The State Of Online Ad Blocking in 2023

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since 2008.

What is Ad blocking?

"Ad blocking or ad filtering is a type of software (or less commonly, a computer hardware device), that can remove or alter advertising content from a webpage, website, or a mobile app."

- Wikipedia.org

In July 2020, as part of the tackling obesity strategy, the government announced its intention to implement a 9pm watershed on TV for advertising HFSS products following an initial consultation in 2019, and to consult later that year on how to introduce further HFSS advertising restrictions online. The second consultation was held in 2020. The consultations were conducted by the Department of Health and Social Care (DHSC) and the Department for Digital, Media, Culture and Sport (DCMS). Having taken into account feedback during these consultation exercises, the government published a formal consultation response in June 2021, which announced the UK wide policy will:

- introduce a 9pm TV watershed for HFSS products and a restriction of paid-for HFSS advertising online

- mean all on-demand programme services (ODPS) under the jurisdiction of the UK, and therefore regulated by Ofcom, will be included in the TV watershed for HFSS advertising

- mean non-UK regulated ODPS will be included in the restriction of paid-for HFSS advertising online because they are outside UK jurisdiction

These glasses use augmented reality to remove ads.

The Stats - 2022

18% of Internet Users in the UK are using an adblocker (pagefair.com data based on aggregate, anonymized traffic data recorded by Blockthrough on sites where their adblock monetisation technology is live)

Adblock rates by Country and Category

Based on an analysis of >10B pageviews across 9,453 sites

Country	Rate	Country	Rate	Country	Rate	Country	Rate
Albania	20%	Egypt	23%	Lebanon	14%	Romania	40%
Algeria	29%	El Salvador	21%	Lithuania	28%	Russia	42%
Argentina	34%	Estonia	19%	Luxembourg	21%	Saudi Arabia	26%
Armenia	23%	Finland	30%	Malaysia	19%	Serbia	34%
Australia	19%	France	25%	Malta	21%	Singapore	23%
Austria	22%	Georgia	23%	Mexico	15%	Slovakia	19%
Azerbaijan	19%	Germany	24%	Moldova	34%	Slovenia	27%
Bahrain	19%	Ghana	8%	Morocco	31%	South Africa	15%
Bangladesh	20%	Greece	28%	Myanmar	10%	South Korea	16%
Barbados	11%	Guatemala	28%	Nepal	18%	Spain	23%
Belarus	41%	Honduras	21%	Netherlands	24%	Sri Lanka	17%
Belgium	25%	Hong Kong	23%	New Zealand	20%	Sweden	28%
Bolivia	15%	Hungary	36%	Nicaragua	16%	Switzerland	18%
Bosnia	30%	Iceland	29%	Nigeria	8%	Taiwan	19%
Brazil	21%	India	15%	Norway	25%	Thailand	17%
Bulgaria	36%	Indonesia	19%	Oman	13%	The Bahamas	10%
Cambodia	11%	Iraq	15%	Pakistan	18%	Trinidad & Tobago	14%
Canada	20%	Ireland	23%	Palestine	14%	Tunisia	32%
Chile	23%	Israel	28%	Panama	18%	Turkey	21%
China	21%	Italy	18%	Paraguay	21%	UAE	19%
Colombia	20%	Jamaica	11%	Peru	19%	UK	18%
Costa Rica	21%	Japan	9%	Philippines	15%	Ukraine	45%
Croatia	55%	Jordan	20%	Poland	25%	Uruguay	29%
Czech Republic	36%	Kazakhstan	22%	Portugal	24%	USA	19%
Denmark	20%	Kenya	15%	Puerto Rico	13%	Uzbekistan	17%
Dominican	31%	Kuwait	22%	Qatar	15%	Venezuela	25%
Ecuador	16%	Latvia	28%	Réunion	28%	Vietnam	15%

