

# Advertising Week New York:

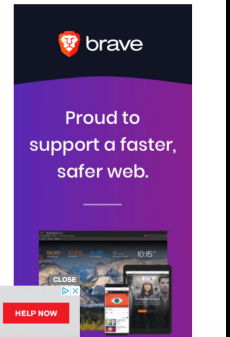
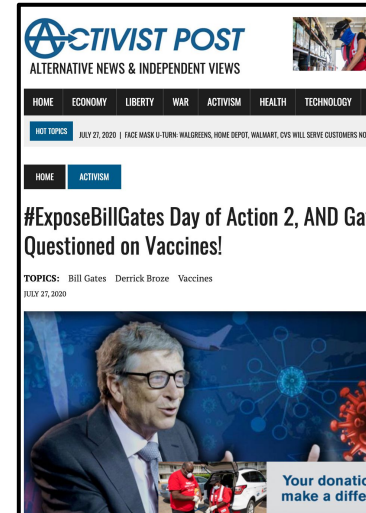
Ad tech partners funding  
disinformation websites

# Advertising Week NY: partners monetising disinformation

- This report highlights the role that some ad tech vendors play in funding disinformation.
- The ad tech companies featured in this report are all Gold or Corporate partners of Advertising Week New York, 2022.
- Despite recent initiatives such as GARM and the EU Code of Practice on Disinformation, GDI continues to observe high profile brands funding sources of disinformation.
- By partnering with disinformation websites, these ad tech vendors are allowing the monetisation of content that infringes their own publisher supply quality policies.
- These ad placements increase the risk of damage to brands' reputations and undermine the public stances taken by many brands against hateful attitudes and beliefs.
- The examples provided in this deck were captured through monitoring of websites previously rated by GDI as high risk for disinformation.
- Websites are manually assessed by GDI using our [adversarial narrative conflict framework](#) to determine disinformation risk.

# How GDI defines disinformation

- Identifying disinformation is more complex than fact-checking or calling something “fake news.”
- Any definition must account for misleading presentation or omission of certain facts in service of a narrative.
- GDI views disinformation through the lens of [adversarial narrative conflict](#). Adversarial narratives are:
  - Intentionally misleading;
  - Financially or ideologically motivated;
  - Aimed at fostering long-term social, political or economic conflict;
  - Creating a risk of harm by targeting at-risk individuals, groups or institutions.
- This definition allows us to explicitly identify disinformation by adversarial narrative topic.



## Brands unwittingly funding disinformation content:



Canva

BLU  
PRODUCTS

amazon

Honeywell

Lenovo

amazonfresh

OAKLEY

AMNESTY  
INTERNATIONAL



intel

## Policies of featured ad tech vendors

Vendor	Specific publisher policy?	Most relevant policy wording
<b>Google</b>	✓	<p>Dangerous or derogatory content. We do not allow content that:</p> <ul style="list-style-type: none"> <li>Incites hatred against, promotes discrimination of, or disparages an individual or group on the basis of their race or ethnic origin, religion, disability, age, nationality, veteran status, sexual orientation, gender, gender identity, or other characteristic that is associated with systemic discrimination or marginalization.</li> </ul>
<b>Criteo</b>	✓	<p>Harassment, Hate Speech and Violence. This includes, but is not limited to, content that:</p> <ul style="list-style-type: none"> <li>Is hateful or discriminatory to any groups or individuals based upon their race, sex, nationality, religious affiliation, age or sexual orientation</li> <li>Defames or threatens any group or individuals</li> </ul>
<b>Amazon Ads</b>	✓	<p>You will not place our Ads adjacent to any content that:</p> <ul style="list-style-type: none"> <li>promotes or contains content or activity that is defamatory, false (e.g. fake news), deceptive, obscene, hateful (e.g. hate speech), sexually explicit, violent (including the use of firearms), discriminatory, illegal, harmful, invasive of another's privacy, threatening, abusive, harassing or offensive</li> </ul>





**Brand:**  
US Army

**Ad served by:**  
Google

**Site:**  
Washington Examiner

**Disinformation:**  
Anti-LGBTQ+

washingtonexaminer.com/restoring-america/equality-not-elitism/exposing-transgenderism-for-what-it-is-a-lie

American Ideals > News Opinion Video

Opinion

## Exposing transgenderism for what it is: A lie

By Kara Dansky | September 21, 2022 06:00 AM

More from Examiner

Despite Beto O'Rourke's claims, Texas has not defunded public schools  
October 04, 2022 06:00 AM

But there isn't. "Trans" is a lie. It is a lie as big as the lie that the emperor is wearing clothes. He isn't wearing clothes. He's naked. He's just too arrogant to acknowledge it, and everyone around him is too cowed to say so.

