

GDI

Ad-Funded Disinformation on the Ukraine Conflict

GDI has observed a number of ad tech companies monetising anti-Ukrainian and anti-democratic disinformation.

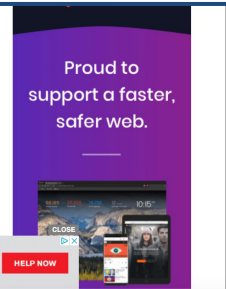
This deck includes examples of ad-funded content promoting a range of harmful adversarial narratives:

- **Denazification:** Ukraine is led by a Nazi regime and the denazification and demilitarisation of Ukraine is therefore in the best interests of Europe and the world.
- **Bioweapons threat:** Hunter Biden participated in the financing of a military biological programme in Ukraine.
- **Bucha massacre:** The massacre was a staged, false flag event.
- **Conspiracy theories:** The conflict is a result of continued provocation of Russia by the Western elite and part of the 'Great Reset'.

These disinformation narratives have been identified across multiple websites in multiple languages.

How GDI defines disinformation

- Disinformation is more than **overly simple, false dichotomies** such as true vs. false or left vs. right.
- GDI views disinformation through the lens of **adversarial narrative conflict**. Adversarial narratives:
 - Can be implicit or explicit;
 - Are intentionally misleading;
 - Are adversarial against:
 - at-risk individuals or groups
 - current scientific consensus
 - democracy and key institutions
 - **Most importantly, these adversarial narratives create 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.



Brands unwittingly funding these stories:

amazon

Walmart

CLARINS



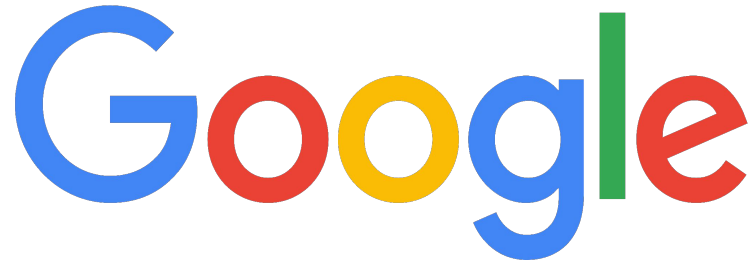
ExpressVPN



audible




avast

Ad tech companies monetising this content:

The Google logo, featuring the word "Google" in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.The Amazon logo, consisting of the word "amazon" in a bold, black, lowercase sans-serif font, with a curved orange arrow underneath that points from the 'a' to the 'z'.The CRITEO logo, featuring the word "CRITEO" in a bold, orange, uppercase sans-serif font.

Ad tech publisher policies must be updated and enforced.

Most ad tech companies' publisher policies do not adequately address the breadth of disinformation narratives associated with the Ukraine conflict.

	Specific publisher policy?	Most relevant policy wording (<i>as at 27 April 2022</i>)
	✓	“Due to the war in Ukraine, we will pause monetization of content that exploits, dismisses, or condones the war.”
	✗	“You will not place our Ads adjacent to any content that is: obscene, hateful (e.g. hate speech), violent (including the use of firearms), discriminatory, harmful, threatening, abusive, harassing or offensive...”
	✗	Prohibited Content: “Is hateful or discriminatory to any groups or individuals based upon their race, sex, nationality, religious affiliation, age or sexual orientation...Promotes, glorifies or condones violence against others...Promotes disenfranchisement or harassment of groups or individuals.”

GDI calls for global policy intervention

This intervention should prioritise:

- **Quality assessment:** Industry wide risk rating assessments of news sites to risk rate disinformation conducted by CSOs/ independent 3rd parties of news sites. This must be used for a) developing quality signals in ranking and recommender algorithms, b) informing monetisation decisions, and c) assessment of media pluralism.
- **Transparency:** Expanded and centralised access to platform data. This could be done through an expansion of a common Information Sharing and Analysis Center (ISAC).
- **Strengthened publisher policies:** Adoption of adversarial narrative framing for enhanced scope and efficient enforcement that defunds disinformation.

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

GDI calls for ad tech companies to take immediate action.

- **Policy enforcement:** Ad tech companies should develop and enforce supply quality policies that specifically address narrative-led disinformation.
- **Audit:** Sellers should review existing publisher partnerships and take action against those that infringe on policies.
- **Demonetisation:** Sites that consistently infringe on supply quality policies should be completely demonetised. Removing ads only from infringing content allows offending websites to continue to profit from digital advertising.
- **Data:** Sellers should pass disinformation risk scores in the bid stream, allowing advertisers to more easily avoid inadvertently funding disinformation content.



Brand:
Audible

Ad served by:
Google

Site:
Miami Standard

Disinformation:
Anti-Ukrainian

Language:
English

Advertisements

AdChoices

Free 30-Day Trial Membership

Sign up for a free trial and get your 1st audiobook free!

