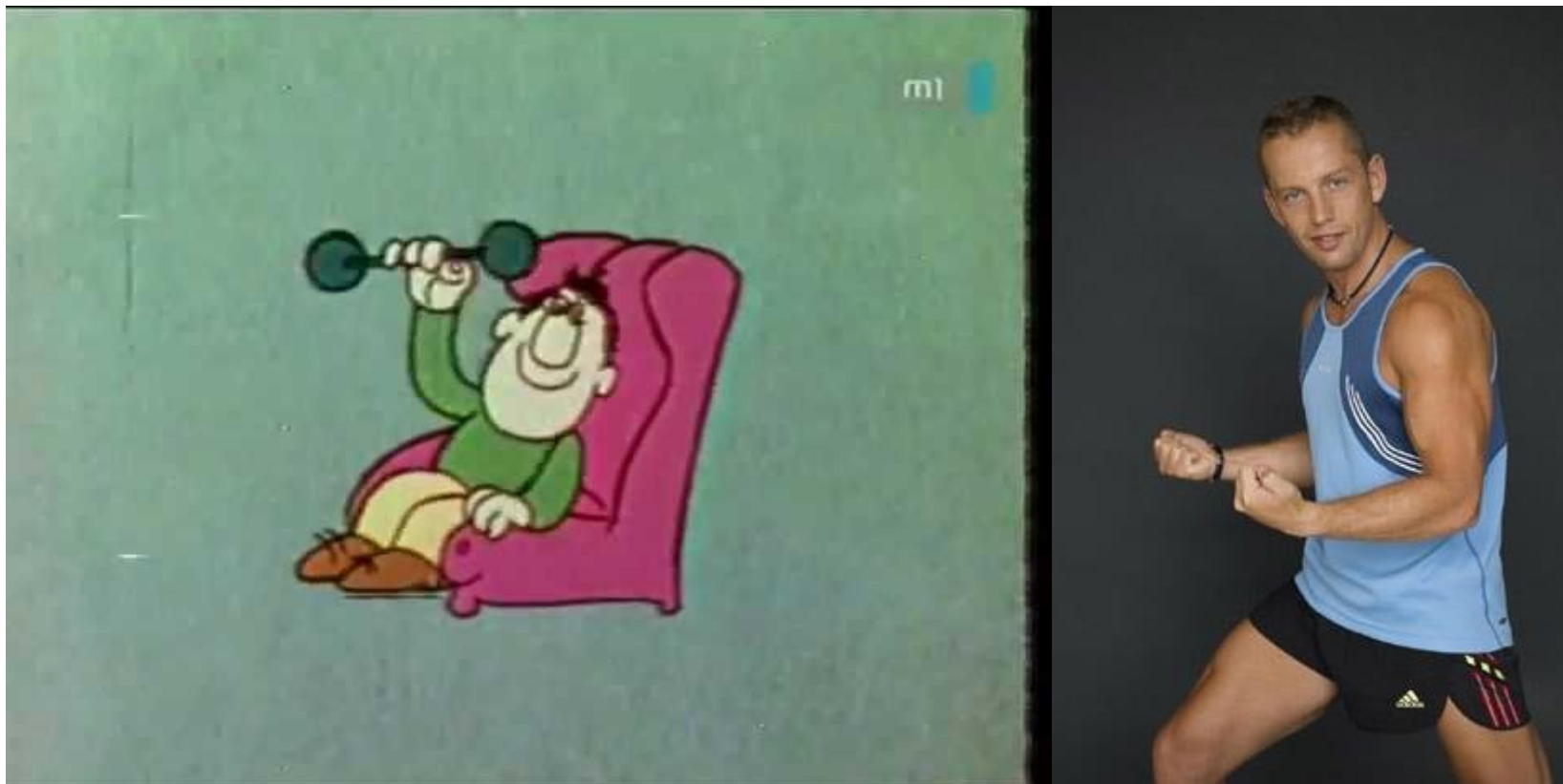

Hol tart a reklámblokkolás hazánkban?

