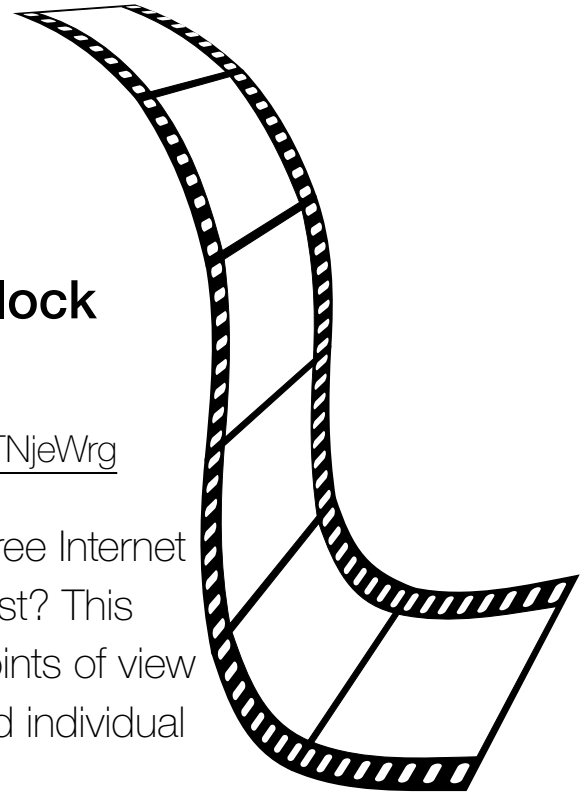




## video case



**chapter 6** E-commerce Marketing and Advertising Concepts

**case 6.2** To AdBlock or Not to AdBlock

**watch the video at**

<https://www.youtube.com/watch?v=BnIVTNjeWrg>

**summary**

Ad blockers provide an advertising-free Internet experience for users, but at what cost? This video explores the issue from the points of view of advertisers, content providers, and individual users. L: 10:24

**case**

With the release of iOS9 and the new version of the Safari Web browser in 2015, Apple surprised many industry analysts by offering new support for “content filters”—a fancy way of describing ad blocking capability. The rise of ad blockers has annoyed advertisers and has made a dent in the advertising revenue earned by content creators and providers. But the issue is far from black and white, with reasonable arguments to be made for both advertisers and individual consumers.

Ad blockers identify and eliminate content based on its IP address, functioning much like a firewall. The most common ad blocker, AdBlock Plus, is offered as an extension to all major web browsers, and over 25% of Internet users currently use an ad blocker. AdBlock is free to use in its basic iteration, extremely simple, and highly effective, making it an online advertiser’s worst nightmare.

continued

Ad blockers often make websites look nicer and more streamlined while reducing battery usage and data consumption. They also stop the tracking cookies that many Internet users find distasteful—advertisers use these to keep comprehensive information on you and your activities online. These are the benefits to web users. The drawbacks? If too many people use ad blockers, your favorite sites on the Internet won't be able to provide the free content you enjoy most.

Many websites have begun making direct appeals to visitors to turn off their ad blockers, including Wired, The Guardian, and OKCupid. Others have dramatically altered the types of advertising they are willing to accept. However, the perception of advertising as an unwanted and unnecessary intrusion does not help these sites to change the way their visitors view ads.

Content consumers often forget that the free content they enjoy is actually paid for by advertising dollars. However, we haven't explicitly agreed to this arrangement, or even been asked about it. Viewing advertising that doesn't pertain to your interests feels like work during moments that are supposed to be leisure time, and most people bristle at the imposition. As the video describes, advertisers hope that the ads you view will be about things you'd like to know more about, but it more often feels like ads are about things you aren't interested in and that the advertisers want you to like against your will.

### video case questions

1. What is the "ethical ad blocker" described in the video?
2. Why are algorithmic advertising technologies increasingly important to advertisers?
3. Where do you stand on the use of ad blockers?