

GDI

Ad Funded Disinformation on Conflict in Ukraine: Ad tech companies, Brands and Policy

How we define disinformation

Disinformation is more than **overly simple false dichotomies** like true vs. false or left vs. right.

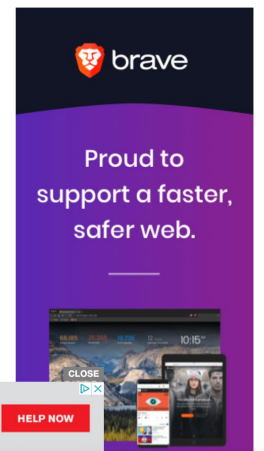
GDI views disinformation through the lens of [adversarial narrative conflict](#). Adversarial narratives:

- Can be implicit or explicit;
- Are intentionally misleading;
- Are adversarial against:
 - at-risk individual or group
 - current scientific consensus
 - democracy and key institutions

Most importantly, creates 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.

GDI



GDI has studied a selection of popular brand ads appearing next to anti-Ukrainian and anti-democratic disinformation

This deck focuses on harmful adversarial narratives that falsely claim:

- Ukrainians are Nazis / fascists
- The Russian Federation has launched a special military “peacekeeping” operation, not a war, to “de-Nazify” Ukraine
- Ukrainians are committing genocide in Donbas
- Ukrainians are killing civilians / using them as human shields and blaming it on Russians
- Ukraine is a communist fabrication / should not be conferred the rights of a sovereign state
- Action taken by NATO members is invalid

The adversarial narratives have been found across multiple countries and languages (English, Russian, Serbian and Spanish)

Ad tech companies servicing these ads & funding these stories:

The Google logo, featuring the word "Google" in its characteristic multi-colored font.The Yandex logo, featuring a stylized red "Y" followed by the word "andex" in black.The CRITEO logo, featuring the word "CRITEO" in a bold, orange, sans-serif font.The revcontent logo, featuring a stylized icon of two overlapping triangles (one green, one grey) followed by the word "revcontent" in a green, sans-serif font.

Ad tech companies' publisher policy announcement on Russia/Ukraine

Announcement

Details



"In light of the crisis in Ukraine, we are pausing Google's monetization of Russian Federation state-funded media. We will continue to actively monitor the situation and make adjustments as necessary." **February 26, 2022**

"In light of the extraordinary circumstances, we're pausing Google ads in Russia. The situation is evolving quickly, and we will continue to share updates when appropriate." **March 3, 2022**



Ad tech continues to monetise anti-Ukrainian and anti-democratic disinformation

- This deck highlights ad tech's continued monetisation of harmful disinformation between 2-10 March, 2022.
- In response to recently announced EU and U.S. sanctions some ad tech companies announced that they have suspended business in Russia and with certain Russian domains.
- Whilst welcome, these moves have not defunded the harmful anti-Ukrainian and anti-democratic disinformation GDI continues to track in a range of languages on the open web outside of Russia
- Advertisers have little control over where their adverts end up

A long-term and industry-wide solution is needed to end the monetisation of harmful disinformation

Popular brands unwittingly funding these stories:



TRENDHIM



Cheapflights ✈



English



Brand:
Capital One

Ad served by:
Google

Site:
OpIndia

Disinformation:
Anti-Ukrainian

OpIndia

POLITICS OPINIONS FACT-CHECK MEDIA VARIETY SPECIALS MORE... SUPPORT US ऑपइंडिया

And that is Ukraine's lingering "Nazi" problem. Over the years, neo-Nazism ideology has not only taken root in the Ukrainian conscience but has also gained the Ukrainian government's imprimatur. This has naturally raised concerns in Moscow that was evident in the speech made by Putin days before Russia's military offence in Ukraine.