IAB Categories

Category	Rate
IAB1 (Arts & Entertainment)	27%
IAB2 (Automotive)	21%
IAB3 (Business)	18%
IAB4 (Careers)	21%
IAB5 (Education)	18%
IAB7 (Health & Fitness)	20%
IAB8 (Food & Drink)	20%
IAB9 (Hobbies & Interests)	21%
IAB10 (Home & Garden)	16%
IAB11 (Law, Gov't, and Politics)	15%
IAB12 (News)	16%
IAB13 (Personal Finance)	21%
IAB14 (Society)	18%
IAB17 (Sports)	25%
IAB18 (Style and Fashion)	20%
IAB19 (Technology and Computing)	26%
IAB20 (Travel)	22%
IAB22 (Shopping and E-commerce)	25%
IAB24 (Uncategorized)	12%

Non-IAB categories

Category	Rate
Games	31%
Reference materials	23%
Gambling	31%
Engineering	51%
Adult	33%

Previous stats from Feb 2020: c. 24% of people in UK surveyed had ever downloaded an ad blocker and were currently using one

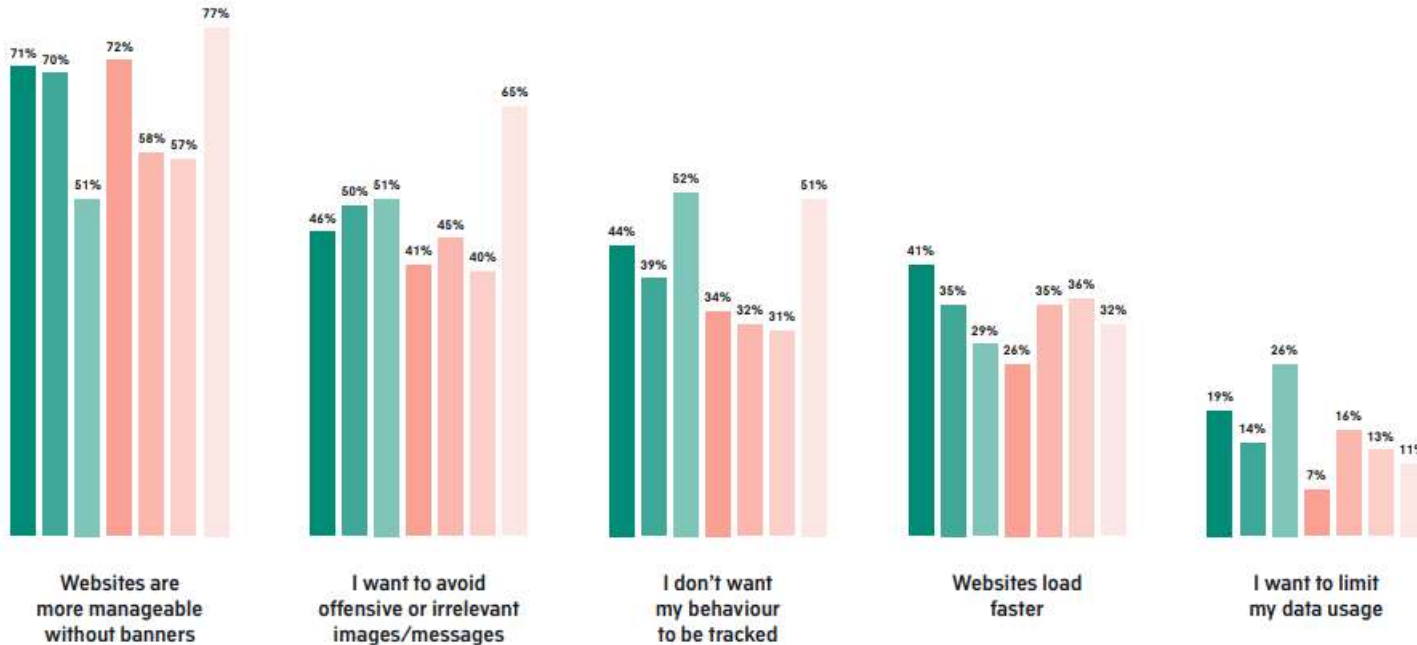* Conducted by YouGov on behalf of IAB UK, Feb 2020

Why Block Ads?

