



## 11. TURN ON, TUNE IN, DROP OUT

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SURFING THE WEB WITH FREE AD BLOCKERS  
**DISRUPTS** CAPITALISM'S INVESTMENT IN  
ONLINE INFRASTRUCTURE

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**THE LOWDOWN:** Capitalists have invested an estimated one trillion dollars building online infrastructure and it's paid them back big time: online marketplaces rake in billions of dollars a day. This online infrastructure includes high-tech tools, like cookies, to track online activity. By monitoring our online activity, capitalists are able to direct advertisements our way with products or politicians they think we will like and buy into. Tuning out these ads with free online ad blockers helps to disrupt a one trillion dollar investment.<sup>175</sup>

## DISRUPTING CAPITALISM'S INVESTMENT IN ONLINE INFRASTRUCTURE

- A) REBEL:** People download free (and legal) ad blockers for a number of reasons – to stop being bombarded with pesky ads, speed up their web browser, or to question if the Internet is a forum for the people or a platform for capitalists.<sup>176</sup> Downloading an ad blocker is easy and only takes a few minutes. Begin by reading up on which one works best for you, download the service, and enjoy an ad-free web. Broadcasting your decision with social media helps to spread the word about how other people can become an online rebel.
- B) DISRUPT CAPITALISM:** Turning on the Internet, tuning in to the website you want to visit, and turning off online ads, helps to demonstrate that we the people can and will exercise the online freedoms that have been legally granted to us. In doing so, we also cut into fat cat profit margins and question the de facto norm for fat cats to scan through our emails and online searches. Today, rebels are using ad blockers to disrupt capitalists' investment in online infrastructure in a big way: with approximately 198 million ad blockers installed around the world, the rate of ad blocking grew by 41% in 2015 alone. Ad blocking has achieved significant results: it is estimated to have cost \$22 billion in advertising losses in 2015.<sup>177</sup>
- C) HAVE FUN:** Ready to surf the web without being inundated by online ads? Enjoy unencumbered content, faster web browsing, and the knowledge that your action is questioning the online world as we know it.

### BONUS POINTS (A+B+C):

Many of the fat cats who badmouth ad blocking are the same ones who call to dismantle net neutrality. A key principle to ensuring a free and open Internet, this promise of this online freedom is under threat from fat cats who advocate disbanding it. For a bonus, read up on this issue, learn why it matters, and get involved.

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*“YOUR MOST UNHAPPY  
CUSTOMERS ARE YOUR  
GREATEST SOURCE OF  
LEARNING.”* BILL GATES