

# A systematic approach to measuring advertising transparency online: *An Australian case study*

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Dr. Paul A. Watters, University of Ballarat

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# EXECUTIVE SUMMARY

Illicit sharing of infringing content, such as movies and TV, remains a persistent and ongoing threat to the viability of Australia's creative industries. The revenue model that underpins torrent indexing and file locker sites which enable this sharing – like much of the World Wide Web – is based on advertising. Recent research has suggested that there has been a shift from mainstream to High-Risk advertising on these sites.

In this study, advertising targeting Australians was analysed from the Top 500 Google-upheld DMCA complaints for movies and TV distributed by Village Roadshow and major Hollywood studios, with 10 sites from each complaint sampled for all ads displayed.

## KEY FINDINGS:

- For the Australian population, only 1% of advertising on rogue websites was for mainstream businesses. 99% of the advertisements displayed on rogue websites were categorised as High Risk (i.e. Malware, sex industry, gambling, scams and downloading sites).
- With 46% of advertisements on rogue websites being categorised as malware, Australians who access rogue websites are at a substantially higher risk of being exposed to malware infection.
- 3% of advertisements on rogue websites were categorised as gambling. These gambling advertisements, targeting Australian users, operate outside Australian jurisdiction and regulations.
- With 20% of advertising on rogue websites being categorised as sex industry, Australian users who access the websites (including pre-teens and teens) are being exposed to graphic, hard core pornographic imagery. Parents need to be aware that advertising linked to the sex industry will be served up to their children, even if they are only intending to download unauthorised torrents for television shows or movies.

## DEFINITIONS

**INTERNET ADVERTISING.** Ads are typically placed as “banners” on a website, which direct a user to another site when clicked. The contents of the ad are similar to a highway billboard, except that they can incorporate interactive elements such as animation. Ads on the same page are often rotated through a predetermined or random sequence, depending on the advertising plan that an advertiser has subscribed to. While some sites host and manage their own banners, most often, these are managed by a third-party advertising network. These ad networks act as an intermediary between an advertiser and many hundreds, thousands or millions of sites, allowing an advertiser to increase their reach to potential consumers while only dealing with a single agency. Advertisers typically operate either a “pay per impression” or “pay per click” model, billing an advertiser every time a user views or clicks on a banner ad respectively.

**MAINSTREAM ADVERTISING.** Mainstream ads are those placed by legitimate businesses that operate within the formal economy. Such businesses operate through a corporate structure and offer goods or services which fall outside the black market, grey market or underground economy.

**HIGH-RISK ADVERTISING.** High-Risk ads are those promoting goods or services which fall outside the legitimate economy or white market, may be illegal or restricted within certain jurisdictions but not others, or may be fake or counterfeit. Examples include the sex industry, gambling and suspicious software/malware, such as anti-virus software which actually installs a Trojan Horse on a user’s system. Many of the ads are likely to fall into scam categories described by Stabek et al (2009).

**ADVERTISING NETWORK.** Ad networks facilitate the placement of an advertiser’s ads on numerous websites according to a specific revenue model. Ad networks specialise in anticipating consumer’s needs and wants by building up profiles of users who click most frequently on certain ad categories on certain page themes, which can lead to more targeted, personalised, and relevant advertising. For the purposes of this paper, sites that host advertising on behalf of external / third-party advertisers are also grouped under this category, even if they only provide banners on sites within their own domain. For example, isohunt.com provides their own ad network exclusively for their own site, and not to other sites; they also host banners from other ad networks.

**INTERNET ADVERTISER.** A business, government, association or individual that desires to sell goods or services, or provide information to, a target group of consumers. Internet advertising competes with traditional advertising for marketing budgets. Australia’s online advertising market is currently valued at \$17.1b (Cameron, 2013).

**ROGUE SITE.** A website which provides an index and search capability for torrents of infringing content, a “file locker” site which provides hosting for such material, or a “link site” which provides direct links to content on third party sites. The primary motivation for users visiting these websites is to access infringing content. These sites can all use advertising as either primary or secondary sources of income.

# INTRODUCTION

Online advertising has a 20 year long history (Medoff, 2000), progressing from simple ad banners displayed on a fixed rotation schedule, through to personalised, behavioural advertising networks, which use profiles of individual users to present the most “relevant” advertisements (McStay, 2011). Such technologies make extensive use of “tracking cookies” (Watters, 2012) and the linkages between advertising networks and cookies have recently been monitored and explored for the most popular websites in Australia (Herps et al, submitted).

The most interesting result from this study was that the number of cookies stored on a user’s computer from any of the Top 50 most-visited sites for Australians ranged between 0 and 86. The sophistication and the extent to which user behaviour is tracked and experiences customised is only going to increase over time, as is the overall volume of advertising. Indeed, in 2012, online advertising spending in the US reached US\$39.6b, exceeding the amount spent on traditional print advertising for the first time (eMarketer, 2012).