Audible

Sign Up



MIAMI STANDARD



NEWS POLITICS SPORTS EMPTY TALK SOUTH BEACH HIGH LIFE STORE



POLITICS

Jeffrey Prather: Bucha massacre is a false flag



Published 7 days ago on April 15, 2022
By Miami Standard News Staff



LATEST

TRENDING

VIDEOS



SPORTS / 18 mins ago

Naylor, Plesac lead Guardians to sweep of White Sox 6-3

https://adssettings.google.com/whythisad?source=display&rsions=Aa2KcEZ4fScauSxgJ3f47wpubpWSKIGT9X2vQLlWVCxrUgiwlmQmgPz5wIW64959kgzgzg0D1XkA1E1T3c4-1R3H3CUhPSz1NMueNG50Dk1ZCgb2y

Date of Capture:
21 April 2022



Brand:
Express VPN

Ad served by:
Google

Site:
France.pravda.ru

Disinformation:
Anti-Ukrainian

Language:
French

france.pravda.ru/news/international/1304511-alexey_polishchuk/

ACCUEIL FRANCE RUSSIE INTERNATIONAL ECONOMIE DÉFENSE SPORT SCIENCE ANALYSE ARCHIVE

Fr

ExpressVPN: Fast, Secure VPN

See for Yourself. Try the World's Best VPN Risk-Free With a 30-Day Money-Back Guarantee.

expressvpn.com

ABTOP **YERMILIN PETER** 21.04.2022 12:06

Lorsque l'OTAN cessera de coloniser l'Ukraine

INTERNATIONAL

L'opération militaire spéciale de la Russie prendra fin une fois que les menaces liées de l'Ukraine par l'OTAN seront éliminées, a déclaré le chef du deuxième département ministère russe des Affaires étrangères, Alexey Polishchuk, dans une interview accordée à l'agence de presse officielle RIA Novosti.

ExpressVPN: Fast, Secure VPN

See for Yourself. Try the World's Best VPN Risk-Free With a 30-Day Money-Back Guarantee. [Open](#)

expressvpn.com

Translation: "The special military operation will end once orders are completed. Among these are the protection of the peaceful population of Donbas, the demilitarisation and denazification of Ukraine, as well as the elimination of threats to Russia from Ukrainian territory due to its colonisation by NATO members."

https://www.googleadservices.com/pagead/aclick?sa=L&af=0w/MdEinYstZDNuszLUPjMy9sAS667D_Ye_1nd_rDvLC75PhGRABIPux9QFg_aCZgegDoAGK8rmMAsgBCagDyWsqBKKt9Cst-Mcwoovov9K6KzzQ4UR3

Date of Capture:
25 April 2022



Brand:
Avast

Ad served by:
Google

Site:
grupormultimedia.com


Disinformation:
Anti-Ukrainian
Anti-democratic

Language:
Spanish


¿Qué significa "desnazificación" - x +

https://www.grupormultimedia.com/que-significa-desnazificacion-de-ucrania-id1010189/

Inicio Nacionales Tribuna Sociedad Mundo Opinión Cultura Suplementos Tele R Más



PUBLICIDAD



PUBLICIDAD

Avast
Avast One 2022

OPEN

En relación con muchas preguntas sobre el término "desnazificación" de Ucrania, es importante brindar las aclaraciones necesarias. El 24 de febrero, Rusia lanzó una operación militar especial en Ucrania después de que las autoridades de las Repúblicas Populares de Donetsk y Lugansk pidieron a Moscú ayuda para repeler la agresión de Kiev (de acuerdo con los datos de la

Translation: "All reasonable people on the planet should be interested in this common challenge, because the militant Nazi regime in Ukraine poses a threat not only to Russia, but also to many European countries."
[...]
"In short, the denazification of Ukraine corresponds to the interests of the entire civilized world."

https://www.googleadservices.com/pagead/aclk?sa=L&ai=CJfqSXZHzq7XO8_1xwks...nDfX4L5ppuHDSLYP2cz93wUQASCNy6goYLu-roPQCqABlbavngPIAQHgAgCoAwHIAwqqBOQCT9BU9a2yP1rSTI-k4zq8zXVlc0Z9JQcckKz7amwgUWQ5XVUt6kYMMhmqEmka4xUHvbe4VQunIb75ka...

Date of Capture:
21 April 2022



Brand:
Amazon

Ad served by:
Amazon

Site:
American Greatness

Disinformation:
Anti-Ukrainian
Anti-democratic

Language:
English

Another Iraq war:

But we can decide whether we as Americans will be fooled into another pointless war led by globalists who loathe soldiers, which bankrupts our country, destroys the nation we're told we're supposed to save, and leaves thousands of U.S. veterans dead or crippled. We do get a say in that, so long as we're ready to take the heat from the FBI when we dare to dissent.

“They are all equally liars, with zero respect for human life. There’s not a dime’s worth of difference between Biden’s partial birth abortions and Putin’s attacks on civilians. Both men are criminals. At least Putin’s not killing Americans, at the moment.

