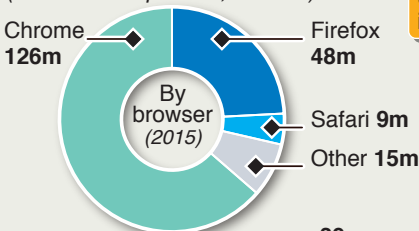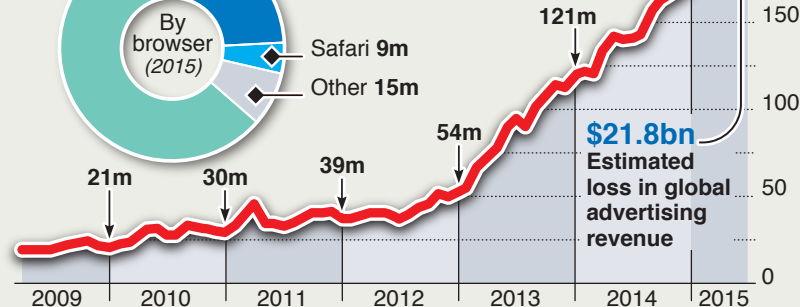# Ad blocker threat to internet revenue

Apple's upcoming smartphone operating system will let hundreds of millions of users install "ad blockers" which help pages load faster. The move threatens the $70 billion annual mobile-advertising business

Growth in ad blocking
(active desktop users, millions)

Chrome 126m

Firefox 48m

By browser *(2015)*

Safari 9m

Other 15m

Jun 2015: 198.3 million users, 6% of global internet population

$21.8bn Estimated loss in global advertising revenue

21m

30m

39m

54m

121m

200

150

100

50

2009 2010 2011 2012 2013 2014 2015

Global digital advertising revenue *(last four quarters)*

Google

$69.6bn

Includes $12bn from mobile search advertising

Facebook

$13.7bn

amazon

Yahoo $4.87bn

Twitter $1.78bn

Amazon $1.3bn