

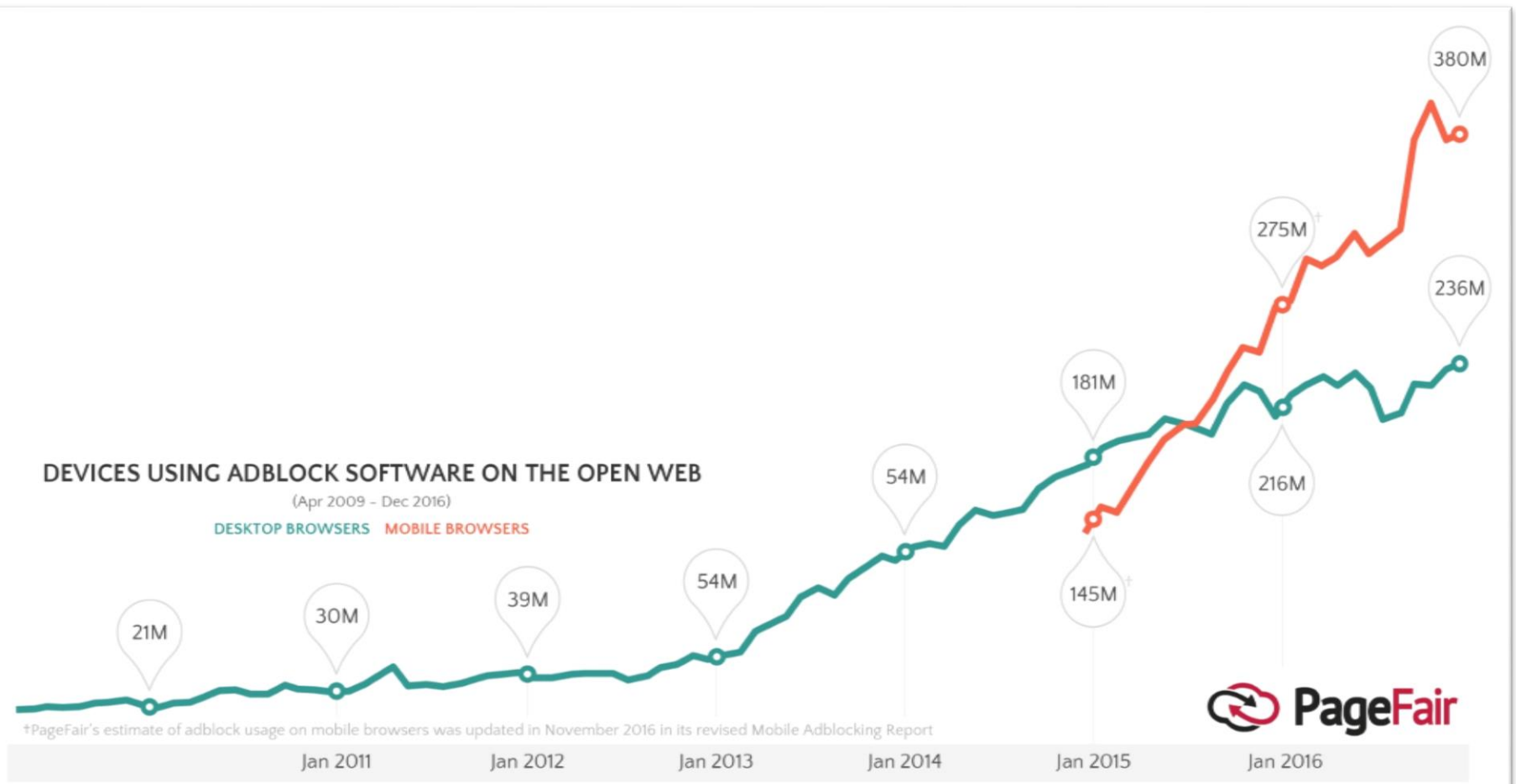


Initial Better Ads Standards for Desktop and Mobile Web: Update on the Work of the CBA

