

Overtargeted video ads more frustrating than high ad load, US internet users say

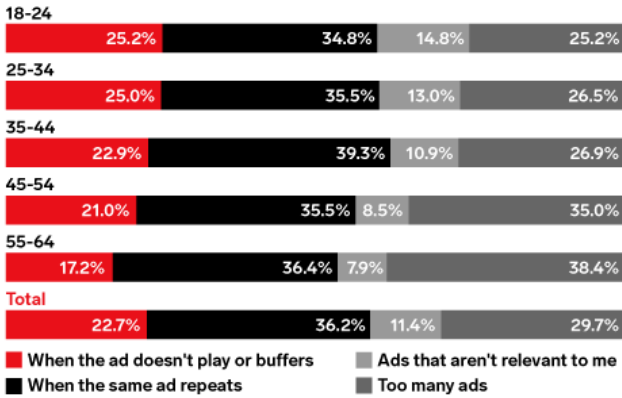
Article

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In all but the oldest age group, US adult internet users said their greatest frustration with ad-supported video content is being served the same ad repeatedly. **This means for nearly every generation of viewers, overtargeting is a greater source of annoyance than high ad load.**

Issues that Frustrate US Internet Users Most About the Ad Experience of Ad-Supported Video Content, by Age, June 2021

% of respondents in each group



Note: numbers may not add up to 100% due to rounding

Source: Penthera, "2021 Video Streaming Behaviors," July 21, 2021

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