

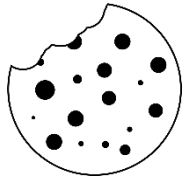
CONSUMER STUDY

Internet Without Targeted Advertising 2024

MEDIA INDUSTRY  RESEARCH FOUNDATION

iab FINLAND

MARKET DRIVERS



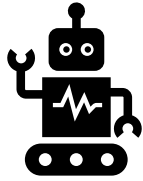
LOSS OF 3P
COOKIES



CHANGING
LEGISLATION



UNCERTAINTY



AI



EVOLVING
CUSTOMER
PATHS

FOCUS AREAS 2024

RESPONSIBILITY IN DIGITAL ADVERTISING

DATA
AND TARGETING

ROI AND
MEASUREMENT



EVENTS

6* live-events
12 * webinar
TOTAL 18



EXPERTISE

Taskforces

1. Privacy
2. TCF
3. Video advertising
4. Programmatic
5. Content marketing
6. Responsibility
7. Martech
8. Digital audio
9. DOOH
10. Social media
11. Data
12. Retail media
13. Gaming
14. Attention



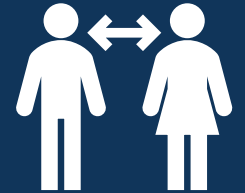
KNOWLEDGE

Digital Marketer and
Salesperson Certificate
Program



INFORMATION

Blogs, podcasts, research
projects, estimations of
advertising volumes (search,
social, audio, influence
marketing, DOOH)



INFLUENCE

Regular meetings with local
authorities.



PASI

WORK

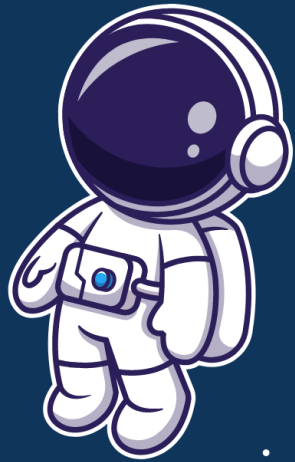
TNS Gallup
Taloustutkimus
MTV
Inez Media (media startup)
IAB Finland 2019 ->

EDUCATION

University of Helsinki,
Economics

PASSIONS

Fishing
Running
Hukka the Jack Russel



WHY

- We wanted to verify that consumers are happy with ad-supported internet, which provides huge amount of Incredible services for their use.
- We wanted to help IAB members and Finland's digital market with new information regarding how to fight against cookies consent fatigue.
- We wanted to initiate a discussion on whether IAB should take a role in educating consumers about topics such as cookies and business models of ad-supported internet

BACKGROUND

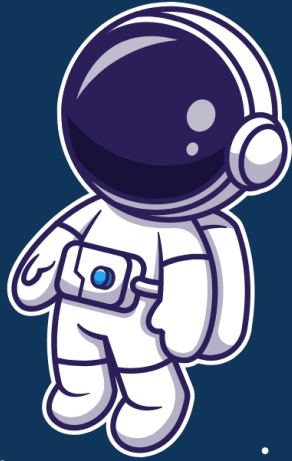
- First study was conducted in 2021, inspired by the IAB Europe's 'Internet without targeted advertising' research. Feedback was very positive.
- The 2021 study has been downloaded nearly 1000 times from the IAB.fi website and findings were used in efforts to influence regulatory bodies.

2024 BASICS

- The study was conducted in December 2023 in Kantar Media Finland's online panel.
- The number of respondents was 740 and data has been weighted to be representative of the population.
- The Media Industry Research Foundation funded the study 100 % (Kantar + IAB).
- IAB launched study 14.2.2024, +500 participants.

