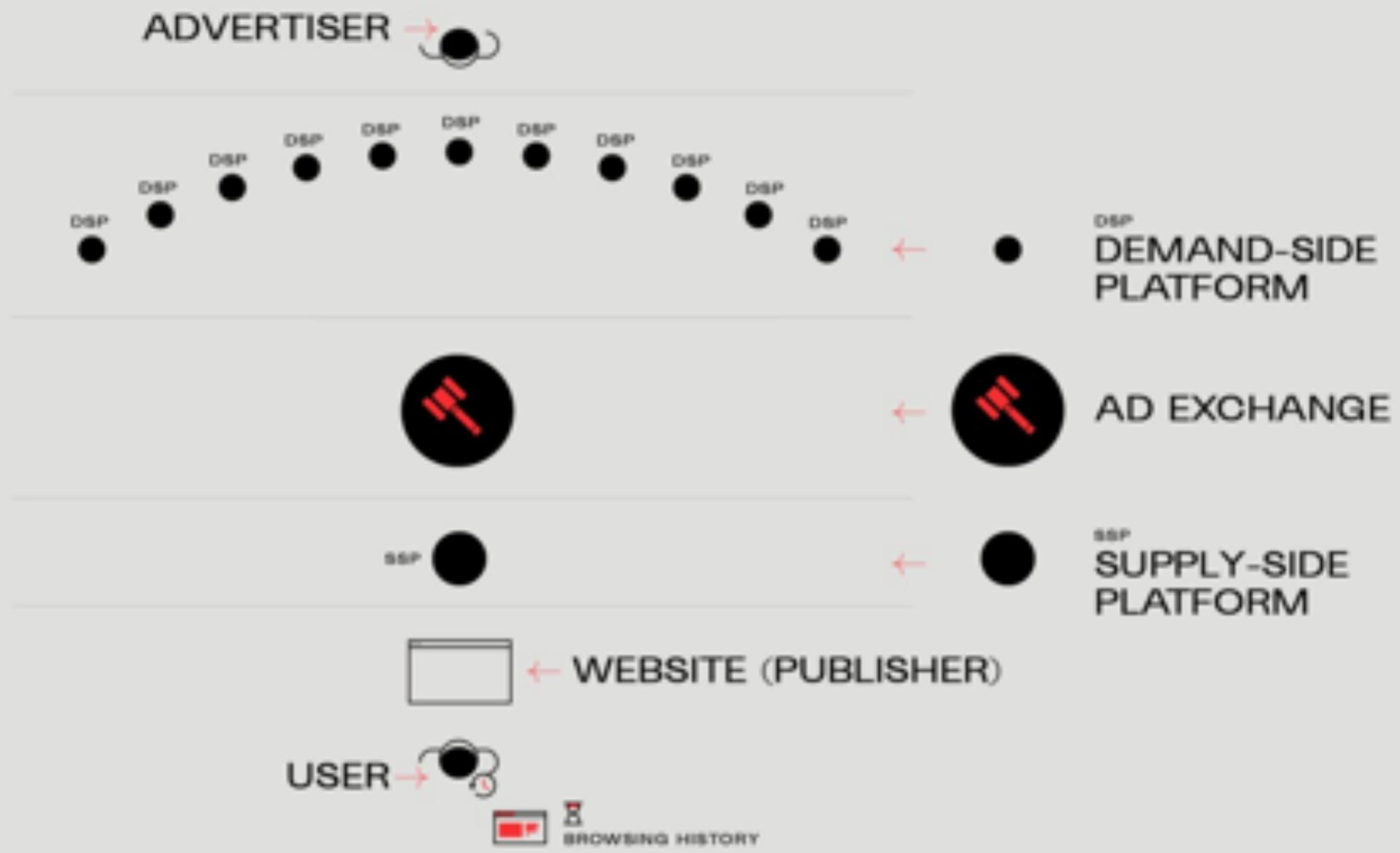
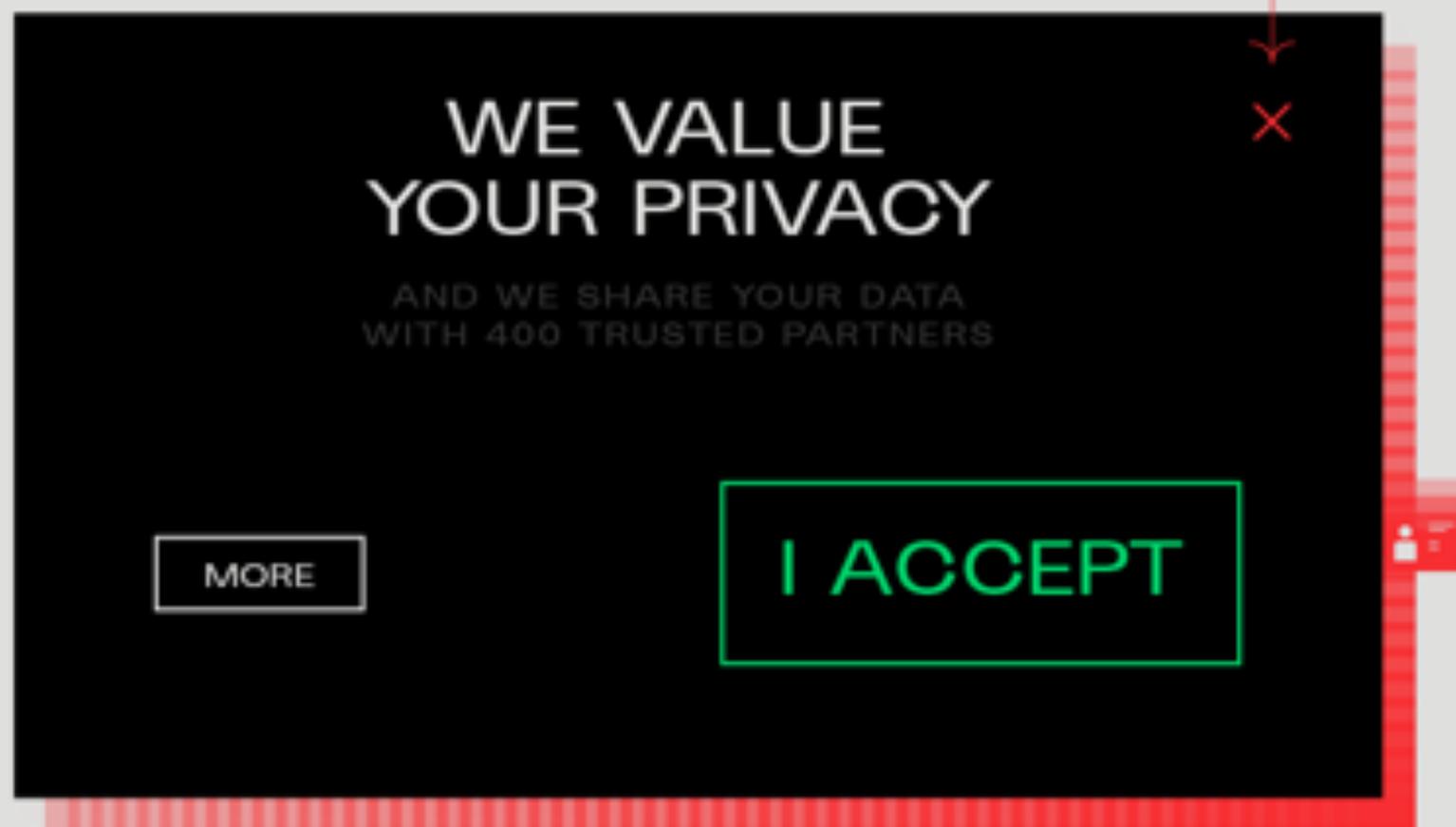