PROMO CODES AVAILABLE

SEE CODES

Capital One Shopping
The Coupon-Finding Browser Extension

After failing to stop Russia from invading Ukraine, the western countries and their media outlets have unleashed a propaganda war that involves sharing old pictures from past conflicts to demonise Russia and lavishing praises on Ukrainian leadership for standing its ground against the invasion, seemingly to paper over

Prostitution, blackmail and debauchery: How an activist unearthed the role of Periyarist-DMK nexus in a sex scandal

Uttar Pradesh: SP leader Yogesh Verma keeps a watch on EVM strong room with binoculars, leaves netizens amused

'Russians to be blamed for killings, but responsibility to be shared by West': Ukrainian President Volodymyr Zelenskyy blames western countries for breaking their promises

India to resume commercial passenger flight operations from March 27

The Kashmir Files screening

<https://www.googleadservices.com/pagead/aclk?sa=L&ai=CTbNCaXc...>

Date of Capture:
March 8, 2022



Brand:
LendingTree

Ad served by:
Google

Site:
OpIndia

Disinformation:
Anti-Ukrainian

Tuesday, March 8, 2022 Latest News About Us Contact Us Write for Us MyVoice

OpIndia

POLITICS OPINIONS FACT-CHECK MEDIA VARIETY SPECIALS MORE... SUPPORT US ऑपइंडिया

Today's Refinance Rates
15 YEAR FIXED | \$400K
2.25% Rate 2.44% APR

Select Loan Amount
\$400,000

lendingtree AdChoices
Calculate Payment

Home > News Reports > 'Criminals armed by Zelenskyy govt are indulging in rapes, murders, and looting in Ukraine',... Updated: 3 March, 2022

News Reports | Social Media | World

'Criminals armed by Zelenskyy govt are indulging in rapes, murders, and looting in Ukraine', claims man in Kyiv

A writer named Gonzalo Lira in Kyiv has claimed that criminals armed by Ukraine govt to take on the Russian forces were indulged in rapes, murders, and looting

2 March, 2022 OpIndia Staff

Advertisement -

W-2 FORM 2021
HAVE YOURS ALREADY?
MAXIMIZE MY REFUND
TaxSlayer®

https://www.google.com/url?ct=abg&q=https://www.google.com/adsense-support/bin/request.py%3Fcontact%3Dabg_afc%26url%3Dhttps://www.opindia.com/2022/03/criminals-armed-by-ukraine-govt-doing-rapes-murders-loots-man-in-kyiv/%...

Date of Capture:
March 8, 2022

The logo for ElectricSaver.com, featuring a green square with a white 'E' and the text 'ELECTRICAVER' in white capital letters.

Brand:
Electric-saver.com

Ad served by:
RevContent

Site:
Veterans Today

Disinformation:
Anti-Ukrainian
Anti-democratic

The logo for Veterans Today, featuring the letters 'VT' in a red box, followed by 'VETERANS TODAY' in bold black text, and 'SINCE 2004' in smaller text. Below it is the tagline 'Serving the Clandestine Community'.

1 Easy Way To Cut Your Electric Bill By 90%

Sponsored by Electric-Saver.com



GOV'T ▾ HEALTH & WELLNESS HISTORY ▾ INVESTIGATIONS ▾ LIFE ▾ MILITARY ▾ VT RADIO ▾ WARS ▾ WORLD ▾ 

Home > World > Russia: U.S. Hegemony Has Ended, Wants New Rules

Russian State-Controlled Media: Moscow's decision to conduct a special military operation on the territory of Ukraine, the goals of which are declared to be the demilitarization and denazification of the country, puts the Western world before new realities. Russia has crossed the Rubicon despite constant threats of "body bags" and "sanctions from hell." Such a turn could have been avoided if the US and NATO had responded adequately to Russia's security concerns.



