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Via Online Filing<sup>1</sup>

Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

Dear PrivacyCon Organizers,

I would be delighted to present a study conducted by the Future of Privacy Forum regarding consumers' views and use of ad blocker technology at the January 2017 PrivacyCon. Our research examines issues at the heart of two topics the PrivacyCon team identified as areas of particular interest to the Commission – “quantifying consumers’ privacy and security interests” and privacy controls.

FPF engaged comScore to interview Internet users about their views regarding ad blocking technologies. We held a moderated, guided discussion of 57 savvy users – individuals who have more than one connected device and who employ ad blockers and other privacy enhancing technologies. We sought to better understand these consumers’ general online and privacy habits. The March 2016 study *Consumer Views Regarding Ad Blocking Technology* finds that:

- Many users do not understand how ad blocking technologies operate.
- Ad blockers are often used in combination with other technologies that are perceived to enhance privacy and security.
- Consumers cited malware concerns, loading speed and general annoyance with ads as the most important factors when deciding to employ ad blocking technologies.
- Some types of ads are viewed by consumers as more invasive than others, e.g. pop-up ads, large ads, un-skippable video ads, ads that unexpectedly play with sound, ads that delay content from loading and excessively repeated ads.

I believe that this study would contribute to PrivacyCon’s focus on empirical research regarding quantification of consumers’ privacy and security interests, as well as the event’s focus on consumer controls.

Thank you,

John Verdi

VP of Policy, Future of Privacy Forum

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<sup>1</sup> <https://ftcpublic.commentworks.com/ftc/privacyconresearch>

**Submission Details**

Requester: John Verdi,

Publication details: The Future of Privacy Forum's *Consumer Views Regarding Ad Blocking* has not been previously published.

Completed research presentation: (attached)

Title and Abstract: Future of Privacy Forum, *Consumer Views Regarding Ad Blocking* (2016)