



Meet the Blockers: Notes from Members-only Discussion May 16, 2016

Attendees representing:

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| 1. ABC Owned Television Stations Group | 17. NBCUniversal |
| 2. ABC Television Networks | 18. New York Media |
| 3. Atlantic Media | 19. News Corp |
| 4. Business Insider | 20. Purch |
| 5. CBS | 21. Rodale |
| 6. CNBC | 22. Sabin, Bermant & Gould LLP (Conde N |
| 7. Cox Media Group | 23. Scripps Networks Interactive |
| 8. ESPN | 24. Slate |
| 9. Financial Times | 25. TEN: The Enthusiast Network |
| 10. Forbes Media | 26. The Daily Caller |
| 11. Fox News Channel | 27. The New Republic |
| 12. Gannett | 28. The New York Times |
| 13. Harvard Business Review | 29. The Weather Company |
| 14. Hearst | 30. USAToday |
| 15. Meredith Digital | 31. Viacom Media Networks |
| 16. National Geographic Partners | 32. Vocativ |
| | 33. WebMD |

Three areas for discussion:

- Lessons
- Red-line concerns
- Feedback to DCN

Comments from DCN Members in attendance:

Lessons

No silver bullet to solve this. There is a need for ongoing experimentation. The vendors present a lot of theories, not a lot of answers. Publishers need to test in controlled way with audiences and progress from there.

This is a conundrum: vendors say they provide consumer with choice but not working with publisher and consumer for them to have control on the advertising/experience issues.

Dichotomy – the ones using and those not, some saying they want to recapture users, others not so much.

If you make the experience great for those who use ad blockers you incentivize those who don't to adopt them.

Two sides to that issue – taking money but also giving money to publishers &/or users.

The subscriptions and micropayments options presented by some of these companies is “a pipe dream”.

Need to diminish overreliance on advertising. Micropayments are in a different place than 5 years ago.

Disconnect.me affects mobile web and apps because works like a VPN – also enterprise/carrier level adoption with Deutsche Telekom – this is a concern.

Disconnect used the word “tricked” – need to know who you are and what the settings are for engagement.

Redline concerns

Vendors who accept money as a condition for whitelisting.

When the vendors talk about blocking trackers or advertisers, their messages about blocking ads are the loudest, privacy is secondary to them.

Vendors shouldn't be blocking messaging to consumers from publishers who are trying to reach users.

Nuance – how to message to consumers the differences between ad blockers, privacy browser extensions, etc. – challenging.

Feedback to DCN

Very informative event. Ad blocking is established, growing and will be permanent part of the picture going forward, not a passing fad. DCN should have a POV as there are some solutions potentially better for publishers. We should be immersed in whatever that dialogue is.

Strategy should be consumer first – Don't know what DCN gains by calling out the bad vs playing up the good practices. Let the others fight. Focus on the premium experience as the differentiator – supporting better premium experiences and companies that provide the tools and enable the ability to differentiate premium.

Publishers need a more aggressive posture to resolve consumer needs and reverse the trend.

What do we as premium publishers have to push the industry on - when you have so many ad tech companies engaged in defining standard, what do we need to be aggressive on?

There are companies/organizations in the ecosystem that can work with publishers to improve advertising and the consumer experience (e.g., Mozilla, EFF) and others that we can't work with. Maybe Disconnect.

Should we be selecting companies to support/work with?

Google paying \$25-\$40mm to ABP – should we be making an issue of that?
“Hard to pick a fight with Google.”

Insertion of ads on your sites without consent? Do we know enough to say?