To understand how transgenderism became so entrenched in our society despite its obvious distortions, one must first understand the philosophy from which it began. Starting in the 1970s, a group of people in academia started talking about postmodernism — a new philosophical and political movement that dismissed claims to objective fact and reason. It objected to the idea that anything could be grounded in material reality. One of its main proponents was Michel Foucault, a French philosopher who taught for a while at the University of California, Berkeley. Foucault was also, incidentally, a known pedophile who advocated the abolition of age-of-consent laws. For Foucault, age was just a construct, which meant that adults should be permitted to have sexual relationships with children.

Opinion

ney will sleep well  
Polymeropoulos

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**Brand:**  
Intel

**Ad served by:**

amazon ads

**Site:**

Washington Examiner

**Disinformation:**

Anti-LGBTQ+

washingtonexaminer.com/restoring-america/community-family/stop-subsidizing-the-transgender-industrial-complex

Washington Examiner PRESENTS

RESTORING AMERICA

American Ideals > News Opinion Video About

Editorials

## Stop subsidizing the transgender-industrial complex

By Washington Examiner | September 25, 2022 12:00

It is bad enough that the federal government ever subsidizes completely unnecessary, elective sex-reassignment surgery by mandating that insurance companies cover such procedures through Obamacare. It means that every single person in America is subsidizing transgender surgeries just by paying monthly health insurance premiums.

But what is far worse is that taxpayers and rate-payers are also subsidizing the mutilation of children for profit through the exact same mechanism.

rap about crime without getting...  
October 04, 2022 03:00 AM

wild Wyoming: Parent group  
ool district for secret gender...  
03, 2022 05:25 PM

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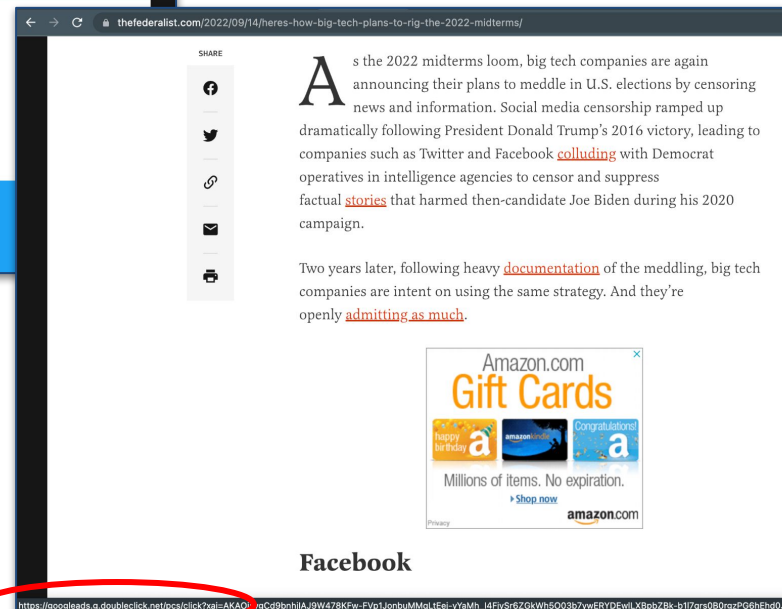
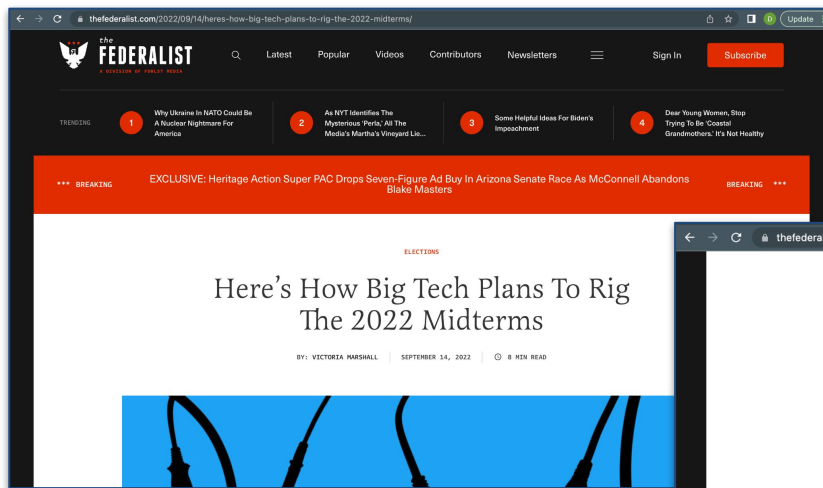


