



REINVENTING VIDEO ADVERTISING

# Why People Block Ads

## A Global Report

January, 2016



# Methodology & Sampling

# Methodology

## Research objective:

Obtain a greater understanding of ad blocker adoption via active users of blockers and those who are aware of ad blockers but have not yet installed. This includes adoption by device, browser, blocker type, motivations to install and potential solutions.

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### Dates in field:

November –  
December, 2015

### Scope:

Global

## Measurement methodology:

Online survey, self-reported

## Markets measured:

U.S., U.K., Mexico, Brazil, Argentina, Spain, France, Germany, Italy

## Sample:

N=9,468 with soft quotas to ensure a natural fallout within markets; Hard quotas around adoption on mobile, desktop, and overall awareness

Screening Criteria: A18+, Internet Connection, Not employed in relative industries

# Sample size by market

## 9 global markets

Germany  n=1,001

United Kingdom  n=1,000

Italy  n=1,001

France  n=1,000

Brazil  n=1,000

## Over 9,000 respondents

Argentina  n=1,001

Mexico  n=961

Spain  n=1,002

United States  n=1,502

## 1 research study

# Key Takeaways

# Key Takeaways



## 1. Intrusive ad formats encourage ad blocker use



69% of active ad blocker users were motivated to use ad blockers due to interruptive or annoying ads

## 2. Large, unskippable video formats lead to ad blocking

29% of people ranked large video ads and 20% ranked unskippable video as the most likely feature to motivate them to block ads, globally

## 3. Giving users choice to view an ad reduces motivation to block ads

84%

84% of people would reconsider installing ad blockers if the ad experience provided them with choice

## 4. Pre-roll is considered the most intrusive video format

52%

52% of people who rank pre-roll as the most intrusive ad format

# Motivations To Block Ads

# Intrusive ads impact browsing behavior

When asked if intrusive ads have ever made people less likely to return to site, there were differing levels of agreement in different markets

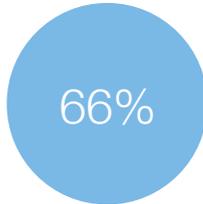
% agreement (top-2 box)

Highest % agreement:

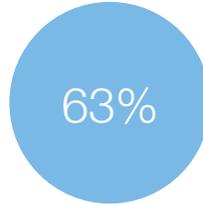
United States



Spain

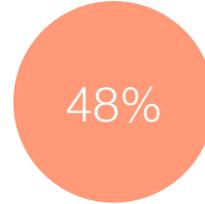


Argentina

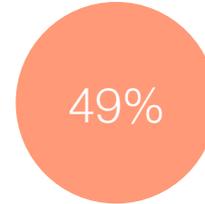


Lowest % agreement:

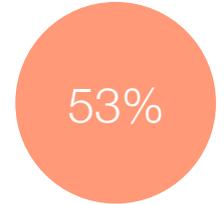
Germany



Italy



Brazil



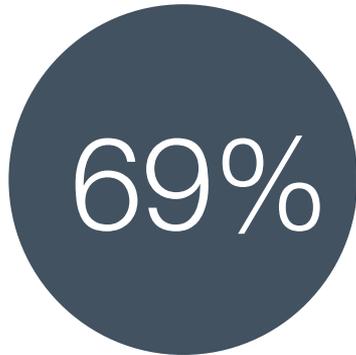
Q: Have digital ads that you found annoying, excessive, or intrusive ever made you less likely to return to a website?

Source: Teads Research, "Profile of an Ad Blocker," fielding by Research Now, analysis by Teads. Base: Total respondents

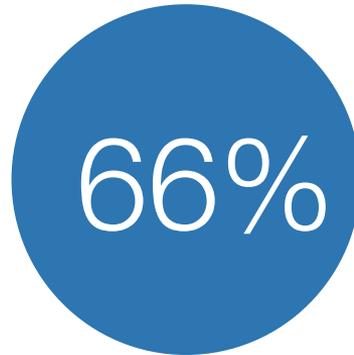
# Motivations for installing blockers

When active ad blocker users around the world were asked what motivated them to block ads, intrusive ads & ads that negatively impact their user experience were the top reasons of those listed

