

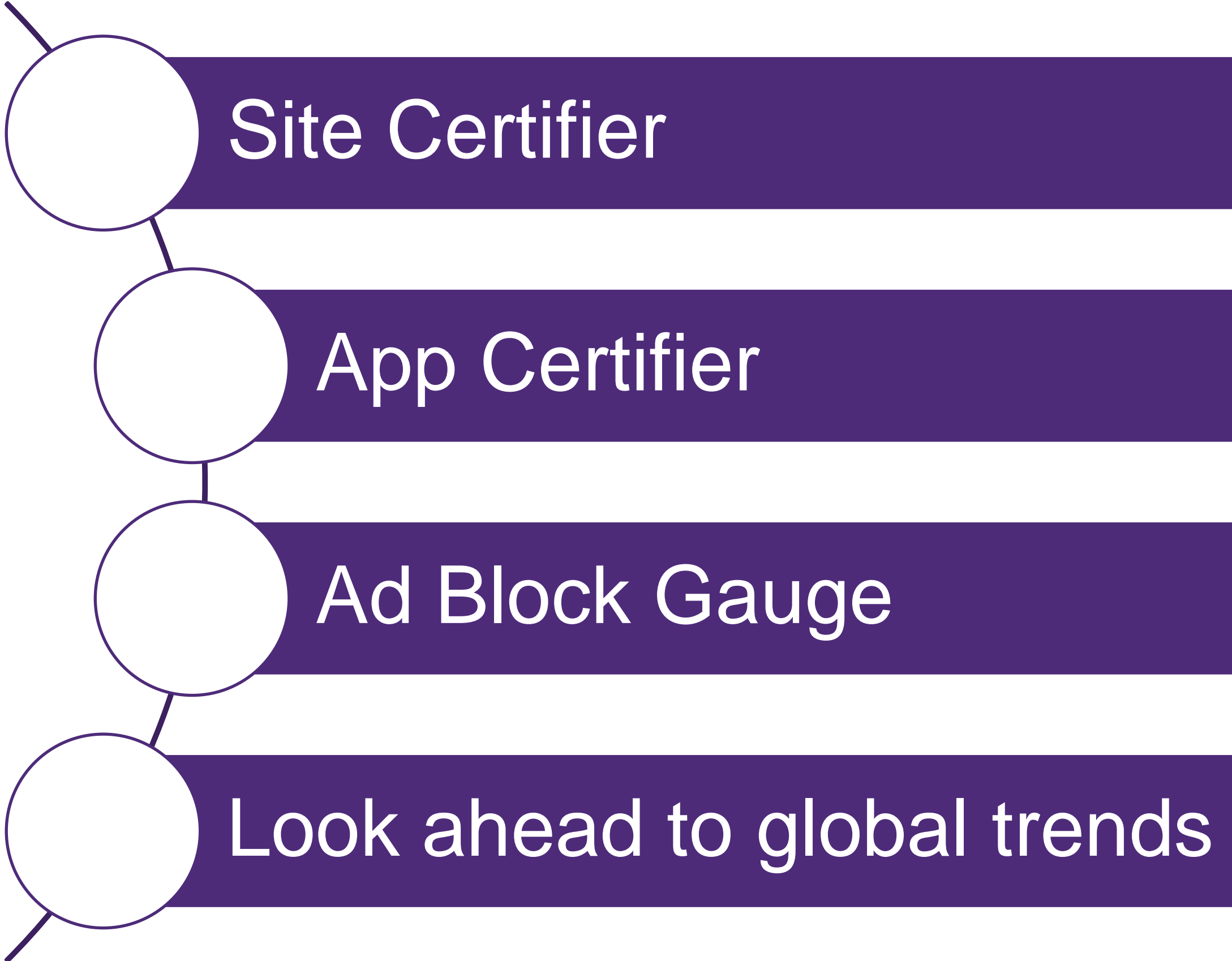
AD BLOCK GAUGE

Instituto
Verificador de
Comunicação **IVC**

PEDRO SILVA, INSTITUTO VERIFICADOR DE COMUNICACAO

Global Alliance for Digital Assurance

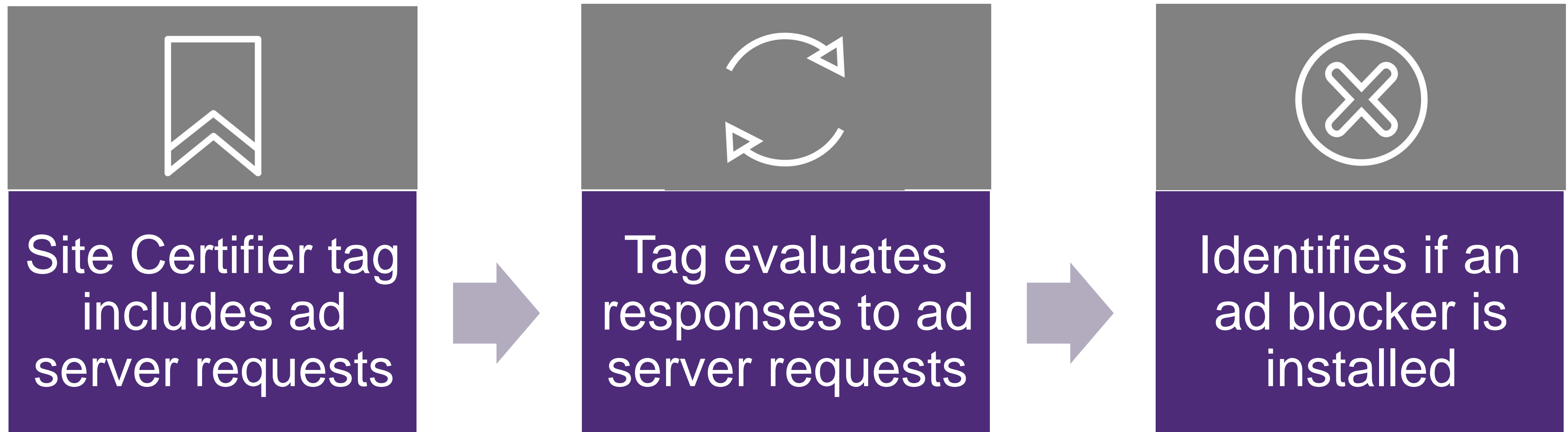
Collaborating to create solutions that help the global media industry