IAB Lost and Found (adblock) munkacsoport

Evolution 2017

Idősebbek is elkezdhetik...



Idősebbek is elkezdhetik...

Hány % az adblock PC-n?

Hány % az adblock mobilon?

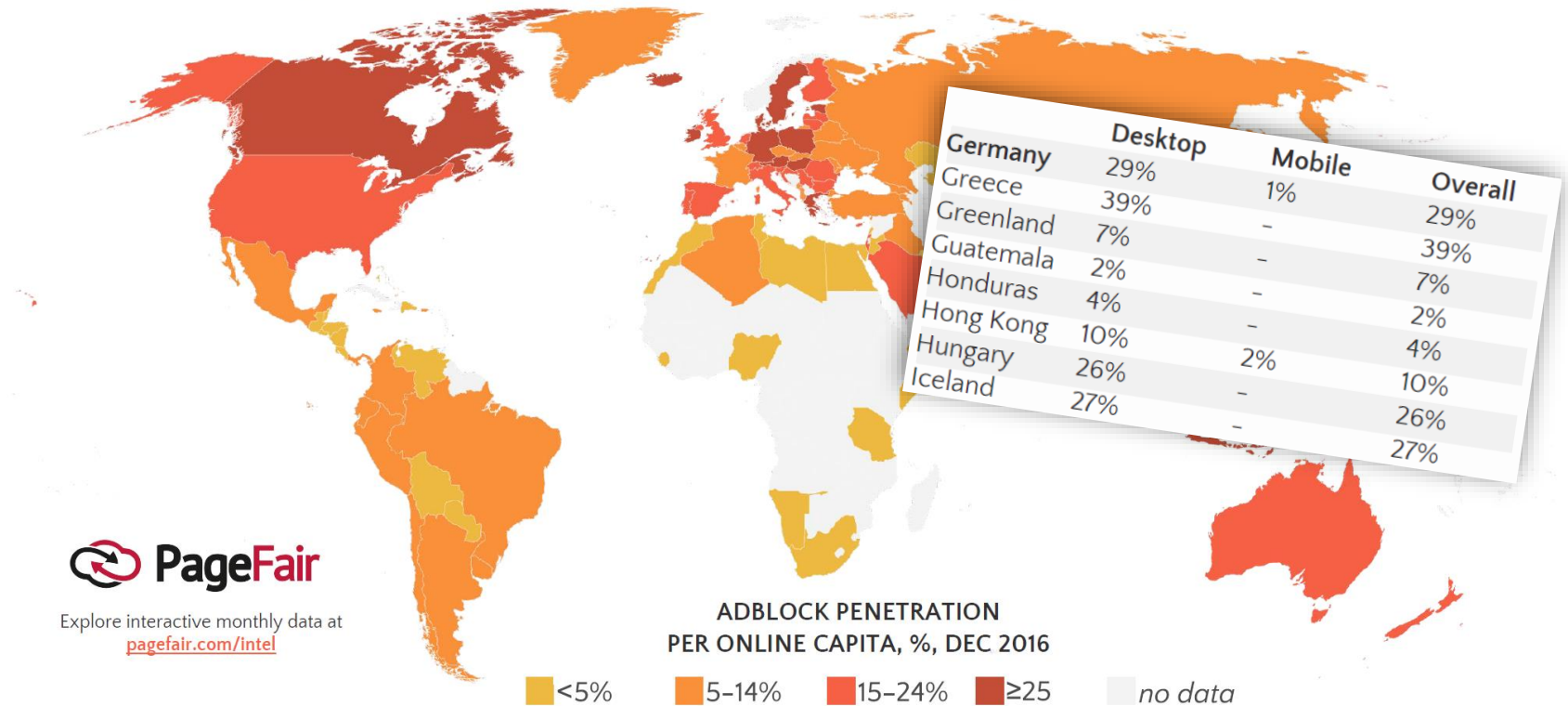
Ki használ adblockert PC-n?

Ki szerint lopás ez?



