IS ETHICAL ADVERTISING POSSIBLE?

@ka_iwanska
WE VALUE YOUR PRIVACY
AND WE SHARE YOUR DATA WITH 400 TRUSTED PARTNERS

MORE

I ACCEPT
Where did the money go? Guardian buys its own ad inventory
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
- Broken by Design and by Default
- Potential for Discrimination
- Rise of Clickbait and Ad Fraud
- AdTech Tax
- Surveillance Capitalism
- Environmental Cost
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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04 Oct 2016 | David Pulgeon
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