

# BLOCK ALL THE ADS!



#### Whoami:

**Anthony Tippy** (Tibbz)

- -IACD student @ EMU
- -Audio Visual Technician
- -Breaker of things/ DIY project nut
- -Cat and Sloth lover

AnthonyTippy.github.io



#### Pie-Hole? Whole PIE? PIE?!

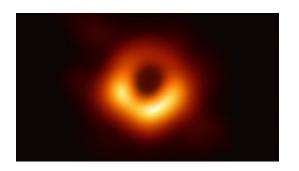




#### A Pi-Hole is:

- -Raspberry Pi powered
- -Network Wide ad blocking tool
- -Not actual pie:(

But it is VERY useful

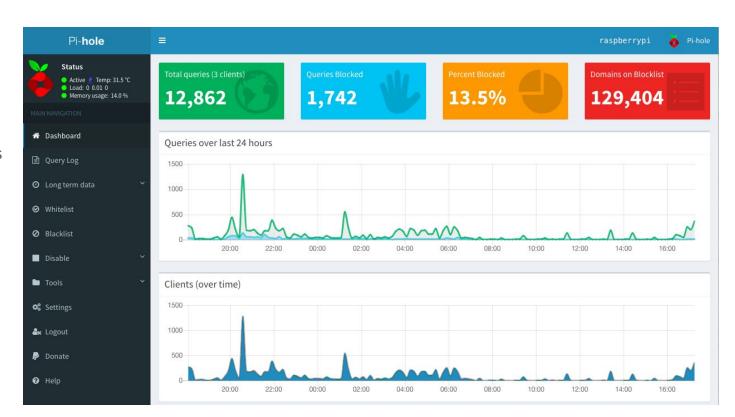




Network-wide ad blocking via your own Linux hardware

#### What can I do?

- Block ads across
   entire network
- Block unwanted sites
- Protect your network
- increaseperformance



#### **Features**



#### Network-wide protection

Instead of browser plugins or other software on each computer, install Pi-hole in one place and your entire network is protected.



#### Block in-app advertisements

Network-level blocking allows you to **block ads in non-traditional places** such as mobile apps and smart TVs, regardless of hardware or OS.



#### Improve network performance

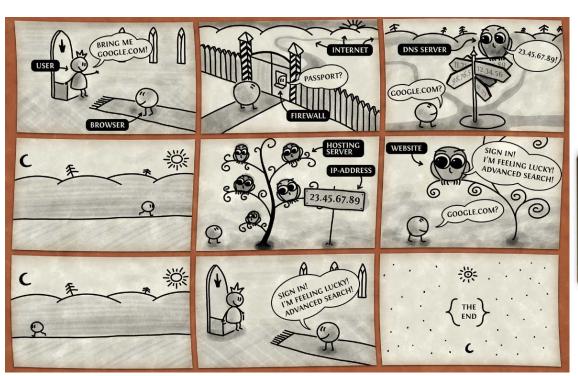
Since advertisements are blocked before they are downloaded, network performance is improved and will feel faster.

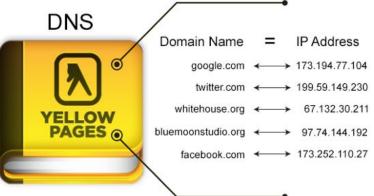


#### Monitor statistics

Our Web interface offers control of your Pi-hole and a central place to view statistics. We also include an API for extending these stats.

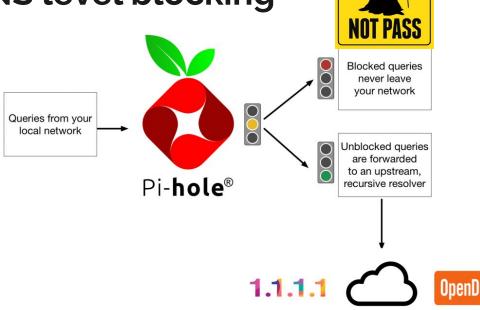
#### What is DNS?





