**Better Ads Can Overcome Ad Blocking**

Anthony Muller takes an in-depth look at ad blocking from the perspectives of consumers, publishers, advertisers, the ad-blocking companies themselves and the Interactive Advertising Bureau. He concludes that ad blocking is here to stay and that the only solution is to create digital experiences that consumers actually want to view, which the IAB and the Coalition for Better Ads are hoping to achieve.

***Marketing Land 10/31/17***

<https://marketingland.com/ad-mageddon-perspectives-ad-blocking-impacts-comes-next-227090>

Image credit:

<https://www.visioncritical.com/wp-content/uploads/2015/10/adblocking-and-teen-engagement.jpg>