

4o Digital Session ΣΔΕ

“Transparency & Effectiveness – The new rules”



Introduction to Ad blocking



Transparency & Effectiveness – The new rules

How we consume the media

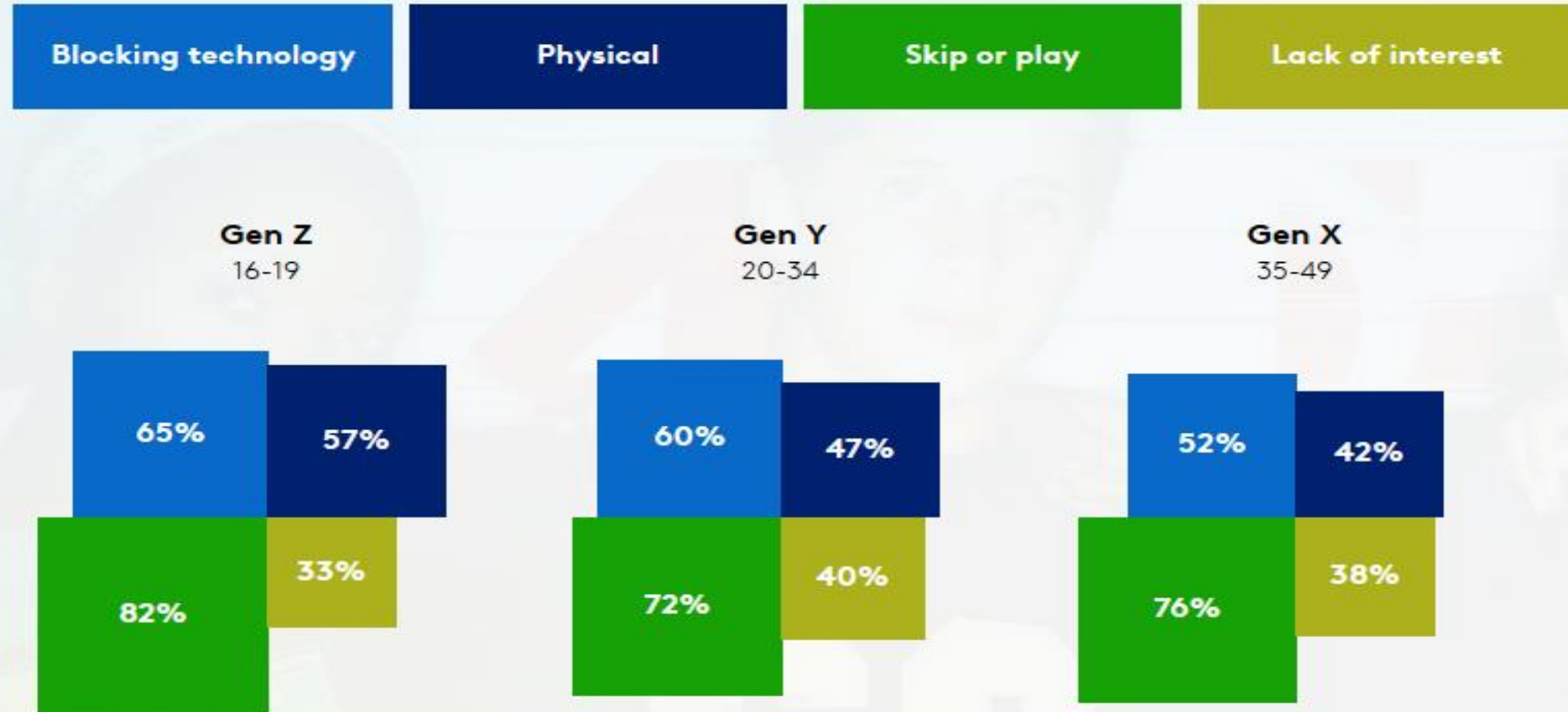
My smartphone is my personal secretary who reminds me of important things. It's like my own 24hr robot

I prefer to stream movies and series via internet because I can choose between a huge offer and also decide when I want to watch

I spend a lot of time on internet and it is the only way I interact with certain people on a regular basis

