

Paris, July 16th 2015,

RECOMMENDATIONS HTML5 vs FLASH

Next Google Chrome browser version as well as Mozilla will soon block plug-in Flash player

ADventori recommends:

- media agencies,
- creatives agencies,
- advertisers



to develop, from now on, their advertising banners using HTML5 technology rather than Flash

For many years, the process was underway. Indeed, Apple had already excluded Flash technology from its mobile devices and from Safari on desktop.

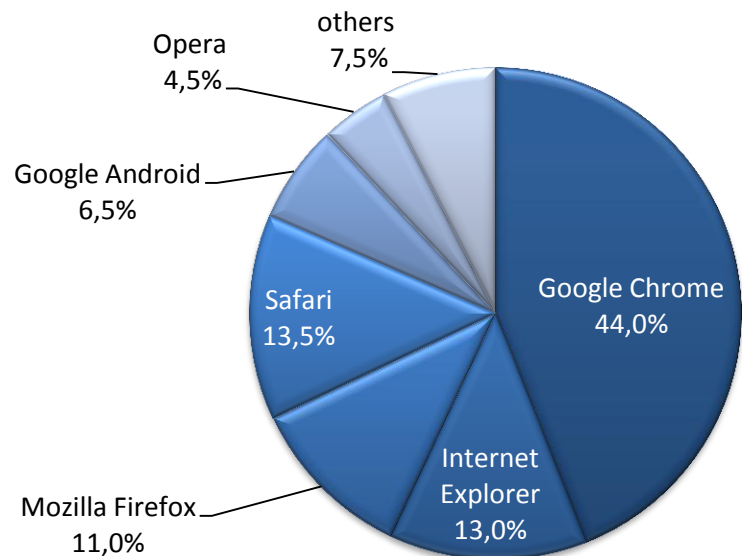
Thus, iOS has never been supporting Flash, and now, with its new Chrome 45 Beta, Google turns away from the Adobe technology, enforcing HTML5 technology usage, implying changes on the online advertising market:

- ① The first reason given is the battery energy savings, for desktop and mobile devices.
- ② The second reason is the technological convergence desktop/mobile, with HTML5, multi-device solution
- ③ The third reason, and one that particularly concerns us, is about the impact on advertising business: the new version of Google Chrome 45 Beta blocks by default some contents using Flash technology, therefore the ads built with this latter. Distributions of advertising campaigns using Flash, without a doubt, may be severely impaired.

Very soon, significant browsers will be blocking ads using Flash but not the ones using HTML5 technology

Market shares of the web browsers.

StatCounter
(worldwide - may 2015)



This recommendation aims to anticipate the development of your future creatives, using HTML5 instead of Flash, for:

- 1/ a better distribution of the expected volumes
- 2/ some better advertising performances

With regards to your long term-based distribution campaigns using Flash, a shift to HTML5 is highly recommended, asap.

What the News says about it:

Click on the logo to read the article



« Google Chrome Beta now pauses unnecessary Flash content for better battery life »

GIZMODO

“Future Versions Of Chrome Will Kill Flash, In The Name Of Battery Life »

Mashable

« Death of Flash inches closer as Mozilla blocks Firefox plugin »