





# CRECIMIENTO DEL USO DE ADBLOCKERS

## EN EL MUNDO

**X 10**

**en #5 años**



**200 M**

**usuarios de adblockers/mes\***

**41 MM \$**

**costes en 2016**

21% del total de pub online

**"I love my audience,  
but fuck you, adblockers,  
20% of my revenue is gone\*."**





**ADBLOCKER**  
**¿ÁNGEL o DEMONIO?**



**“ I THOUGHT IT WAS SOME VERY FRINGE-TYPE THING, AND IT'S BECOMING LESS FRINGE USAGE AND MORE EARLY-ADOPTER USAGE”.**

**DAILYMAIL CEO  
JON STEINBERG\***



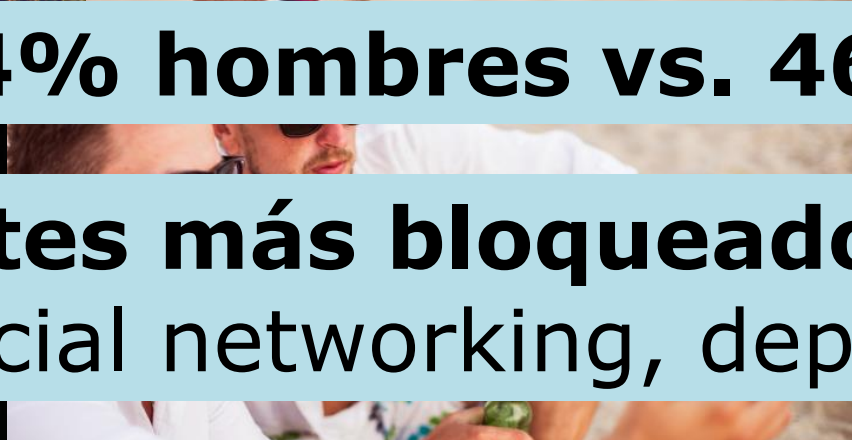


- **41% entre 18 y 29 años**

- **54% hombres vs. 46 % mujeres**

- **Sites más bloqueados:** gaming, tech, social networking, deportes y entretenimiento