SUMMARY IN ENGLISH

- www.iab.fi/oppaat
- Pasi can send Finnish excel-sheets if needed

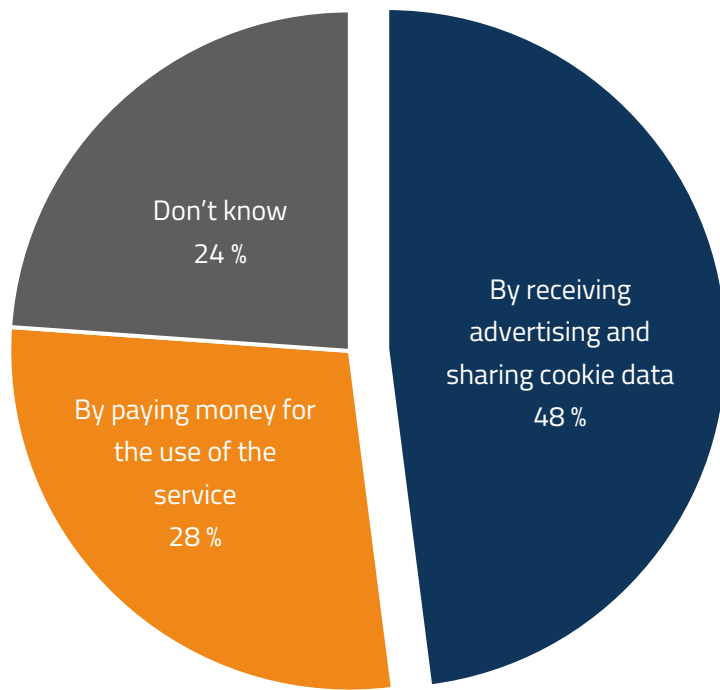


SEVEN FINDINGS

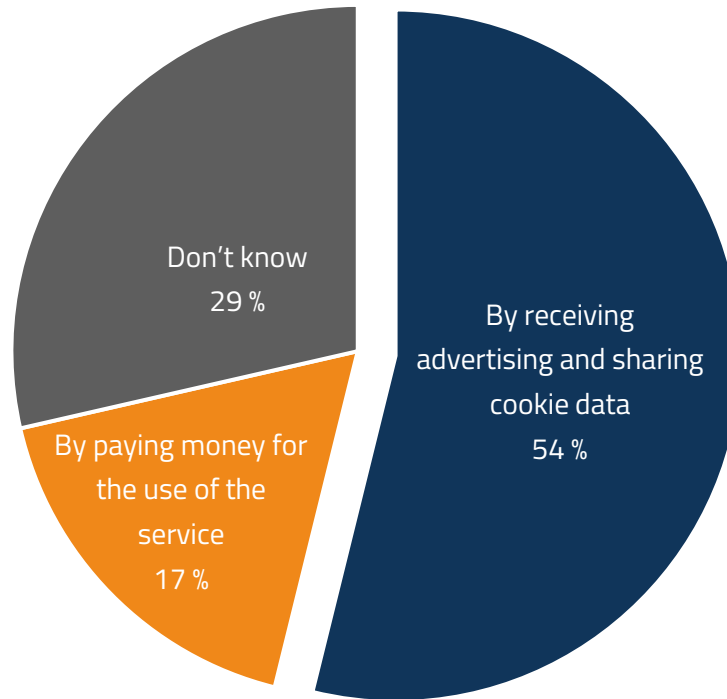
Internet Without Targeted Advertising 2024

1. THE MAJORITY OF FINNS PREFER AD-SUPPORTED INTERNET
2. FINNS ARE WORRIED ABOUT THEIR PERSONAL DATA PROTECTION
3. FINNS DON'T THINK THAT LEGAL FRAMEWORK PROVIDES ENOUGH PROTECTION
4. UNDERSTANDING OF PUBLISHER'S BUSINESS, AND COOKIES IN GENERAL, IS SEVERLY LACKING
5. THE AMOUNT OF DATA COLLECTED THROUGH COOKIE BANNERS WILL DECREASE
6. COOKIE BANNERS DOES MATTER
7. AD BLOCKER USAGE MIGHT BE DECLINING

IF YOU HAD TO CHOOSE, WHICH ONE WOULD YOU SELECT TO GAIN ACCESS TO ONLINE SERVICE?

