



For most people, online ads are just a part of the online experience. They're there, whether you like them or not. But what if you could go online and not see any ads? No pop-ups. No banners. Just the content YOU choose to see. Would you like it? Would you still like it if you had to pay to have the ads removed? Well, one-third of us (33%) would be willing to pay to get rid of online advertising. Could this be a new revenue stream for sites that host ads? Maybe. But for sites that sell pay-per-click advertising, the loss of eyes could neutralize the new revenue and keep the balance sheet just where it was.

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Sociallogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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