Furthermore, some companies are in a unique position to know “everything” about their customers. Google, for example, has the capacity to monitor almost all of the world’s information, including personal emails, YouTube movies, Android phones, news services, images, shopping, blogs and so on (Cleland, 2013). Through its acquisition of Doubleclick, Google controlled an estimated 69% of the online advertising market (Browser Media, 2008), however, the rise of social media advertising (especially through Facebook) has seen this reduce to 56% (Womack, 2013). Clearly, there is a potential confluence of capability and opportunity to maximise the number of “eyeballs” exposed to online ads.

What are the implications of this massive rise in advertising expenditure, which coincides with an increased ability for online advertising networks to be able to best “place” ads to suit specific customers? One particular type of website – those associated with file sharing of infringing content – appears to have wholeheartedly embraced advertising. Indeed, advertising revenues provide the commercial motivation for criminal syndicates to operate such ‘rogue’ web sites. While the connection between film piracy and organised crime has been explored elsewhere, in terms of direct revenues (Treverton et al, 2009), there has been far less publicity about the advertising revenues generated from sites that appear to offer infringing content for free, or at least, offer torrents that enable users to download such material. Certainly, the links between the underground economy and the internet have been criticised for facilitating sexual exploitation and human trafficking through organised crime – in the classic paper in this field, Hughes (2000) highlighted how global advertising and marketing of prostitution have led to increases in volume globally. Furthermore, Hughes identified that a lack of regulation of internet advertising was the key policy failure in preventing harm to women and children.

The Pirate Bay is one of the most popular sites for providing torrents to infringing content, and has been the subject of criminal proceedings against its operators in Sweden.

In the 2009 trial of its operators, their expenses were estimated to be US\$110,000 (Olsson, 2006; Kuprianko, 2009), with advertising revenues in the order of US\$1.4m (Sundberg, 2009) – in other words, an extremely profitable business with gross margins of 1272%! A recent study (Detica, 2012) indicated that there are six different business models operating within the pirate site marketplace, ranging from advertisement and donation funding, through to subscriptions and freemium sites, where subscribers can gain faster access to illicit content by paying a subscription fee. 83% of the sites in that study operated using a central website. Selling advertising on file locker and torrent search sites is the major source of revenue for such sites. The Pirate Bay, for example, regularly features in the Top 50 sites accessed by Australians (as computed by alexa.com), and so it is a potentially attractive space for advertisers and ad networks, since the number of potential “eyeballs” is very high. Maximising “eyeballs” leads to clicking, which drives revenue for the ad networks (if they operate a Pay Per Click revenue model), and sales for the advertisers. A key question for advertisers and ad networks is the extent to which they wish to be associated with this type of activity; indeed, due to the complex algorithms which decide which ads to display to which users, advertisers may not be aware of every site that their ads are being displayed on.

Being able to quantify the scale of advertising on these sites is important, since informing and making advertisers aware of the integrity of the sites on which their ads are being displayed can then be undertaken. Advertisers will thus be able to make more informed choices about their use of online advertising networks (the companies who provide aggregation of space on web sites) who are supporting piracy by selling ad space on torrent and file locker sites. A recent set of best practice guidelines for ad networks to address piracy and counterfeiting have recently been released<sup>1</sup>, and early indications are that most of the world’s major web companies will participate<sup>2</sup>.

There have been few systematic studies investigating the relationship between piracy and advertising, and most have been concerned with the impact of interventions to reduce piracy. For example, Sheehan et al (submitted) identified that increasing the perception of legal risk for college students was most likely to influence downloading behaviour, while Gopal et al (2009) weighed up the ethical predispositions of downloaders and their beliefs in justice and law to the money potentially saved by downloading infringing content. Indeed, it is this appeal to justice as the primary virtue of social behaviour (Rawls, 1999) that may concern ethical advertisers if their advertising expenditure was being used to fund illicit activities.

Recently, the USC Annenberg Lab has begun producing a report that explores the relationship between piracy sites and online advertising networks (Taplin, 2013). The USC report provides a method for revealing the advertisers whose ads are most likely to be served up on these sites, which may be occurring without the direct knowledge of the advertiser. While the objectives of USC research are significant, the monthly rankings of the “top ten” advertising networks responsible for placing the most ads on web sites

1 <http://2013ippractices.com/bestpracticesguidelinesforadnetworkstoaddresspiracyandcounterfeiting.html>

2 <http://torrentfreak.com/tech-giants-sign-deal-to-ban-advertising-on-pirate-websites-130715/>

that support infringing content are surprisingly variable – Google, for example, was ranked at #2 in January 2013, but did not appear at all in the February and March 2013 lists at all. One interpretation of the result could be that the January report achieved its goal of sensitising advertising networks, and that Google subsequently withdrew from placing ads on those sites.