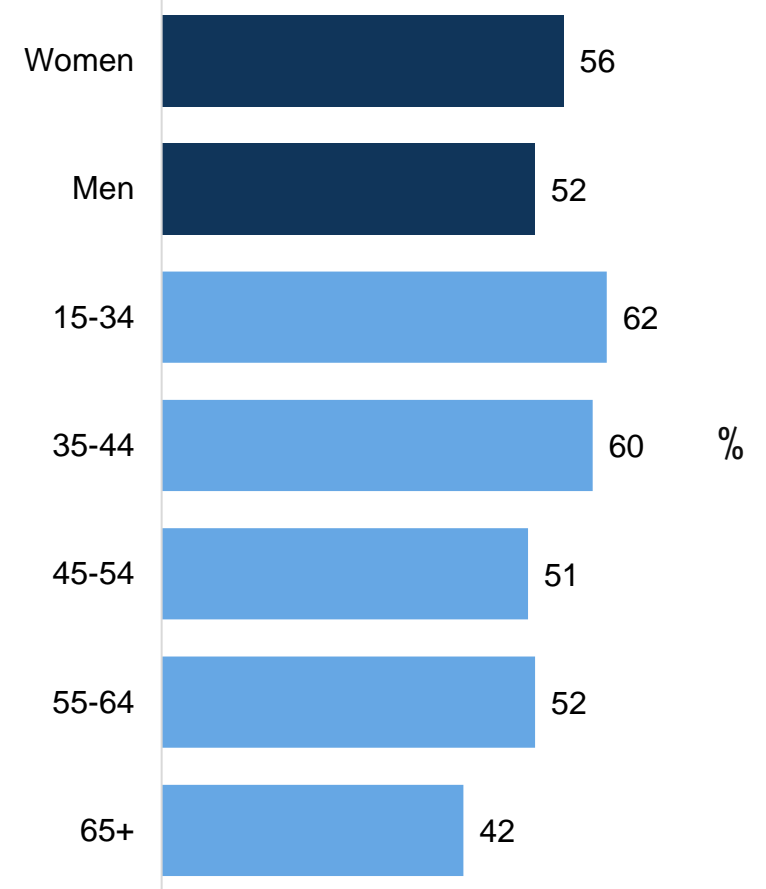


2021



2023

PREFER AD-SUPPORTED INTERNET, %

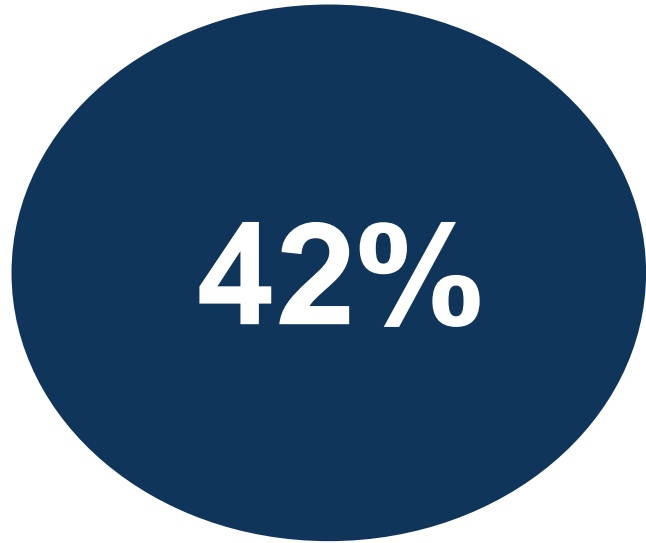


THE MAJORITY OF FINNS PREFER AD-SUPPORTED INTERNET

