

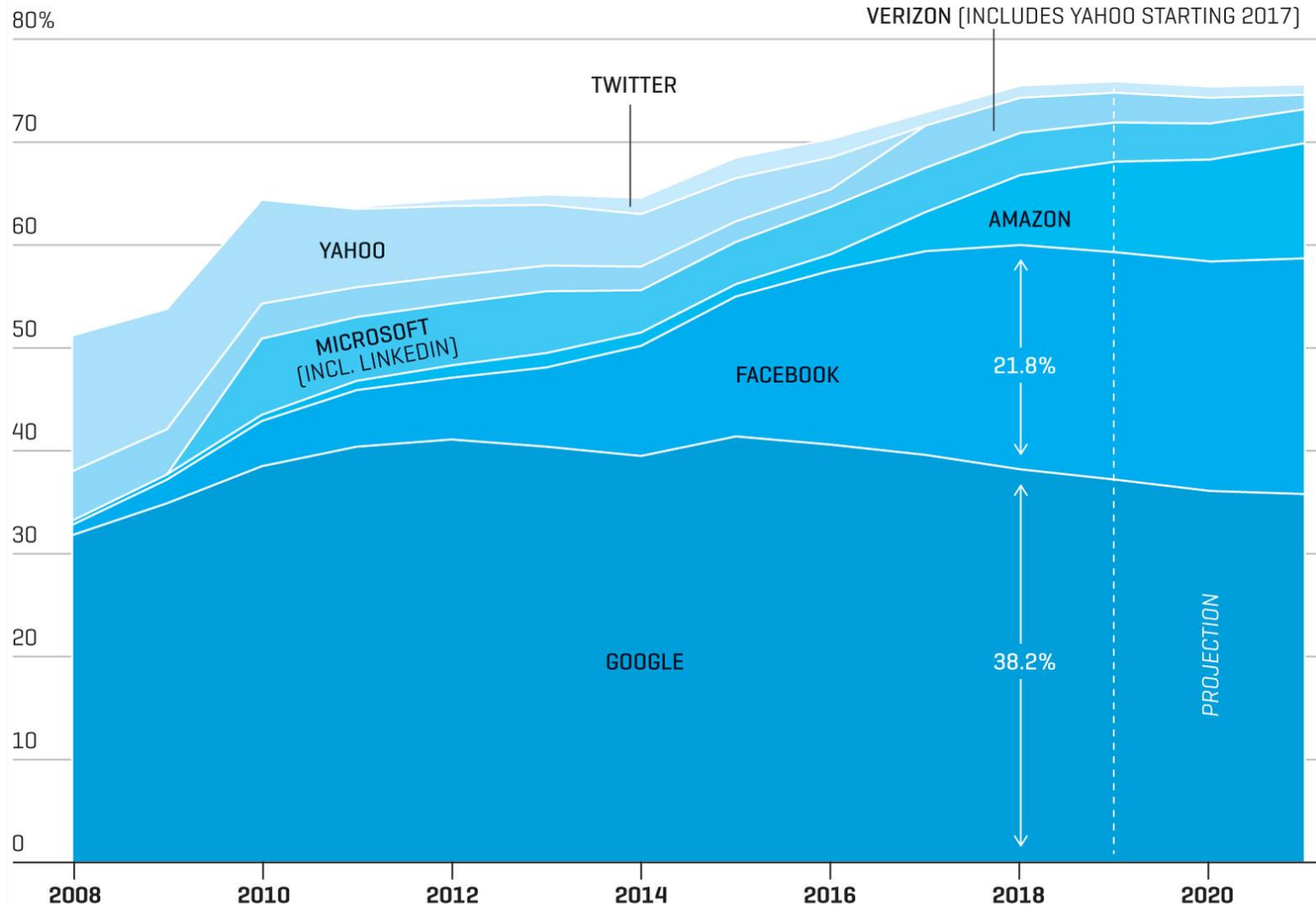
# How to Fix Broken Ad Models

March 25, 2019





## REVENUE SHARE FROM DIGITAL ADS IN THE U.S.



SOURCE: EMARKETER



# \$16B

IN U.S. PUBLISHER REVENUE WAS LOST  
DUE TO AD BLOCKING LAST YEAR





# \$42B

IN GLOBAL PUBLISHER REVENUE WAS  
LOST DUE TO AD BLOCKING LAST YEAR







THURSDAY,  
**JULY 4**  
AT 7:30PM


*Presented by HealthONE*


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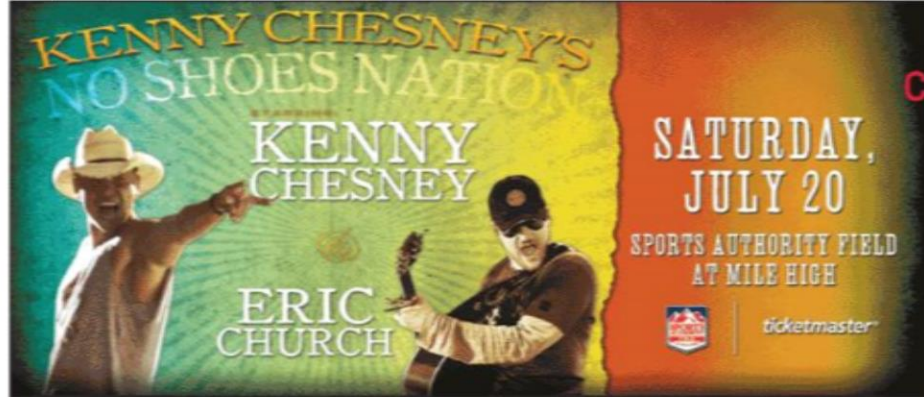
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**KENNY CHESNEY'S NO SHOES NATION**

**KENNY CHESNEY**

**ERIC CHURCH**

**SATURDAY, JULY 20**


SPORTS AUTHORITY FIELD AT MILE HIGH


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**FROM ColoradoDrives.com**


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**Fireworks shows, restrictions throughout Colorado**

**dp BREAKING NEWS** 

**Liberty reopens and Az. firefighter tribute on 4th**

 07/04 6:32 AM — NEW YORK—The Statue of Liberty, closed since the destruction wrought by Superstorm Sandy, will reopen to the public this Fourth of July as Americans across the country mark the holiday with fireworks and barbecues.


• Court orders Mandela's grandson to move bodies to original graveyard — 7/03 11:59 PM

