

# PEOPLE ARE BLOCKING ADS ON SMARTPHONES



## At least 419 million people are blocking ads on smartphones

(this number excludes content blocking apps, in-app ad blockers, and opt-in browser ad blockers)

- There are **twice as many** mobile ad blockers than desktop ad blockers.
- **22%** of the world's 1.9 billion smartphone users are blocking ads on the mobile web.

## Ad blocking browsers are the dominant method of mobile ad blocking

- In March 2016, **408 million** people used an ad blocking browser on their smartphones.
- Ad blocking browser usage nearly **doubled** during 2015.

## Mobile ad blocking is less developed in North America and Europe

- In March 2016, there were **14 million** monthly active users of ad blocking browsers in Europe and North America. In total, **4.9 million** content blocking and in-app ad blocking apps were downloaded from app stores in Europe and North America since September 2014



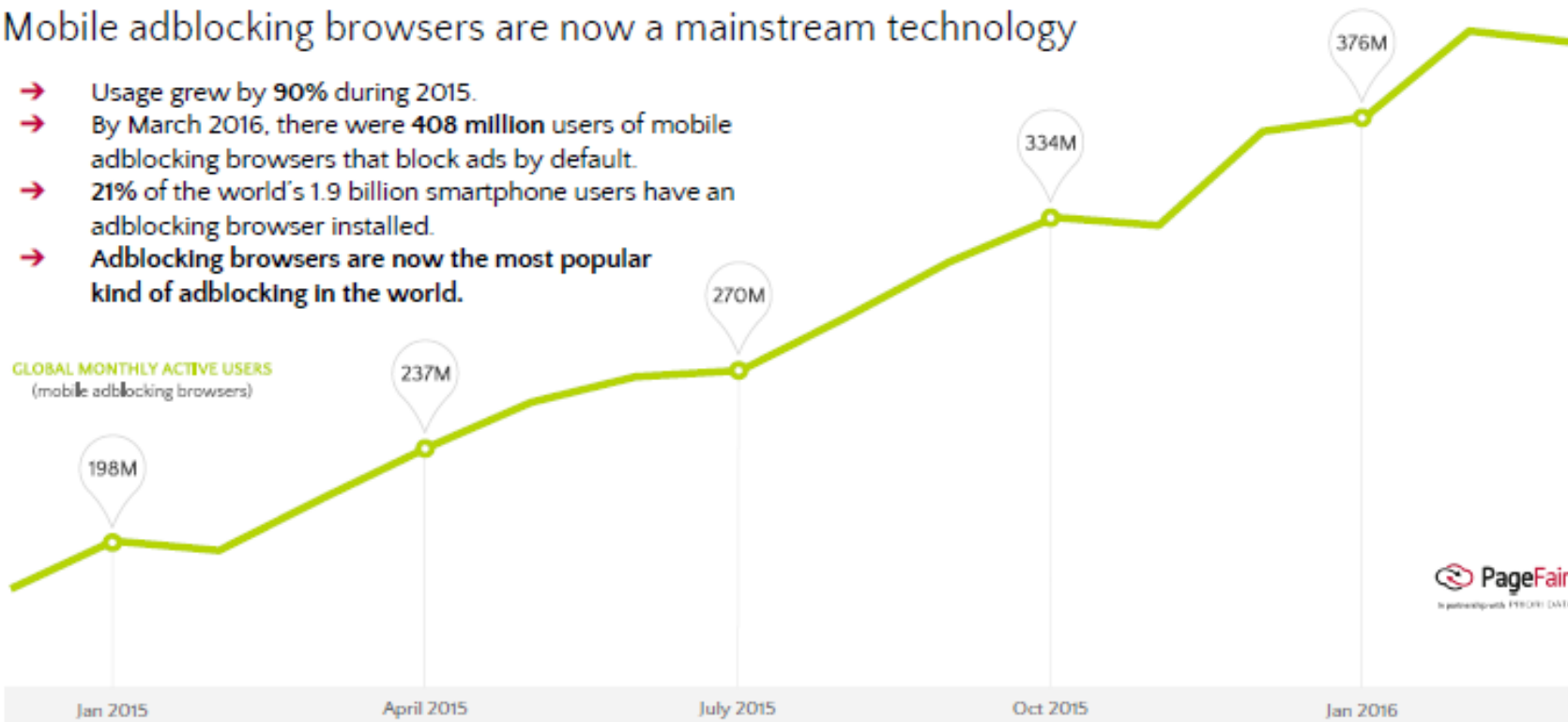
# MOBILE AD BLOCKING BROWSERS ARE NOW MAINSTREAM TECHNOLOGY

## Adblocking browser adoption globally

Mobile adblocking browsers are now a mainstream technology

- Usage grew by **90%** during 2015.
- By March 2016, there were **408 million** users of mobile adblocking browsers that block ads by default.
- **21%** of the world's 1.9 billion smartphone users have an adblocking browser installed.
- **Adblocking browsers are now the most popular kind of adblocking in the world.**