DCN Legal and Legislative Day

Chuck Curran
Venable LLP
Thursday November 9, 2017

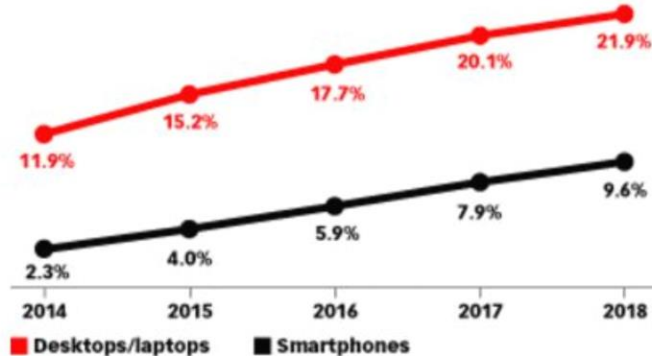
Consumer Usage of Ad Blockers by Digital Advertising Environment



A Risk to Advertising Globally, and Not Just Desktop

US Ad Blocking User Penetration, Desktop/Laptop vs. Smartphone, 2014-2018

% of population



Note: internet users of any age who access the internet at least once per month via any device (including a mobile device) that has an ad blocker enabled

Source: eMarketer, Feb 2017

223203

www.eMarketer.com

DEVICES WITH ADBLOCK SOFTWARE

(Dec 2016)

DESKTOP MOBILE



PageFair



Internet
Advertising
Bureau
UK



Wir sind das Netz

JUSTPREMIUM

Simpli.fi

iab.

OmnicomMediaGroup

group^m

NAI
Network Advertising Initiative

Admiral
Adblock Publisher Solutions

oriel

bounceexchange



Microsoft

dcn
DIGITAL CONTENT NEXT

The Washington Post

axel springer



iab.
france



ANA

facebook.



Teads^{.tv}



WFA
WORLD FEDERATION OF
ADVERTISERS

Google

NEWS MEDIA
ALLIANCE

News Corp



REUTERS[®]

gumgum[®]

edaa
EUROPEAN
INTERACTIVE
DIGITAL
ADVERTISING
ALLIANCE

criteo.



Unilever

iab.
TECH LAB

sovrn



AppNexus

DMA

Data & Marketing
Association

A's

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Coalition for Better Ads - Goals

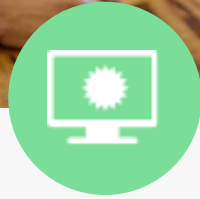
- Develop new standards for online advertising that reflect consumer preferences - **Better Ads Standards** - that can be used by participants in the advertising and media ecosystem to prevent the kinds of experiences consumers don't want.
- Improve the online experience for consumers in key digital environments (desktop, mobile web), on a global basis.

A Methodology to Support Better Ads Standards:



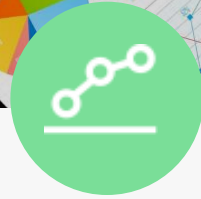
User based

Using real consumer feedback



Context-based

Developed based on a natural content consumption experience



Empirical

Based on data, and reflects national and regional preferences



Impactful

Should help the marketplace improve the consumer experience

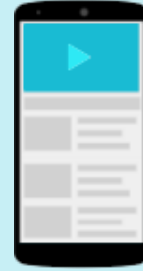
A Methodology That Works for Multiple Environments