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**FESTIVAL: 5:00 PM**

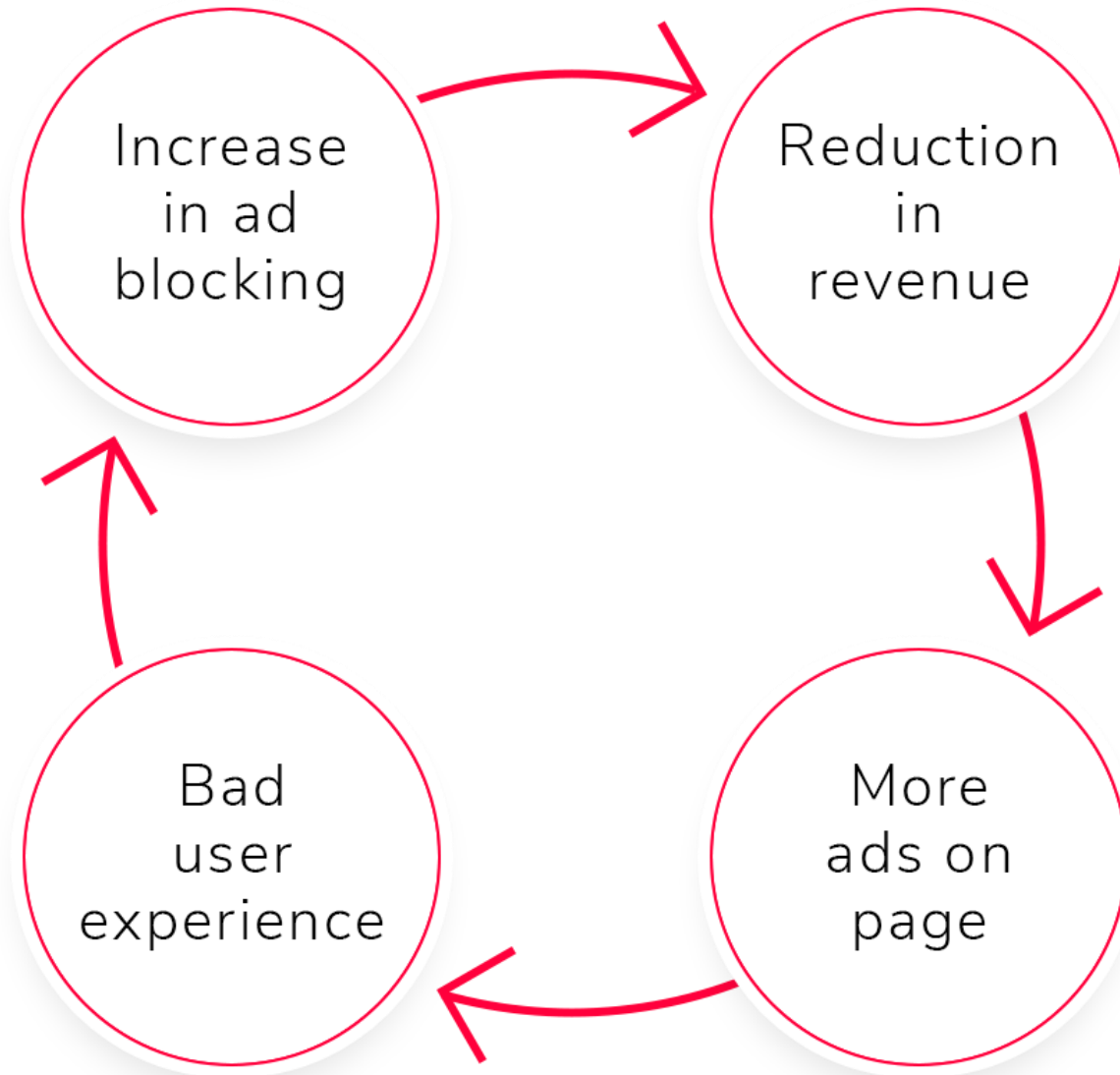
**GAME: 7:30 PM**

**FIREWORKS: FOLLOWING THE GAME**

 **westerra** SEASON PRESENTER

 Today's Promotion   Denver online: Husband apparently killed wife before killing himself; children found safe

# The downward spiral



The background of the text is an abstract pattern of overlapping circles in various colors including green, yellow, red, and blue, creating a vibrant, geometric effect.

