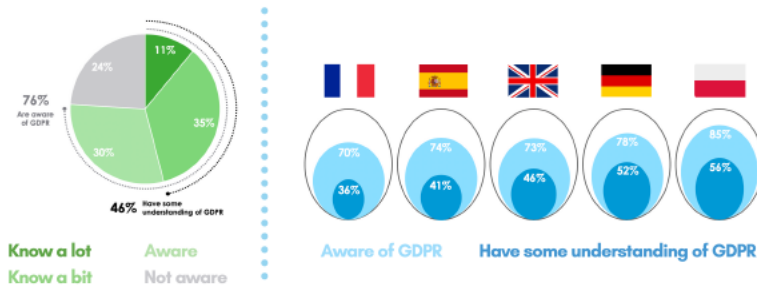


How EU citizens perceive digital advertising since GDPR



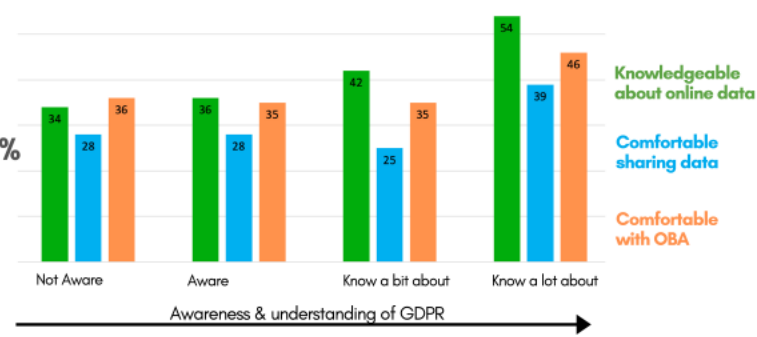
EDAA survey conducted by MTM in March 2019 on 5000 internet users equally spread across France, Germany, Poland, Spain & the UK

Despite slight market differences, 3 in 4 consumers have a general awareness of GDPR, though not necessarily a working knowledge of its impact



Despite lacking a thorough understanding, around 2 in 3 consumers were aware when asked of some of GDPR's purposes & provisions. 40% of respondents agree they feel more knowledgeable since GDPR about the way in which information about them is collected and used online.

The introduction of GDPR has helped consumers feel more knowledgeable about online data, online behavioural advertising (OBA) and are more comfortable sharing their data

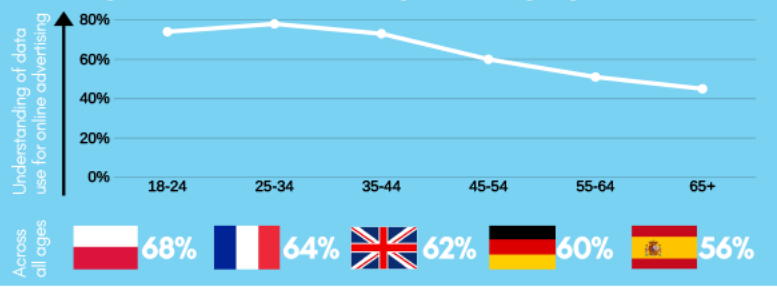


Many consumers now have some knowledge of how data is used for advertising, but 72% would like to find out more

Despite its discrete positioning, 1 in 3 consumers have used the AdChoices icon



Understanding of the use of data for online advertising varies according to age and market



Users of the AdChoices icon feel more informed, have a better understanding of data use, and are more receptive towards OBA and site personalisation

