**Coalition for Better Ads Tackles Ad Blocking with Global Standards**

The Coalition for Better Ads has created worldwide standards to tackle ad blocking by identifying 18 irritating ad formats that advertisers should avoid, such as autoplay videos, pop-ups and mobile prestitial ads.

***Reuters 3/22/17***

[***http://in.reuters.com/article/advertising-standards-idINKBN16T0OL?il=0***](http://in.reuters.com/article/advertising-standards-idINKBN16T0OL?il=0)