## How does it work? DNS level blocking

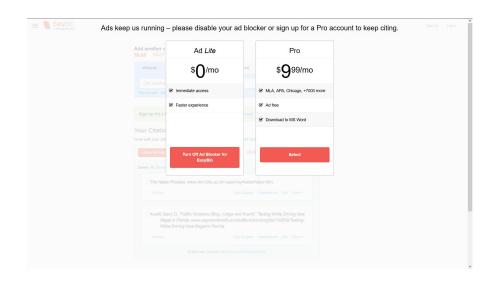
- Pi-hole acts as your router's DNS server
- Advertisements do not get a chance to load



YOU SHALL

#### **Caveats and Downfalls**

- Certain sites deploy anti-ad-blocking software
- Pi-Hole can step on other ports in your network services
- Does not block ads that aren't served via DNS (Youtube, HULU...etc)
- 4. Any AD link you may click on will not load....since it's an ad...
- Possible increased latency (online games)



#### **Parts**

- Raspberry Pi 3b+ CanaKit (\$54.99)
- SanDisk Ultra 32GB microSDHC UHS-I card (\$7.23)
- RJ45 Cat-6 Ethernet Patch Internet Cable 10
   Feet (\$6.29)

**Total: \$68.51** or (Rpi Zero W \$34.22)



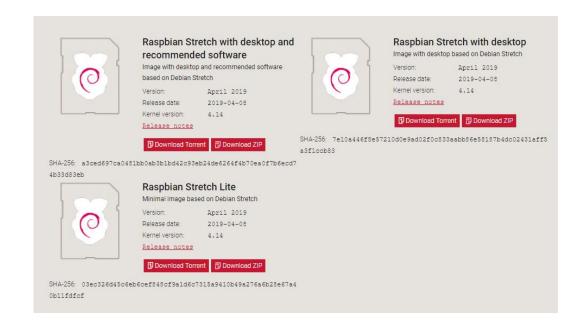


# **DEMO TIME!**

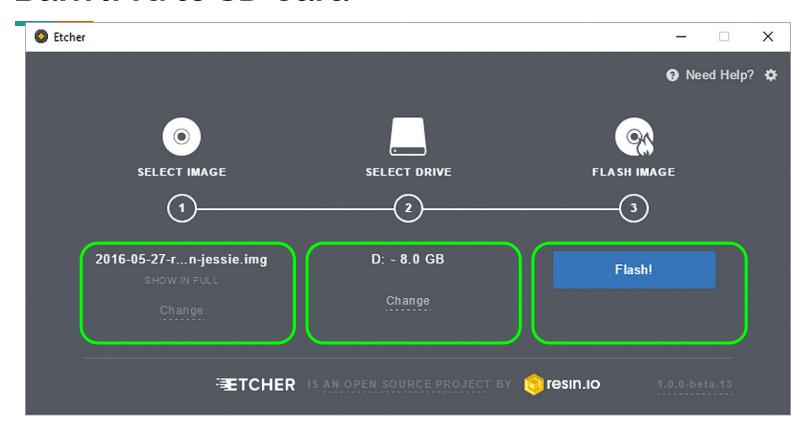


#### How to install?

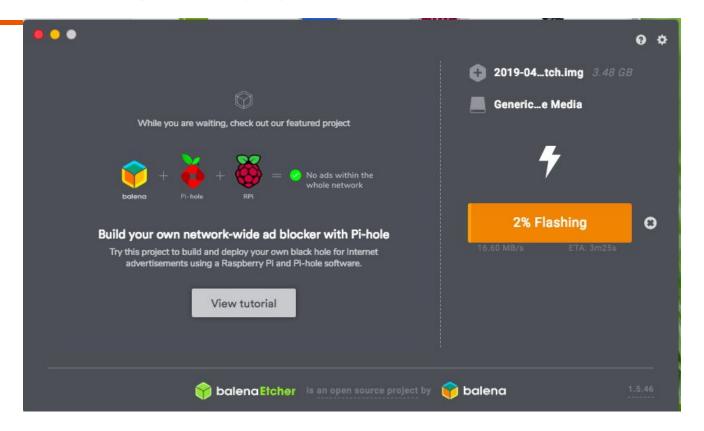
- Download OS from
   https://www.raspberrypi.org/downloads/raspbian/
- Install raspbian stretch (or stretch lite)
  - Pi Hole is supported on all rpi models
- Burn IMG to micro SD card with Balena (Etcher) or similar software



#### **Burn IMG to SD Card**



#### **Burn IMG to SD Card**



# Plug Everything Into Your Pi









# Welcome to Raspberry Pi Velcome to the Raspberry Pi Desktop! Before you start using it, there are a few things to set up. Press 'Next' to get started. Cancel Next