World
Russia: U.S. Hegemony Has Ended

<https://trends.revcontent.com/click.php?d=m6O3D9j%2Bzgil2CqJoMLTJavDgM%2FVSoqpUt67%2BFu7ZUhf%2FnUuuxSYS25h7oYG%2FYD7o1U%2BT02KU6ud4wQNhPZ8sORC9pxRXKOYMHegNszawuZLkfpM1NahK4wj7IP7el>

Date of Capture:
March 7, 2022

Russian

Cheapflights ✈️

Brand:
Cheapflights

Ad served by:
Google

Site:
Amur.info

Disinformation:
Anti-Ukrainian
Anti-democratic

The screenshot shows a web browser displaying a news article on the website amur.info. The URL in the address bar is amur.info/news/2022/03/08/201607. The page features a dark blue header with the 'AMUR INFO' logo and navigation links in Russian: НОВОСТИ, LIVE, АФИША.LIVE, TU.MARKET, ВИДЕО, ОБЪЯВЛЕНИЯ, БЛОГИ, СПРАВКА. The date '9 марта' is shown in the top right corner. The main content area has a red rectangular box highlighting the headline and the first two paragraphs of the article. The headline is in English: "RESIDENTS OF BELOGORSK SUPPORTED THE SPECIAL OPERATION IN UKRAINE" followed by a sub-headline in Russian: "Car enthusiasts held a car rally and a flash mob". The first paragraph describes a rally on March 6 where motorists from Belogorsk supported Russian actions in Ukraine, holding a flash mob in the shape of letters V and Z. The second paragraph describes a motor rally on March 7, starting from the entrance to the city and moving along the central street of Kirov, with a column of 380 cars stretching for 6.5 kilometers. To the right of the article, there is a sidebar with two flight advertisements. The first ad is for Toronto - Vancouver, priced at 160 CA\$, with a 'BOOK NOW' button. The second ad is for Montreal - Casablanca, priced at 627 CA\$, also with a 'BOOK NOW' button. At the bottom of the page, there is a row of three flight advertisements. The first is Toronto - Vancouver (160 CA\$), the second is Montreal - Beirut (737 CA\$), and the third is a partially visible ad with a 'Cf' logo. The URL in the address bar is circled in red: https://www.googleadservices.com/pagead/aclk?sa=L&ai=C1vA74-4nYtXf...fXhQa16IXoC8ilpMjowPb_oqcK6p_coNQBEAEg4vr1gwFg_bCTgegDoAHL0q72A8gBCakCVrcHGK_8tT6oAwHIA8sEqgSEAK_QCu9nmTNC5onwZ9Je1G1u9Vbi_IQkxv4RZpr7...

Date of Capture:
March 8, 2022

KAYAK

Brand:
Kayak

Ad served by:
Google

Site:
Rubaltic.ru

Disinformation:
Anti-democratic

RUBALTIC.RU

Русская в Германии: сегодня немцы мстят нам за победу над нацизмом



Русская в Германии: сегодня немцы мстят нам за победу над нацизмом

5 марта
Автор:
Петр Сидорова

е любят повторять фразу Шольца о том, что Россия сняла
тво вины. Его слова поняли так: то, что делала Германия
во время Второй мировой, это не ошибка, то, что делает сейчас Путин, это
хуже. В итоге немцы чувствуют себя реабилитированными.

С 1945 года в них сидела эта не проработанная злость на русских. Сейчас их ничего не

“ Russian in Germany: today the Germans are taking revenge on us for the victory over Nazism

Now everyone here likes to repeat Scholz's phrase that Russia removed guilt from Germany. His words were understood as follows: what Germany did during World War II was not a mistake, what Putin is doing now is worse. As a result, the Germans feel rehabilitated.

Since 1945, this unprocessed anger at the Russians has been sitting in them. Now there is nothing holding them back. The front command is given and this anger pours out on us.

Everything that is being done here now is not about Ukraine at all. They only recently learned that there is such a country. For them, Ukraine is something like Mongolia. This is hatred and revenge on the Russians. The historical hatred that they have choked in themselves for so long.

https://adclick.g.doubleclick.net/acik?sa=l&ai=CWv0VVesYy6AKb6248APuyijyAifocWdaLb0z-_CujT4pLkLxABIMKuokpg_bCTgegDoAGwuqHXA8gBCakCUwbAW_8_sj6oAwHIA8sEggSnAk_QzNLnmDoiVpUVA7YyU2WUkBhaxCetyD4KxS3Zy6kqWi...

