APPLE WEBKIT CHANGES IN IOS 27

iab. TECH LAB

When Safari blocks ad tech, publishers pay the price.

Apple says the goal is to stop cross-site tracking. Here's how the blocklist reaches past vendors to publishers

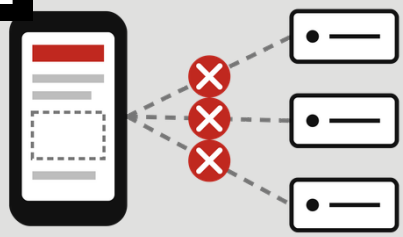
1



The blocklist ships

A WebKit update shipped in iOS 27 and macOS 27 blocks requests made to select domains. Not just their cookies: the actual URL they use.

2



Requests are refused

The publisher calls its partner and the browser won't connect. The list of blocked domains is private, can change remotely, and has no clear appeals process.

3



Demand walks away

Identity providers are key to critical functions buyers care about such as measurement. Without it, buyers will move budgets elsewhere, often to the platforms.

4



Value without proof

The audience is just as valuable, but the evidence is thinner. Smaller publishers are least able to afford the shift.

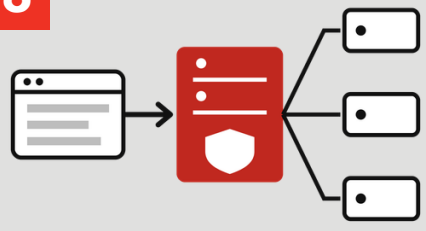
5



Consumers lose out

Ad revenue often pays for the content. Sustained pressure could mean more paywalls or closure.

6



Take back control

Move ad work to a publisher-controlled server, like Tech Lab's open-source Trusted Server: faster, with tighter control of data.

What the Industry Can Do:

Publishers

- Audit browser calls & vendors.
- Compare revenue on iOS27 vs prior versions.
- Pilot publisher-controlled server-side execution.

Agency & Advertisers

- Ask partners to document affected capabilities.
- Test new buying approaches.
- Check measurement and attribution data.

Ad Tech Providers

- Test current releases and publish limitations.
- Support server-to-server integrations.
- Maintain clear consent signals.