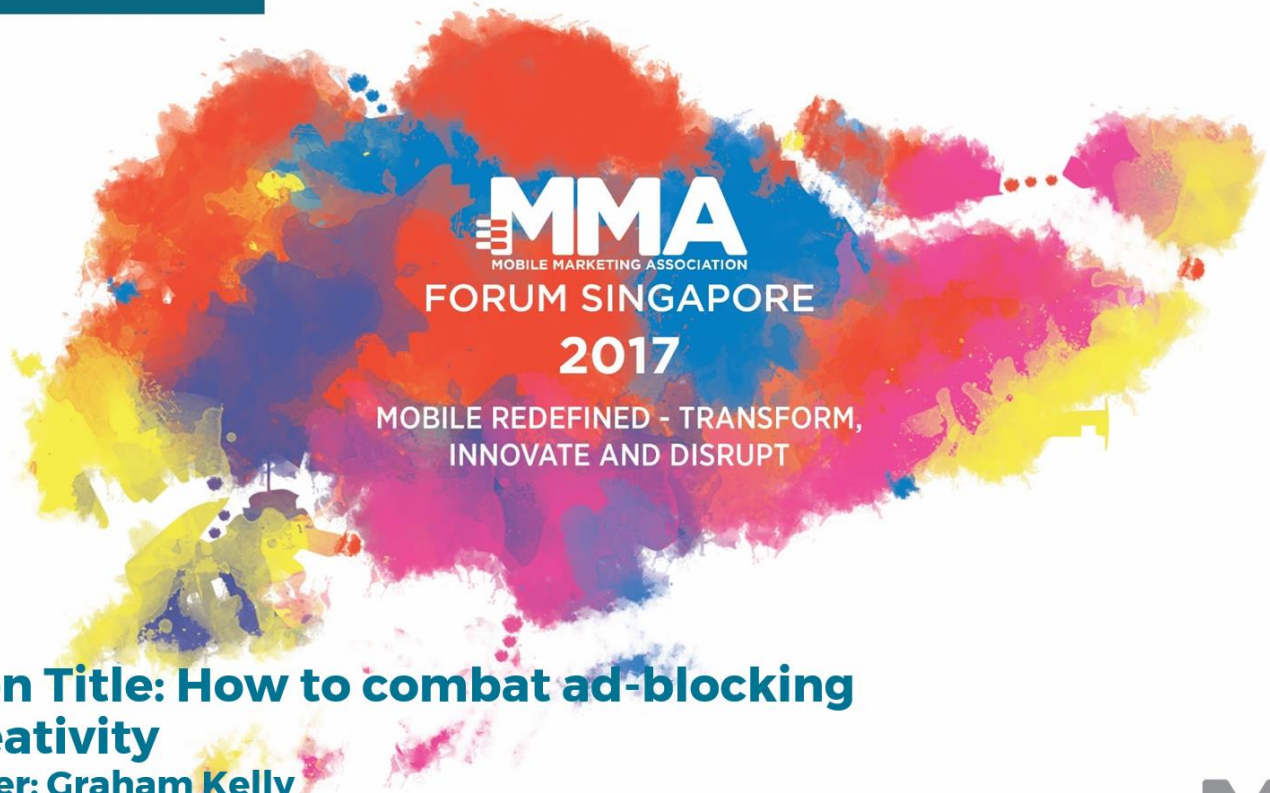
MMA FORUM SINGAPORE
JUNE 9, 2017 | SINGAPORE