GLOBAL MONTHLY ACTIVE USERS  
(mobile adblocking browsers)



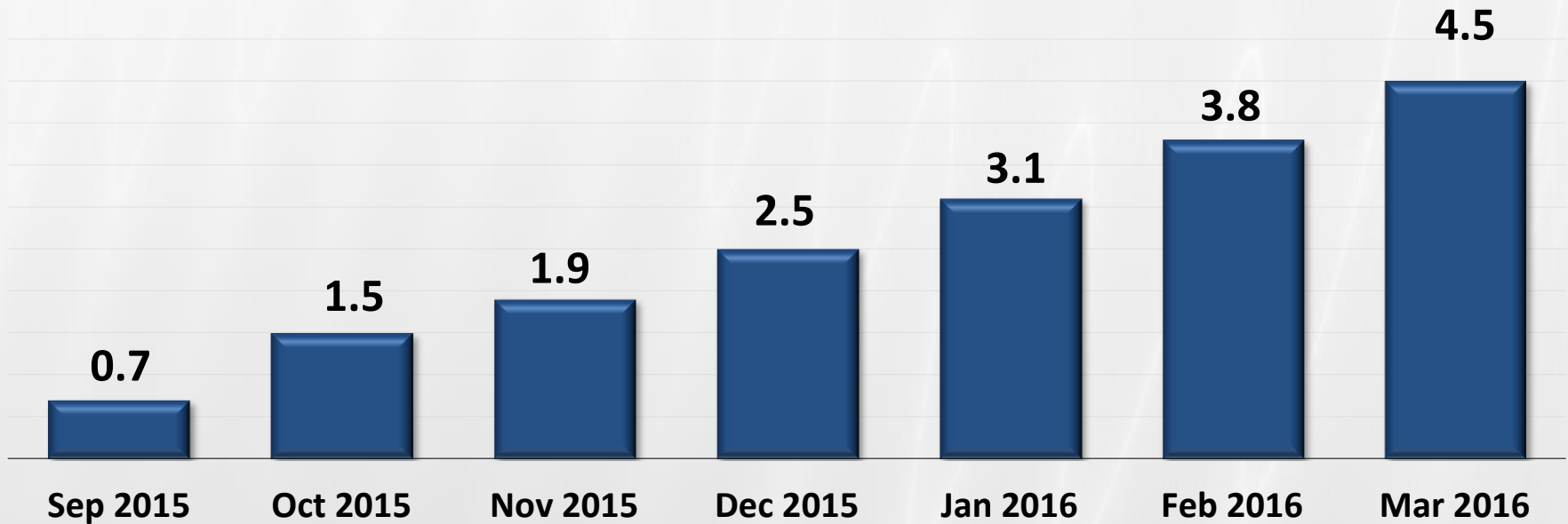


# CONTENT BLOCKING APP GROWTH SLOW, BUT STEADY

## Cumulative Downloads of iOS Content Blocking Apps

(September 2015 – March 2016)

