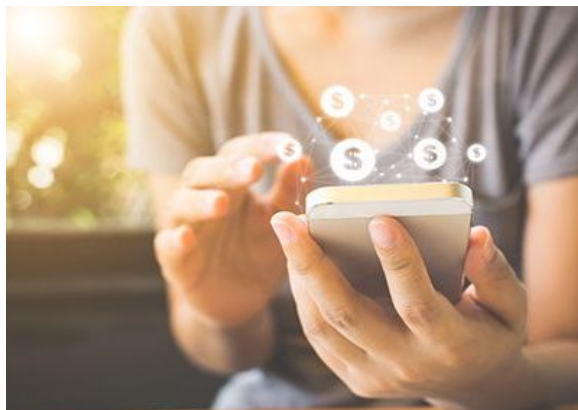


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"Sales of desktop and mobile banner and video ads have grown dramatically over the years, rising from \$10.7 billion in 2013 to \$39.3 billion in 2017. However, 2018 is the last year in which sales growth is expected to remain around or exceed 20%."

Billy Hulkower, Senior Technology Analyst

This report looks at the following areas:

- **Ad-blocking software, limited web users rule out 30% of audience**
- **Nearly half remove ads as quickly as possible**
- **Only one in four have ever made a purchase**

Like all media formats, advertising via banner and digital video has pros and cons. The cons include the fact that nearly a third of audience members fail to even notice ads and among those who do notice ads, nearly half want to remove them from their screens as quickly as possible. Advantages lie in successful outreach to specific demographics, including dads and young men in particular, the desirability of local mobile ads, interest in hearing about discounts, and the mass audiences available on some leading services such as Facebook and Amazon. Digital video services now also offer what may be a unique opportunity to promote ad viewing – while television ads can be entirely skipped via DVR, those placed on YouTube and Hulu cannot be completely avoided.

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