

Consolidated Results of IAB Europe Member Survey on Ad Blocking Penetration and User Engagement in European Markets (Q3 2016)

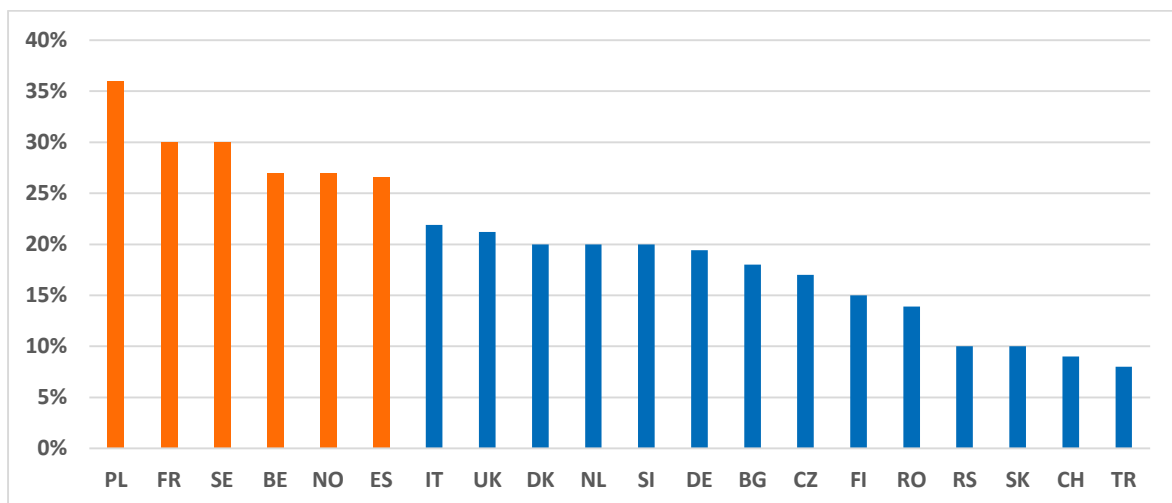
Summary

IAB Europe initiated its member survey with an aim to collect information on ad blocking penetration and user engagement in European markets in Q3 2016. The data presented is based on input from 23 European markets (EU, RS, CH, TR).

- IAB Austria
- IAB Belgium
- IAB Bulgaria
- IAB Czech Republic
- Danske Medier
- IAB Finland
- IAB France
- BVDW
- IAB Greece
- IAB Ireland
- IAB Italy
- IAB Netherlands
- INMA
- IAB Poland
- IAB Romania
- IAB Serbia
- IAB Slovakia
- IAB Slovenia
- IAB Spain
- IAB Sweden
- IAB Switzerland
- IAB Turkey
- IAB UK

Ad Blocking Penetration Rate

Out of 23 national IABs, 20 were able to provide ad blocking penetration rate. On average, it amounts to 20% in Europe. More specifically, in six markets more than one in four Internet users block ads. Notably, the highest usage of ad blocking tools was reported in Poland (36%). Less than one third of users deploy such software in France and Sweden (30%). Belgium, Norway and Spain saw 27% of ad blockers users.



Currently, a fraction of IABs undertake their own regular research (e.g. [BVDW's Quarterly Ad Block Rat from Q2](#) and [IAB UK's Consumer Usage and Attitudes on Ad Blocking Software from July 2016](#)). Usually demographic breakdown is not available, though some reports include extensive analysis (e.g. [IAB Spain's Study on the use of ad blocking from March 2016](#)). A number of IABs carry out or participate in period measurement surveys (e.g. [IAB France's Adblock Barometer from March 2016](#) and [Ad Blocking in Romania from January 2016](#)). In several markets, IABs work closely with publishers and publishers' associations which allows for estimating the rates. Further research data is still to arrive in some markets (e.g. AT, GR, IE). Interestingly, IAB Poland initiated discussions with the Polish Research Institute to implement constant measurement of ad block users in their web analysis.

Awareness Raising Activity

In four markets (CZ, FR, NL, SE), IABs have been running awareness raising campaigns directed at the public, to demonstrate the value of advertising and the use of ad blocking software contributes to the loss of the media owners' revenue. In three instances (FR, PL, UK), dedicated online information hubs were launched.

- **CZ:** [Neblokujte Reklamu](#)
- **FR:** [IAB France, GESTE & Adback communication action](#)
- **FR:** [IAB France's Information Hub](#)
- **NL:** [Internet is niet gratis](#)
- **PL:** [O ad blockach](#)
- **SE:** [IAB Sweden and Swedish publishers' joint efforts](#)
- **UK:** [The IAB's Action on Ad Blocking](#)

Guidance

In a number of markets, informal working groups or standing task forces were set up to drive the ad blocking-related work tracks. To-date, three White Papers were released (FI, IT, PO). The national IABs took upon themselves facilitation of cross-industry discussion about LEAN and DEAL standards. Work on guidelines aligning local best practices to new standards have been initiated. In four markets, IABs have unveiled new or revamped rules (NL, PL, RO, SE), but in majority of countries these discussions are ongoing.

- **FI:** [White Paper](#) (September 2016)
- **IT:** [White Paper](#) (April 2016)
- **NL:** [Dutch Online Advertising Guidelines](#) (May 2016)
- **PL:** [White Paper](#) (August 2016)
- **PL:** Advertising Best Practices on Ad Blocking: [Manifesto](#) & [Ad formats](#) (August 2016)
- **RO:** [IAB Romania Decalogue – 10 principles for a clean, ethic and user-centred digital advertising](#) (October 2015)
- **SE:** [Advertising Friendly Sweden](#)
- **SE:** [IAB Sweden Ad Blocking Guidance for Publishers](#) (July 2016)
- **UK:** [LEAN FAQs 2016](#)

Plans for Q4 2016 & 2017

National IABs declared continuation of ad blocking-related work streams in Q4 2016 and throughout 2017. Planned projects include LEAN-supported standards, research as well as industry- and public-facing awareness raising activity.

- **AT:** Quality LEAN-supported seal for publishers (2017)
- **FR:** Second edition of the March study (Q4 2016)
- **IE:** Launch of ad blocking study (Q4 2016)
- **IE:** Promotion of LEAN and DEAL standards (Q4 2016)
- **RO:** Second edition of the January study (Q4 2016)
- **RO:** Manifesto for Quality in Digital Advertising (Q4 2016)
- **RS:** Nation-wide research, updated on quarterly basis (Q4 2016)
- **CH:** Programmatic Advertising Day (Q4 2016)
- **CH:** Ad Blocking Day (2017)
- **UK:** Coordinated consumer facing campaign (2017)

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