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Ad blocking on iOS is a surprisingly controversial thing, but then, with tons of options, it's hard to see which one works best. One way to measure that is with the speed of page loading, and more for Brooks Review, writer Ben Brooks tested just that.iOS 9 introduced content blockers on Safari. These features are mainly like ad blockers, but they... Read moreBrooks Review tested 15 ad blockers on eight different URLs. After all that testing, he found that 1Blocker was the fastest, loading pages on average 61.83% faster than without an ad blocker installed. The worst was Vivio, who was barely faster than just turning to Do Not Track (and also happens to have only bad feedback at the moment). You can view the details of all the tests over to Brooks Review, as well as a follow-up that takes a look at what saves the most bandwidth. Which iOS content blocker is the fastest? | Brooks Review This post has been updated. Apple's iOS 9 update, launched yesterday (September 16th), allows users to block ads, trackers, and other content for the first time in their mobile Safari web browser. The original culture of ad blocking apps has already proven popular. Ad blockers are currently no. The top app, Peace, was purchased 12,000 times yesterday for $2.99, according to Marco Arment, its developer. Arment notes that it wasn't even available until about 7pm Eastern time last night, so the sales figure is only part of the day. (Arment, previously co-founder of Tumblr, is well known in the technology community for creating an Instapaper-early internet and mobile app that cleaned up and saved web articles for easy reading, including stripping out most of the ads.) No one knows how popular ad blocking will eventually be on mobile devices. Long a possible desktop web, blocking ads is still a relatively niche activity in the US, but more popular in some European countries, according to a recent Wall Street Journal article (paywall). But it's definitely something to watch. According to eMarketer, mobile services, which account for a larger share of advertising spending, from just over 10% in the US last year to almost 30% by 2019. If users block a significant proportion of ads, it can easily affect many publishing companies. (One of the fears is that small publishers who lack the resources to invent new advertising technologies or sell other products could be hardest hit.) However, it is easy to understand why these tools could become popular. Bad ads are more noticeable and unpleasant on mobile devices where bandwidth is already limited, screens are small, and users often pay for internet access in a measly way. Cheap, one-time purchase of ad blocker that increases privacy makes the web faster and prevents money wasting bandwidth to bloated ads, sounds like a whether it is ethical or not. Update (September 18): Arment has removed peace of mind from the app store after less than two days saying it just doesn't feel right. Nearly one-third of consumers use ad blocking extensions, mostly on desktops and laptops, to block ads when browsing online, according to a recent review of visual objects. Ad blockers are an important service for people who are annoyed by ads saturated on the Internet, but are they on their way to becoming irrelevant? In this article, we test out the best tools for blocking ads and consider what's on the horizon for ad blockers. Will they be replaced by local browser services or content marketing? Or do ad blockers stay here? Best Ad Blocking Tools report web privacy expert VPN Mentor lists the current top four ad blocking tools as: 1. AdBlock AdBlock (Plus), open source browser extension for content filtering and ad blocking, is compatible with the following browsers: Mozilla Firefox Google Chrome Internet Explorer Microsoft Edge Opera, Safari Yandex Browser for Android 2. NordVPN CyberSec CyberSec is an advanced ad blocker that claims to provide better performance, security, and control. NordVPN promises to keep your data private and browser secure without shortening the limits on what you can do. CleanWeb with Surfshark Surfshark's CleanWeb software promises that users will be able to Surf the pure cyber ocean without ads, trackers, malware phishing and phishing attempts. 4. Opera Opera's web browser offers a built-in ad blocker and VPN that provides more speed and privacy. Opera features include: No need for add-ons Better browsing speed Ad blockers help protect your privacy and improve your protection against malware attacks. They can also help improve load speed and battery life while providing a smoother browsing experience. If you've never used ad blocker, try experimenting with at least one afternoon. It's a quick installation, and you'll notice that your ads disappear instantly. Ads that follow users from site to site can be frustrating for consumers who believe they invade their privacy. Linking ads, pop-ups, and banner ads often interferes with people's ability to read an article, watch a video, or continually use content. So, it's