Presentation Title: How to combat ad-blocking through creativity

Name of Speaker: Graham Kelly

Designation: Founder

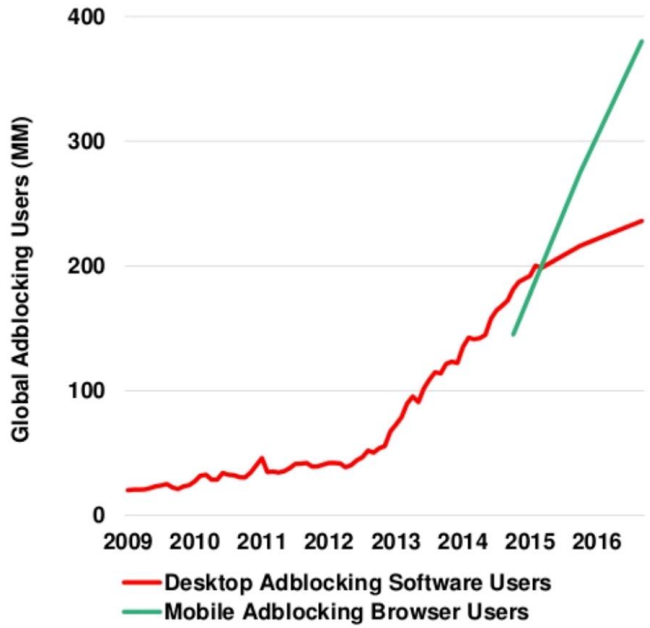
Company Name: Originate

MMA
MOBILE MARKETING ASSOCIATION



Ad Blocking = Growth Continues…Especially in Developing Markets… Users Increasingly Opt Out of Stuff They Don't Want

Adblocking *Users* on Web (Mobile + Desktop), Global, 4/09 – 12/16



Adblocking *Penetration* (Mobile + Desktop), Selected Countries, 12/16

Country	Desktop	Mobile
China	1%	13%
India	1%	28%
USA	18%	1%
Brazil	6%	1%
Japan	3%	--
Russia	6%	3%
Germany	28%	1%
Indonesia	8%	58%
UK	16%	1%
France	11%	1%
Canada	24%	--

KLEINER PERKINS

Source: PageFair 2015, 2017 reports. These two data sets have not been de-duplicated. The number of desktop adblockers after 1/16 are estimates based on the observed trend in desktop adblocking and provided by PageFair. Note that mobile adblocking refers to web / browser-based adblocking and not in-app adblocking. Desktop adblocking estimates are for global monthly active users of desktop adblocking software between 4/09 – 12/16, as calculated in the PageFair's 2015 and 2017 reports. Mobile adblocking estimates are for global monthly active users of mobile browsers that block ads by default between 9/14 – 12/16, including the number of Digicel subscribers in the Caribbean (added 10/15), as calculated in the PageFair & Priori Data 2016 and PageFair 2017 Adblocking Report.

