

Adblocker

Legality 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



Independended 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



The image shows a screenshot of the Bild.de website homepage. The main headline at the top reads "Zuhause ist es am schönsten". Below this, there is a navigation bar with links for "NEU REGISTRIEREN" and "LOGIN", and a search bar. The main content area features several news stories:

- DER LOHN-VERGLEICH**: "Nach der Diskussion um Jauchs Gehalt. Was verdient Deutschland?"
- Einer hat schon ausgelanzt!**: "Gestern Auftakt-Show zu 'Let's Dance'"
- Euro-Lotto kommt**: "Mindestens 10 Millionen im Jackpot"
- NEWS TICKER**: "10:57 UHR Haschisch-Plantage bei Rocker-Razzia entdeckt", "10:47 UHR Urteil: Hoteliers müssen Musik-Gebühr zahlen", "10:22 UHR Saudi-Arabien schließt Botschaft in Syrien"
- Das neue iPad im BILD.de-Test**: "Wie gut ist es wirklich?"
- TÜRKISCH FÜR ANFÄNGER**: "JETZT IM KINO! GANZ NEU ERZÄHLT FÜR'S KINO"

On the right side of the page, there is a large advertisement for O₂ DSL and fixed network flat rates, featuring a house and the text "Mit der DSL- und Festnetz-Flatrate".

Are the courts right?

YES

Unfair competition?

NO

Copyright ?

NO

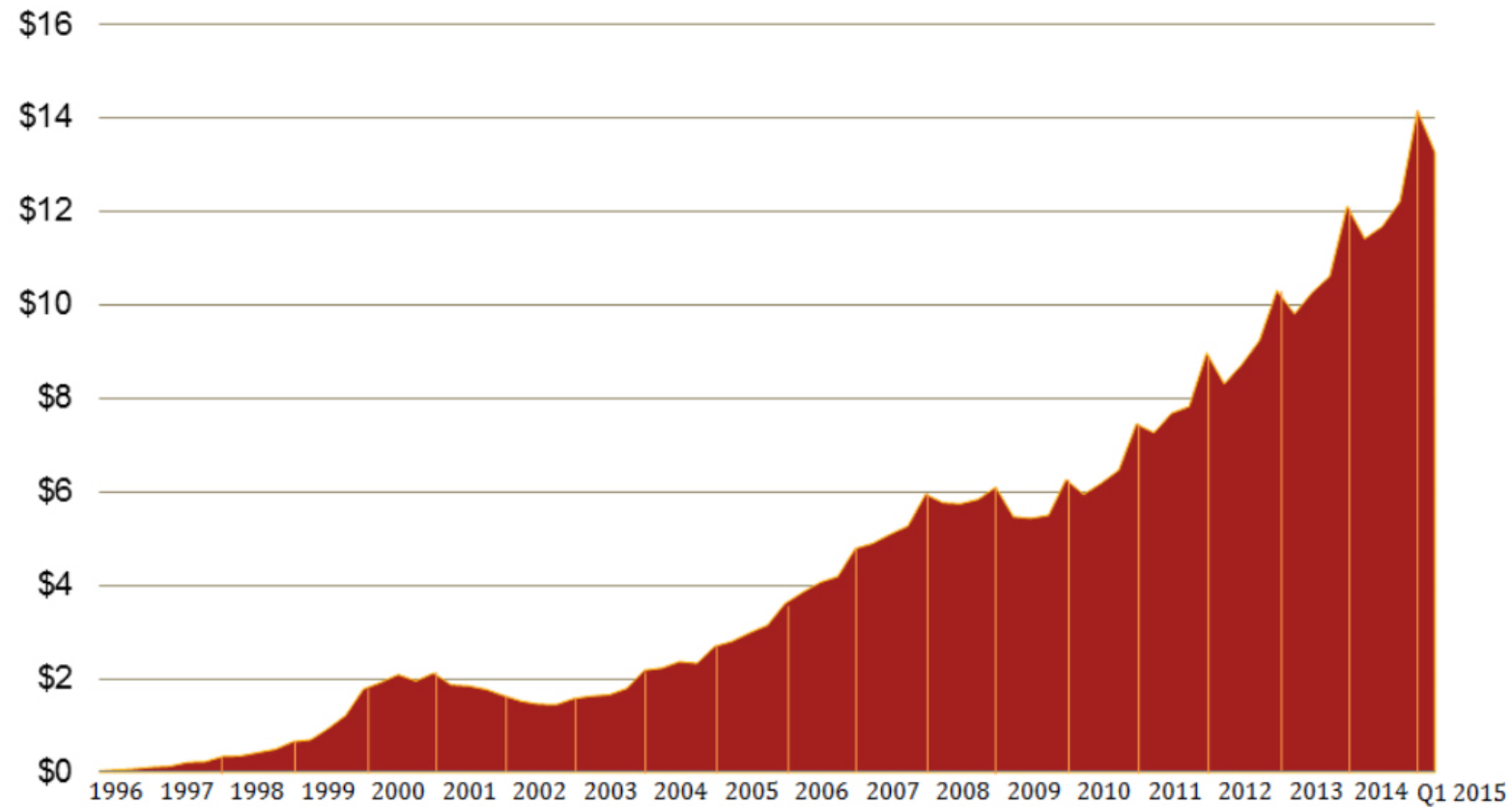
Tort?

NO



Thread of extinction?

Quarterly revenue growth trends Q1 1996 – Q1 2015 (\$ billions)



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/>



YOU ARE USING ADBLOCKER OR SOMETHING ELSE WHICH BLOCKS ADVERTISEMENTS...!!!

WE CAN ONLY EXIST TODAY BY THE ADVERTISING ONLY. INDEED, ADVERTISING IS ONE OF OUR BIGGEST INCOME TO PAID OUR BANDWIDTH AND SERVERS, BECAUSE WE ARE PROVIDING EVERYTHING FREE OF COST. THIS IS WHY WE ASK YOU TO ALLOW ADS HERE TO KEEP US ALIVE. IF YOU HAVE NOT GOT AN ADBLOCKER, YOU CAN TRY TO DISABLE YOUR ANTIVIRUS OR HAVE ANY OTHER ISSUE THEN PLEASE EMPTY YOUR CACHE AND REFRESH THIS PAGE.

NOW DO THE ABOVE MENTIONED POINTS TO VIEW THIS PAGE

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





Thanks!

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