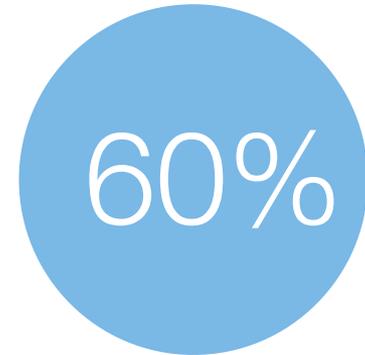
Ads that are interruptive or annoying



Negative impacts on site performance



Excessive ads



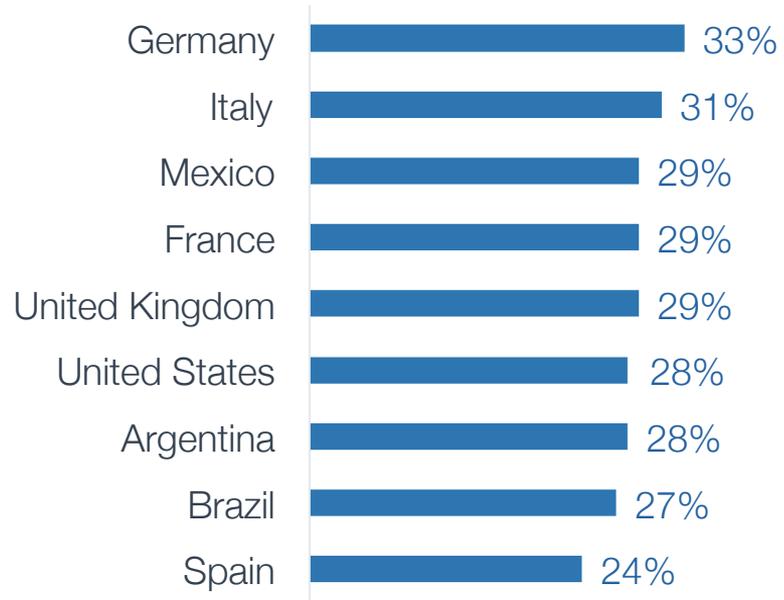
Q. Which of the following reasons motivated you to install ad blockers on your device?

Source: Teads Research, "Profile of an Ad Blocker," fielding by Research Now, analysis by Teads, December 2015. Base: Active ad blocker users on any device

# Large video ads drive ad blocking across markets

The average across markets is 29%, higher than any other video feature measured

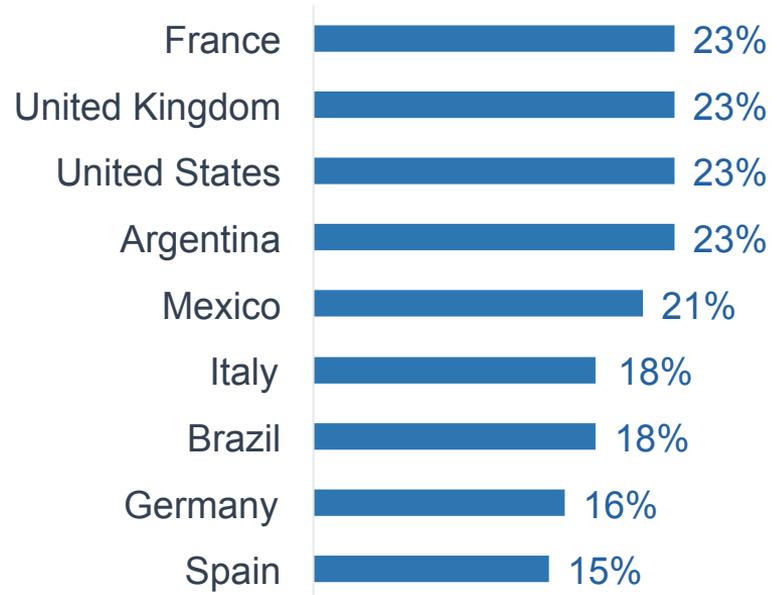
% who ranked large ads that cover the screen as most likely to motivate ad blocker usage  
(% who ranked large ads #1)



# Unskippable video also motivates ad blocking

The average across  
markets is 20% or  
1 in 5 ranked  
unskippable video as  
largest motivator

% ranked unskippable video as most likely  
to motivate ad blocker usage  
(% who ranked unskippable pre-roll #1)



# Ad intrusiveness is magnified by mobile

People around the world were asked if they perceived mobile ads to be more intrusive, and there were different levels of agreement across markets.

% agreement (top-2 box)

Highest % agreement:

Lowest % agreement:



Q20. To what extent do you agree with the following statement: 'I find advertising on a mobile device to be more intrusive or annoying than on my desktop device?'