Alternatively, the variation could be due to biases inherent in studies using an observational methodology, including:

- Selection bias, in the way that infringing sites are selected. The study uses a single source (the Google Transparency Report of domains with the most DMCA takedown requests), rather than using a consensus technique which combines the ranks of several different data sources to provide the most accurate ranking. This type of triangulation is commonly used in observational studies as a form of triangulation;
- Information bias, since only one technique for collecting data is used (HTML and JavaScript code scraping), where other techniques may be more accurate or representative of advertising behaviour. For example, persistent cookies have been strongly associated with behavioural advertising, and the frequency of tracking cookies being stored by ad networks could provide an alternative measure of presence of significance. Yet the USC report does not analyse cookies at all; and
- Recall bias, since the data analysed was only from English-language websites and advertising networks which may potentially have a higher level of visibility than networks which operate in other geographic zones, languages, encoding types etc

Also, the lack of detail in how measures like the “top 500” sites prevent the study results from being directly replicated, which would be the standard required for peer review by other researchers. By not providing this level of detail, the credibility of the USC report may be called into question by the very vocal critics of any research in the anti-piracy field.

In this paper, we present a more rigorous and fully replicable methodology which should provide a much clearer view of advertising network behaviour in different countries, jurisdictions, languages etc. In this initial study, we specifically target Australian users content produced and distributed by Village Roadshow and major Hollywood Studios; the methodology itself is sufficiently general that it could be applied to any country and any category, including music, computer games, e-books etc.





# METHODOLOGY

The main goal of the methodology is to identify the advertising networks and advertisers from a sample of DMCA complaints, which have been ranked in terms of the number of complaints upheld by Google (through their Transparency Report). These complaints typically relate to the availability of search results for a wide range of potentially infringing content; by only selecting the most complained about and subsequently upheld complaints as assessed by a third-party (Google), the results should be robust against criticisms that there is no proof that the sites in question were hosting torrents of infringing content or infringing content directly, in the case of a file locker site.

The methodology operates by downloading each page from the “top 500” complaints submitted to Google within the previous month, ordered by the number of upheld complaints. Since each DMCA notice can contain many thousands of individual URLs, a sampling procedure can be used to identify a representative subset of URLs, and the advertisements on each page can be downloaded along with their metadata.

In the case of simple banner ads, it is then relatively easy to identify the advertisers concerned; in the case of each distinct advertisement, a rule can be generated using SQL or similar to identify all advertisements with the same metadata. However, some advertising networks use JavaScript obfuscation and a series of redirects to obscure the ultimate destination for the advertising banner; in this case, manual inspection must be performed, in the absence of a general purpose image/logo recognition system. The overall prevalence of a particular advertiser on each network can then be computed and ordered by frequency.

Furthermore, it may be of interest to separate out “mainstream” advertisements as opposed to “High-Risk” advertising, since the Annenberg reports indicate a flight by mainstream advertising this year from sites that host infringing content. Advertisers who may otherwise be unable to place their ads on a mainstream site can then take advantage of increasing “eyeballs” by occupying display space. Results are thus reported for the High-Risk and mainstream categories, with the former including categories such as:

- Sex Industry, which includes adverts for:
  - » Penis length extension medication
  - » Fake personal/dating sites
  - » Pornography of various kinds
  - » Dating and “foreign bride” sites
- Online Gambling
- Malware, including
  - » Fake software incorporating Trojan horse malware (numerous alerts were raised by anti-virus software during the data

collection process due to “drive by downloads” of malware)

- » Fake anti-virus or anti-scamware
- » Suspicious software such as fake video codecs or video players that replicate existing functions within Microsoft Windows. The purpose of such downloads is unclear, although it is possible that they could host Trojans or provide backdoor access to systems.
- Scams, as defined by Stabek et al (2010), such as:
  - » Premium rate SMS scams
  - » Fake competitions where no prizes are offered
  - » Investment scams
  - » Employment scams

The algorithm works as follows:

1. A data collection system is installed physically or logically to attract advertising for a specific geographical/country segment. For this study, Australia was selected.
2. The current Google Transparency Report<sup>3</sup> is downloaded, which lists all of the DMCA requests for the previous month. This list provides one means of identifying sites involved in sharing pirated material.
3. The dataset is sorted by the number of URLs removed, retaining the “top 500” DMCA requests (the request list) by complaint category. For this study, the complaint category was movies and TV shows; other complaint categories such as pirated software, adult material, music etc were excluded.
4. For each report in the request list first 10 URLs are extracted as a representative sample of all of the URLs contained within the report. This gives a total of 5,000 web pages to be downloaded (the sample).
5. Each of the 5,000 web pages in the sample is downloaded, and a screenshot is taken, showing the ads being served. Note that pop-up ads are not captured.
6. For each web page in the sample, the code blocks that contain advertising are parsed and extracted. This can be achieved by matching against the Easy List<sup>4</sup> (used by Adblock Plus for filtering), for known URL patterns and hostnames of advertisers. Some pages in the sample will have no ads, while others will have multiple ads.

