

MARS



World News Media Congress

MATTHIAS BERNINGER

June 2018

WFA - Championing effective, efficient & responsible marcomms



WFA represents over 90 of the world's biggest brand owners...and 60 national advertiser associations on six continents.

We're a privately held, diverse, and growing

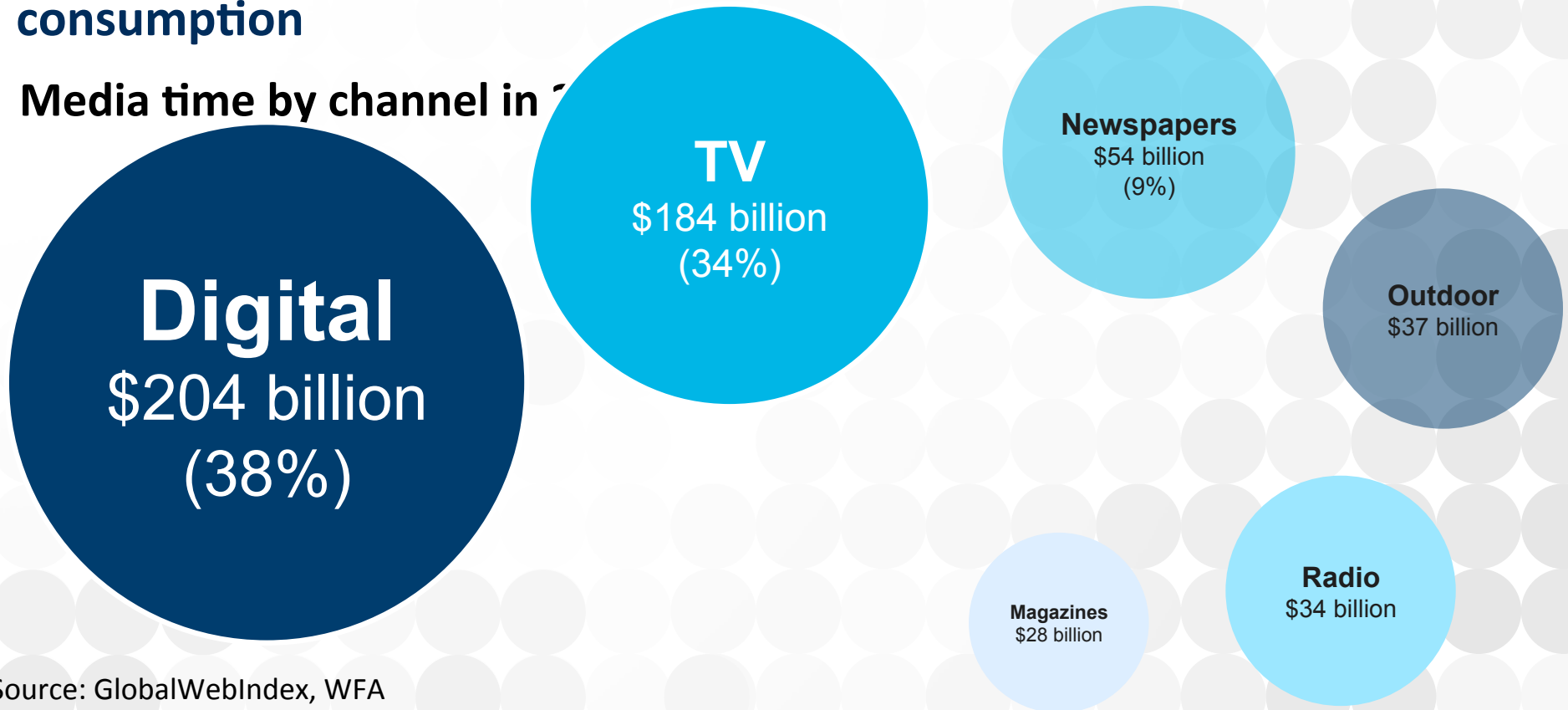
FAMILY OF COMPANIES

11 Billion Dollar Brands
35 Billion Dollar Revenues



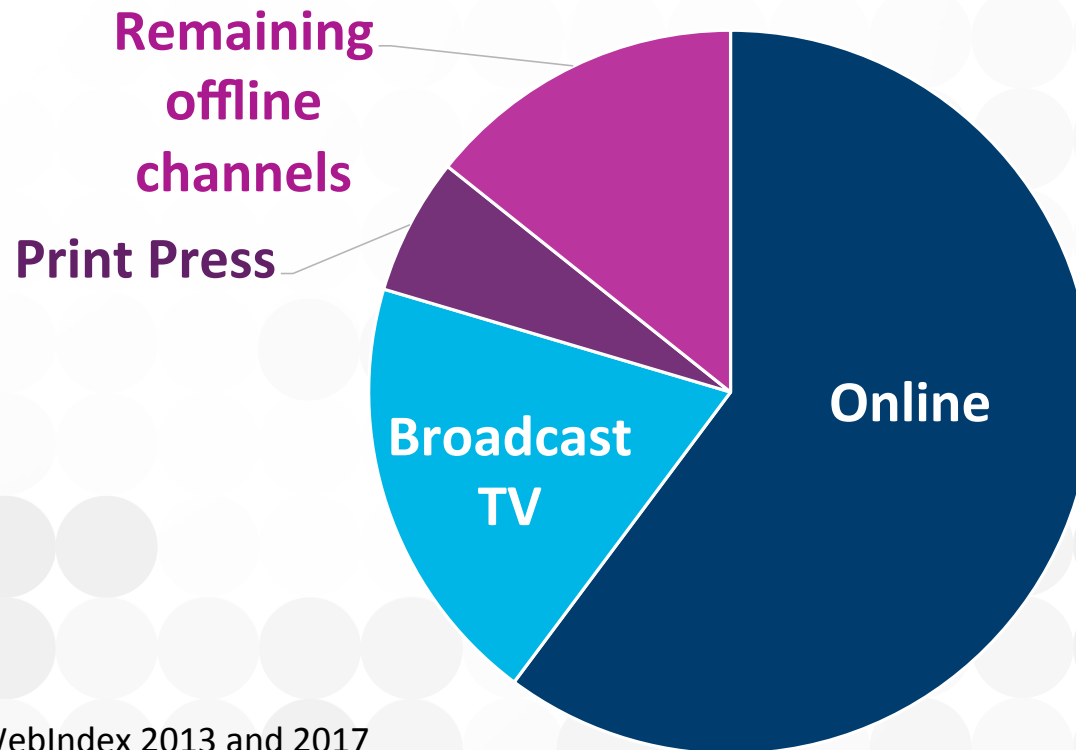
In 2013, digital media consumption overtook traditional media consumption

Media time by channel in 2013



Source: GlobalWebIndex, WFA

In 2013, digital media consumption overtook traditional media consumption – in 2017 media time by channel looked like this



Source: GlobalWebIndex 2013 and 2017

Most people are OK with ads

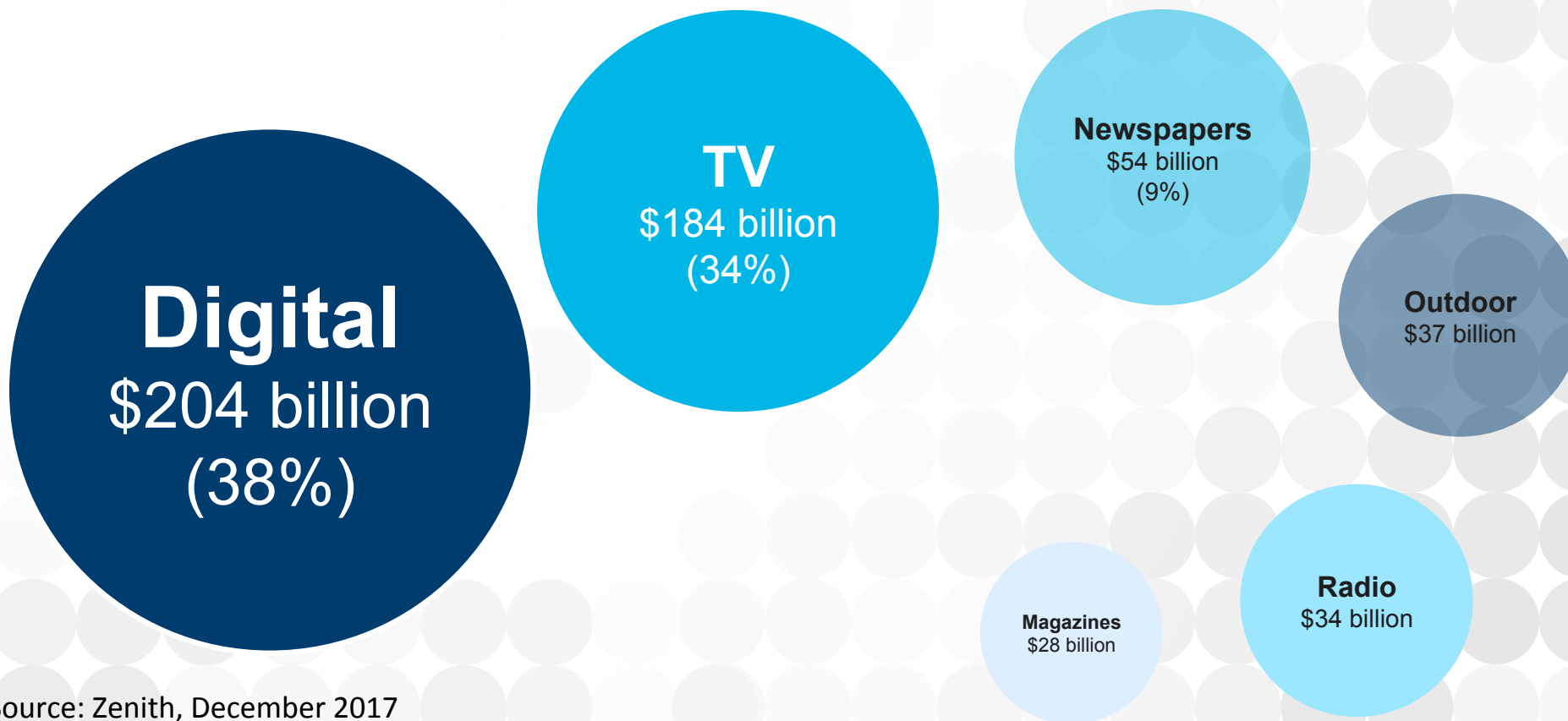


Read as: Seventy-nine percent of persons 18-34 say ads are necessary.

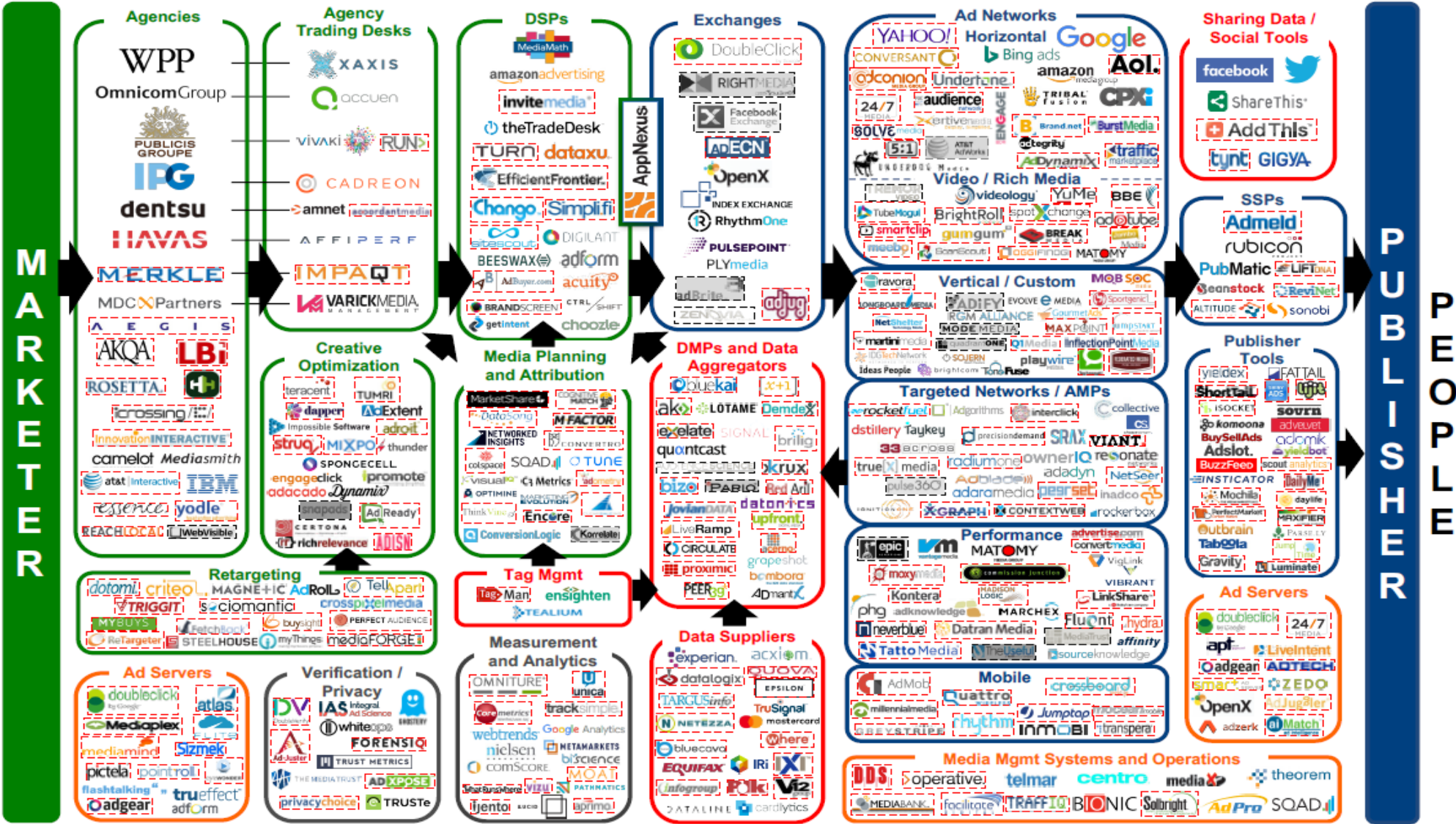
Source: Nielsen Millennial Report/Custom Survey, Harris Online Panel 2/18/16-3/7/16