Desktop
Websites



Mobile
Websites



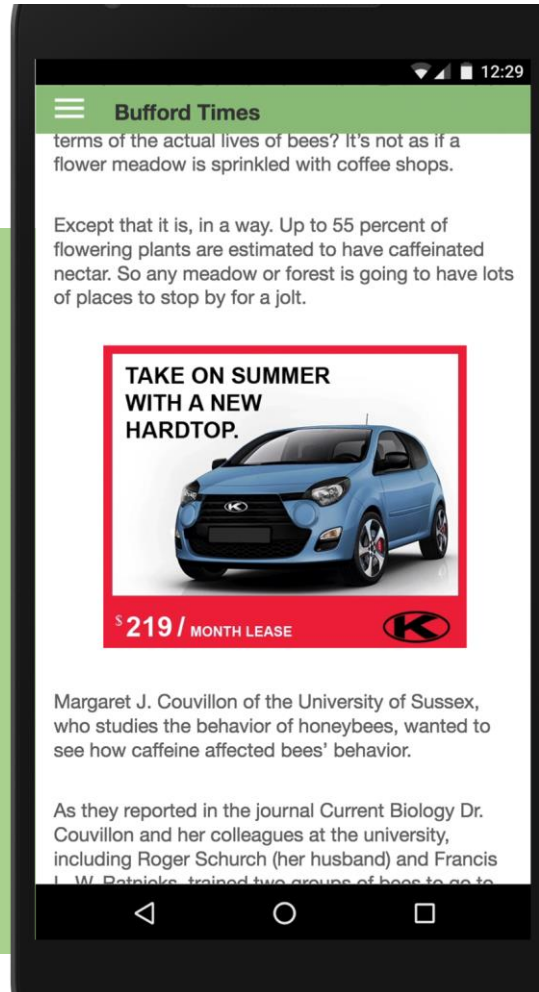
In-Stream
Videos (Short-Form)
(Under development)

Examples of Ad Formats Tested as “Experiences”

Flashing Animation

Popup Ad

Full Screen Inline



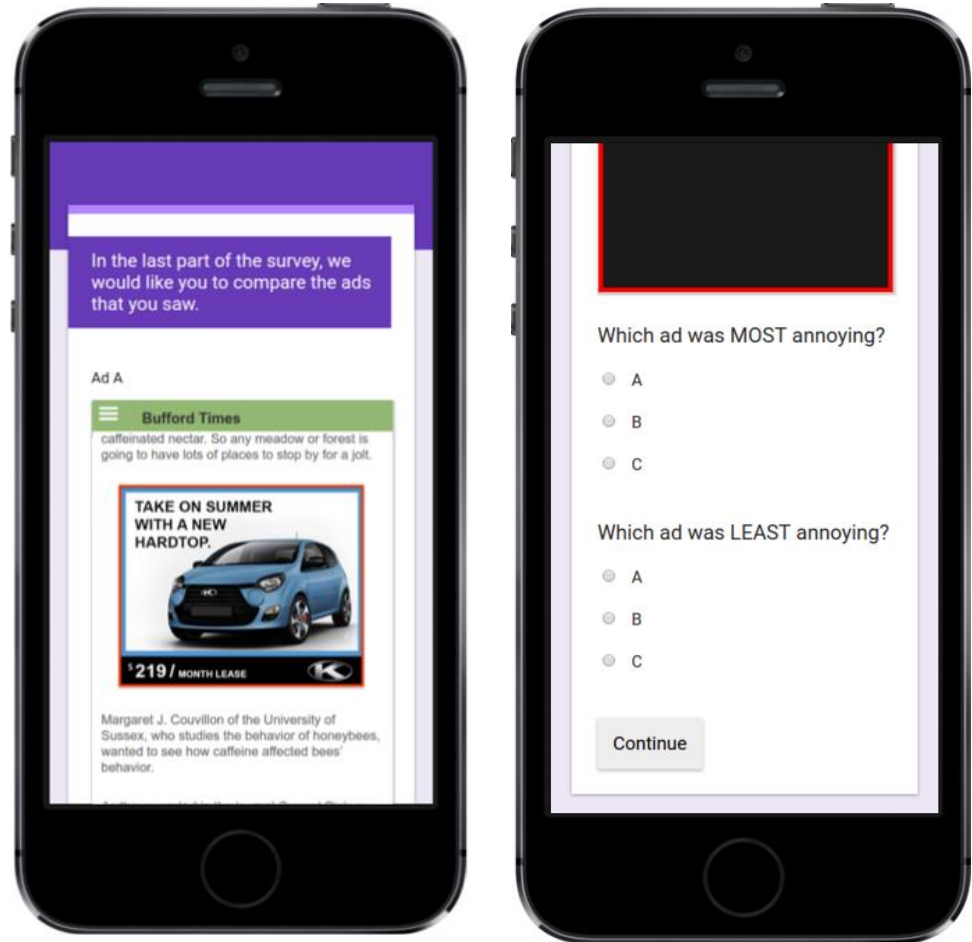
The consumer sees different types of ad formats as they read online articles. The consumer rates each experience.