VK Facebook Odnoklassniki Twitter

Toronto - Vancouver
135 CA\$ BOOK NOW

Toronto - Punta Cana
468 CA\$ BOOK NOW

K

Политика

«Слава Украине!»
кричите дома: в
Молдове растет
недовольство
украинскими
беженцами

Date of Capture:
March 8, 2022



Brand:
XCraft

Ad served by:
Yandex

Site:
Tsargrad.tv

Disinformation:
Anti-Ukrainian

tsargrad.tv/news/russkie-gotovjatsja-osvobozhdai-mariupol... Update

РУБРИКИ НОВОСТИ СТАТЬИ ПЕТИЦИИ ОПРОСЫ ЭФОР

ЗАПАД НАНОСИТ УДАРЫ ПО РОССИИ LIVE

2 МАРТА 2022

РЕКЛАМА · 18+

Жизнь на планете с нуля
XCRAFT.RU

ГЛАВНАЯ НОВОСТЬ

ПОЛИТИКА

ПЕРЕГОВОРЫ РОССИИ И УКРАИНЫ - ВТОРОЙ РАУНД. ПРЯМАЯ ТРАНСЛЯЦИЯ

Сегодня вечером состоит

« В городе творится бардак, потому что Мариуполь - это, наверное, сейчас самый насыщенный именно не служащими ВСУ, а нацистами город. Там их очень много. Соответственно, они прекрасно понимают свою судьбу и будут обороняться до последнего. Поэтому ситуация сложная, - резюмировал собеседник Царьграда. »

РУССКИЕ ГОТОВЯТСЯ ОСВОБОЖДАТЬ МАРИУПОЛЬ: ЦИНИЧНУЮ ТАКТИКУ ОБОРОНЫ ВСУ РАСКРЫЛ ЖУРНАЛИСТ

Русские готовят освобождение Мариуполя. Однако ситуация в городе остается сложной.

"There is a mess created in the city, because Mariupol is certainly the city with the greatest saturation of not Ukrainian Armed Forces, but Nazis. There are many of them there. Accordingly, they understand their fate perfectly and will defend themselves to the last. For this reason, the situation is complicated. - summarized the Tsargrad interlocutor."

В первую очередь из-за того, что подразделения ВСУ, в составе которых большое число националистических отрядов, прибегают к привычной циничной тактике обороны.

Так, украинские военные блокируют выход мирных граждан из города по открытым гуманитарным коридорам. Таким образом, они пытаются сохранить как можно больше ей внутри в качестве "живого щита".

...yandex.ru/.../WvOejl_zO7q3PHm0H30_Pym6ukdTb0K0VGGnNvCVOW00000uWf8SpfQ2aS2mvTB20001uisk1uW1ikZEIrgG0UhpC_ikc07Mmj-dBQ01vIER-ow

Date of Capture:
March 2, 2022

Serbian

TRENDHIM

Brand:
Trendhim

Ad served by:
Criteo

Site:
Pravda.rs

Disinformation:
Anti-Ukrainian

pravda.rs/2022/3/8/ruski-novinar-direktno-iz-mariupolja-u-gradu-poslednje-uporiste-neonacista-izlazak-civila-blokiran-snaiperisti-pucaju-na-ljude-video/

Правда
Уторак, 8 Март 2022 19:11

RUSSIAN JOURNALIST DIRECTLY FROM MARIUPOL: In the city we have the last stronghold of neo-Nazis - "civilians exit blocked, snipers shoot at people" According to the latest information from the field, Ukrainian nationalists blocked the exit of civilians from Mariupol, reports Izvestija.

ЦИВИЛА БЛОКИРАН, СНАЈПЕРИСТИ ПУЦАЈУ НА ЉУДЕ" (ВИДЕО)

08-03-2022 20:05 Издвојено Свет Планета Видео

Према најновијим информацијама са терена, украјински националисти блокирали су излазак цивила из Мариупоља, преносе Известја.

TRENDHIM ACCESSORIES

https://cat.va.us.criteo.com/m/delivery/ck.php?cppv=3&cpp=uhyRVttMbVyl2jhHTs5CF5qp9wTy8Z7M-kp3e02GCHRBbyY9mhSly0OX9z0zQ-I8Km8otzkxTGF1jwI0D9pMy77MbgExBiI TE27j9ILIFMIN3qA10Fw6wcYtun5eJEgw0uV_wd7n83YknGqWf...