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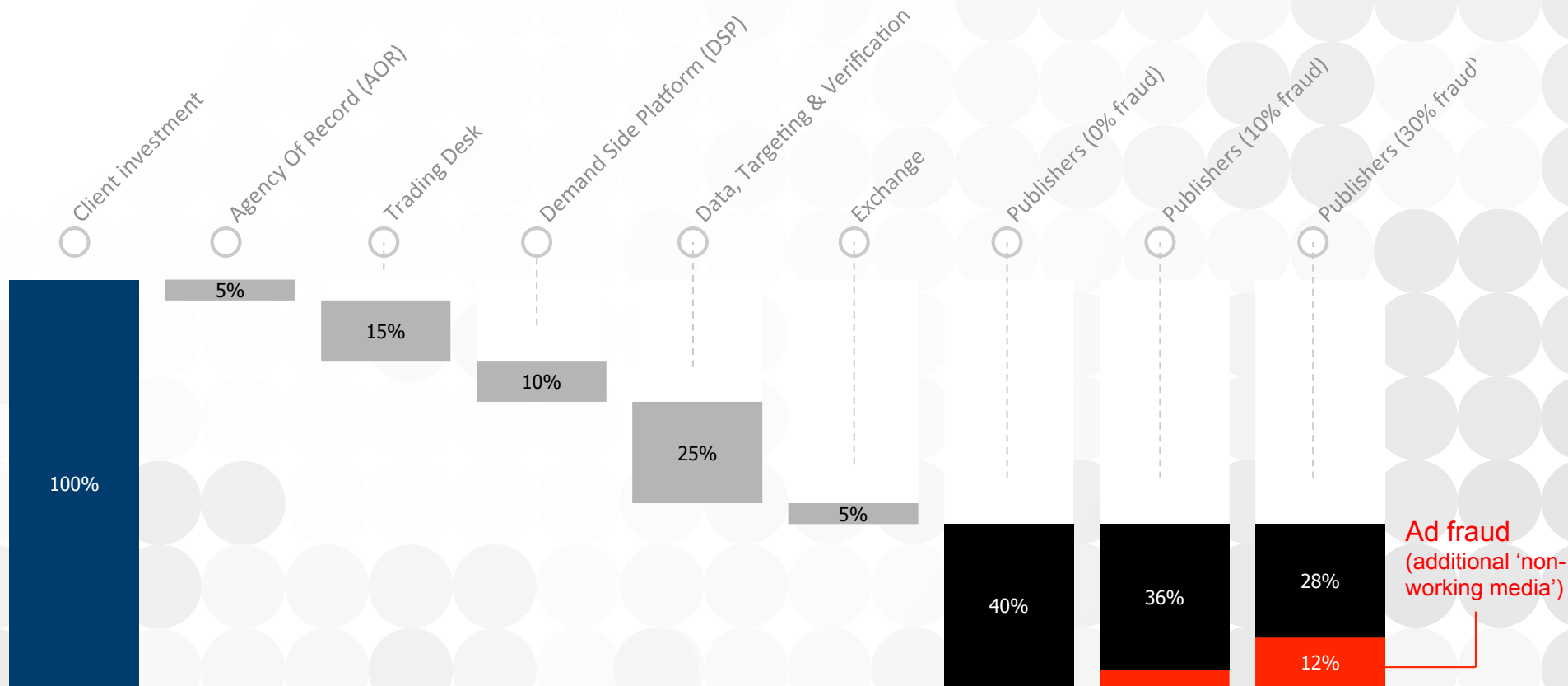
Digital is now biggest global marketing channel



