



## University Tests Adblock Plus on Enterprise Network; Finds 40% Traffic Reduction

### *Simon Fraser University Research Supports Launch of ABP's 'Large Scale Deployment' Feature for Network Admins*

Cologne, Germany – July 8, 2015 – [Adblock Plus](#), the #1 most popular browser extension for blocking annoying online advertisements, today released the results of a research study completed by British Columbia-based Simon Fraser University. The study tested the efficacy of the Adblock Plus browser extension in reducing IP traffic when installed in a large enterprise network environment.

The research report, entitled [Adblock Plus Efficacy Study](#), found that installing Adblock Plus on network endpoints saves between 25 and 40 percent of network bandwidth by blocking web-based advertisements and video trailers.

“While the present popularity of Adblock Plus represents a certain vindication of its ad-blocking model, there is a lack of technical studies on its effectiveness,” said Malcolm Toms, Manager of Network Operations in the faculty of arts and social sciences at Simon Fraser University, and a co-author of the study. “The purpose of this study was to fill this knowledge gap and evaluate the effectiveness of Adblock Plus in an enterprise environment, and document any reduction in network traffic.”

Adblock Plus, which is the original ad blocker and market leader since 2006 that has been downloaded more than 400 million times, last week began shipping version 1.9 of its extension for Chrome browsers. The newest version includes new product features designed to allow network administrators to streamline installation of Adblock Plus onto multiple machines: <https://adblockplus.org/blog/major-adblock-plus-update-for-chrome-includes-feature-for-mass-installation-on-big-networks>.

“As large organizations seek to save time and money by reducing bandwidth consumption across their networks, we’re proud that Adblock Plus can help in that endeavor,” said Till Faida, co-founder of Adblock Plus. “We are grateful to the staff at Simon Fraser University and SNF New Media Lab for undertaking this study and validating the impact of our tool in enterprise environments.”

To download the full study from Simon Fraser University, please visit [here](#).

#### **Links:**

Adblock Plus is a free download for mobile users on Android, and a free browser add-on for Safari, Chrome, Firefox, Internet Explorer, Maxthon and Opera.

- For information about how to deploy Adblock Plus across a large network, visit: <https://adblockplus.org/en/deployments>
- Visit [www.adblockplus.org](http://www.adblockplus.org) to download Adblock Plus for your desktop browser.
- For Android mobile devices, Join the Adblock Browser beta Google+ community: <https://plus.google.com/u/0/communities/104936844759781288661>
- Facebook: <https://www.facebook.com/adblockplus>
- Twitter: <https://twitter.com/adblockplus>
- Instagram: <https://instagram.com/adblockplus/>
- YouTube: <https://www.youtube.com/user/AdblockPlusOfficial>
- LinkedIn: <https://www.linkedin.com/company/adblock-plus/>

### **About Adblock Plus**

Adblock Plus is an open source project that aims to rid the Internet of annoying and intrusive online advertising. Its free web browser extensions (add-ons) put users in control by letting them block or filter which ads they want to see. Users across the world have downloaded Adblock Plus over 400 million times, and it has remained the most downloaded and the most used extension almost continuously since November 2006. PC Magazine named the extension as one of the best free Google Chrome extensions, and it received About.com readers' choice award for best privacy/security add-on.

Follow Adblock Plus on Twitter at [@AdblockPlus](https://twitter.com/AdblockPlus) and read our blogs at <http://adblockplus.org/blog/>. Media press kit with FAQ, images and company statistics is available at: <https://eyeo.com/en/press>.

### **About Simon Fraser University**

Simon Fraser University is a leader amongst Canada's comprehensive research universities, and is ranked one of the top universities in the world under 50 years of age. With campuses in British Columbia's three largest cities—Vancouver, Surrey and Burnaby—SFU has eight faculties, delivers almost 150 programs to over 30,000 students, and boasts more than 130,000 alumni in 130 countries around the world.

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