not hard to see why ad blocker has become so popular, or why people get hooked on them quickly – 65% of people with ad blockers have used them for at least 1 year. While this may hamper the advertising industry, consumers have spoken. Some feel enough is enough when it comes to their online security and privacy, and if it's up to them ad blockers are here to stay. Changes proposed by Google backtrack) point to the popularity of ad blockers in October 2018, Google proposed changes to Chrome that would make ad blockers useless, and it came down from the backlash of anxiety Developers. In March 2019, Google backed up a review of the plan to appease developers. It has not, nor has it ever been, our goal is to prevent or stop content blocking, explained Chrome software engineer Devlin Cronin in a google groups post. We are committed to preserving this ecosystem and ensuring that users can continue to customize the Chrome browser to meet their needs, Cronin continued. Cronin went on to explain that Chrome will continue to support content blockers, developer tools, accessibility features, and many other extensions Will ad blockers become unnecessary? Ad blockers exist to allow users to enjoy a faster, safer, and more enjoyable online experience. At some point, when enough people use ad blockers, ads will no longer be able to generate profits for brands that buy them, and so it will become inappropriate. While pop-up, banner, and other forms of intrusive advertising may seem counterintuitive, the truth is that they are effective or people wouldn't use them. Copyblogger author Beth Haydn describes her experience using pop-up ads on his site. She noted that adding a pop-up form caused her opt-in rate to soar, but that people started complaining out loud. In the history of my business, I received more negative comments on this pop-up than any other aspect of my website. I actually received hate mail, Haydn said. While people continue to click on pop-up, banner, and other intrusive ads, you may need ad blockers. Ad blockers can evolve and integrate with efficient browsers, and users require less installation and research. Or marketers can switch to full content marketing, creating less demand for problem ads. Currently, however, unless Google backflips and changes its mind, ad blockers are here to stay. Ad blockers are here to stay, now that people who use ad blockers are so loyal to this extension, as well as the backlash from Google's proposed changes, proves that users are passionate about their ad blockers. While these types of tools are here to stay now, marketers should look to offer higher quality experiences that can turn customers into ups and downs with intrusive advertising. Source: Android Central Whether you visit websites using your browser or use a free app or game from the Play Store, there may be a lot of ads on your Android phone. If ads are handled correctly, they are a good way for sites and apps to offer for free, but at the same time they can be exaggerated to the point where the user experience is ruined. This causes some people to go with ad blockers. Recently, this very topic came up with a discussion in the AC forums. Looking through this round trip, it got us - Do you use ad blockers on your Android phone? Join the conversation in the forums! We can earn commissions for through our links. To learn more. Pixel Strikes Back It's Here. Google Pixel 5. From specs, pricing, release dates, and more, here's literally everything you need to know! VOIP's all-day VoLTE or Voice over LTE quickly becomes the standard for calling across the United States, Canada and parts of Europe. Not only does this contribute to much higher call quality between mobile phones, but it allows devices to stay connected to LTE, but for the call, improving the data speed for everyone. The new standards for RCS are going to modernize Android's Messaging app, here are all the countries and carriers currently supporting. theme of it the same ability to customize your device is fantastic because it helps make your device even more your own. With Android power, you can use third-party launchers to add custom icon themes, and these are just a few of our favorites. If you've decided once and for all that you can't withstand another video before the video's commercial ad, it's time to install Ad Blocker. But which one? Don't worry, we chose the best chrome ad blockers. Our top pick, AdBlock does exactly what its name suggests, but it also allows you to customize which sites are allowed to show ads and what types of ads are displayed. However, if AdBlock doesn't meet all your ad blocking needs, be sure to check out other Chrome ad blockers in that list. It's worth noting that when installing an ad blocker that many of the world's free websites, Digital Trends included, rely on ad revenue to run. If you want your favorite sites to continue working as you see them now, make sure to whitelist them. AdBlock As one of the most widely used ad blockers in the world, we would be in remiss if we didn't at least give a go mention