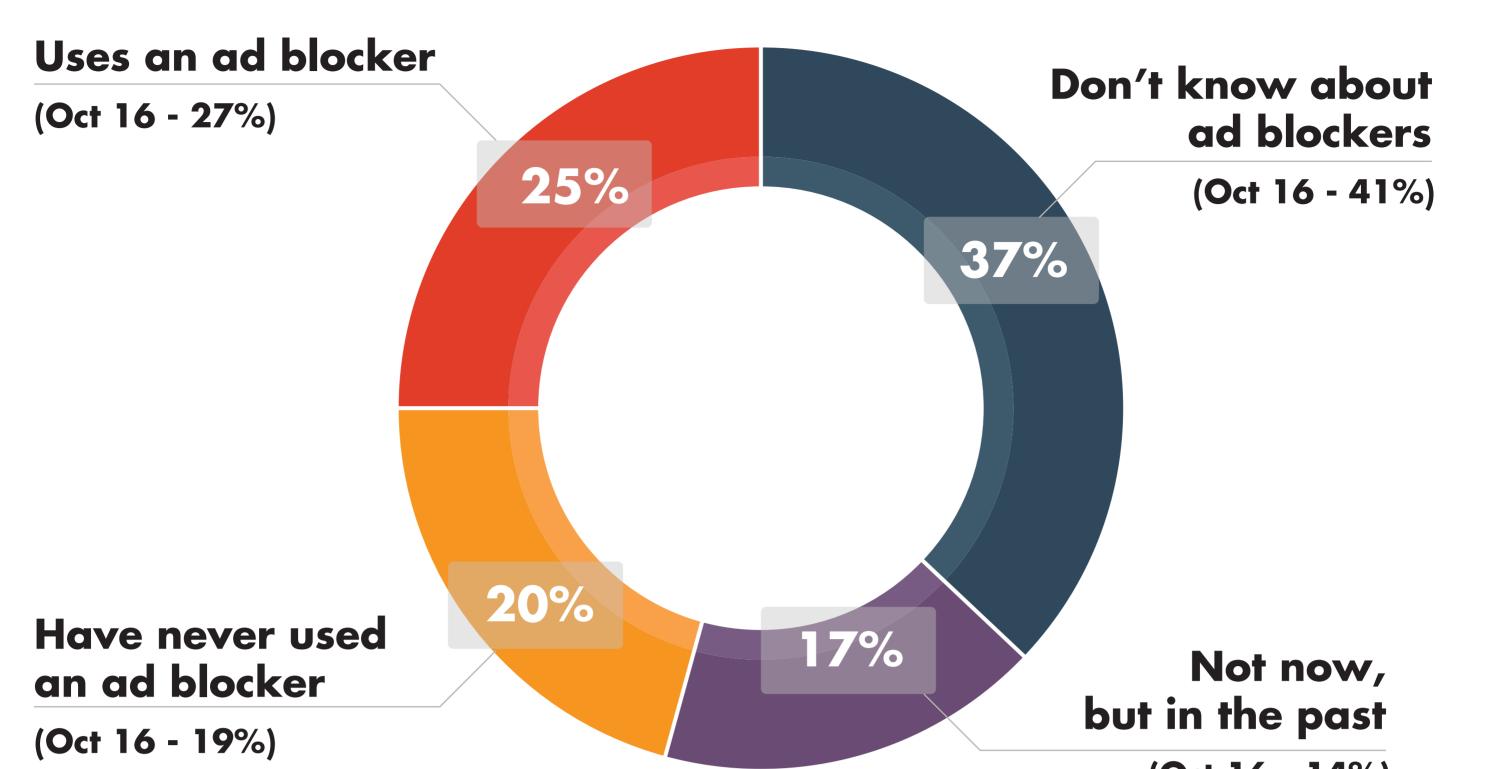


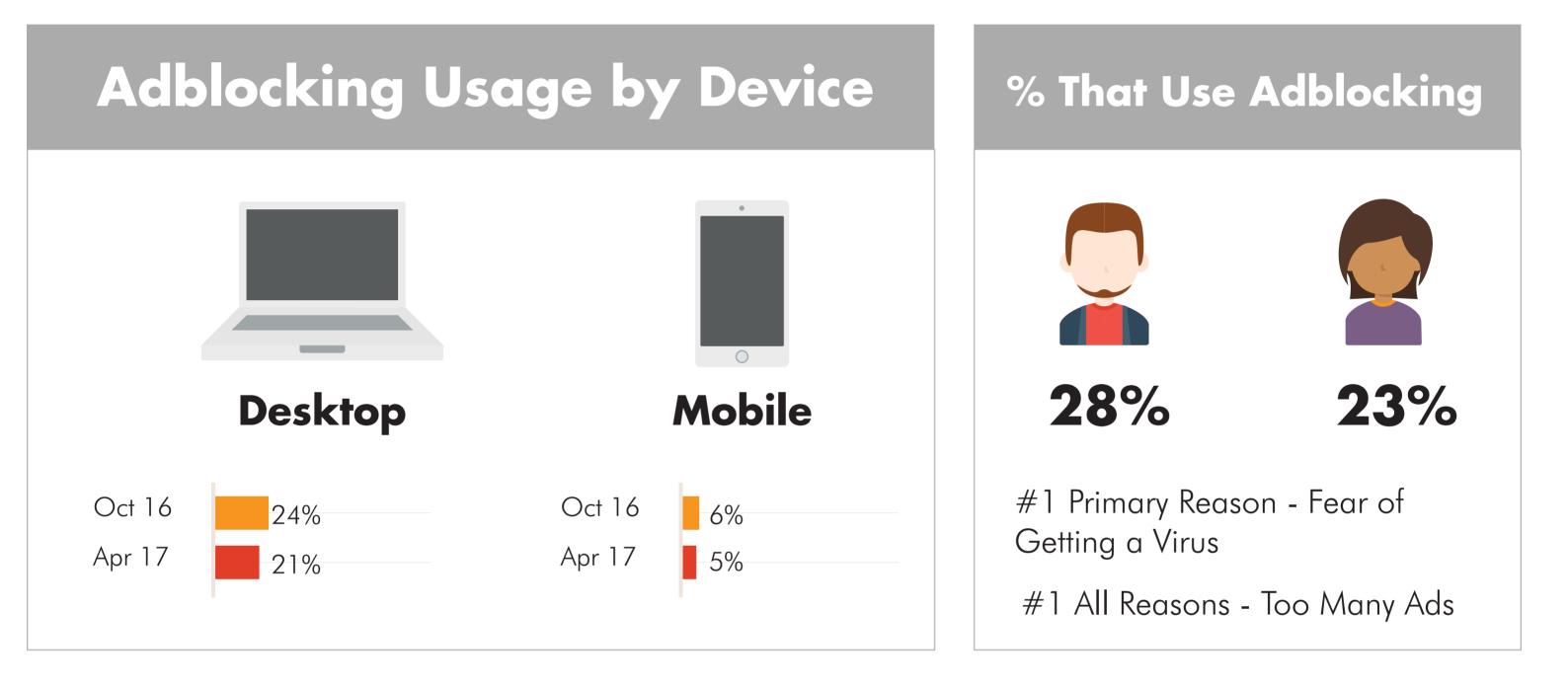
## Ad Blocking in Australia: **The Consumer Perspective**

