

Ad Industry Disruption 2.0

New Anti-AD App will create total chaos?

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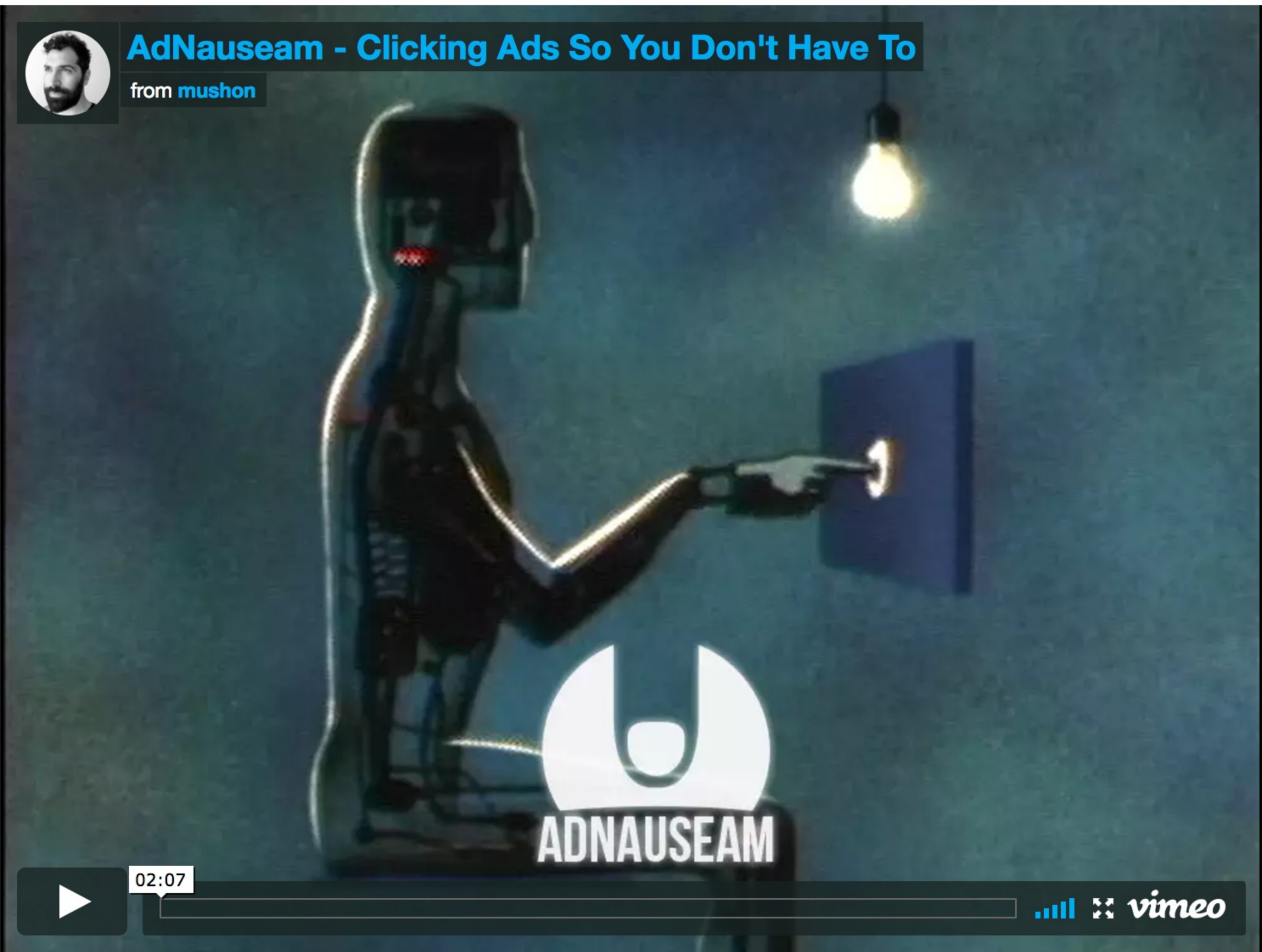


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Until recently ad blockers were considered the biggest threat for the ad industry and businesses. But now there is a new app, Adnauseam.io that can, potentially, have an even higher detrimental effect (HT Tim Smits and Peeter Verlegh) . Adnauseam’s purpose is to disturb the online ad industry completely . How? By blocking all ads and then automatically click on all of the ads on the page you were viewing. This will force advertisers to high costs because they normally have to pay for each click that is generated (are you paying attention Sir Martin Sorrell?). Additionally, profiling consumers by collecting personal data on the basis of their clicking behaviour will become completely meaningless. By launching Adnauseam.io the authors want to force the industry to address the ad industry privacy excesses of consumer targetting and the collection of data. The idea is quite clever. After all, what is the best place to hide a tree? Indeed, in a forest !



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