of AdBlock. With its very on-the-nose name and long-term availability, this is often what people turn to when they consider blocking ads online today. The Chrome AdBlock extension automatically blocks ads on static webpages and online video sites like YouTube. It also allows you to set white lists for site and ad types so that you can use them in the filter if you choose to. With the filter list subscription system, you can customize the web browsing experience to show only your ads, or uncheck it all, and block almost everything. You can even get the app to remove other aspects of a webpage that you find disgusting, such as social networking links, and protect yourself from some possible malware attacks. AdBlock participates in the Acceptable Ads initiative, so there are ads that it allows (if you choose) that meet certain requirements. AdBlock is also known to have few resources heavy, especially if you want to have a lot of tabs open at one time and there have been some claims what doesn't block YouTube ads particularly well. Finally, AdBlock AdBlock very regular updates that help the software keep track of all the latest internet ad delivery methods that are always important for good ad blocking programs. AdBlock Plus AdBlock Plus is the original granddaddy app for blocking ads online, and it's still as popular today as it was when it was first on the internet by storm. Combining blocking technology that removes banner ads, pre-video ad, social media ads, and pop-ups, it offers a comprehensive ad blocking service for everyone who installs the chrome extension. With an easy-to-navigate interface and a list of customizable filters, you can decide exactly which ads you want to see and which you no longer want to see. Its whitelist feature lets you see if your favorite sites still show ads so they can continue to run, and if you allow you to use acceptable ads, you can automatically use some ads to help websites stick to the rules. Note that about five years ago, AdBlock Plus was accused of secretly offering to direct ads through exchange for under-table payments, which AdBlock Plus does not directly deny. The organization seems to do unique business with larger organizations that can allow some additional advertising through. uBlock Origin Completely free and open source, uBlock Origin is another popular ad blocking extension for Google Chrome because it does a great job of blocking ads without tax in your system process. Using similar block lists for AdBlock Plus, uBlock offers comparable blocking capabilities, but by attracting surveys of what style resources are needed for individual webpages, it is able to work more efficiently. It is also noted for its special ability to combat pesky pop-under ads that have become more common as more browsers come with their own pop-up blockers. Users can also use uBlock filters for ads, malware, and privacy issues, as well as their own custom filters. Individual sites can be whitelisted by hitting the big power button inside the tool itself and have a detailed stat breakdown so you know how effective the tool has been since installation. AdGuard Another popular ad blocker for Chrome is AdGuard. AdGuard, which is able to effectively block almost all ads on static web pages, and live streaming sites and social networks, also retains attention in pop-up and pop-under ads. The lightweight Chrome extension has additional capabilities for blocking tracking and installing nefarious software such as dialer, adware, and other malware. One of its biggest claims to fame is its ability to speed up your web browsing experience and reduce your bandwidth by cutting back on all unnecessary that comes along with some ads and trackers. Some users have reported annoying notifications that try to encourage you to buy a premium version, but other than AdGuard is almost universally universal feedback from its millions of users. Ghostery Although it works a little differently than some other ad blockers on this list, Ghostery is still a very useful tool to customize your web browsing experience as you like. Its main function is to block web trackers and analytics tools that harvest information for you, but it's also your effective ad blocker. What really draws people to Ghostery over some other available alternative is its deeper capabilities for users. If you want to block specific trackers or ad types, you can. To make this easy, even for those new to the idea, Ghostery breaks down every page you visit with detailed information about what kind of trackers and ads are used on this site. After that, you can remove the elements after her, or make wider, sweeping blocks. The only real lack of ghostery is that you need to spend some time to tell you how you want it to work. While other ad blockers are working well enough all-in, if you try to do so with Ghostery you can find many aspects of the internet unfunctional. Take a little time to get it right though and Ghostery can become your favorite tool to customize your web browsing experience. Editor recommendation suggestions