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NAI Consumer Survey Reveals Strong Support for Ad-Supported Media and Federal Privacy Framework

WASHINGTON, D.C (October 22, 2019) - The Network Advertising Initiative (NAI) today released a report summarizing the findings of a recent survey among 10,000 internet users in America to find out more about what they think about digital advertising, online content, and privacy.

The [survey results](#) feature three key findings:

1. Americans have significant online privacy concerns that are primarily driven by bad actors, such as hackers.
2. Consumers strongly favor ad-supported media and online services over those that require payment.
3. American consumers are overwhelmingly looking to Congress and the Federal Government to address privacy concerns.

"Not surprisingly, the survey affirms significant privacy concerns online, but the fact that hackers and government surveillance continue to account for the greatest fears among nearly three quarters of Americans is noteworthy," said Leigh Freund, NAI President and CEO. "The survey also confirms that our efforts to provide consumers with privacy-protective advertising, and to promote a national framework to provide uniform privacy and data security protections, are the right focus. We hope the results of this survey serve as a catalyst for further discourse on consumer privacy and digital advertising." A summary of our survey results can be found [here](#).

About the NAI

The NAI is a non-profit organization and the leading self-regulatory association dedicated to responsible data collection and its use for digital advertising technology companies. Since 2000, we have been working with the leaders in online advertising to craft industry standards and policies to promote consumer privacy and trust in across the digital advertising ecosystem. Almost every Internet ad served in the United States involves the technology of one or more of the NAI's over 100 member companies. Together, these companies form the backbone of the thriving and diverse market of ad-supported free content and services. Additional information can be found at www.networkadvertising.org.

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