

# **A Publisher's Guide to Adblock: Frequently Asked Questions**

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# FAQs

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- [What do adblockers block?](#)
- [What does a user see when they use an ad blocker?](#)
- [Do I know when a visitor is using an adblocker?](#)
- [Does my advertiser pay when an ad is blocked?](#)
- [Am I paying for the bandwidth that adblock users consume?](#)
- [Who are adblock users?](#)
- [Why do these users install an adblocker?](#)
- [Should I ask users to deactivate their adblocker?](#)
- [Should I block access to content for adblock users?](#)
- [Is content-stitching the ultimate solution?](#)
- [Secret Media's solution](#)
- [Useful adblock articles & reports](#)

# ***What do adblockers block?***

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- Adblockers prevent ad calls to adservers
- Adblockers block :
  - All ads (display, video, even native)
  - All trackers, beacons, widgets, analytics
- Adblockers restrict access to the entire ad stack
  - Because the server is not called, the DSP and the SSP are not called either

# ***What does a user see when they use an adblocker?***

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- An adblock user sees all content and no ads
- Where display banners should appear, users see white space and/or uninterrupted articles
- Where a pre-roll video ad should play, users will immediately see the video content

# *Do I know when a visitor is using an adblocker?*

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**No**, Publishers are unable to identify adblock users.

## **Why?**

- Publisher tracking and analytics tools are also inhibited by adblockers. Therefore publisher visibility into who is on the site and what they are doing is restricted.
- These visitors look like new visitors or robots

# *Does my advertiser pay when an ad is blocked?*

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**No,** Advertisers do not pay for adblocked impressions.

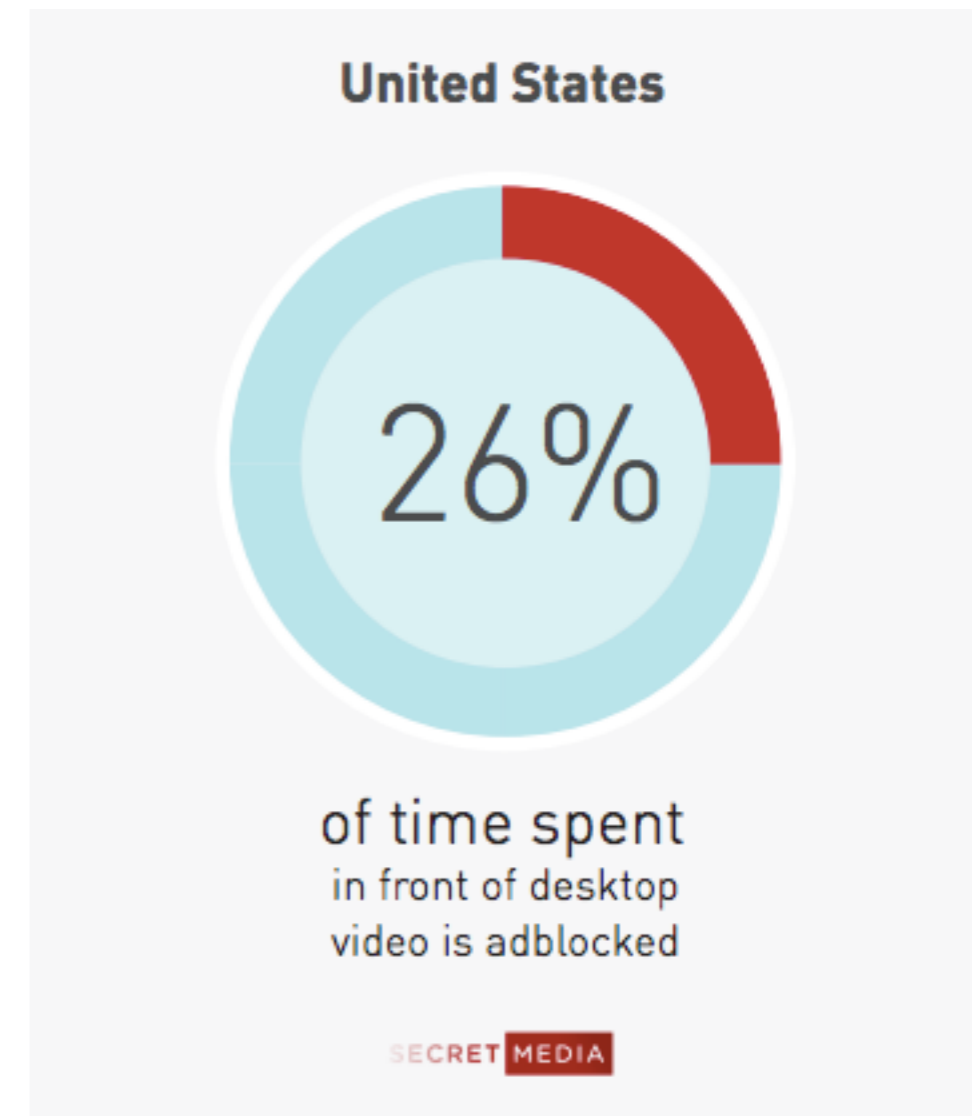
- No ad call is ever made, and therefore no impression is billed
- Advertisers are not hurt monetarily but they are **not getting the audience reach they paid for when purchasing impressions**

# *Am I paying for the bandwidth that adblock users consume?*

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**Yes,** Publishers are paying the bandwidth consumption of adblock users without being compensated in the form of an ad impression.

