

# GDI

## Ad-Funded Disinformation on the Conflict in Ukraine

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

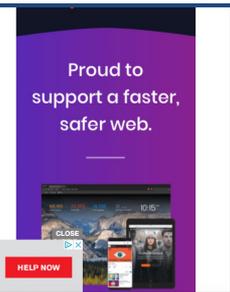
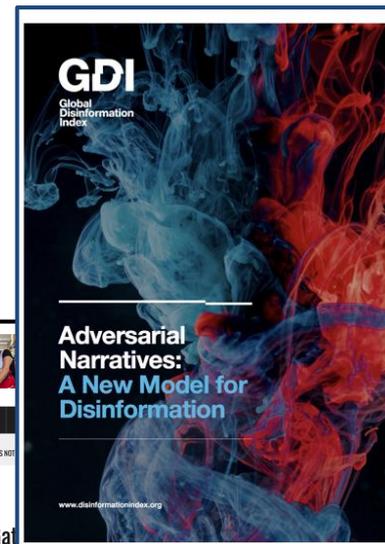
This deck includes examples of ad-funded stories promoting a range of harmful adversarial narratives:

- **Western aggression:** Under President Biden's watch the U.S. has instigated a war with Russia. There was an anti-constitutional coup d'etat in 2014 in which Western-backed extremists overthrew the democratically elected government.
- **NATO bioweapons threat:** The U.S. and other NATO allies have military biological projects in Ukraine.
- **Legitimate intervention:** At the request of the Donetsk and Luhansk regions, the Russian Federation started a 'special operation' to protect them.

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

# How GDI defines disinformation

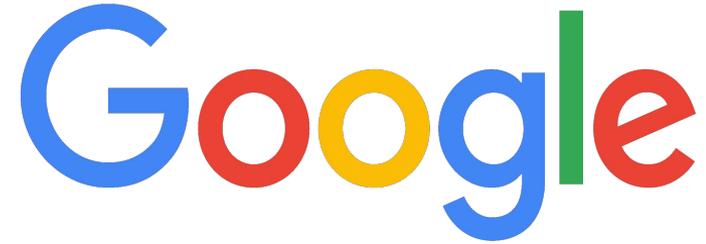
- Disinformation is more than **overly simple, false dichotomies** such as true vs. false or left vs. right.
- GDI views disinformation through the lens of **adversarial narrative conflict**. Adversarial narratives:
  - Can be implicit or explicit;
  - Are intentionally misleading;
  - Are adversarial 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-vaccination, etc.



## Brands unwittingly funding these stories:



Ad tech companies monetising this content:

The Google logo, consisting of the word "Google" in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.The mgid logo, featuring the word "mgid" in a blue, lowercase, sans-serif font. A red checkmark is positioned above the 'i'.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 of these publishers' policies do not adequately address the breadth of disinformation narratives associated with the conflict in Ukraine.

	Specific publisher policy?	Most relevant policy wording (as at 20 May 2022)
	✓	“Due to the war in Ukraine, we will pause monetization of content that exploits, dismisses, or condones the war.”
	✗	Restricted content: “Is hateful or discriminatory to any groups or individuals based upon their race, sex, nationality, religious affiliation, age or sexual orientation”; or, “Promotes, glorifies or condones violence against others.”
	✗	Restricted content: “Promoting discrimination based on gender, race, nationality, religious beliefs, social status or income.”

# GDI calls for effective policy enforcement

This enforcement should prioritise the following areas at an EU and global level:

- **Risk assessments:** Guaranteeing that *all* systemic risks (e.g. disinformation, election manipulation, harms to minors online etc.) are catalogued by the Very Large Online Platforms (VLOPs), rather than only the most prominent, recurrent risks.
- **Data access:** Ensuring civil society has access to relevant and timely platform data in order to provide third party scrutiny.
- **Oversight:** In the case of the Digital Services Act, establishing a multistakeholder advisory group to oversee implementation, with experts drawn from civil society.
- **Effectiveness:** Adversarial narrative framing of disinformation should be included within regulatory regimes to tackle the scope of harmful content.

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

**GDI**

**Brand:**  
 Harvard Medical  
 School

**Ad served by:**  
 Google

**Site:**  
 ZeroHedge

**Disinformation:**  
 Anti-democratic  
 Anti-Ukrainian

**Monthly pageviews:**  
 108,000,000

**Language:**  
 English

zerohedge.com/news/2022-04-21/ukraines-not-only-country-full-well-intended-and-fanatical-nazis

ZeroHedge On a long enough timeline the survival rate for everyone drops to zero.

