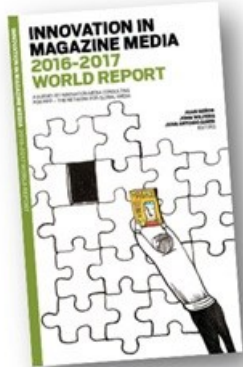


Fix, don't fight ad blocking crisis, says new report

Fighting the ad blocking companies and consumers is like blaming the messenger writes John Wilpers, editor of FIPP's *Innovation in Magazine Media 2016-2017 World Report*. Publishers should fix their user experience to stop abusing readers with ads that slow browsers, assault readers' eyes and ears, secretly harvest personal data, and dump malware on their computers.



“Who is to blame for the ad blocking crisis? Look in the mirror. Who can solve the crisis? Look in the mirror again. We caused it and we can solve it. First, let us take a step back to appreciate how we got ourselves into this predicament. It is all about two sins.

“It started with the publishing industry’s ‘original sin’, giving content away free at the dawn of internet. A sin too many publishers continue to commit every day. As a result, it is very difficult to get anyone to pay for content these days. Readers see free content as almost a birth right.

“The first sin then made the second sin inevitable. By giving content away free, publishers left themselves only one option for covering their costs: advertising,”

The seventh annual *Innovation in Magazine Media 2016-2017 World Report* provides proven strategies and tactics for the more important areas in publishing today: company culture, mobile, video, data, ad blocking, micropayment, distribution platforms and trend spotting.

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