**Google Chrome Built-In  
Ad Blocker To Be  
Released July 2019**



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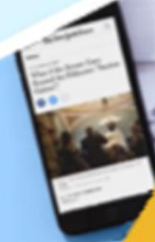
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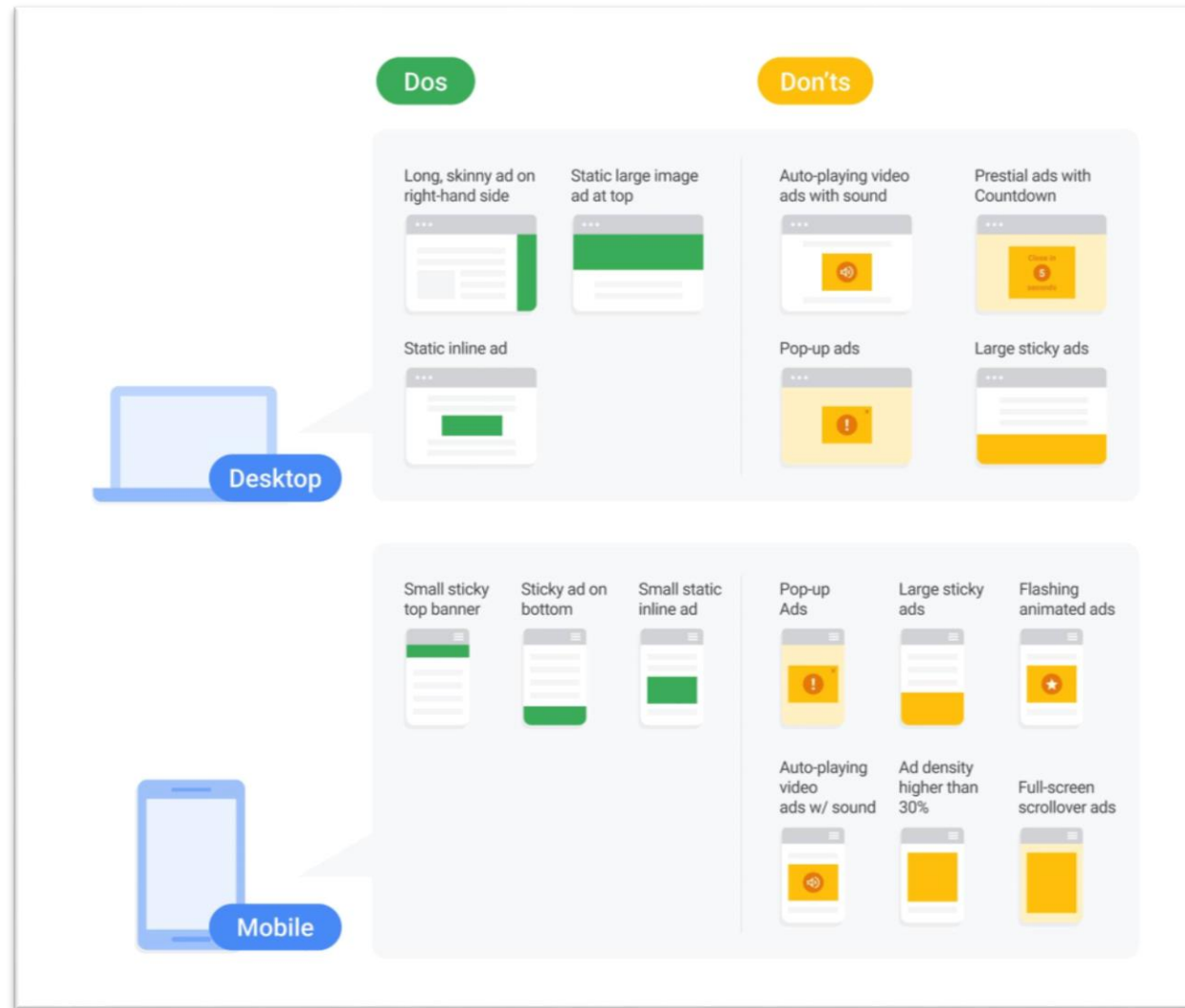
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SUB



# Ad format **do's** and **don'ts**





The Solution: Immediate,  
Relevant and Engaging



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# Ad Gallery.

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## Politely Interruptive Creative.

Parsec captures a consumer's full attention for an amount of time they choose. Polite interruptions deliver the attention that brands require to move hearts and minds while conforming to consumer expectations of control. Have your 🍰 and eat it too.









## Examining Tom Brady's red zone performance



Losing Julian Edelman was obviously a difficult blow to begin the season and his loss isn't the only thing having an effect on Brady's totals down inside the red zone this season.

So far through seven games, Brady's completed 22-of-38 inside the 20 with 10 touchdowns. His 58% completion percentage is 11% lower than he finished with in 2016, having completed 43-of-62 (69%) with 20 touchdowns and one interception during last year's regular season.

