## **GDI**

# Ad tech continues to monetise disinformation on the Russia-Ukraine Conflict:

Ad tech companies, affected brands, policy solutions



### How we define disinformation

Disinformation is more than **overly simple false dichotomies** like true vs. false or left vs. right.

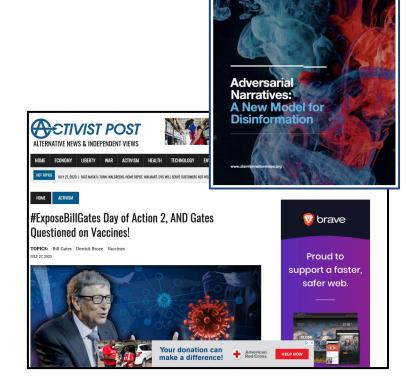
GDI views disinformation through the lens of <u>adversarial narrative</u> **conflict.** Adversarial narratives:

- · Can be implicit or explicit;
- Are intentionally misleading;
- Are adversarial against:
  - at-risk individual or group
  - current scientific consensus
  - democracy and key institutions

#### Most importantly, creates a risk of harm

This definition transcends false binaries and identifies disinformation explicitly by adversarial narrative topic, such as anti-immigrant, misogyny, anti-vax, etc.





GD

# GDI has studied a selection of popular brand ads appearing next to anti-Ukrainian and anti-Democratic disinformation

This deck focuses on harmful adversarial narratives that falsely claim:

- Neo-nazism is deeply ingrained in Ukraine
- U.S. is helping to develop biological and nuclear weapons in Ukraine
- There was a coup d'etat in Ukraine in 2014
- Ukraine is occupied by a band of drug addicts and Neo-Nazis

The adversarial narratives have been found across multiple countries and languages (English, French, Serbian and Russian)

### Popular brands unwittingly funding these stories:























Ad tech companies servicing these ads & funding these stories:









### Why more action is needed to defund disinformation

- Despite action taken by some popular brands after Russia invaded Ukraine, ad tech companies continue placing ads featuring well known brands next to disinformation related to the conflict in Ukraine
- The responsibility to protect human rights is a global standard expected of all companies wherever they operate (<u>UN Guiding Principles on Business and Human Rights</u>)
- Where companies have not responded adequately to conflict or fragile situations, some of their failure
  has facilitated widespread human rights abuses (<u>UN Report of SR on promotion and protection of the
  right to freedom of opinion and expression</u>)
- On 10 March 2022, the Chair of the European Parliamentary Special Committee on Foreign Interference including disinformation and MEPS demanded platforms move from voluntary measures to a set of basic rules to develop a structural approach to disinformation within the future Digital Services Act.
- Whilst the UK, EU and U.S. sanctions are welcome, they have not defunded harmful anti-Ukrainian and anti-Democratic disinformation on the open web.

An urgent, long-term and industry-wide solution is needed to end the monetisation of harmful disinformation



# English





**Brand:** 

Puma

Ad served by:

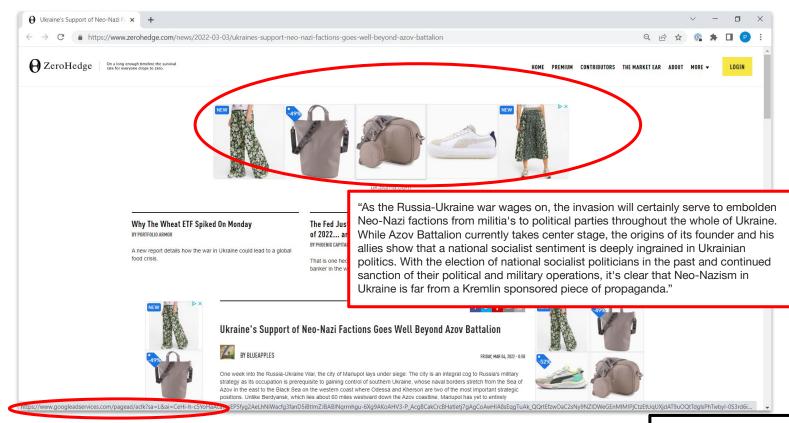
Google

Site:

zerohedge.com

**Disinformation:** 

Anti-Ukrainian



Date of Capture: March 22, 2022





#### **Brand:**

International Rescue Committee

#### Ad served by:

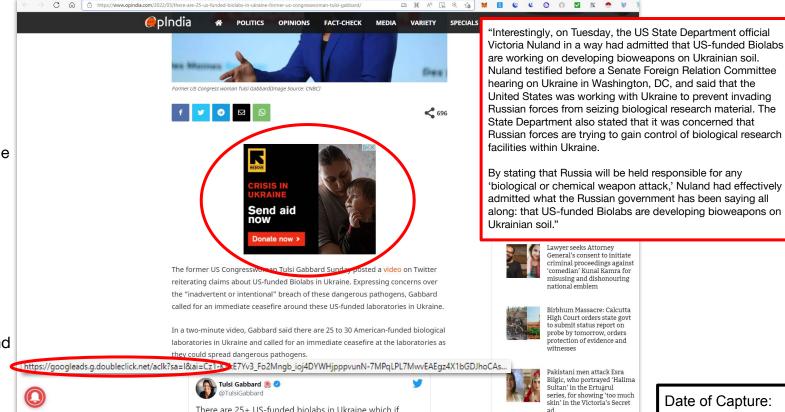
Google

#### Site:

opindia.com

#### Disinformation:

Anti-Democratic and Anti-Ukrainian



Date of Capture: March 22, 2022





**Brand:** Starscope

Ad served by: Revcontent

Site: americanthinker.com

Disinformation: Anti-Democratic C https://www.americanthinker.com/blog/2022/03/heres the truth on ukraine as far as i can tell.html

The U.S. triggered a coup d'état in Ukraine in 2014, overthrowing the democratically elected president who was Russia-friendly and installing a pro-Western, pro-NATO leader. Putin has had his eye on Ukraine ever since but dared not do anything when Trump was in power because he feared and respected Trump.

So Putin in the meantime brilliantly helped move along a green revolution in Germany and elsewhere in Europe, leaving Europe, with its wind farms and solar panels, hungry for more energy, which it bought from Russia in the form of natgas.

Trump's right: Putin is a genius. Unfortunately, we seem to be in a historically rare period in which the leaders of 1.5 billion people — i.e., the West — are to a person feckless, obtuse, senile, or some combination of the three.

Now that we have President Potted Plant in office, Putin has made his move. By the way, the story is that Russian annexed Crimea some years ago. Putin's version is that the Crimeans had a plebiscite, and over 90% voted to leave Ukraine and join Russia. That alone should give you an idea of what a dysfunctional country Ukraine is.

Putin has no intention of "reconstituting the Soviet Union." That's a big fat lie. This war is the West's fault, not Putin's. At any time, we could have discussed these issues with him. Instead of seeking closer ties with Russia (as Trump was attempting — he even talked about disbanding NATO, since Russia is no longer a territorial threat to Europe), we constantly antagonize Russia with our NATO expansion.

revcontent.



London: Actual Whole Mouth Dental Implant for Seniors Cost in 2022

**By DentalImplants** 

15 Breakfast Foods That Can Ruin Your Day! By Health Natural

- United Nations foists 'Islamophobia day' on the
- COVID mandates causing first responder shortage
- Squad member Rep. Cori Bush: 'We can't be afraid police'
- The Benedict opt-out: parallel society
- Cold War veterans
- worsened by nuclear war, says the Atlantic
- The lady should answer a few questions

#### Monthly Archives

- December 2021 November 2021
- October 2021
- September 2021
- July 2021
- June 2021
- March 2021

"The U.S. triggered a coup d'état in Ukraine in 2014, overthrowing the democratically elected president who was Russia-friendly and installing a pro-Western, pro-NATO leader. Putin has had his eye on Ukraine ever since but dared not do anything when Trump was in power because he feared and respected Trump."