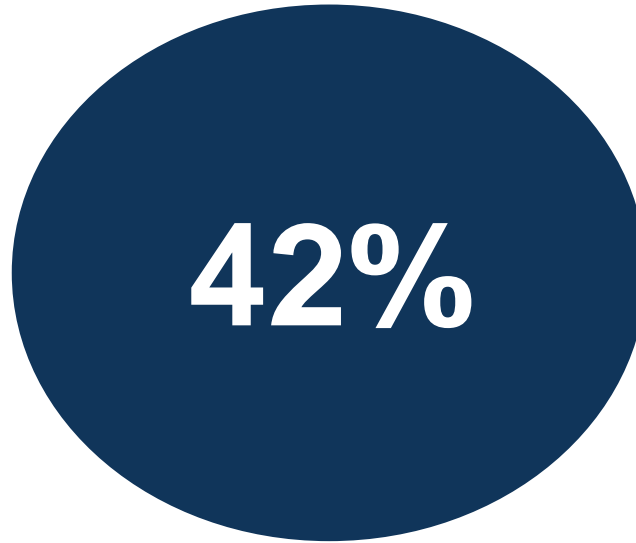
MEDIA INDUSTRY RESEARCH FOUNDATION



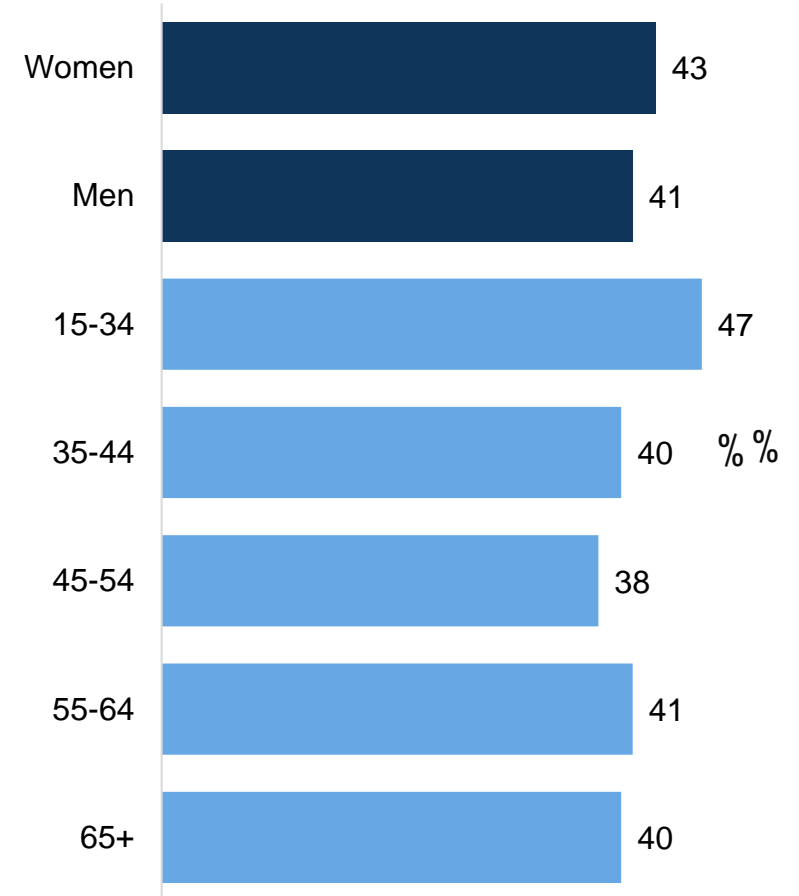
WORRIED ABOUT PRIVACY WHEN USING INTERNET, %



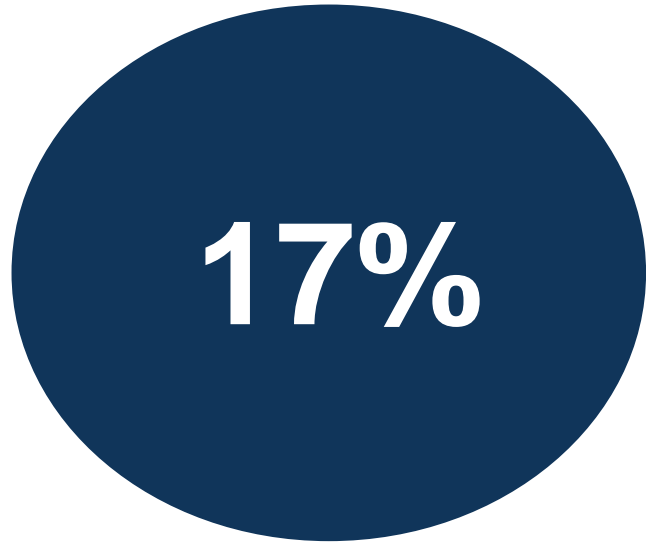