Mit mond a „benchmark” ?

Adblock penetration per online capita



Explore interactive monthly data at pagefair.com/intel

És mit mond a hazai mérés?

Január (RU, 15+): 85%

All device (RU): 14,09%

All device (PV): 10,69%



És mit mond a hazai mérés?

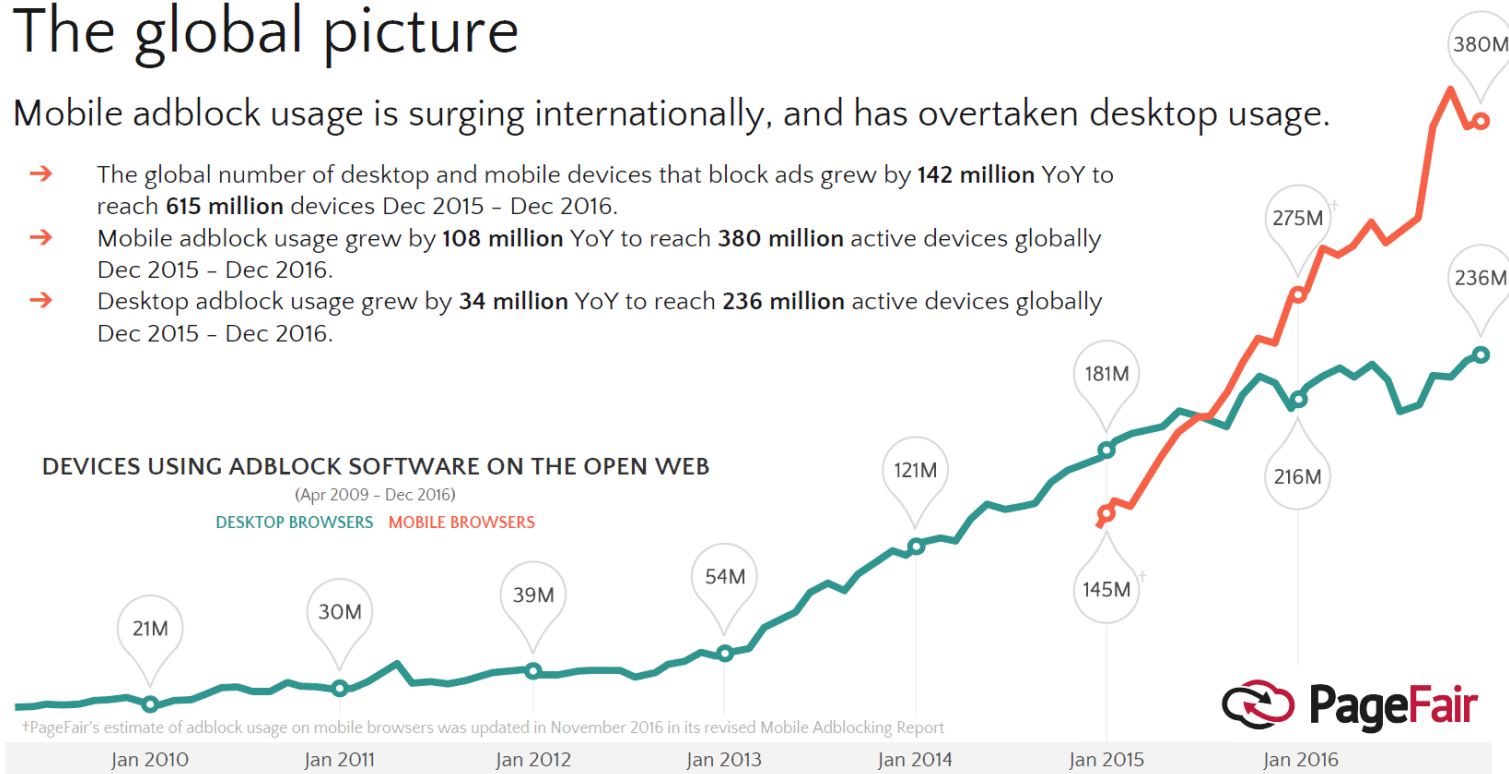


És mi a helyzet mobilon?