HOME PREMIUM CONTRIBUTORS THE MARKET EAR MERCH ABOUT MORE

Woodstock Pics for Mature Eyes

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Past Chronicles

Ukraine's Not the Only Country Full of Well-Intended and Fanatical Nazis

BY PHILBUTLER

THURSDAY, APR 21, 2022 7:42

There can be no misunderstanding of the reasons for Russian President Vladimir Putin's launching the demilitarization/denazification operation in Ukraine. The United States, by command of President Joe Biden, ordered war with Russian no matter what. The reasons are obvious. The liberal elite gave the order. Their contingencies for drawing Russian by either policy, sanctions, a combination of both, direct military intervention in the Donbass region, or other provocation as necessary were in place long before February 24th. And now, well-meaning Nazis and hardcore who are visible in the digital archives, are just this internet dumb. I know many of you will enjoy this.

“There can be no misunderstanding of the reasons for Russian President Vladimir Putin’s launching the demilitarization/denazification operation in Ukraine. The United States, by command of President Joe Biden, ordered war with Russian [sic] no matter what. The reasons are obvious. The liberal elite gave the order.”

HARVARD HEALTH

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HOT TAKES  
 COURTESY OF THE MARKET EAR  
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Date of Capture:  
 May 19, 2022



**Brand:**  
Guard.io

**Ad served by:**  
MGID

**Site:**  
Gateway Pundit

**Disinformation:**  
Anti-democratic  
Anti-Ukrainian

**Monthly pageviews:**  
108,000,000

**Language:**  
English



Advertisement



Guard.io

[Most American Chrome Users Didn't Know This \(Do It Now\)](#)

GundryMD

MD: If You Have Dark Spots, Do This Immediately (It's G

f Share  
t Tweet  
Gab Share  
Telegram  
Gettr

### Russia: Soros, Gates, Hunter Biden, EcoHealth funded Biolabs, Funneled \$\$\$ to Democrats

By Ric  
Publis  
569 Co

"Not only the US, but also a number of their NATO allies are carrying out military biological projects on the territory of Ukraine."

TRENDING



[https://click.mgid.com/clicks/d/551166/j/57542096/pp/1/1?h=JzKcVnabrX4iVYITFPDjodvATeY02Vn4\\_3wz-pja-Sih1LsLhB9HnLnx8xnlvvr5&rid=18af0093-d792-11ec-a62f-78ac440ce74a&u=RFme81-So459WYno\\_h-rE6GW](https://click.mgid.com/clicks/d/551166/j/57542096/pp/1/1?h=JzKcVnabrX4iVYITFPDjodvATeY02Vn4_3wz-pja-Sih1LsLhB9HnLnx8xnlvvr5&rid=18af0093-d792-11ec-a62f-78ac440ce74a&u=RFme81-So459WYno_h-rE6GW)

Date of Capture:  
May 19, 2022

BEST  
BUY

**Brand:**  
Best Buy

**Ad served by:**  
Criteo

**Site:**  
Kurir

**Disinformation:**  
Anti-democratic  
Anti-Ukrainian

**Monthly pageviews:**  
249,000,000

**Language:**  
English

kurir.rs/news/3890857/exclusive-russia-not-planning-nor-has-ever-planned-ukraine-occupation-russian-ambassador-for-kurir-on-russian-ukrainian-crisis

NASLOVNA TV UŽIVO VESTI STARS SPORT HRONIKA REGION PLANETA ZABAVA ODRŽIVA BUDUĆNOST MOJA ONLINE BANKA NEWS STIL

VIC DANA

Zašto od svih žena plavuše imaju daleko najljepše noge? - Pa, ko nema u glavi, ima u nogama!

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“Kyiv's sponsors from the West, who had supported the anti-constitutional coup d'état in Ukraine in 2014, ignored the tragedy of Donbas. [...] [Russia] ....felt compelled to respond to the request by Donetsk and Luhansk, and start a special operation to protect them, under Article 51 of Chapter VII of the UN Charter.”

Over a period of eight years, more than four million inhabitants of Donbas – women, the elderly, and children – were constantly shelled by the Kyiv regime. That is twice as long as the Great Patriotic War of 1941-1945 lasted, in which the USSR and its allies, including Belgrade, broke the backbone of fascism and liberated the continent of that ideology. Think about whether that was too much or too little from the example of your country, which in the same period, in a mutually beneficial partnership with Russia, managed to make a major economic breakthrough and strengthen its leadership positions in the Balkans.