- **Menos bloqueados:** viaje, salud, dating, ONG



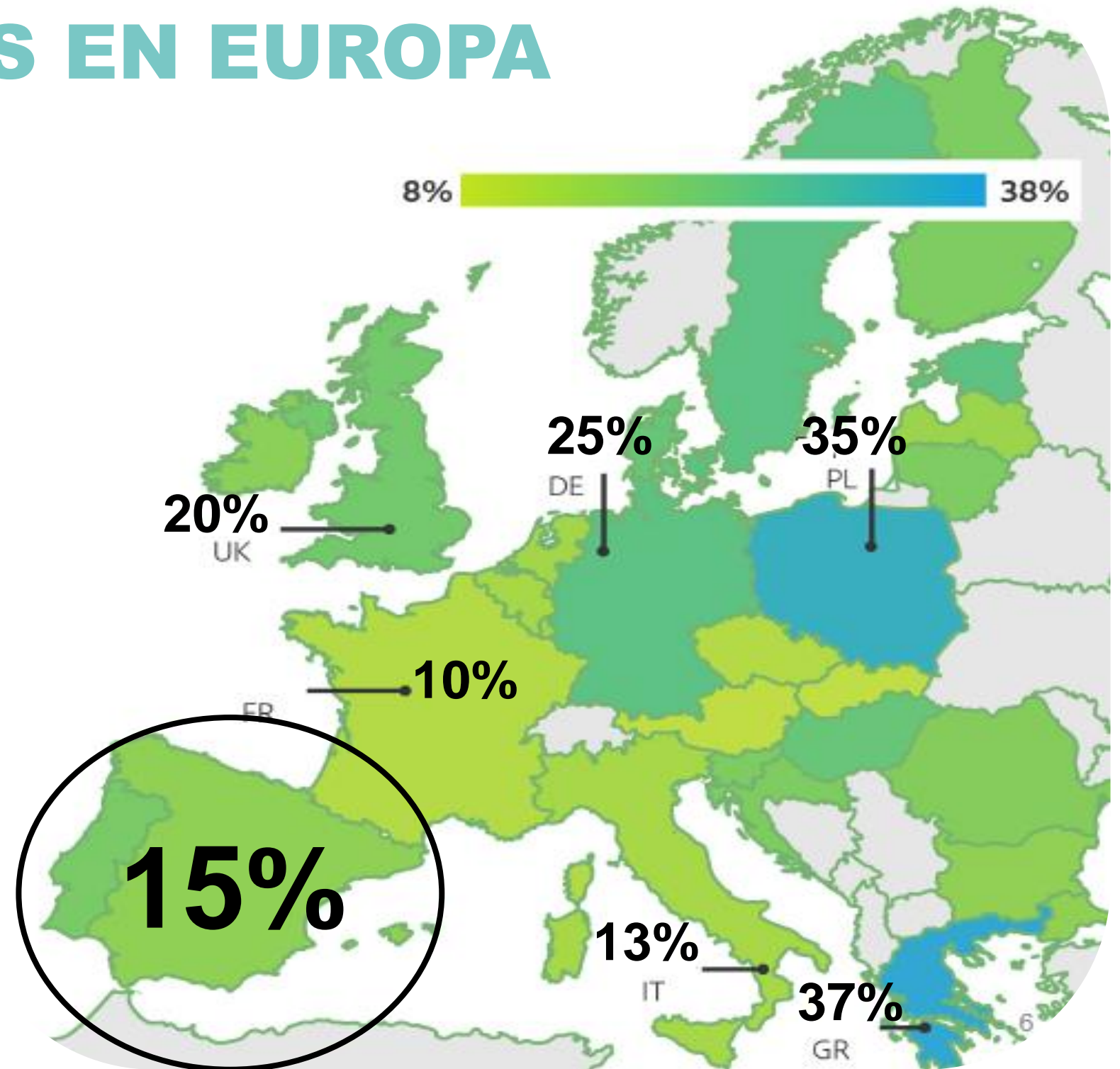


# USO DE ADBLOCKERS EN EUROPA

Q2 2015

**77 M**  
**USUARIOS**  
**ACTIVOS**  
35%\*

