**Paper 1**: Adblock Plus Efficacy Study

**Summary:** Online advertising represents the economic foundation for much of the Internet’s content; however, it is problematic not only for individual users, but also for corporate users whose online presence can be substantial. This paper contains the study of Adblock Plus which is an open-source Internet Browser extension. Ultimately, there is a 25.0% reduction in bytes downloaded, a result that increases to 40.0% when video traffic is considered in isolation. The implications of these results for enterprise users are also considered. The purpose of this paper is to fill the knowledge gap and evaluate the effectiveness of Adblocking extensions and devices.

You’ve probably heard of [Pi-hole](https://pi-hole.net/), an open source software package that runs on a Raspberry Pi and blocks ads on any device connected to your network. Pi-hole works by blocking the DNS resolution of the advertising servers. As such, it cannot block ads served from the same domain as the content. But nonetheless it is very effective at blocking the worst kind of advertising: the tracking cookies that follow you everywhere you go.

**Paper 2:** Pi Black Hole for Internet Advertisements

**Summary:** Pi Black-hole is device collection of set of software packages that provide filtering and advertisement blocking for all internet services on your network. It alleviates what might traditionally be done via adblockers or per-device software because it blocks things at the DNS level. It uses dnsmasq, lighttpd, FTL and some other packages to tie all this together into a nice, easy-to-use web interface. Pi Black-hole application can be installed on any existing Linux device or VM. Pi Black-hole utilizes several well-known and trusted internet blacklists and keeps them up to date. At the DNS level it can then thwart unwanted ads, malware domains and other unsavory internet denizens from appearing on any of your internet devices or computers.

**Paper 3:** Ad Block and Malicious URL Detection System

**Summary**: The main aim of this paper is to provide an easy and smooth browsing experience over the internet. Users mainly get frustrated due to redirecting of page to annoying webpages. To add to this, suppose the wi-fi, Ethernet or relative service’s network is weak, this redirection causes a tedious task for the user to search or obtain the required result. This paper has proposed a system that focuses on these drawbacks and will try to improve the user’s browsing experience by blocking unwanted notification popups and redirection of website automatically. It also allows user to access the website only after user’s approval to visit that website. It also keeps track of recently visited website with the help of cookies. This project helps user to protect their device by stopping them from entering malicious websites and get rid of multiple popups.