

As requested please find below the responses the case studies provided:

Case 1:

Website: <https://edition.cnn.com/>

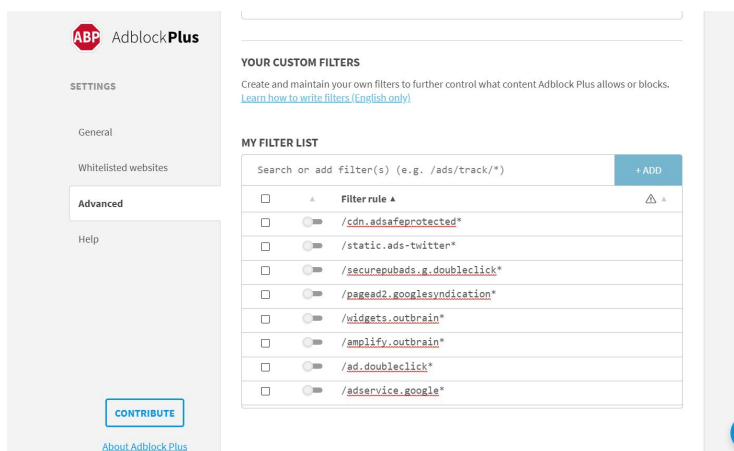
**The following filters blocks all ads on edition.cnn.com

*[example article:](<https://edition.cnn.com/2020/03/13/entertainment/heidi-klum-coronavirus/index.html>)

/adservice.google
/ad.doubleclick
/amplify.outbrain
/widgets.outbrain
/pagead2.googlesyndication
/securepubads.g.doubleclick
/static.ads-twitter
/cdn.adsafeprotected
/c.amazon-adsystem

**The following filters can be used as some alternatives also:

/apstag.js
||g.doubleclick.net^\$third-party
||adsafeprotected.com^\$third-party
/obtp.js
/gpt.js
/uwt.js
/pagead2.



Website: <https://www.theguardian.com/international>

**The following filters blocks all ads on theguardian.com/international

*[example
article:](<https://www.theguardian.com/football/2020/mar/15/virgil-van-dijk-fears-coronavirus-could-see-premier-league-title-won-empty-stadium-liverpool>)

/www.googleadservices
/www.google.fr/ads
/static.ads-twitter
/showad
/securepubads.g.doubleclick.net
/pagead2.googlesyndication
/googleads.g.doubleclick
/c.amazon-adsystem

**The following filters can be used as some alternatives also:

||g.doubleclick.net^\$third-party
/uwt.js
/pagead2.
/gpt.js\$script
/apstag.js

The screenshot shows the Adblock Plus website interface. On the left is a sidebar with the Adblock Plus logo and navigation links: SETTINGS, General, Whitelisted websites, Advanced (selected), and Help. At the bottom of the sidebar is a 'CONTRIBUTE' button. The main content area is titled 'YOUR CUSTOM FILTERS' and includes a link to 'Learn how to write filters (English only)'. Below this is the 'MY FILTER LIST' section, which features a search bar and a table of filter rules. Each rule has a checkbox, a toggle switch, and a filter rule text. The filters listed are:

<input type="checkbox"/>	<input type="checkbox"/>	Filter rule ▼	⚠ ▼
<input type="checkbox"/>	<input checked="" type="checkbox"/>	/www.googleadservices*	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	/www.google.fr/ads*	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	/static.ads-twitter*	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	/showad*	⚠
<input type="checkbox"/>	<input checked="" type="checkbox"/>	/securepubads.g.doubleclick.net	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	/pagead2.googlesyndication*	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	/googleads.g.doubleclick*	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	/c.amazon-adsystem*	

Case 2:

<http://www.nicesearches.com/public/image/logo.png>

filter proposed:

[/logo.png^\\$image](#)

https://net.ooutil.fr/stopads/config_resources/urlfull.css

filter proposed:

[/urlfull.css*\\$stylesheet](#)

http://sites.nicesearches.com/?f=*&c=*

filter proposed:

[||sites.nicesearches.com^\\$subdocument](#)

http://k.fcdhsla.com/tt?size=*&t=*&tid=*&ri=*&s=

filter proposed:

[||k.fcdhsla.com/tt^\\$subdocument,third-party](#)

[http://net.ooutil.fr/addo/ban.php?id=*&ref=//www.nicesearches.com/?type=*&ts=*&from=*&uid=*&z=*](http://net.ooutil.fr/addo/ban.php?id=*&ref=//www.nicesearches.com/?type=*&ts=*&from=*&uid=*&z=)

filter proposed:

[/ban.php^\\$subdocument,third-party](#)

