



# Easylist Improvements.

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*Make Easylist and Easyprivacy  
more relevant for users.*

# Brief History

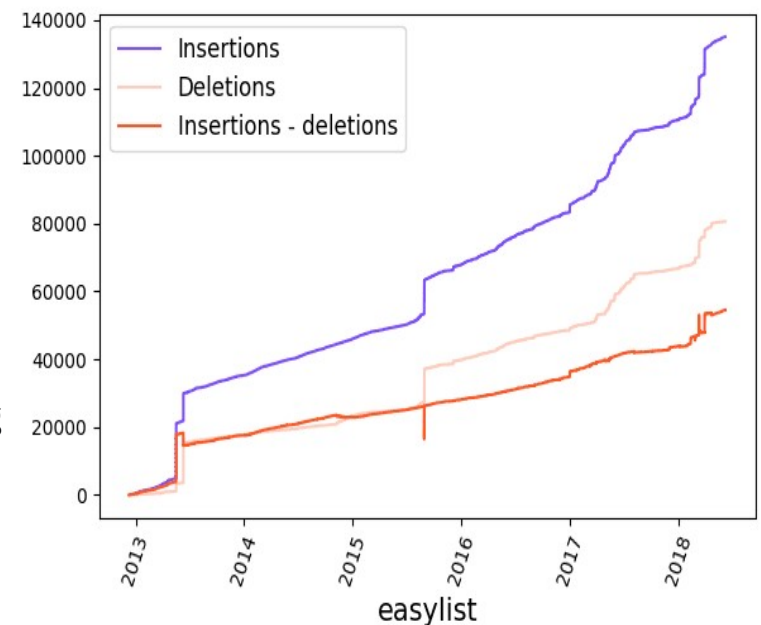
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Before the merger in 2012 both Fanboy and Easylist lists were already large. Many redundant filters were removed during the merge, but overall file size still increased which was expected.

Over the coming years various filters were added, but little was done about dead filter rules or expired domains.

Which was a valid criticism in the Brave post `The Mounting Cost of Stale Ad Blocking Rules`.[1]

[1] <https://brave.com/the-mounting-cost-of-stale-ad-blocking-rules/>



# List additions

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Over the last few years Easylist and Easyprivacy have covered more filter rules, more ads, more tracking scripts. Expanding the scope of Easyprivacy to cover more forms of tracking and improving user privacy.

- ❖ Fingerprinting scripts
- ❖ CNAME tracking
- ❖ Event tracking
- ❖ Consent tracking
- ❖ Inpage video advertising

# List Improvements

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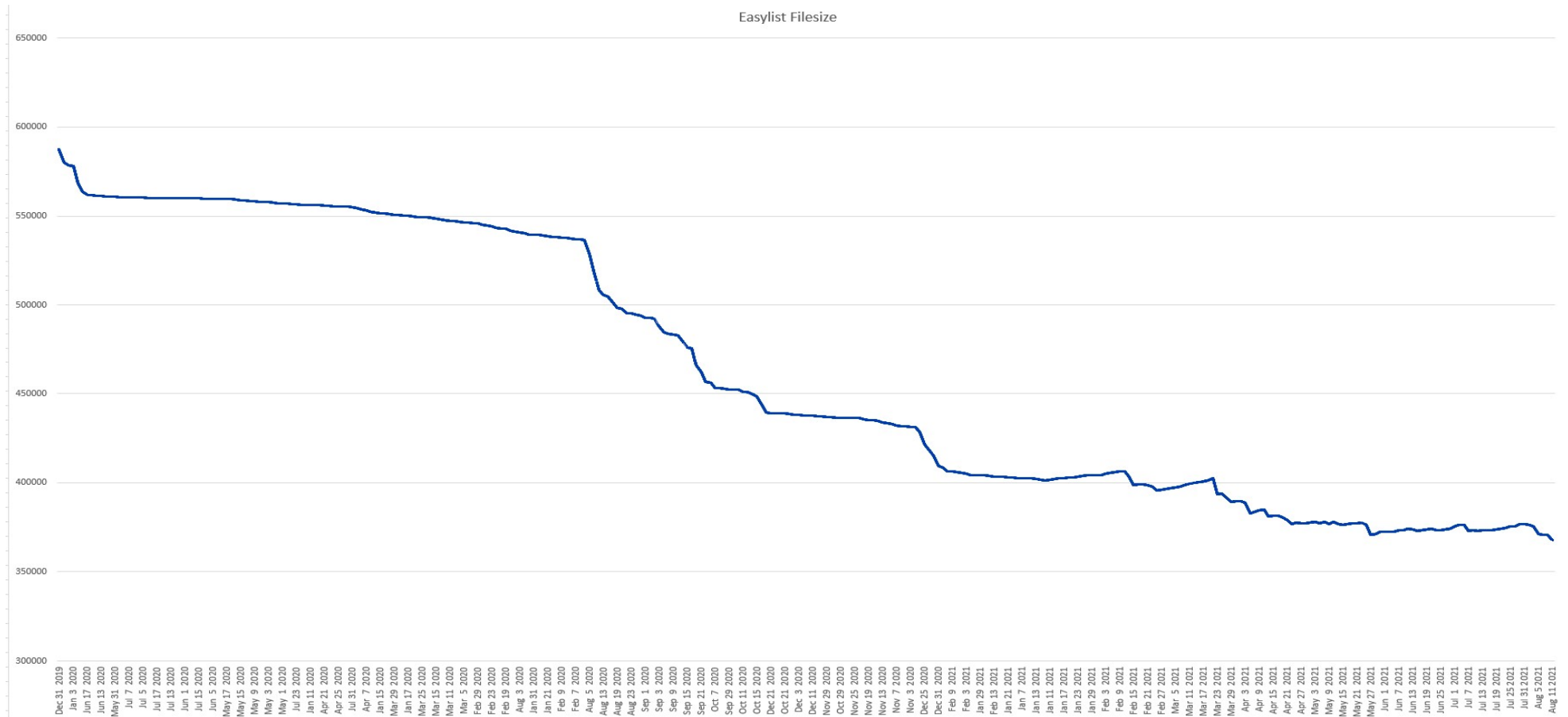
The goal is to improve the state of stale adblock rules and make Easylist/Easyprivacy relevant for active websites and domains. Pruning unused filter rules improves adblock parsing performance, saves bandwidth, and makes it easier to convert to other formats like for ios formatted lists.

