



Opening remarks from Jason Kint

When we look at an issue like ad blocking, we take a larger view than someone who only focuses on the ad ecosystem. We must focus on ad blocking as an industry wide consumer issue. Undertake research, provide forums for discussion and education, and explore market solutions.

If you think about the US audience that has an ad blocker, about 50 million people, the blocked web. They are no longer being reached with advertising. So what is the opportunity? How would you reach them with advertising?

Consumers don't want to be tracked.

You have to monetize through contextual experiences and clean, well-lit environments.

You have to create scarcity by limiting ads per page.

In the blocked web, you have a strategic advantage as premium publishers. You are in a position to get those consumers to opt in. You have a direct relationship -- something of value -- so you are in arguably the best position.

This problem is complicated and involves us moving beyond our comfort zone to solve it.

Presentation 1: Crystal, Dean Murphy

Their experience with their user base shows:

- 71% happy to see ads
- 22% happy to pay money
- 6% don't want to support

How should publishers adapt?

- Treat ads with the same respect you treat your content.
 - Explore an ad free offering, and what it would take to create an experience that consumers would support.
 - Minimize the quantity of ads and tracking.
 - Explore how the companies you deal with can optimize their products.
 - Work with users on their own terms through partnerships.
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Presentation 2: Electronic Frontier Federation (EFF), Alan Toner

Publishers are a very important part of the equation for shaping a solution in the coming years.

Many blockers have two sets of relationships, to consumers and to advertisers, which can create a disconnect.

We are aligned completely with consumer needs. Committed to an open web, diversity of different sources of information.

Major trust problem. The installation of ad blockers has made that visible.

Two surveys last year:

- Ad Block Plus in Germany, identified that 54.3% of those who responded said privacy concerns were one of the most important factors in deciding to install an ad blocker. (Though ad block plus isn't a privacy enhancing technology, without an additional filter).
- DCN survey: 68% of those surveyed were concerned with privacy.

We interpret this concern on users part as a universal opt out: We just do not want to be tracked.

Ad blocking is indiscriminant. It is unfair to tar everyone with the same brush and you remove the incentive for people to improve their behavior.

Our answer to this: Privacy Badger, which is a tracker blocker. Only blocks ads because they are tracking users. Our fundamental proposition is that if a company honors a consumers right not to be tracked, their ads will not be blocked. Sites that comply with their DNT policy and Privacy Badger automatically checks the website and sees if the policy is posted. If the policy is posted the ads are unblocked. Thus, no white listing process, nobody needs to pay.

Exceptions for transactions, if a user clicks on an ad, comment form, fraud detection and security threats.

Presentation 3: ProjectVRM, Doc Searls

Starts off with a John Perry Barlow Grateful Dead quote, content/container business.

You are more threatened than ever, right now by ad blockers.

The important thing, the real problem, is that you've "jobbed out advertising to the Flint Water department."

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- Holds up Vanity Fair: “none of these ads are tracking me. No cooties reporting my whereabouts to others. The magazine container was very successful—without tracking me.”
- The provenance of those ads put no cognitive overload on anyone who reads them.
- Carries what economists call a signal. We are substantive, we are significant. The symbiosis: We matter, this magazine matters.

Internet: Direct marketing, aka junk mail, though an environment dominated by data was a great thing. We never liked it on the receiving end. It body snatched Madison advertising.

2007 started blocking, hockey stick in 2012 when the big data craze took off. DNT was finalized in about 2012, but publishers didn’t want to follow it because advertisers didn’t like it. So people went to ad blockers.

You can fix this problem by:

- Getting together with people like the EFF and watching what is happening with ProjectVRM and Cheddar. If you are a Cheddar -compliant site, you won’t lose readers to lower value sites.
 - If you are a robot that can place an ad in a low-value site where you’ve tracked a reader, the robot doesn’t care about your site (context).
- Recognize what happened and side with the readers.
- You need to take back the moral high ground, the turf you abandoned when you started aligning with ad tech.
- Digital doesn’t have to be tracking based.
- You are up against a fashion that has happened in the advertising business.
- Relevance doesn’t always matter.

Presentation 4: Optimal, Rob Leathern

What they do: Working to create alternative ways for publishers to monetize great content.

- Pays publishers for ad blocking
- 70% of every subscription goes back to publishers and users can also tip publishers
- Upvote sites you like, favorite up to 5 for an immediate boost
- Report sites that block your blocker (or for other issues).
- Tip sites an extra penny to a dollar if they’re doing a great job. That small amount could exceed what you get from digital CPMs from an ad the user would see.

Tomorrow morning at adblocksurvey.com download the ad block data from their research in pdf and excel.

- US Ad Blocking rate at 11.7%, globally at about 14% mobile 3%, desktop 20-30%

- We think it will increase drastically in the coming years.

Ads slow down browsing experience.

Some people think publishers only get paid per clicks, so they aren't burning the publisher by not viewing ads in the first place – since they weren't going to click.

