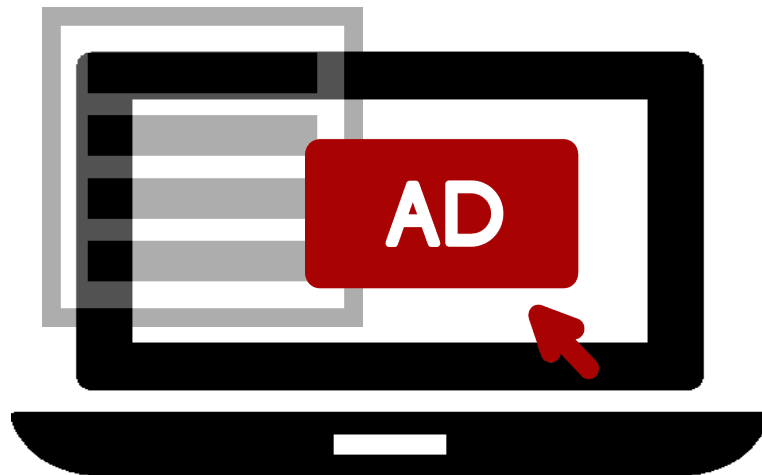


ADS OVERTOOK CONTENT

The influence of advertising on user experience



SECRET MEDIA

MAY 2016

ABOUT THIS STUDY

The purpose of this study is to show that while premium publishers care deeply about the ad exposure that they impose on their users, they lack control over the advertising technologies that power their websites.

We believe that the misuse and lack of control over advertising technologies is a major, if not *the* major, contributing factor to the increasing use and adoption of Ad blocking solutions.

It is our hypothesis that advertising technologies are negatively impacting publisher websites and causing users to be frustrated by slow page load, tracking that exploits personal data, and the over exposure to ads.

We conducted this study in order to measure the role of ads in poor user experience.

Take Aways

- Ads only take up 9% of the surface of the average webpage in the US
- But the time needed to load ads represents over 50% of the total load time of page
- On average, 53 third-parties are involved behind the scenes of a page, syncing data, cookies, etc.

METHODOLOGY

We selected three geographies for this study: the **United States, France, and Germany.**

These countries were chosen because they have some of the highest proportions of ad block users.

In order to understand how much advertising was affecting user experience, we selected the top 25 media companies in each geography based on audience size.

For each media website, we focused on 5 measurements:

1. The total load time of the page
2. The bandwidth required to load the page
3. The number of URL calls
4. The number of 3rd parties called
5. The graphical/physical space taken up by ads

We collected each measurement multiple times for each website: **1/2 of the time with an Ad blocker enabled and 1/2 of the time without.**

**All cookies and browsing history was deleted between measurements in order to avoid bias from cached cookie/session data.*

The difference between the non-Adblocked measurements and Adblocked measurements allowed us to identify what part of the load time, of the URL requests, and of the bandwidth was directly due to ads.

To calculate measurement #5, we calculated the percentage of each webpage taken up by ads and then combined the data of all 25 websites in order to have one final average per country.

We have provided the logos of those media companies that were selected for this study but have anonymized the data in order to not point direct fingers.

There is no correlation between the order of the logos and the numbered graphs.

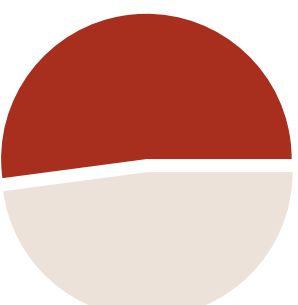
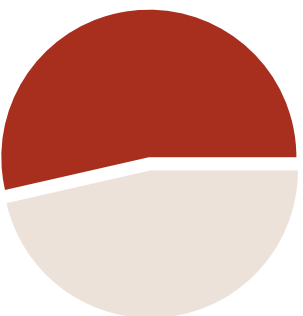
US

