**Ad blocking** or **ad filtering** is a [software](https://en.wikipedia.org/wiki/Software) capability for removing or altering [online advertising](https://en.wikipedia.org/wiki/Online_advertising) in a [web browser](https://en.wikipedia.org/wiki/Web_browser) or [mobile app](https://en.wikipedia.org/wiki/Mobile_app). The most popular ad blocking tools are [browser extensions](https://en.wikipedia.org/wiki/Browser_extension).

Reasons for blocking ads

From the standpoint of an Internet user, there are various fundamental reasons why one would want to use ad blocking, in addition to not being manipulated by brands:

* Protecting their [privacy](https://en.wikipedia.org/wiki/Internet_privacy)
  + Reduces the number of HTTP cookies
* Protecting themselves from [malvertising](https://en.wikipedia.org/wiki/Malvertising" \o "Malvertising)
  + Any intrusive advertising, including but not limited to: [drive-by downloads](https://en.wikipedia.org/wiki/Drive-by_downloads), invisible overlay click areas, opening in a new tab and redirects. Any misleading page elements.[[1]](https://en.wikipedia.org/wiki/Ad_blocking#cite_note-1)
* Save bandwidth (and by extension, money)
* Better user experience
  + Less cluttered pages
  + Faster page loading times
  + Fewer distractions
* Ergonomic reasons
  + Animations is some ads are distracting to the point of making the site unusable
  + The motion in some ads is nauseating for some users
* Save battery on mobile devices
* Prevent undesirable websites from making ad revenue out of the user's visit

Publishers and their representative trade bodies, on the other hand, argue that Internet ads provide revenue to website owners, which enable the website owners to create or otherwise purchase content for the website. Publishers claim that the prevalent use of ad blocking software and devices could adversely affect website owner revenue and thus in turn lower the availability of free content on websites.

**Benefits:**

* User experience
* Security
* Monetary