2021



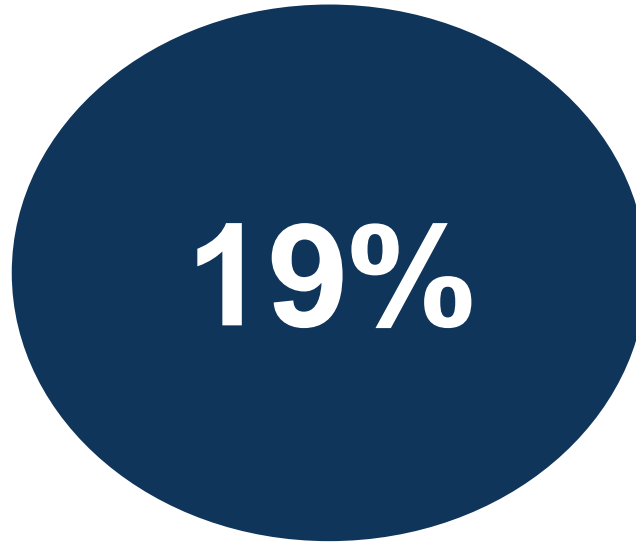
2023



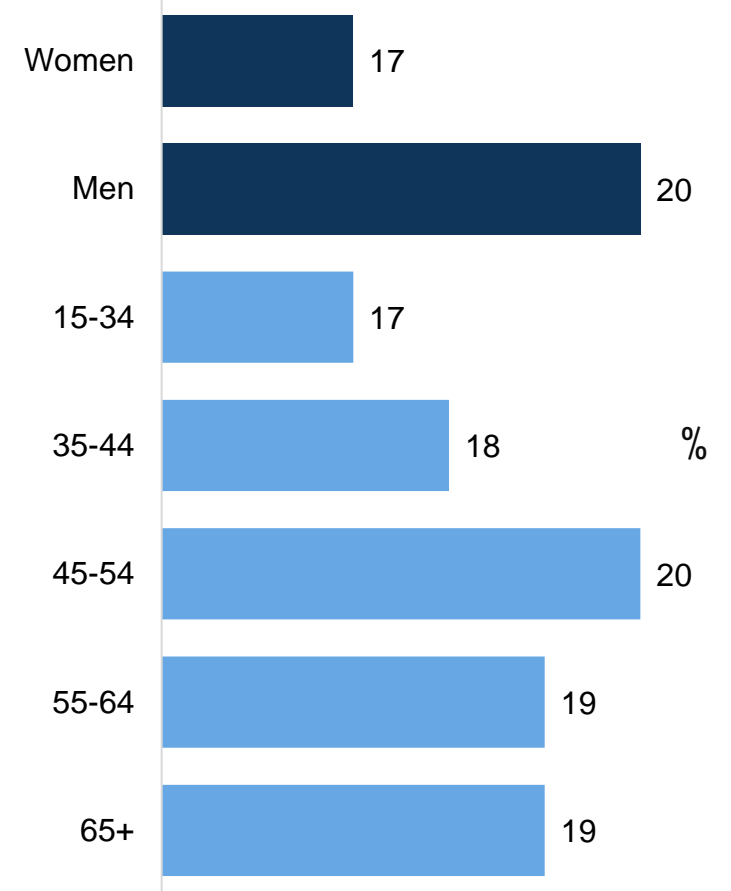
BELIEVE THAT THAT LEGAL FRAMEFORK PROVIDES ENOUGH PROTECTION FOR PERSONAL PRIVACY, %