3 <https://www.google.com/transparencyreport/removals/copyright/data/>

4 <http://easylist.adblockplus.org/en/>

7. For each advertising code block, the domain of the advertising network being used is identified, by stripping extraneous code and links from the code block, and counting the frequency of appearance of each ad network domain.
8. For each identified advertisement, an attempt is made to identify the actual advertiser, by analysing metadata, following the link and extracting the domain of the actual advertiser, or through visual inspection. A list of all identified advertisers is then generated.
9. For all “mainstream” advertising networks identified as present on web page, a further 100 samples of advertising are downloaded and added to any unseen advertisers to the identified list.

Below, an example search for a child’s movie that displays advertising for ‘Sex Industry’, ‘Employment Scams’ as well as ‘Software Downloads’ which is designed to coerce users into clicking by showing prominent, in-line ‘download’ and ‘play now’ buttons:

The screenshot shows a web browser window displaying a torrent page for the movie 'Brave'. The page layout includes a navigation bar at the top with search and category options. Below this, there are two large green buttons: 'DOWNLOAD' and 'PLAY NOW'. The central content area features a movie poster for 'Brave' with technical details such as 'Types: Video > HD - Movies', 'Files: 7', and 'Size: 2.74 GiB (2946221374 Bytes)'. To the left of the movie poster is a vertical advertisement for 'STEM CELLS FOR YOUR PENIS' with a 'CLICK HERE' button. To the right is another vertical advertisement titled 'BANNED FROM THE INTERNET' featuring a woman in a bikini and a 'VIEW PICTURES' button. Below the movie poster are three buttons: 'DOWNLOAD', 'PLAY NOW', and 'WATCH NOW'. At the bottom of the page, there is a section titled 'GET THIS TORRENT' with a warning about magnet links and a list of release information.



# RESULTS

Appendix A contains a list of the DMCA notices identified in Step 3, including TV and movies from major Hollywood studios such as Fox, Warner Bros etc. Only one site from the sample was found to be hosting mainstream advertising; all other sites were only hosting High-Risk advertising. From the 5,000 pages analysed in Step 4, a total of 12,638 distinct advertising blocks were identified in Step 6, giving an average 2.5276 ads per page.

Postprocessing of the identified domains were performed to ensure that all ad blocks were correctly identified, for example, by removing port numbers that were included as part of a URL. 351 unique domains for advertising networks were identified, indicating an average 36.01 ads per network in the sample (keeping in the mind that the distribution – shown in Table 1’s Top 10 advertising networks - is non-uniform).

Appendix B contains the complete list of advertising networks detected. Note that no merging of distinct services was performed, eg, the several domains of The Pirate Bay were not aggregated. Also, where a domain appears within an ad block, this is a technical definition as per the methodology in Steps 6 and 7, ie, if the site or known ad URL appears in the block, then it will be counted. This could include Facebook social plugins, for example, rather than Facebook ads.

TABLE 1. Frequency Analysis by Advertising Network<sup>5</sup>

Advertising Network	Frequency	% of Ads
propellerads.com	1,565	12%
adexprt.com	1,058	8%
fhserve.com	862	7%
isohunt.com	690	5%
filestube.com	597	5%
sumotorrent.com	583	5%
adcash.com	357	3%
friendlyduck.com	332	3%
torrentco.com	327	3%
rtbpops.com	210	2%

## HIGH-RISK ADVERTISING- TOP 10 AD NETWORKS

The results for the breadth-first search (step 8) confirm that there are still mainstream

<sup>5</sup> Note that some ad networks like isohunt.com and sumotorrent.com do not display their ads outside their own domain; they are ranked highly because of the high number of DMCA complaints against their site.

advertisers prepared to support the distribution of infringing content. One exception was noted - while many of the file locker sites visited had no advertising slots at all, they were offering subscription packages of up to two years or pay-per-view packages for single titles.

Others appeared to rely on both advertising and membership: eg, isohunt.com charges \$1 per month for premium membership, as well as hosting ads. Where advertising was hosted on torrent and file locker sites, it sometimes fell squarely into what can only be described into High-Risk and often “scam” categories, typically advertising fake or harmful goods or services.

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## 99% OF ADVERTISEMENTS DISPLAYED ON ILLEGAL WEBSITES ARE HIGH-RISK<sup>6</sup>

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Table 2 contains a summary of the results from the Top 10 ad networks. There were 5,598 advertisements in this sub-sample of which 169 were distinct. Each of these advertisements was downloaded, visually inspected and categorised. The results indicate that the sex industry, malware, downloading sites, gambling or scams (including employment, investment and SMS premium rate) were the most popular distinct advertising types. The categories are summarised in Figure 1.