The content of the ad is neutral and controlled. The variable in the survey is the consumer's response to the differing ad experiences.

Rating & Ranking Ad Experiences

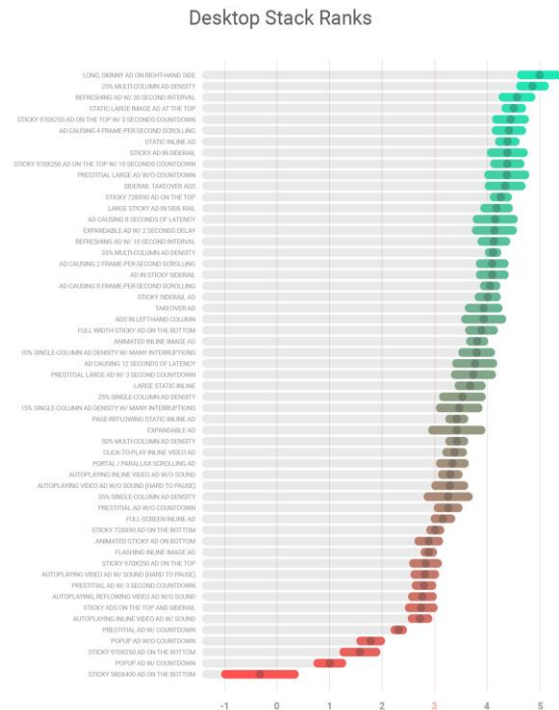
Consumers assess their experience with the ad format or experience along a variety of dimensions (“Annoying”, “Satisfying”, “Distracting”, e.g.).

The consumer sees three different experiences and comparatively ranks them.



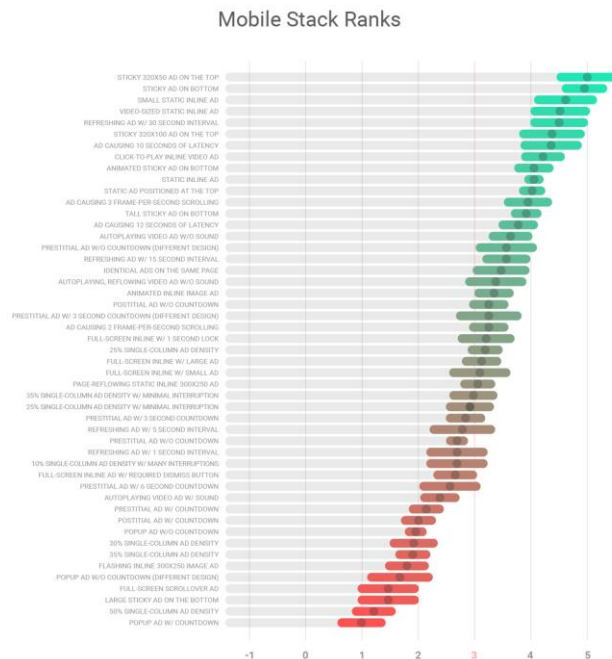
Desktop Ad Experience Preference Rankings

Rankings on a comparative scale from most to least preferred (55 Experiences tested)



