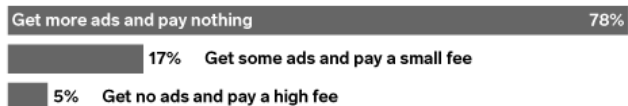


Consumers are okay with more ads if they don't have to pay

Article

US Consumers Preference to Access Websites, Apps, and Online Services, Nov 2023

% of respondents



Note: n=1,535 ages 18-64

Source: Interactive Advertising Bureau (IAB), "The Free and Open Ad-Supported Internet: Consumers, Content, and Assessing the Data Value Exchange," Jan 30, 2023

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Beyond the chart:

- Consumers want free content in exchange for ads on websites and apps, which bodes well for ad-supported platforms and services.
- While this chart refers specifically to websites and apps, advertisers may see similar preferences from streaming as viewers get more comfortable with ads on subscription platforms.
- Programmatic digital display ad spend will reach \$157.35 billion in 2024, a 15.9% increase YoY, according to our December 2023 forecast.

Use this chart:

- Demonstrate consumers' comfort with ads.
- Evaluate consumer opinion of ad-free subscription tiers.

More like this:

- Programmatic ad spend has gotten more diverse and mobile-dominated
- 5 recent charts forecasting how ad spend is changing, from retail media to programmatic
- Programmatic digital display ad spend will grow three times as fast as nonprogrammatic in 2024
- Display advertising in 5 charts: From programmatic to retail media

Note: Respondents were asked, "If you had the choice, how would you prefer to access websites, apps and online services?"

Methodology: Data is from the January 2024 Interactive Advertising Bureau (IAB) report titled "The Free and Open Ad-Supported Internet: Consumers, Content, and Assessing the Data Value Exchange." Over 1,500 US consumers ages 18-64 were surveyed during July-November 2023. Generational respondents were broken out into Gen Z (19% 1997-2005), Millennials (34% 1981-1996), Gen X (35% 1965-1980) and Boomers (12% 1959-1964).