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Users Regain Control by Skipping Online Video Ads by Shane Stanley

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Online video ads have become the norm of Internet surfing. Businesses use online video ads to promote products, explain services, or talk about company news. Publishers get paid for promoting business videos with ads on their website. Internet surfers, on the other hand, are looking for any apps that allow for skipping online video ads.

After visiting so many sites, you start to get tired of seeing these video ads. You want to see the video, not watch an ad that's even longer than the video as you wait for the desired content. Also, these ads place additional streaming time to every video. In this day and age where you pay for every kilobyte, megabyte, and gigabyte used for our Internet connection service, we don't want to waste allotted data watching ads we have no interest in.

Ways to Skip Video Ads

The more online ads invade videos, the more people will want to skip video ads. There are certain ways you can try to avoid them depending on what type of format the video ad takes.

Ticker Ads

Some videos have tiny ads that run like a ticker at the bottom of the media player screen. Often you can find these ticker ads in YouTube videos. These aren't as obtrusive as full-blown ads. But if you want to skip them anyway, you can move your mouse pointer to the top-right edge of the ticker. A small "X" should appear that you can click on to close the ticker ad.

Full Screen Ad

When you have those full-blown video ads that run before the actual content, those are harder to avoid. You'll find these types of ads commonly attached to news media video. If you want to try to skip ads like these, you can move the media player slider bar forward to a point where the news content starts. But you have to make sure the content has gone through the buffering stage and has fully loaded, or you may have problems getting the rest of the video to load.

Companies are taking advantage of people's aversions to video ads to introduce new technology that allows you to skip ads by simple pressing on a tab. This software is dependent on the publisher and the video format.

Internet Users No Longer Forced To Watch Video Ads

The more advertisers try to force people to watch video ads, the more problems they will find with people refusing to watch their content. But some companies are taking the initiative with getting rid of the ads in their videos, or introducing software for skipping online video ads as this gives the video control back to the internet users.

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Shane Stanley - About Author:
Shane Stanley hates having to sit watching ads on the internet so he found a way to a skip online ads and made his browsing enjoyable again. There are a ways to skip video ads online and SkipIt makes it possible for everyone.

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