Ad Block Gauge Overview

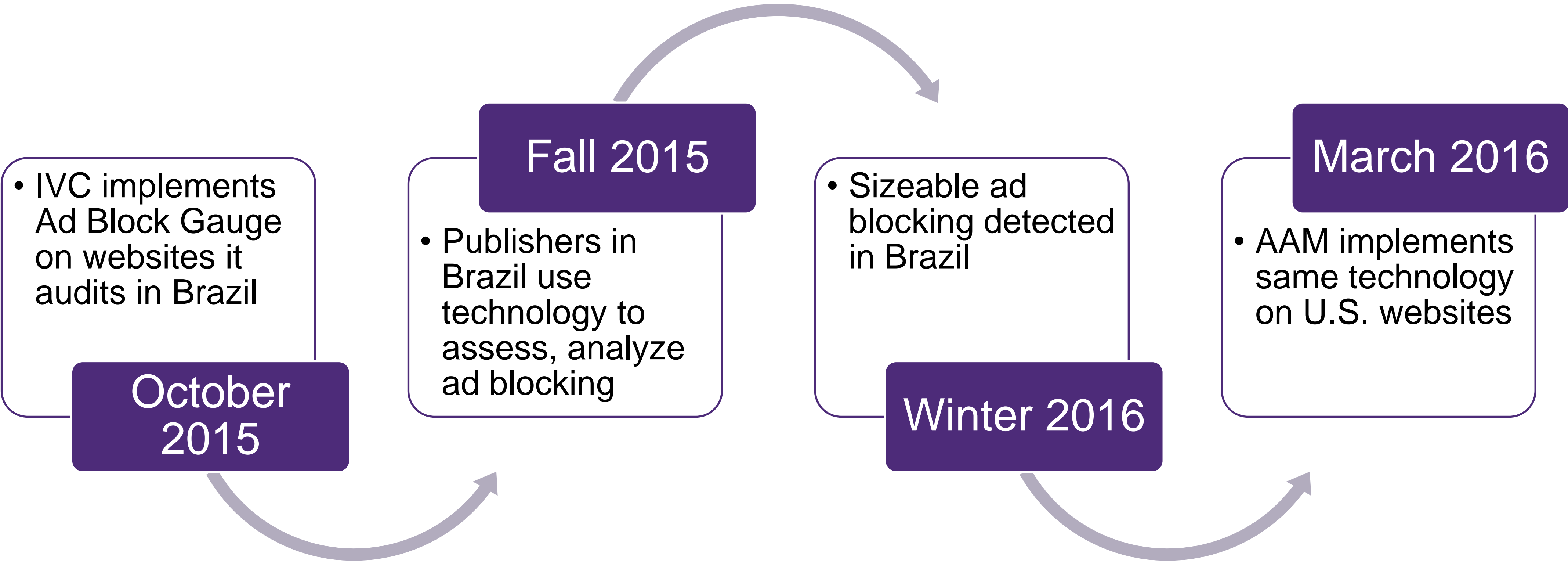


Ad Block Gauge Technology



The objective is not to identify the method used or the tool installed

Initial Ad Block Gauge Results



Brazil Websites



IVC audits mostly news websites

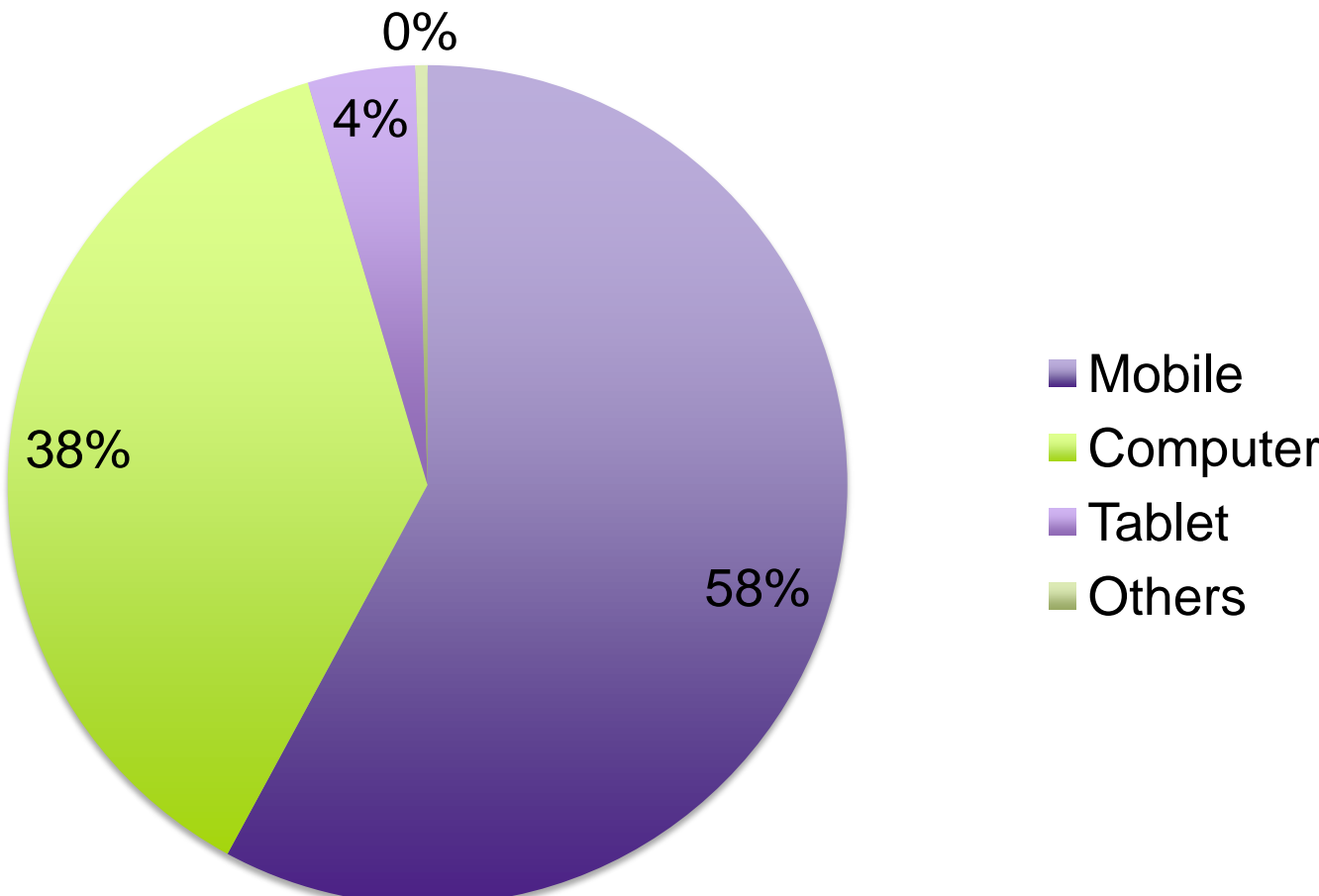
Majority display ads