A big surprise: a big reason people are not blocking ads today is because they don't know they can. Products they use to block ads are free. So this is a dangerous thing.

Presentation 5: Disconnect, Gus Warren

What they do: We don't block anything first party. We block everything third party.

Started as a privacy company, did not start as an ad blocking company. We think that's a rogue business model. The idea of trying to kill the internet business didn't make any sense to us.

Huge impact: Speed, privacy, protect against malware

Everything is very transparent about what we do. Any third party that adheres to the EFF's DNT policy, we whitelist them as well.

- 25M active users of their apps.
- Network, browser, and device integrations.
- Deutsche Telecom, Tor, Firefox, silent circle.

Advocates a subscription service of about \$20 a month that provides an ad free experience across many, many sites. **Biggest hurdle: how to pay everyone.**

Presentation 6: Brave, Brendan Eich

What they do: Wants to come up with a way for publishers to get paid.

- The Brave-optimized landscape instead of letting programmatic ads get placed by scripts on the page, do a curated ad network approach. Use only on-device data and computation to place ads.
- Keep the users' data private.
- Brave 70% programmatic rev share to the publisher.
- Brave differences: we don't even see the user data, fraud resistant, anonymous ad-action, confirmation
- Publisher demand pass thru to show best ads without tracking
- Automated micropayment system for top sites.

The Lumascope is too crowded.

The walled garden trap... publishers need their own sites.

Normal ad blocking disrupts the site experience. There should be a web standard of this. People don't want to -n to tip. Brave supports a lot of options to allow for micropayments. User favorites sites and can decide to reward sites, can auto-pay, can increase it as they choose.

Presentation 7: Mozilla, Jason Schmidt

What they do: We believe very strongly that the open web needs to survive. It needs a vibrant ecosystem that supports advertisers and publishers. Their Web Sustainability Initiative is a newish team within the Open Innovation group at Mozilla.

Want to act as a trusted agent for our users. We put consumers in control of their online experience.

- Commercial pressures against healthy open web: Consumer UX, trust, transparency, and control.
- Proprietary app ecosystems diminish open interoperability.

There needs to be some standard of acceptable advertising practices or alternative revenue models.

We want to partner with publishers to help test, to try different things.

We feel advertising today often doesn't serve the user and publisher as well as it could. We think that high quality advertising could benefit on both sides.

Publishers should invest in taking more responsibility for the experience, page payload, tags, data leakage, malware, adjacency.

Take a long-term perspective. Test LEAN, understand audience attention, test anti-adblocking, tiered experiences for an ad free option, unconventional ad tech, sponsored content.

Presentation 8: Ghostery, Scott Meyer

What they do: Consumers use Ghostery to control how they are tracked online.

- Can be discretely configured.
- Doesn't turn off ads by default, turns off underlying scripts.
- Half of our business is providing SAAS solutions to publishers, the "frankenstack".

- 25% of users opt to allow Ghostery to collect data anonymously....
 - Consumers are essentially setting standards on their own

Consumers are starting to understand the difference between ad-light and tracker-light.

It is great that premium publishers have reduced the number of ads on the page, but ad light yet tracker heavy isn't the answer.

- Forbes Ad-light experiment didn't go far enough.
- On mobile it is worse because it is the same ad tech-stack coming over mobile, with the consumer paying for ads.

Changing the ecosystem to go back to direct sold is not really an option.

Publishers need to focus on: performance, security, poor experience

Presentation 9: Stands, Gil Resh

What they do: We do not believe ad blocking is a solution.

- It is about adding value to the ecosystem.
 - Ad blocking is just the tip of the iceberg. Beneath it is a much more serious problem: malware, spyware.
 - Ad blocking is a blackout; it is not control.
- We have 1 million downloads, over 90% opt in for ads, 85% choose to see 4 or more ads per page.
 - When provided with a choice, the majority choose to stay in the ad game.

User pain: ad overload: popups, privacy, malware.

Help publisher regain lost revenue, controlled rate card & floors

Flexible demand, using pub tags.

Presentation 10: Adblock Plus, Till Faida

We can start over and avoid the same mistakes we've been making. We can have fewer ads that actually have more value.

Ad blocking is extremely controversial, but you can decide what your approach is going to be:

- Decide to do nothing and complain about it (the IAB approach);
- You can be confrontational to users. (Show ads users don't want to see); or
- Become part of our ecosystem with a healthy relationship between advertisers, publishers and users.

We haven't had the right incentive to focus on a great user experience. We want to invite everybody to be part of shaping how that ecosystem works. Publishers don't want to show bad ads; advertisers don't want to be seen as 'just an intrusion' consumers don't feel that their needs are being addressed.

In the new ecosystem, there will be scarcity so publishers can charge a premium.

For acceptable ads to scale, we have to enforce the same standards for everyone.

Number one reason people install ad blockers is the format.

- Acceptable ads should focus on the format.

All of their White List is out in the open. Announce every new partner in their forums. Transparency reasons, to make sure that everyone complies with the same criteria.

If you show more than 10mm ad impressions for our users, you can pay us.