

Burda...



600
media
brands

**185m
users**





&



ELISE WAGNER

Leipzig

U.

Fr. J. Otsos

Spezialberatung

A. Siemee

FOCUS Büro HH

HH

Gabriele Rührer

FOCUS Report

München

Bärbel Thoma

~~FOCUS~~ Inhaltsberatung

OG

[Redacted]

[Redacted]

[Redacted]

Helen Schmetz

Chief Scientist

H

2

The 2 sides of privacy:

User < --- | --- > Media

3rd party



Privacy Protection For Everyone

Ghostery helps you browse smarter by giving you control over ads and tracking technologies to speed up page loads, eliminate clutter, and protect your data.

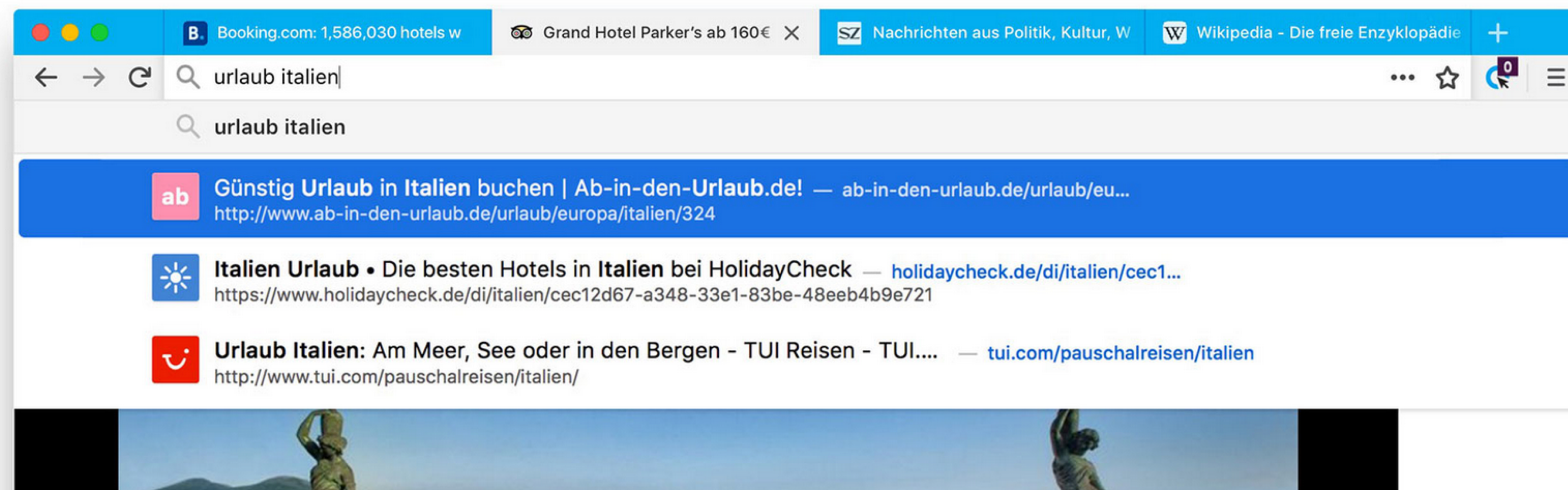
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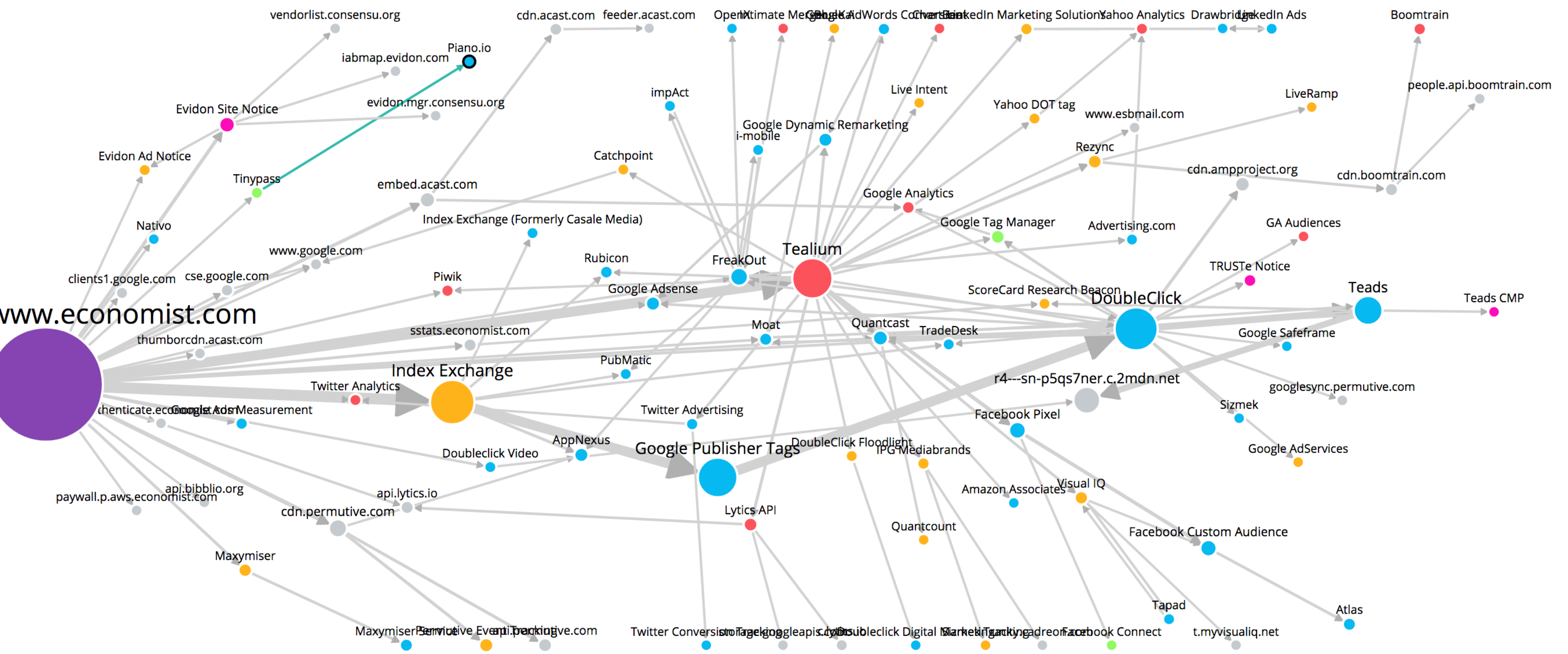
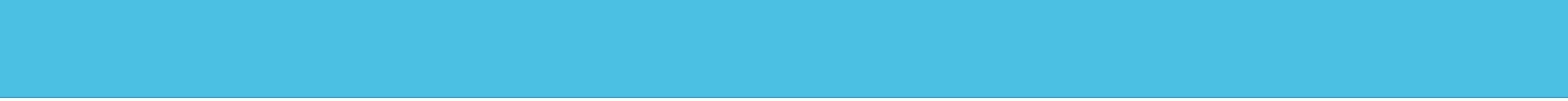
Advertisement

