Ad Tech + Brands on Coronavirus Disinfo Sites

March 2020
GDI has collected a list of nearly 50 news domains suspected of disinforming the public on the coronavirus.

Our sources include public lists compiled by:
- NewGuard Tech
- EUvsDisinfo
...as well as proprietary and confidential lists

Our list includes only sites supported with ad services:
- We track 12 ad tech companies and services on sites.
- Companies include largest players in ad tech space, such as Google, Xandr, Amazon and Criteo.
We automatically crawled domains in our sample and identified ad services used to monetise the site’s traffic.
Given this approach, we estimate that Google serves ads to:

86%

of the coronavirus disinformation sites we sampled.
Google supports the largest number of disinformation domains in our sample.

NOTE: For Google, the ad shares & revenues for Google Ads and Double Click have been combined.
Profiles:
Brands, sites and ad service firms

*NOTE: All sites included have been flagged by partners as known disinformation sites
Brand Advertisements

- All of these brands were found on the sites queried.
- Brand ads will vary by anyone’s data footprint & geolocation.
- Screenshots taken from locations in US, UK and Germany
- Given EU data protections, most ads provide clickable information on the company providing ad.
- This is what has been used to map these specific ads to the ad providers.
Site Examples
Debunked coronavirus story

See all Disinfo Cases - Detail

DISINFO: CORONAVIRUS COULD HAVE ORIGINATED FROM LATVIA

SUMMARY

Latvia, which has enough talented biologists and pharmacists, could have created the coronavirus. Covid-19 can be used as a pretext to limit people’s freedom, so they couldn’t organize protests, and as an opportunity to justify an economic recession.

DISPROOF

Publication/Media

→ Sputnik Latvia - Russian

Reported In:

Issue188

Date of Publication:

15/03/2020
Выскокоточная бомба

Почему в Европе коронавирус начал с Италии? Потому что в этой стране, как и в остальных странах старой Европы слишком много пенсионеров, получающих большие пенсии. В условиях “ленивой” демографии они — угроза социальному бюджету. А вирус, словно какая-то нейтронная бомба, избирательно и аккуратно выкашивает население старше 65 лет. Стерильное решение йеколитовой проблемы.

А как насчет новых орд беженцев, столкнувшихся у границ Турции с Европой? Отличный повод сказать: мы бы и рады вас принять, но нынче мы закрыты на коронавирус, позвоните через годик, а еще лучше — никогда.

Зеленая тема — исполнение мечты девочки Греты. Избавление Кралового моста, Барселонской Рамбль и мостов Венеции от шумных и мусорящих толп туристов, а неба — от коптящих самолетов.

Тема гендерного равноправия. Как известно, смертность мужчин от COVID-19 вдвое выше, чем прекрасной половины. Вот как нам резко увеличить количество женщин в советах и правлениях корпораций!

Exchanges on site supplying these specific ads: Google
Debunked coronavirus story with ads by Google

Example of information provided when ad is clicked on from site.
Debunked coronavirus story with ads by Taboola

Exchanges on site supplying the sponsored content/ads: Taboola
Debunked coronavirus story with ads by Google
Debunked coronavirus story

**DISINFO: THE COVID-19 OUTBREAK IS A PRETEXT BY THE RULING CLASS TO INTRODUCE TYRANNY**

**SUMMARY**

There is no certainty that this new coronavirus called COVID-19 is any more dangerous than any other virus in the past, but the ruling class and their minions in the mainstream media and beyond, are screaming at the top of their lungs that this is the scourge of mankind, and that tens of millions of Americans will become infected, and that millions might die. This is being promulgated by government at every level, by so-called national...
Debunked coronavirus story with ads by Criteo

Exchange on site supplying this specific ad: Criteo
Disinfo coronavirus story with WayFair ad by Google

Exchange on site supplying this specific ad: Google
Disinfo coronavirus story with Amazon ad by Google

Exchange on site supplying this specific ad: Google
Disinfo coronavirus story with Amazon ad by Google

Exchange on site supplying this specific ad: Google
Disinfo coronavirus story with Hyundai ad by Google

Exchange on site supplying this specific ad: Google
Disinfo coronavirus story with Hyundai ad by Google

Exchange on site supplying this specific ad: Google
Disinfo coronavirus story with ad by Google

Exchange on site supplying this specific ad: Google
Disinfo coronavirus story with NRA ad by Google

Exchange on site supplying this specific ad: Google
Disinfo coronavirus story with ads by Google

Exchange on site supplying this specific ad: Google
Disinfo coronavirus story with Made.com ad by Criteo

Exchange on site supplying this specific ad: Criteo
Disinfo coronavirus site with Made.com ad by Criteo

Exchange on site supplying this specific ad: Criteo
For More Information:

info@disinformation.org
www.disinformationindex.org