

Mobile Adblocking

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Crystal

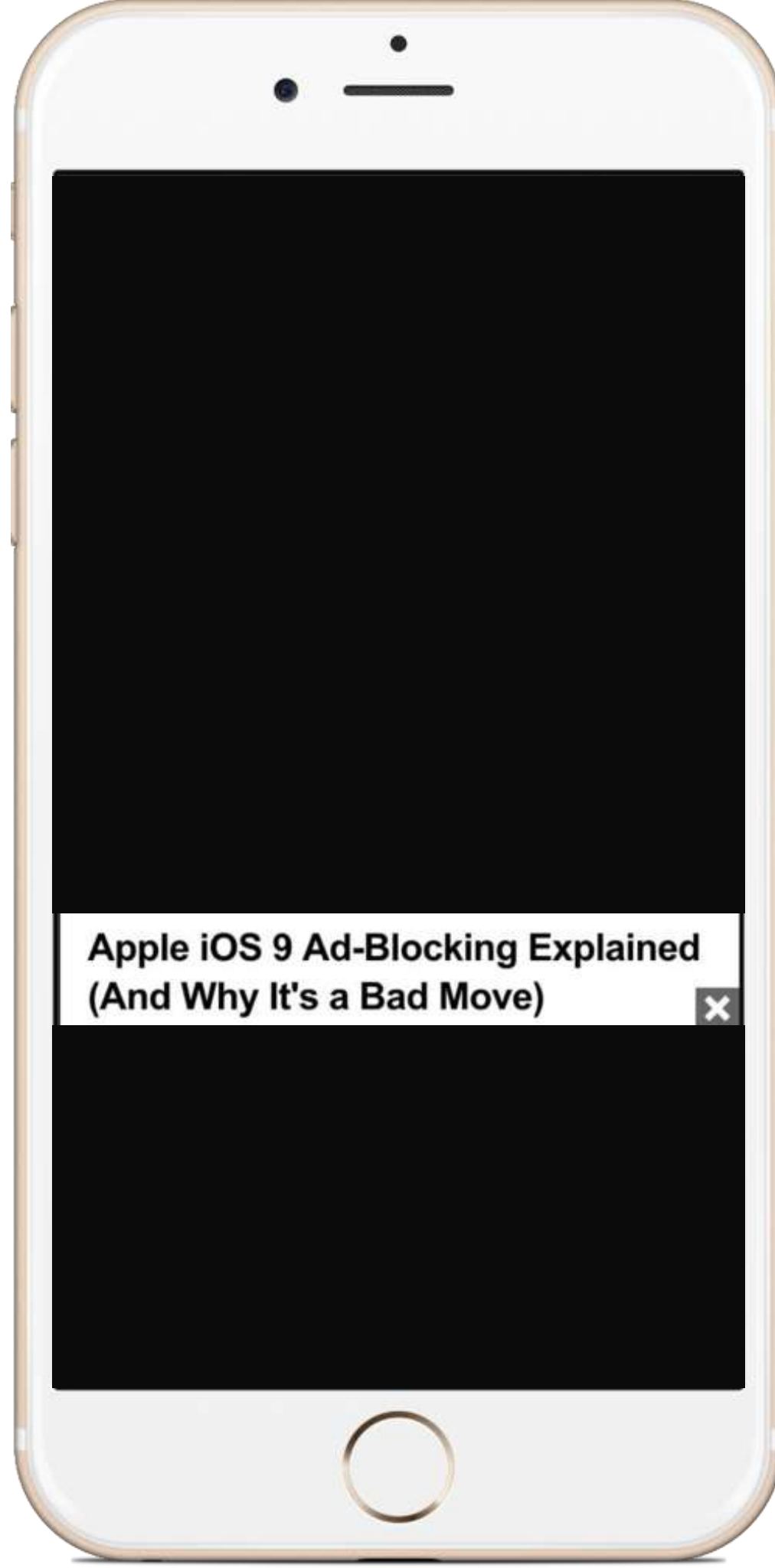
An adblocker for iOS & Android

What problems does Crystal solve?

- The mobile web is slow.
- The mobile web is bloated.
- The mobile web is frustrating.
- The mobile web does not respect user privacy.

What is the future of digital advertising?

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



**Apple iOS 9 Ad-Blocking Explained
(And Why It's a Bad Move)**



A little experiment

- Use your site without an adblocker.
- Then use it with an adblocker.
- Finally, use it without an adblocker.

How should publishers adapt?

- Treat ads with the same respect you treat your content.
- Explore an ad-free offering
- Minimise the quantity of ads & tracking
- Work with users on their own terms through partnerships

Adblocking
is here to stay.

Q&A

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