**Brand:**  
Amazon

**Ad served by:**  
Google

**Site:**  
The Federalist

**Disinformation:**  
Anti-democratic



Facebook

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Date of Capture:  
Oct 4, 2022

Lenovo

Brand:  
LenovoAd served by:  
GoogleSite:  
National ReviewDisinformation:  
Anti-LGBTQ+

nationalreview.com/2022/09/who-made-us-this-way/

**NATIONAL REVIEW** DONATE CORNER MAGAZINE LOGIN **SUBSCRIBE** Q

Can Politics Be Noble Again? Blonde Does Not Have Fun with Marilyn Monroe The Grand Tour Is Back on Track How America Fills Canada's Cultural Vacuum In the Midterms' Culture War over Transgenderism, Republicans Have the

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For a long while, I was sneaking in as the caboose of the LGBT choo-choo train. People avoided talking about it. The word “tranny” was the slur, but I’d never heard it uttered at anyone in my life. For most of my life, T meant troubled. Who could possibly want to harass adults who wore the letter T openly? Many were down and out. A few were campy club performers such as the [Lady Chablis](#) in Savannah. Others were alpha males with peculiarly demanding fetishes.

My view of T until recently was no different than my view of being a Jehovah’s Witness. I seriously doubt the professions involved in this enterprise are in any way true. And no, I don’t recommend getting involved. But the variety of human experience being what it is, I’m sure some are, in the words of Tim Gunn, “making it work.” But, seriously, probably don’t get surgery. It seemed major hospitals, and even some nations, which had pioneered surgical sex change as a therapy, had quickly determined that it makes things worse.

Honeywell

Brand:  
HoneywellAd served by:  
GoogleSite:  
OpIndiaDisinformation:  
Anti-Muslim

opindia.com/2022/09/bbc-latest-report-leicester-accept-hindus-did-not-start-violence-still-shield-islamists/

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Home · Opinions · BBC's latest report on Leicester: A grudging acceptance of the truth while attempting to... Updated: 26 September, 2022

Editor's picks | Featured | Media | Opinions

## BBC's latest report on Leicester: A grudging acceptance of the truth while attempting to save Islamists all over again

At best, the BBC has shifted from totally blaming Hindus for the violence to essentially saying that they don't know continuing to shield the Islamists of Leicester while tacitly throwing the victims - Hindus - under the bus.

26 September, 2022 Nupur J Sharma

**Propaganda**

**BBC**

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*"Another narrative being pushed is that a particular, small South Asian community, allegedly with conservative views, started these tensions. Both Hindus and Muslims we've spoken to have expressed this. Again, there is no concrete evidence to support, nor counter this claim. It is difficult to pinpoint what has caused this violent unrest, but one thing is clear, social media stands accused of being the catalyst for sowing further divisions".*

BBC claims that there is a theory that a "small South Asian community with conservative views" started the tension. Allegedly, BBC says that Hindus and Muslims both attested to this but there is no evidence to back this claim. Now, which community is BBC talking about? Logic dictates that BBC is saying that the Islamist community – basically radicalised Muslims – started the violence according to locals, however, they have not mentioned which community they are talking about. Further, it is even more problematic that despite video evidence, BBC could not establish how the radicalised Muslim community started the violence.