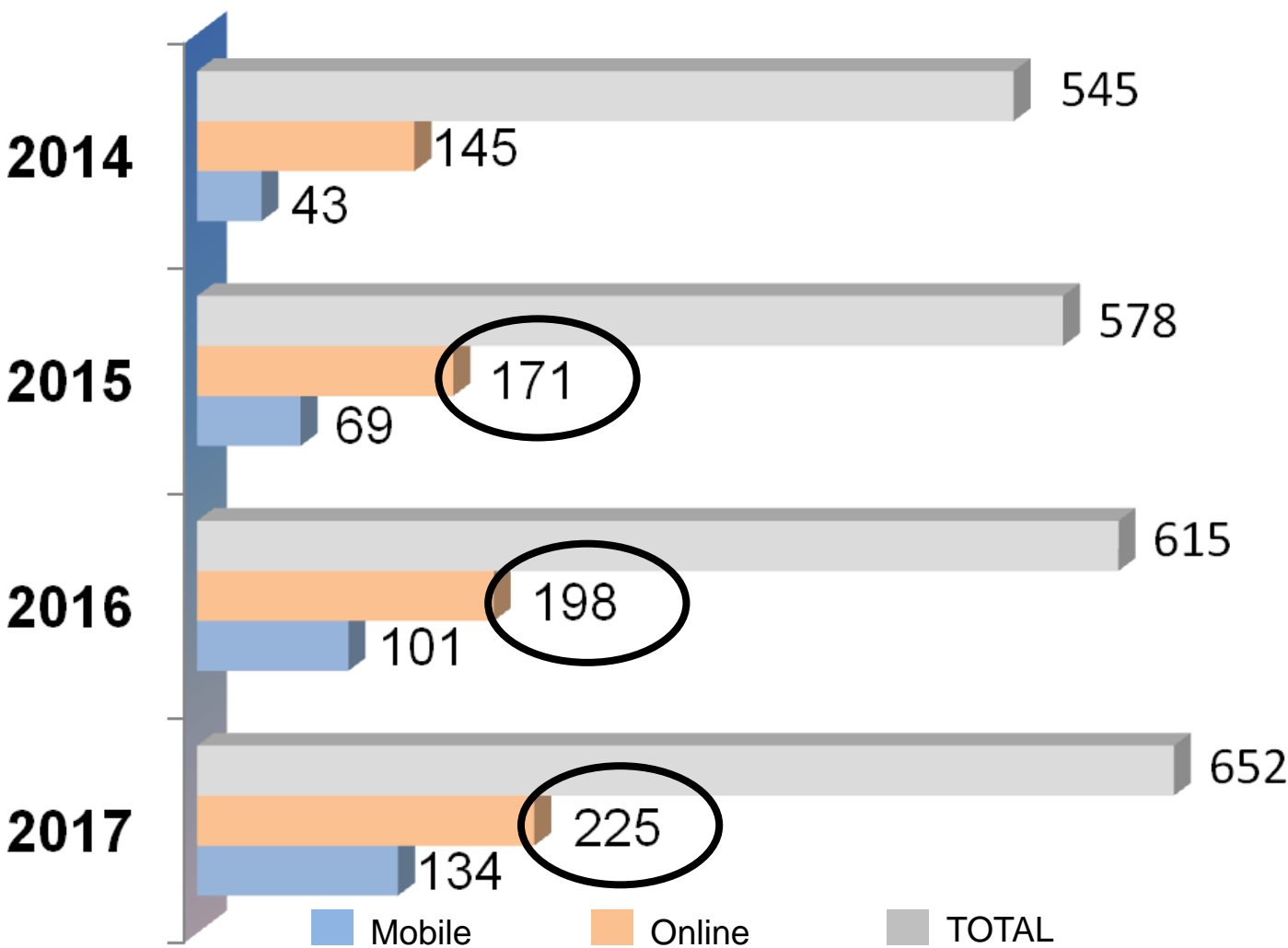
**España**



# EL AUMENTO DE LA PUBLICIDAD ONLINE FOMENTA SU BLOQUEO

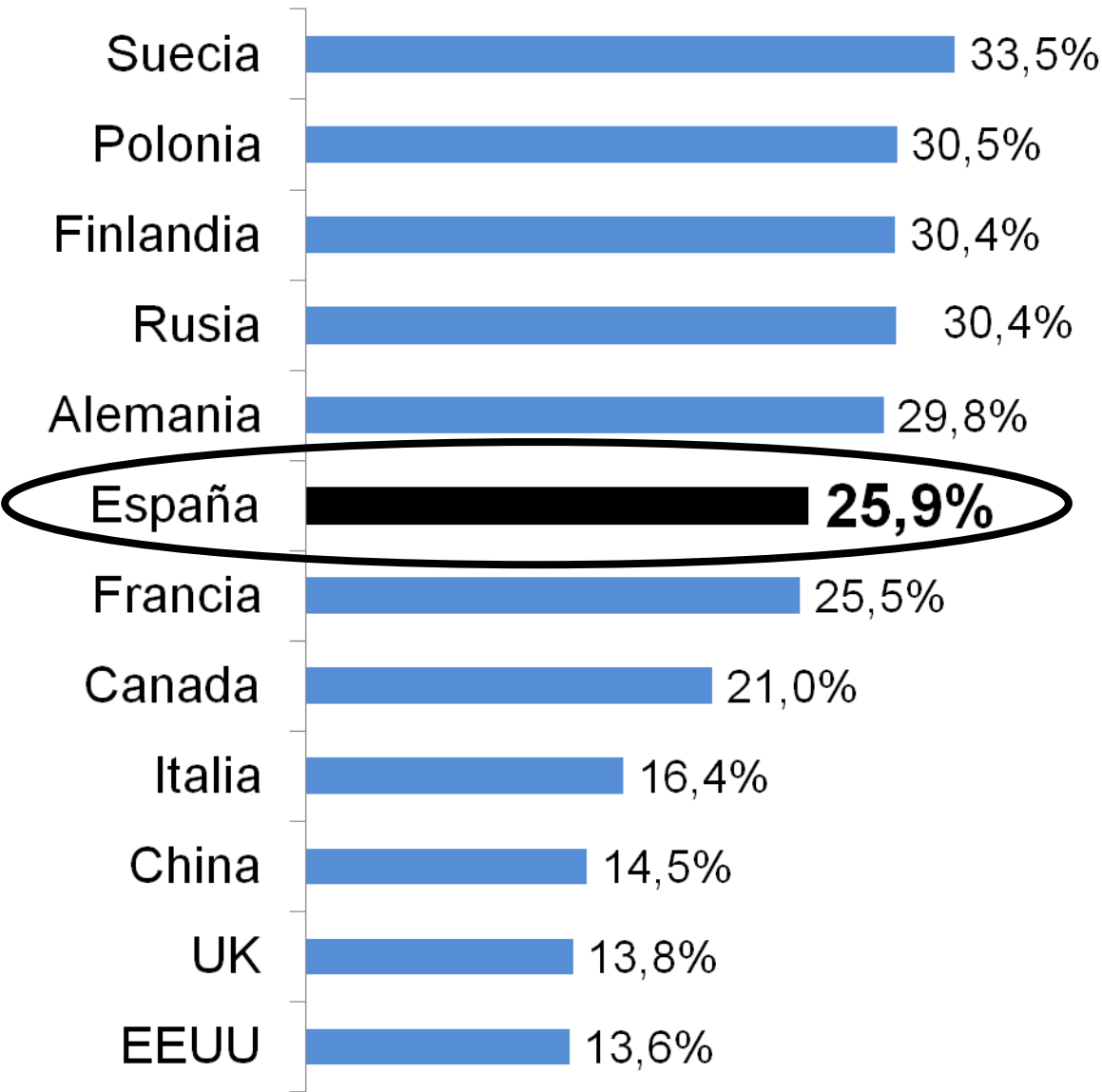
## Inversión publicitaria online vs. Total