BUT ACCOUNT FOR

Ads represent **9%**
of the graphic space
of the page



54%
of the load time and **55%**
of the bandwidth



There are **279**
ad URL requests



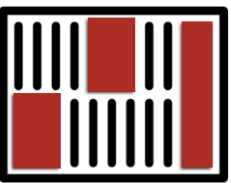
From **53**
3rd parties collecting
data

Full study available at <http://www.secretmedia.com/secretmedianews/>

SECRET MEDIA

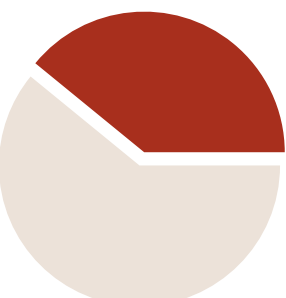
FRANCE

Ads represent **4%**
of the graphic space
of the page



BUT ACCOUNT FOR

70%
of the load time and **39%**
of the bandwidth



There are **372**
ad URL requests



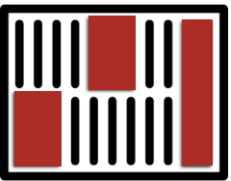
From **58**
3rd parties collecting
data

Full study available at <http://www.secretmedia.com/secretmedianews/>

SECRET MEDIA

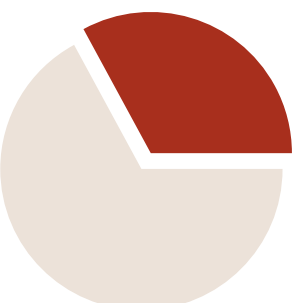
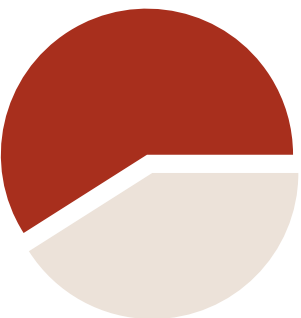
GERMANY