HOW PEOPLE AVOID ADS

Approaches vary by generation



REASONS PEOPLE INSTALL DESKTOP AD BLOCKERS

Reasons vary by generation

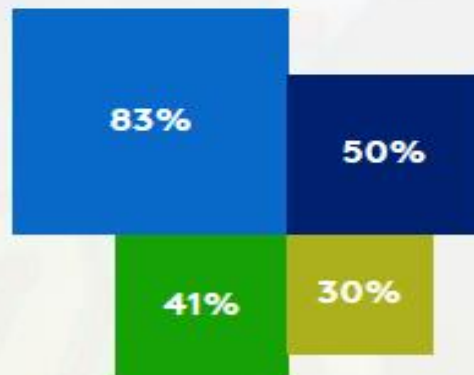
Ads interrupt me

Ads annoy me

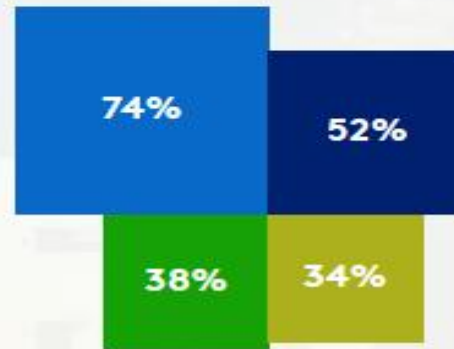
Ads slow down my computer

Ads not relevant

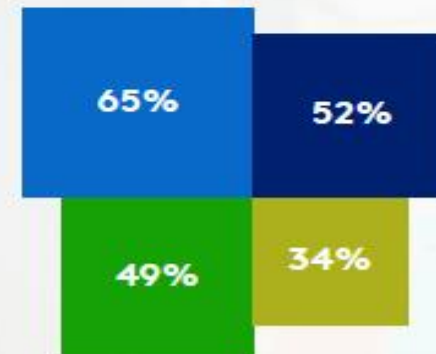
Gen Z
16-19



Gen Y
20-34



Gen X
35-49



REASONS PEOPLE INSTALL MOBILE AD BLOCKERS

Reasons vary by generation

Ads interrupt me

Ads annoy me

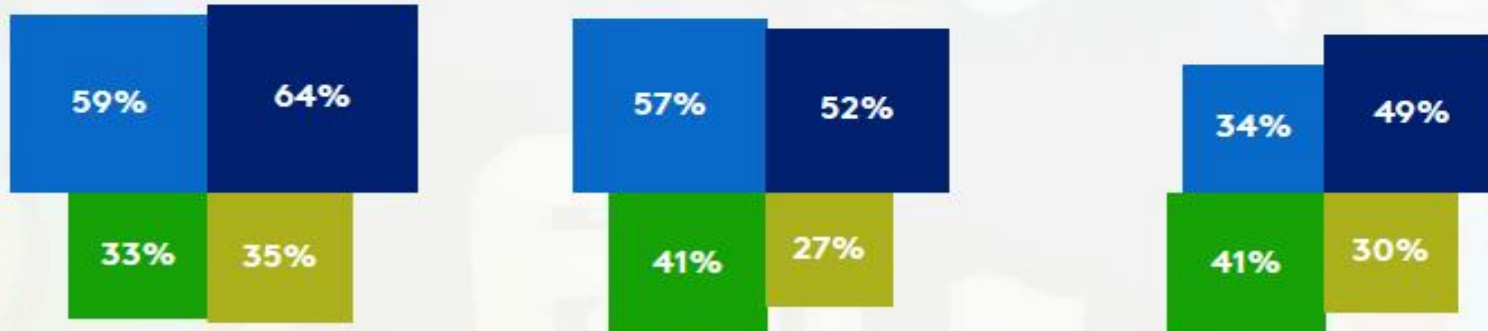
Ads slow down my phone

Ads not relevant

Gen Z
16-19

Gen Y
20-34

Gen X
35-49



How can advertisers prevent ad blocking

To make the experience of the consumer with online advertising positive and engaging

- ✓ Relevant content
- ✓ Creative content
- ✓ Personalized content
- ✓ Attractive and useful content

We need to make the recipient wanting to receive it