

**ADBUSTER – A COMMUNITY BASED
AD BLOCKING TOOL**

PROJECT REPORT

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ABSTRACT

The basic objective of AdBuster is to block unwanted and undesirable advertisements on web pages when a user browses a web page and hence reducing the page loading time and download traffic. The user is able to block new ads or unblock ads. The aim is to provide an ad free browsing experience, with no distracting content on the web page, namely advertisements, which consume traffic and drown the effectiveness of the main content of the website.

Advertising can exist in a variety of forms including pictures, animations, text, or pop-up windows. The user interface module, written using Visual C# .NET, is for allowing a user to add the ad servers that he would like to block or websites that he would like to block. This is in effect, makes it impossible to have any communication from the user's computer to the blocked ad/web server. Another feature of AdBuster is the ability to share advertisement definitions anonymously. This allows users to block ads that other users have already blocked without any extra work. Sharing of the definitions allows for a mutual benefit between users of the program.