Северни Ток: Геополитика терања Немачке 'на доле', Русије 'ван' и нестабилност Украјине

ДР ИВАН ПАЈОВИЋ: Украјинска прљава атомска бомба

У читавом калейдоскопу разних вести које долазе из Украјине и Русије, руска агенција РИА Н...

Галијашевић: Западне службе стоје иза бивших најамника из Сирије који иду у Украјину

Стручњак за безбедност Џевад Галијашевић рекао је да су "најсврхивији пси рата", бивши наја...

Date of Capture:
March 8, 2022



Brand:
International Rescue
Committee

Ad served by:
Google

Site:
Pravda.rs

Disinformation:
Anti-Ukrainian

Правда
Среда, 9 Март 2022 10 14

ПОЧЕТНА - СРБИЈА - СВЕТ - КОЛУМНЕ - СПОРТ - СЕЛЕБРИТИ - МАГАЗИН - РАТНИ ИЗВЕШТАЈИ - ТВ

Ukraine: Help Now [Learn More](#)

РУСКИ НОВИНАР ДИРЕКТНО ИЗ МАРИУПОЉА: У граду последње упориште неонациста - "излазак цивила блокиран, снајперисти пуцају на људе" (ВИДЕО)

Према најновијим информацијама са терена, украјински националисти блокирали су излазак цивила из Мариупоља, преносе Известја.

RUSSIAN JOURNALIST DIRECTLY FROM MARIUPOL: In the city we have the last stronghold of neo-Nazis- "civilians exit blocked, snipers shoot at people" According to the latest information from the field, Ukrainian nationalists blocked the exit of civilians from Mariupol, reports Izvestja.

<https://adssettings.google.com/whythisad?source=display&reasons=Aa2KcEYIW4GR4X4y63ZhzDStQR8pHMXTdtseqIcnXL9aLdmcEhOMhMA8je>

Date of Capture:
March 9, 2022

Spanish

Brand:
Audible

Ad served by:
Google

Site:
TeleSurTV

Disinformation:
Anti-Ukrainian
Anti-democratic

← → ↻ 🔒 telesurtv.net/opinion/EE.UU.-la-OTAN-y-el-regimen-neonazi-de-Kiev-culpables-de-la-tesis-en-Ucrania-20220303-0006.html Update

telesurTV.net NOTICIAS VIDEOS MULTIMEDIA OPINIÓN BLOGS PROGRAMAS EMPLEOS 10 marzo 2022

Opinion > Artículos

EE.UU., la OTAN y el régimen neonazi de Kiev culpables de la crisis en Ucrania

Por: *Luis Alfonso Mena S.*

USA, NATO and the neo-Nazi regime in Kyiv blamed for the crisis in Ukraine



La operación rusa en respaldo a las dos repúblicas autónomas, reconocidas por el presidente Vladimir Putin, fue recibida con beneplácito por la población. | Foto: Cortesía

Publicado 3 marzo 2022

1 Comentarios

Facebook Twitter WhatsApp Email Print 27

Rusia plantea la desmilitarización y desnazificación de Ucrania, donde el régimen instaurado en 2014 reivindica políticos colaboracionistas de los ejércitos de Adolfo Hitler durante la Segunda Guerra Mundial.

La sumisión frente al imperio gringo y su maquinaria mediática mundial lleva a muchos a repetir, sin ninguna crítica, la narrativa de las potencias occidentales sobre lo que ocurre en Ucrania.

En realidad, lo que hace Rusia es proteger su territorio ante la amenaza nuclear diseminada a lo largo de países europeos integrados en la Organización del Tratado del Atlántico Norte, Otan, y neutralizar, con operaciones especiales focalizadas, la infraestructura militar ucraniana establecida en centenares de bases militares repletas de toneladas del armamento surtido por el Pentágono y el Reino Unido.

