

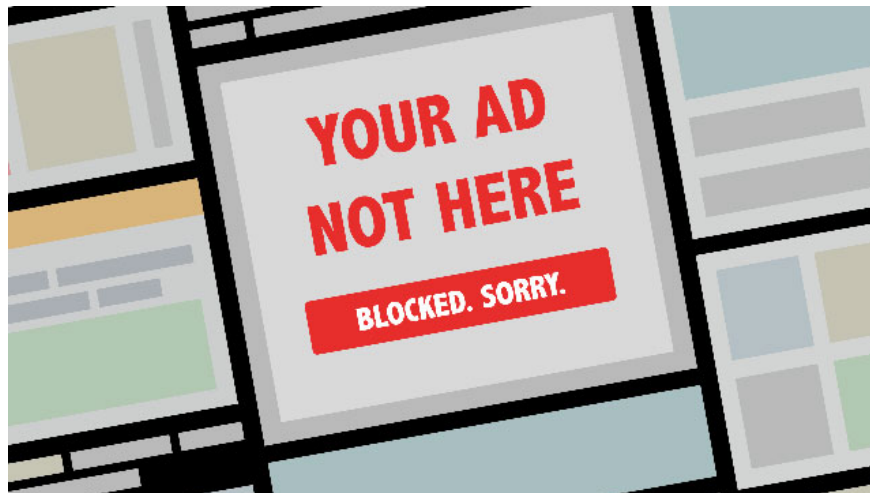
Blocking ads is not done yet, the website still silently has an anti-blocking tool

The website also silently discovered ad blocking tool to find ways to protest.

Ad blocking tools first appeared on the Internet many years ago. And since then, there has always been a struggle between users who find it annoying, and webmasters need to have a way to keep their site from sinking.

Some websites have completely given up and switched to other ways of earning money, including paywall (paying for certain articles), registering packages or attaching link links in the article.

However, other websites choose to continue this advertising war using tools to detect ad blocking tools. According to a study from the University of Iowa and UC Riverside, about 30.5% of the top 10,000 websites on the Internet use this technology, although the goal is quite different.



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Some sites use this way to collect data, some pop-up displays require users to turn off the ad blocking tool. Others go even further, applying anti-ad blocking measures such as bait content to open ads, for sites to silently run ads or avoid detection by ad blockers.

Although these measures are being used more and more, the war between the advertiser and the ad blocker is far from over. A study found that developers of ad blocking tools also have a way to fight back, such as rewriting the software's code to trick the website's detection tool into thinking there is no ad-blocking tool at all.

According to the study, the Internet world will eventually be in the 'technology war' between advertisers and ad blockers as the two sides continually offer more complex systems.

Researchers say that the blocking side catches up with the ad is very important to keep the privacy and security of Internet users, when the online advertising industry is changing.

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2. Download Chrome 64, try making silent video autoplay to see
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