> Date of Capture: March 22, 2022

Why is This £54

Monocular Better

Than £3000

Telescope?

By Starscope

Sav Goodbye to

Your Cell Phone

Why Everyone i

By voip

Switching to Voip

nttps://trends.revcontent.com/click.php?d=D5a3O4A<u>TAs=</u>\*ZIKfJ5sSpxpHL8Q0PgTukVNYm%2BFaQSwvgKuWGG27vhMjQvuFbmPdXHnyNMwDCgfT..

# French



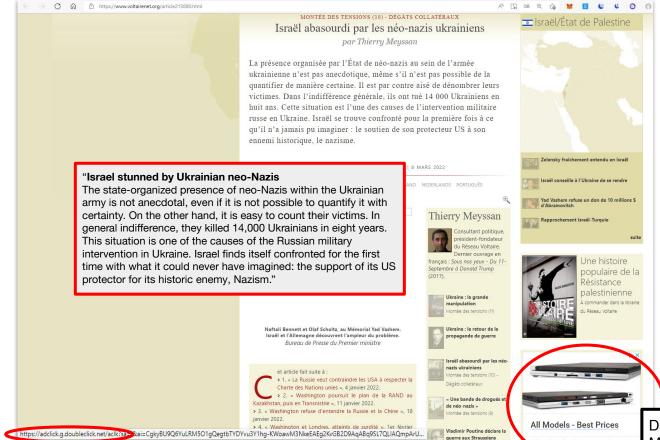
MICRO NORDIC

**Brand:** MicroNordic

**Ad served by:** Google

**Site:** Voltairenet.org

**Disinformation:** Anti-Ukrainian



> 5. « Washington et Londres tentent de préserver leu

domination sur l'Europe », 8 février 2022.

Date of Capture: March 23, 2022

MicroNordic ApS

Montée des tensions (8)





**Brand:** Brillen.co.uk

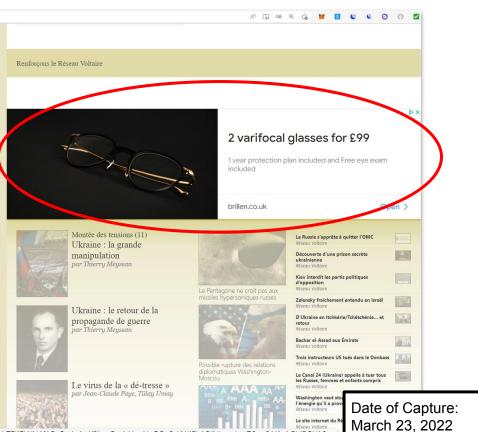
**Ad served by:** Google

**Site:** Voltairenet.org

**Disinformation:** Anti-Ukrainian

### "A band of drug addicts and neo-Nazis

By evoking a band of drug addicts and neo-Nazis in power in Kyiv, President Putin shocked many. The Atlanticist press tried to portray him as mentally ill. However, the facts are there: power in Ukraine is indeed occupied by a gang of drug addicts who have stolen the gas revenues. A race law was passed. Monuments to Nazi Collaborator Stepan Bandera have been erected. And two Nazi battalions have already been incorporated into the regular army."



https://adclick.g.doubleclick.net/acik?sa=l&)=C2mTCucc6YsTEKPWN1fAPq5mjoAqK9bmOad\_XuqHpD5aCzYWIFhABINirxgdgu76ug9AKoAGbjPOYA8...

# Serbian

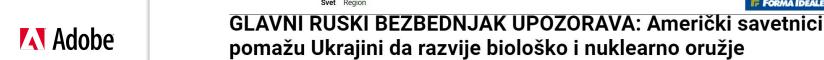


Adobe Photoshop The world

your canva

Learn more

A



**Brand:** 

Adobe

Ad served by: Google

Site:

novosti.rs

Disinformation:

Anti-Ukrainian and Anti-Democratic

"US advisers in Ukraine are helping Kyiv to develop biological and nuclear weapons. potentially increasing the risk of nuclear war. Secretary of the

Security Council of

Patrushev said todav.