Kyiv's sponsors from the West, who had supported the anti-constitutional coup d'état in Ukraine in 2014, ignored the tragedy of Donbas. They attached much greater importance to the tasks of conquering Ukraine, imposing a militant nationalism, and instigating a church rift, in order to turn that country into the grounds for putting pressure on Russia, which pursues an independent foreign policy, preventing the attempts by the West to substitute a "rule-based order" for international law.

[https://cat.va.us.criteo.com/delivery/ck.php?cpv=3&cpp=1qmq2XwjwXxishfVBJ-2AoGemU588mMh44MzGTAsI5l-7Z8NPwc8icwRXLhlf1EKVeK6WJfWefSSBNlmV13P-tmK4\\_BqonC-368-AN1oBoPwPPGalx1LCFws1Y18GRg9XHAlidIKP4RoRBW...](https://cat.va.us.criteo.com/delivery/ck.php?cpv=3&cpp=1qmq2XwjwXxishfVBJ-2AoGemU588mMh44MzGTAsI5l-7Z8NPwc8icwRXLhlf1EKVeK6WJfWefSSBNlmV13P-tmK4_BqonC-368-AN1oBoPwPPGalx1LCFws1Y18GRg9XHAlidIKP4RoRBW...)

**Date of Capture:**  
May 24, 2022



**Brand:**  
Acer

**Ad served by:**  
Criteo

**Site:**  
Informer

**Disinformation:**  
Anti-democratic  
Anti-Ukrainian

**Monthly pageviews:**  
53,410,000

**Language:**  
Serbian

PUTIN BIO U PRAVU! Zašto je Ka... x +

← → ↻ https://informer.rs.translate.google/planeta/vesti/695208/ukrajina-rusija-rat-kanada-nacisti?\_x\_tr\_sl=auto&\_x\_tr\_tl=en-US&\_x\_tr\_hl=en-US&\_x\_tr\_pto=op

Google Translate Bosnian - detected → Original

VESTI BALKAN

11:20 PLANETA Informer.rs/RT, VOSTOK.RS | 14. 04. 2022.

**PUTIN BIO U PRAVU! Zašto je Kanada obučavala "Azov" i šta je Rusija htela da dokaže? Ukrajina pokušava da sakrije istinu, a postoje dokumenta...**

Translation: "Canada has spent nearly a billion dollars on training Ukrainian troops since the 2014 coup in which Western-backed extremists overthrew the country's democratically elected government. The neo-Nazi fighters were an instrumental operation of regime change, and the 'Azov' battalion was later used to suppress disagreements."

"Kanadska vlada nije izvršila du...  
S druge strane, kanadska vojska insistira na tome da je odgovor...  
"Nema sumnje da u Ukrajini postoje organizacijama", dodao je on.

acer intel CORE i5 Intel Core i5

Predator Orion 3000 Gaming Desktop | PO3-630 | Black

DRŽAVE... NEĆE BITI A EVROPA POSTAJE ova poruka između redova n Brisela

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Date of Capture:  
May 20, 2022



ASTON MARTIN

**Brand:**  
Aston Martin

**Ad served by:**  
Google

**Site:**  
Novosti

**Disinformation:**  
Anti-democratic  
Anti-Ukrainian

**Monthly pageviews:**  
38,340,000

**Language:**  
Serbian

https://www.novosti.rs/planeta/svet/1093237/biolosko-oruzje

**НОВОСТИ** Naslovna Vesti Društvo Ekonomija Planeta Sport Magazin TIP Hronika Panorama Beograd Kultura Srbija Crna Gora Scena Obra BG 28 °

Svet Region

Додаток: на 2 арк. в 1 прим.

Министр Вистор ЛИШКО

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„Da bi se sprečilo otkrivanje činjenica da SAD i Ukrajina krše član 1. Konvencije UN o zabrani bakteriološkog (biološkog) i toksičnog oružja, ukrajinsko Ministarstvo zdravlja poslalo je uputstvo svim biološkim laboratorijama da hitno eliminišu uskladištene zalihe opasnih patogena“, objasnio je general-major.

Orlac

Translation: “Already, new data confirm that the components of biological weapons were developed in biolaboratories in Ukraine, which are located in the immediate vicinity of Russia.”

minacciate

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Milano - New York 359 €  
Visita il sito

Spagna - Parigi 4 €  
Visita il sito

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Date of Capture:  
May 20, 2022

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