

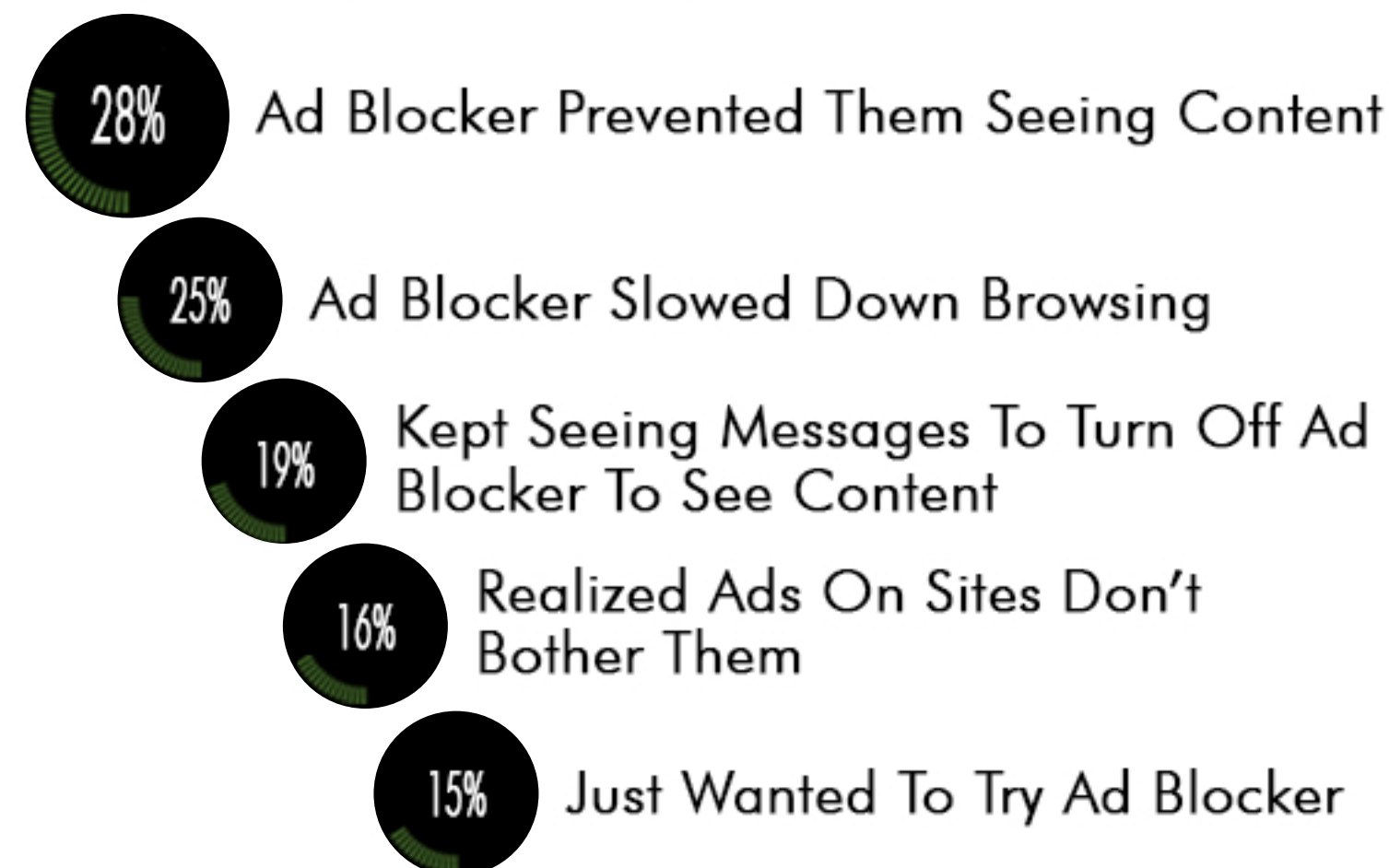
CONSUMER AD BLOCKING USAGE IN AUSTRALIA - 2016