en mil millones de \$ y en 22 países con proyección\*



## Publicidad online bloqueada

Abril-Junio 2015\*



\* Fuente: Wall Street Journal, e-Marketer, Page Fair & Adobe 2015

# ¿EN QUÉ DISPOSITIVOS SE BLOQUEA MÁS LA PUBLICIDAD?

## Ejemplo UK\* (2015)



**80%**



**46%**



**19%**



**19%**

# ¿POR QUÉ SE BLOQUEA LA PUBLICIDAD ONLINE CADA VEZ MÁS?

The New Neutral Revisited | Inside the 2015 PIMCO Secular Forum

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Online advertising

## Block shock

Internet users are increasingly blocking ads, including on their mobiles

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## Online advertising

## Block shock

Internet users are increasingly blocking ads, including on their mobiles

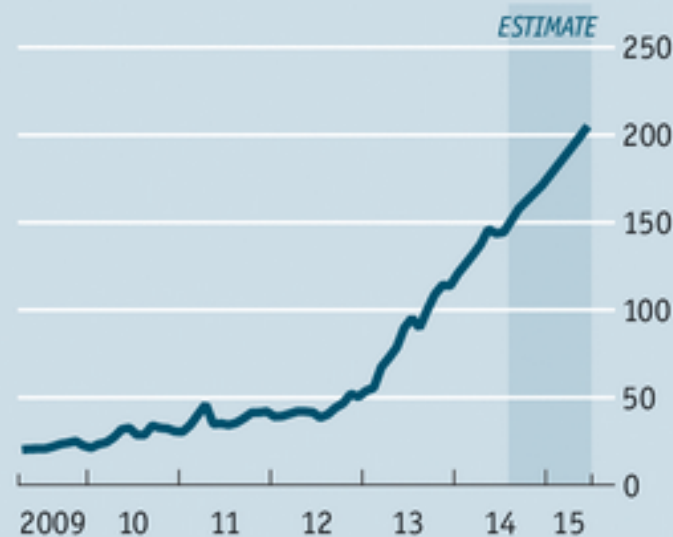
Jun 6th 2015 | From the print edition



IN ADVERTISING, an old adage holds, half the money spent is wasted; the problem is that no one knows which half. This should be less of a problem in online advertising, since readers' tastes and habits can be tracked, and ads tailored accordingly. But consumers are increasingly using software that blocks advertising on the websites they visit. If current trends continue, the saying in the industry may well become that half the ads aimed at consumers never reach their screens. This puts at risk online publishing's dominant business model, in which consumers get content and services free in

