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What To Do About Adblocking

Dr. Johnny Ryan, Head of Ecosystem at PageFair

Author

Johnny Ryan

Editors

Dawn McMullan

L. Carol Christopher

Design & Layout

Danna Emde

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Sharing ideas. Inspiring change.

About the International News Media Association (INMA)

INMA (www.inma.org) is a global community of market-leading news media companies reinventing how they engage audiences and grow revenue in a multi-media environment. The INMA community consists of 8,000+ executives at 600+ news media companies 80+ countries. Headquartered in Dallas, INMA has offices in San Salvador, São Paulo, Antwerp, and New Delhi.

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About
the Author

Johnny Ryan, Ph.D., is head of ecosystem for PageFair. Previously, Dr. Ryan was the chief innovation officer of The Irish Times, where he introduced start-ups to work inside the 154-year-old newspaper for the first time and established a multi-million Euro big data R&D programme.

His second book, *A History of the Internet and the Digital Future*, is on the reading lists at Harvard, Stanford, and other top-tier institutions.

He was an associate on the emerging digital environment at the Judge Business School of the University of Cambridge from 2011-14. His writing has appeared in Fortune, Business Insider, BusinessWeek, NATO Review, Ars Technica, and The Irish Times. He is @johnnyryan on Twitter.

PageFair is the industry leading anti-adblocking authority and solutions provider. It works with nine of the ComScore top 25. More than 4,000 publishers have signed up with PageFair, and it measures circa 11 billion pageviews each month.

PageFair's mission is to re-establish a fair deal between consumers and publishers, and thereby secure the future of the open Web. It restores appropriate ads in a way that respects the user and supports the publisher.

PageFair has the only patent-pending technology that entirely bypasses adblocking across the Web. This is the result of three years of research, development, and know-how that originates in PageFair's founders' deep technology background building the technology that enables massive networked games such as the multi-billion dollar franchises Call of Duty and Guitar Hero to operate across the Internet.

PageFair leads a cross-industry collaboration with consumer groups, publishers, standards bodies, browsers, and brand-builders to develop standards for block-proof advertising that respects users and supports publishers.

Thanks to PageFair colleagues David Barton, Sean Blanchfield, and Dr. Neil O'Connor for their insights and contributions.

Foreword
Dawn McMullan, senior editor for INMA

Toward the end of 2015, INMA took 30 news media executives from around the world on a five-day study tour of Silicon Valley. We toured Facebook, Twitter, Google, and less big-name but just as impressive start-ups like Bleacher Report, Medium, and Matter. On the very last day — bus weary, our minds already thinking about flights home or a Napa Valley tour — we sat in the basement of a soulless, white-walled, dimly lit meeting space in downtown San Francisco. From his office in Dublin via Skype, Dr. Johnny Ryan, head of ecosystem for PageFair, appeared.

For the next hour, everyone in that room took in Ryan's words, charts, and research-based wisdom as fast as he could disseminate them. Study tour participants were transfixed, taking photo after photo of his slides, frantically writing down Ryan's key takeaways.

As soon as we got home, we started talking about this report. It was obvious what the news media industry craved: A guide on how to deal with adblocking in the publishing industry. Right now. This report explains what to do and what not to do, and highlights examples of publishers' responses to adblocking and lessons from PageFair's client testing.

This report also analyses the spread of adblocking and its impact on publishers. It identifies the primary factors that drive consumers to install adblocking software and shows what formats adblockers are willing to tolerate.

Despite the fevered hype that surrounds the subject, Ryan believes there is adequate time to solve adblocking with the right strategy. Adblockers can be monetised. The first 20 years of Web ads lowered publisher ad values on one hand, degrading users' privacy and experience on the other. We present a call to action resolve these issues, returning the balance of power back to publishers and users.

Many thanks to Ryan and PageFair. INMA members, prepared to transfixed. ∎