Source: Zenith, December 2017



How much does the digital advertising ecosystem cost?



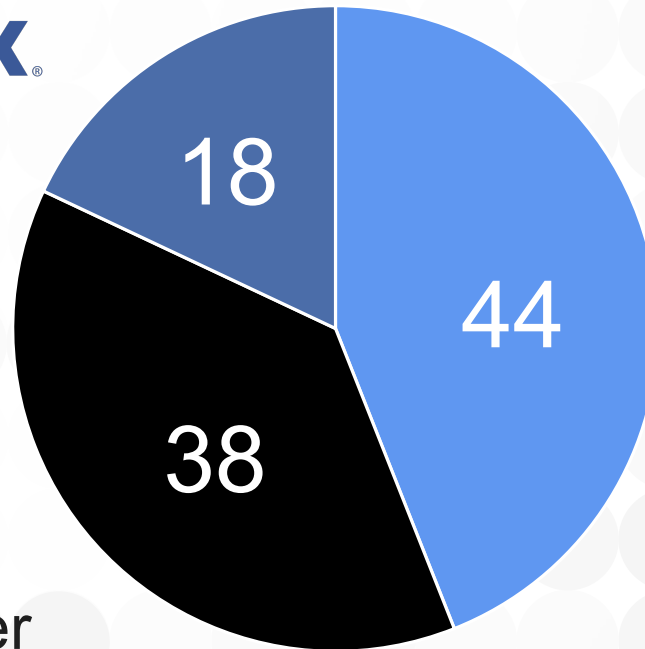
WFA 'Principles for partnership'...

1. **Transparency** throughout the supply-chain
2. Zero tolerance to **ad fraud** (with compensation for any breach)
3. Strict **brand safety** protection
4. Minimum **viewability** thresholds
5. **Third party** verification and measurement as a basic
6. Removal of '**walled garden**' & data portability issues
7. Improving standards with **data transparency**
8. Improved **user experience**



Digital Duopoly

facebook®



Google

other

Source : WARC (2017)

Ad-blocking is on the rise

11%

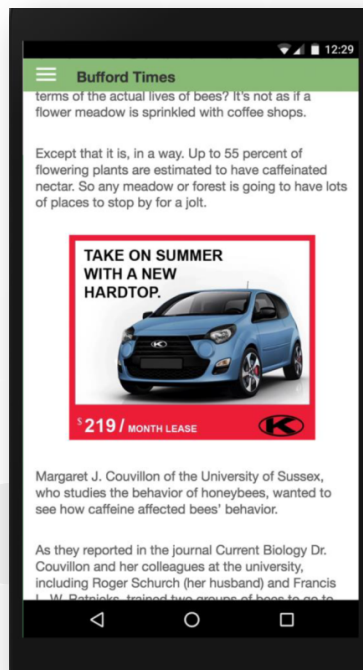
Of the global internet
population is blocking ads on
the web (Dec 2016)

30%

Annual rise in ad-blocking

Source: PageFair, 2017, [Link](#)