Consider device used to access

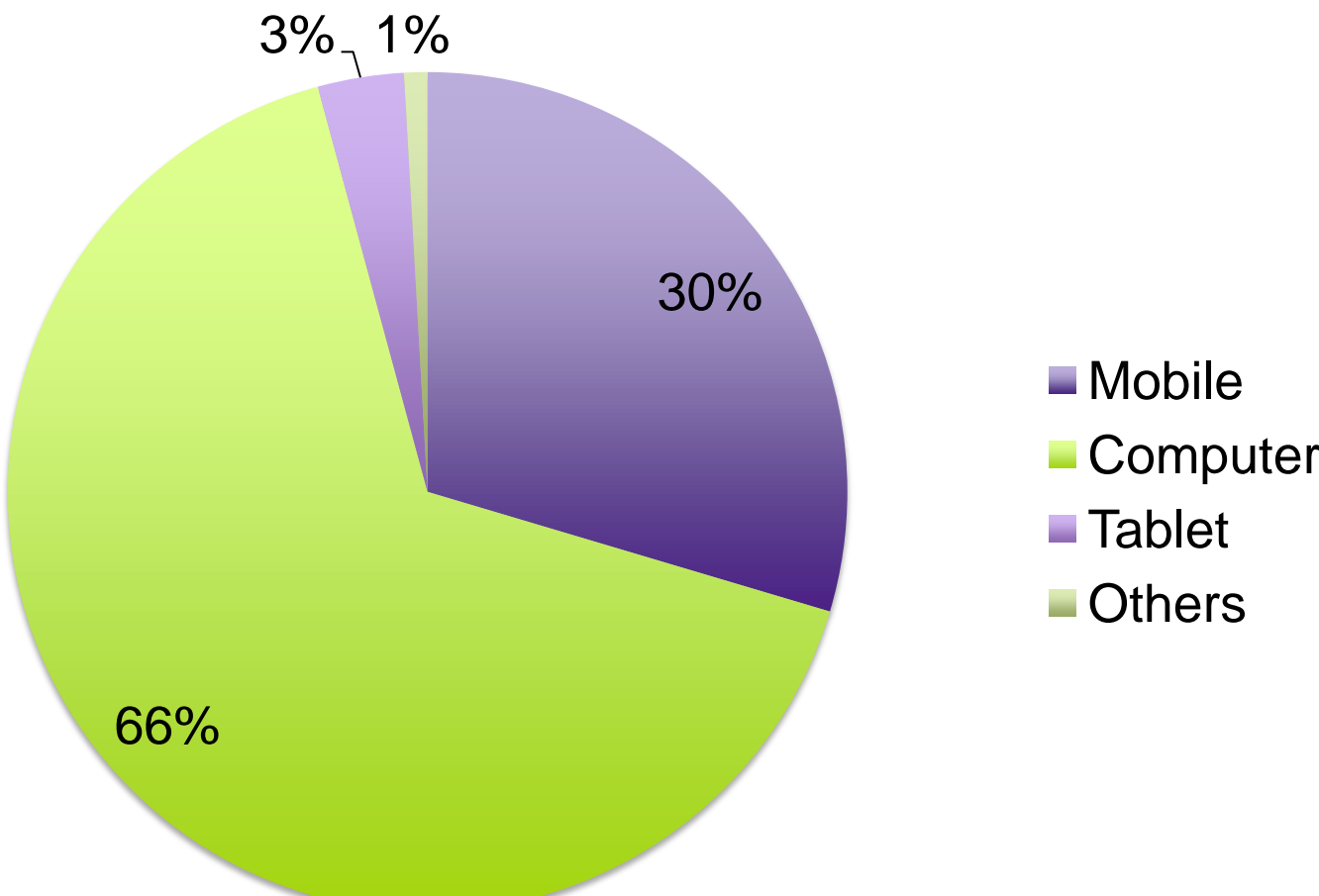
Profile of Website Traffic

Traffic

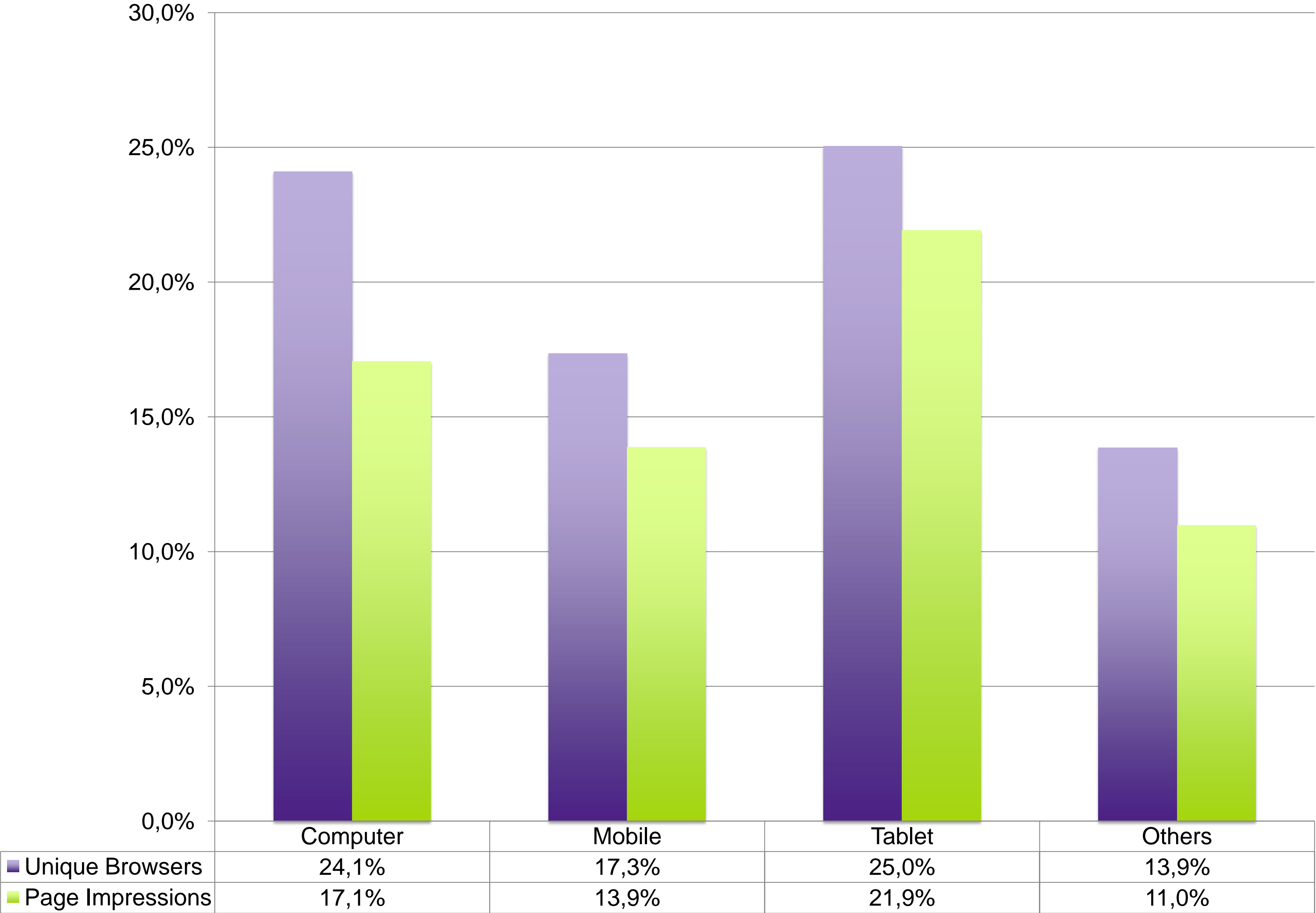
Unique Browsers



Page Impressions



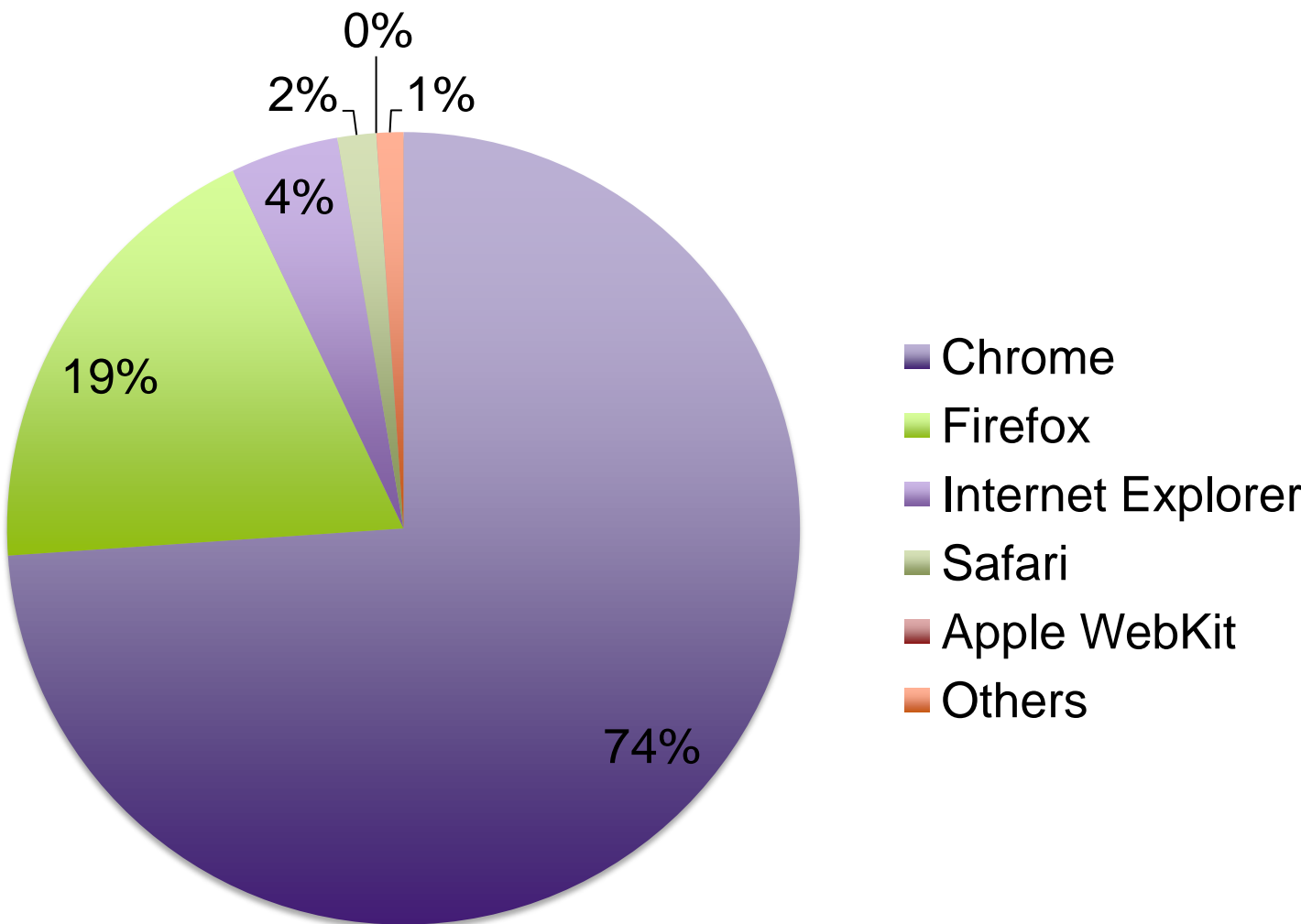
Ad Blocking



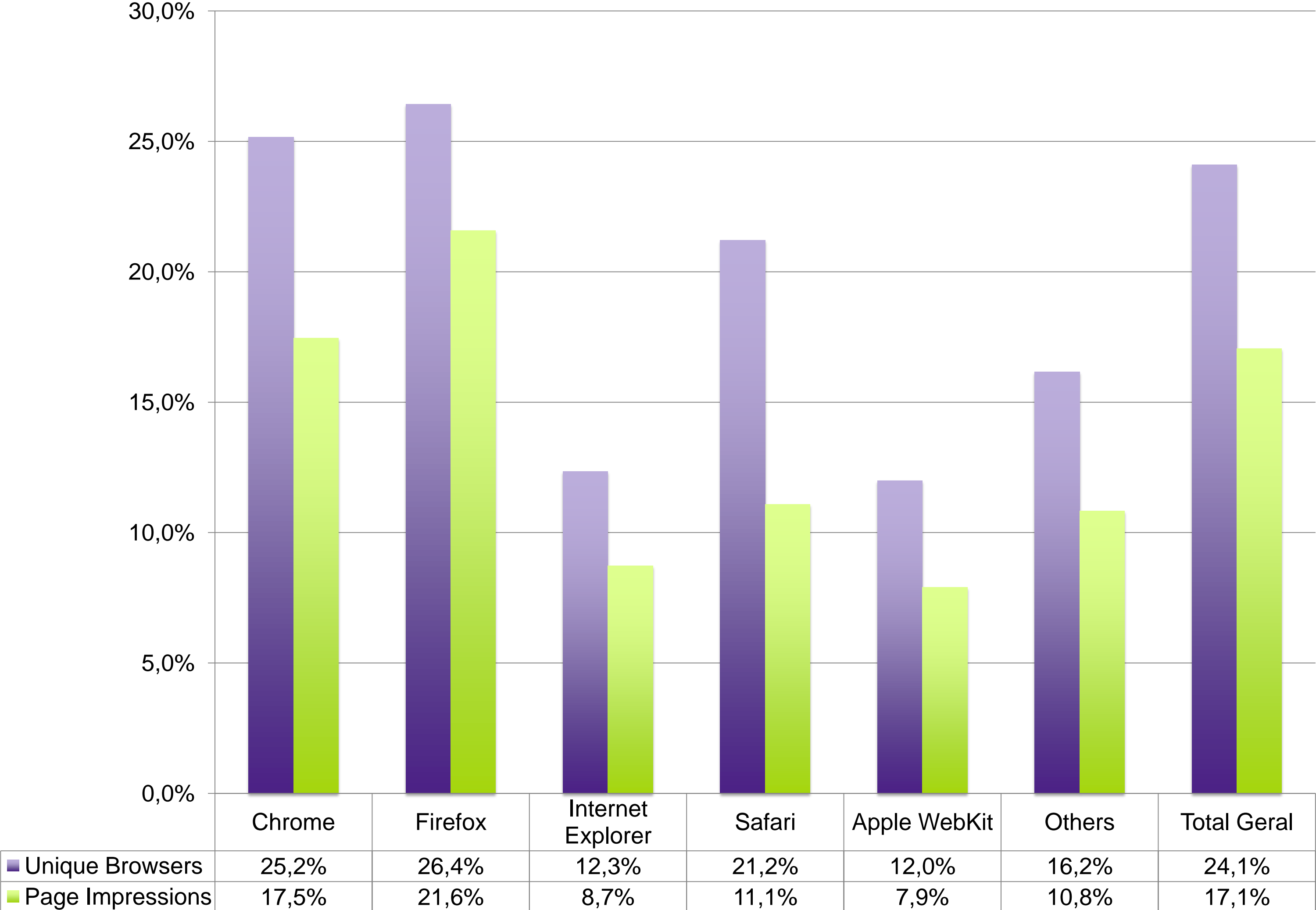
Profile of website traffic on computers

Traffic

