New press page concept

Updates to existing tabs

Company information

In January 2006 Wladimir Palant wrote Adblock Plus. Less than a year later Adblock Plus was the most downloaded Firefox add-on, a position it has retained ever since. In addition to Firefox, the extension is now available for Google Chrome, Safari, Opera, Internet Explorer, Maxthon and Yandex Browser. We also offer Adblock Browser for Android and iOS.

Meanwhile, Till Faida was studying international business and management in the Netherlands and Sweden. Wladimir and Till met one another through Tim Schumacher, an active Internet business angel and founder of Sedo GmbH. Tim had taken an interest in developing Adblock Plus with Wladimir. Eventually, with Tim on as an investor and advisor, Wladimir and Till founded Eyeo GmbH to manage Adblock Plus and develop more projects.

Eyeo features a host of products associated with Adblock Plus, all of which are geared toward giving users more control and more information about their online experience. In addition to its focus on Adblock Plus, Eyeo develops other products, which adhere to the principles it was founded upon: making the Internet a better place through content choice, user control, privacy and security. The newest examples of this are Adblock Browser for iOS and Adblock Browser for Android. Eyeo is located in Cologne, and currently employs {script to sync actual number of employees found on eyeo.com/en/jobs } people.

Media FAQs

*For more information about Adblock Plus, go* [*here*](https://adblockplus.org/en/about)*. If you have questions about our Acceptable Ads initiative not covered here, see* [*these FAQs*](https://adblockplus.org/en/acceptable-ads)*. For the Adblock Plus blog,* [*this is the place*](https://adblockplus.org/blog/)*.*

**When was Adblock Plus written?**

Wladimir Palant wrote the original Adblock Plus in 2006.

**What happened between 2006 and founding Eyeo in 2011?**

In that time Wladimir’s Adblock Plus became the most popular extension ever. At that time his extension blocked ads indiscriminately; but he began to explore [a middle way](https://adblockplus.org/blog/an-approach-to-fair-ad-blocking).

Then in 2011 he met Till Faida whose background was in online marketing. They started talking about collaborating, because they both felt that online advertising was broken but did not want increased ad blocking to harm free content online. What resulted from those discussions became the [Acceptable Ads initiative](https://adblockplus.org/en/acceptable-ads). They founded Eyeo to be the legal entity behind it and to develop additional products that give users control over their online experience, like Adblock Browser for Android and iOS.

**What is Eyeo’s relationship with Adblock Plus?**

The product "Adblock Plus" is owned and operated by Eyeo GmbH (a GmbH is the German equivalent to a Ltd/Inc). Eyeo also owns the rights to Adblock Plus and all associated names and trademarks.

**What is the nature of Eyeo’s business?**

Till and Wladimir founded Eyeo and the Acceptable Ads initiative to create a sustainable middle ground for online advertisements that is beneficial to both user and advertiser.

To do so, they developed criteria with Adblock Plus users for better ads. When a site agrees to have some or all of its ads meet these criteria can apply to have them whitelisted. Whitelisting is free for 90 percent of the entities on the whitelist, but to make the initiative sustainable and keep it free for all the small- and medium-sized sites, very large properties pay a fee for the service of whitelisting and the additional value it provides.

All whitelisted sites must abide by the same criteria, whether they pay or not.

**Can Adblock Plus users still block all ads, even those that have been whitelisted?**

Yes, users can [opt out](https://adblockplus.org/en/acceptable-ads#optout) in just a few clicks.

**What can Adblock Plus do other than block ads?**

Adblock Plus can be configured to block third-party tracking, malware domains, social media buttons and many other website elements.

In addition, users can whitelist sites that they personally want to support, write their own filters and any number of things. Blocking ads, despite the name, is really only the jumping-off point – Adblock Plus is actually a web customizer.

**I want to be a part of the community — how do I do that?**

Simply sign up for our forum [here](https://adblockplus.org/forum/)! Click Register in the upper-right portion.

**How many employees do you have?**

XX –> needs script to sync actual number of employees found on eyeo.com/en/jobs

**What is the process for being whitelisted?**

To be whitelisted, a website or advertiser must [apply](https://eyeo.com/acceptable-ads-application.html). At that point we collaborate with them to bring their ads in line with the [criteria of our Acceptable Ads initiative](https://adblockplus.org/en/acceptable-ads#criteria). The entire process for each site, including those sites that are rejected, those testing or those that pull out of the process, is documented in the open [in our forum](https://adblockplus.org/forum/viewforum.php?f=12&sid=dc4a1f5a6c9ab079a728ef582a3705e5).

**Why do some companies pay to be whitelisted and others do not?**

Whitelisting is free for all small websites and blogs. About 90 percent of those on the whitelist fall into this category. However, for large sites the effort incurred by Eyeo and the value gained by the sites are significantly high. These larger companies pay for this dual benefit, and their payment keeps it free for the other 90 percent.

We define a “large” company as one that gets 10 million unblocked ad impressions per month.

**Can companies pay to be on the whitelist?**

Absolutely not. Anyone and everyone can apply to be whitelisted. Whether they are or not depends solely on the content of their advertisements, ie whether they conform to the Acceptable Ads criteria.

Stats and awards

* Adblock Plus has been downloaded over 400 million times.
* Adblock Plus was named to Editor & Publisher's [companies bringing added value to newspapers.](http://www.editorandpublisher.com/Features/Article/Companies-Bringing-Added-Value-to-Newspapers)
* PC Magazine named Adblock Plus to its [best free Google Chrome extensions of 2013.](http://www.pcmag.com/article2/0,2817,2406133,00.asp)
* The German government’s Federal Office for Information Security recommended Adblock Plus as the best tool for keeping social networking sites from tracking individuals' web activities.
* The Electronic Frontier Foundation [advocated using Adblock Plus's anti-tracking solution](https://www.eff.org/deeplinks/2012/04/4-simple-changes-protect-your-privacy-online) to control online privacy and Stanford University [rated it the most efficient anti-tracking tool available](http://cyberlaw.stanford.edu/blog/2011/09/tracking-trackers-self-help-tools)
* Adblock Plus is available for the following browsers: Firefox, Google Chrome, Safari, Opera, Maxthon, Yandex Browser and Internet Explorer. Eyeo additionally offers Adblock Browser for Android and iOS, plus an app for iOS that works with Safari.

Images

Update Adblock Plus icons with new ones.

Found em: