



Real Views by Real People



The AdColony Brand Safety Survey

The AdColony Brand Safety Survey was distributed globally throughout 2018 and asked consumers about purchasing behavior, content, preferred platforms to encounter ads, and more. Respondent ages ranged from 16 to over 75, with a large portion of female participants.





Respondent Demographics

AdColony Brand Safety Survey 2019



Majority (70%) of respondents were 35 years of age or older



Majority of participants were female

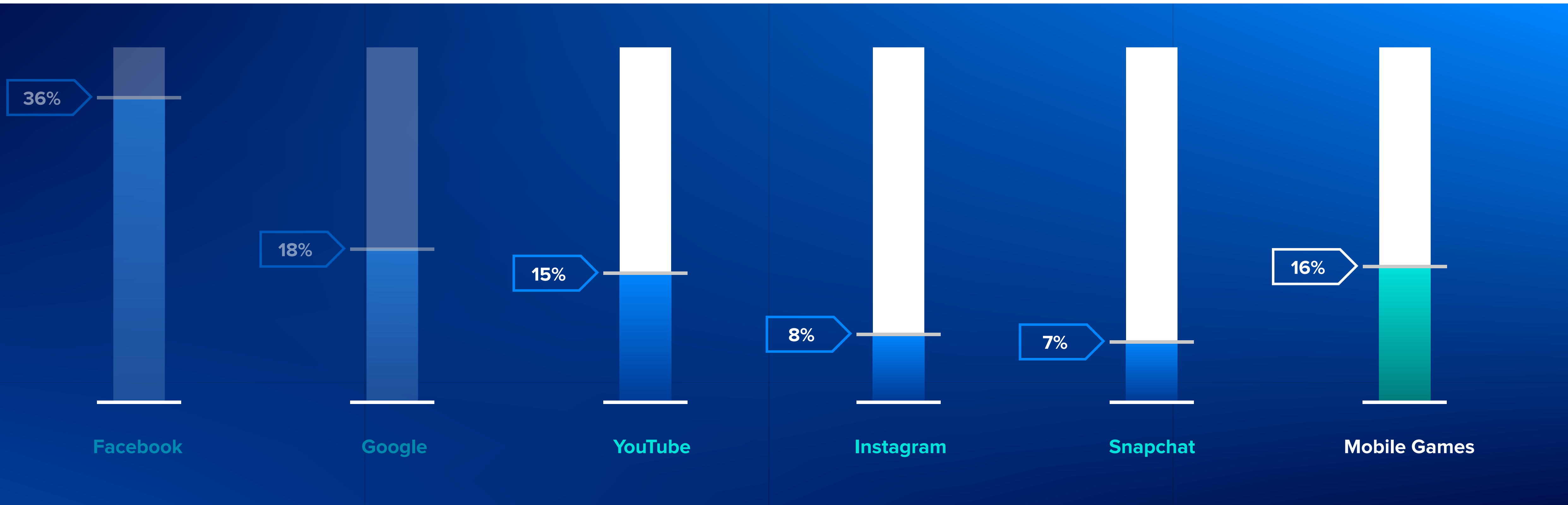


Nearly 60% of responses came from North America



Preferred Platforms to Encounter Ads

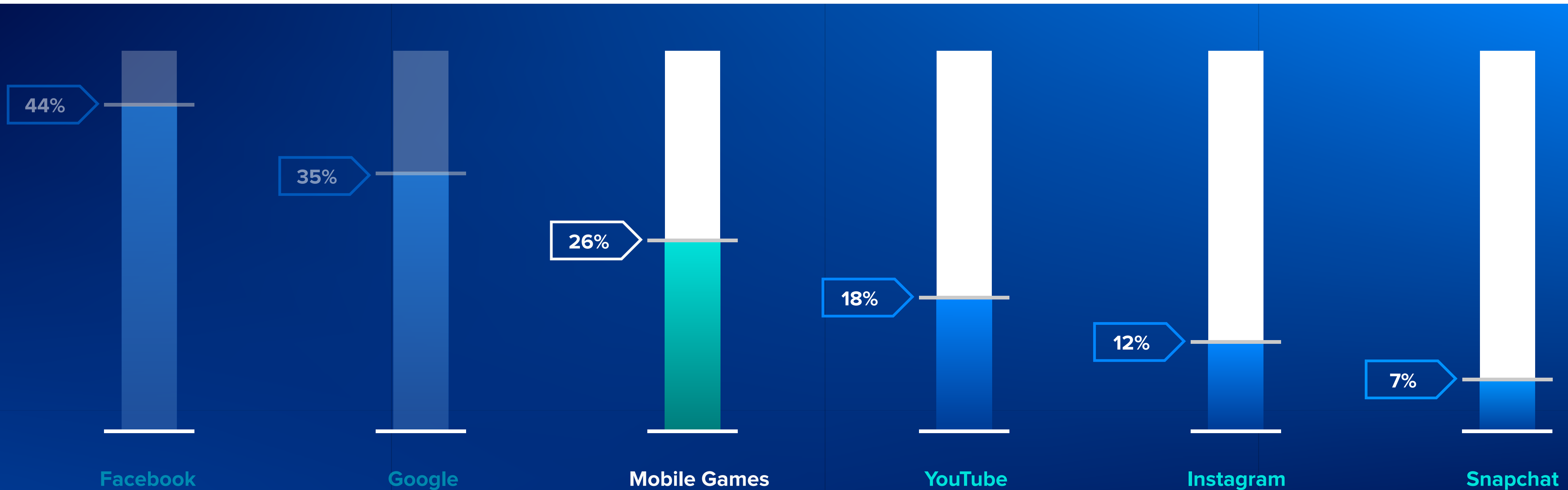
Consumers prefer to see ads on Facebook and Google, but they like to see ads in Mobile Games over YouTube, Instagram and Snapchat





Purchasing Behavior

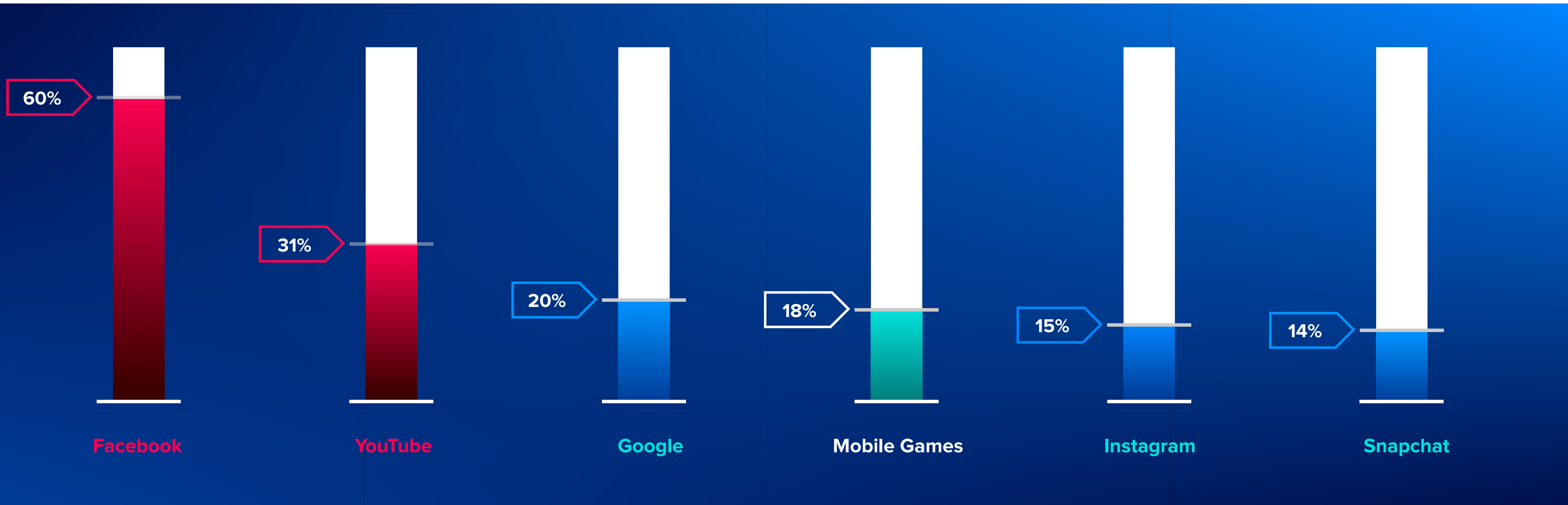
Consumers are accustomed to purchasing products & services they see on Facebook and Google, but they are also likely to buy after seeing an ad in Mobile Games





