

A 22-question survey was designed and fielded by OnDevice Research in 18 markets (Argentina, Australia, Brazil, Canada, China, Ecuador, France, Ireland, Italy, Japan, Norway, Russia, South Africa, Sweden, Turkey, the U.K., the U.S., and Uruguay) from April 21 - May 8, 2017. Two hundred adults, age 184, were interviewed for each market. Respondents confirmed that they own and use a smartphone, and are aware of and use either the mobile web or mobile apps to access the internet on their mobile device.

This IAB research was conducted with the additional support of IAB Argentina, IAB Australia, IAB Brazil, IAB Canada, IAB China, IAB Ecuador, IAB France, IAB Ireland, IAB Italy, IAB Japan, IAB Norway, IAB Russia, IAB South Africa, IAB Sweden, IAB Turkey, IAB U.K., and IAB Uruguay.

About IAB

The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. It is comprised of more than 650 leading media and technology companies that are responsible for selling, delivering, and optimizing digital advertising or marketing campaigns. Together, they account for 86 percent of online advertising in the United States. Working with its member companies, the IAB develops technical standards and best practices and fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. The organization is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the IAB advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. There are 43 IABS licensed to operate in nations around the world and one regional IAB, in Europe. Founded in 1996, the IAB is headquartered in New York City and has a West Coast office in San Francisco.