June 2017 Update: Wave 2



**Current Usage** Apr 17 25%





## **Actions That Would Influence People To Stop Using Ad blockers**

Favourite Site Blocks Content

Guarantee that Ads are Safe From Virus

Site Guarantee of no Autoplay Video or Audio



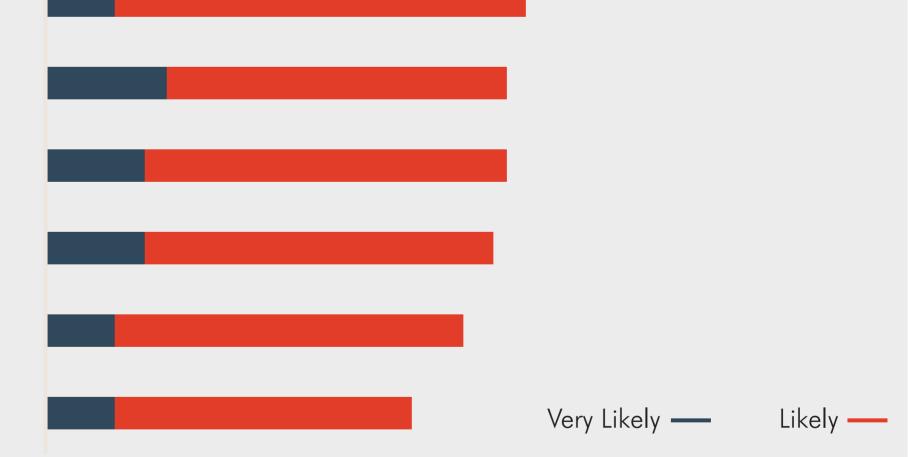
Guarantee Ads Won't Slow Down Browsing

Site Guarantee that Ads won't Cover Content

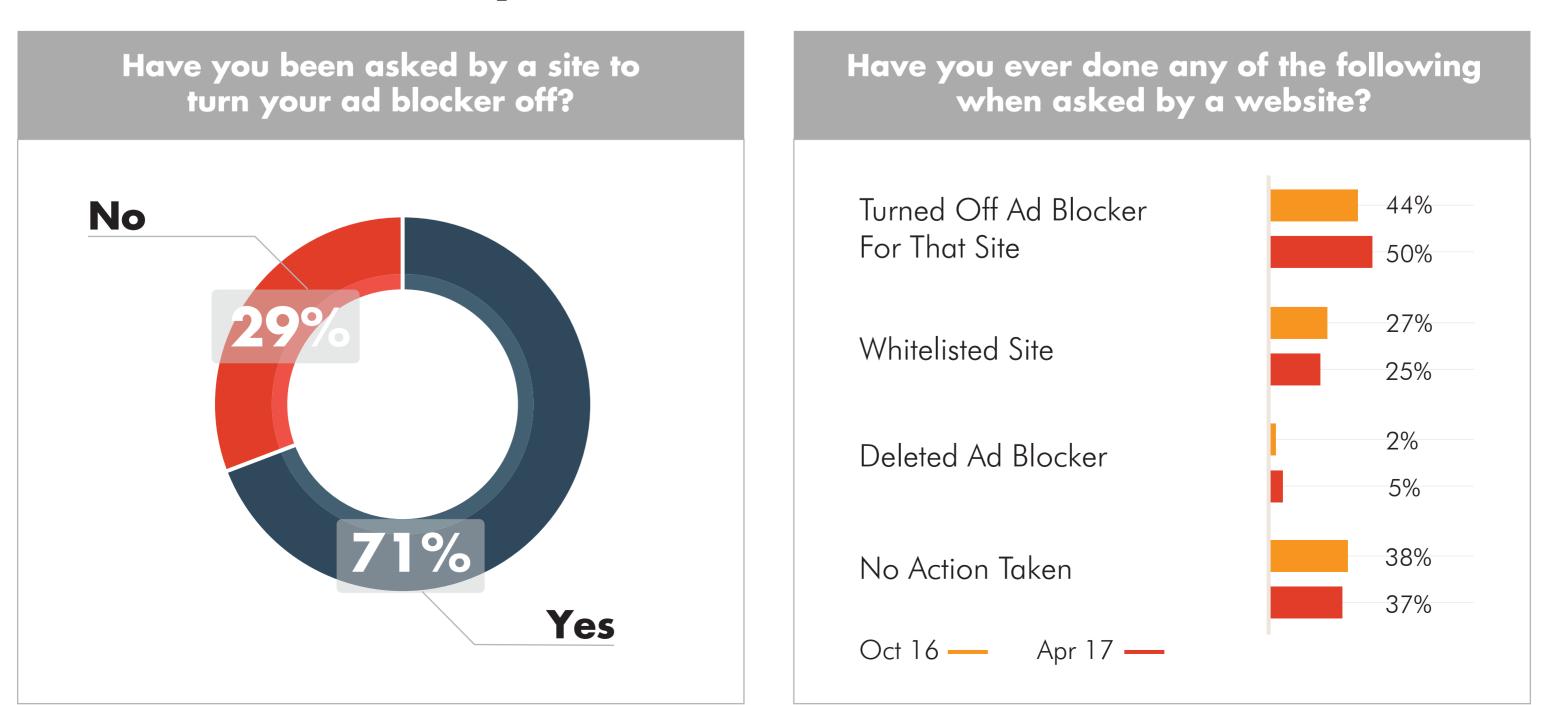
Frequent Blocked Content on Sites

Site Guarantee of no Autoplay Video Even if Audio is Muted

Site Messages Requesting Turn Off Ad Blockers



## **Impact of Communication**



## Source: IAB Australia 'Ad Blocking: The Consumers Perspective - Wave 2' April 2017 Base: Oct 16 n=1,864, Apr 17 n=1,659