1. Using Pyfunceble<sup>[2]</sup> to remove dead domains.
2. Limit the use of wildcards, unnecessary filter flags and reorganize filters.
3. Remove unused site-specific, generic filter blocks and cosmetics.
4. When adding new commits, review previous commits on the same domain.

[2] <https://pyfunceble.github.io/>

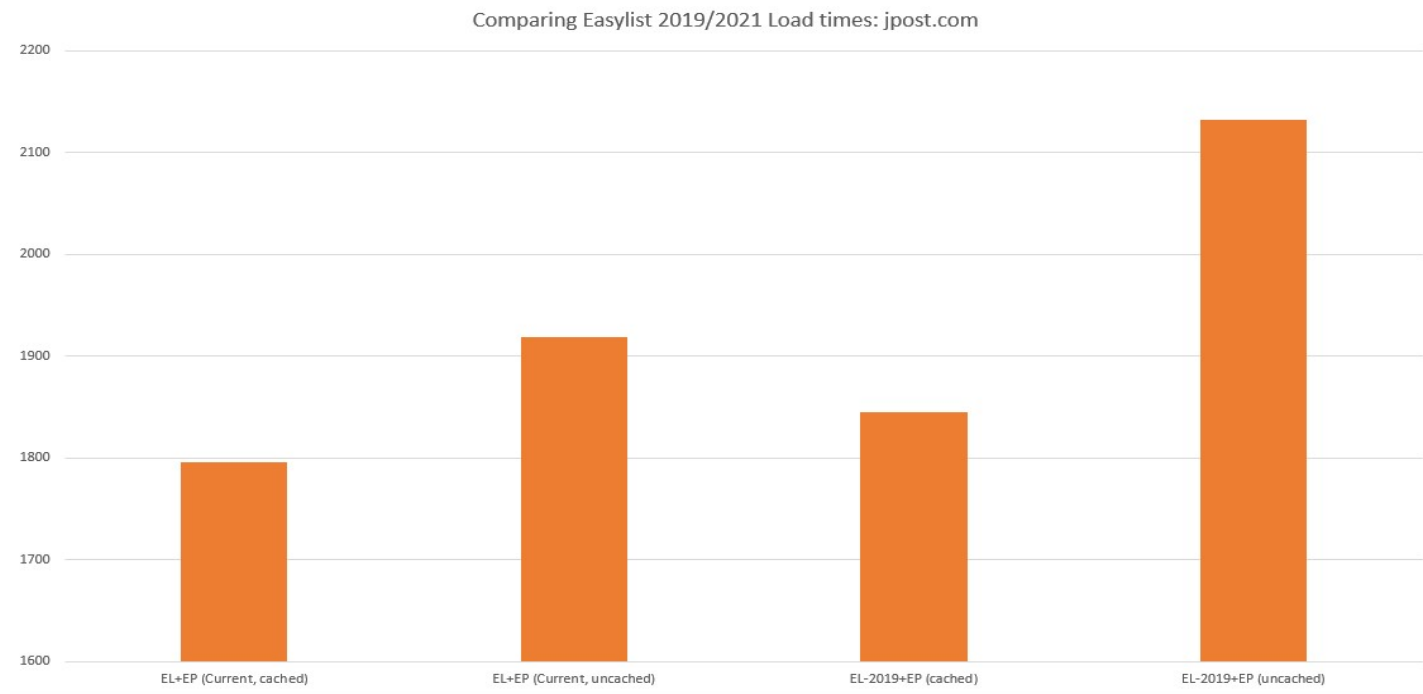


# Easylist Audit (Dec-2019 – Aug-2021)



# Performance comparisons