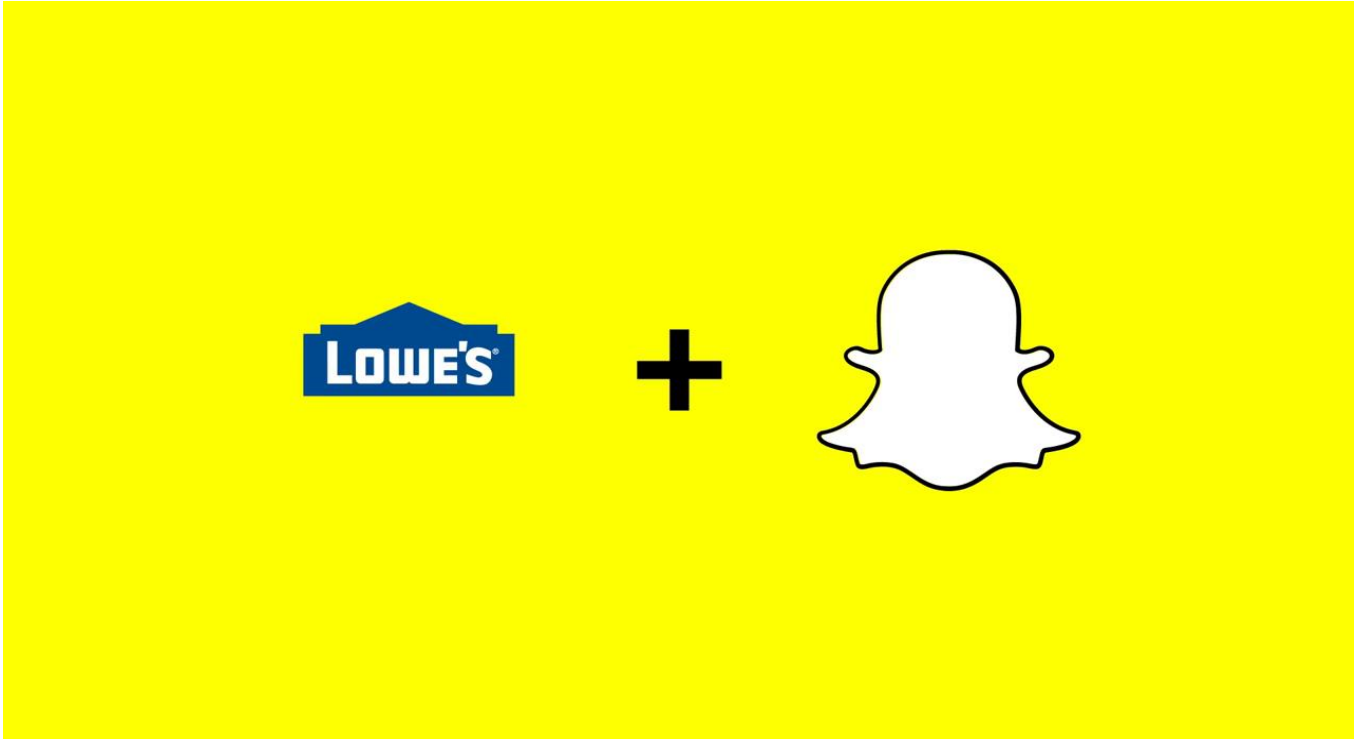
make better ads

simple
smart
distinctive
entertaining
effective


#EYESONGIGI

The Idea:

During Prostate Cancer Awareness Month urge men to get an exam with a mobile ad they don't want to skip.


