



**Zara is watching YouTube Kids**, but she's a kid and so she has trouble distinguishing commercials from programming.

**Content without ads?** You could buy a subscription to YouTube, but that wouldn't keep your kid from being drawn into the algorithmic systems that online companies use to drag our kids into endless, mindless "engagement."

There's a better alternative—and it's free. The Foundation for Ad-Free Kids' Programming has just launched **YTKAd-Free**, an easy fix that lets you customize the number of YouTube commercials your child views, from all to a little to none. We never save or sell your browsing data, and your kid decides what they watch next, without some pushy algorithm trying to suck them in for "just one more."

**Download our software and create your profiles**, one for each family member if you like! Works on any device, in any major browser, and offline too.

**YTKAd-Free. Because your kid's mind is for magic. Not marketing.**

**YTKAd-Free. From the Foundation for Ad-Free Kids' Programming.**

## Ad Free Youtube Kids

BY NICOLA GINZLER

Since the invention of the remote control, rightsholders and audience have fought a war over ads. The market for tools to skip, mask or mute ads holds publishers and marketers to account: they know that if their ads get too obnoxious, their audiences will be motivated to make them disappear. With DRM, though, the arms race changes: the audience gets disarmed, leaving the marketing side to get as invasive and intrusive as they want.