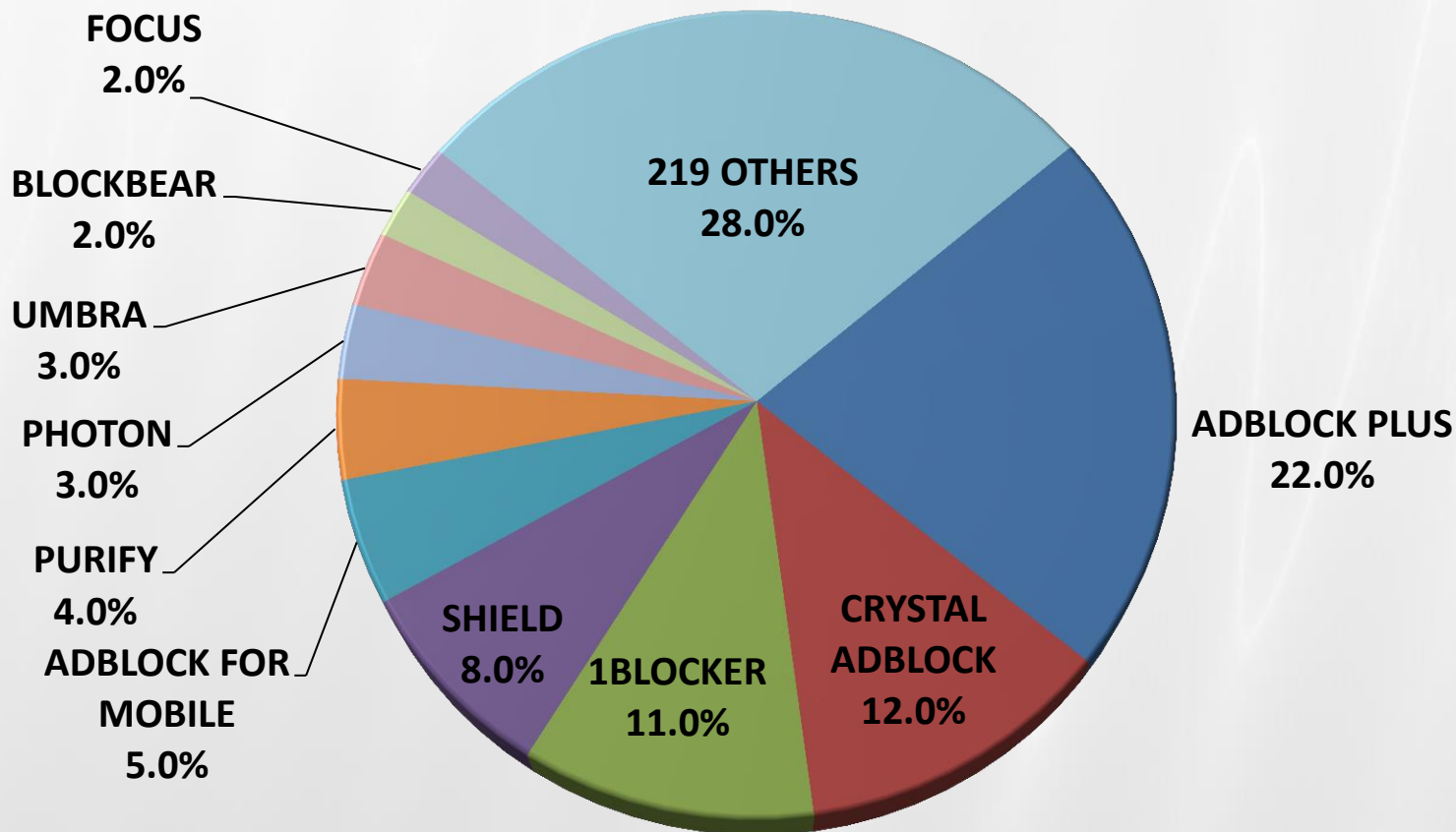
*Millions*





# CONTENT BLOCKING APP GROWTH SLOW, BUT STEADY

Top 10 iOS Content Blocking apps  
(September 2015 – March 2016)





# CASE STUDY: AD BLOCKING ON FACEBOOK

Many publishers and investors hoped that advertising on Facebook and Instagram would be beyond the reach of ad blocking. But these platforms are no longer protected.

Alternative client apps are emerging that connect to multiple social networks, so you can enjoy all the content in one place, **minus the ads**.

The most popular example is *Friendly Social* on iOS by Friendly App Studio, which launched in 2010. The value proposition of *Friendly Social* is that users can connect multiple Facebook and Instagram accounts in one place and use less mobile data. However, for users who upgrade to the paid version, ***Friendly* will display all the content with none of the ads, whether in-feed or on the mobile web.**

When an app downloads in-feed advertising, the network traffic is usually indistinguishable from regular content and therefore impossible to reliably block. **However, these ads are easily identified by the app that is doing the in-feed downloading**, in this case *Friendly Social*. There is room in the market for more apps to help people make sense of the plethora of social networks they use every day. If history repeats itself then these apps will compete for market share on their ability to simplify the user experience by aggregating social feeds and culling in-feed advertising. *Friendly* will soon be available for Android.