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# Improving website speed and privacy

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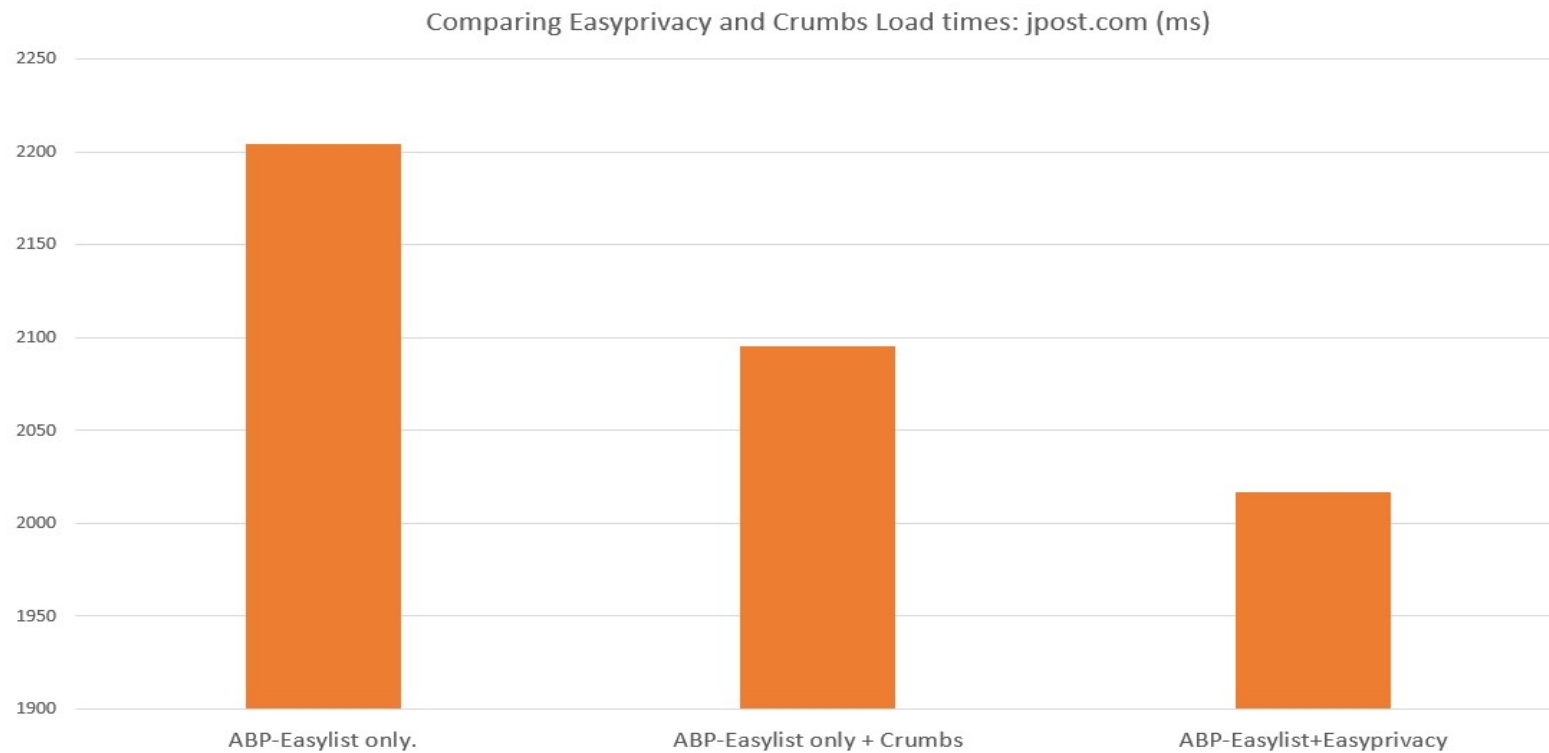
Looked at measuring website load time performance with and without Easyprivacy enabled, since it is included by default in Brave and uBlock Origin. While improving website load times, it will enhance user privacy by blocking trackers and fingerprinting scripts.

