Ad-Blocking: A Menace to Digital Publishers

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Abstract- With the instigation of Ad-blocking, online publishers seeking the standpoint of revenue blockage, since they rely on digital advertisements for revenues, but Ad- blocking prevents the ads, adopting sponsored content and native advertising which support internet content.

Ad blockers could also push up the price of anything subsidized by advertising.

For example, Fandango.com imposes a service charge on the sale of movie tickets through its site but also carries advertising in order to supplement revenue. If the site is no longer able to monetize its ad space, it would likely raise ticket prices on consumers to make up for the lost profit. This can apply to thousands of businesses across the Internet.

Keywords- Ad- Blocking, Digital Publishers, Revenue, Advertisements

I.INTRODUCTION

Ad-blocking software is creating a havoc to the digital advertising ecosystem in threat. An eMarketer report says nearly 70 million users will use ad blocker by the end of year 2017.Experts say this could cost advertisers and publishers as much as $42 billion. Ad- Blocking is a software mechanism that can remove or interpolate advertising i.e. banners and display advertising content from appearing on device screens from a webpage, website or any other mobile apps. Closing pop-ups advertisements are practically instinctive.

The fact is that ad- blocking apps such as

- Ad block plus- Ad block Plus is a free extension that allows you to - block annoying ads, disable tracking and block domains known to spread malware. Available for Android, Chrome, Firefox, Internet Explorer, Maxton, Opera, Safari and Yandex.
- Crystal
- Purify
- 1 blocker

They all are in ample supply and so the impact is visible to the publishers.

"Advertising is the lifeblood for many publishers" says Patrick Reynolds. According to 2015 page fair& Adobe Report, "Estimated cost of Ad Blocking is nearly $22billion dollar.(SinghRitika, 2014, Dec).The main purpose of ad-blocking software is to stop ads from being served. This limits advertiser's potential views or Cost per Thousand Impressions. Ads are paid for only after they've been served(Shukla Rishi P, 2016).This means that publishers aren't being paid for visits to their site from any browser that has an ad-blocker installed.

II. REASONS BEHIND COMBATTING ADVERTISEMENTS

   Auto play video ads are so detested that publications have started providing guides on how to slam them. These ads interrupt the browser's experience by playing unwanted and even unwarned video and sound. It is unsurprising it gets the thrust of the 'this ad is disruptive' criticism (Balaji, D; Londhe, BR; Shukla, Rishi P, 2016). The most effective privacy tactic is to destroy the economic value of consumer surveillance data. Users should hold ad blocking to the fullest extent possible and repudiate their attention to the advertisers. Consumers are getting reluctant to online advertisements with each passing day.

Some of the reasons behind combatting advertisements are –

A) Consumers found ads to be very annoying and intrusive.
B) While surfing the web, irrelevant ads are found to be very disruptive
C) Advertisements are a threat to security and privacy concerns.
D) Advertisements create long load time and bandwidth usage.
E) Avoiding irrelevant advertisements may lead to better user experience in terms of fast browsing, malware protection, less clutters and lower distractions.

