stories/banners/  
voicestoronto.com/images/leaderBoards/  
voicestoronto.com/images/stories/banners/  
voicesvancouver.com/images/leaderBoards/  
voicesvancouver.com/images/stories/banners/  
vondroid.com/site-img/*-adv-ex-  
vonradio.com/grfx/banners/  
vortez.co.uk^*120x600.swf  
vortez.co.uk^*skyscraper.jpg  
vosizneias.com/perms/  
vox-cdn.com/campaigns_images/  
vpsboard.com/display/  
w.homes.yahoo.net^  
waamradio.com/images/sponsors/  
wadldetroit.com/images/banners/  
wallpaper.com/themes/takeovers/$image  
walshfreedom.com^*-300x250.  
walshfreedom.com^*/liberty-luxury.png  
wambacdn.net/images/upload/adv/$domain=mamba.ru  
wantedinmilan.com/images/banner/  
wantitall.co.za/images/banners/  
waoanime.tv/playerimg.jpg  
wardsauto.com^*/pm_doubleclick/  
warriorforum.com/vbppb/  
washingtonpost.com/wp-srv/javascript/piggy-back-on-ads.js  
washpost.com^*/cmag_sponsor3.php?  
washtimes.com/js/dart.  
washtimes.com/static/images/SelectAutoWeather_v2.gif  
washtimes.net/banners/  
watchcartoononline.com/inc/siteskin.  
watchcartoononline.com^*/530x90.  
watchfreemovies.ch/js/lmst.js  
watchop.com/player/watchonepiece-gao-gamebox.swf  
watchonline.com/images/555ilike-hug.gif
```



# Why adblockers block ads

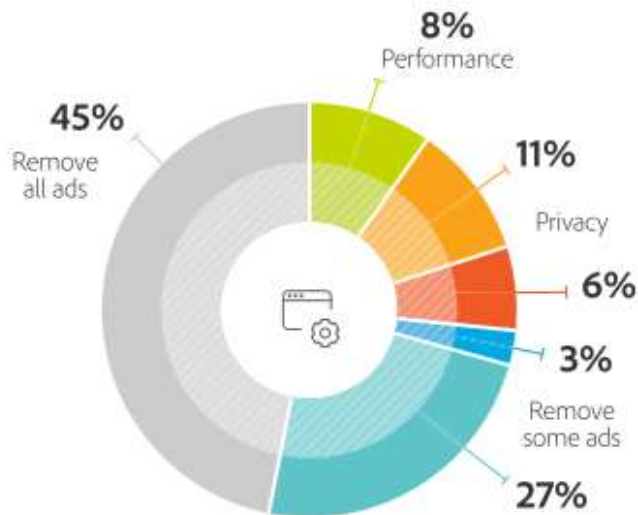
Adblock users express a strong dislike of advertisements that interrupt their ability to consume intended content.

## The findings

- In our survey almost half (**45%**) of adblock users expressed a complete lack of desire to view any advertising and wanted as many ads as possible removed from websites.
- **17%** of respondents cited that privacy concerns were the reason for using an adblocking plugin.
- **30%** of current adblock users were open to some types of advertising. Intrusive ad formats were the key reason why they chose to block ads.

## The opportunity

**25%** of adblockers installed an adblock plug-in due to concerns over performance and privacy. An additional **30%** use adblocking in order to remove a subset of specific advertising. Marketers can listen to these users and tailor an appropriate advertising experience for them, without compromising their enjoyment of the content.



What was your primary, original reason for installing adblock software?

TO IMPROVE MY COMPUTER'S SPEED, BANDWIDTH OR BATTERY LIFE  
TO PREVENT THIRD PARTY COOKIE TRACKING  
TO REMOVE ADS THAT SEEM TO KNOW WHAT WEBSITES I VISIT  
TO REMOVE ADS ON A PARTICULAR WEBSITE  
TO REMOVE ADS THAT I DON'T ESPECIALLY LIKE  
TO REMOVE ADS AS MANY AS POSSIBLE FROM ALL WEBSITES

# Why

- Malware / Viruses
- Page load time / Performance
- Auto-playing audio / video
- Privacy
- Placement / Existence

# Who

- Desktop
- Mobile
- Tablet
- New
- Returning
- Social
- Search
- Referral
- Direct
- Email
- Other

# Why

“Reducing page-load speeds has been and continues to be one of the top priorities, but there are parts of it that are not just about us but other partners in the ecosystem.”

— Vox CEO, Jim Bankoff  
[AdAge](#), Sept 2015

# 2016

- Monitoring mobile
- Off-platform
- Performance
- Premium
- Prevention
- Private marketplaces,  
First look, Header bidding