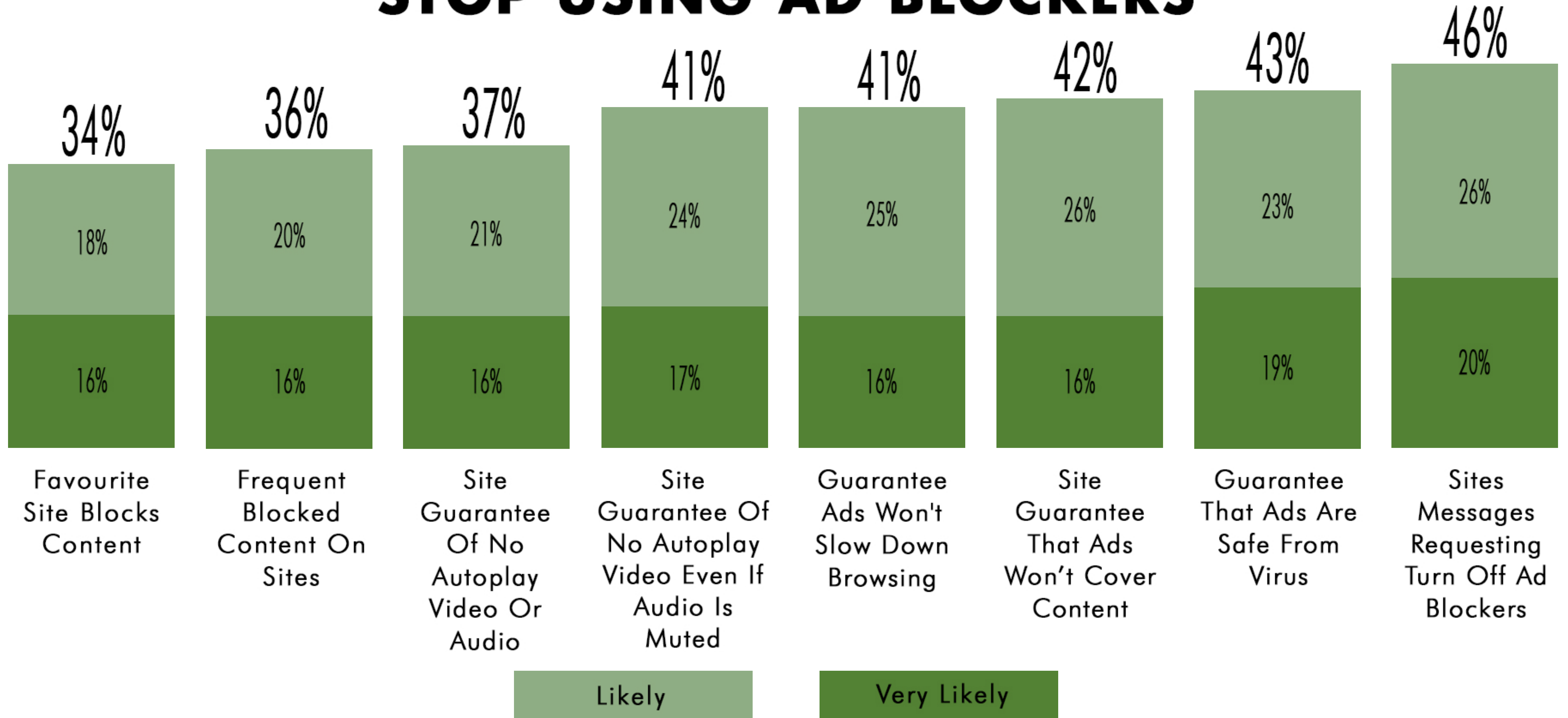


# ACTIONS THAT WOULD INFLUENCE PEOPLE TO STOP USING AD BLOCKERS



Source: IAB Australia Study "Ad Blocking: The Consumers Perspective", Oct. 2016. Study conducted by Pureprofile.  
 (Total Participants=1,864; People who use an ad blocker, n=501; People who no longer use an ad blocker, n=237)