An example of malware downloaded is provided by the advertising link <http://isohunt.com/a/adclick.php?bannerid=493&zoneid=&source=btDetails-banner&dest=http%3A%2F%2Fip.ncdownloader.com%2Fexact%2F%3Fq%3DCannonball+Run+II.+1984>. Upon visiting this page, a download is initiated to the user’s computer containing the file Cannonball Run II. 1984.exe which is only 292K in size – much smaller than a typical video file of at least 700M. Running this file through the online scanner [virscan.org](http://www.virscan.org) – which analyses suspicious files using 36 different products – the file is verified as ADWARE/Adware.Gen (<http://www.virscan.org/ADWARE/Adware.Gen.html>) by AntiVir 8.2.10.202 and as Adware.Downware.1166 by ClamAV (<http://www.virscan.org/Adware.Downware.1166.html>).

A review of the other known filenames associated with this malware indicates a typical strategy of associating a desirable filename with the malicious code, ie, using a filename that users desiring to download infringing content will click on, including Mortal Kombat - Komplete Edition Crack (2013) Download.exe and Transformers 3 - Dark of the Moon (2011) [1080p].exe.

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<sup>6</sup> High-Risk ads are those promoting goods or services which fall outside the legitimate economy or white market, may be illegal or restricted within certain jurisdictions but not others, or may be fake or counterfeit.

FIGURE 1. High-Risk Advertising

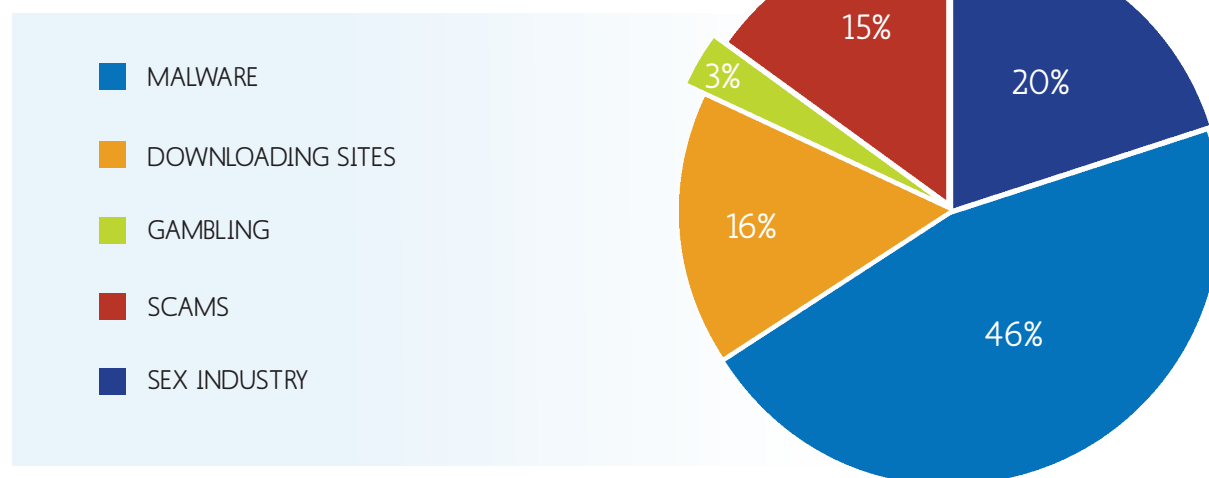












TABLE 2. High-Risk ad type frequencies by network

KEY:

Sex Industry	
Malware	
Downloads	
Gaming/Gambling	
Scams	

Ad Network	Ad URLs	Distinct Ad URLs					
propellerads.com	582	39	5	29	2	1	2
adexprt.com	1058	14	7	1	1	0	1
fhserve.com	862	9	0	8	1	0	0
isohunt.com	690	12	0	2	9	0	0
filestube.com	597	45	0	0	0	0	0
sumotorrent.com	583	4	3	1	0	0	0
adcash.com	357	33	8	10	0	1	12
friendlyduck.com	332	5	0	0	5	0	0
torrentco.com	327	7	0	0	0	0	0
rtbpops.com	210	1	0	0	0	1	0
<b>TOTAL</b>	<b>5598</b>	<b>169</b>	<b>23</b>	<b>49</b>	<b>18</b>	<b>3</b>	<b>15</b>

## MAINSTREAM ADVERTISING- ALL SITES

Table 3 contains the results of the step 8 results obtained by visually inspecting every advertisement in the sample (comprising 10 pages from each of the Google Ad Transparency Top 500 complaints) to identify whether it contained any mainstream advertising.

