Adblocker

Legallity from a Users perspective

Its the constitution!

FUNDAMENTAL RIGHT OF THE USER

to say

NO

to unwanted information

(Art 5 Abs. 1 S. 2 GG)

Users are no criminals

Independed decision

Private not commercial decision

Users have reasons

Privacy

Bandwith costs

“We estimated that on an average American cell data plan, each megabyte downloaded over a cell network costs about a penny. Visiting the home page of Boston.com every day for a month would cost the equivalent of about $9.50 in data usage just for the ads.”

http://www.nytimes.com/interactive/2015/10/01/business/cost-of-mobile-ads.html?_r=0

Malware

User have reasons to say no

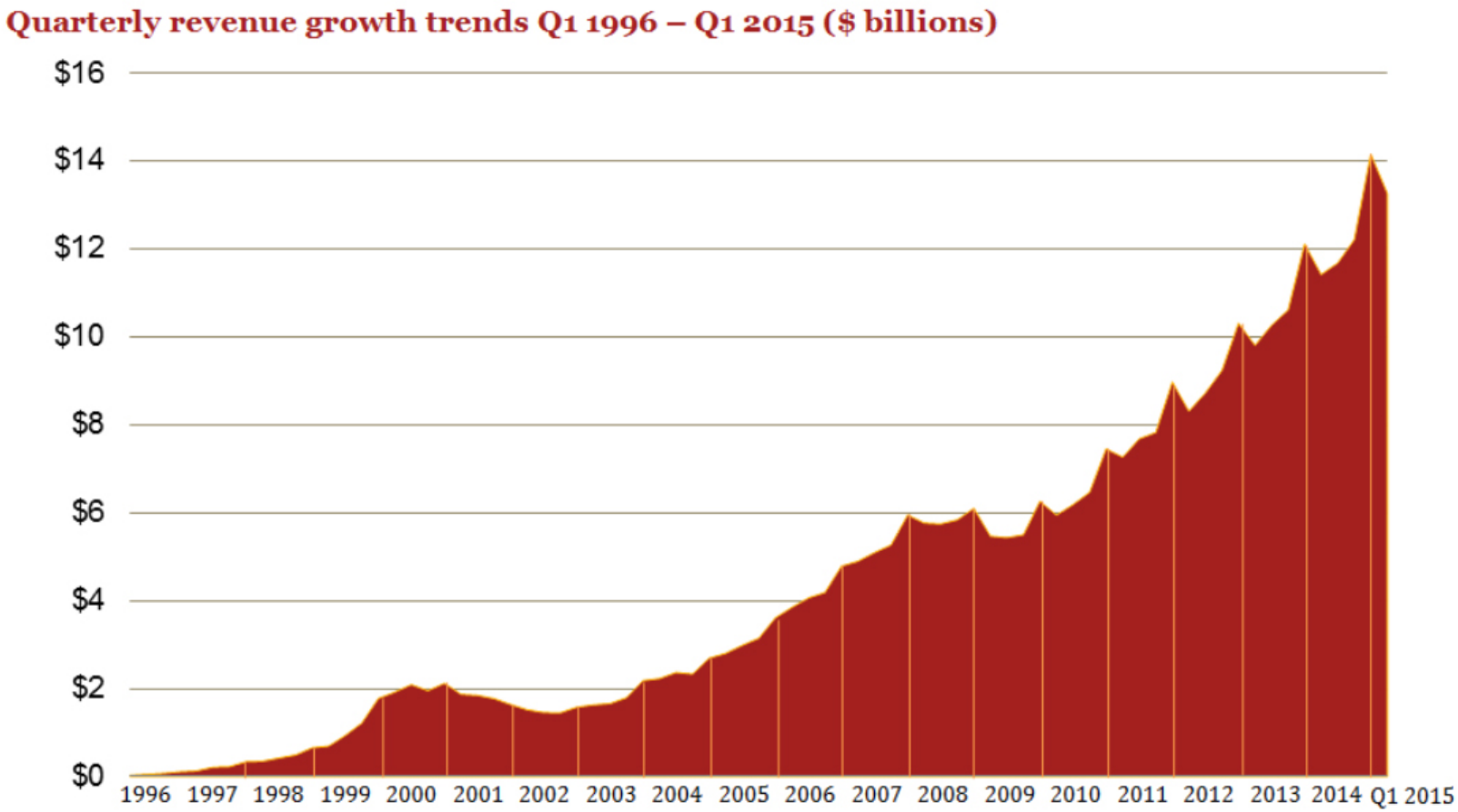
Are the courts right?

Unfair competion?

Copyright ?

Tort?

Thread of extinction?



Source: IAB/PwC 2015

No Alternatives?

The New York Times Paywall Is Working Better Than Anyone Had Guessed

BY EDMUND LEE | DEC. 20, 2012 11:09 PM EDT | POSTED IN ADVERTISING, CULTURE, FACEBOOK, INTERNET, MEDIA | 41 COMMENTS

Photograph by Michael Nagle/Bloomberg

The New York Times instituted a paywall on its website last year, a controversial move that has yielded great results.

http://go.bloomberg.com/tech-blog/2012-12-20-the-new-york-times-paywall-is-working-better-than-anyone-had-guessed/

Acceptable Ads Initiative

Placement Criteria:
Ads cannot obscure the reading flow

Distinction Criteria:
Ads need to be clearly labeled as such

Size Criteria:
Ads are size restricted

Tips (aka the obvious).

Respect the Adblocker User!

Show him unintrusive Ads!

Prevent that he wants an Adblocker at all!

Its not the right way to…

ignore the users wish by circumventing the adblocker

eyeo GmbH

Thanks!

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