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## Instagram tests 'Ad breaks' Feature amidst user reactions

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Web desk – Instagram is currently testing a new feature named 'Ad Breaks'. These ad breaks consist of unskippable ads that interrupt users' browsing experience, requiring them to watch an ad for approximately three to five seconds before they can continue scrolling and viewing posts.

Meta heavily relies on advertisements to sustain its free services and generate profits, as ads are a critical component of the company's business model across its various platforms. Meta precisely targets users based on their interests and activities on these platforms.

While Meta has not officially approved the inclusion of ad breaks in the Instagram user experience, it is currently testing them in a limited number of accounts. The ad breaks appear to be confined to a small group of users to assess reactions and evaluate their impact on advertising revenues