The global picture

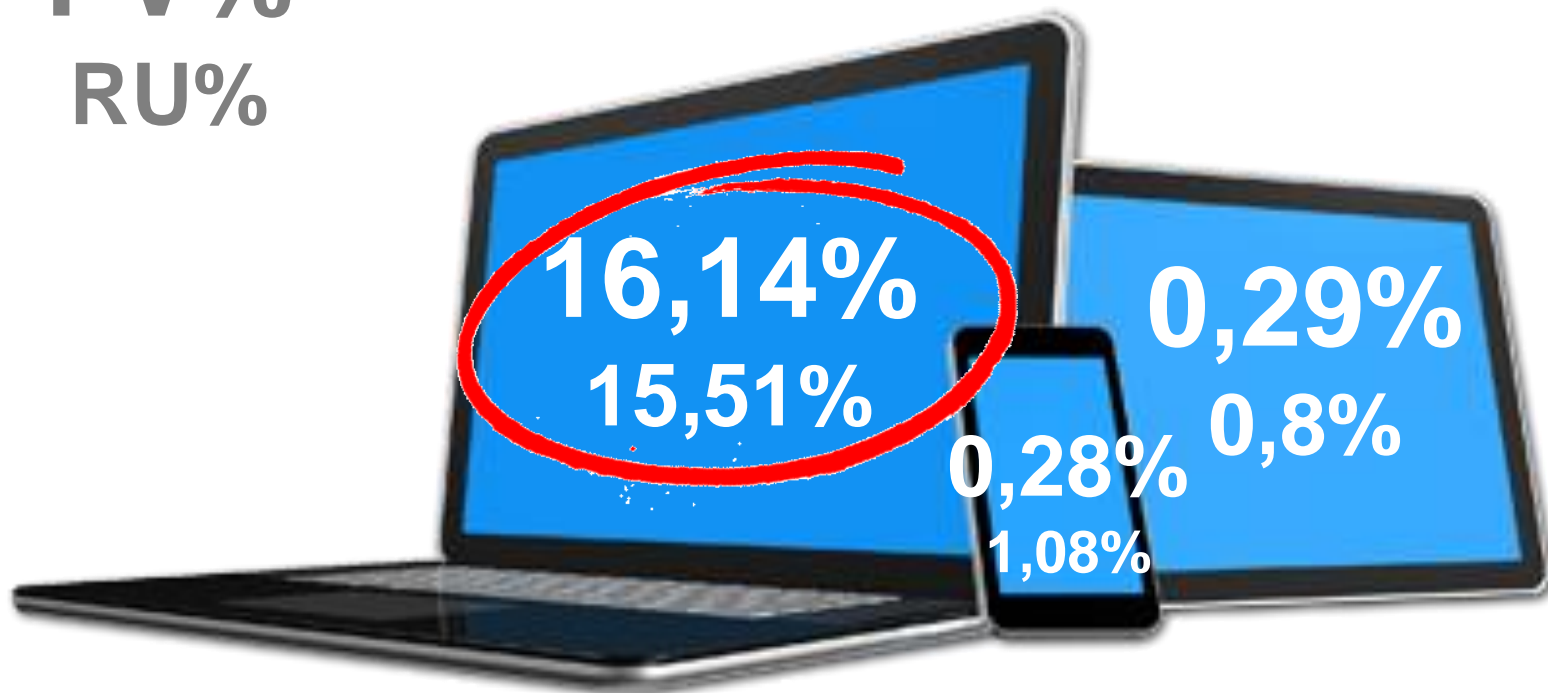
Mobile adblock usage is surging internationally, and has overtaken desktop usage.

- The global number of desktop and mobile devices that block ads grew by **142 million** YoY to reach **615 million** devices Dec 2015 - Dec 2016.
- Mobile adblock usage grew by **108 million** YoY to reach **380 million** active devices globally Dec 2015 - Dec 2016.
- Desktop adblock usage grew by **34 million** YoY to reach **236 million** active devices globally Dec 2015 - Dec 2016.