# Change your password

Default Credentials

2. Change your password

Username: pi

Sudo raspi-config

Password: raspberry

Change User /Password



#### Pi-Hole One-Line Install Command

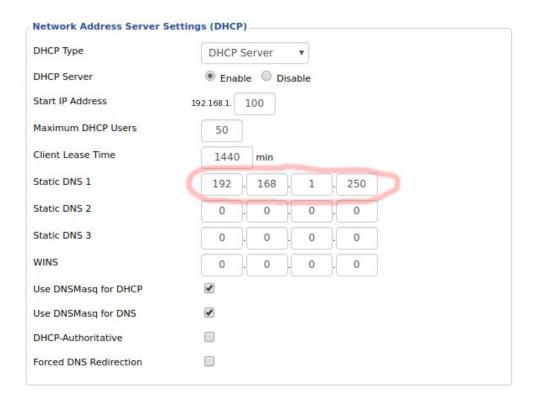
```
3. "curl -sSL
https://install.pi-
hole.net | bash"
```

4. Follow Prompts

```
::: Detecting the presence of the sudo utility for continuation of this install...
::: Utility sudo located.
        :cccclll:.
        :ccccclll. ;ooodc
         'ccll:;ll .oooodc
           .;cll.;;looo:.
::: You are root.
::: Verifying free disk space...
                                                                            blog.buettner.xyz
::: Updating local cache of available packages...^[[18~^[[18;3~
```

#### **Router Configuration**

- Go to DNS Settings
- Set Pi-Hole IP address as your new dedicated DNS
- Per Device / Network wide



#### **Add Custom Blocklists**

#### https://github.com/StevenBlack/hosts

 Block gambling sites, adult content, malware,adware...etc



#### List of all hosts file variants

The Non GitHub mirror is the link to use for some hosts file managers like Hostsman for Windows that don't work with Github download links.

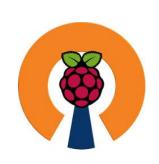
Host file recipe	Readme	Raw hosts	Unique domains	Non Github mirror
Unified hosts = (adware + malware)	Readme	link	39,373	link
Unified hosts + fakenews	Readme	link	40,042	link
Unified hosts + gambling	Readme	link	41,641	link
Unified hosts + porn	Readme	link	52,925	link
Unified hosts + social	Readme	link	41,660	link
Unified hosts + fakenews + gambling	Readme	link	42,310	link
Unified hosts + fakenews + porn	Readme	link	53,594	link
Unified hosts + fakenews + social	Readme	link	42,329	link
Unified hosts + gambling + porn	Readme	link	55,193	link
Unified hosts + gambling + social	Readme	link	43,928	link
Unified hosts + porn + social	Readme	link	55,211	link
Unified hosts + fakenews + gambling + porn	Readme	link	55,862	link
Unified hosts + fakenews + gambling + social	Readme	link	44,597	link
Unified hosts + fakenews + porn + social	Readme	link	55,880	link
Unified hosts + gambling + porn + social	Readme	link	57,479	link
Unified hosts + fakenews + gambling + porn + social	Readme	link	58,148	link

Expectation: These unified hosts files should serve all devices, regardless of OS.

### Integrate ALL THE THINGS!

Compatible with:

- <u>PiVPN</u> (Raspberry Pi based VPN)
- <u>Plex Media Server</u> (to access all your media over your network)
- Samba File Server (to back up and store files)
- And many many more!