- This means the costs are two-fold:
  - Lost ad impression revenues
  - Costly bandwidth consumption
- For video, bandwidth is important - currently in the U.S. 26% of time spent in front of video is not monetized as a result of adblockers.



# Who are adblock users?

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- Adblock usage skews younger (millennials, 18 - 34) but is not restricted to this age group *(Adobe)*
- Adblock users are more likely to be male *(Adobe)*:
  - 54% of males between 18 - 29 use adblockers
  - 31% of women between 18- 29 use adblockers
- Adblock usage is growing in every age category

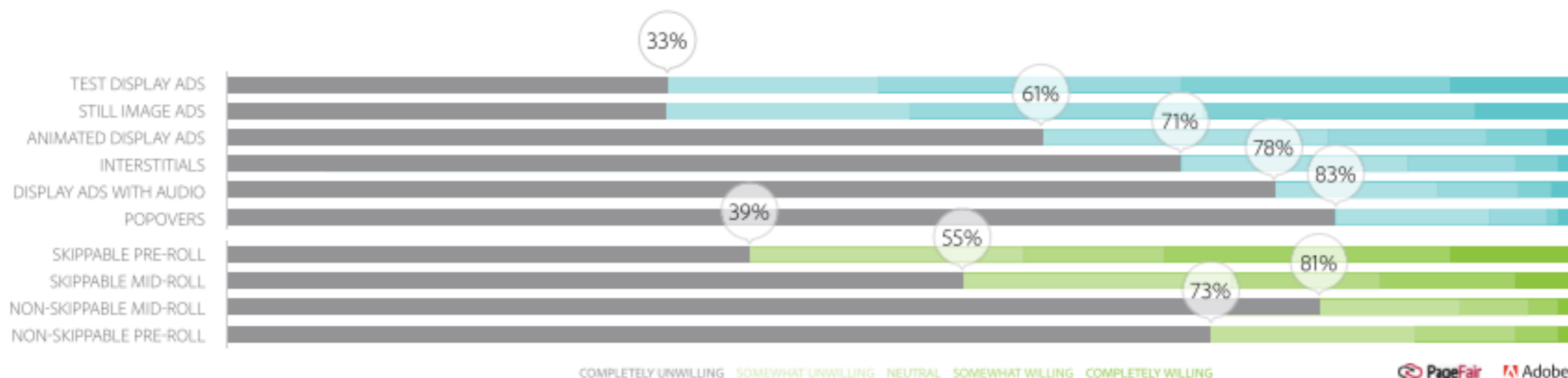


# Why do these users install an adblocker?

- Installation of an adblock browser plug-in is free and easy
- A user gives nothing in exchange for installing an adblock plug-in

## Top 3 most blocked ad formats (Adobe):

- Popovers (83% reject)
- Non-skippable mid-roll (81% reject)
- Display with audio (78% reject)



# Should I ask users to deactivate their adblocker?

- More and more users are subject to network-level adblocking (installed on the network of their university campus or place of work)
- Asking these users to “deactivate their adblocker” is often impractical because they are **unable to do so**

## Adblock Wants to Block Ads For Entire Companies

ARTICLE

COMMENTS



By JACK MARSHALL [CONNECT](#)

Adblock Plus wants to make it as easy as possible to install its popular ad-blocking tool. With that in mind, it's working on new features that will enable IT administrators at universities, companies and other organizations to install the blocking software across their entire networks more seamlessly.

The company said it's been working on tools for "large-scale deployments" for some time, and plans to continue to optimize its blocking software for mass installations.

"IT administrators, who take care of substantial networks at universities, businesses or organizations, often want to install Adblock Plus to cut down on distraction, save bandwidth and keep their networks safe from threats like 'malvertising,'" said a notice posted on the [company's blog](#) Tuesday announcing some updates to its software.

Feedback from network administrators so far suggests they are most interested in the bandwidth savings and security benefits that Adblock can provide, a spokesperson for the company said.



— Adblock Plus

# *Should I block access to content for adblock users?*

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## Case Study of Large European broadcaster

- Approximately 100 million video streams per month
- Rights to exclusive sports content
- Asked users to turn off their adblocker to access exclusive content - blocked access if the user's adblocker remained on
- Over one month, **only 1/3 of site visitors** turned off their adblocker

## **Why?**

- Either users do not know how to deactivate, do not want to, or are not able to (see network adblocking)

# *Is content-stitching the ultimate solution?*

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## **Pros:**

- Server-side ad stitching can restore the display of the video ad itself

## **Cons:**

- All viewability, anti-fraud, and third-party measurement tools will remain blocked by adblockers
- Data collection and cookie dropping are also still blocked
- Additional costs for bandwidth + CPU are significant

# *Secret Media's solution*

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**We defend publishers' right to monetize video content by offering a solution that pushes video ads through to adblock users as they were sold.**

WHO: We are currently the only video adblock solution on the market, founded by former founders of Tead's

WHAT: We provide publishers with an easy-to-integrate video player plug-in or SDK

HOW: Our technology blurs the line between video content and video ad, making it impossible for adblock solutions to block the ads

## RESULTS:

We have seen ZERO negative user reaction for our current clients

We recover over **600 million impressions a month**, increasing publisher revenues by **+30%**

## *Useful adblock articles & reports*

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- [WSJ: Adblock wants to block ads for entire companies](#)
- [Adobe/PageFair: Adblocking goes mainstream](#)
- [Adobe/PageFair: The cost of adblocking](#)
- [Secret Media: Adblock & The Global Video Market](#)