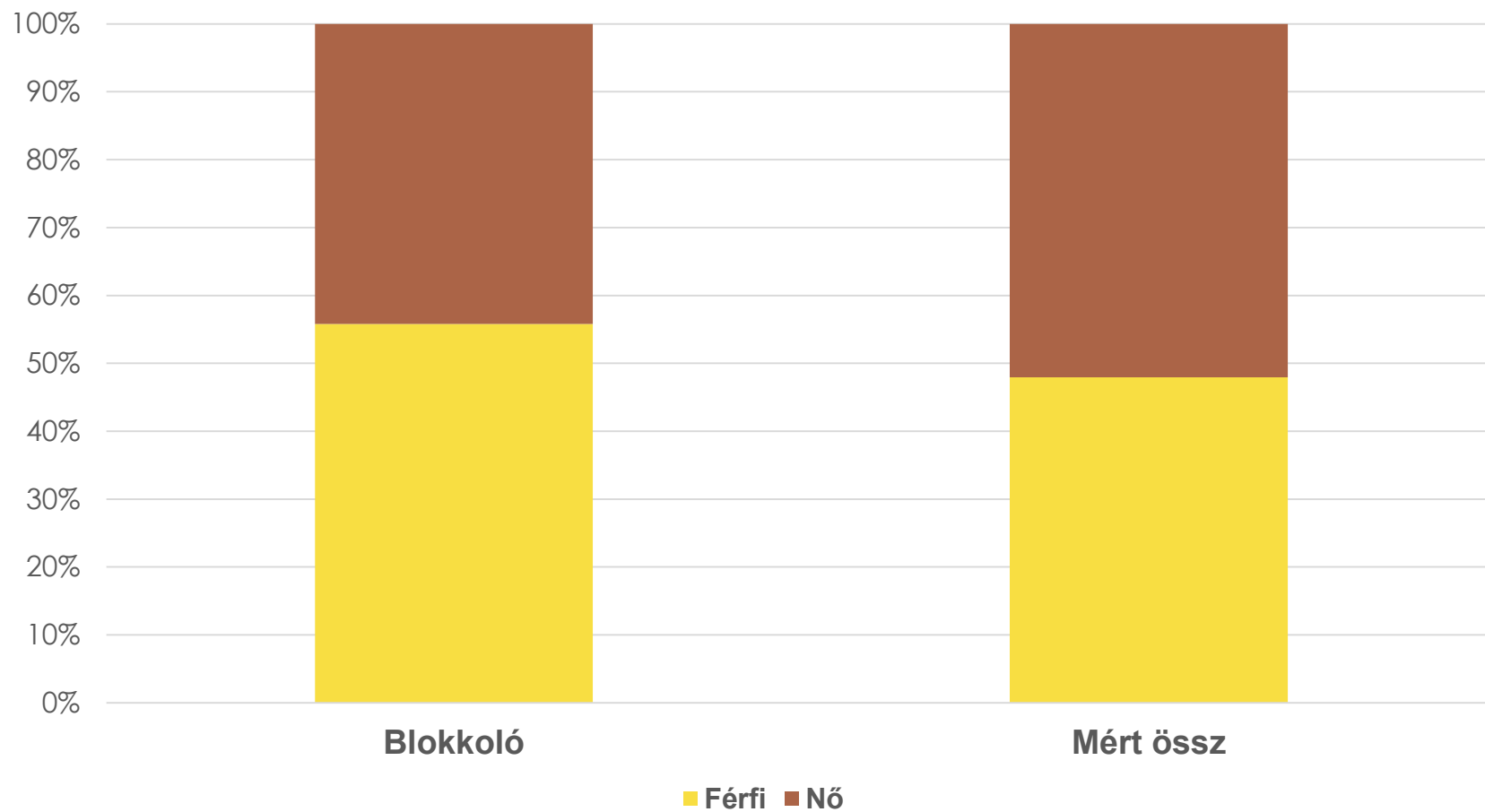


És mi a helyzet mobilon?

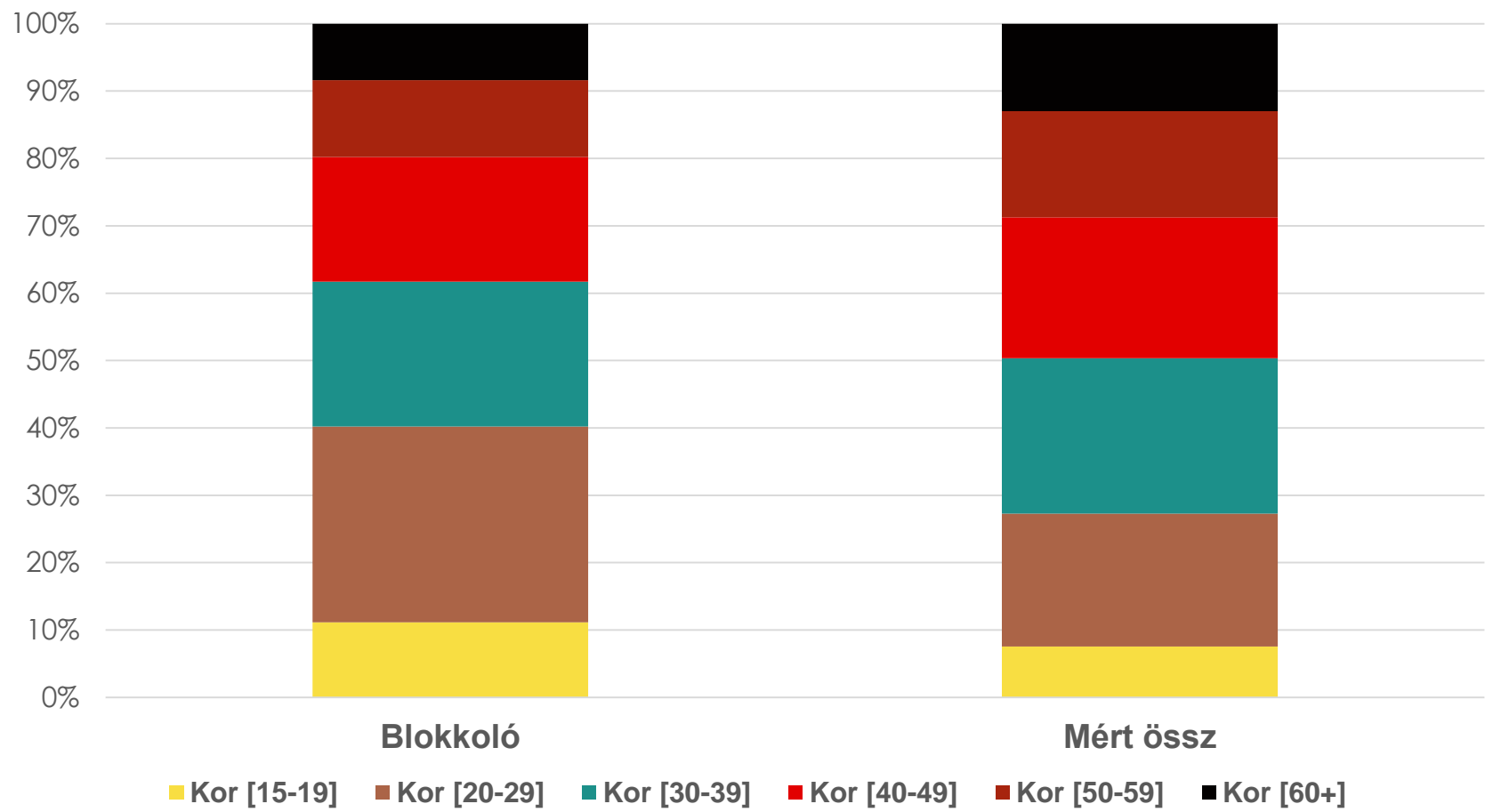
PV%
RU%



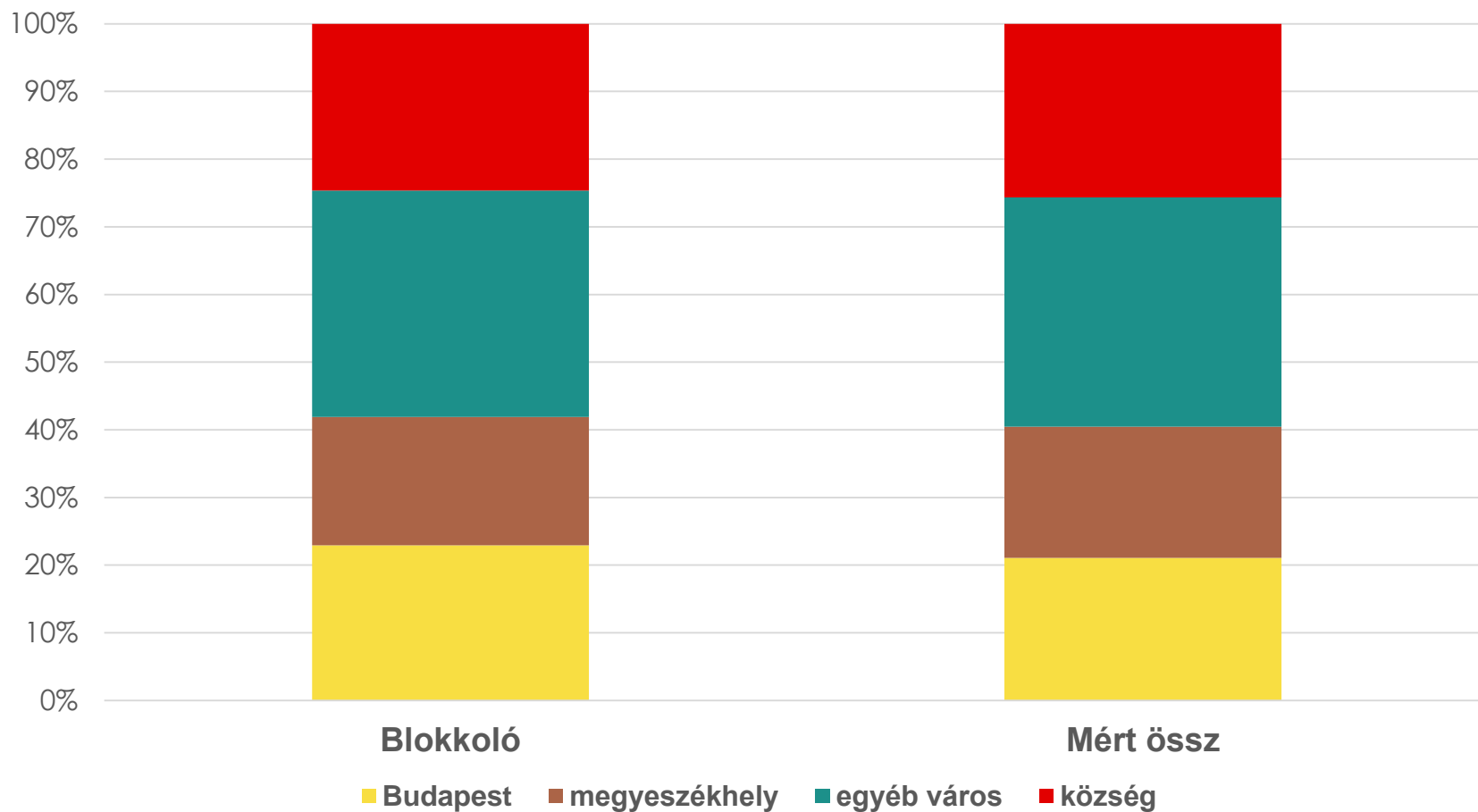
Blokkoló soc-demo



Blokkoló soc-demo



Blokkoló soc-demo



Tervek

million euros at Societe Generale in respect of damages. Finally sentenced under criminal law to five years in prison, three years, breach of trust, forgery and use of forgery, fraudulent introduction of data into a computer system, the former trader won a spectacular victory: the damages were initially set at 4.9 billion, amount of damage suffered by the bank due to fraud implemented by its employees.

