



Meet the Blockers

Meet the “Blockers” - Agenda

1. Opening Remarks (members-only)
2. Company Presentations (10)
3. Closing Discussion (members-only)

Meet the “Blockers” – Live Questions

Please do this now: Text DCNLIVE to 22333

- Text a constructive question
- Hit submit, we'll filter live (anonymously)

Advancing the Future of Trusted Content



Ad Blocking – DCN Approach

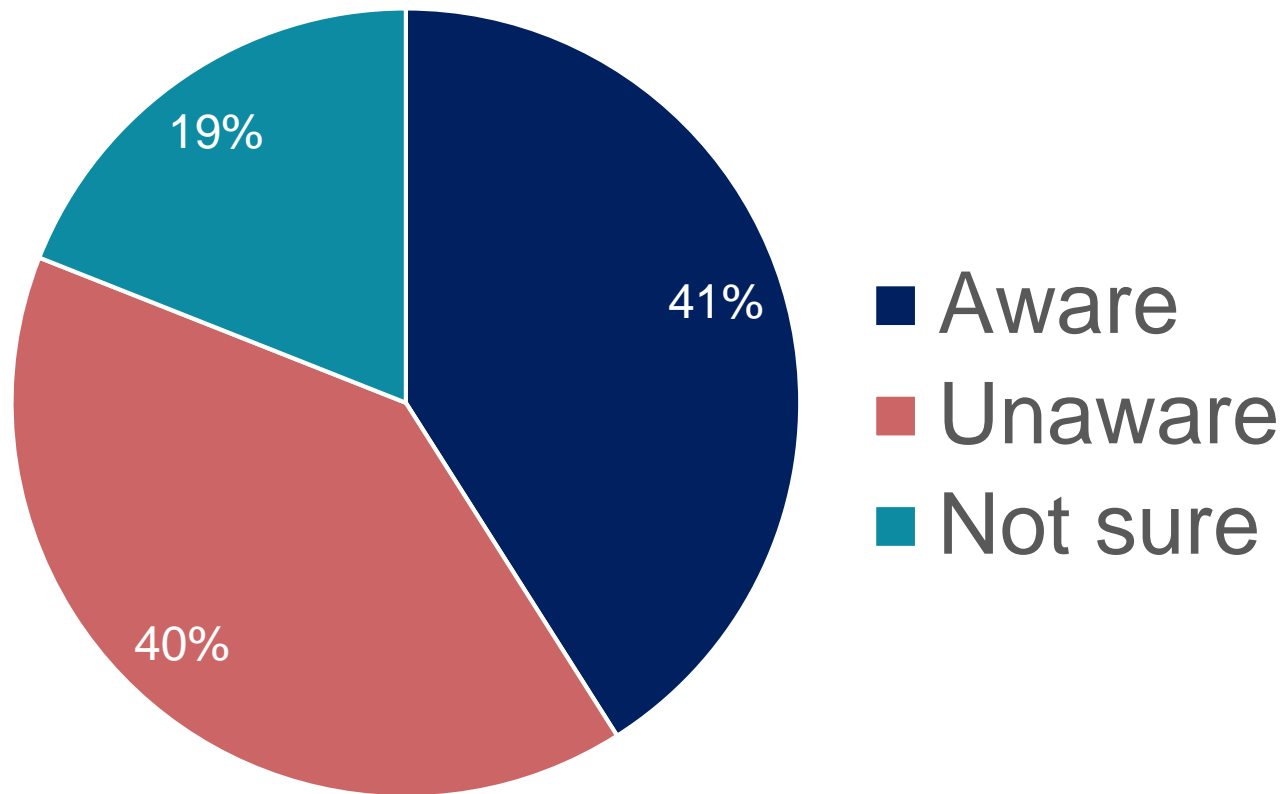
Focus on ad blocking as an industry-wide, consumer issue