"Creepy re-marketing ads following you around the internet" - Me

2020 (14K surveyed)

People use ad blockers to get cleaner websites and avoid irrelevant ads

[Why do people use ad blockers?]

Legend: US, UK, Germany, Denmark, Sweden, Norway, Finland

University Tests Adblock Plus on Enterprise Network; Finds 40% Traffic Reduction

Simon Fraser University Research Supports Launch of ABP's 'Large Scale Deployment' Feature for Network Admins

ly 08, 2015 08:00 AM Eastern Daylight Time

OLOGNE, Germany--(BUSINESS WIRE)--Adblock Plus, the #1 most popular browser extension for blocking annoying online advertisements, today released the results of a research study completed by British Columbia-based Simon Fraser University. The study tested the efficacy of the Adblock Plus browser extension in reducing IP traffic when installed in a large enterprise network environment.

Who?

Ad blockers are primarily used by men

[How many men and women have **answered** that they use an ad blocker?]

■ Men
■ Women

US
Men: 49%
Women: 33%

UK
Men: 42%
Women: 29%

Germany
Men: 52%
Women: 44%

Denmark
Men: 31%
Women: 23%

Sweden
Men: 38%
Women: 26%

Norway
Men: 37%
Women: 24%

Finland
Men: 30%
Women: 17%
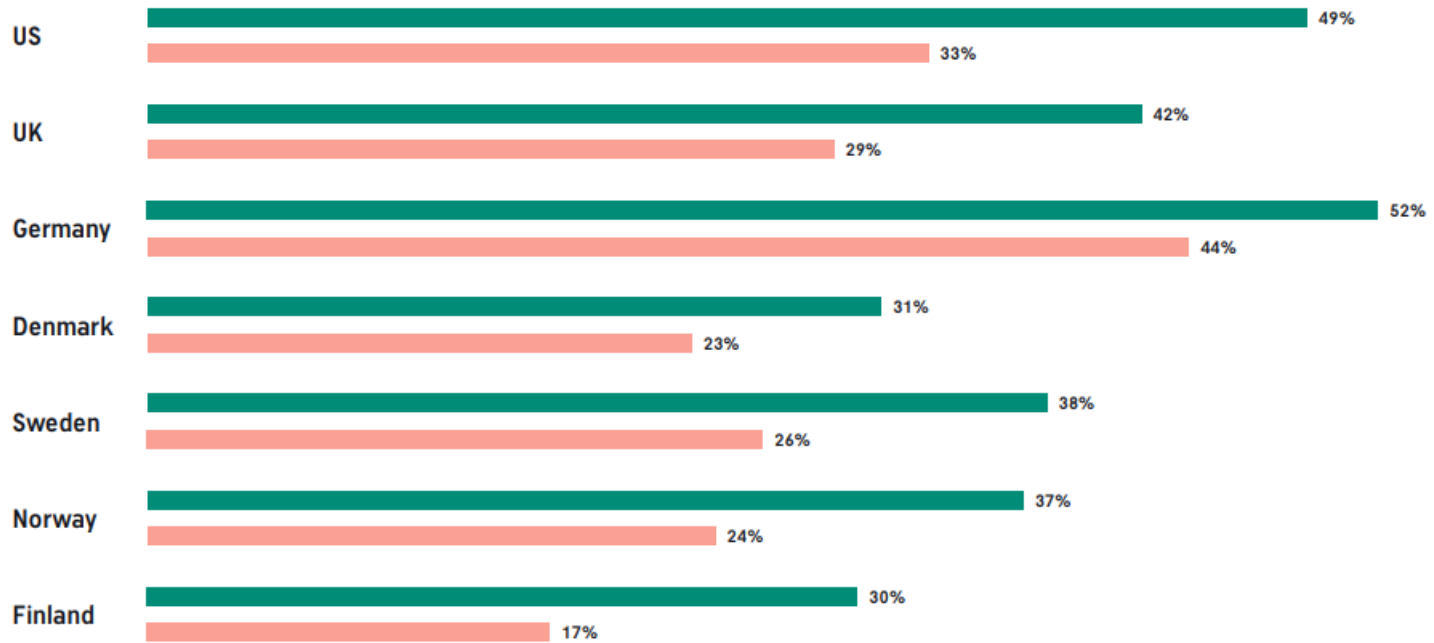
Ad blockers are primarily used by the younger generations

[How many in different age groups have **answered** that they use an ad blocker?]

