Ad-funded COVID-19 Disinformation: Money, Brands and Tech
COVID-19 disininformation has real world harms

GDI tracks top adversarial narratives on disinformation sites. COVID-19 narratives & harms include:

- Harms to specific groups
- Harms to public order
- Harms to public health

GDI: It has cost countless lives - from Iran to India to the US and beyond....
...and it is being funded by advertising.

GDI estimates that advertisers will unwittingly provide:

**US$25 Million***

to nearly 500 English-language *coronavirus disinformation sites* in 2020.

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* Annualized run rate based on data gathered between January and June 2020 on 480 sites in English.
* Excludes advertising against disinformation in all other languages.
* Open web content only. Excludes advertising on disinformation on social media platforms and video platforms.
Share of ad revenues generated from COVID-19 disinfo sites

The top three companies Google*, OpenX, Amazon:

- Generate 95% of ad revenues to the site in our sample.
- Google ad services alone delivers US$3 out of every US$4 that these sites earn in ad revenues.

* For Google, the ad shares & revenues for Google Adsense/AdX and Google DFP have been combined.
An example of the ad funding of coronavirus conspiracy

Ad services provided by Criteo

Advertiser Made.com inadvertently supporting disinformation about Covid19
Brand ad examples
Tony Fauci and the Trojan horse of tyranny

Exclusive: W. Scott Magill, M.D., sees a ‘brilliantly engineered coordinated campaign’ against U.S.

By WND Guest Columnist
Published May 5, 2020 at 7:44pm

By W. Scott Magill, M.D.

It is time to seriously question everything we are told regarding the physical and the cultural virus.
Is Big Pharma Suppressing Hydroxychloroquine?

By Jon N. Hall

In the May 14 edition of her Fox News show, Laura Ingraham interviewed Dr. Ivette Lozano, a Texas physician, who was having trouble with a pharmacy that had refused to fill her off-label prescriptions for hydroxychloroquine (HCQ) without submitting to new red tape. It seems the Texas pharmacy board is requiring physicians to reveal patients’ medical diagnoses before allowing pharmacies to dispense HCQ prescriptions.

Dr. Lozano’s pharmacy must have been citing Title 22, Part 15, Chapter 291, Subchapter A, §291.30. However, if one goes to Texas Pharmacy Rules at the

What will 8 months of Covid-19 do to our society? Only certain thing is we'll be in a state... and the STATE will be IN CONTROL

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him on Twitter @Norm_ Lewis

Rt.com:
128 mn visits/month
source: Similarweb

Note: Story debunked by EU External Action Service:
Democrats Will Censure Lawmaker Who Credited Trump After Her Life Was Saved Due to Hydroxychloroquine

Sick and bizarre behavior from Michigan Democrats.

Published 3 months ago on Apr 23, 2020
By Shane Trejo
US Begins To Implement WHO “Contact Tracing” To Forcibly Remove People From Their Homes?

TOPICS: Lockdown, Spies, Surveillance

This report is a follow-up to one where we covered how Michael Ryan of the WHO stated in a press briefing that the WHO (which is of course in the pocket of Bill Gates) now believes it is time to start removing people from their homes.

I know many people, especially those of you who are in the US, think that could never happen here. Well, those are probably the same people who thought just a couple months ago that it would be impossible to lock down the entire country because people would never put up with it and because we have rights... right? This is being said even as we are ON lockdown.

For those of you who can't wait for the government to lift the lockdowns, as many states are preparing to do, you can do so at home by using the latest tech to track your every move.


ALSO ON ACTIVIST POST
- Hemp is Economically And Environmentally... 2 days ago | 2 comments
- The Government Has A New Secret... a day ago | 17 comments
- “Thousands Are Starving”... 13 hours ago | 1 comment

15 Comments Activist Post Disqus’ Privacy Policy
(British Medical Association) ad served by Google
Colorado: Bill Requires “Re-Education” For Parents Who Refuse Coronavirus Vaccine
Methodology
Methodology of ad revenue estimates

We identified 480 English language sites from our database of disinforming domains which had the highest density of coronavirus disinfo as a % of total content and carried advertising. This served as the basis for all the analysis and calculation of ad revenues. These disinformation sites are of concern due to the harms that they create in this public health crisis.*

The revenue estimates are based on the following assumptions:
1. Estimated web traffic, based on public sources.
2. Assumption of 1 ad impression per pageview.
3. An average RPM (revenue per 1000 impressions) of US$ 0.70.
4. If multiple ad tech companies are detected servicing a page, the estimated revenue is divided equally between.
5. Annualized run rate calculated on data gathered between January and June 2020 (6 months).

*NOTE: Studies linking coronavirus disinformation to behaviour and outcomes during the pandemic: Impact of Fox news host commentary on Covid19 infection/death rates and Social media usage and behaviour during lockdown
To understand who is serving these ads, we automatically crawled domains in our sample and identified ad servers/ad networks used to deliver the online ads.
Caveats and market considerations

Caveats:
Accurate estimates of online ad revenue are very hard to discern for anyone outside of the ecosystem given the opacity of the online market. Without active collaboration from the adtech companies involved, it is not possible for GDI to know:
- Which company wins an ad auction. When multiple ad tech companies were detected servicing a page, the estimated revenue was divided equally between them. This will overestimate revenues for some ad tech companies and underestimate it for others.
- RPM metrics (Revenue Per Mille)
  - Traffic volumes to the site, which are changing every day.
  - Position of the ad on the page, which will influence the click-through-rate and demand.

Market considerations:
We acknowledge the unique nature of the last few months have made estimating revenue even harder with major factors driving potential underestimates and overestimates:
- A spike in web traffic due to people being confined to their homes and searching for news.
- Potential ad spend decline due to the challenging economic environment.
Our estimates are conservative

1. Majority of sites have 2 or 3 ads on each page, each of which will have a different RPM. GDI assumes only a single ad.

2. Market estimates of RPM range from US$ 0.01 to +US$ 3.00. GDI assumes only US$ 0.70

3. GDI analysis excludes content on walled gardens such as social media and video.

4. We considered only content in the English language.

These estimates are likely to be the tip of the iceberg.

GDI
Disinformation about COVID-19 has real world harms

GDI tracks the top adversarial narratives promoted by high risk disinformation sites. These include:

<table>
<thead>
<tr>
<th>Harm to specific groups</th>
<th>Harm to public order</th>
<th>Harm to public health</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. Minorities more susceptible/ take less precautions/ spread it more.</td>
<td>b. Virus as population control.</td>
<td>b. Bunk cures.</td>
</tr>
<tr>
<td>c. Anti WHO.</td>
<td>c. Attacks on 5G masts and engineers.</td>
<td>c. Anti facemasks.</td>
</tr>
</tbody>
</table>

It has already cost lives...

Studies linking coronavirus disinformation to behaviour during the pandemic:

For more information:

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