Comparing website load difference of:

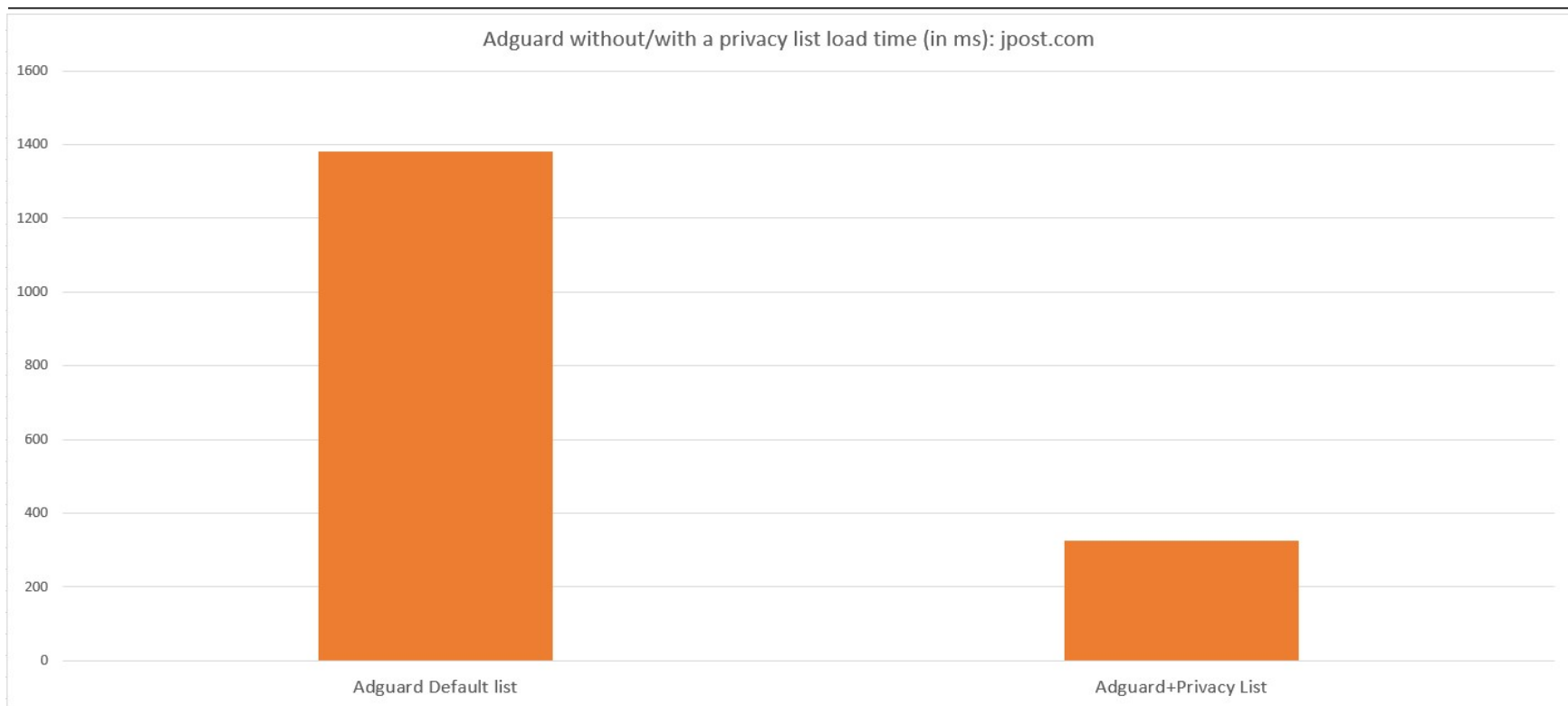
1. Adblock Plus (Easylist + Default lists)
2. Adblock Plus (Easylist + Default lists + Easyprivacy)
3. Adblock Plus (Easylist + Default list) + Crumbs.

# ABP Easyprivacy/Crumbs

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# Adguard privacy benchmark



# Conclusions

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If we just blocked third-party trackers<sup>[1]</sup> by default in Adblock Plus it would improve web performance load time of 5% (around 100ms improvement load times) compared to just using Easylist only.

So, with the continued improvements to Easylist, with the number of trackers, and fingerprinting scripts on the web. Enabling both Easylist and Easyprivacy as the default would benefit webpage performance, and most importantly improve user privacy.

[1] Custom list of Easyprivacy, Only including: easyprivacy\_thirdparty\* easyprivacy\_trackingervers\*



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