2021



2023

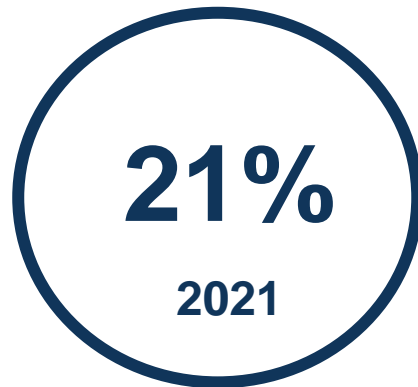
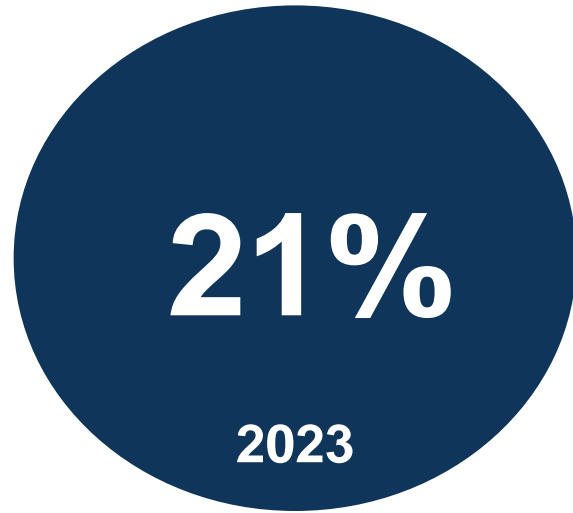


FINNS DON'T THINK THAT LEGAL FRAMEFORK PROVIDES ENOUGH PROTECTION

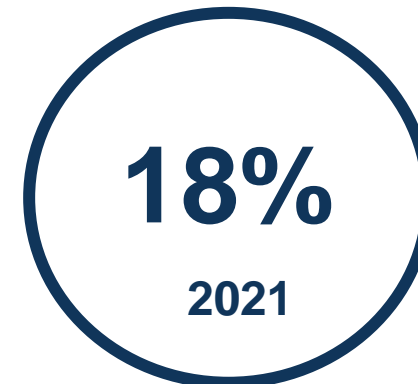
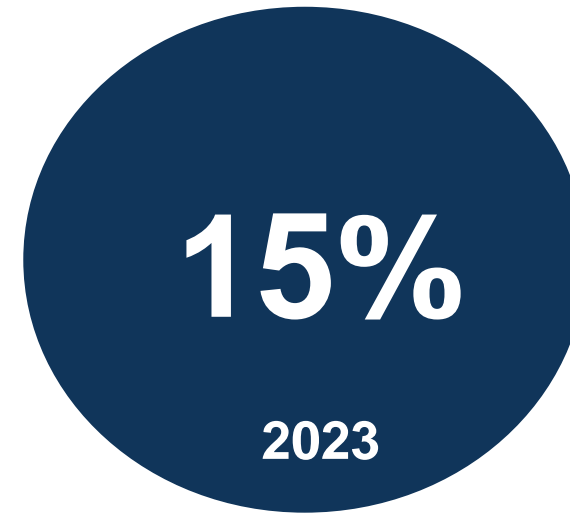
MEDIA INDUSTRY RESEARCH FOUNDATION