Undesirable Content

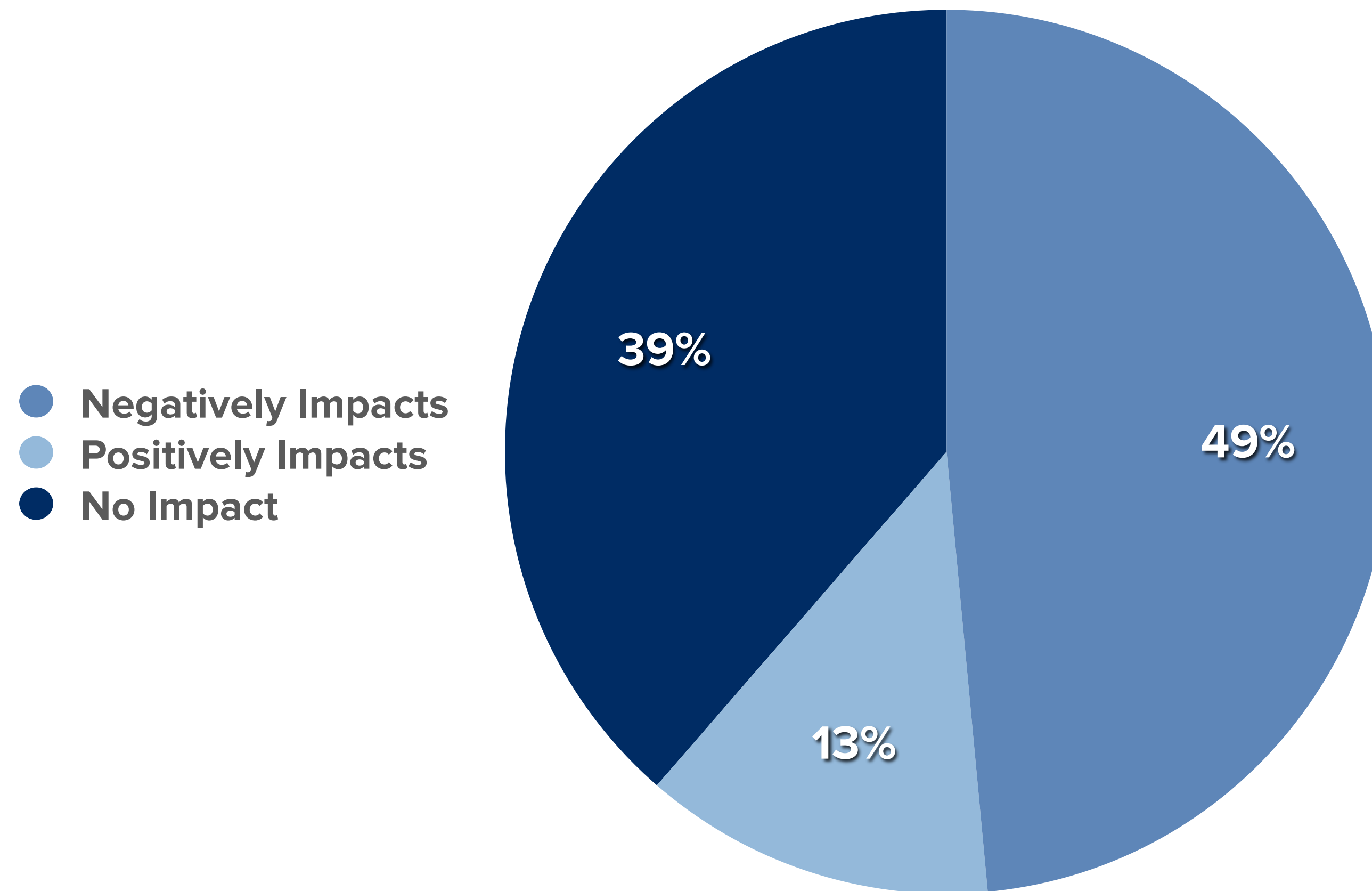
The majority of consumers encounter hateful, inappropriate, or offensive content on Facebook and YouTube