### Where did Tom Brady throw more touchdowns last season?



SOURCE: Sportradar

INHABIT

As it stands right now, Chris Hogan has been the player who Brady's connected with for a touchdown the most thus far in the red zone, having

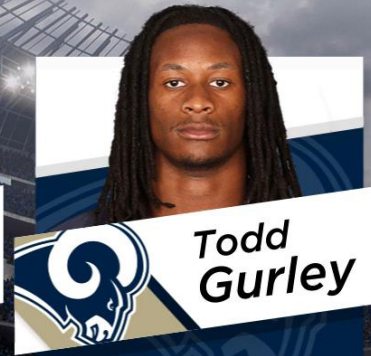
Understand  
Create  
Populate

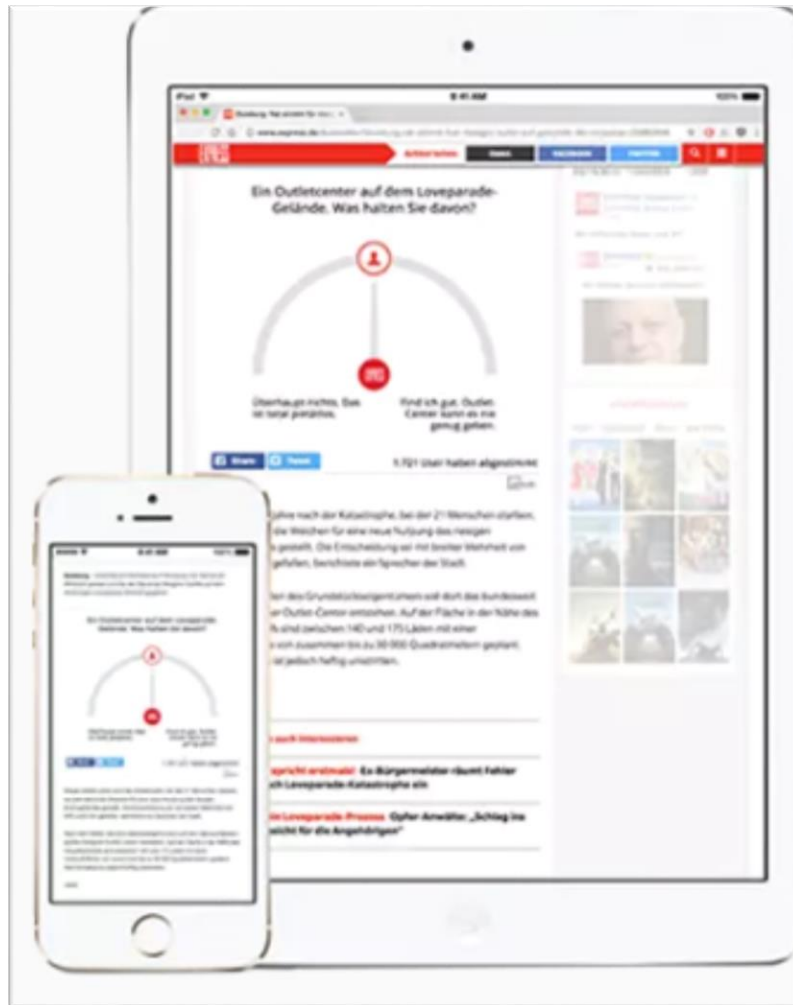




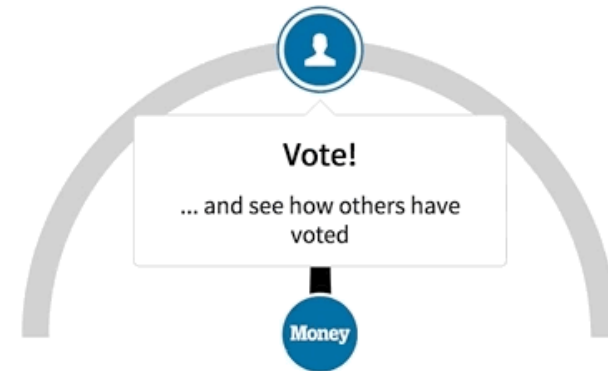
*Which RB ran for more yards after contact?*

Presented by





Is Bitcoin in a bubble?



Yes, expect a crash sooner or later

No, the price is fair



98 049 Votes

OPINARY.



**FXNOW**

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Interact with our sponsor for 30 seconds  
to watch this episode without commercials.