Page Impressions



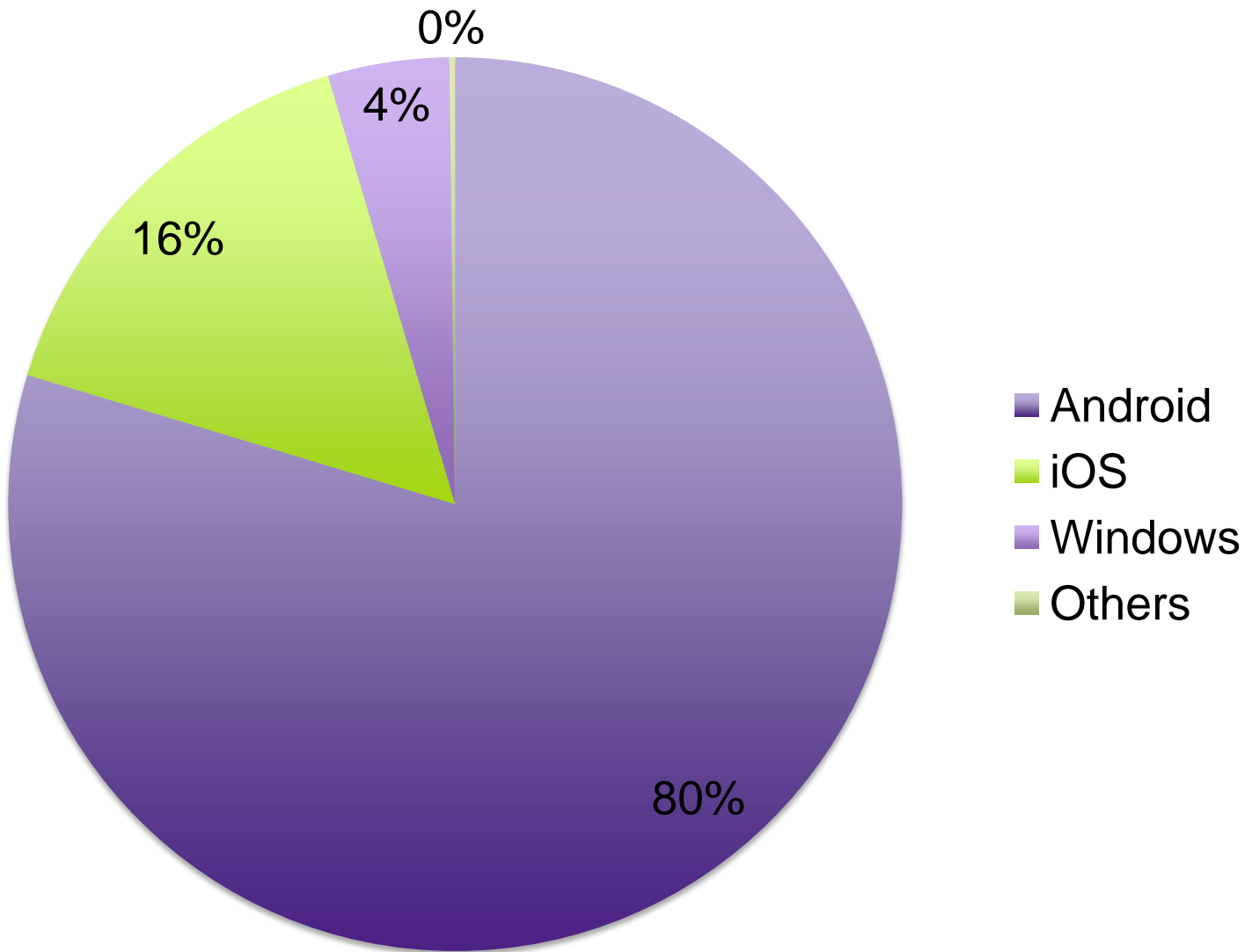
Ad Blocking



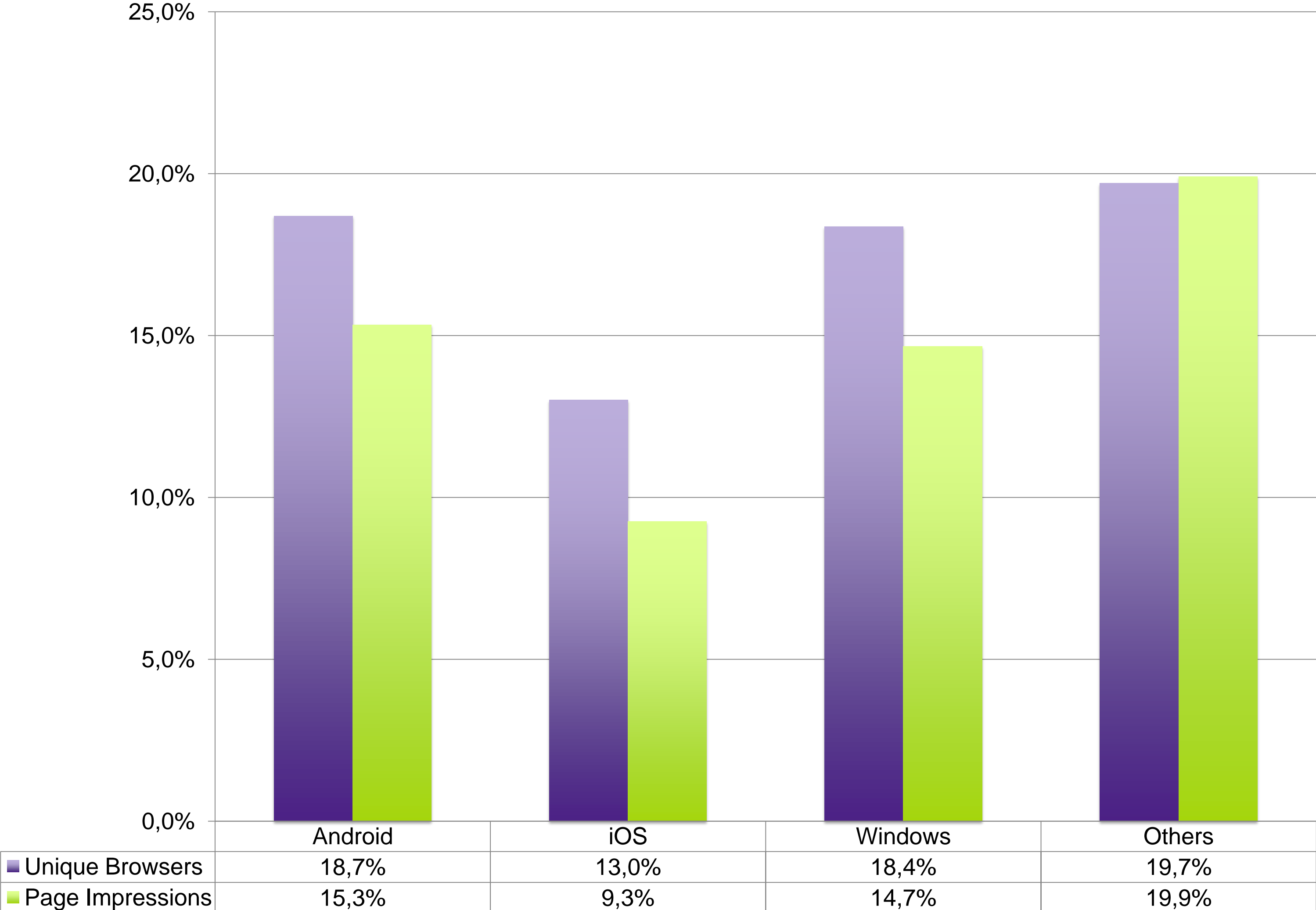
Profile of website traffic on smartphones

Traffic

Page Impressions



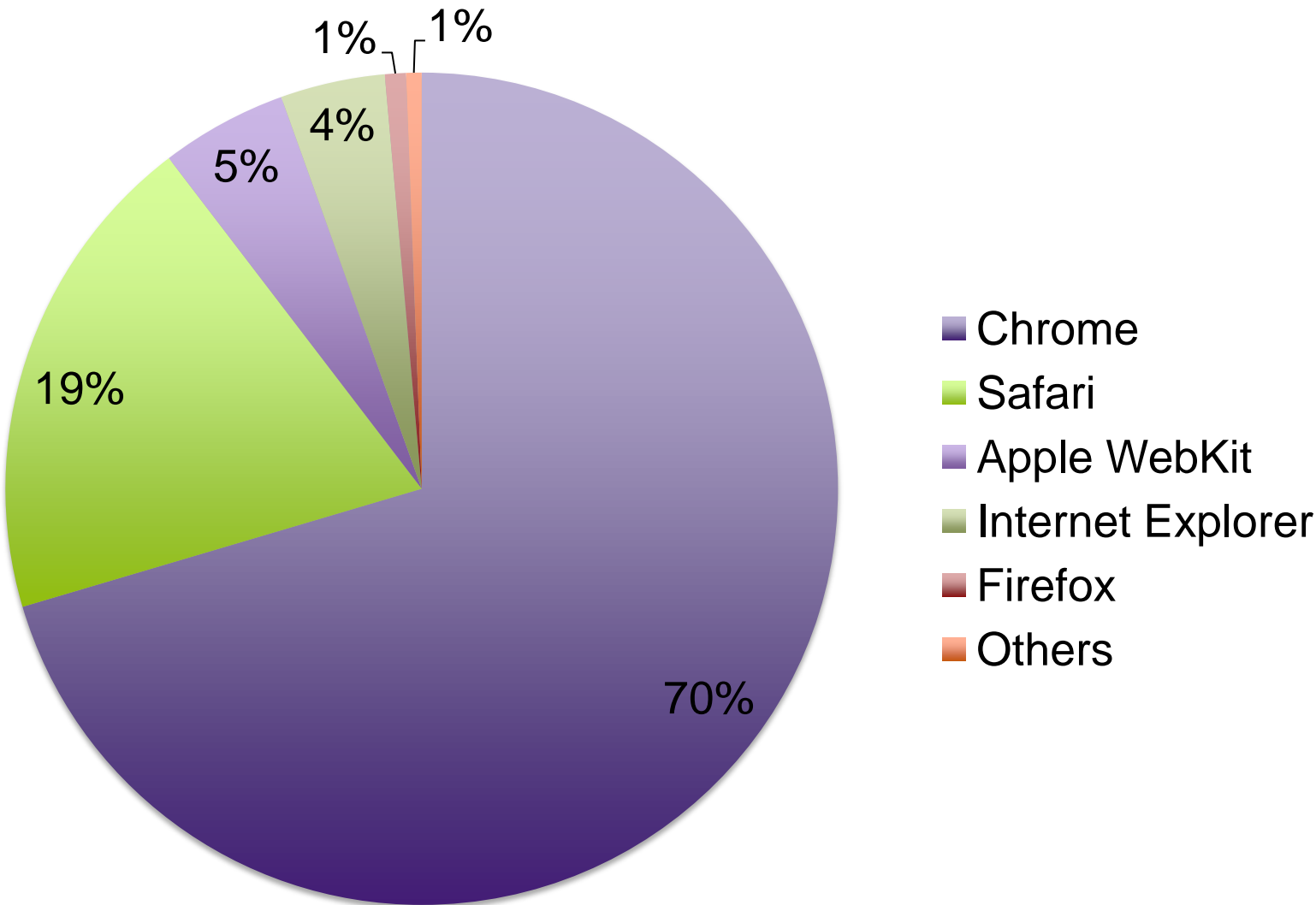
Ad Blocking



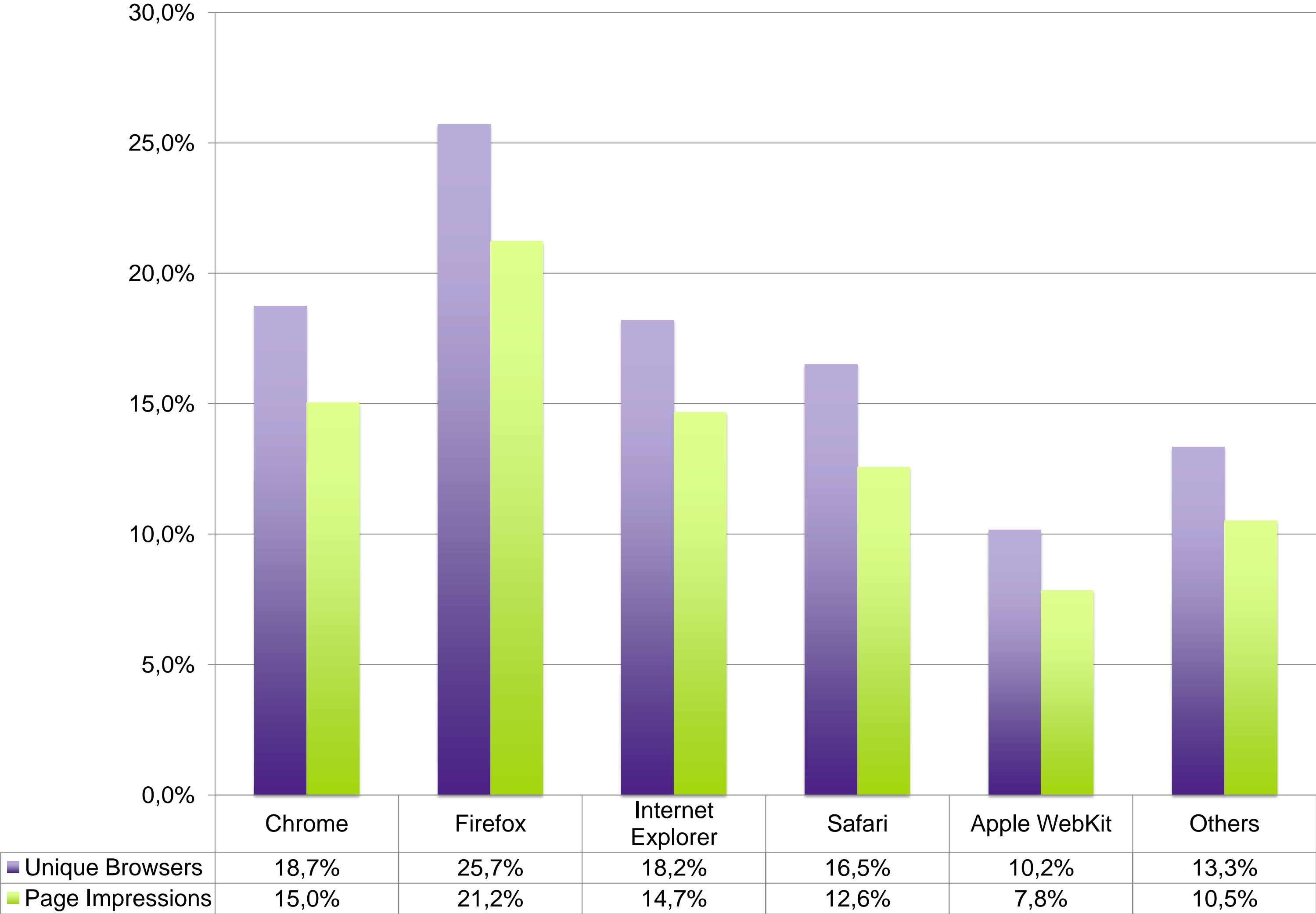
Profile of websites traffic on smartphones