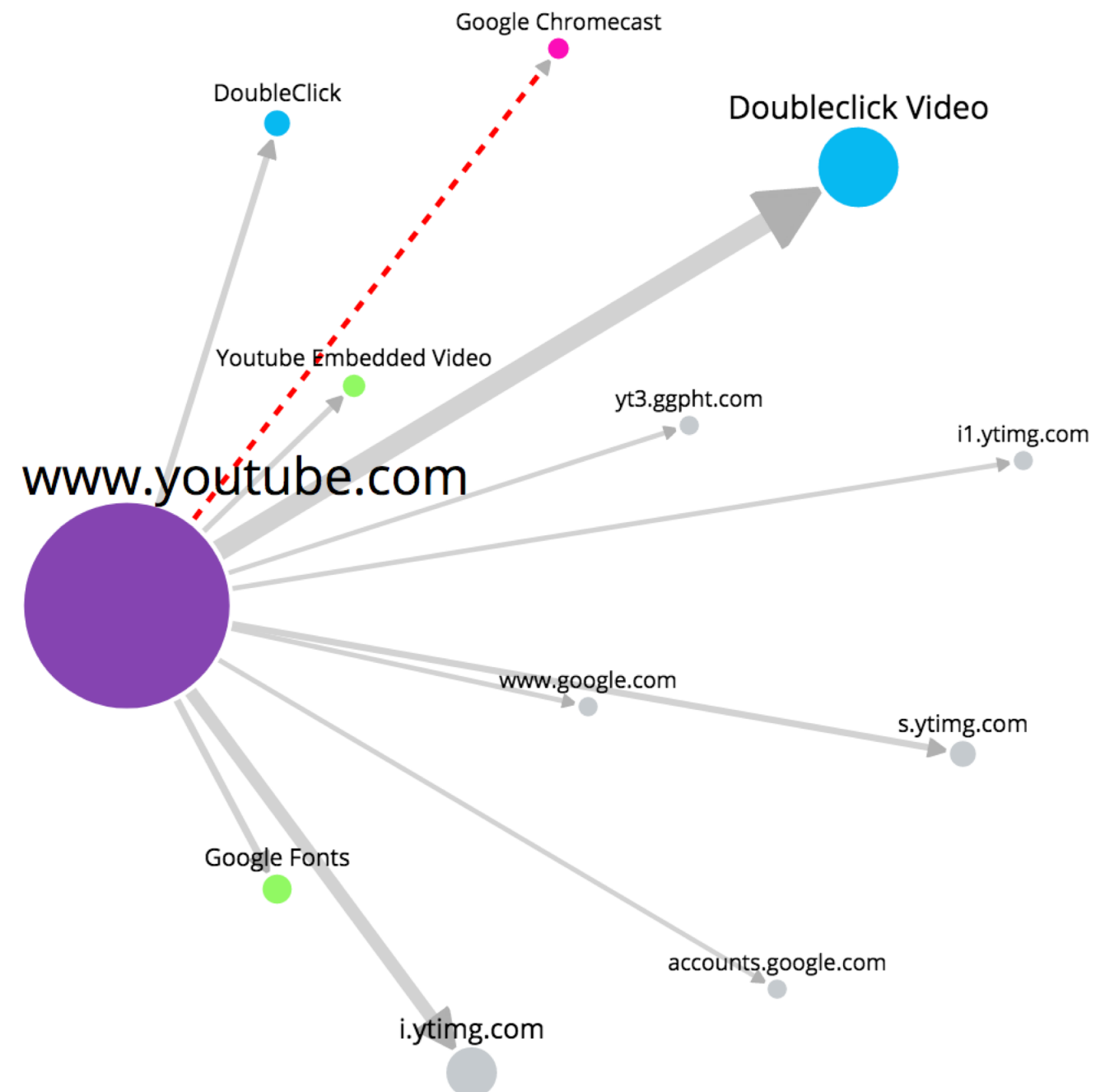
ARTICLE
WHY JAPAN REWARDS BOTH EMPLOYEES AND BUSINESSES