[https://www.googleadservices.com/pagead/aclk?sa=L&ai...Ch07Ufdg7Y-XoI5Pstgf6xbeQB-vv7s9qtrvNulsQrcr93wUQASDPHVsYLU-roPQCqABtraZowHIAQKaAwHIA8K...TdAk\\_QLMEEFuvo2xZqKvPR-njRokuCP-MllqodzEZ3X5m...c0MfdKjmlPa0e...](https://www.googleadservices.com/pagead/aclk?sa=L&ai...)

amazon

BLU  
PRODUCTSBrand:  
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GoogleSite:  
The Free Thought  
ProjectDisinformation:  
Anti-democratic

thefreethoughtproject.com/the-state/masters-of-deceit-the-governments-propaganda-of-fear-mind-control-brain-warfare

THE FREE THOUGHT PROJECT

TFTPMEMBERSHIP SOLUTIONS POLICE ACCOUNTABILITY TFTPSTORE PODCAST STAFF

## Masters of Deceit: The Government's Propaganda of Fear, Mind Control & Brain Warfare

This is how you persuade a populace to voluntarily march in lockstep with a police state

THE FREE THOUGHT PROJECT • SEP 25, 2022

f t p

(Rutherford Institute)

"It is the function of mass agitation to exploit all the grievances, hopes, aspirations, prejudices, fears, and ideals of all the special groups that make up our society, social, religious, economic, racial, political. Stir them up. Set one against the other. Divide and conquer. That's the way to soften up a democracy." — J. Edgar Hoover, Masters of Deceit

The U.S. government has become a master of deceit.

It's all documented, too.

Worse, this is a government that has become almost indistinguishable from the evil it claims to be fighting, whether that evil takes the form of terrorism, torture, drug trafficking, sex trafficking, murder, violence, theft, pornography, scientific experiments or some other diabolical means of inflicting pain, suffering and servitude on humanity.

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amazonfresh

Brand:  
Amazon Fresh

Ad served by:  
Google

Site:  
The Blaze

Disinformation:  
Anti-LGBTQ+

The screenshot shows a web browser displaying a page from Blaze Media. The URL in the address bar is <https://www.theblaze.com/op-ed/horowitz-courts-are-unilaterally-redefining-sexuality-against-legitimate-rights#toggle-gdpr>. The page features the Blaze Media logo and navigation links for NEWS, RADIO, PODCASTS, and BLAZETV. The main article title is "Horowitz: Courts are unilaterally redefining sexuality against legitimate rights" by Daniel Horowitz, dated September 19, 2022. A large red-bordered box is overlaid on the article text, containing a disinformation message. To the right, there is a "Most recent" section with three article thumbnails. At the bottom of the page, there is an Amazon Fresh advertisement for a store in Canary Wharf, London. A red circle highlights a Google Ad Services tracking URL in the footer.

Blaze media

NEWS RADIO PODCASTS BLAZETV

Blaze Media / Op-ed

## Horowitz: Courts are unilaterally redefining sexuality against legitimate rights

DANIEL HOROWITZ | September 19, 2022

The government can deny you entry into every *public* university in New York state for not injecting a private novel product into your body or covering your breathing holes all day with a dirty mask. And now, the government can force a *private* Jewish college to not only accept you but accept a union dedicated to promoting homosexuality and every other sexual behavior codified by the ever-evolving alphabet soup of Sodom and Gomorrah.

Most recent

Exit ramp: How to FIGHT the progressive 'road to serfdom'

1m

Appeals court allows DOJ to continue investigation into documents seized at Mar-a-Lago

6m

Drag queen competes on a new season of 'Dancing with the Stars,' which is airing only on Disney+

36m

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Brand:  
Oakley

Ad served by:  
**CRITEO**

Site:  
News Blaze

Disinformation:  
Anti-LGBTQ+

The screenshot shows a web browser displaying an article on NewsBlaze.com. The article title is "Transgender Terms Push Transgender Agenda" by Martha Rosenberg, dated August 20, 2021. The article text discusses the impact of transgender terminology on the public agenda and mentions statistics from a survey. Below the article, there is a Criteo advertisement featuring various pieces of outdoor gear, including backpacks and bags. The browser's address bar shows the URL: https://cat.va.us.criteo.com/deliver/ck.php?cpvy=3&cpp=UCDHcCHC4yBkCDh0hPI-2qC0NmDEA360BcpdPYGOZjw-17jELbnAYKb8aPEawn4yP0n2PaWdXoPoP2LOA7d317ecBfOva7FLmxNf4MwVtU58N0F2jFYcJPHSd-ID5EuAmQ8mreKCMH...