1. Research
2. Discussion and Education
3. Explore Market Solutions

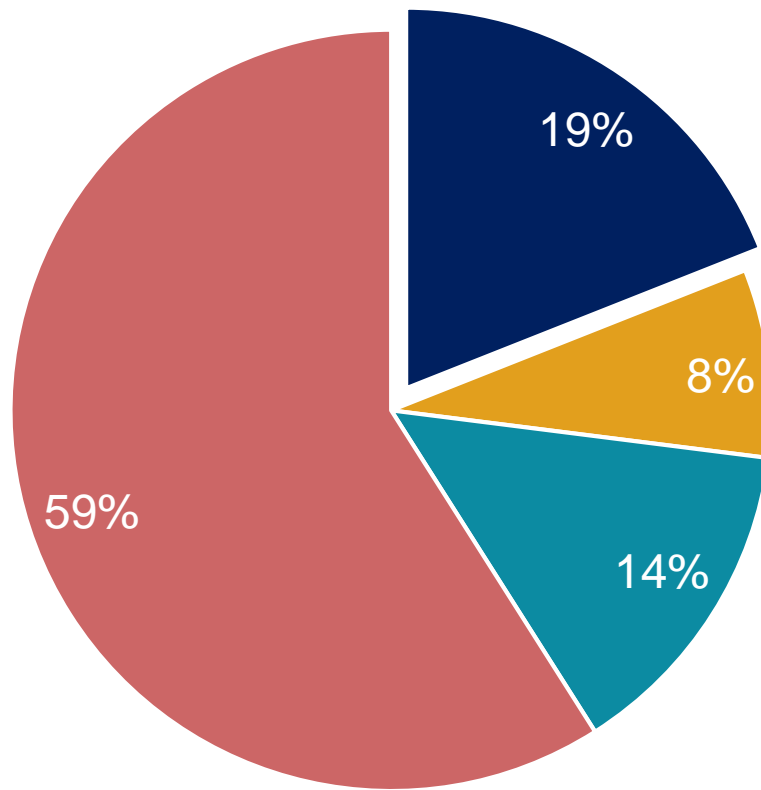
1. Research

- *DCN Research (12/15)* – Consumer Study
- *DCN Research (2/16)* – Member Study
- Other Research – Trade bodies (e.g. WAN-IFRA, IAB UK), Vendors, Research Firms, Publishers