**BELIEVE THAT COOKIE BASED TARGETED
ADVERTISING ENABLES FREE USE OF ONLINE
AND NEWS SERVICES , %**



**BELIEVE THAT COOKIES IMPROVE USER
EXPERIENCE ON WEBSITES, %**

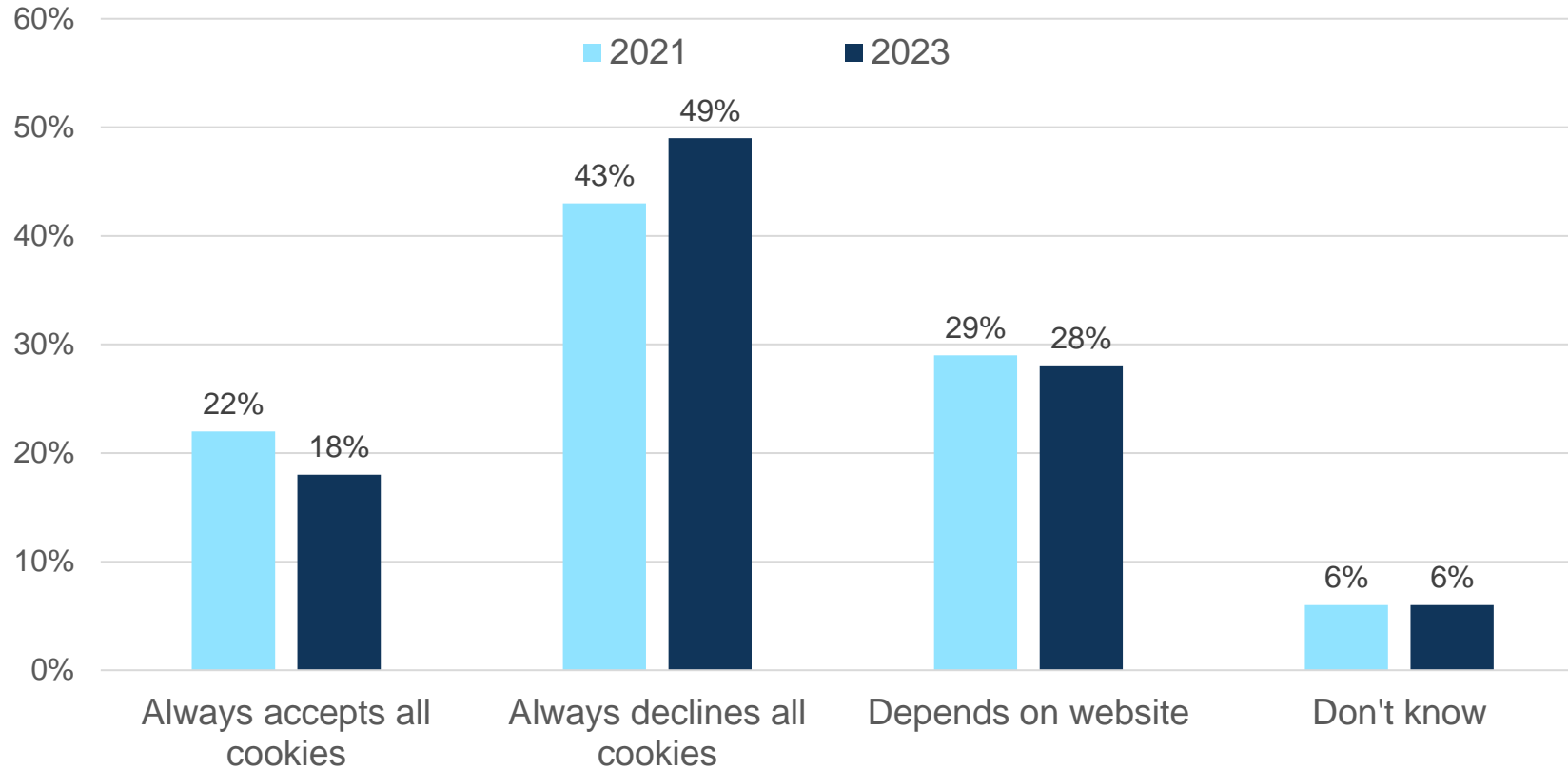


**UNDERSTANDING OF PUBLISHER'S BUSINESS, AND COOKIES IN
GENERAL, IS SEVERLY LACKING.**

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RESPONDENTS WERE SHOWN A COOKIE BANNER WHERE DECLINING OF COOKIES (IN FIRST LAYER) WAS AS EASY AS ACCEPTING COOKIES



THE AMOUNT OF DATA COLLECTED THROUGH COOKIE BANNERS WILL DECREASE

MEDIA INDUSTRY RESEARCH FOUNDATION

iab FINLAND

WHAT MAKES YOU GIVE CONSENT WHEN VISITING WEBSITE TOP 4 REASONS

	15+	15-34	65+
Understandable and clear information about the use of cookies	45 %	34 %	50 %
Personal good experiences with the site/online service	35 %	26 %	35 %
The site gives a trustworthy impression	32 %	51 %	23 %
The domestic nature of the site and/or brand	31 %	29 %	38 %