Legend:
- US
- UK
- Germany
- Denmark
- Sweden
- Norway
- Finland

15-25
- US: 45%
- UK: 41%
- Germany: 51%
- Denmark: 47%
- Sweden: 50%
- Norway: 39%
- Finland: 27%

26-35
- US: 42%
- UK: 40%
- Germany: 58%
- Denmark: 43%
- Sweden: 34%
- Norway: 43%
- Finland: 33%

36-45
- US: 38%
- UK: 34%
- Germany: 49%
- Denmark: 24%
- Sweden: 33%
- Norway: 36%
- Finland: 27%

46-55
- US: 42%
- UK: 33%
- Germany: 46%
- Denmark: 19%
- Sweden: 29%
- Norway: 23%
- Finland: 22%

56+
- US: 39%
- UK: 33%
- Germany: 43%
- Denmark: 15%
- Sweden: 22%
- Norway: 19%
- Finland: 14%
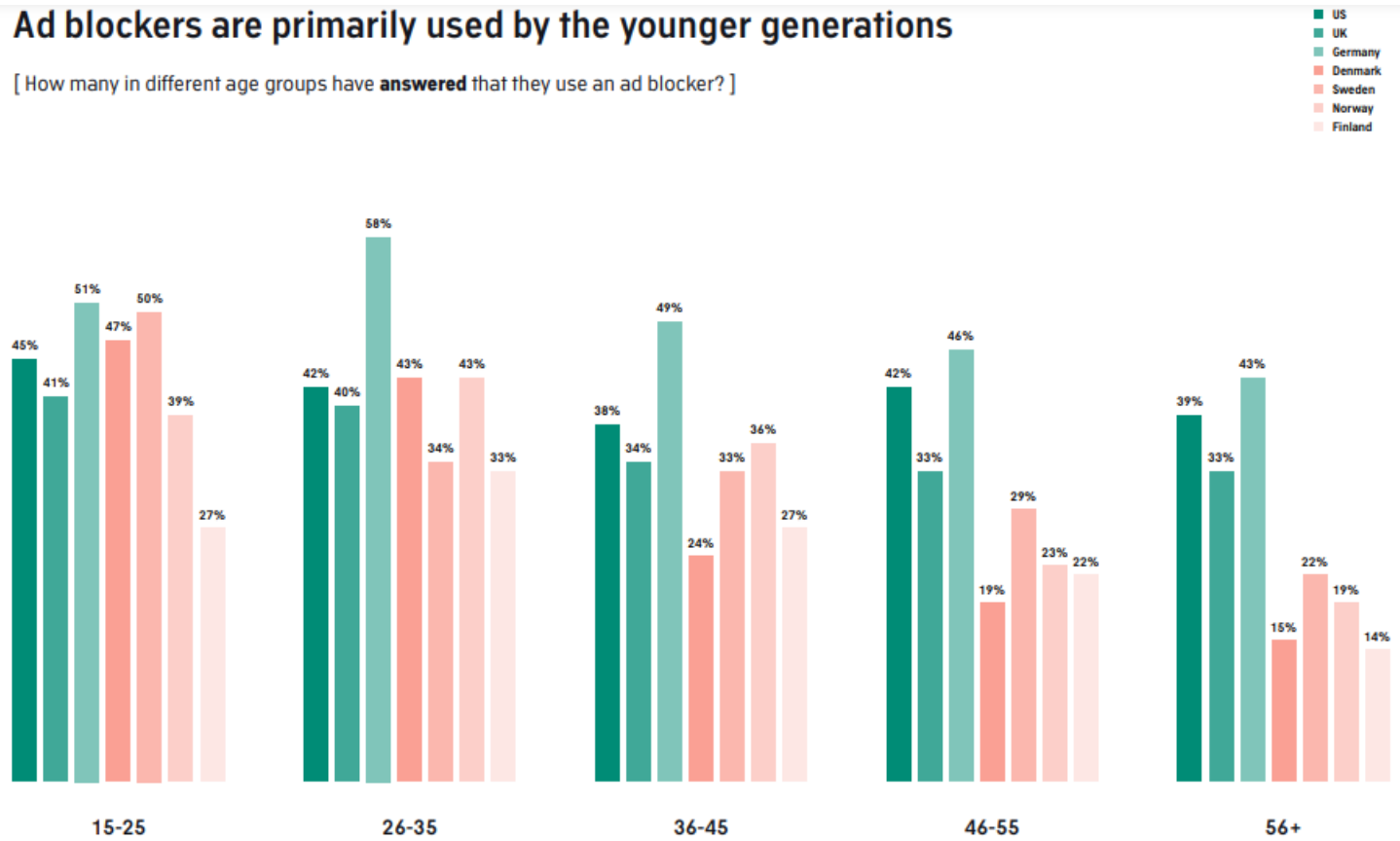
Ad blockers are primarily used on computers

