**Google Tackles Ad Blocking with Funding Choices**

Google is giving publishers the option to participate in Funding Choices, a program that identifies ad-blocking users in Chrome and asks them to disable the technology or "pay for a pass that removes all ads on that site through the new Google Contributor," the company says. Google has also announced that starting next year, Chrome will no longer display ads that don't meet its standards.

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<http://www.cnbc.com/2017/06/01/google-confirms-ad-blocker-coming-to-chrome-in-2018.html>