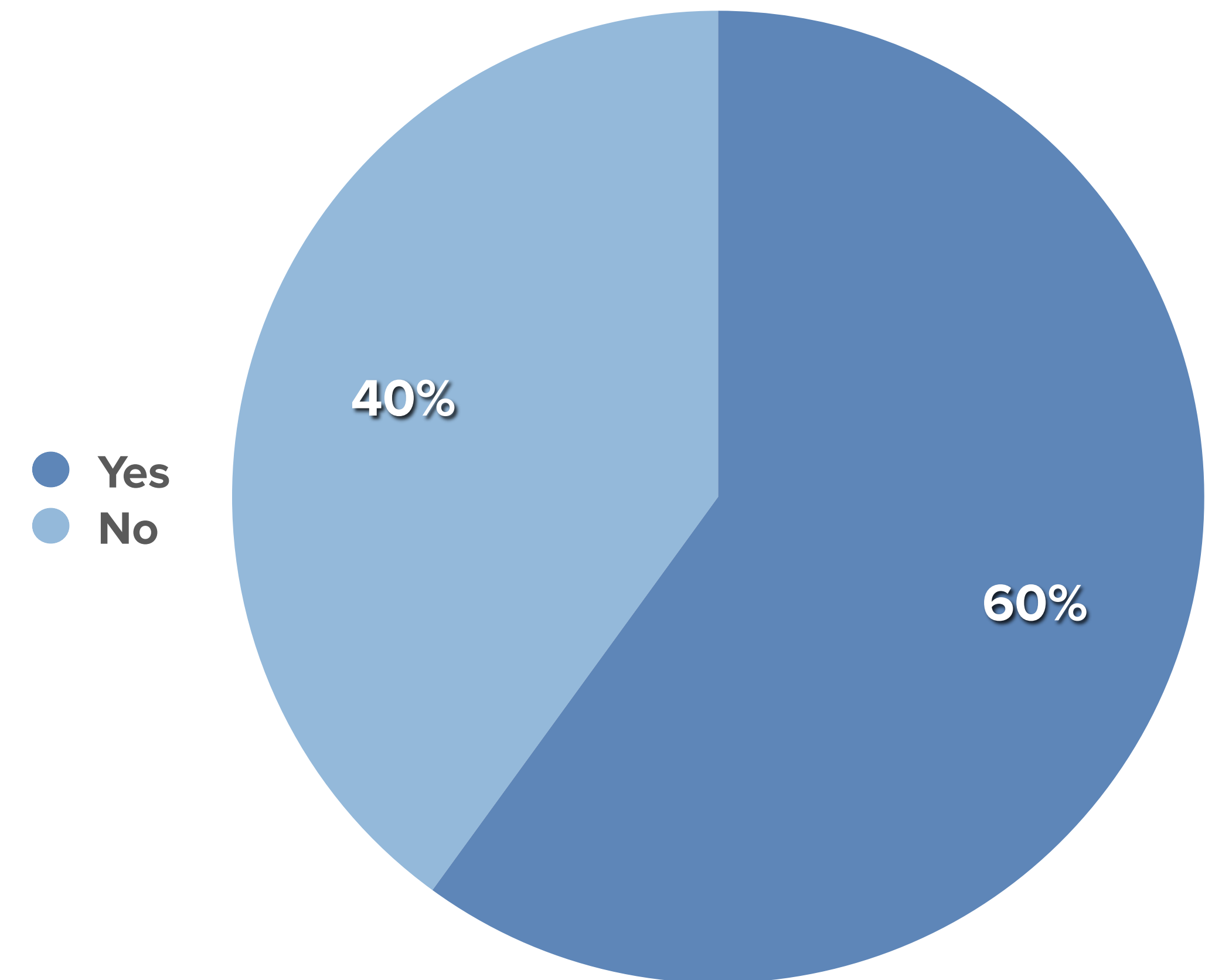


Advertiser Impacts & Platform Perceptions

When consumers see hateful, inappropriate or offensive content placed next to, above, or below an ad, it negatively impacts their view of the advertiser and of the platform



