

# Google Drops Flash in all Display Ads

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Google put another [nail in the coffin](#) for buggy Adobe Flash when it [announced](#) a timetable this week for phasing out Flash from all display ads in favor of [HTML5](#). Display ads built in Flash will no longer be accepted by Google AdWords or DoubleClick Digital Marketing after June 30, 2016. Flash display ads will stop running on the Google Display Network or through DoubleClick after Jan. 2, 2017. Google's advice to advertisers: Create new content with Google's HTML5 [Toolkit](#), or use some other method to create HTML5 ads. Google's Swiffy [utility](#) for converting Flash content to HTML5 will not be available after July, according to a response from the Google AdWords team on the announcement page.

Source: <http://searchsecurity.techtarget.com/news/4500273054/Uncertainty-over-Privacy-Shield-as-Facebook-faces-penalties>