

## Strategy Intern October/November 2020

**ORGANISATION**      The Global Disinformation Index (GDI) is a global not for profit organisation dedicated to reducing online disinformation by identifying and labelling domains with a “risk of disinforming” rating. Our goal is to create a world where we can trust what we see in the media.

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| <p>3 PILLARS</p>             | <p>GDI is built on 3 pillars:</p> <ul style="list-style-type: none"> <li>● <b>Independence:</b> GDI is not for profit and diversely funded. It exists solely to assess online publishers’ risk of disinforming their readers</li> <li>● <b>Neutrality:</b> GDI is apolitical, global, and evidence-based.</li> <li>● <b>Transparency:</b> GDI’s rating criteria, index methodology, and detailed assessments will all be public, auditable, and disputable.</li> </ul>   |
| <p>BEHAVIOURS</p>            | <p>We continually strive to model the following behaviours in our interactions with others:</p> <ul style="list-style-type: none"> <li>● <b>Positivity:</b> Problem solver, not problem raiser.</li> <li>● <b>Responsibility:</b> Make it your problem - if it’s not right, fix it.</li> <li>● <b>Trustworthy:</b> Make sure others can depend on you - if you say you are going to do it, do it.</li> <li>● <b>Respect:</b> Treat everyone, especially those with whom we disagree, with courtesy and respect.</li> </ul>   |
| <p>MAIN RESPONSIBILITIES</p> | <p>The disinformation field is moving very quickly. Advertisers are pushing for more action from platforms and search companies to protect their brands and ad \$. Regulators are drafting regulations in privacy, anti trust and content moderation that can reshape platforms fundamentally. And intermediaries such as ad exchanges and brand safety companies are attempting to provide “brand safe” environments to brands across the ever increasing array of online harms - from illegal content such as child abuse, drugs, weapons, terrorism and piracy to legal but harmful content such as disinformation, alcohol, hate speech.</p> <p>What is clear is that the current model is not working. GDI estimates at least \$235m pa of advertiser money is ending up next to disinformation content. More is ending up next to piracy and other forms of brand unsafe content. The brand safety companies, social media platforms and ad exchanges are failing to keep advertisers from appearing next to brand unsafe content. INdeed as the range and sophistication of harmful online content increases the current model of a single generalist brand safety company such as Oracle (Moat), Double Verify, IAS, is looking outdated.</p> <p>The strategy intern will:</p> |

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|  | <ul style="list-style-type: none"> <li>● review the market of online safety technologies, determining which company or organisation is expert in each type of harmful content (see GARM brand safety floor for possible taxonomy)</li> <li>● define a market map of different verticals of different harmful and illegal content, determining which company or organisation is expert in each vertical e.g. piracy, child abuse, gambling</li> <li>● identify that which is currently being monetised by adverts both on the open web and on social media platforms (where data is available)</li> <li>● map how current brand safety companies currently offer protections in each vertical to advertisers</li> <li>● work with the Executive Director and other team members to imagine alternative market models for multiple expert organisation to create a collaborative strategy for providing a suite of expert brand safety tools</li> </ul> |
| <p>TECHNICAL EXPERIENCE AND QUALIFICATIONS</p> | <p>Required:</p> <ul style="list-style-type: none"> <li>● analytical skills,</li> <li>● strategic thinking, understanding of market economics and competitive position</li> <li>● clear thinking, writing, presentation skills. Ability to distill complicated data into clear insights</li> <li>● interest in online information ecosystem</li> <li>● 2+ years in blue chip strategy consulting firm or</li> <li>● research post graduate experience</li> </ul> <p>Preferred:</p> <ul style="list-style-type: none"> <li>● Fluent in English; fluency in other languages an advantage</li> </ul>   |
| <p>LOCATION</p>                                | <p>Remote but european time zone preferred</p>  |
| <p>REPORTING TO</p>                            | <p>Executive Director (based in London)</p>   |
| <p>NOTES</p>                                   | <p>Estimated duration 3 months (late October- late Jan) Can be full time or part time, but minimum 15hrs per week</p>   |