Advertiser

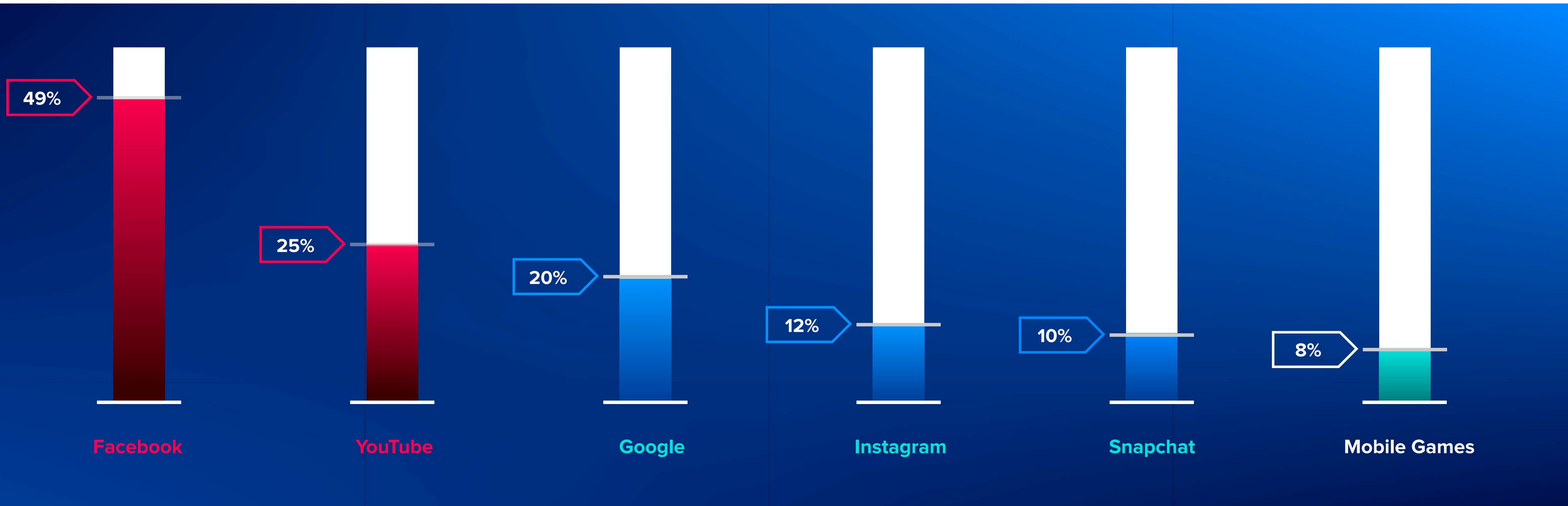


Platform



The “Fake News” Problem

Consumers still encounter an overwhelming amount of “fake news” on social media platforms



● 37% have not seen “Fake News” content on these platforms



Thank You!