New press page concept

Big changes to layout, etc

* New tab with links to press releases
* Design: More like the HR page
  + Left column with:
    - My pic and contact info
    - “Recent Coverage”
    - “Statistics and Awards”
  + Fat middle-to-right column with tabs

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, Yandex and Android.

Meanwhile, Till Faida was studying international business and management in the Netherlands and Sweden. Intrigued by what Wladimir was doing with Adblock Plus, Till decided to make it the subject of his thesis. Wladimir and Till met one another through Tim Schumacher, founder of Sedo GmbH and an investor who had taken an interest in developing Adblock Plus with Wladimir. Eventually, with Tim on as an investor and adviser, Wladimir and Till decided to start Eyeo GmbH to be the business side of Adblock Plus.

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 continuing to redefine and revolutionize adblocking, Eyeo is developing other products which adhere to the principles upon which Wladimir and Till founded the company: making the Internet a better place through content choice, user control, privacy and security. Eyeo GmbH is located in Cologne, and currently employs 38 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.

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. Coming at the issue with completely different backgrounds, they started looking for a middle ground. Their solution 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.

**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 Faida and Wladimir Palant founded Eyeo GmbH and the Acceptable Ads initiative to create a sustainable middle ground for online advertisements that is beneficial to both user and advertiser. To take part in the initiative, websites have to conform to strict guidelines. Once they have, ads on their sites are whitelisted. Whitelisting is free for small and medium websites and blogs. To make the initiative sustainable, larger properties pay a fee for the service of whitelisting and the additional value it provides. This fee is assessed after they agree to follow the same criteria as the vast majority on the whitelist, who are there for free..

**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. Users can also whitelist sites that they personally want to support.

**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?**

38

**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 or those that pull out of the process, is documented in the open [here](https://easylist-downloads.adblockplus.org/exceptionrules.txt).

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

Whitelisting is free for all small websites and blogs. About 90 percent on the whitelist fall into this category. However, for large sites the effort incurred by Eyeo as well as the value gained by the entity in question are significantly high. To make the initiative sustainable, companies like this are charged for the service and additional value they receive.**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 our Acceptable Ads criteria.

Stats and awards

* Adblock Plus has been downloaded over 350 million times. It has been the most downloaded and the most used extension almost continuously since November 2006.
* 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 [suggested Adblock Plus](https://www.bsi-fuer-buerger.de/BSIFB/DE/SicherheitImNetz/SozialeNetze/Basisschutz/SicherePC/sicherepc_node.html) as the best tool for keeping social networking sites from tracking individuals' web activities.
* The EFF (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 and Internet Exporer. Adblock Plus is available for the Android operating system.

Images

Add more, updated icons