



Total Value Assigned by Consumers to Free Ad-Supported Online Content and Services

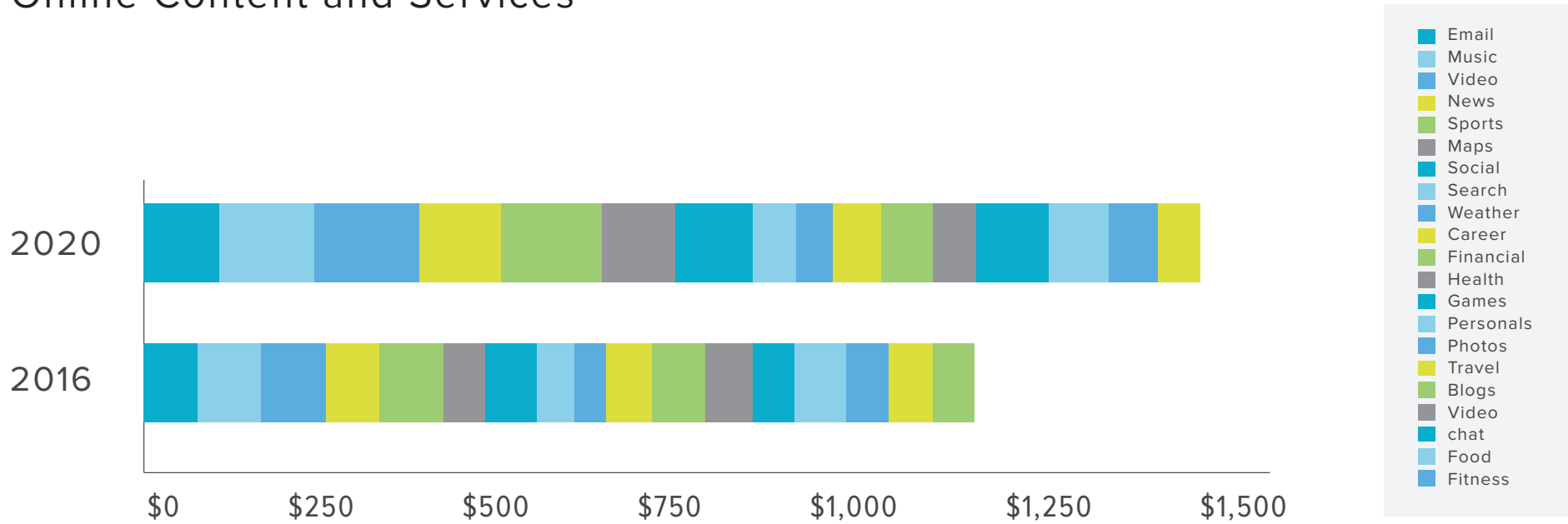
**\$116.99**  
MONTHLY

**\$1,403.88**  
ANNUALLY

Survey conducted via SurveyMonkey from September 16-17, 2020 among 1,080 US adults. Margin of error +/- 3% at 95% confidence level.

DIGITAL  
ADVERTISING  
ALLIANCE

# Total Value Assigned by Consumers to Free Ad-Supported Online Content and Services



MONTHLY  
**\$116.99**

2020	\$116.99
2016	\$99.77

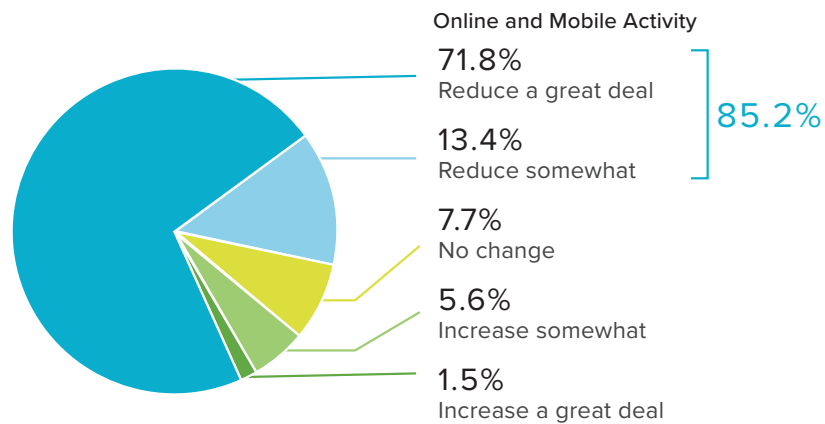
ANNUALLY  
**\$1,403.88**

2020	\$1,403.88
2016	\$1,197.24

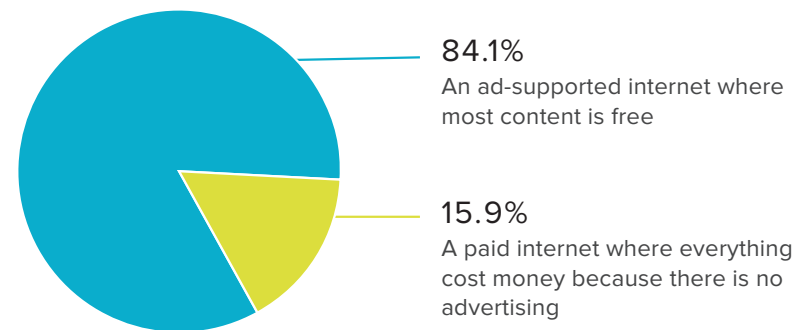
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# CONSUMER PERCEPTIONS ON THE VALUE OF AD-SUPPORTED CONTENT AND SERVICES

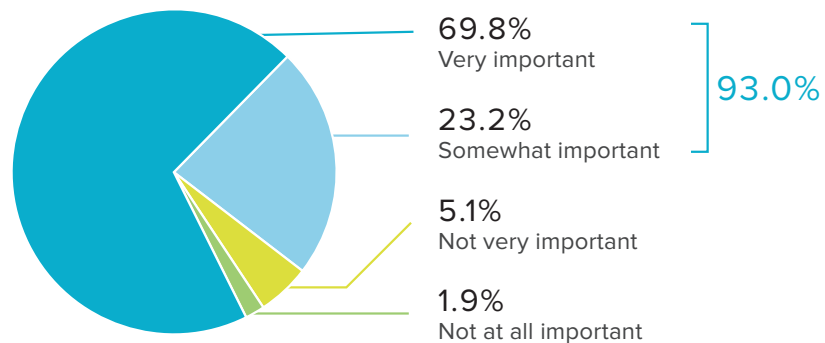
**Q:** If you had to pay several hundred dollars a year or more for the online content and services and mobile apps you currently get for free, how would that change your behavior?



**Q:** Which of the following would you prefer: an Internet and mobile experience where there are no ads, but you have to pay for most content you read/see like blogs, entertainment sites, video content and social media, or today's Internet in which there are ads, but most content is free?



**Q:** Overall, how important to you is free Internet content like news, weather, e-mail and blogs?



**Q:** If you were planning to buy a new mobile phone, and two models you liked had comparable features and price, but one offered fewer free apps, how likely would you be to buy the phone that offered more free apps?