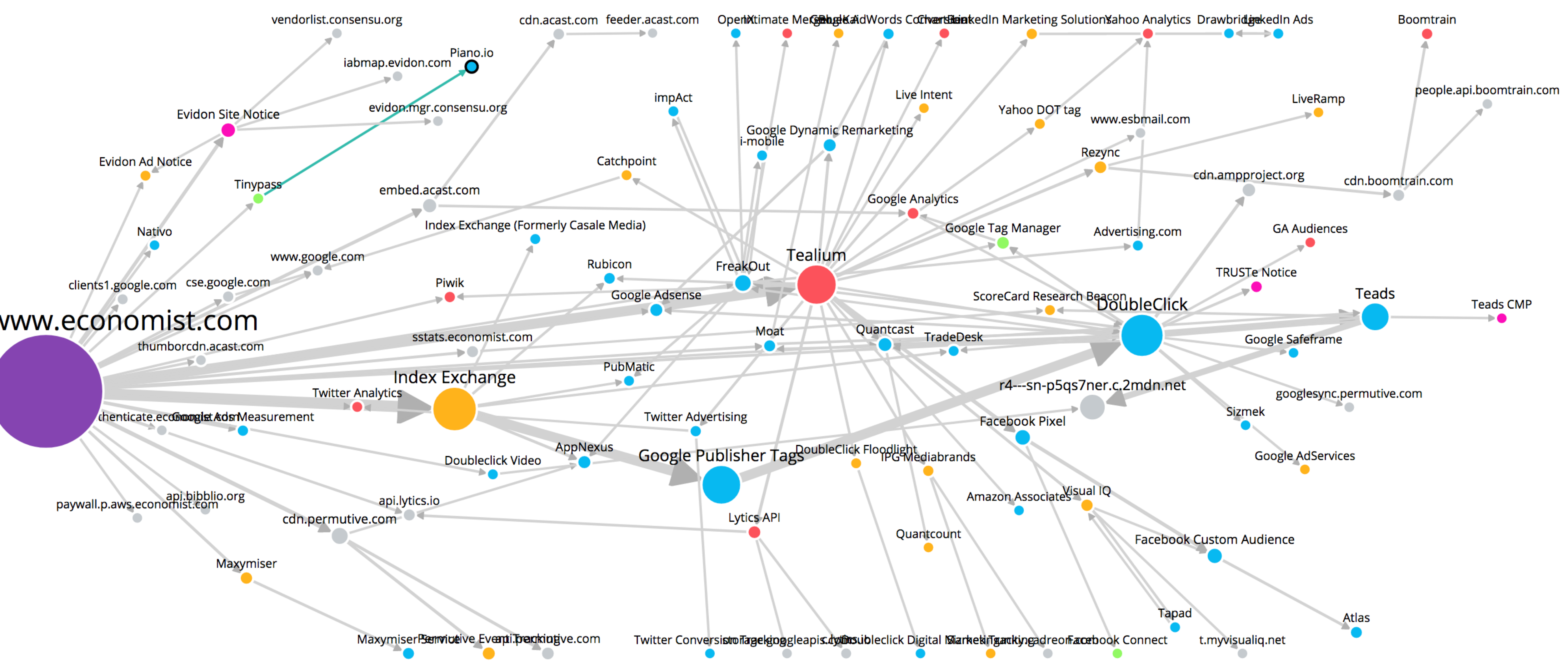
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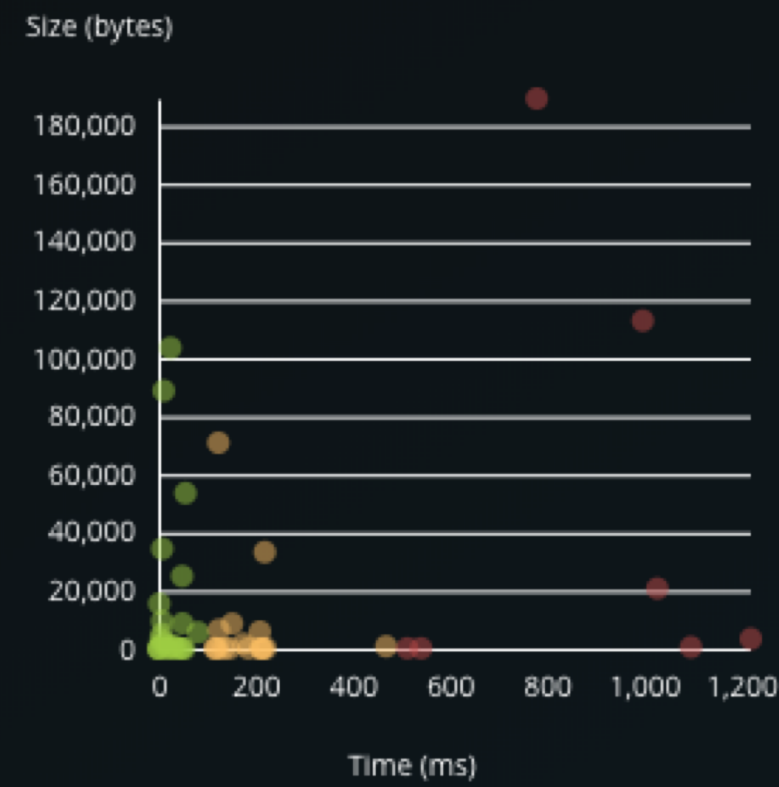