## Ad nausea

Adblock users per month, m



Source: PageFair, Adobe

Economist.com

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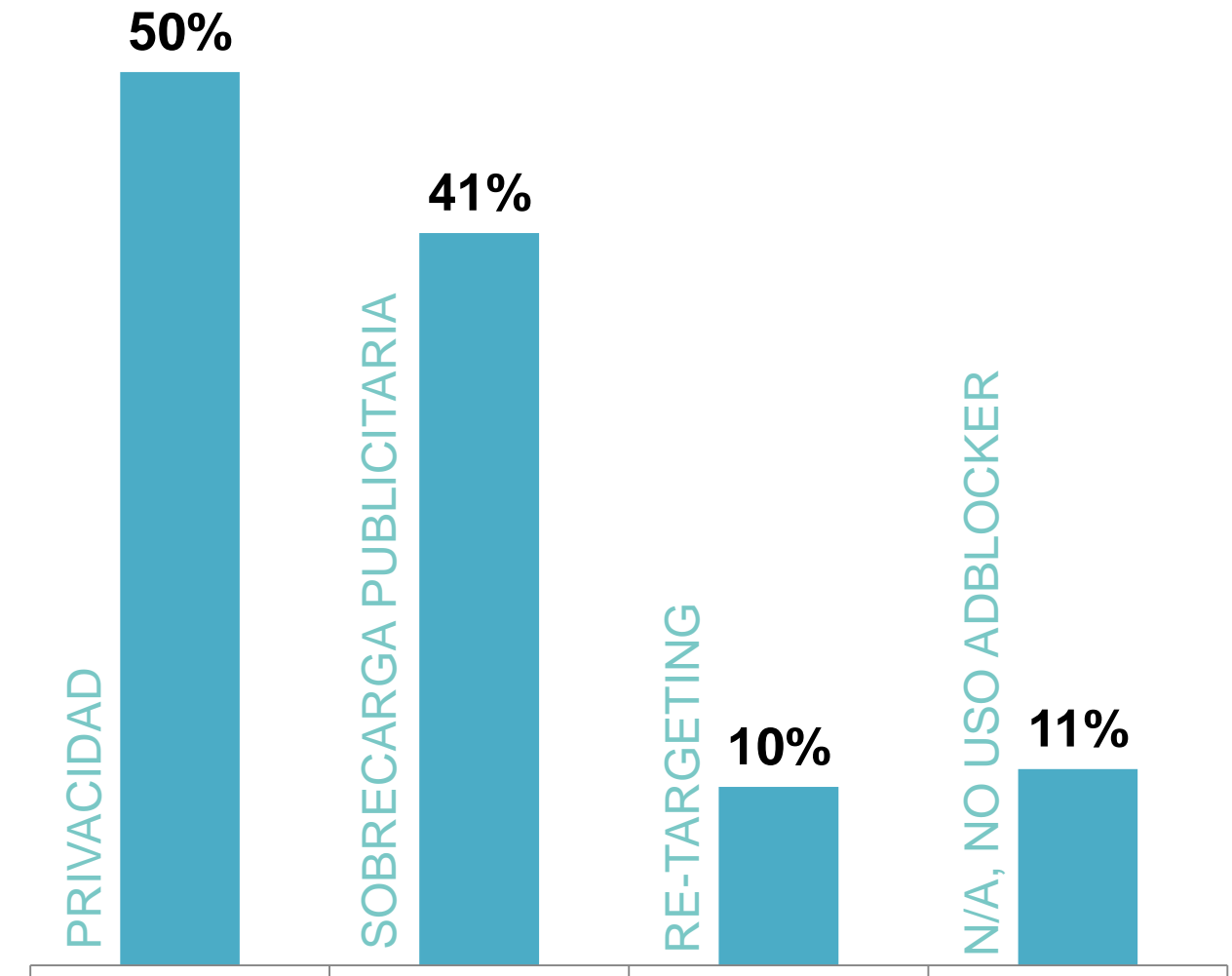
# LAS PRINCIPALES RAZONES DEL USO DE ADBLOCKER

- 1. Abuso de privacidad**
- 2. Publicidad intrusiva**
- 3. Sobrecarga publicitaria**

Otras razones según adblockers:

- Malware
- Falta de valor añadido de la publicidad
- Publicidad con contenido engañoso
- Fraude publicitario
- Etc.

-> UX



# ADBLOCKERS VS. ANTI-ADBLOCKERS



# NUEVOS EJES DE CRECIMIENTO PARA ADBLOCKERS

HOME WEB

## French ISP Free updates its DSL modems with an ad blocker that's enabled by default

By [Dante D'Orazio](#) on January 3, 2013 12:50 pm [Email](#) [@dantedorazio](#)

WERBEBLOCKER | 15.05.2015 | von Linda Hofmann

## Mobilfunkanbieter wollen Onlinewerbung blockieren

Mehrere Mobilfunkanbieter arbeiten laut einem [Bericht der "Financial Times"](#) daran, Onlinewerbung auf Mobilgeräten in ihren Netzen zu blockieren. Ein europäischer Netzbetreiber habe bereits die dafür nötige Software in seinen Rechenzentren installiert und wolle sie bis Ende 2015 einschalten. Die Technologie dafür liefere das israelische Start-up **Shine**.