IS ETHICAL ADVERTISING POSSIBLE?

@ka_iwanska



HERE YOU ACCEPT TOO



WE VALUE
YOUR PRIVACY

AND WE SHARE YOUR DATA
WITH 400 TRUSTED PARTNERS

MORE

I ACCEPT

The modal features a dark background with white text. A red 'X' icon is located in the top right corner, with a red arrow pointing to it from the text 'HERE YOU ACCEPT TOO' above. The modal is framed by a red border with a vertical striped pattern on the right side. A small red button with a white icon is visible on the right edge of the modal.



Where did the money go? Guardian buys its own ad inventory

04 Oct 2016 | [David Pidgeon](#)

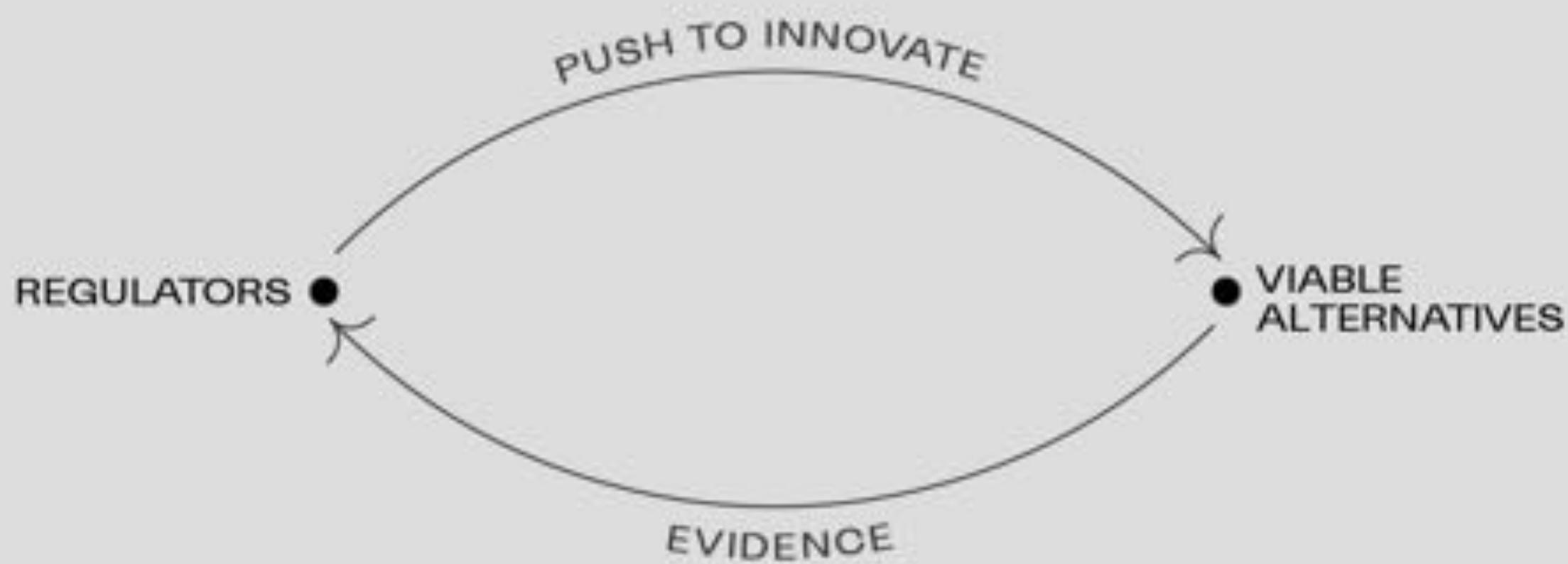


Ad fraud likely to exceed \$50bn globally by 2025 on current trends second only to the drugs trade as a source of income for organized crime.