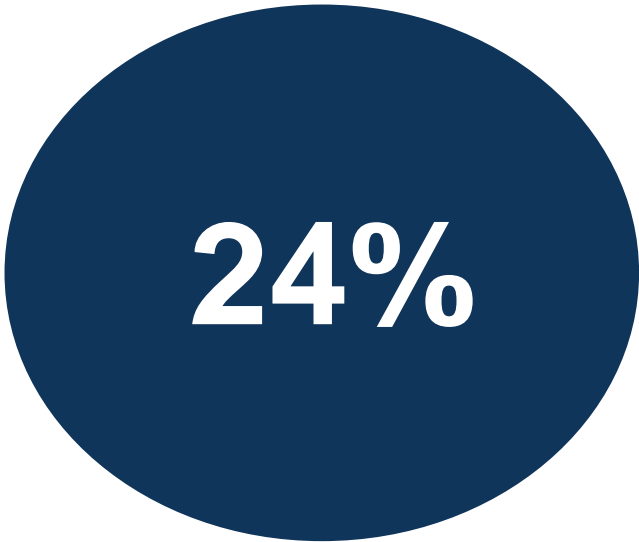


GOOD NEWS, COOKIE BANNERS DOES MATTER!

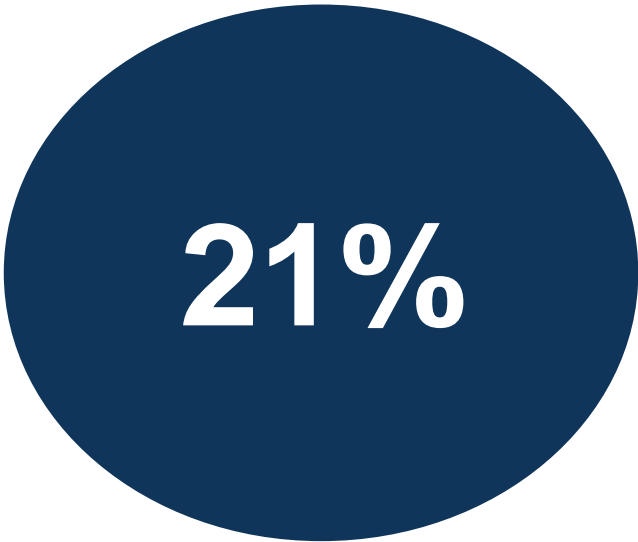
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FINLAND

USES ADBLOCKER, %

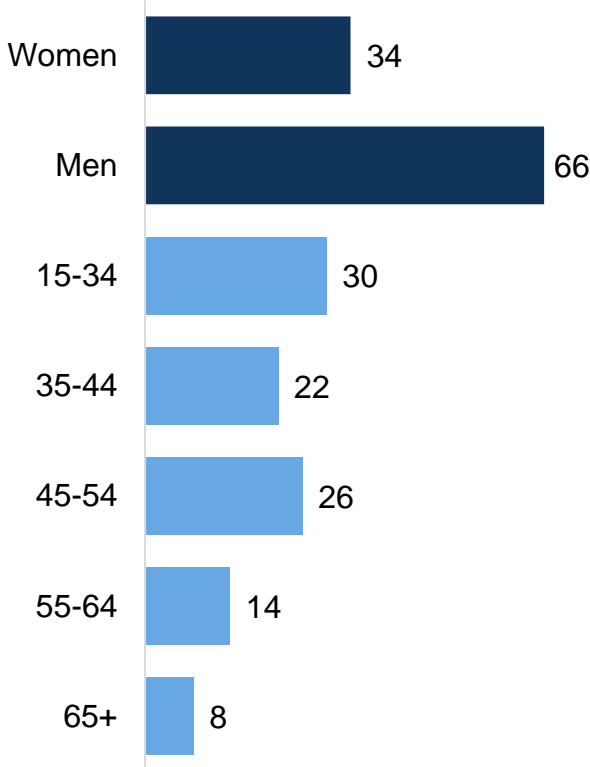


2021

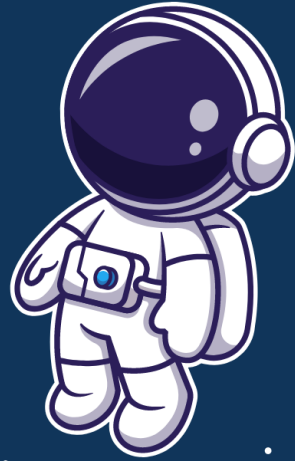


2023

ADBLOCKER USERS PROFILE, %



AD BLOCKER USAGE MIGHT BE DECLINING



Should IAB take a role in educating consumers about topics such as business models of ad-supported internet, cookies etc?