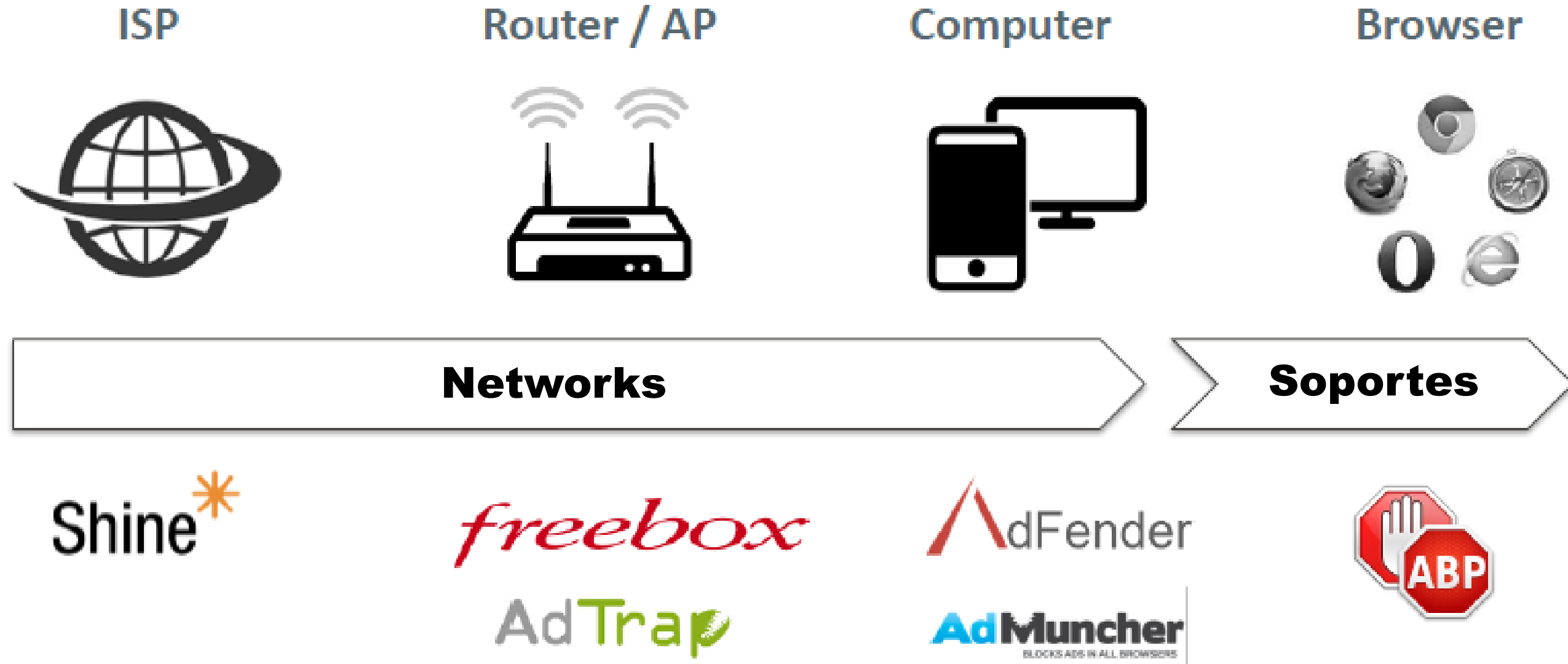
May 14, 2015 4:27 pm

## Mobile operators plan to block online advertising

Robert Cookson, Digital Media Correspondent



# NUEVOS CAMPOS DE BATALLA PARA ADBLOCKERS



# ¿ ADBLOCKER: UNA NUEVA AMENAZA PARA EL ECOSISTEMA ONLINE ?



**1. Visibilidad**

**2. Tráfico fraudulento**

**3. ADBLOCKER**

# ¿QUÉ SOLUCIONES TIENE LA INDUSTRIA ONLINE?

- Pagar adblockers
- Usar una tecnología anti Adblock
- Optar por la vía legal
- Elegir formatos nativos, no-intrusivos, con valor añadido
- Evangelizar al usuario sobre el impacto del adblocker
- No ads – No content
- Desarrollar nuevos modelos de negocios



**(Re)conectar con la audiencia**

# ¿ CÓMO (RE)CONECTAR CON SU AUDIENCIA ?





# GRACIAS

**THANK YOU, DANKE SCHÖN, MERCI...**

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** L I G A T U S**