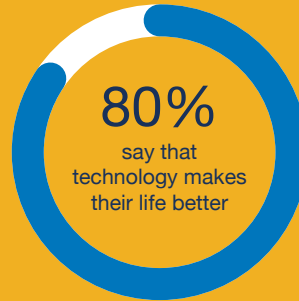


Could Advertising Turn Consumers Away From Technology?



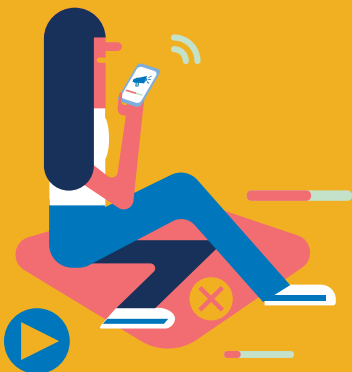
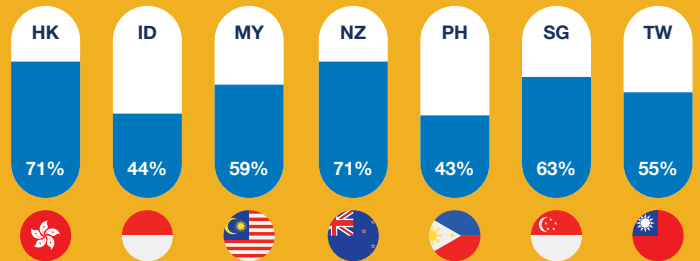
57%
of consumers say they would use certain technology services less if they receive ads once a day or more ^{[1][2]}

Consumers generally have a positive view of technology, but are equally concerned about data privacy



Differences in tolerance across Asia Pacific

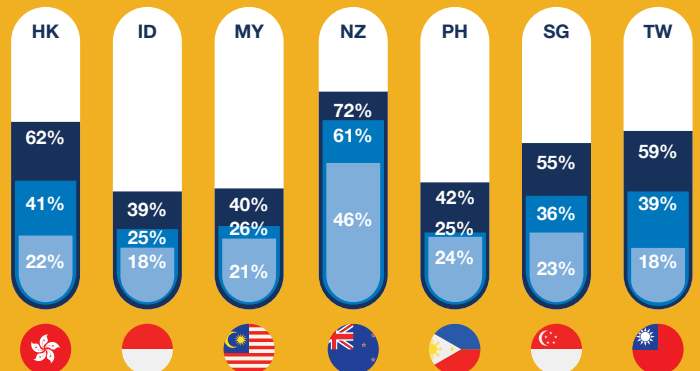
% who say receiving ads once a day or more would make them use a technology service less ^[2]



Advertisers and technology providers need to be cautious over ad lengths

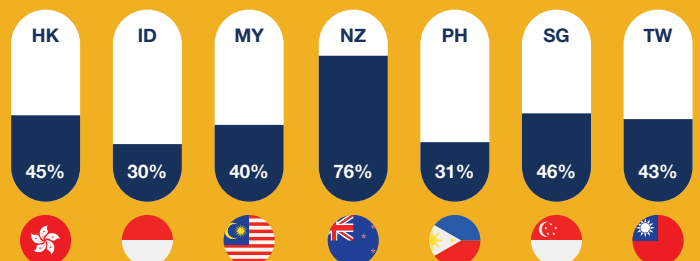
% who say this type of ad would give a negative experience ^[3]

● Static ● 5s Video ● 15s Video



Brands need to consider privacy when advertising in a connected home

% who say it is unacceptable for smart home devices to deliver advertising around the home ^[4]



[1] Average Hong Kong / Indonesia / Malaysia / New Zealand / Philippines / Singapore / Taiwan

[2] Average across Ecommerce and Mobile Wallet push ads, Ecommerce and Mobile Wallet In-app ads, and Ecommerce email ads

[3] Average across Ecommerce and Mobile Wallet In-app ads

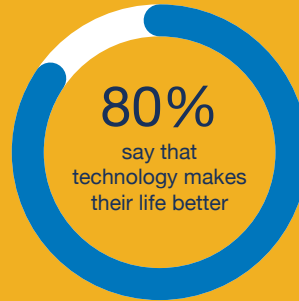
[4] Average across children's room / living room / dining room / kitchen / workroom / bedroom / bathroom

Could Advertising Turn Consumers Away From Technology?



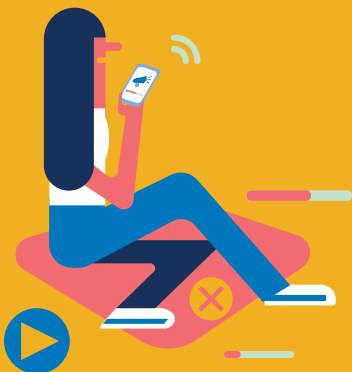
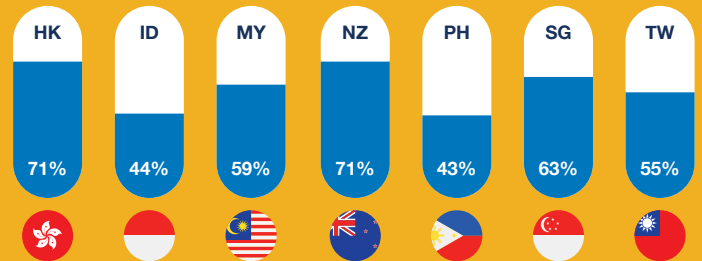
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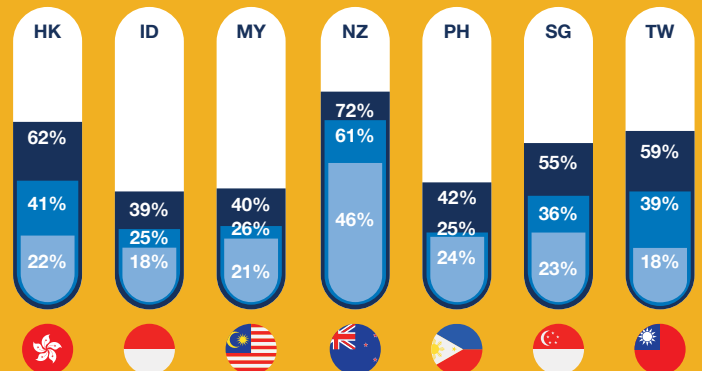
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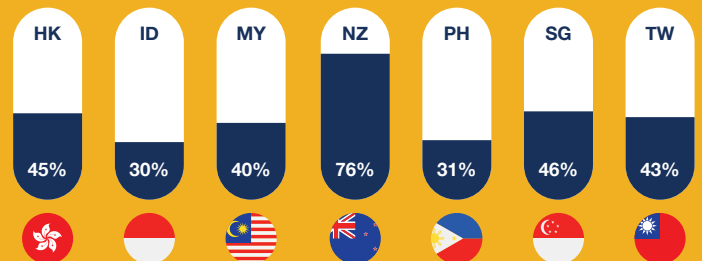
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