Typically, a rogue site will have 3-4 ad panels, and in many cases, the ads were tailored to the local geographic context. In some cases, advertisements were blocked with an image stating the site was “blocked for Australians” indicating further evidence of geographic customisation for the advertising content. In some cases, domains associated with file sharing were “parked” and advertising displayed, even if no infringing content was actually displayed – especially where such sites had terms like “warez”, “anon” and “rapidshare” in their domain name.

The overall distribution of advertising agencies serving mainstream ads is shown in Table 4. Note that 87.42% of these were served by Google Ad Services (139 out of 159).

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### 87.42% OF MAINSTREAM ADVERTISEMENTS DISPLAYED ON ILLEGAL WEBSITES WERE SERVED BY [GOOGLE AD SERVICES](#).

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Only one site out of the 500 sampled consistently showed evidence of targeting Australian users through the presentation of mainstream advertising, even though the results from Table 3 indicate that there is a certain background level across a number of different sites. For example, the Pirate Bay often displays ads from the Exoclick ad network, but at times, it also displayed ads from other networks, including two ads from Walmart – clearly a mainstream advertiser.

In a sense, this represents a type of leakage, since the mainstream ads (159 in total, across the entire sample of 12,638 ad panels) were such a small percentage of the overall ads displayed, which were overwhelmingly High-Risk (99% of total sample surveyed). A breakdown by industry category is shown in Figure 2.



## TOP MAINSTREAM ADVERTISERS DISPLAYING CONTENT ON ILLEGAL WEBSITES INCLUDE:

- OPEN COLLEGES
- KIA
- ANZ BANK
- OPTUS
- SUNCORP BANK
- AUSTRALIAN STOCK REPORT -ASX
- PIZZA HUT

The site which only displayed mainstream advertising was then subjected to a depth first search, as described in the next section.

TABLE 3. Australia-specific ads from breadth first-search

Advertiser	Ad Network	Frequency	% of Ads
vietgaydating.com	Ads4vn.com	1	1%
tintuoitre.com	Ads4vn.com	1	1%
be2.com.au	Adshost2	2	1%
Alzheimer's Association	Clicksor	1	1%
Pizza Hut	elakiri.com	2	1%
Opencolleges.edu.au	Google Ad Services	23	14%
kia.com.au	Google Ad Services	21	13%
Inspireeducation.com.au	Google Ad Services	15	9%
sommusic.com.au	Google Ad Services	12	8%
totalmusic.com.au	Google Ad Services	10	6%
ANZ Bank	Google Ad Services	8	5%
Optus	Google Ad Services	8	5%
Lumosity.com	Google Ad Services	6	4%
suncorpbank.com.au	Google Ad Services	5	3%
thevocalistsway.com.au	Google Ad Services	5	3%
australianstockreport.com.au	Google Ad Services	4	3%
fxstrategies.com.au	Google Ad Services	4	3%
lightninglocksmiths.com.au	Google Ad Services	2	1%
seeklearning.com.au	Google Ad Services	2	1%
lincolnindicators.com.au	Google Ad Services	2	1%

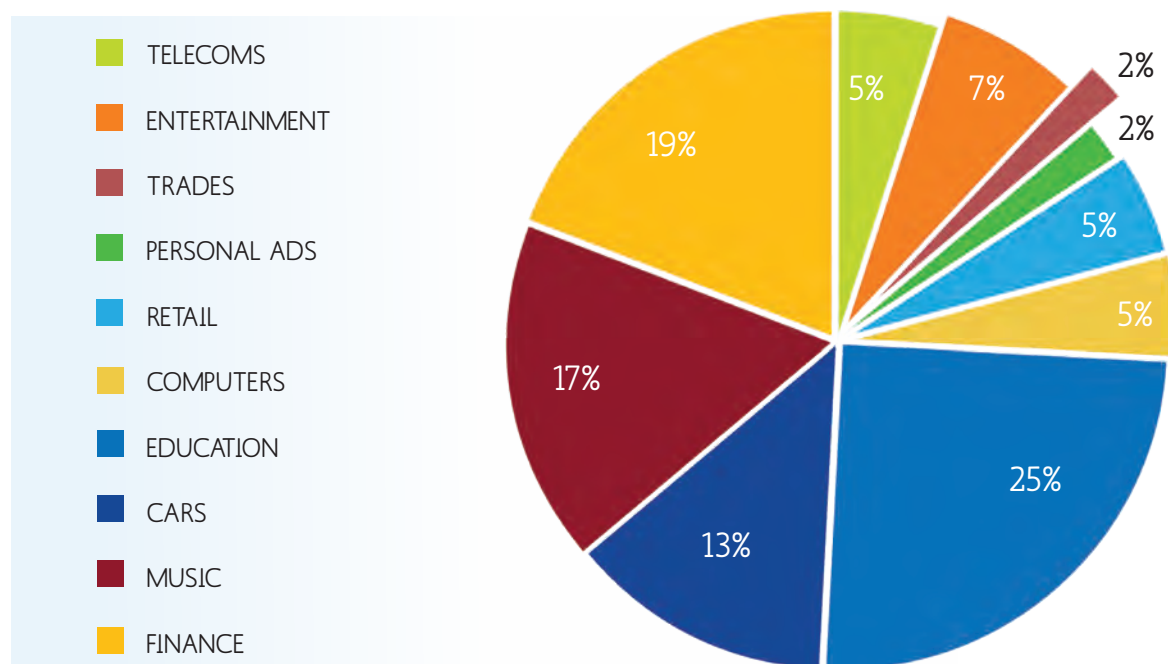
TABLE 3. continued...

