



2016 European Advertising Consumer Research Index

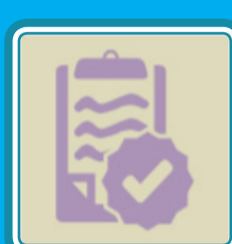


European Self-Regulatory Programme for Online Behavioural Advertising (OBA)

The Programme continues to grow. Today it supports:



229 billion
Icons delivered in 2015 alone



165
Licensed Companies*



149
Self-Certified Companies*



96
Certified Companies*

Youronlinechoices.eu

available in



27 different languages*



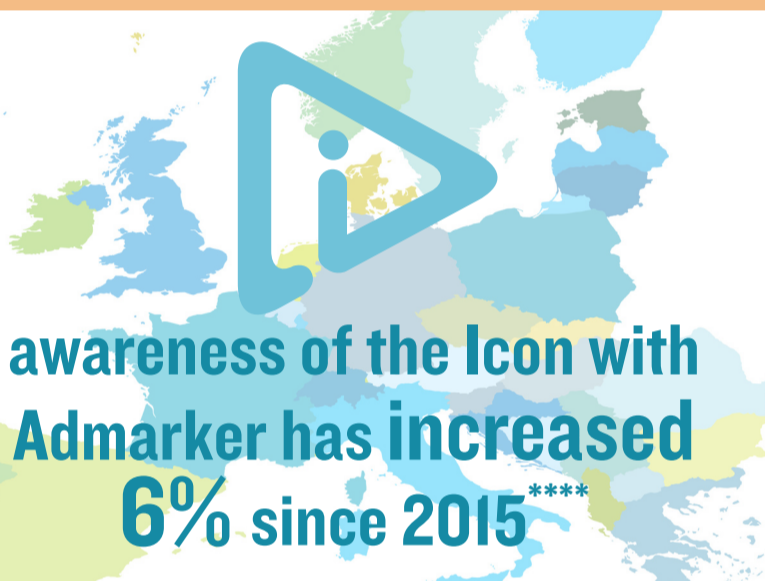
33 European markets*



120 companies integrated*



1.9 million
avg. monthly visitors (Jan-Nov 2016)



59%
of consumers in Portugal have seen the Icon**

In Great Britain awareness has risen steadily for four consecutive years - now at **34%**, that is a **6%** increase from 2015 and a **13%** increase from 2012

At least **1 in 4**



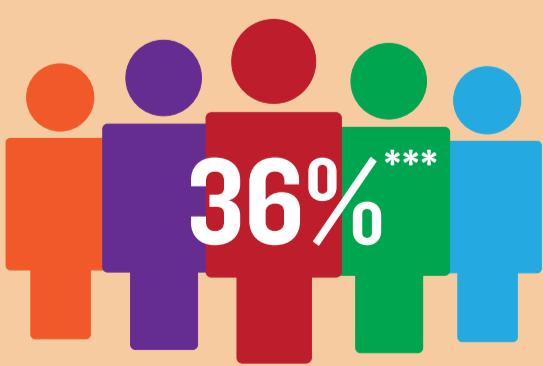
consumers who have seen the OBA Icon say they have clicked on it across 14 out of 15 countries surveyed, rising to **45%** in Bulgaria

When asked what the  means, a top two response in 12 of 15 countries was...

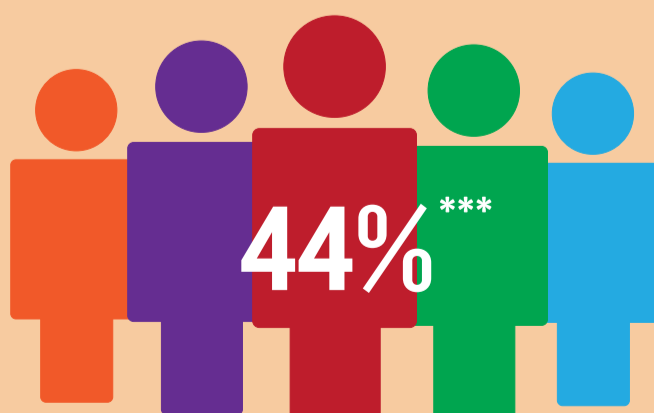
Manage your privacy preferences



Potential to increase favourability



Felt that having this information made them trust the brand advertised more



Were more favourable about OBA



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*Research commissioned by TRUSTe and the EDAA and conducted by Ipsos MORI amongst 15,000 people across 15 European Markets in Nov 2016
All companies & figures accurate as of 20 Nov 2016 ** Plus Admarker text e.g. AdChoices * Based on adults aged 18-50 across all countries surveyed
**** In 13 countries with 2015 data