III. IAB (INTERACTIVE ADVERTISING BUREAU) INTRODUCES D.E.A.L IN RESPONSE TO AD-BLOCKING
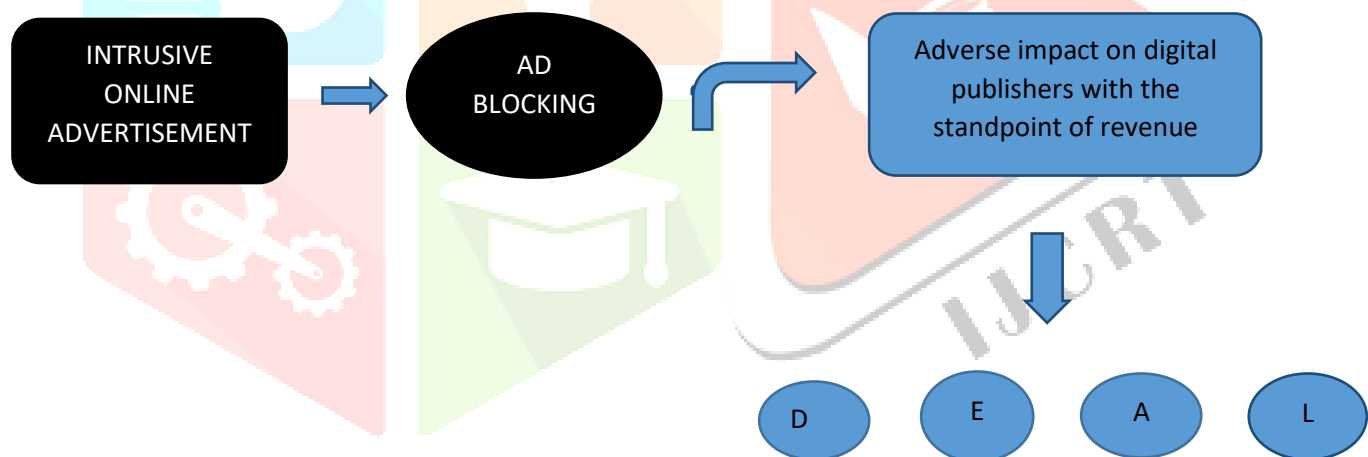
IAB (Interactive Advertising Bureau) have proposed that ad playing is an obvious threat to ad industry and working on improving experience through D.E.A.L and L.E.A.N initiative.

The primer identifies D.E.A.L to connect with ad-blocking consumers through a step by step process-

   ➢ D (Detect) - Ad blocking in order to initiate a conversation.
   ➢ E (Explain) - The value exchange that advertising enables.
   ➢ A (Ask) - For changed behavior in order to maintain an equitable exchange.
   ➢ L (Life) - Restrictions or limit access in response to consumer choice.

L.E.A.N , an acronym for light, encrypted, ad choice supported, non-invasive ads- devised by the IAB tech. lab, is meant to suppress the havoc through:-

➢ Speed up the page loads
➢ Getting rid of flashing & blinking ads.
➢ Retiring video auto play
➢ Finally to turn away advertisers that do not meet these standards.

The most effective privacy tactic is to destroy the economic value of consumer surveillance data. Users should hold ad blocking to the fullest extent possible and repudiate their attention to the advertisers (Shukla Rishi P, 2015). Unlike the previous ciphering tools, ad blocking easy to access, free and, the best part is that it improves the user experience, precisely in respect to speed and distraction.

Forbes.com, has experimented with few options for visitors who use ad blocking tool. Initially, visitors with ad blockers received a message with a request of asking them to turn off their ad blocker tool in exchange for an ad light experience (Shukla Rishi P, Balaji D, ArcahnaSingh, 2015). Forbes' tactics recently changed again as they started asking visitors to create an account and sign in to access content. Forbes display its homepage as well to ad blocker users and once the visitor clicks the link, Forbes displays the request to turn off the ad blocker(Singh Ritika, 2014, Dec). The frequent modifications in strategies seem to reflect the fact that Forbes, and many other similar sites, have not found the most functional approach to let visitors to turn off the ad blockers.

IV. CONCLUSION

Ad-blocking software is critically ending up the digital advertising ecosystem in threat. An eMarketer report says nearly 70 million users will use ad blocker by the end of year 2017.Experts say this could cost advertisers and publishers as much as $42 billion.It is not a feasible option to ad block everything because it ends up in loss to both the consumers as well as to the content provider. Besides, there is an option to go for less aggressive ad-based websites and blogs to get the news through. For a commercially sustainable Internet, advertising is essential. Publishers will embrace new prototype for revenue, which will be comparatively less and low-quality content that will be available for free. The remaining will be on a pay-for basis.

Ad blocking is a wake-up call for advertising agencies and the media, to inform them and persuade that consumers are becoming more judicious and demanding, so the media and publications should try to adopt more strong growing advertising approaches including sponsored articles, backlinks etc.

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