The Reasons

Primary Reasons People Use Ad Blockers



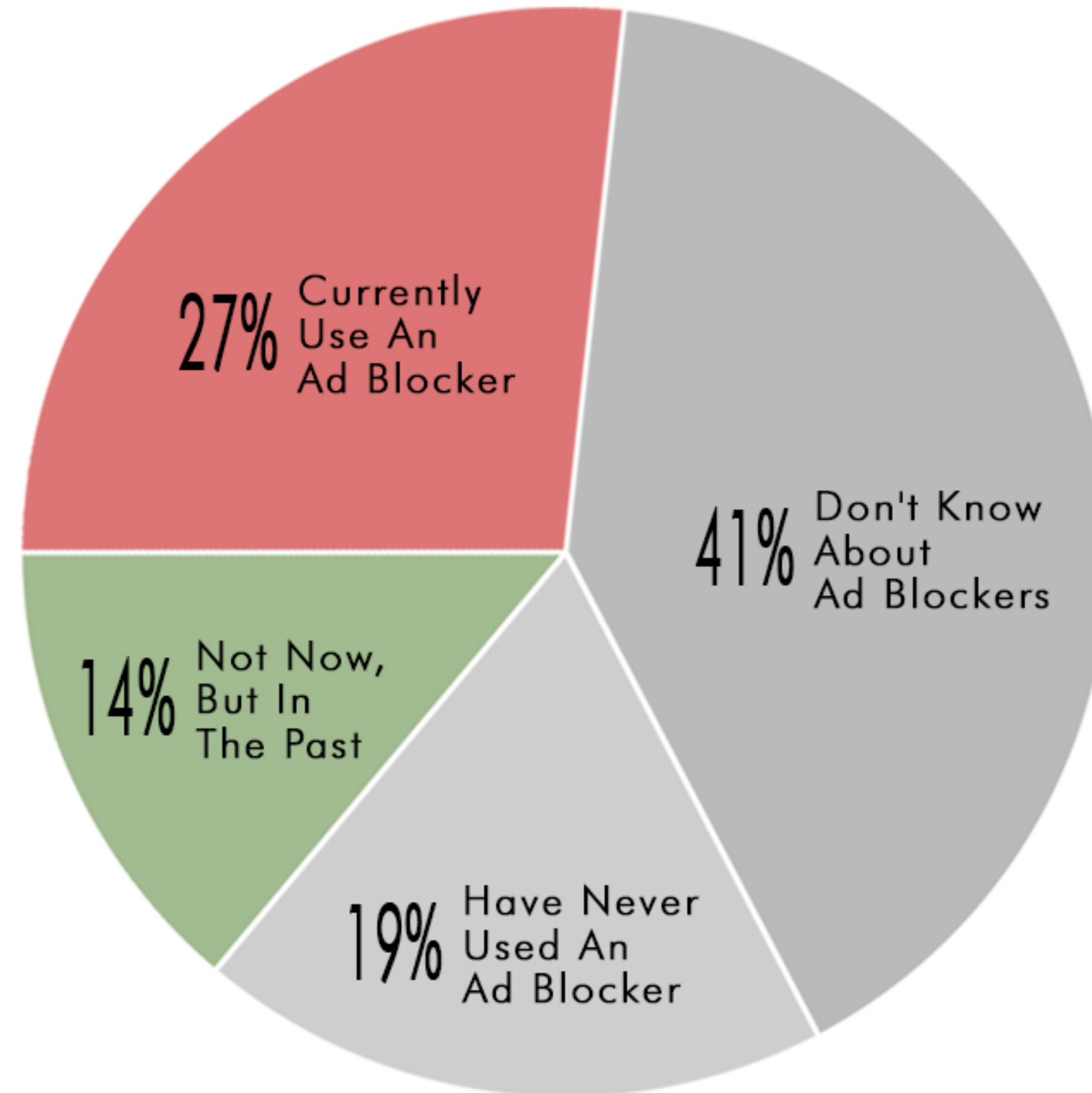
Why They No Longer Use An Ad Blocker?



Current Usage



4 In 10 People Aren't Aware Of Ad Blockers



Usage By Device