Ads represent **6%**
of the graphic space
of the page



BUT ACCOUNT FOR

59%
of the load time and **33%**
of the bandwidth



There are **215**
ad URL requests



From **38**
3rd parties collecting
data

Full study available at <http://www.secretmedia.com/secretmedianews/>

SECRET MEDIA

TOP 25 MEDIA US



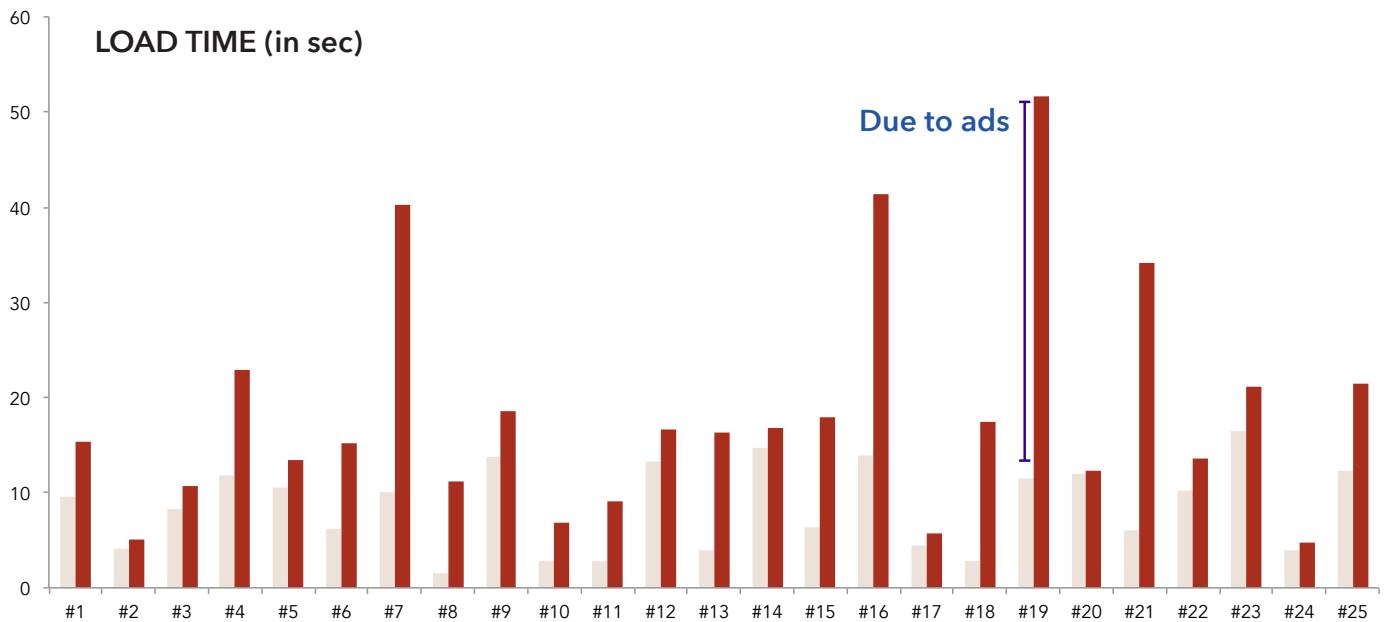
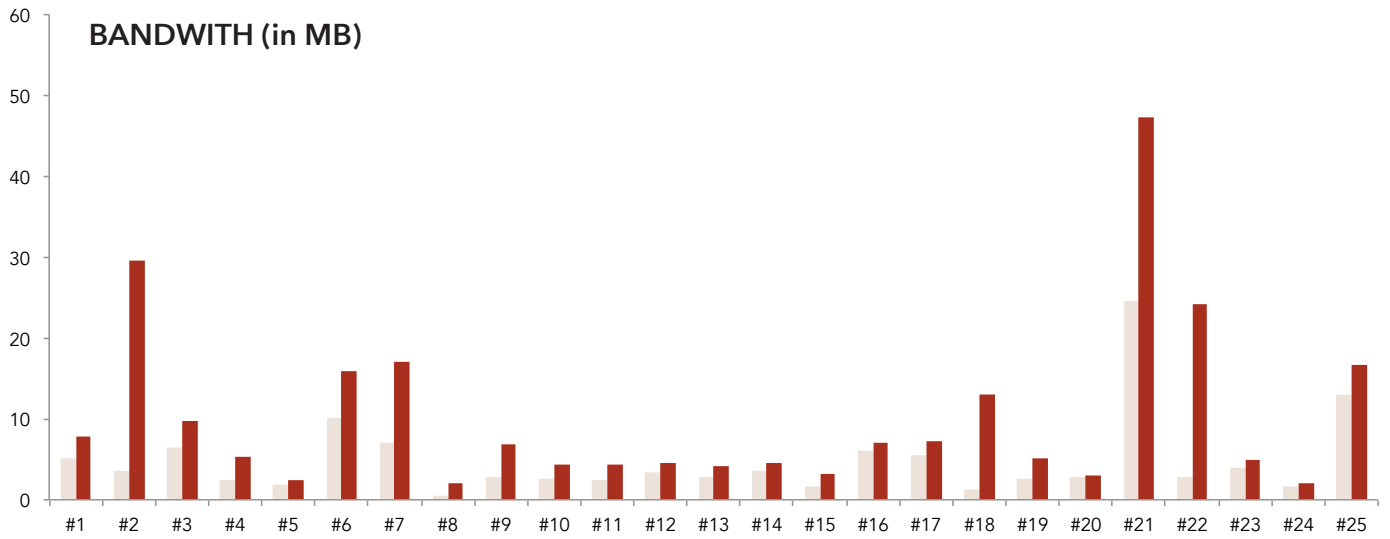
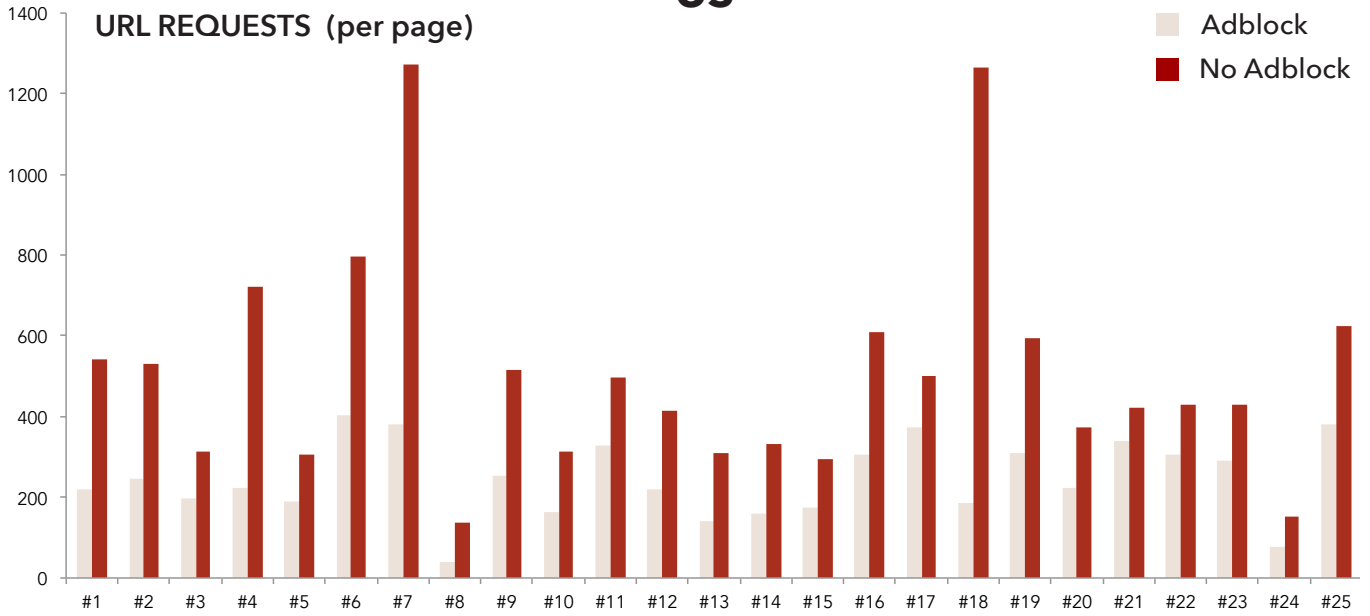
TOP 25 MEDIA FRANCE



