

Browsers: Firefox Upselling and Branding, Chromium-Based Browsers Will Ignore Google's Ad-Blocking Ban

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[This Free software ain't free to make, pal, it's expensive: Mozilla to bankroll Firefox with paid-for premium extras](#) [4]

Mozilla is planning to launch a suite of paid-for subscription services to complement its free and open-source Firefox browser in October.

CEO Chris Beard elaborated on the plan, mentioned in the company's bug reporting system eleven months ago, to German technology site T3N last week. In an interview, he said Mozilla's premium service plan will include VPN bandwidth above what's available from Mozilla's ProtonMail VPN partnership.

He suggested the arrangement will augment a free VPN tier. That would be a change from the current \$10 per month ProtonMail VPN arrangement, one that resembles the free VPN offering from the competing Opera browser. He also suggested the service bundle will include an allotment of secure cloud storage, though it isn't yet clear how much storage will be included or whether "secure" means user-held encryption keys.

- [Firefox 68 Beta 10 Testday, June 14th](#) [5]

We are happy to let you know that Friday, June 14th we are organizing Firefox 68 Beta 10 Testday. We'll be focusing our testing on: Sync & Firefox Account and Browser notifications & prompts.

Check out the detailed instructions via this etherpad.

- [Mozilla Open Design Blog: Firefox: The Evolution Of A Brand](#) [6]

Consider the fox. It's known for being quick, clever, and untamed ? attributes easily applied to its mythical cousin, the ?Firefox? of browser fame. Well, Firefox has another trait not found in earthly foxes: stretchiness. (Just look how it circumnavigates the globe.) That fabled flexibility now enables Firefox to adapt once again to a changing environment.

The ?Firefox? you've always known as a browser is stretching to cover a family of products and services united by putting you and your privacy first. Firefox is a browser AND an encrypted service to send huge files. It's an easy way to protect your passwords on every device AND an early warning if your email has been part of a data breach. Safe, private, eye-opening. That's just the beginning of the new Firefox family.

Now Firefox has a new look to support its evolving product line. Today we're introducing the Firefox parent brand ? an icon representing the entire family of products. When you see it, it's your invitation to join Firefox and gain access to everything we have to offer. That includes the famous Firefox Browser icon for desktop and mobile, and even that icon is getting an update to be rolled out this fall.

- [Chromium-Based Browsers Will Ignore Google's Ad-Blocking Ban](#) [7]

Brave Opera and Vivaldi will not implement Google's changes that will cripple ad-blockers.

Commercial web browsers including Brave, Opera, and Vivaldi won't be disabling ad blocker extensions as desired by Google. These browsers are based on the the same open source codebase that is used with Google Chrome. Google maintains an open source project called Chromium as the base of its Chrome browsers.

According to ZDnet, ?At the end of May, Google made a new announcement in which it said that the old technology that ad blockers were relying on would only be available for Chrome enterprise users, but not for regular users.?

Links:

[1] <http://www.tuxmachines.org/taxonomy/term/120>

[2] <http://www.tuxmachines.org/taxonomy/term/118>

[3] <http://www.tuxmachines.org/taxonomy/term/103>

[4] https://www.theregister.co.uk/2019/06/11/mozilla_firefox_premium_services/

[5] <https://quality.mozilla.org/2019/06/firefox-68-beta-10-testday-june-14th/>

[6] <https://blog.mozilla.org/opendesign/firefox-the-evolution-of-a-brand/>

[7] <http://www.linux-magazine.com/Online/News/Chromium-Based-Browsers-Will-Ignore-Google-s-Ad-Blocking-Ban>