Traffic

Page Impressions



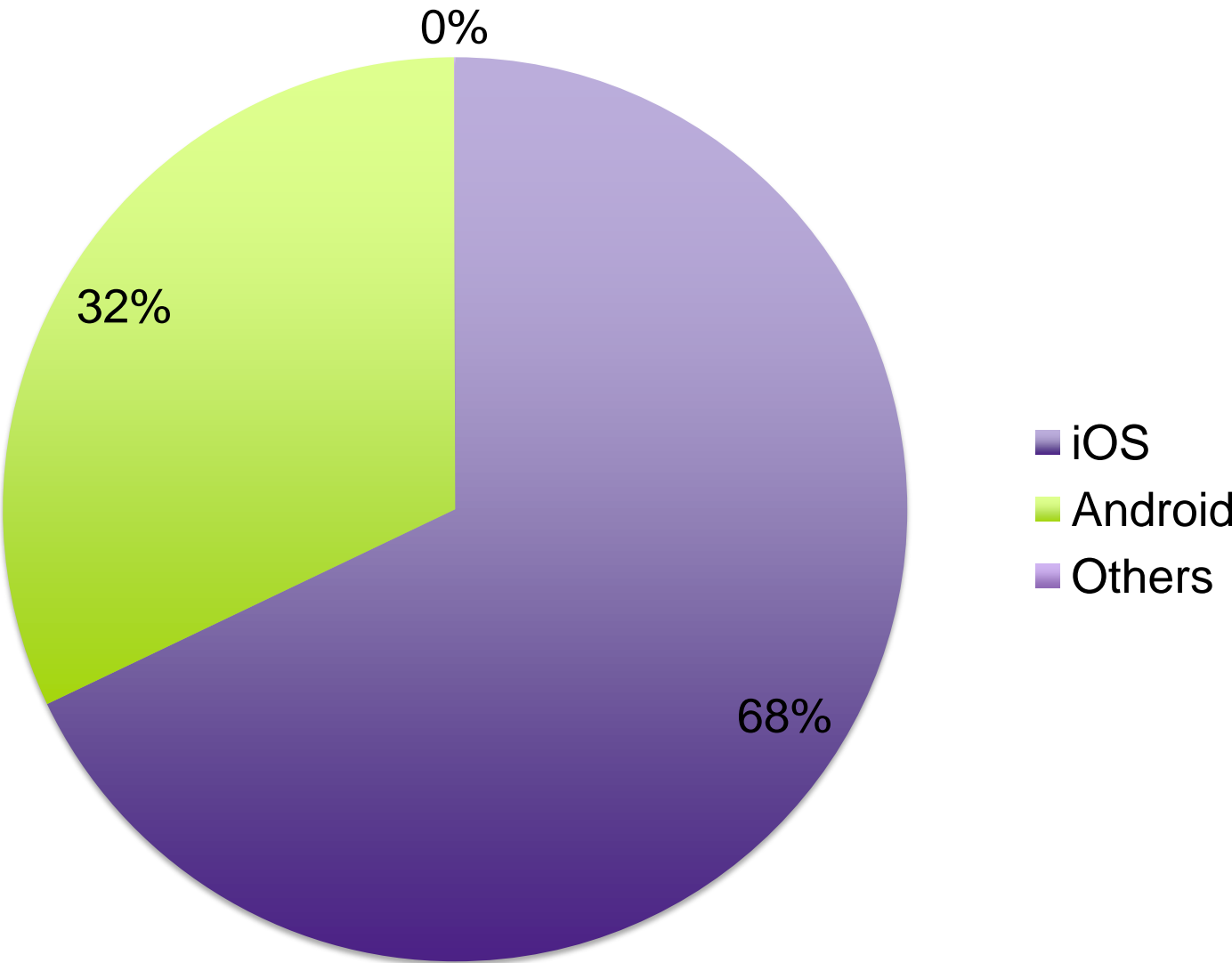
Ad Blocking



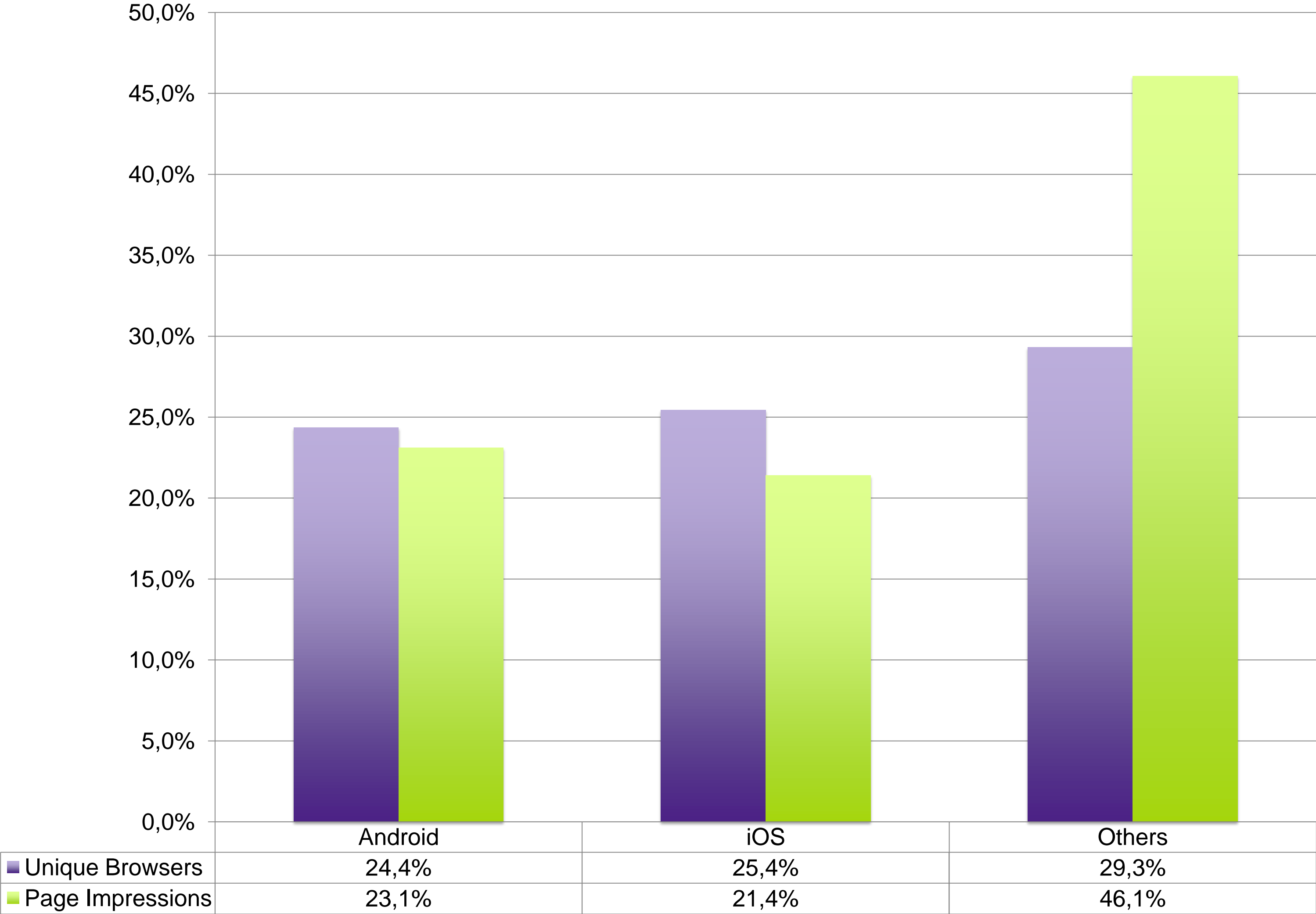
Profile of website traffic on tablets

Traffic

Page Impressions



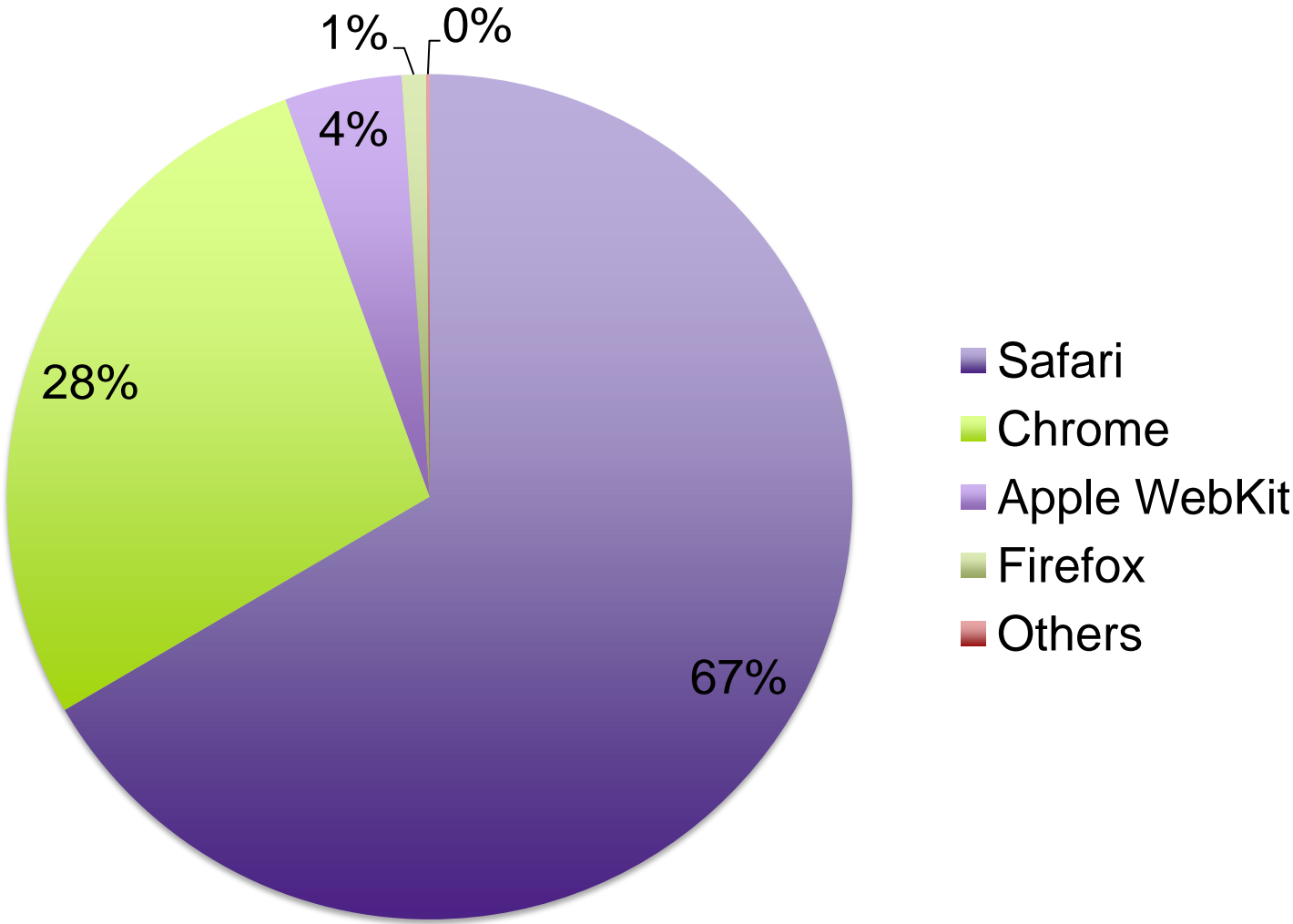
Ad Blocking



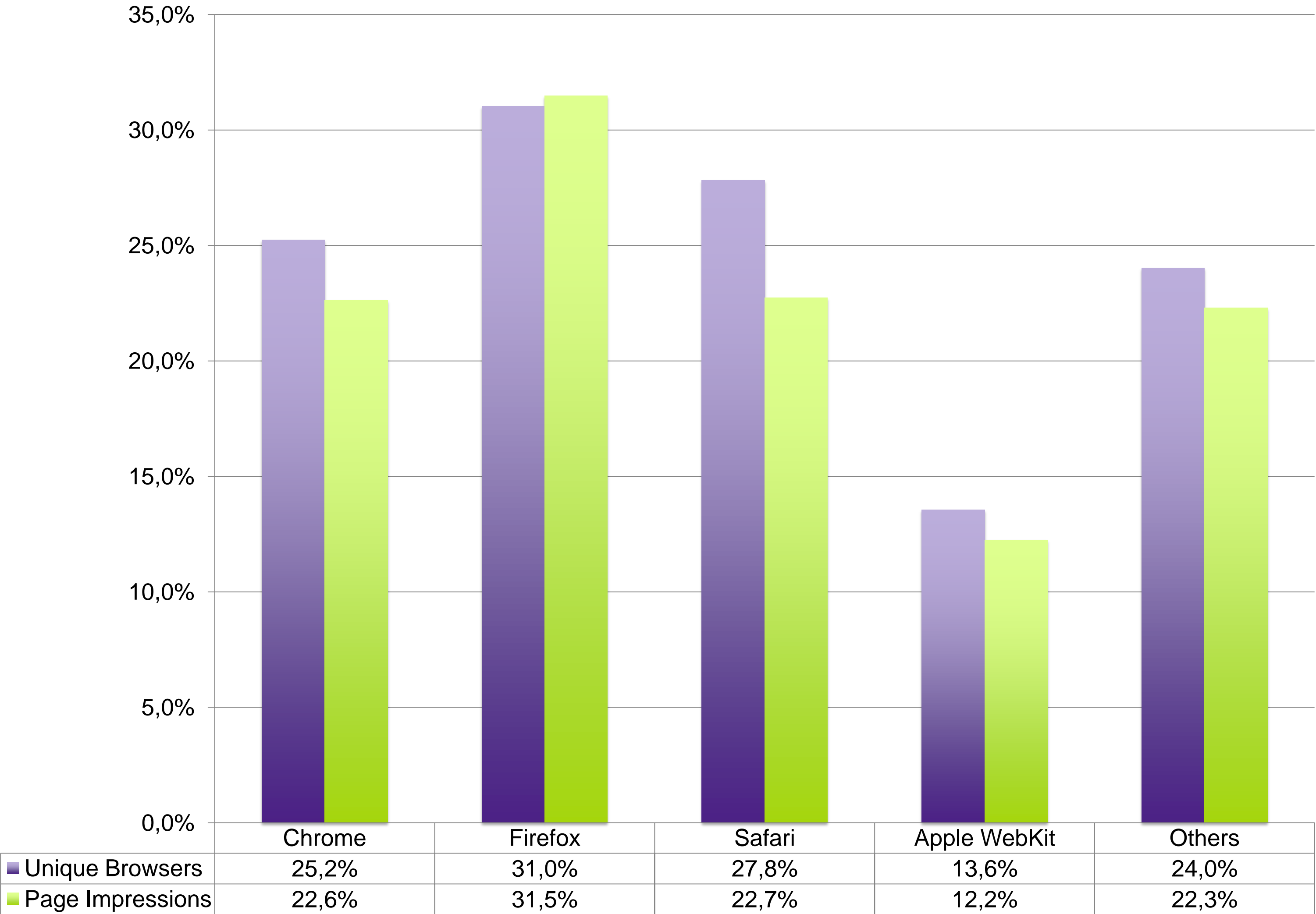
Profile of website traffic on tablets

Traffic

Page Impressions

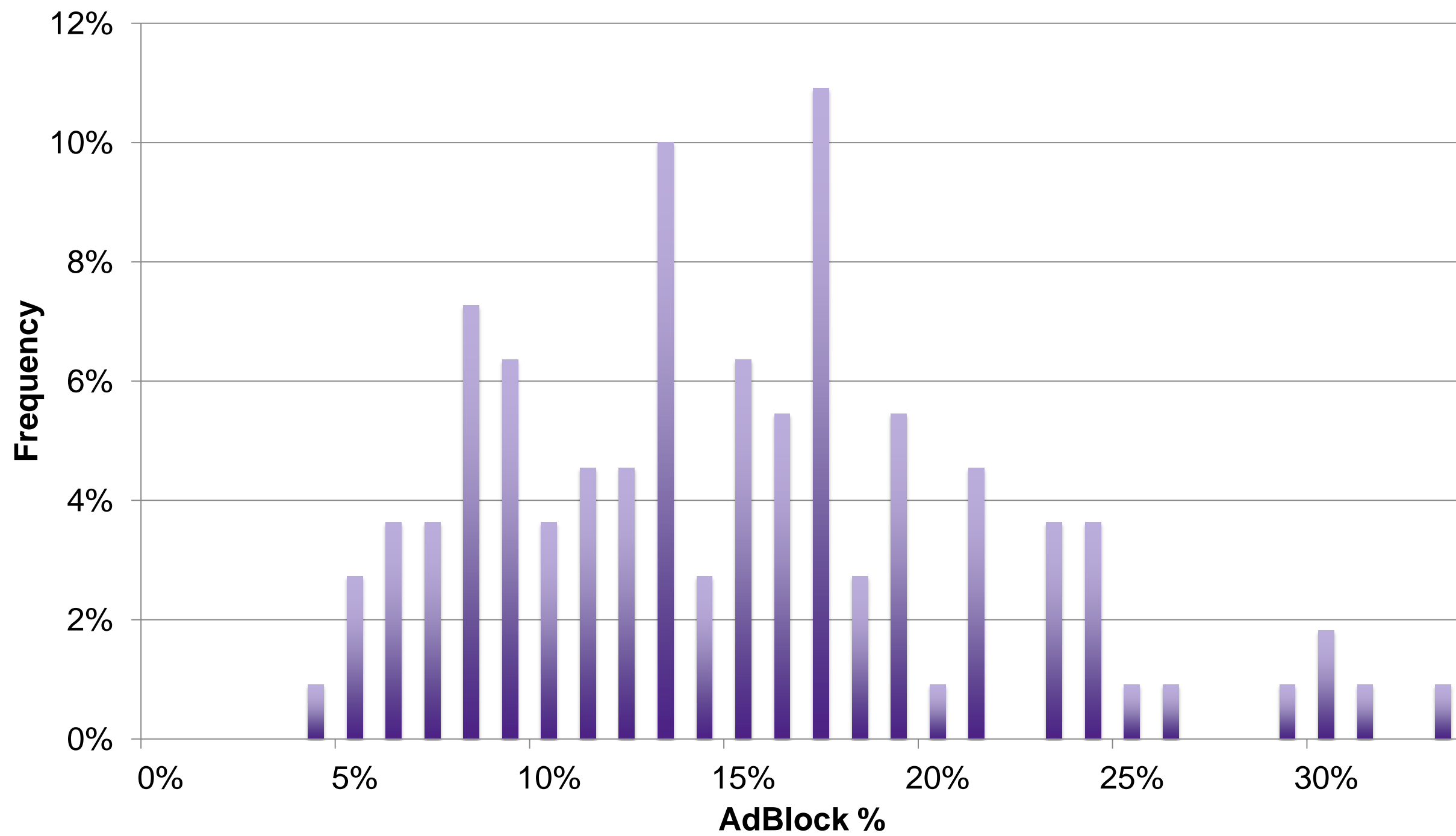


Ad Blocking

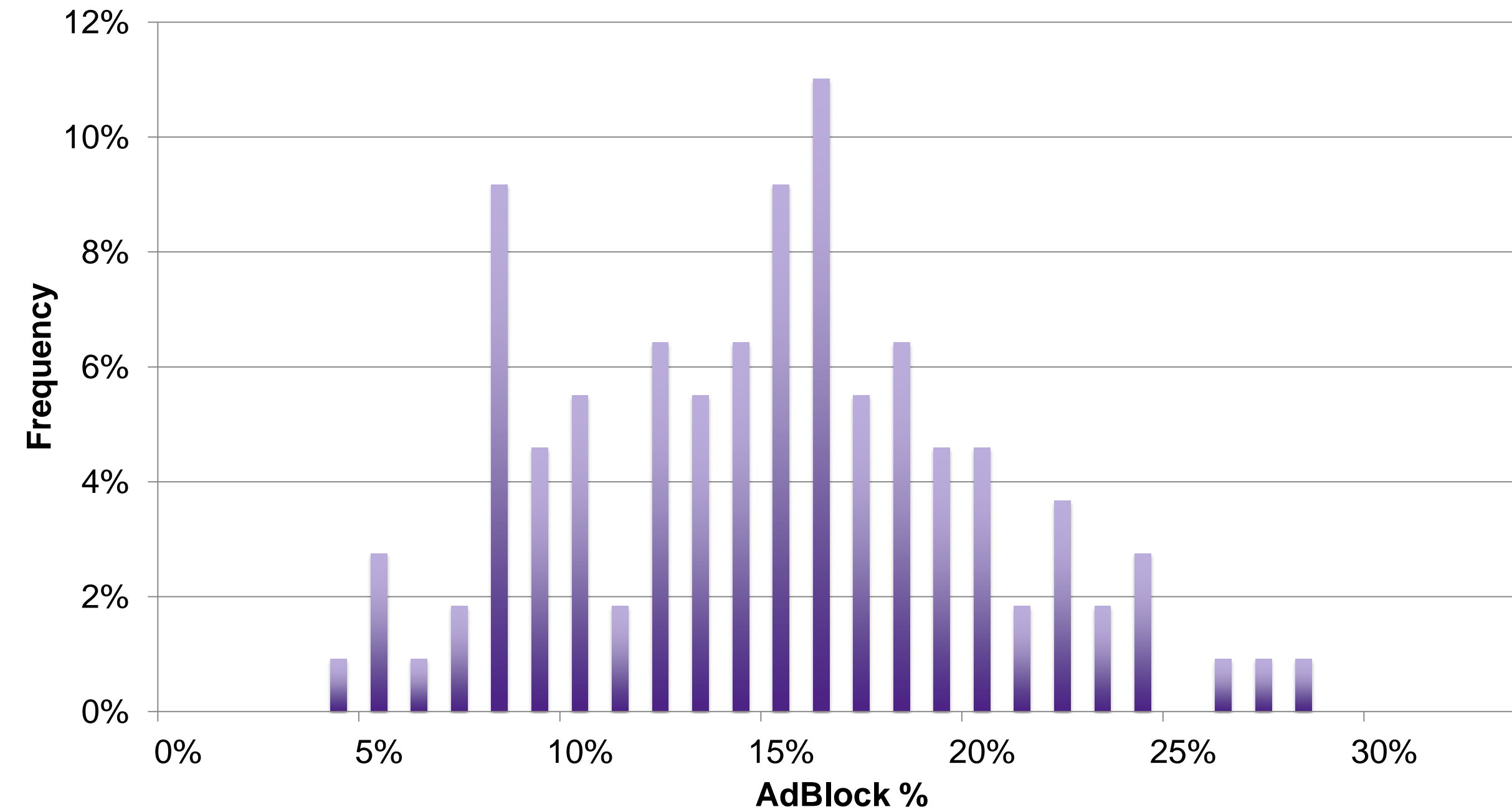