firstmac.com.au	Google Ad Services	2	1%
inkstation.com.au	Google Ad Services	2	1%
artzcollective.com.au	Google Ad Services	2	1%
thomaslorenzo.com.au	Google Ad Services	2	1%
Cheapaussiesoftware.com	Google Ad Services	1	1%
compare-accountant-quotes.com	Google Ad Services	1	1%
winzip.com	Google Ad Services	1	1%
morningstar.com.au	Google Ad Services	1	1%
fatprophets.com.au	Google Ad Services	1	1%
Tic Tacs	MediaMind	2	1%
Walmart	Speedy Ads	2	1%
a-t-a.com.au	Speedy Ads	1	1%
cashbb.com	Unknown	2	1%
southeasternantennas.com	Unknown	1	1%
productcompare.com.au	Unknown	1	1%
offerfind.com.au	Unknown	1	1%
traveldailydeals.com.au	Unknown	1	1%
offer2me.com.au	Unknown	1	1%

TABLE 4. Ad Network distribution

Advertising Network	Frequency	% of Ads
Google Ad Services	139	87%
Unknown	8	5%
Speedy Ads	3	2%
Ads4vn.com	2	1%
Adshost2	2	1%
elakiri.com	2	1%
MediaMind	2	1%
Clicksor	1	1%

FIGURE 2. Mainstream Advertising - Breadth First

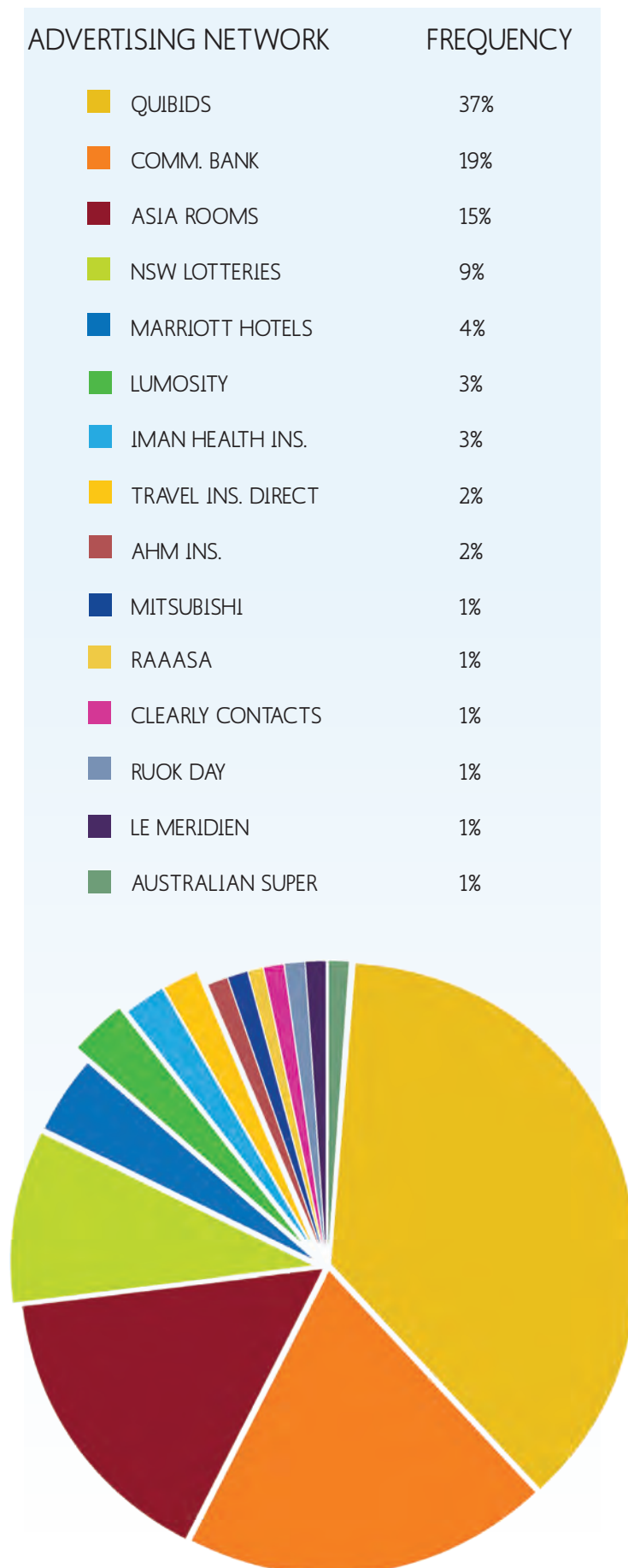


### MAINSTREAM ADVERTISING- DEPTH FIRST

The results for the depth-first search for the one site that contained many mainstream ads clearly targeting Australians, and met the criteria for mainstream advertising. The advertisers were “household names”.

