

**For Immediate Release**  
September 15, 2011

**Contact**  
David Mack  
415-609-7155  
david.mack@463.com

**NetChoice Finds American Websites Would Lose \$33 Billion Over 5 Years If Congress Mandated EU-Style Opt-In Consent For Interest-Based Advertising**

(Washington, D.C.) NetChoice analyzed an MIT/Univ. of Toronto Study by Dr. Catherine Tucker and Dr. Avi Goldfarb which found that after European countries required opt-in to restrict interest tracking for online advertising, advertising effectiveness decreased on average by around 65 percent in Europe relative to the rest of the world.

Building off the work in the MIT-Toronto study, NetChoice forecast how an EU-style opt-in regime would impact American websites. NetChoice forecasts a \$33 billion loss to American websites over five years.

These revenue losses would have serious consequences for consumers, too:

- Websites will show more ads to make up some of the revenue loss.
- Websites will have less to spend on content, services, and innovation.
- Some websites will erect pay walls for content that users get for free today.

NetChoice Executive Director Steve DelBianco stated:

“American websites would lose \$33 billion over 5 years if Congress mandated EU-style opt-in consent for interest-based advertising.”

“Proponents of “Do-Not-Track” legislation talk about giving consumers what they want, but nobody is asking whether consumers want to start paying the price — if advertisers won’t pay the bills anymore.”

A visual graph of these effects is available at <http://www.netchoice.org> and <http://bit.ly/ngz17T>

*NetChoice is a public policy advocacy organization that promotes Internet innovation and communication and fights threats to online commerce at state, federal and international levels. The Washington, DC-based group protects Internet commerce-driven competition and battles rules that hinder consumer choice and hurt small businesses. For more information, see [www.netchoice.org](http://www.netchoice.org).*

###