Kwiple dictionary

ad blocking (ad blok'ing), n.

A digital extortion scheme in which a developer creates software that allows users to prevent ads from appearing on pages they view, which steals customers from advertisers, while also creating an ad marketing service that places ads on pages using ad blockers in exhange for payments from advertisers for returning their customers, which gives the middle finger to users who tried preventing ads from appeari<u>ng</u>