1. Research – Consumer Tipping Point



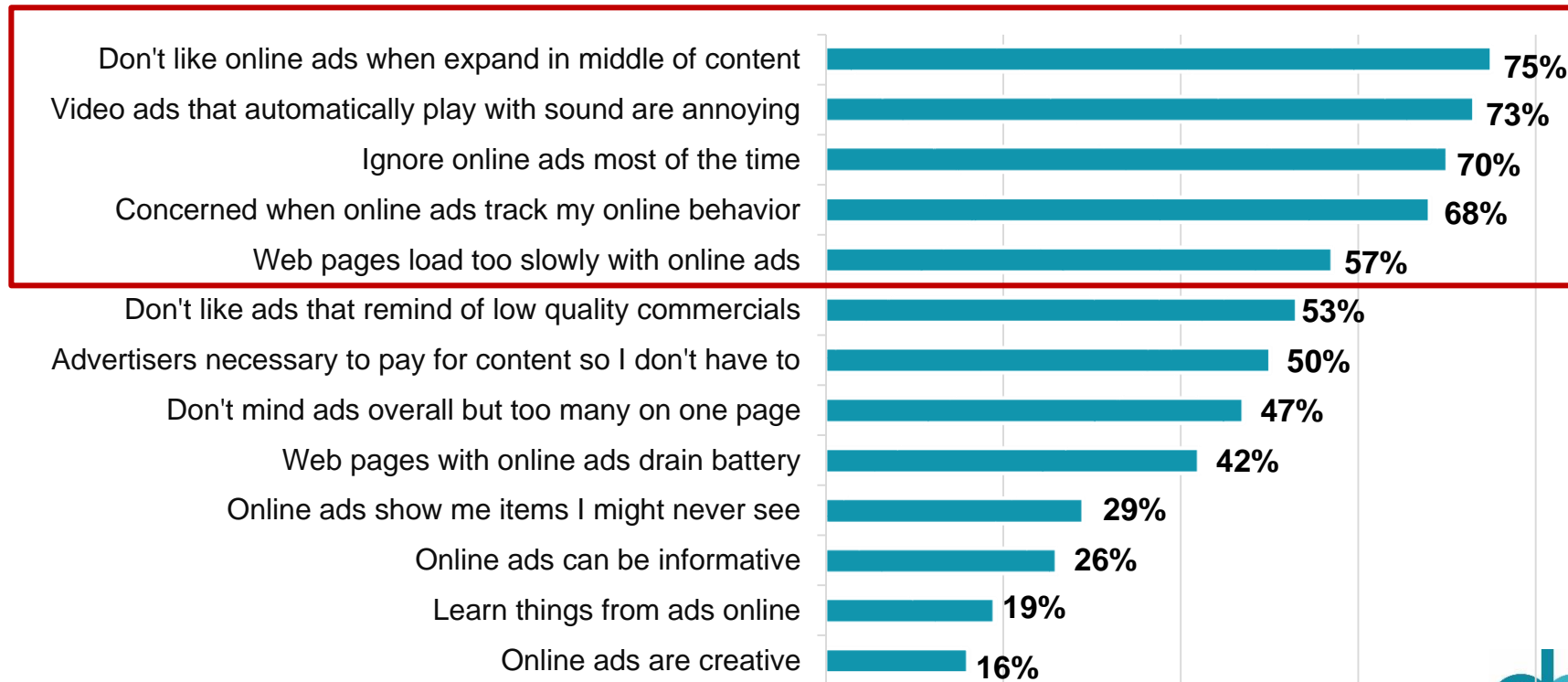
1. Research – One in Five Users



■ Current user ■ Previous user ■ Never used ■ Not aware

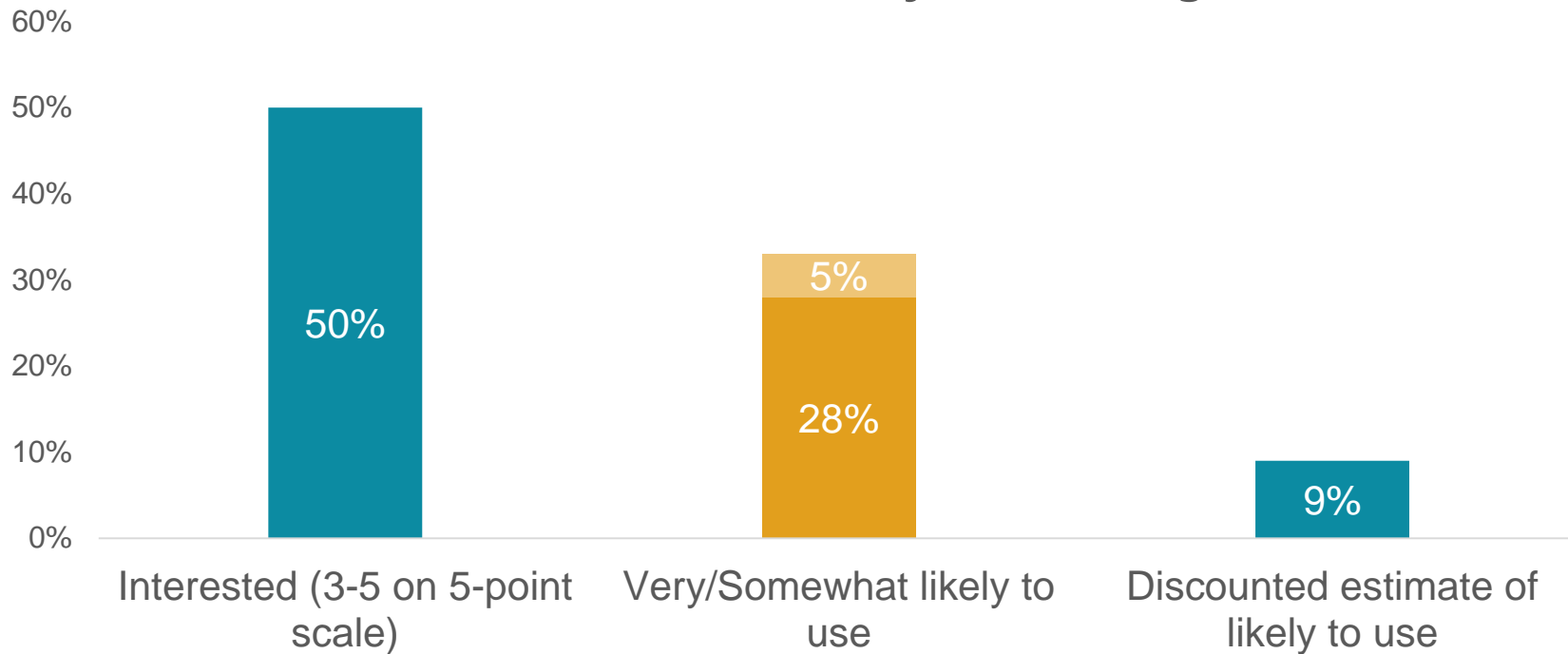
1. Research - Performance, Tracking Detrimental

Agree with statements – 4 or 5 on 5-point scale



1. Research: Strong Consumer Intent to Try

Interest and intent to try ad blocking software



1. Research – Take Control and Clean Up

Ad blocking usage is growing and appears to have strong potential for continued growth.

Moving forward publishers should:

- Remain consumer focused.
- Monitor your site's content and ad experiences.
- Communicate the value of premium content to your audience.
- Closely oversee ad inventory and 3rd party relationships.
- Require better creative from marketers and agencies.

2. Discussion and Education

- DCN and WAN-IFRA issued a **“Call To Think”**
- Study intensely the various incentives among stakeholders:
 - Consumers
 - **Publishers**
 - Advertisers
 - **Ad Tech**
 - Platforms
 - Browsers
 - **Ad Blockers**
 - **Anti-Ad Blockers**

2. Discussion – There Is An Opportunity

Find value in the “blocked web.”

- Tracking and targeting – not what consumer wants
- Premium ads, real scarcity
- Favors contextual advertising
- Premium publishers bring clear consumer value to table

3. Market Solutions: TBD

- Individual Publisher Approaches
- L.E.A.N.
- Tragedy of the Commons
- Browser-controls
- Cross-Industry Approaches
- Google?

DCN Request to Speakers

1. What problem are you solving for consumers and how?
2. **If you're successful in solving the consumers' problem, what will digital advertising look like and how will publishers be impacted?**
3. How do you think publishers should adapt to succeed with a growing number of frustrated consumers.
4. How do you make money? Who owns you and/or how are you governed?
5. **What publisher or advertiser problems are you unable to solve?**
6. How is trust uniquely established between consumer/publisher/advertiser with your platform, specifically in the product experience?
7. **Do you recognize the difference between premium publishers vs others?**
8. **What is the most important insight publishers need to understand about ad blocking that you believe may be missed?**

DCN Request to Audience

- How do we push beyond comfort zone?
- Where are the bright lines?
- What is DCN missing?

Meet the Blockers – Presentations

1. Dean Murphy, Founder and CEO, Crystal
2. Alan Toner, Electronic Frontier Foundation
3. Doc Searls, Founder, ProjectVRM
4. Rob Leathern, Co-Founder, Optimal
5. Gus Warren, Co-Founder, Disconnect.me
6. Brendan Eich, Founder and CEO, Brave
7. Jason Schmidt, Mozilla
8. Scott Meyer, Co-Founder and CEO, Ghostery
9. Gil Resh, Co-Founder and CPO, Stands
10. Till Faida, Co-Founder and CEO, Adblock Plus

Closing Discussion (members-only)

- Positive Lessons
- Bright-line Concerns
- Feedback to DCN