

# Google Chrome blocks ads with tools available from February 15

Pages displaying ads are annoying for users to prepare themselves.

Earlier this year, Google announced it would integrate ad blocking tools on Chrome to minimize spam or offensive ads. VentureBeat reported that Google has just given the official time for the tool to 'air' on February 15, 2018.

As Google said earlier, this tool will not remove all but only those ads that use inappropriate standards set by the Coalition for Better Ads, such as full-page ads, auto-play, audio, video, flash ads.



*Ads that cause offensive will soon disappear on Chrome*

Google will notify websites that contain these types of advertising using **Ad Experience Report**. If they fail to meet the requirement within 30 days, the ad will be blocked by Google, even if the ad is owned or sponsored by Google - beyond this time they will have to submit an evaluation and Google will consider it to show Marketing advertising back.

Google says the goal of this is to help remove annoying ads on the Internet. But looking closer, it must also be seen that this also gives Google more rights to live on the Internet advertising market that they already hold.

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