[How many have **answered** that they use an ad blocker on their computer, tablet and mobile?]

Legend:
- US
- UK
- Germany
- Denmark
- Sweden
- Norway
- Finland

Computer
- US: 37%
- UK: 29%
- Germany: 40%
- Denmark: 25%
- Sweden: 29%
- Norway: 26%
- Finland: 22%

Tablet
- US: 10%
- UK: 9%
- Germany: 12%
- Denmark: 5%
- Sweden: 5%
- Norway: 6%
- Finland: 3%

Mobile
- US: 15%
- UK: 12%
- Germany: 17%
- Denmark: 8%
- Sweden: 10%
- Norway: 9%
- Finland: 7%
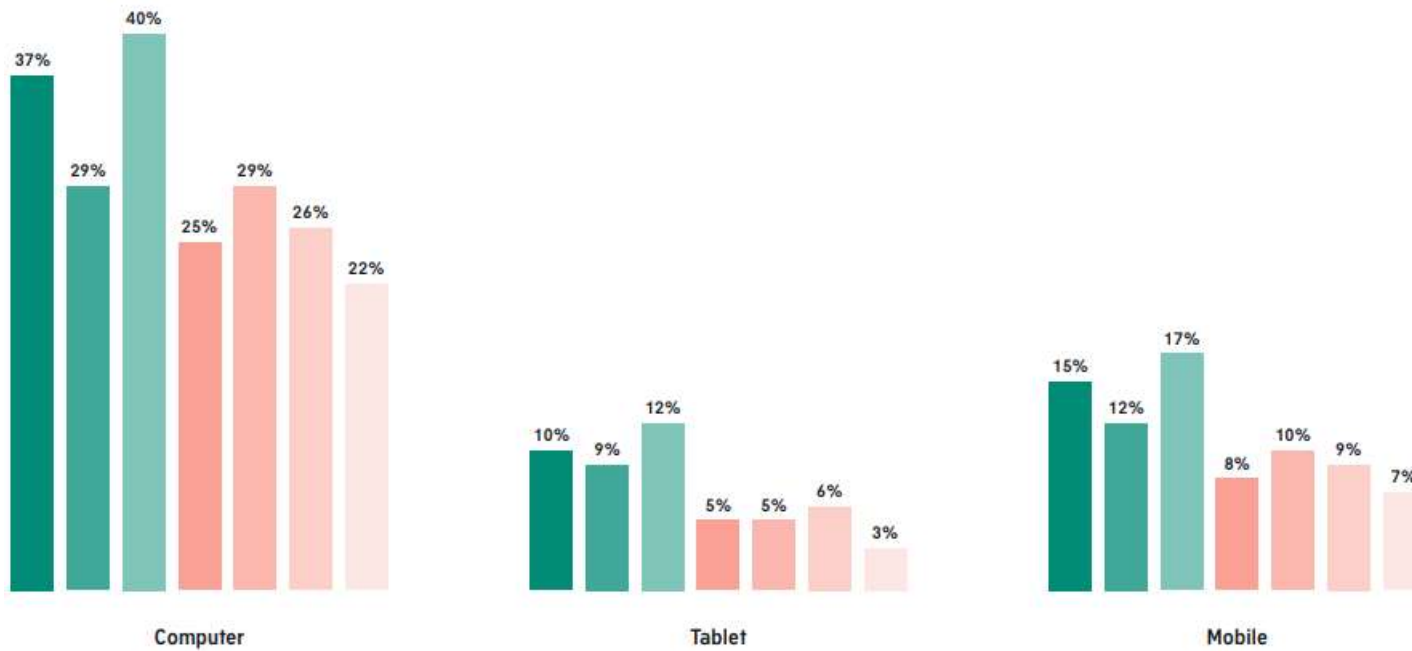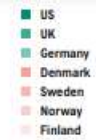
Affluent Internet Users in France, Germany and the UK Who Use an Ad Blocker, Q1 2018