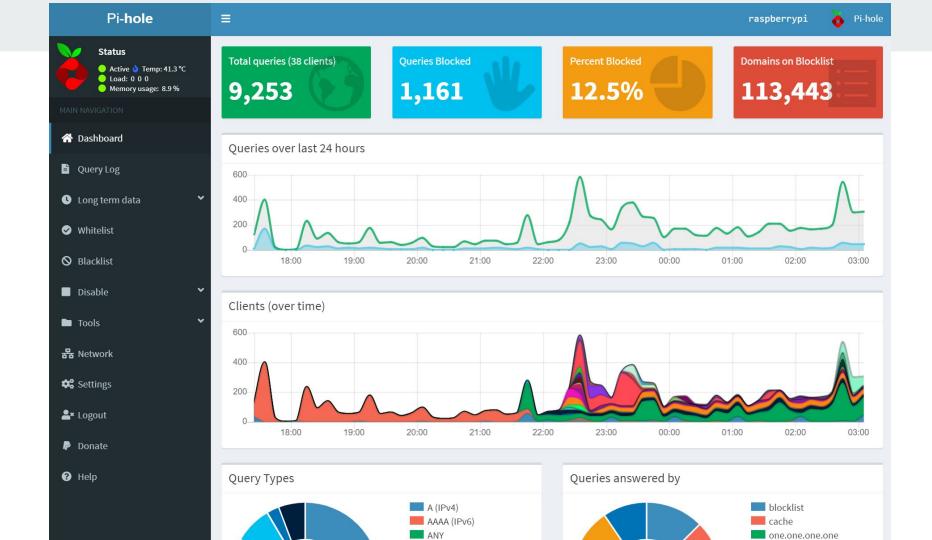




# **IfConfig**

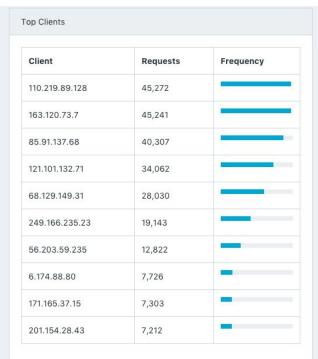


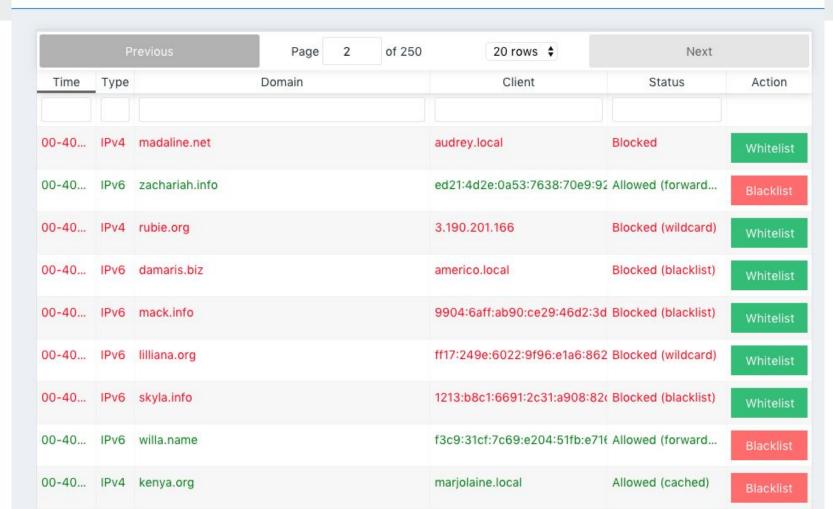
```
tecmint@tecmint ~ $ ifconfig
         Link encap. Ethernet HWaddr 28:d2:44:eb:bd:98
eth0
         inet addr: 192.168.0.104 Bcast: 192.168.0.255 Mask: 255.255.255.0
         inet6 addr: 1e00::2ad2:44ff:feeb:bd98/64 Scope:Link
         UP BROADCAST RUNNING MULTICAST MTU:1500 Metric:1
          RX packets:342087 errors:0 dropped:0 overruns:0 frame:0
          TX packets:233764 errors:0 dropped:0 overruns:0 carrier:0
         collisions:0 txqueuelen:1000
         RX bytes:406375041 (406.3 MB) TX bytes:25096967 (25.0 MB)
lo
         Link encap:Local Loopback
         inet addr:127.0.0.1 Mask:255.0.0.0
         inet6 addr: ::1/128 Scope:Host
         UP LOOPBACK RUNNING MTU:65536 Metric:1
          RX packets:5146 errors:0 dropped:0 overruns:0 frame:0
          TX packets:5146 errors:0 dropped:0 overruns:0 carrier:0
         collisions:0 txqueuelen:0
          RX bytes:469809 (469.8 KB) TX bytes:469809 (469.8 KB)
wlan0
         Link encap:Ethernet HWaddr 38:b1:db:7c:78:c7
         UP BROADCAST MULTICAST MTU:1500 Metric:1
          RX packets:0 errors:0 dropped:0 overruns:0 frame:0
          TX packets:0 errors:0 dropped:0 overruns:0 carrier:0
         collisions:0 txqueuelen:1000
         RX bytes:0 (0.0 B) TX bytes:0 (0.0 B)
tecmint@tecmint ~ $
```