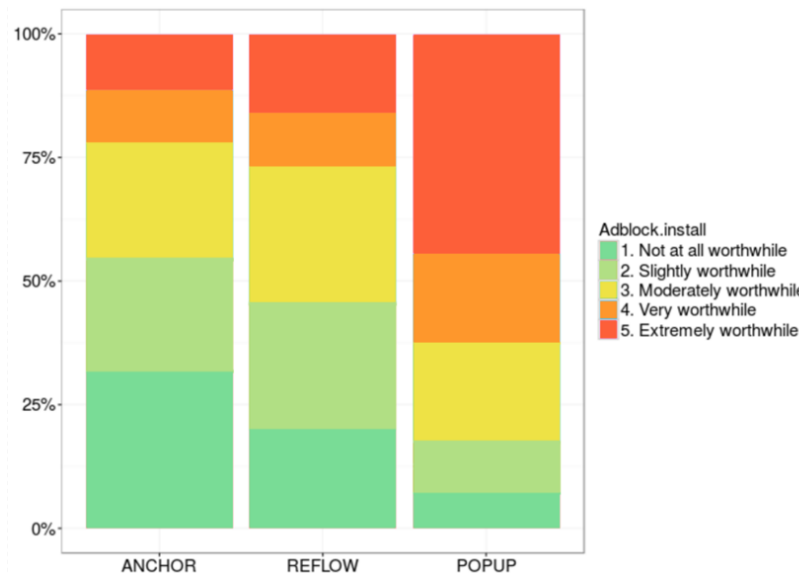
Mobile Web Ad Experience Preference Rankings

Rankings on a comparative scale from most to least preferred (49 Experiences tested)

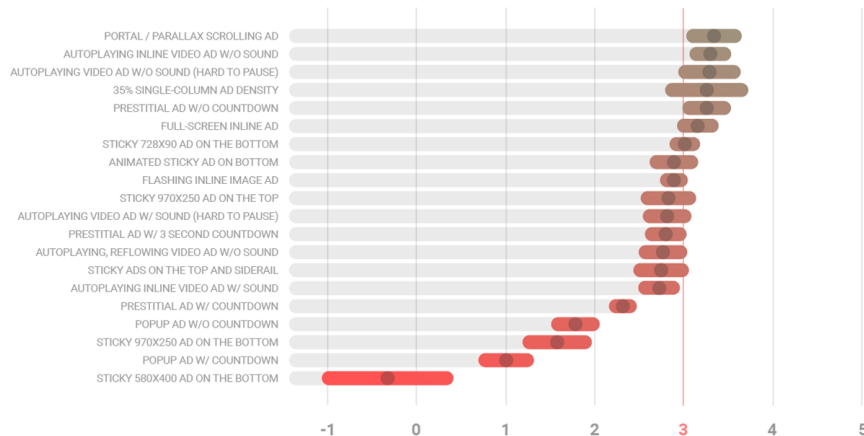


Overall rankings are correlated with additional survey data measuring consumer propensity to adopt ad blockers, defining a threshold of consumer acceptability: a Better Ads Standard.

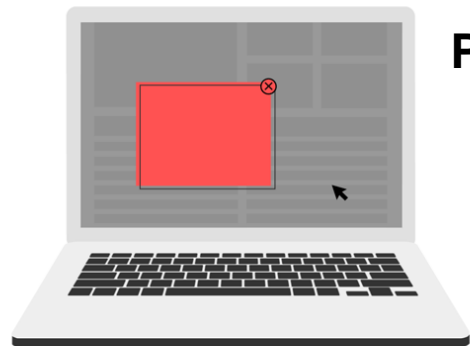
How worthwhile would it be to install an ad blocker for this experience?