Source: Teads Research, "Profile of an Ad Blocker," fielding by Research Now, analysis by Teads. Base: Total respondents

The Solution

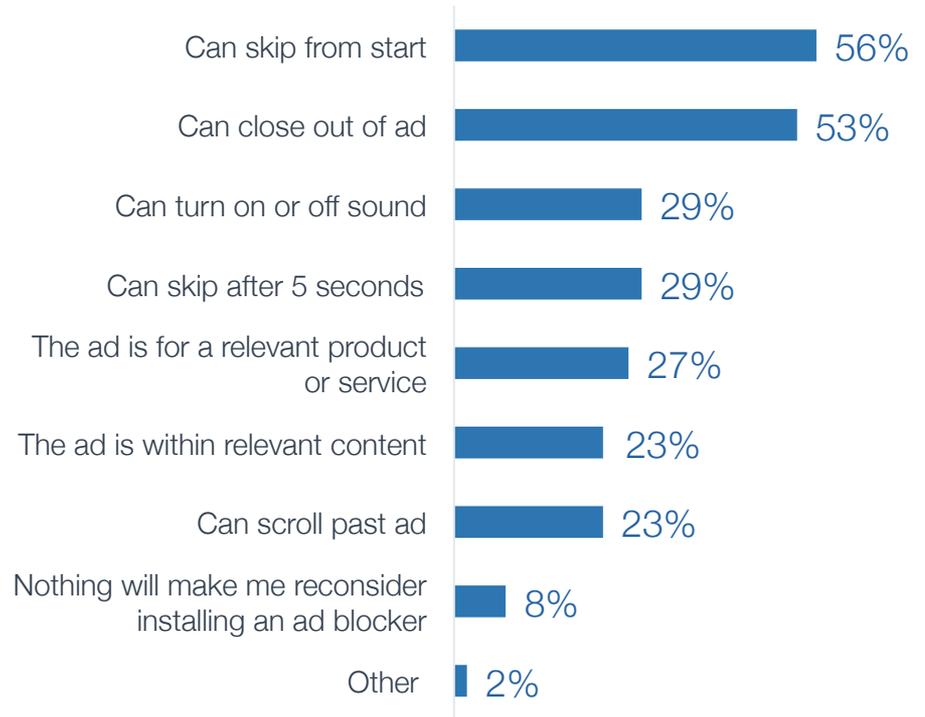
# Video ad skippability can reduce ad blocking, globally

Ads that allow  
people the choice  
to view a video ad  
from the start can  
help curb ad  
blocker adoption

Source: Teads Research, "Profile of an Ad Blocker," fielding by Research Now, analysis by Teads, December 2015. Base: Those considering installing an ad blocker on any device.

## People who would reconsider installing an ad blocker

(% who agree feature would allow them to reconsider)

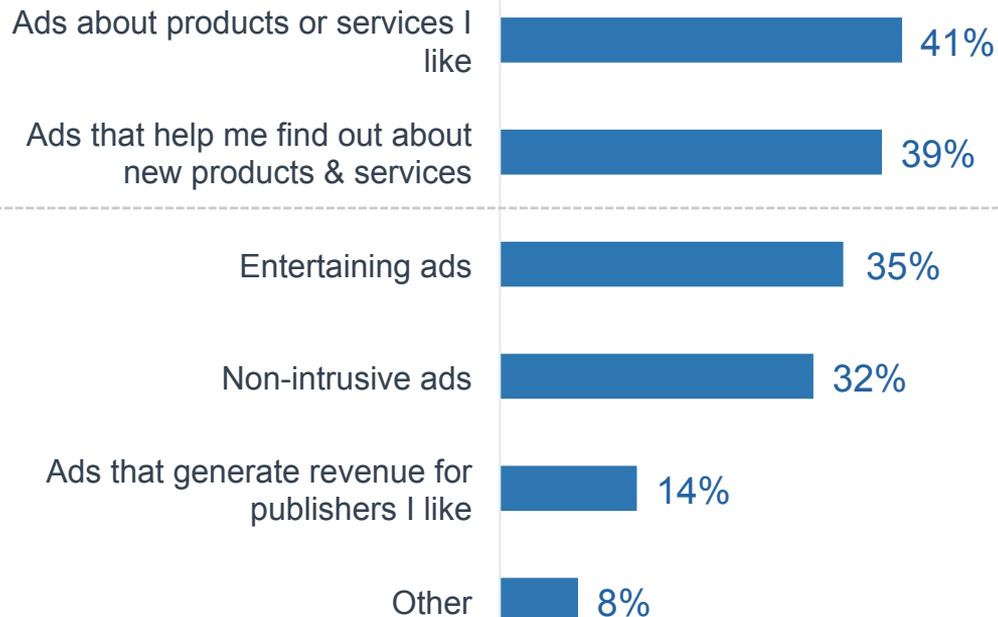


Q18. Which of the following features of an online ad, if any, would make you consider not installing an ad blocker?