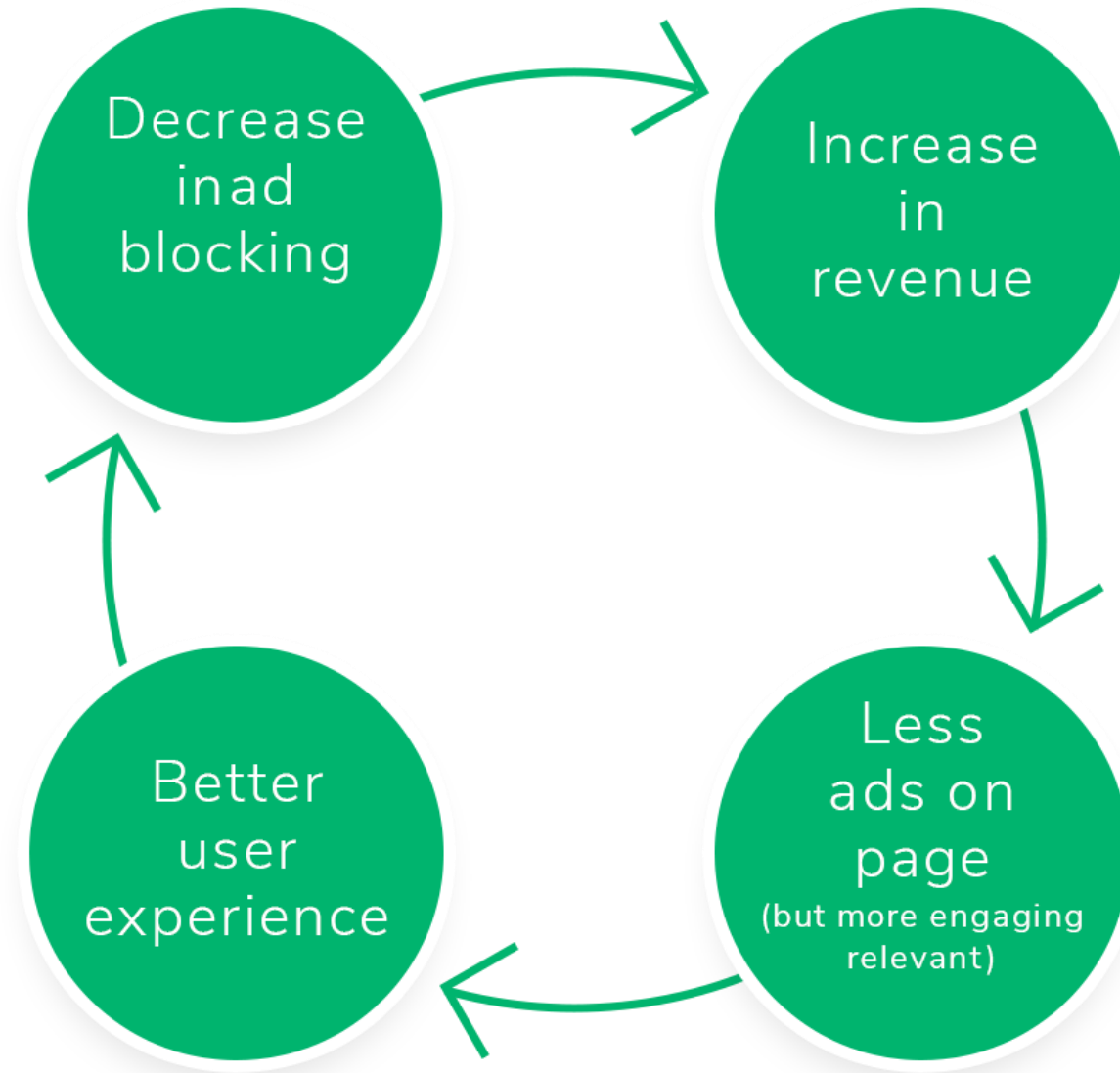
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Watch with regular commercial breaks

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# The upward spiral



# Thank You



Arkadium 

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