TOP 25 MEDIA GERMANY

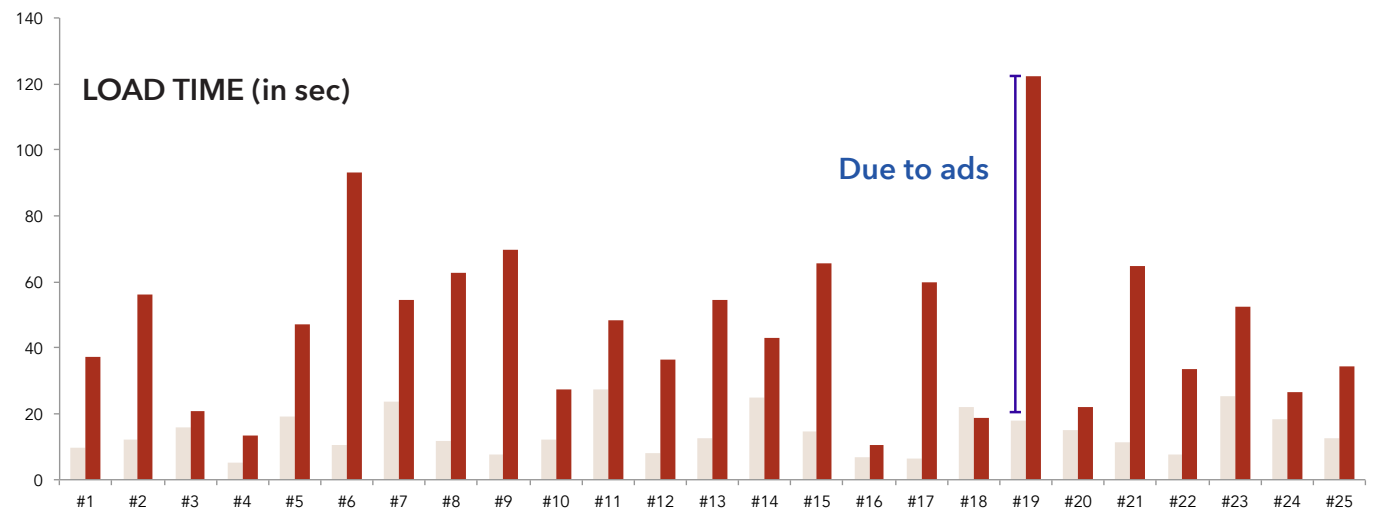
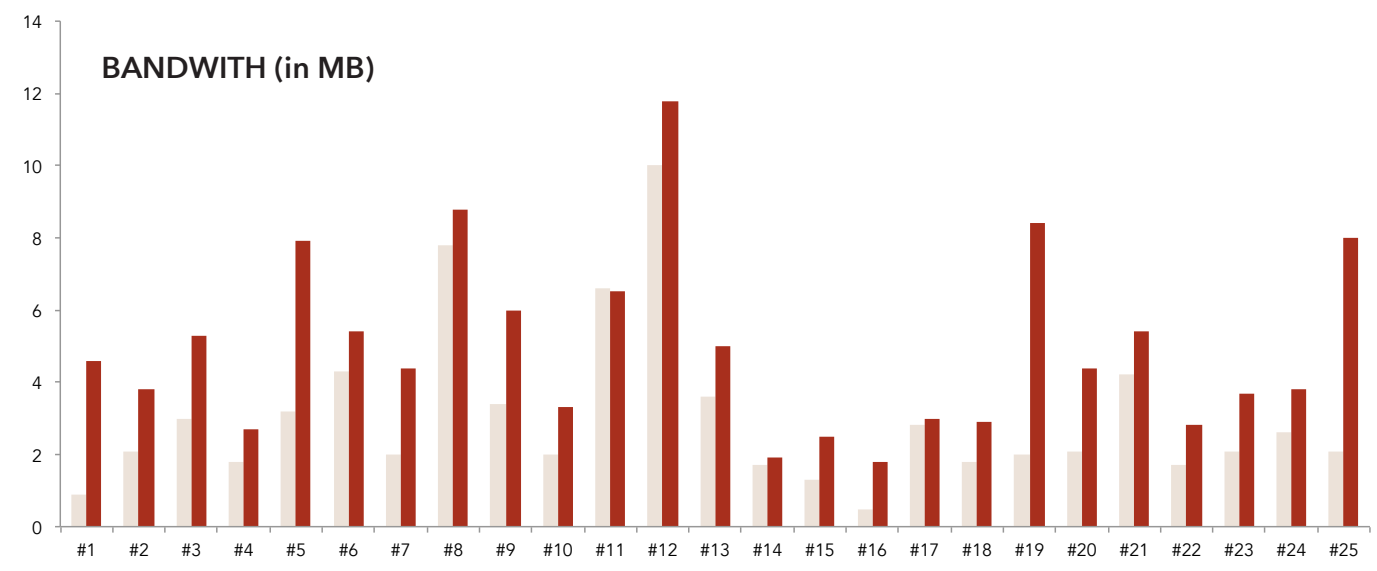
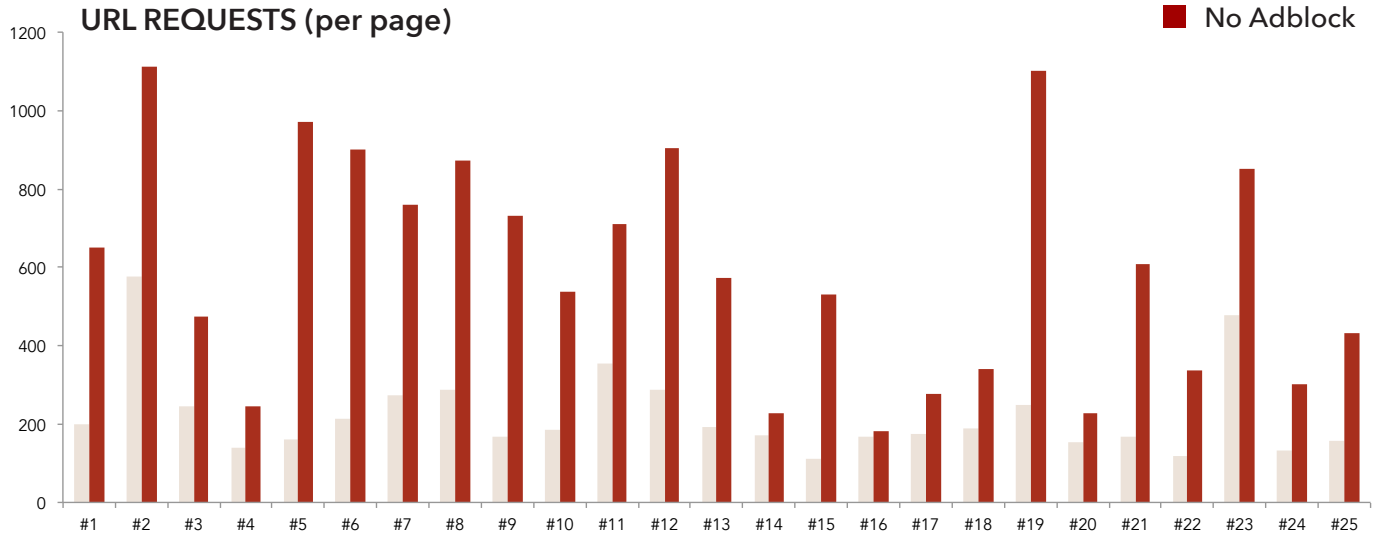