Profile of website traffic

AdBlocked - Websites frequency Distribution - Page Views

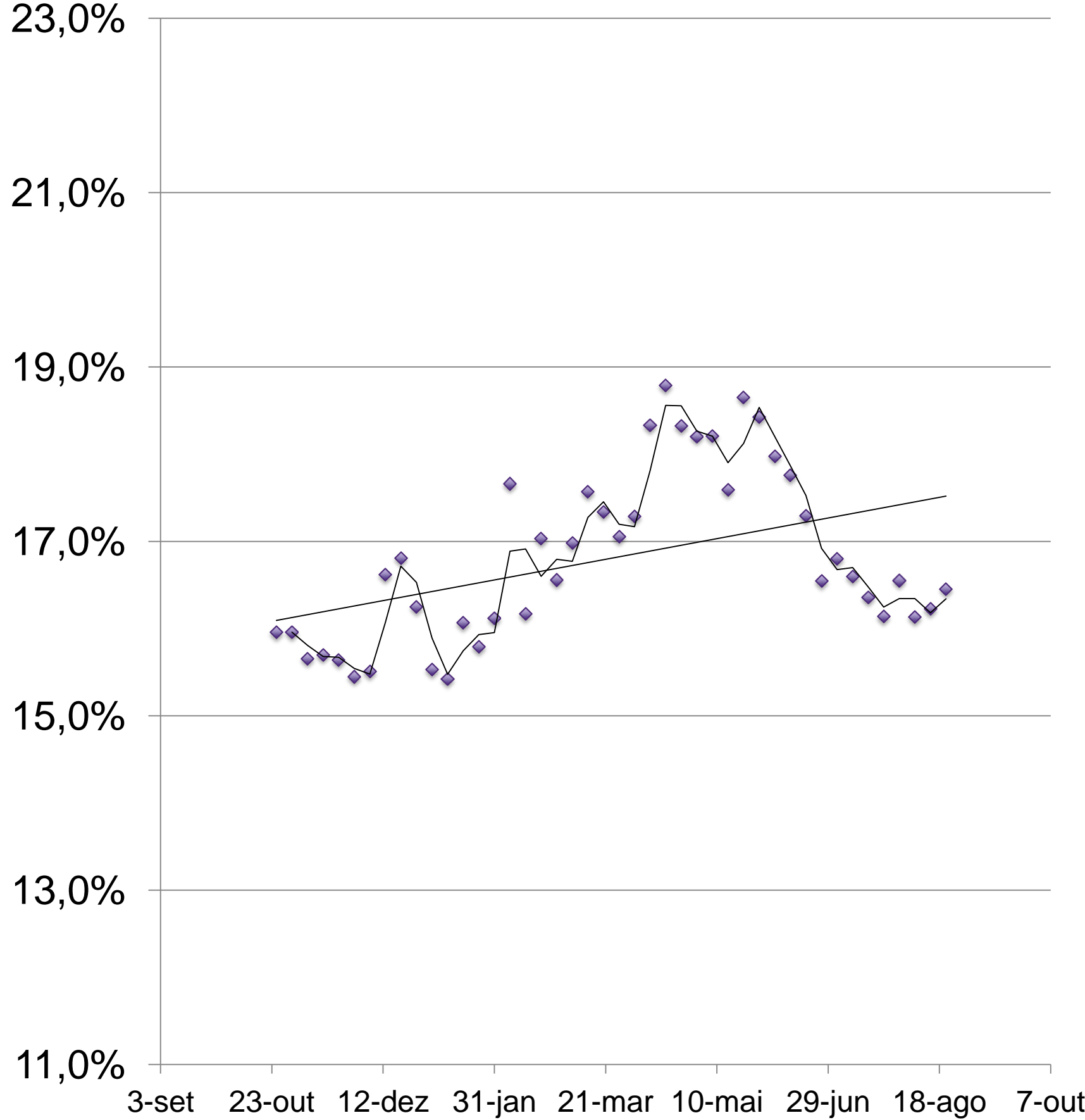


AdBlocked - Websites frequency Distribution – Unique Browsers

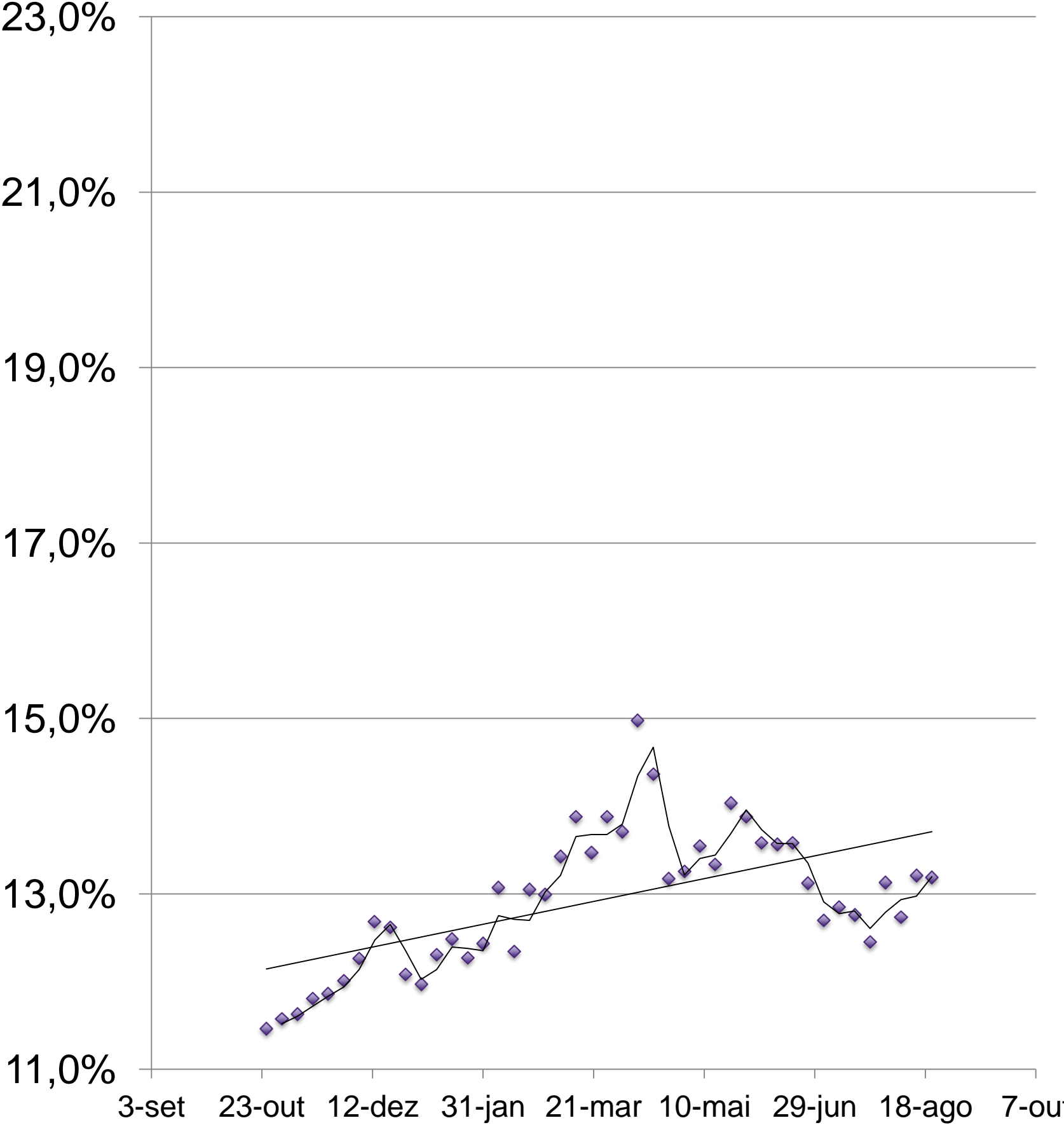


Ad Block weekly trends

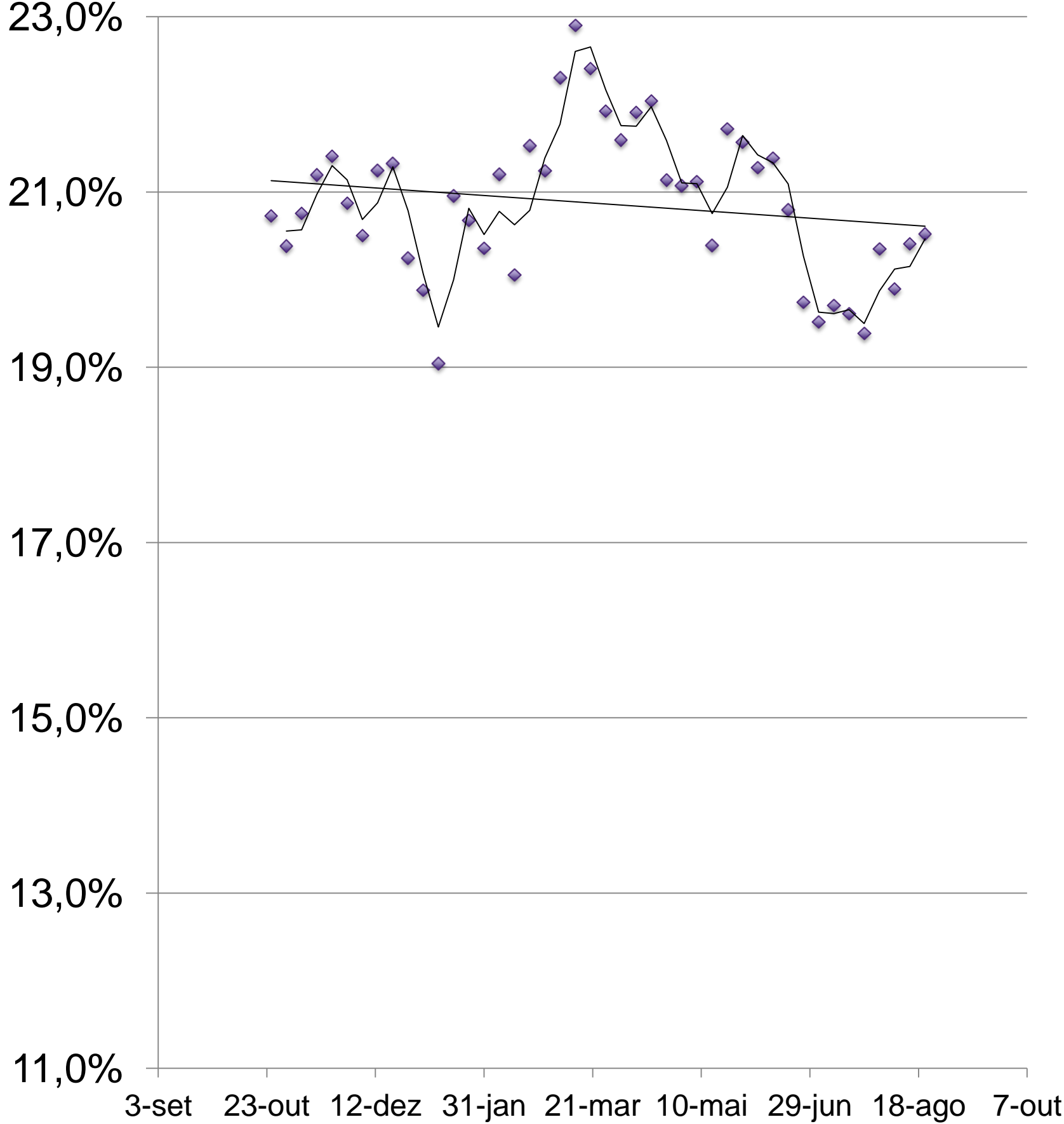
Ad Block PV Computer



Ad Block PV Mobile



AdBlock PV Tablet



Tendência de Redução de AdBlock a partir de maio/16