Desktop Stack Ranks

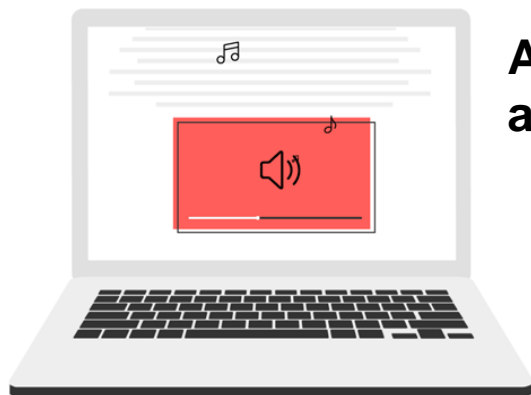
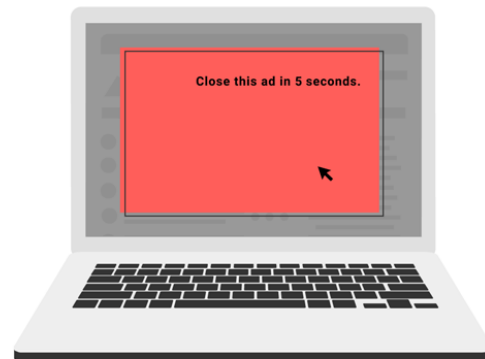


Experiences falling below the Initial Better Ads Standard for Desktop Web



Pop-up ads

Prestitial ads with countdown

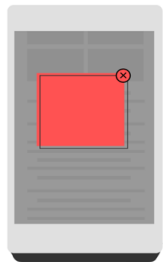


Auto-play video ads with sound

Large sticky ads



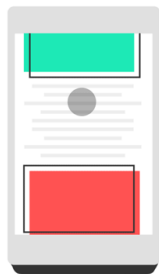
Experiences falling below the Initial Better Ads Standard for Mobile Web



Pop-up ads



Prestitial ads



Density >30%

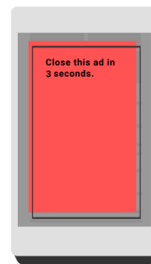


**Flashing
animated ads**

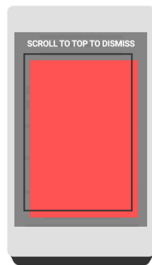
Experiences falling below the Initial Better Ads Standard for Mobile Web (2)



**Auto-play video
ads with sound**



**Poststitial ads
with countdown**



**Full-screen
scroll over ads**



Large sticky ads

Initial Coalition Vision for Use of Better Ads Standards

- *Advertisers* can use the initial Better Ads Standards to inform campaign development and execution
- *Publishers* can use the initial Better Ads Standards to develop improved experiences for their audiences
- *Ad technology platforms* can use the initial Better Ads Standards in the development process for new ad experiences
- *Providers of measurement technologies* can use the initial Better Ads Standards to develop new ways to assess marketplace prevalence of the ad experiences preferred by consumers

Coalition Education

- Sharing with industry stakeholders the consumer research data and methodology that define initial Better Ads Standards for North America and Europe
- Encouraging participants across industry, including advertisers, agencies, publishers, and advertising technology providers, to incorporate the findings into their efforts to improve the online ad experience for consumers

Marketplace Adoption of Better Ads Standards

IAB UK launches "IAB Gold Standard" to clean up online advertising

AdvertisingAge
New Google Ad Filter Frightens Some Publishers and Ad Tech Players

PageFair endorses the initial standard of the Coalition for Better Ads

IAB Lauds U.K.'s Standards-Based Initiative; Says Global Program for Digital Supply Chain Trust & Brand Safety Is Imminent



Starting immediately, Oriel's ad protection technology will only support publishers and advertising which conform to the Better Ads Standards to be protected through its platform.

Additional Work Underway

- Developing interpretive guidance to clarify application
- Prioritizing research to test new ad experiences and assess new geographies
- Developing program to certify compliance with Standards
- Evaluating and developing principles to address the use of the Standards by browsers and other technologies for assessment and implementation



www.betterads.org