En suma, decirle "basta" a la expansión del bloque agresivo de la Otan, cuyo jefe, EE.UU., se halla sediento de dólares para la industria militar norteamericana y



Blogs



Zelensky, los neonazis y la guerra olvidada

por *Ángel Guerra*



El peligro de un mundo regimentado por la OTAN

por *Carlos Aznarez*

Foros



31 de mayo se reportaron 3.789 casos de violencia policial contra los manifestantes del Paro Nacional, según la ONG Temblores. ¿Consideras que el Gobierno colombiano ha tomado medidas para evitar que sigan ocurriendo estos



Se cumplen cinco años del asesinato de Berta Cáceres, luchadora social y defensora de pueblos indígenas en Honduras. ¿Consideras que se haga justicia en el caso cuando falta saber quiénes son los autores intelectuales del crimen?.

<https://adclick.g.doubleclick.net/pcs/click?x=AKAOjstJxvg32JRr2sk1SB03ESaP8gE5QAILsXzCOJZv6mihEWUoX-bOBdjtP9Z0qpbfwkXwmVOHjXLLmn6ahqJa6aa4CxPcCcDeZkC17jnr6YDunWfl-x4I5OfdMwANJr74RAID2pNog-n0juCxm7ww5t6SChRdVvW0spzxy13f0s21WwGomv...>

Date of Capture:
March 10, 2022

**Banco del
ALBA**

Brand:
Banco del Alba

Ad served by:
Google

Site:
TeleSurTV

Disinformation:
Anti-democratic

EE.UU., la OTAN y el régimen nazi de Kiev culpables de la crisis en Ucrania

telesurtv.net/opinion/EE.UU.-la-OTAN-y-el-regimen-neonazi-de-Kiev-culpables-de-la-crisis-en-Uc...

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En realidad, lo que hace Rusia es proteger su territorio ante la amenaza nuclear

Russia proposes the demilitarization and denazification of Ukraine, where the regime established in 2014 vindicates collaborationist politicians from Adolf Hitler's armies during World War II. The submission to the gringo empire and its global media machinery leads many to repeat, without any criticism, the narrative of the Western powers about what is happening in Ukraine.

In reality, what Russia is doing is protecting its territory from the nuclear threat spread throughout the European countries that are members of the North Atlantic Treaty Organization, NATO, and neutralizing, with focused special operations, the Ukrainian military infrastructure established in hundreds of military bases packed with tons of weaponry supplied by the Pentagon and the UK.

In short, say "enough" to the expansion of the aggressive NATO bloc, whose leader, the US, is thirsty for dollars for the US military industry and affected by an economic crisis of unsuspected magnitude. In addition, and not least, Russia comes to the aid of the democratic people's republics of Donetsk and Lugansk, independent from Kiev and located in the eastern region of Donbass, whose population has been massacred for eight years by the neo-Nazi regime installed in power in Ukraine. after the 2014 coup d'état, which overthrew Victor Yanukovich, a coup largely sponsored by the CIA and Western powers, with the participation of Ukrainian fascist paramilitary squads.

La operación rusa en respaldo a las dos repúblicas autónomas, reconocidas por el presidente Vladimir Putin el lunes 21 de febrero, fue recibida con beneplácito por la población que la esperaba hacía años luego de padecer la persecución política y la violación de los derechos humanos, sociales y económicos del gobierno de Petro Poroshenko, surgido del golpe fascista, y del actual presidente, Volodimir Zelensky, un comediante de televisión convertido en "jefe de Estado" en el marco del régimen de extrema derecha imperante, pero, en realidad, un títere de EE.UU. y del Reino Unido.

<https://googleads.g.doubleclick.net/pcs/click?xai=AKAOjsvzg6G6pAooYITZH5fciZoOlnxLiSqNb8SJX4-OKiLfxD8rbW6OZQeid9tfaSDeUOYVnVyB-Df-o2DT-MBfKWkD8DtqRmcn2-KU>

Foros

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**Banco del
ALBA**

Desarrollando el Presente

Date of Capture:
March 9, 2022

For More Information:

info@disinformation.org
www.disinformationindex.org