% of respondents

Germany	44.1%
France	40.3%
UK	39.5%

Note: ages 16-64; in the past month
Source: GlobalWebIndex, May 23, 2018

In Practice

Acceptable Ads

Ads that aren't intrusive or annoying. They are respectful, don't interfere with content, and are clearly labelled with the word "advertisement" or its equivalent. In order for an ad to be an "Acceptable Ad", it must adhere to standards that have been set forth by the Acceptable Ads Committee (now independent).

Ads that abide by these standards are placed on a whitelist.

https://adblockplus.org/acceptable-ads

CC Cleaner Browser Privacy Guard

Blocking options Learn more

Basic Blocking

Block known trackers and ads that disrupt your browsing experience.

You will block: Known trackers, Pop-up and banner ads, including videos

Balanced Blocking Recommended

Block known trackers, even more ads for a faster browsing experience.

You will block: Known trackers, Pop-up and banner ads, including videos, Social media ads

Strict Blocking

Block everything automatically for a faster, uninterrupted browser experience.

You will block: Pop-up and banner ads, including videos, Known trackers, Social media ads, Browser notifications, Browser fingerprinting

Adblock Plus

"blocks all annoying ads, and supports websites by not blocking unobtrusive ads by default".

Chrome - 10M+ users

Firefox – 4.5M users

Ad blocking levels have remained relatively consistent since 2016

Currently use software to block internet ads:

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

15.1%   15.1%   17.8%   22.1%   21.2%   24.6%   22.6%   23.7%

Mar 15   Jun 15   Oct 15   Feb 16   Feb 17   Feb 18   Feb 19   Feb 20

Why Stabilisation ?

- Shift to browsing on mobile devices

- Publishers and tech companies asserting more discipline around the display of annoying ads like pop-ups and autoplay videos with sound on.

Press Gazette tested the ABP Chrome extension on every major online news website serving the UK in 2020 and found that less than half (40%) take action against ad-blockers.

Major sites as Daily Mail, Sun Online and Mirror Online were taking no action to prevent ad-blocking.

Daily Mail has since blocked ad block users.

Mobile

- Chrome for Android has no extension support.

- Adshield – Chrome etc

1) DNS-based interception (VPN mode) for most modern browsers (e.g. Chrome)

2) Rule-based interception (Enhanced Browsing) specially for Yandex Browser

- Samsung Internet - Adguard

Tech is Evolving

- One of the easiest ways to block ads on modern Android smartphones is by changing to an ad-blocking service's private DNS provider. Only works on Android phones with Android 9 Pie and above, as the Private DNS setting was introduced with this version of the OS.

- "Ghostery: Online Privacy Made Easy" conflation of privacy and ad blocking

- Research AI technology achieves 93% accuracy in detecting sites that successfully circumvent ad blockers

Privacy.
That's iPhone.

