

THE STATE OF ART OF ADBLOCKING IN ITALY

Release 2/2016

RESEARCH PROJECT BY ASSOCOM, FCP-ASSOINTERNET, FEDOWEB,
GROUPEM, IAB ITALIA, NETCOMM, UPA

Powered by: Comscore, Human Highway

Milan | January 2017

METHODOLOGIES

They were used 3 different sources each with a particular objective

Meter



UNIVERSE:

Individuals 15+ who have surfed the internet in the month of november amounted to 25.108.000 PCs individuals

SAMPLE:

30.864 individuals measured by meter (on PC)

SURVEY PERIOD:

November 2016

Cawi



UNIVERSE:

Individuals resident in Italy for at least 15 years old, online users from any **location** and **device** at least once a week (30.8 million)

SAMPLE:

2.376 interviews

SURVEY PERIOD:

23-30 November 2016

Censuario



KIND OF DATA DETECTED:

Ad blocked traffic vs total traffic measured by FCP publishers on their sites

SAMPLE:

15 media sales companies/ 91 websites

SURVEY PERIOD:

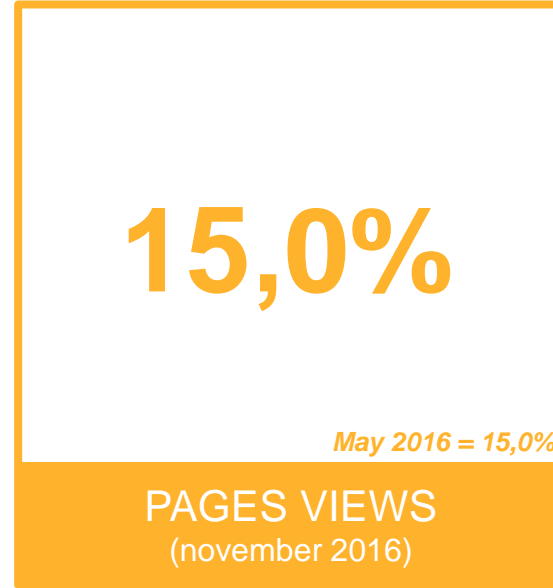
About two weeks during the period between October and November 2016

KEY FIGURES MEASURED BY COMSCORE METER

November's detection confirms the penetrations of the first wave: is that a possible index of a saturation phenomenon?



Individuals 15+ with an active ad blocker on their own PC



Pages views on PC with an active ad blocker

KEY FIGURES MEASURED BY CAWI – based on interviews

There are no significant changes compared to the first wave

42,5%

(Wave I 40,9%)



Related Awareness Users who claim to know what the AdBlock is, as a results of the understanding of the term occurs presented

22,2%

(Wave I 21,9%)



AdBlock Users Users who said they had installed an ad-blocker on at least one device

11,2%

(Wave I 11,9%)



Prospect Users who state that they could install an ad-blocker in the near future on any device

The tactical use of adblocker users and an opening to a less annoying advertising

65,7%

Wave I 63,0%

% of users who use adblock whitelist or pauses the adblocker for accessing to certain websites

56,0%

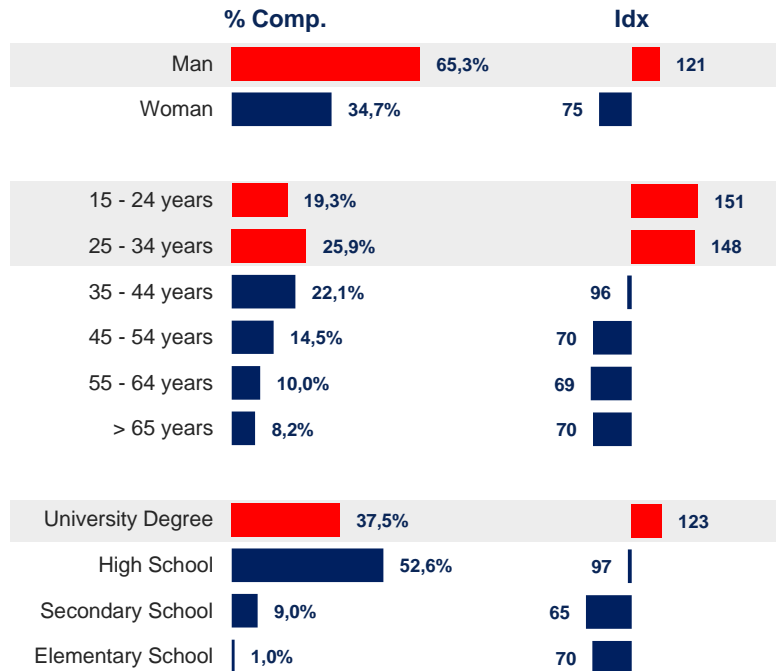
Wave I 50,8%

% of users who would say no to the use of adblock on a particular site (definitely or probably) in case of the most annoying advertising formats disappear

USERS' PROFILE: MEN, YOUNG, WITH HIGH LEVEL OF EDUCATION



Ad-Block Users



Base: users who said they had installed an adblocker on at least one device

***FOCUS ON E-COMMERCE
USERS***

IT IS A PHENOMENON THAT MAINLY IMPACTS ON THE MOST ADVANCED USERS ONLINE

% penetration on online shopping



Related Awareness a
of Adblock in the
segment



Adblock user
penetration in the
segment



Adblock prospect
incidence in the
segment