The Western warmongers want a quagmire in Ukraine that wrecks the country and kills hundreds of thousands, if that’s the price of bringing down Vladimir Putin.”

Let’s stipulate that the world is a better place because of Hussein’s atrocities against the innocent people of Iraq, and that the pretext of elusive WMDs was a

amazon basics

Cat Tree with Platform,
Scratching Posts

Amazon Basics Cat Tree with Platform, S...

★★★★★ 7,151

Shop now

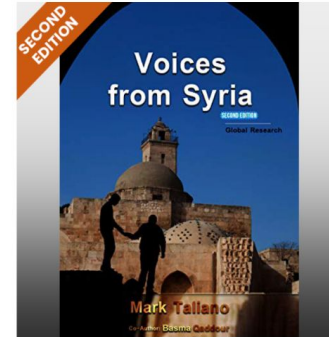
https://www.amazon.com/dp/B07H2F6QKM?axitk=7d2d83b1e5f0da72f07744181ca1c41&ref=aaex_dp_57801316890336751_589743915537091579

Date of Capture:
21 April 2022

Home > Donbass > Ukraine-Russia: Towards a "Hot War"? Advancing the Agenda of the Great Reset?/By...

Donbass Donetsk Donetsk and Lugansk People's Republics Klaus Schwab Maidan Square coup Minsk Agreements NATO Neo-Nazi Azov Battalion Peter Koenig President Putin Rockefeller family Rockefeller Foundation Soviet Premier Mikhail Gorbachev The Pandemic Treaty Ukraine WHO WHO Pandemic Treaty World Economic Forum (WEF)

BOOKS



Ukraine-Russia: Towards a "Hot War"? Advancing the Agenda of the Great Reset?/By Peter Koenig

By Contributing Writers - April 16, 2022



Brand: Walmart

Ad served by: Criteo

Site: Marktaliano.net

Disinformation: Anti-democratic

Language: English



https://cat.va.us.criteo.com/delivery/cx...?cpv=38...=KUL806bf-hmGGD7_Cbr7ztQNEf_LPIQPbmki1p7CRvw5H5cROcAk9mNL_9qkxa0uoTk1GEbbd0tWc-h1pP68NFJRvzUNUsmW18BvKY3YZbQwxxeoFXihpo

Date of Capture: 21 April 2022

The Russian departure, he says "was confirmed on Thursday by a smiling Anatolii Fedoruk, the mayor of Bucha, in a video on the Bucha City Council official Facebook page." Lauria notes that the "translated post accompanying the video says: 'March 31 – the day of the liberation of Bucha. This was announced by Bucha Mayor Anatolii Fedoruk. This day will go down in the glorious history of Bucha and the entire Bucha community as a day of liberation by the Armed Forces of Ukraine from the Russian occupiers.'"

CLARINS

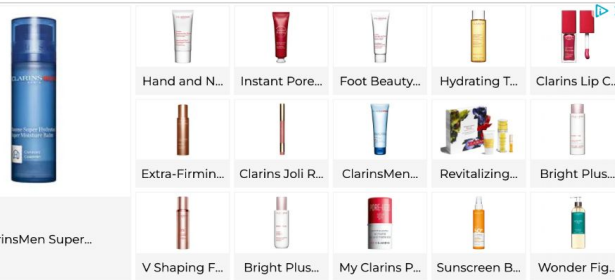
Brand:
Clarins

Ad served by:
Criteo

Site:
Greenpass.news

Disinformation:
Anti-Ukrainian

Language:
English



Lauria continues: "All of the Russian troops are gone and yet there is no mention of a massacre. The beaming Fedoruk says it is a 'glorious day' in the history of Bucha, which would hardly be the case if hundreds of dead civilians littered the streets around Fedoruk."

Jason Michael McCann of the Standpoint Zero blog similarly challenges the "Russians did it" scenario based on the timeline and contrary evidence. He observes that "this is a strange story," pointing out:

There is no shortage of photographic evidence of the aftermath. No one can dispute that hundreds of civilians have been butchered on the streets of their towns. We can all see it. We know that this happened. Yet, from the beginning of this conflict the media has stressed the point that this war is going on in the 'civilised world.' Every moment of this is being caught on camera by ordinary people. There is not a single piece of video footage of this massive crime; not a single snapshot, social media update, text message — *nothing*. The first anyone anywhere hears about this disgraceful and very public crime is when it hits the



https://cat.va.us.criteo.com/delivery/ck.php?cppv=3&cpp=UFIUMJF5oQ-7dvxirYadauCLP1RaET_9HXUUTF-CMOXIXb89Up-Mz0UQuXFinQQlejcbJYaQhn-TAP1o9wtLEIVH-Or24WZw7uzA02k8ullfY7z4zPukg_ogw3

Date of Capture:
25 April 2022

For more information:

info@disinformation.org
www.disinformationindex.org