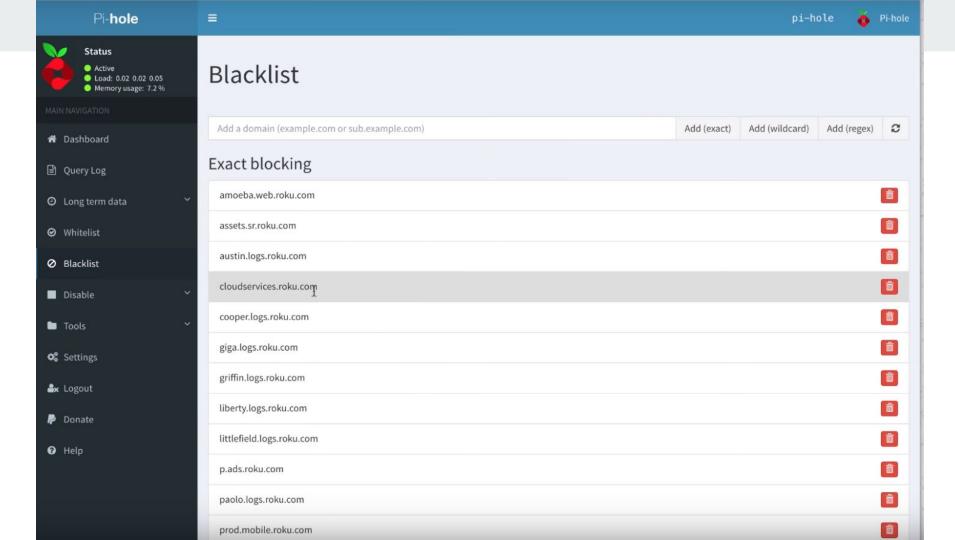


Domain	Hits	Frequency
ortney.net	97,604	
rancesca.org	95,935	
cristopher.org	90,342	
colby.com	86,836	
rank.net	86,039	
nicola.org	68,743	
carroll.biz	61,206	
amir.info	14,888	-
kaelyn.org	9,030	-
eonor.biz	1,895	T.

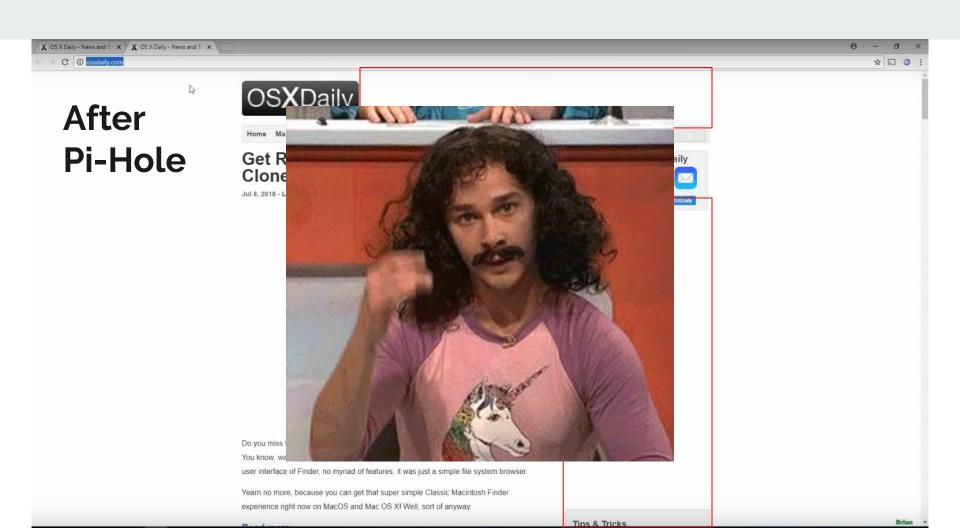
Domain	Hits	Frequency
owell.com	49,598	
stacy.name	47,350	-
vallie.net	45,113	
kaylie.com	44,904	
kathryn.net	40,625	
dusty.com	18,914	
eliza.com	18,838	-
zelda.info	11,517	
bernie.biz	8,030	
javier.com	3,348	_











#### FIN

Pi-Hole - <a href="https://pi-hole.net/">https://pi-hole.net/</a>

Video Tutorial -<a href="https://www.youtube.com/watch?v=rZhCLh3WyY">https://www.youtube.com/watch?v=rZhCLh3WyY</a>

Block Hulu -

https://www.reddit.com/r/pihole/comments/9esp0y/hulu yes another one/