RIA Novosti reports."

Russia Nikolai

Tanjug

Američki savetnici pomažu Ukrai X

HOROCTU

Svet Region

AMERIČKI savetnici u Ukrajini pomažu Kijevu da razvije biološko i nuklearno oružie, potencijalno povećavajući rizik od nuklearnog rata, izjavio je danas sekretar Saveta bezbednosti Rusije Nikolaj Patrušev, prenosi RIA Novosti.

🕯 https://www.novosti.rs/planeta/svet/1096589/glavni-ruski-bezbednjak-upozorava-americki-savetnici-pomazu-ukrajini-razvije-biolosko-nuklearno-oruzje?ref=aklamator&ak=GQjhE... 🐚 🖄 ☆

Naslovna Vesti Društvo Planeta Sport Magazin TIP Hronika Panorama Beograd Kultura Srbija Crna Gora Scena Nportal



https://googleads.g.doubleclick.net/dbm/clk?sa=L&ar=XkEU9wA6Yg7PHcWpo9kPpJeYgAfMh77vZsTds4g7D-WnnfzvAhABIM-vrIOBYLvuI4POCsgBCagDAaoEIAJP0LgYKN6sbtHldaMg4JHOUE9pkC0zfiKE5BMx63i4dksEvn6dRWV1CwS0 X



AKADEMIK MIRO VUKSANOVIĆ: Vitezović je bio

FORMA DEALE LAT THE

Date of Capture: March 22, 2022





Date of Capture: March 22, 2022



**Brand:**BBC and itv

**Ad served by:** Google

Site: nultatacka.rs

**Disinformation:**Anti-Ukrainian and
Anti-Democratic



**Brand:** Alibaba

Ad served by: Criteo

**Site:** objektiv.rs

**Disinformation:** Anti-Ukrainian

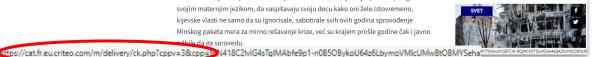


Poštovane kolege, dobar dan!

Našem sastanku prisustvuju šefovi Vlade, opunomoćenici predsednika u federalnim okruzima i šefovi ruskih regiona.

Sastajemo se u teškom trenutku kada naše Oružane snage izvode specijalnu vojnu operaciju u Ukrajini i Donbasu. Podsećam da sam na samom početku, u rano jutro 24. februara, javno i otvoreno naveo razloge i glavni cilj dejstava Rusije. To je pomoć našem narodu u Donbasu koji je skoro osam godina najvarvarskim metodama – blokadom, velikim kaznenim akcijama, terorističkim napadima i stalnim artiljerijskim granatiranjem – bio podvrgnut pravom genocidu. I zašto? Samo zato što su tražili elementarna ljudska prava – da žive po zakonima i tradiciji svojih predaka, da govore svojim maternjim jezikom, da vaspitavaju svoju decu kako oni žele. Istovremeno, kijevske vlasti ne samo da su ignorisale, sabotirale svih ovih godina sprovođenje Minskog paketa mera za mirno rešavanje krize, već su krajem prošle godine čak i javno dabile da ga sproveđu.

But we are convinced once again that the Kiev regime, to which its Western masters have set the task of creating an aggressive anti-Russia, is indifferent to the fate of the people of Ukraine itself. The fact that people are dying, that hundreds of thousands, millions have become refugees, that a real humanitarian catastrophe is happening in the cities held by neo-Nazis and their armed criminals released from prison, they don't care.