# Targeted ads motivate people to view

Target ads will  
increase the  
likelihood that  
people will  
view the ad

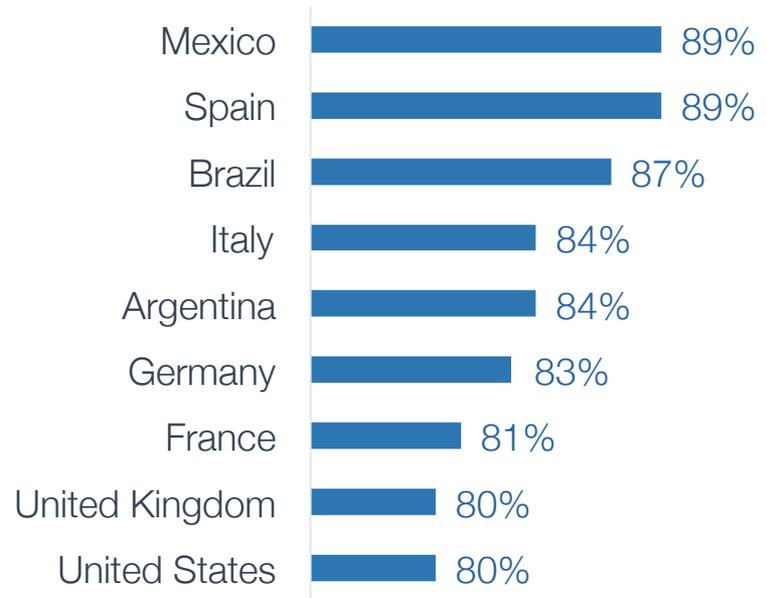
## People's motivations to view ads (% who are motivated by attribute - all markets)



# The choice to view an ad is the key to curbing blocker adoption

People in Mexico are the most likely to agree that the choice to view would make them reconsidering blocking ads

## % who agree that being given the choice to view would make them reconsider ad blocking



Aversion to  
intrusive ad formats  
is global

but providing  
people choice is a  
global solution...

% who agree intrusive  
advertising is the #1 motivator  
to block ads

% who list ad features that  
provide choice-to-view as  
motivation not to block ads

United States		74%	80%
United Kingdom		72%	79%
Germany		72%	83%
Argentina		70%	84%
Mexico		70%	89%
Spain		68%	89%
Brazil		64%	86%
France		64%	80%
Italy		60%	85%

Q: Which of the following reasons motivated you to install ad blockers on your device?

Q: Which of the following features of an online ad, if any, would make you to consider not installing an ad blocker?

Source: Teads Research, "Profile of an Ad Blocker," fielding by Research Now, analysis by Teads, December 2015. Choice-to-view %s are the sum of all choice-to-view response rates for the features listed.

Pre-roll video ads  
are considered the  
most intrusive  
video ad format,  
globally

Native video ad  
solutions put the  
user first

		% of people who rank pre-roll as highly intrusive	% of people who rank in-article native video as highly intrusive
Argentina		57%	13%
Mexico		55%	14%
Spain		54%	21%
United States		52%	25%
Germany		52%	27%
United Kingdom		51%	23%
Italy		51%	25%
France		49%	22%
Brazil		43%	21%

Q: Please order ad formats below from most intrusive to least intrusive. % Who ranked format as most intrusive of those given

Source: Teads Research, "Profile of an Ad Blocker," fielding by Research Now, analysis by Teads, December 2015. Pre-roll ads include both skippable and unskippable formats.

# Recommendations for creating an optimal ad experience

1. Integrate advertising formats which create a seamless user experience
2. Leverage features that give users control of the ad experience through choice
3. Limit the use of advertising formats that are considered intrusive such as pre-roll
4. Create formats which are built specifically for mobile to improve users' perception of mobile advertising
5. Strategically use targeting to ensure ads are relevant to the user