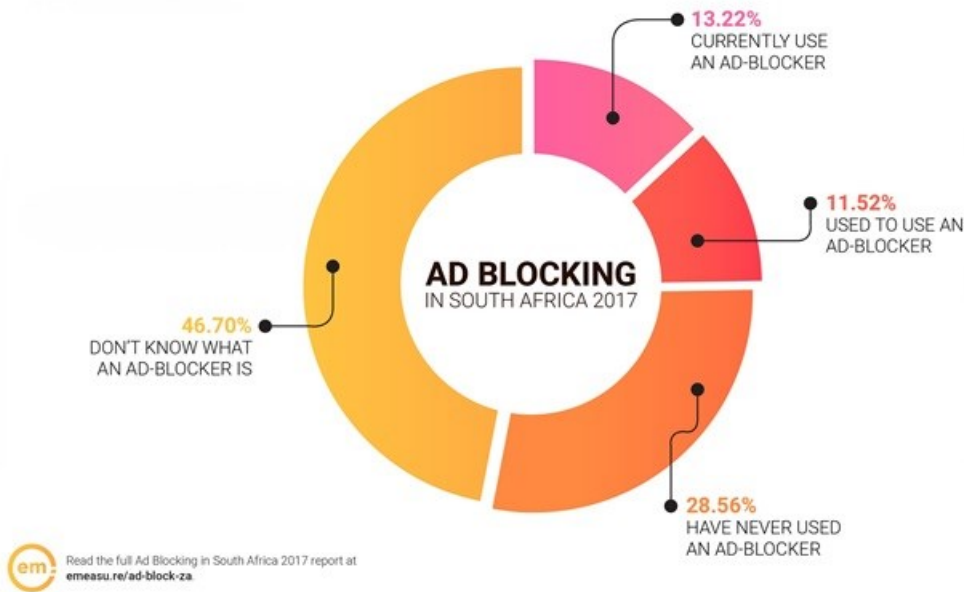


Effective Measure releases ad blocking report

Effective Measure has released a report entitled *Ad Blocking in South Africa 2017*, which surveyed 2,987 respondents in South Africa from December 2016 to January 2017, 13% of which use ad blockers. It suggests that they use them because of the disruptive, annoying and overwhelming number of advertisements. Security and speed were also common concerns.

Despite this, the research is positive for publishers and advertisers, with over 75% of South Africans citing that they've never used or don't know what an ad blocker is and 18% stating that they will click on an ad if it seems interesting.



“Because the ad blocking numbers are relatively low compared to other countries, this gives South African publishers and advertisers a head-start to proactively tackle ad blocking,” notes Greg Mason, Sub-Saharan Africa regional MD at Effective Measure.

“There are so many opportunities for our industry to keep these numbers from increasing. The data shows it’s not that consumers don’t like ads, it’s the content and delivery that is directly affecting their decision to turn on ad blocking.

“It’s an issue experienced worldwide and we already have solutions backed by data that we can adopt that will help ease the situation. It’s time the advertising and publishing industry tackled this seriously.”

Read more about [*The state of ad-blocking in South Africa*](#) and view the full report [here](#).

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