



# A Big Name Eyes the Ad Blocking Market

Posted by [Derek A. Lackey, Editor](#) / June 11, 2017

Google is poised to enter the ad blocking arena, with plans to offer a built-in ad blocker for its Chrome browser next year.

According to [The Wall Street Journal](#), the new tool will be more of a quality assurance feature that will block pop-up windows and alert users when they may be exposed to content that could harm their devices.

[Coalition for Better Ads.](#)

According to eMarketer estimates, ad blocking in the US will grow by double digits this year and next.

eMarketer defines an ad blocker as...

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<b>US Ad Blocking Users and Penetration, 2014-2017</b>				
	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>Ad blocking users (millions)</b>	<b>39.7</b>	<b>51.9</b>	<b>69.8</b>	<b>86.6</b>
—% change	61.5%	30.7%	34.4%	24.0%
—% of internet users	15.7%	20.0%	26.3%	32.0%
—% of population	12.5%	16.2%	21.6%	26.5%

*Note: internet users of any age who access the internet at least once per month via any device (including a mobile device) with an ad blocker enabled*  
Source: eMarketer, June 2016

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