The Coalition for Better Ads - slowing the rise of adblocking by improving the online ad experience



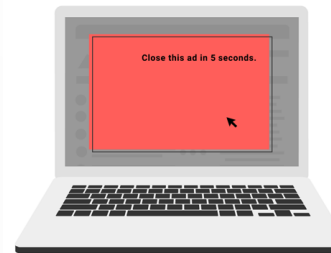
- Based on research to identify people's experience of different formats.
- Entire ad ecosystem to take action based on that data in order to stop the worst practices
- « Better Ads Standards » are the results of this process

'Better Ads Standards' on Desktop Web – 4 formats

Pop-up Ads



Close this ad in 5 seconds.



Prestitial Ads
w/
Countdown

Auto-Playing
Video Ads w/
Sound



Large Sticky
Ads



'Better Ads Standards' on Mobile Web – 8 formats

Ad Density
higher than
30%



Postitial Ads
w/
Countdown



Large Sticky
Ads



Full-Screen
Scrollover Ads



Pop-up Ads



Flashing
Animated Ads



Auto-Playing
Video w/
sound



Prestitial ads



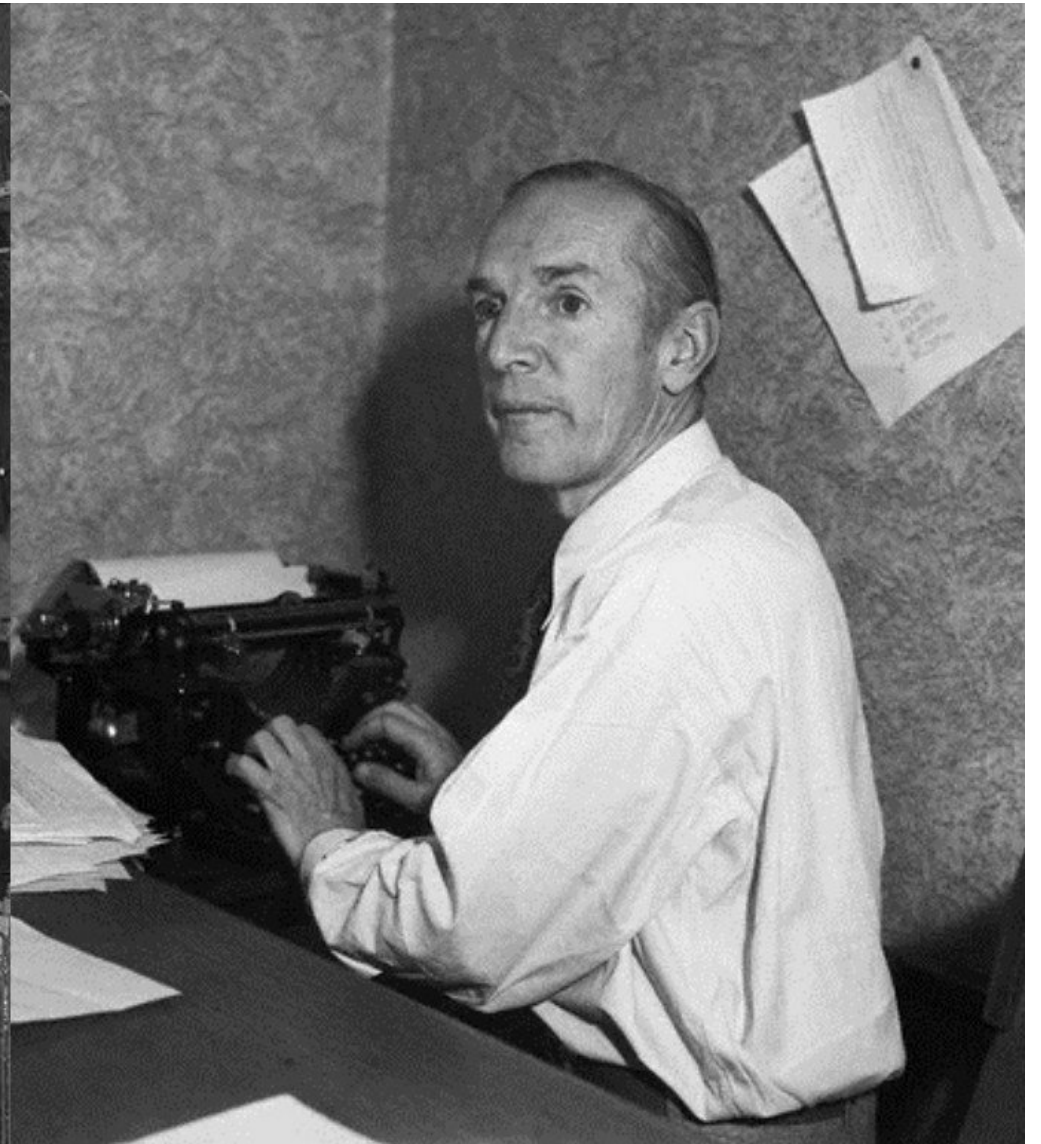
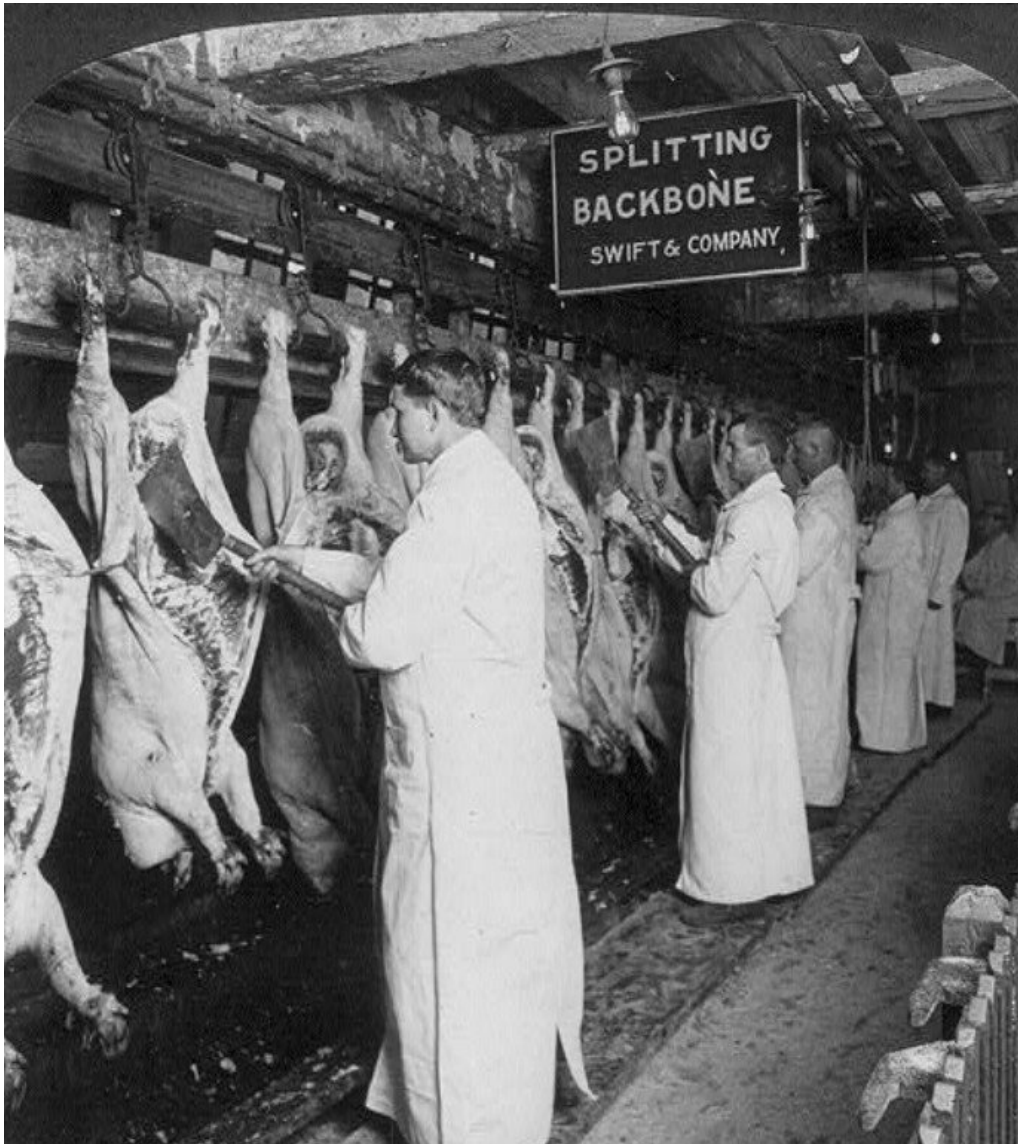