Alguns editores estão bloqueando conteúdo dos usuários com AdBlock

A maioria dos websites apresentaram a mesma tendência, em maior ou menor grau

Usuários de AdBlock bloqueiam seletivamente websites ou bloqueiam todos ao mesmo tempo?

Amostra de dois websites com AdBlock

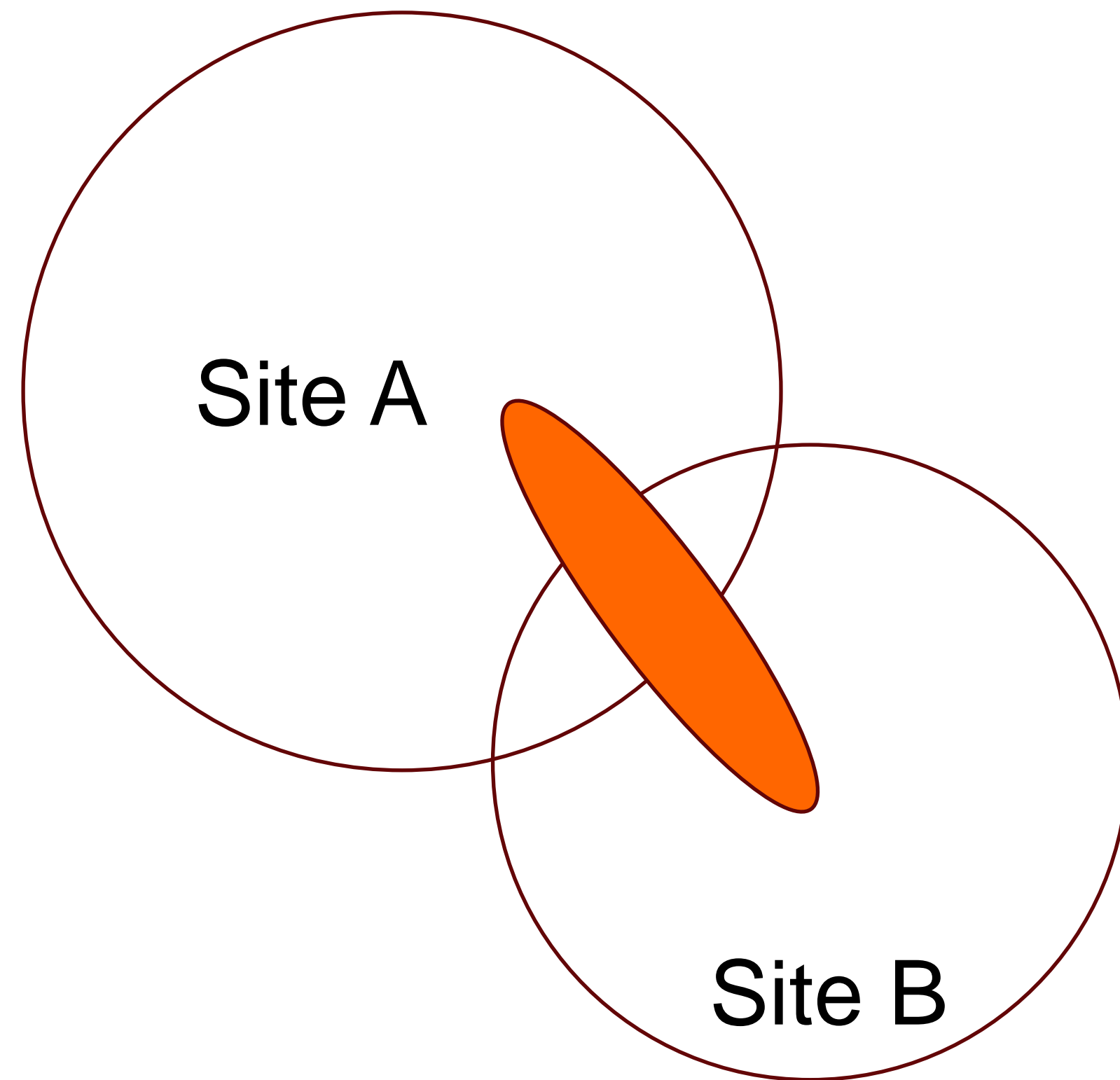


Indices de AdBlock distintos entre os dois (10% vs 15% PV – 7% vs 9% UB)

Sobreposição de usuários entre os dois websites 10%