US

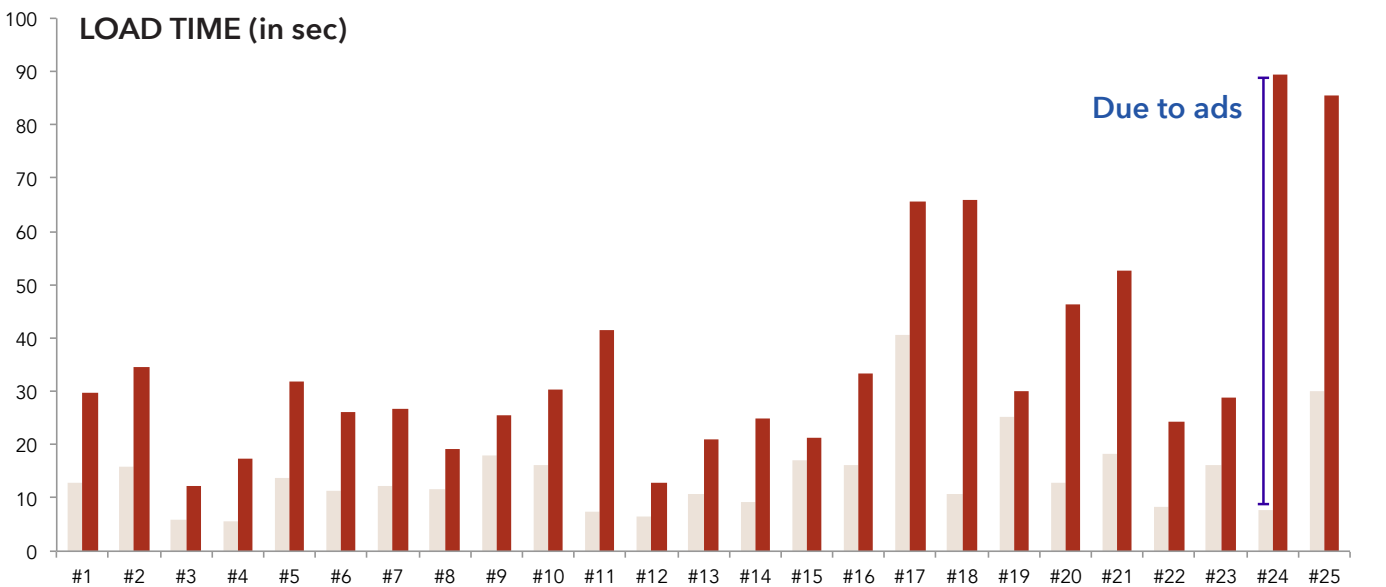
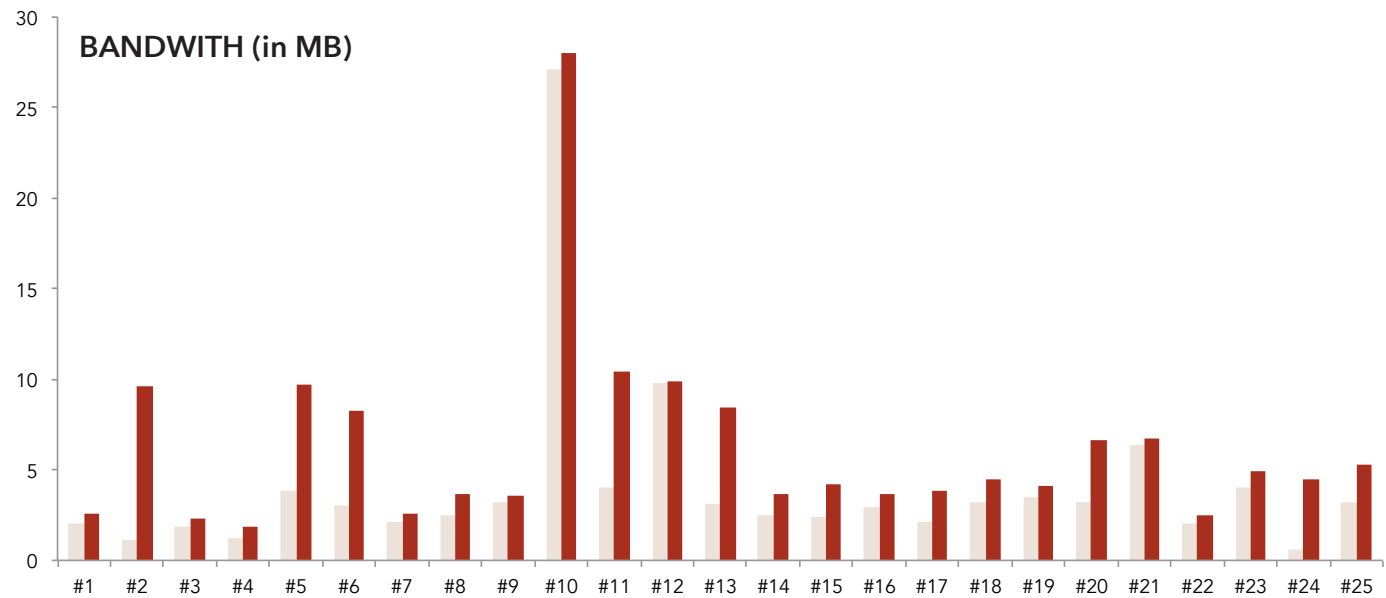
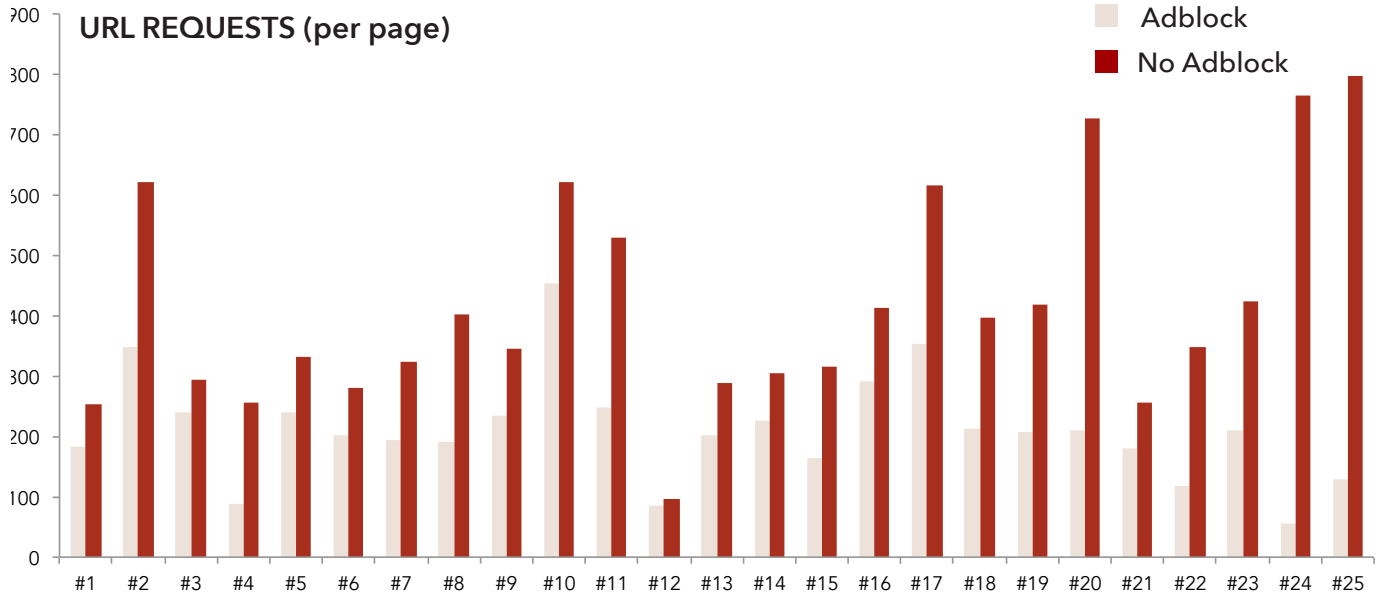


FRANCE

■ Adblock
■ No Adblock



GERMANY



ABOUT SECRET MEDIA

Secret Media, launched in 2014, is a New York-based advertising technology company focus on helping publishers create a sustainable user ad experience.

Our technology allows publishers to visualize and control the advertising technologies that impact the user experience they provide.

With better control, publishers can recapture adblocked inventory while simultaneously creating a better experience for their users.

For more information, contact us at customer@secretmedia.com

SECRET MEDIA

www.secretmedia.com