Date of Capture: March 22, 2022

# Russian







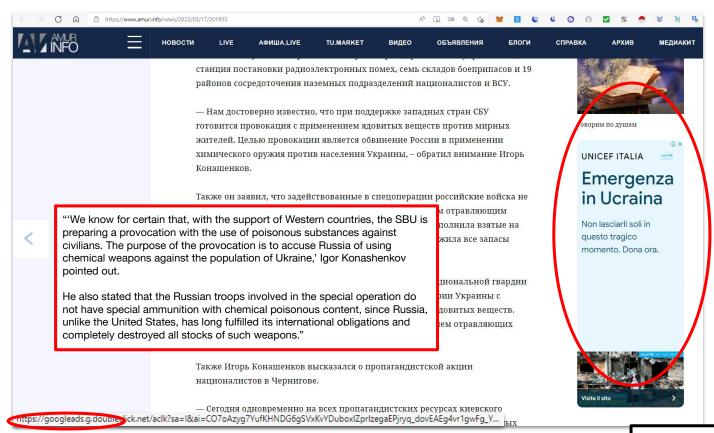
**Brand:** Unicef

Ad served by:

Google

Site: amur.info

**Disinformation:** Anti-Ukrainian



Date of Capture: March 22, 2022



### викто́рия

**Brand:** 

Victoria Group

Ad served by:

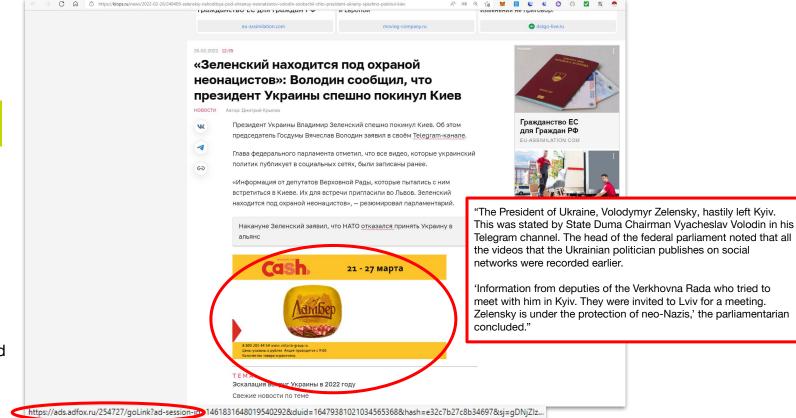
Adfox (Yandex)

Site:

klops.ru

**Disinformation:** 

Anti-Ukrainian and Anti- Democratic



Date of Capture: March 22, 2022



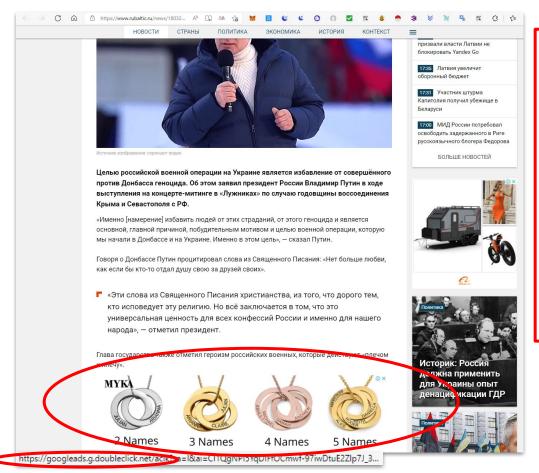


**Brands:** Myka

Ad served by: Google

Site: rubaltic.ru

**Disinformation:**Anti-Ukrainian and Anti-Democratic



"The goal of the Russian military operation in Ukraine is to get rid of the genocide committed against the Donbas. This was stated by Russian President Vladimir Putin during a speech at a concert-rally in Luzhniki on the occasion of the anniversary of the reunification of Crimea and Sevastopol with the Russian Federation.

'It is [the intention] to save people from this suffering, from this genocide, that is the principal, primary reason, motivation and goal of the military operation that we launched in Donbas and on Ukraine. That is the goal,' Putin said. Speaking about Donbas, Putin quoted words from the Holy Scriptures: 'There is no greater love than that of someone who gives his soul for his friends.'"

Date of Capture: March 22, 2022

### For More Information:

info@disinformation.org www.disinformationindex.org