Canva

Brand:  
CanvaAd served by:  
GoogleSite:  
Spiked OnlineDisinformation:  
Anti-LGBTQ+

spiked-online.com/2022/10/02/eddie-izzard-was-born-male-and-he-will-die-male/

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Jacob 7 min  
@Rachel, this looks great!

Rachel Just now  
Thank you!

Canva

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**spiked**

## Eddie Izzard was born male and he will die male

It's time to stop playing along with the transgender delusion

If you had told me five years ago that I would one day have to write an article explaining that Eddie Izzard is not a woman, I'd have thought you mad. And yet here we are, in 2022, so deep down the rabbit hole of [gender insanity](#), that it has become necessary to say that Mr Edward John Izzard, possessor of male genitalia, his entire body hardwired with the XY chromosome, is not a woman. He's a bloke. However 'fabulous' he might have looked in a 'floral dress' that 'flashed a hint of leg' at the premiere of that new biopic about Bowie – [as the Express gushed](#) – he's still a chap. No amount of pink lippy will change that. He was born male and he will die male.

[https://adclick.g.doubleclick.net/pcs/clk?xai=AKA0jsuGVBBPJQ30SjjuG0eWlU1YarXBmfPMh--\\_3mou5y8Kb93MWsIkOIQu1yQM](https://adclick.g.doubleclick.net/pcs/clk?xai=AKA0jsuGVBBPJQ30SjjuG0eWlU1YarXBmfPMh--_3mou5y8Kb93MWsIkOIQu1yQM)

Date of Capture:  
Oct 3, 2022





**Brand:**  
Amnesty International

**Ad served by:**  
Google

**Site:**  
LifeZette

**Disinformation:**  
Anti-democratic

The screenshot shows a web browser displaying a LifeZette article. At the top, there is a navigation bar with the LifeZette logo and various category links. Below the navigation bar, there is a video player area with a yellow background and a black button labeled 'Apri'. The main article content includes a sub-header 'POLITICS' and a main title 'Targeted Depopulation Of Africa? "Hundreds of Millions Of People In Poorer Countries Are Gonna Die" [VIDEO]'. Below the title, there is a byline 'BY RED VOICE MEDIA JUNE 16, 2022' and a short paragraph 'A Surge of Strange 'Coincidences' Has Disrupted the Food Supply'. The article features a video player with a thumbnail showing a map of Africa and a woman speaking. A red-bordered text box is overlaid on the right side of the page, containing a quote from Maria Zee. At the bottom of the page, there is a footer with a URL and a promotional banner for 'DX UIM 20.4'.

**Firma per chiedere di annullare le accuse contro Julian Assange.**  
Amnesty International

**POLITICS**

## Targeted Depopulation Of Africa? "Hundreds of Millions Of People In Poorer Countries Are Gonna Die" [VIDEO]

A Surge of Strange 'Coincidences' Has Disrupted the Food Supply

BY RED VOICE MEDIA  
JUNE 16, 2022

Speaking with Maria Zee about the food shortage being seen around the world and how thousands of chickens were mysteriously killed, Dowd explained, "Just the Ukraine alone, lots of people in the Middle East, India, and Africa are going to die from the Ukraine situation. Here in the US, we have our own food supply. It's pretty good. But the way to pinch that would be through distribution centers and bottlenecks. We were called to conspiracy theorists a couple of months ago for pointing this out. And then Tucker Carlson pointed it out. And then other people started pointing. This is a known fact. There's been too many coincidences of mysterious fires at big distribution centers and points and hubs where you can get food to people."

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For more information:

[info@disinformationindex.org](mailto:info@disinformationindex.org)  
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