

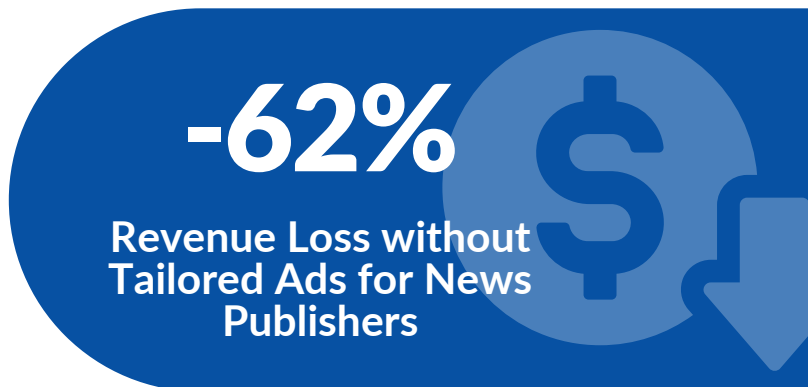
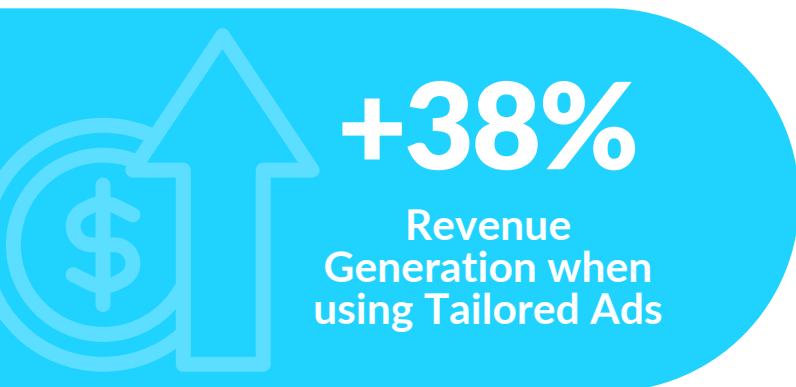


Tailored Advertising Benefits SMALL PUBLISHERS



Tailored advertising helps keep ad costs down, supports diverse content, and empowers smaller publishers to compete with dominant platforms.

- Smaller publishers, with less user data, rely most on tailored ads to compete and monetize effectively.
- By enabling interest-based ads, small and niche publishers can monetize more effectively. A shift away would disproportionately harm smaller publishers, especially those without alternative monetization models.



- In 2024, only 22% of Americans paid for online news; 56% said they're unwilling to pay at all. Tailored ads help keep digital content free or low-cost, reducing reliance on paywalls that limit access—especially for lower-income users.

TAILORED ADVERTISING

- refers to advertisements that are intended to be a match for people based on websites they visit, products they search for, and apps they use.
- is the most widely utilized type of digital advertising. It maximizes the relevance and effectiveness of ad campaigns and is vital for a free and open internet.
- is essential for maintaining a robust, competitive internet marketplace serving both established and new businesses by helping them engage with existing customers and reach new audiences.



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