LOWE'S

it doesn’t have to be an ad

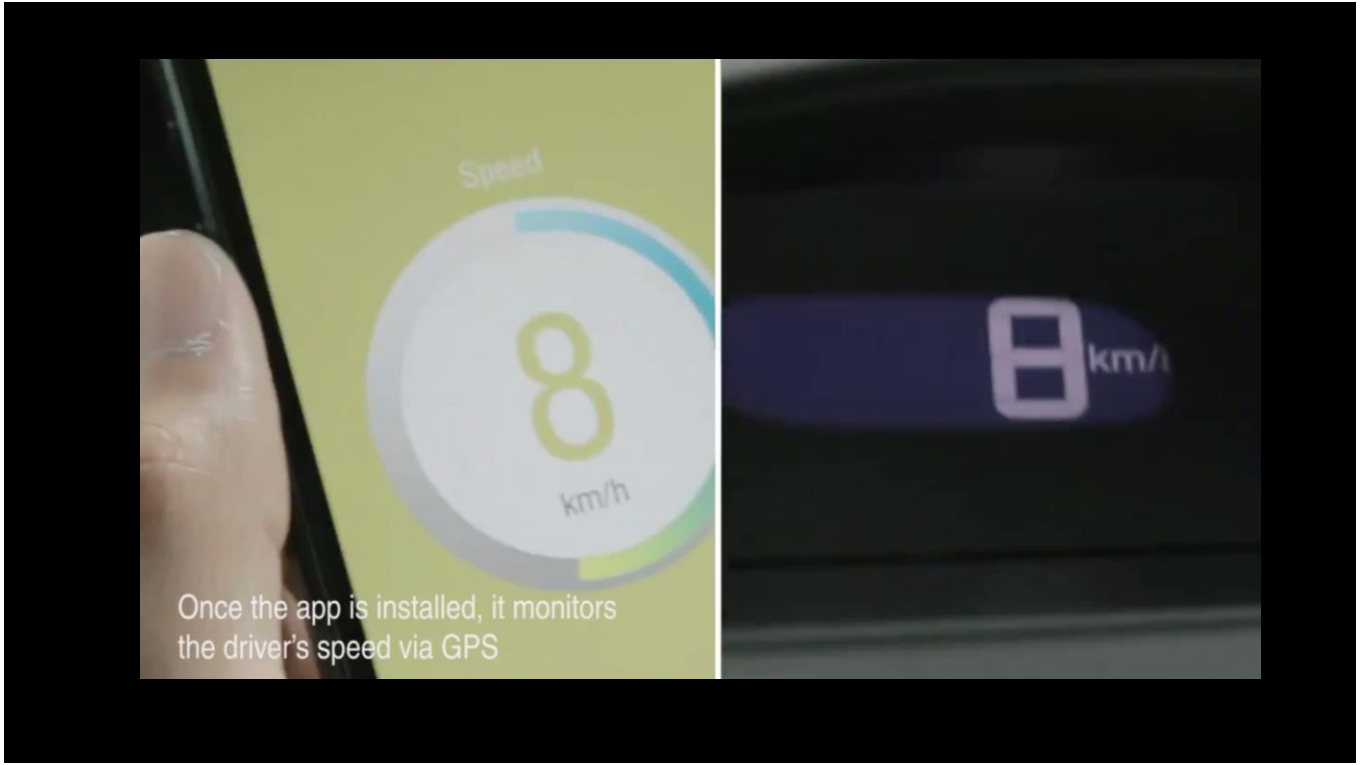
be creative with promos


20°
18°

give a demo



provide a service

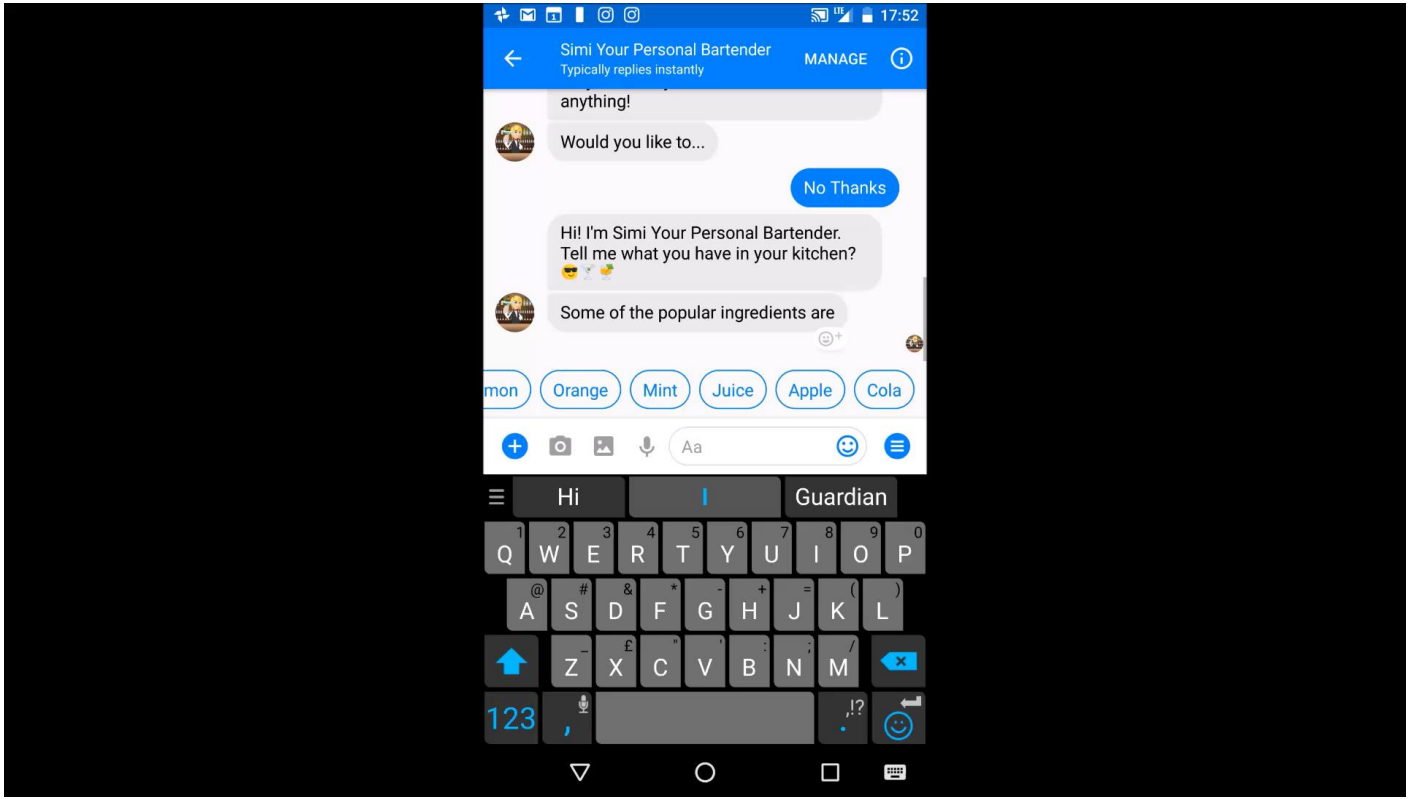

Speed
8
km/h
Once the app is installed, it monitors
the driver's speed via GPS
8
km/

prevention is better than cure

ar


KIDS have ALWAYS THOUGHT
BAND-AID® BRAND ADHESIVE
BANDAGES are MAGICAL

chat bots


17:52
Simi Your Personal Bartender
Typically replies instantly
MANAGE
anything!
Would you like to...
No Thanks
Hi! I'm Simi Your Personal Bartender.
Tell me what you have in your kitchen?
Some of the popular ingredients are
mon
Orange
Mint
Juice
Apple
Cola
Aa
Hi
I
Guardian
123


NOKIA
Thank me it's Friday.
– God


NOKIA
Coming over to my
place tomorrow?
– God