You use an ad blocker

To continue reading our articles, we offer two solutions:

> WILL PASS **FIGARO PREMIUM**

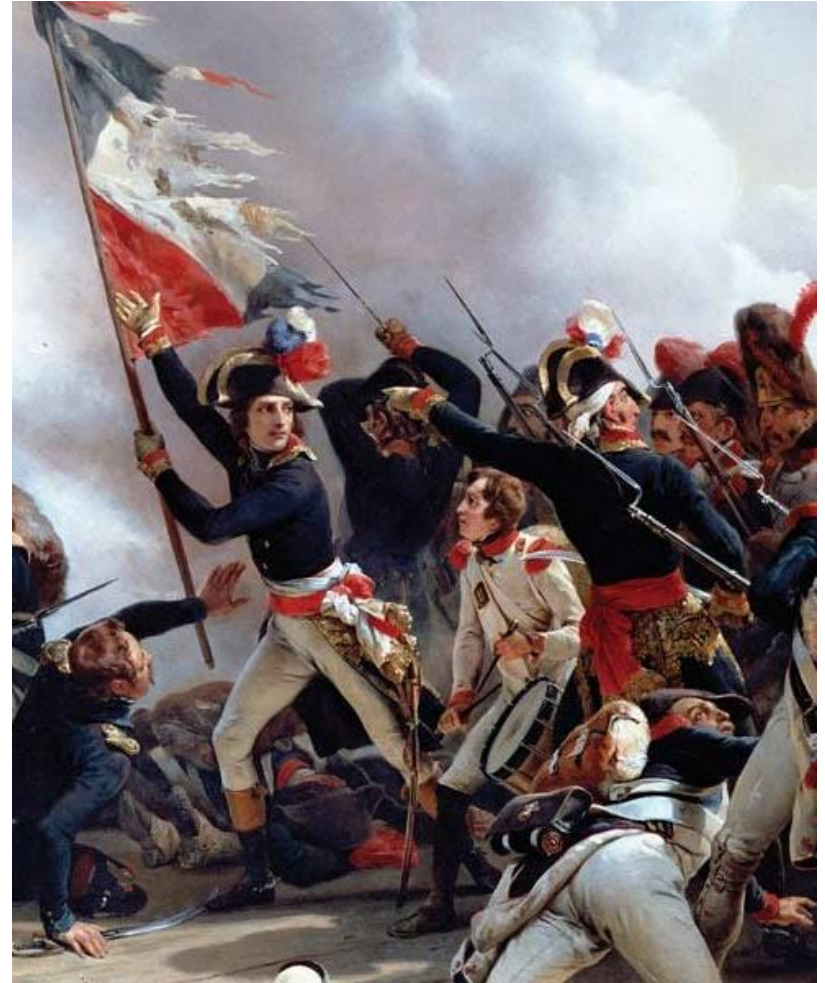
- All Le Figaro unlimited
- The digital newspaper from 22h
- Premium site without advertising
- Information on all screens

1 MONTH FREE TRIAL

OR OFF YOUR ADVERTISING BLOCKER

HOW TO DO ?

As the Court of Cassation on him had asked in 2014, the judges of Versailles sought to determine "whether the plaintiff has not contributed to its own damage by wrongful conduct that would reduce or eliminate their right to compensation." Their judgment, which does not call into question the amount of damage (€4915612054), advanced all the shortcomings in the bank's internal controls.



Köszönöm a figyelmet!

Ambrusztér Géza

IAB Lost and Found (adblock)
munkacsoport vezető

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