The 2021 iOS 14.5 software update had a feature which lets users opt out of ad tracking on a per-app basis has triggered a collapse in Facebook's ability to collect user data

AdSkipPro

the podcast app that skips the ads
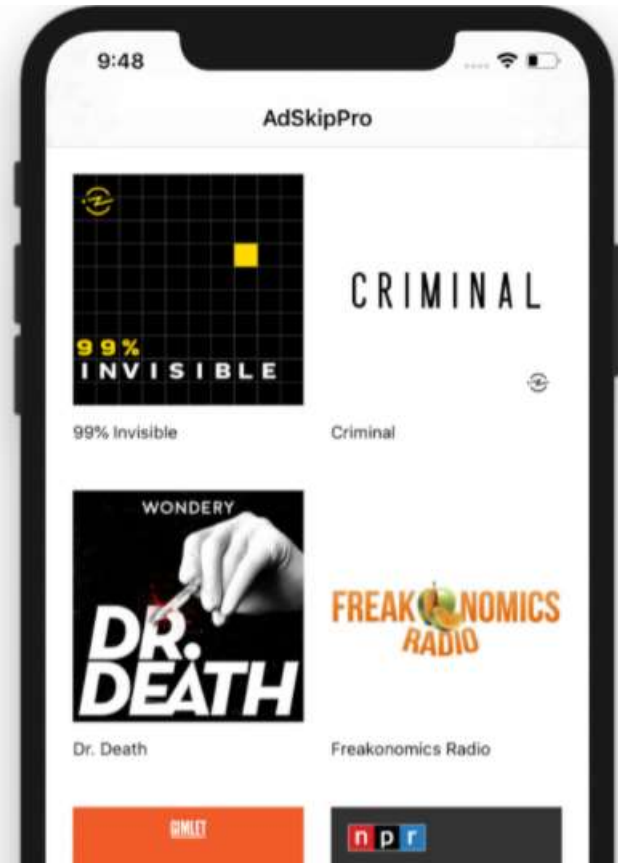
DOWNLOADS PODCASTS - You tap a podcast and AdSkipPro downloads it.

FINDS THE ADS - After downloading, AdSkipPro automatically finds the ads. This takes 1 or 2 minutes, depending on your device and the length of the podcast. It can even download and find ads while you're listening to another podcast, so you never have to wait.

PLAYS THE PODCASTS - AdSkipPro plays the podcasts, just like every other podcast app

Mind The Gaps

google.com

adidas

Adidas x Sean Wotherspoon ZX 8000 *Superearth*

5.0 ★★★★★ 1

£110.00
Footpatrol
£3.99 delivery

Adidas Ultraboost S&L DNA Shoes - Womens - White

£150.00
adidas.co.uk
Free delivery

Adidas Originals Jeans - Green - Trainers

5.0 ★★★★★ 32
More options

£75.00
JD Sports
Free delivery

Adidas Originals Handball Spezial Trainers Blue

5.0 ★★★★★ 26

£75.00
Schuh
9.1 mi · Limited stock

Compare prices from 4 shops

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adidas Runfalcon 2.0 Shoes - Core Black - Trainers
£30.00
JD Sports
★★★★★ (69)

adidas Ultraboost 4.0 DNA Shoes - Grey Three
£140.00
JD Sports
★★★★★ (85)
Free delivery

Men's adidas Originals Jeans Cordura Trainers ...
£75.00
Scotts Menswear
Free delivery

