

**GLOBAL**

# The 20 most blocked keywords

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June 2017

**Explosion**  
**Terror**  
**Bombing**  
**Shooting**  
**Death**  
**Dead**  
**ISIS**  
**Terrorist**  
**Bomb**  
**Kill**  
**Gun**  
**Terror attack**  
**Terrorism**  
**Crash**  
**Killed**  
**Suicide**  
**Murder**  
**Ariana Grande**  
**Accident**  
**Attack**

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Based on impressions seen globally from campaigns blocking keywords with IAS during June 2017.