<http://d36mw5gp02ykm5.cloudfront.net/js/adp.js>

filter proposed:

[/adp.js*\\$script,third-party,domain=k.fcdhsla.com](#)

http://static06.nicesearches.com/i1464773165142009.png

filter proposed:

/static06.nicesearches.com^\$image, domain=sites.nicesearches.com

http://c.searchthinks.com/ftpup/images/adplus/2016/04/14/376c797a80575225a753baaf086948ee.png

filter proposed:

/c.searchthinks

/adplus^\$image, third-party, domain=c.searchthinks.com

The filters provided above would block the information on the URLs but if we read all the addresses we can see that the ad seems to come from another address, so all we can do is just apply the following filter:

||k.fcdhsla.com^\$script, subdocument, image

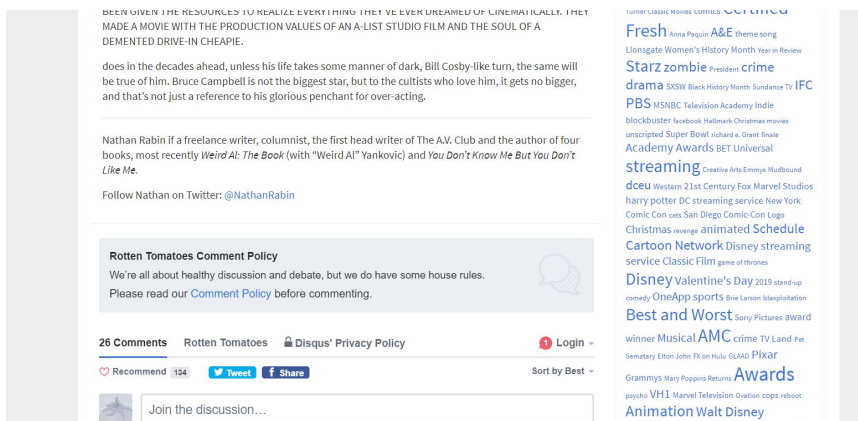
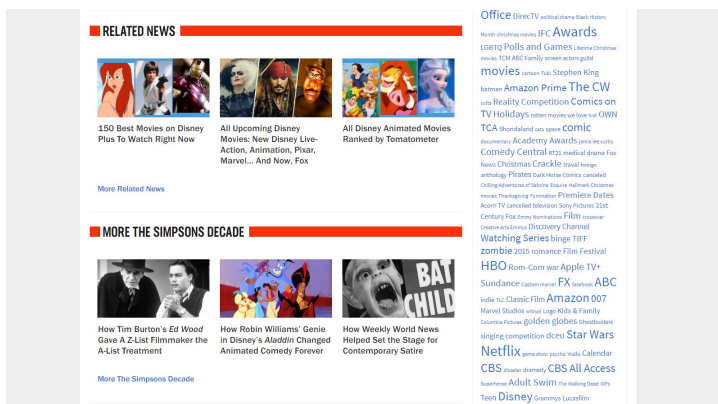
Case 3:

The following filter is a false positive:

[##.panel-rt.panel-box.article-more]

The filter is hiding the "div" (html tag) class which contains more of the site's content, thus blocking users from accessing further information.

Below are examples, with the filter applied and not applied.



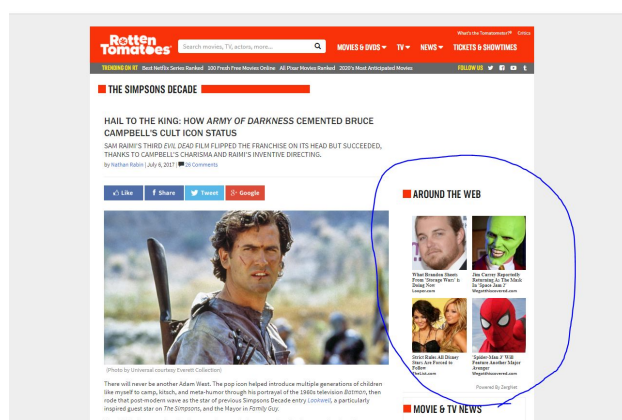
I believe that in order to assist or to better the process of creation or maintenance of filters, it would really help to have an extension that can detect the ads and highlight them in the page, that way it would facilitate the pinpointing, rather than downloading the source page or to check its sources using the browser.

There could also be a possibility for the extension to detect if certain ads are added or modified/updated when a website changes part of their structure (adding new pages, etc), this new add does not need to be user reported, but the extension simply includes such ad related information to a database to be later reviewed by the developer and provide possible filter alternatives, that way the developer can decide how apply them.

Example of the highlighter:

The images below show how it could possibly work.

Normal view:



Highlighted view:

