THE HONEST AD-TECH POLL

WE WANTED TO GET THE INDUSTRY'S OPINION ON SOME MATTERS THAT, WHILE VERY RELEVANT TO OUR DAY TO DAY, ARE NOT DISCUSSED SO OPENLY.

THE PARTICIPANTS THAT TOOK PART IN OUR SURVEY COME FROM THE FOLLOWING SECTORS:

- Supply Demand Platform and Technology
- Content and Native
- Data and Intelligence

65%
4%
4%
21%
6%

35% SAID THAT 50% OF THE COMPANIES WILL CLOSE/CONSOLIDATE

35% SAID THAT 20% OF THE COMPANIES WILL CLOSE/CONSOLIDATE

25% SAID THAT 25% OF THE COMPANIES WILL CLOSE/CONSOLIDATE

50% SAID THAT 10% OF THE COMPANIES WILL CLOSE/CONSOLIDATE

WHICH TECHNOLOGY OF THE FOLLOWING BUZZWORDS DO YOU THINK WILL ACTUALLY BE RELEVANT TO AD TECH IN THE COMING YEAR?

- VR (Virtual Reality) 27%
- IOT (Internet of Things) 10%
- AR (Augmented Reality) 4%
- AI (Artificial Intelligence) 13%
- Chatbots 46%
- Others 5%

56% SAID THAT GOOGLE IS A FRIEND OF THE AD-TECH INDUSTRY

36% SAID THAT GOOGLE IS AN ENEMY OF THE AD-TECH INDUSTRY

6%
13%
48%
21%
12%

WHO DO YOU THINK WILL BECOME THE THIRD GIANT?

- Snapchat 17%
- Other 21%
- Amazon 4%
- US Telecoms 4%
- WPP/GroupM 4%

IT WILL ALWAYS BE A DUOPOLY (Comcast, Verizon, now that the FCC allows them to sell data)

WHO DO YOU THINK WILL BECOME THE THIRD GIANT?

- Snapchat 44%
- Other 2%
- Amazon 10%
- US Telecoms 9%
- WPP/GroupM 4%

BANNER BLINDNESS: HOW MUCH DO YOU THINK CONSUMERS ACTUALLY SEE OF A SITE'S DISPLAY ADVERTISING?

- 1.3
- 2
- 3
- 4
- 5

DO YOU THINK PROGRAMMATIC LIVED UP TO ITS PROMISE?

- It brought more damage than good, turning the ecosystem into a hotbed of fraud, and with a lower entry threshold, many new players are taking a cut from a shrinking market. 17%
- All things given, it didn't make much change in prices or effectiveness. The ecosystem is still cluttered and volatile. 12%
- It still has a way to go, but we've seen enough to know it's the key to the future of online advertising. 37%
- It is a huge leap forward, which has not only improved targeting and transparency but also forces the industry to mature, for everyone's benefit. 19%
- Our ability to buy the right audience at the right time has dramatically increased. 40%

HOW MUCH DO YOU THINK AD-BLOCKING REALLY HAD AN EFFECT ON THE INDUSTRY?

- None changed the industry 10%
- Big effect on the industry 2%
- Medium effect on the industry 23%
- Changed the industry but to some extent 25%
- Changed the industry in a big way 4%

WITH HEADER BIDDING AND TRANSPARENCY BECOMING THE NORM DO YOU THINK SSP'S WILL SLOWLY DISAPPEAR?

- Absolutely, SSP's are in dire straits. Some will flourish, some will die. 29%
- No, they will continue to strive 6%
- No, they will continue to thrive 32%
- Some will flourish, some will die 21%
- Absolutely, SSP's are in dire straits. Some will flourish, some will die 29%

GET REAL INSIGHTS, GET REAL RESULTS. GET THE REAL DEAL!