Os usuários de AdBlock que acessaram ambos os websites e usaram AdBlock, bloquearam ambos ou não?

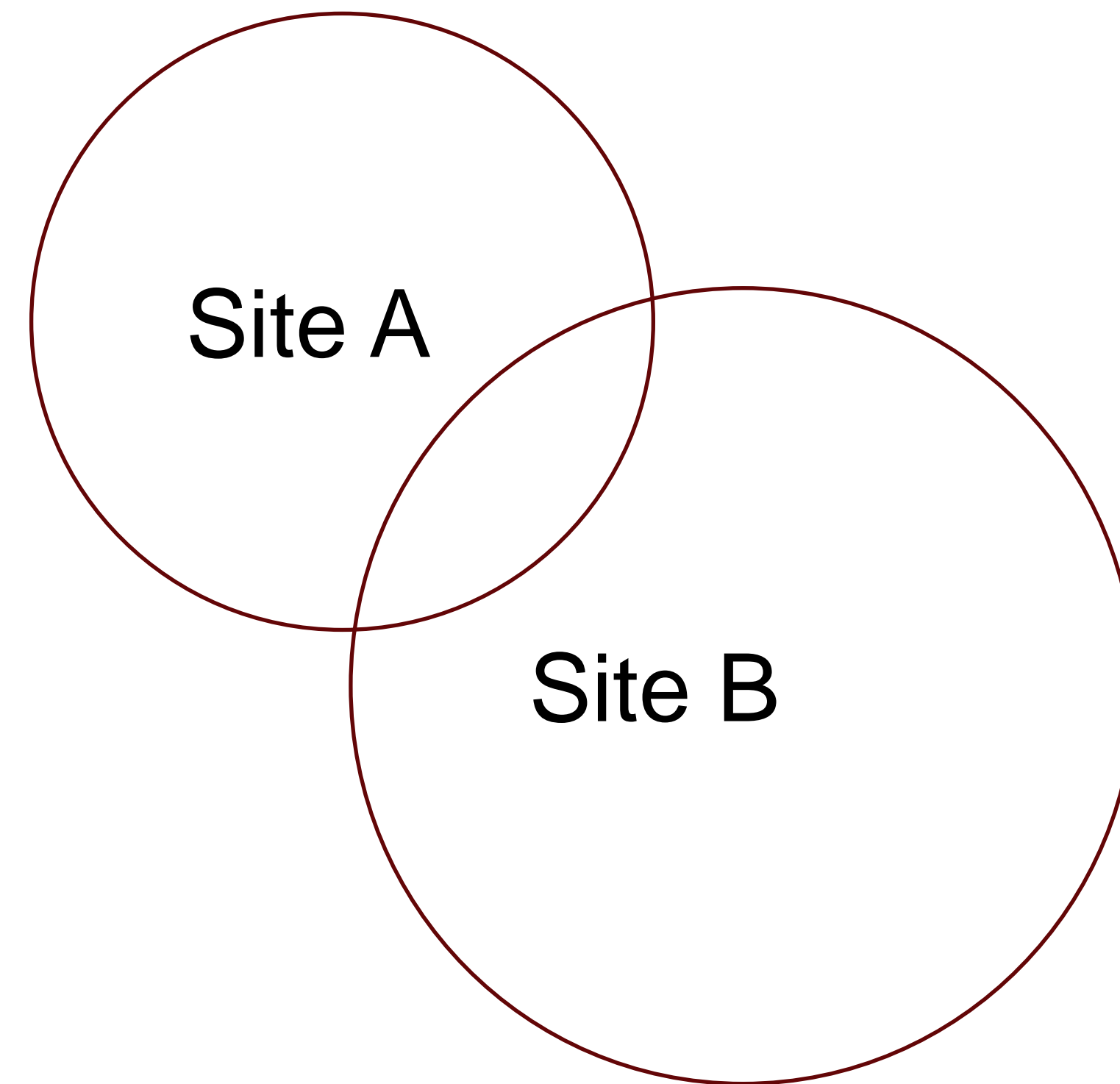
Amostra de dois websites



- **Usuários comuns**
 - Site A – 70%
 - Site B – 41%
 - Sobreposição – 11%

Amostra de dois websites com AdBlock

- AdBlockers
 - Site A – 18%
 - Site B – 55%
 - Site A e B – 28%



- Windows/Chrome

OBRIGADO

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