Mens adidas Originals adidas Originals AS 230 ...
£75.00
Size?
Free delivery

Adidas Originals Samba Super Suede Mens Nav...
£59.00
Wynsors Shoes
Free delivery

adidas Originals Ozweego Junior - Black - Kids -...
£65.00
JD Sports
★★★★★ (996)

adi...
4.0 DN
Grey
£140.0
adidas.
Free de

Gooogle ›

1 2 3   Next

Native Advertising Platforms

Outbrain ads NOT blocked in my test on https://pagesix.com/2023/05/14/taylor-swift-gives-shout-out-to-ryan-reynolds-blake-livelys-kids-at-concert/ with AdBlock Plus plugin with Acceptable Ads allowed .
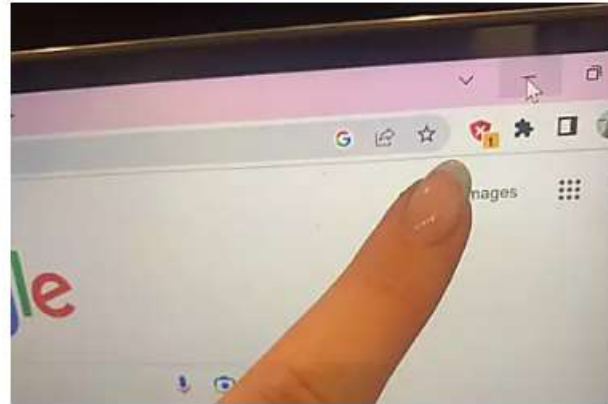
Amazon

Ublock Origin blocks sponsored listings (not ARR or AR)

TikTok
Holly H
16.6M followers

TikTok for Business

Success stories

McDonald's

Search with Google or enter address

Getting Started | URL Opener - Bulk UR... | er Bookmarks

GHOSTERY

Simple View | Detailed View

Become a Contributor

TRACKERS ⚙

Page Not Scanned

Ghostery only scans "http" and "https" pages.

Navigate to another page and I promise I'll deliver the goods.

Search with Google

○   Trust Site

⊘   Restrict Site

Pause Ghostery ▼

Amazon
Sponsored

Vodafone
Sponsored

ON | ON | ON

⊘ | 🛡 | 📰

List View | Historical Stats

Recommended by Pocket   Lea

When Google announced a collection of changes — known as Manifest V3 — coming to the Chrome extensions platform in late 2022, there was concern that this would be the end for (some) ad blockers.

V3 would disallow extensions from using remotely-hosted code. Instead, all code run by the extension would be required to be present on the extension's package when uploaded to the webstore.

LEARN MORE

PERSONAL TECH

Google halts purge of legacy ad blockers and other Chrome Extensions, again

Manifest V2 will die another day

26 💬

Thomas Claburn   Sat 1 Apr 2023 // 00:49 UTC

Back in December, Google postponed its Chrome Extensions shakeup because the project was unfinished and beset by bugs, after a previous schedule setback three months earlier.

AdBlock Plus now has perceptual ad blocking: visually detecting ads is a more scalable method than applying tens of thousands of (manually created!) filter rules.

- Implications for sales / SEO and PPC strategies inc. targeting.

Less adblocking on smartphones - more difficult to ad-block in mobile apps than in browsers

- Some of the recent new / next generations of internet users may be 'invisible' to digital advertisers in certain markets. Need for SEO / Content Strategy to engage the adblocking demographics like the young & high

- Possible to track site users' Adblock use (e.g. with GTM) .

1. What is the difference in content consumption between people who block ads and those that don't?

2. How many Users are blocking ads?

3. Do people who use ad blocking technologies end up being more loyal visitors?

https://www.kaushik.net/avinash/adblock-tracking-google-analytics-code-metrics-reports/

- Need test your sites using the popular ad blockers (e.g. Ad Block, Ad Block Plus) on desktop, tablet and smartphone operating systems & various browsers.

- How will online newspaper & magazine publishers pay for content if customers won't see or click on ads?

Study in Management Science Journal 2020

Based on their work, the researchers concluded that ad blockers may be helpful in one of four ways:

- They can make the market more efficient by filtering users who are sensitive to general ads, allowing websites to target more intense ads to the rest of the users.

- They benefit users by allowing the removal of ads that annoy them.

- They help regulate the ad industry by motivating the advertising platform to pay a fee to the ad-blocking company to include it in a list of ads that are allowed past the blocker.

- A more efficient market can boost the quality of websites' content, which also benefits users.

Slides:

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