Overview

Global Trends

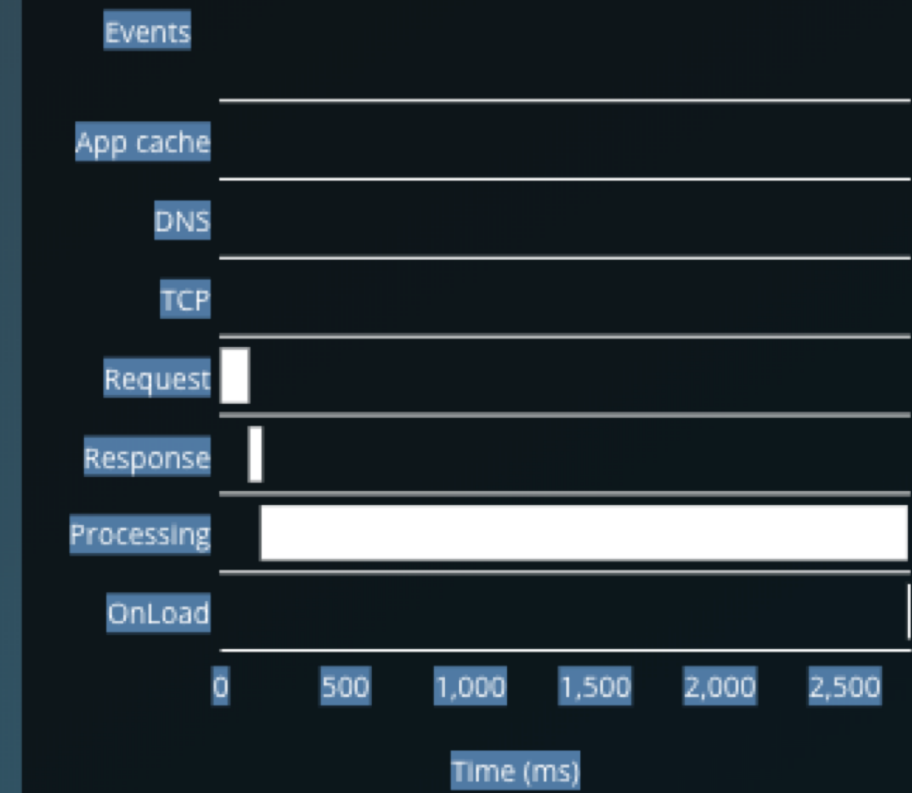
Tracker Distribution

0-99 ms 100-499 ms 500+ ms



Page Latency

Page Load Time: 2.77 sec



Page Size

1.1 MB



Tracker Requests

Timeline



0-99 ms 100-499 ms 500+ ms | Page event

Page Events

Tracker	Count	Size	Latency
Advertising.com	0	0 B	0 ms
Amazon Mobile Ads	1	0 B	39.02 ms
AppNexus	6	516 B	1.1 sec
BlueKai	1	48 B	185.99 ms
Boomtrain	2	4 B	212.66 ms
Catchpoint	2	8.61 KB	152.13 ms
Chartbeat	2		

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