World Federation of Advertisers

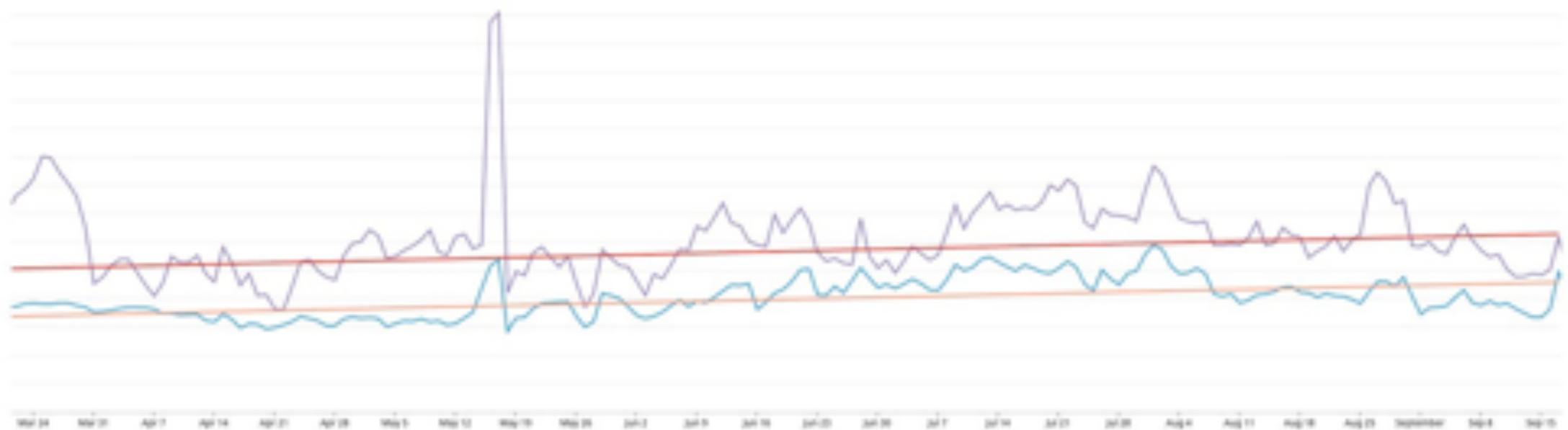
→ WHY ONLINE ADVERTISING IS BROKEN

- NO TRANSPARENCY
- INTRUSIVE PROFILING
- ILLUSION OF CONSENT
- MASSIVE DATA BREACH
- POTENTIAL FOR DISCRIMINATION
- BROKEN BY DESIGN AND BY DEFAULT
- RISE OF CLICKBAIT AND ADFRAUD
- ADTECH TAX
- ENVIRONMENTAL COST
- SURVEILLANCE CAPITALISM





52%? 4%? 0?



The p95 distribution of bid prices (purple line) placed by the Kobler contextual platform and corresponding clearing prices (blue line) during a six months period in 2019. In addition trend lines for both graphs.

Our analysis revealed that during this six months period in 2019:

- advertisers **bid on average 3,4x** the average CPM that Norwegian publishers have from programmatic sales, with a **clearing price of 2,3x** this average CPM
- the **average bid went up 25%** while the ad spend going through the platform quadruplicated

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IS ETHICAL ADVERTISING POSSIBLE?

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ADVERTISER → 



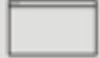
←  DSP DEMAND-SIDE PLATFORM



←  AD EXCHANGE



←  SSP SUPPLY-SIDE PLATFORM

 ← WEBSITE (PUBLISHER)

USER → 
 BROWSING HISTORY

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I ACCEPT

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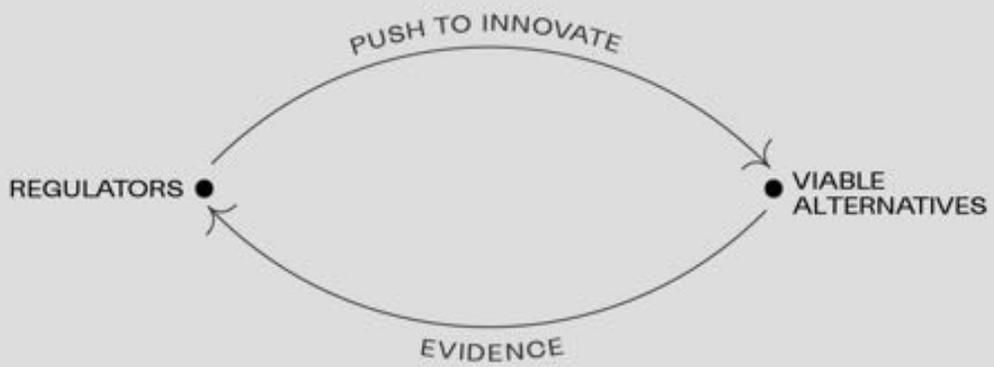


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Our analysis revealed that during this six months period in 2019:

- advertisers **bid on average 1,4x** the average CPM that Norwegian publishers have from programmatic sales, with a **clearing price of 2,3x** this average CPM
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