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There is a problem with trust in news and information, but especially platforms

57%

of people globally do not trust the media

7 in 10

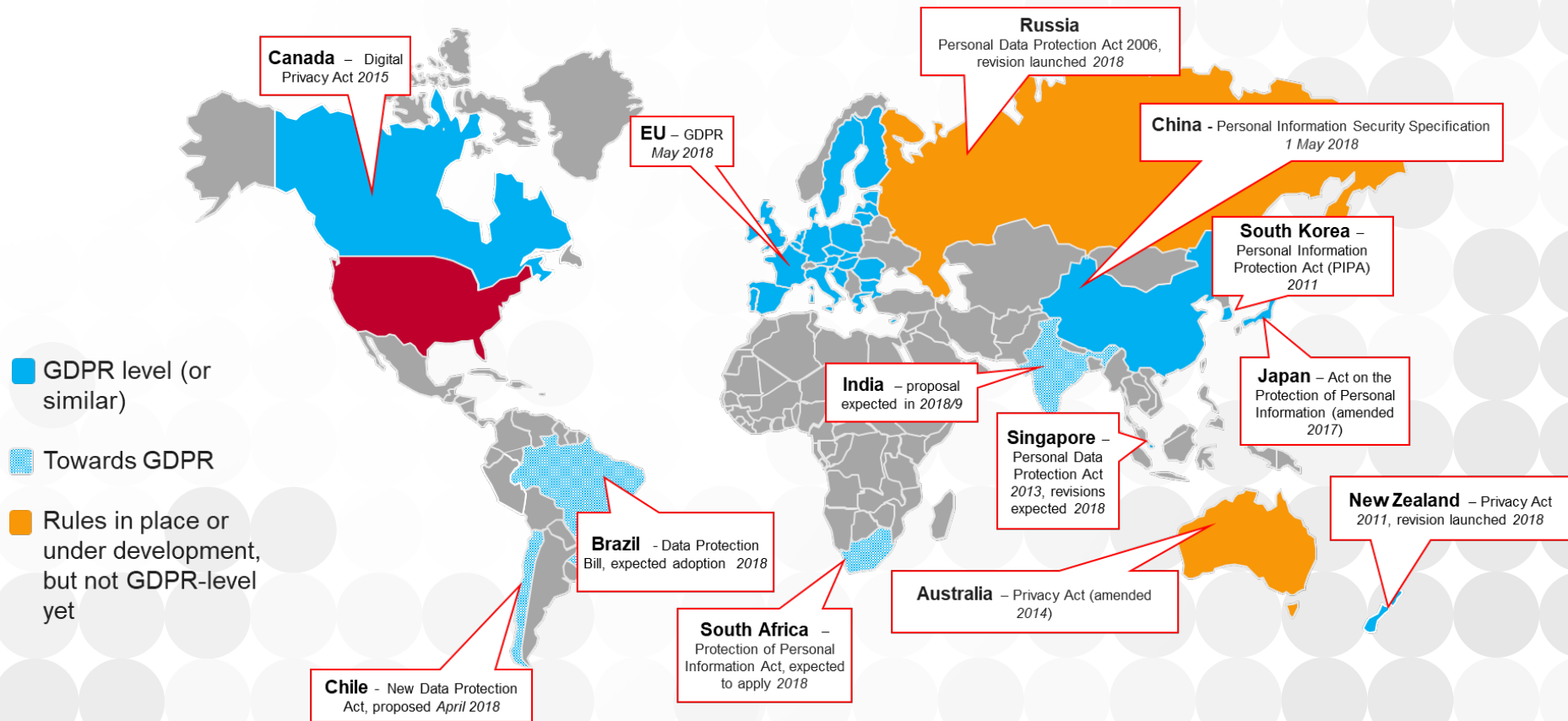
people globally worry about false information or fake news being used as a weapon

50%

of people globally are disengaged – they consume news less than weekly

Source: Edelman Trust Barometer

GDPR-like rules are emerging around the globe



Accountable Actors Are Needed