100 page impressions were downloaded from a target page on each site, and the advertisers were manually identified, only if their logo or business name was clearly evident. Table 5 shows the results for the Top 20 Australia-specific advertisements for <http://tehparadox.com/forum/f100/%5Brg-su%5Djack-reacher-2012-pal-multi-dvdr-viazac-5277866/> - a copy of the Jack Reacher movie. This movie was not legally available on any of the sites found. 63% of the advertisements were specifically targeted at Australians. Figure 4 shows the breakdown by advertiser.

FIGURE 4.. Australia-specific ads from depth-first search - Jack Reacher



# CONCLUSION

The goal of this paper was to develop a systematic approach to analysing internet advertising, with a focus specifically on sites where DMCA complaints about movie and TV content were upheld by Google. The key findings from the analysis of the first Australian data set are discussed below:

- 99% of the ads were High-Risk; only 1% were mainstream.
- Only one site from the sample displayed only mainstream advertising; the remaining sites either had no ads or displayed only ads from High-Risk sources, or had a small number of mainstream ads.
- In the High-Risk ads, 46.49% were for malicious or suspected malicious code, while 20.18% were for the sex industry. A further 14.91% were for scams of various kinds, including premium rate SMS, investment and employment scams.
- Notwithstanding Google’s public undertaking to being “committed to rooting out and ejecting rogue sites from [their] advertising services” and participating in the “Best Practices and Guidelines for Ad Networks to Address Piracy and Counterfeiting” (Google, September 2013), with 87% of Mainstream advertisements being provided by Google Ad Services, these results show that they are still over represented<sup>7</sup> as an ad network supplying mainstream advertising to rogue websites that appear in Google’s own Transparency Report, as a proportion of total advertising revenue. I.E., all other things being equal, we would expect to see only 55.97% of Mainstream advertisements being provided by Google Ad Services and not 87%.
- The top ad networks serving ads to Australians include propellerads.com, adexprt.com and fhserve.com; while these may seem less mainstream, as the above results indicate, many ads from mainstream “household names” are being promoted through this means of advertising exclusively on 1 out of 500 sites in the sample, and a small number non-exclusively.
- Both breadth-first and depth-first searches reveal a significant number of household name brands in Australia choosing to advertise on sites and their pages which are promoting the distribution of infringing content (movies and TV shows). Further investigation is needed to uncover the mechanics of how these ads are selected to appear; are advertisers engaging directly with ad networks, or are ad networks operating at a wholesale level and distributing ads to other networks through a resale programme? Who, eventually, has control over the display of this type of advertising space?

7

[http://www.afr.com/p/technology/facebook\\_on\\_the\\_rise\\_but\\_google\\_DuF274LqAqbFYb8NZ09X6J](http://www.afr.com/p/technology/facebook_on_the_rise_but_google_DuF274LqAqbFYb8NZ09X6J)

- In the breadth-first search, top mainstream advertisers included Kia, Optus, ANZ Bank and Suncorp Bank.
- In the depth-first search, top mainstream advertisers were drawn from every sector in the Australian economy, including gambling companies (NSW Lotteries), car manufacturers (Mitsubishi), financial services (Commonwealth Bank), travel insurance (Travel Insurance Direct), health insurance (AHM), accommodation (Marriott Hotels), charity (RUOK Day), and optometrists (Clearly Contacts).

Drawing together these findings, some key lessons can be drawn:

- Advertisers need to take more ownership of where their advertising is ultimately displayed by negotiating better agreements – based around integrity – with their ad networks. Rather than further government regulation, establishing a code of conduct (such as the US industry is doing) would be a first step (Dredge, 2013). A set of best practices to be adopted by major web companies would even further isolate rogue websites, and ultimately, reduce the advertising revenue which in turns drives their ability to promote infringing content. Facebook has recently responded to pressure from its advertisers to remove links to pages with offensive material under threat of a boycott (Cellan-Jones, 2013). In addition, Google recently acted to remove search results for pharmaceuticals without prescriptions (O'Donnell, 2013), after paying a \$500 million fine 18 months previously. A recent study (Watters & Phair, 2012) indicated that the illicit drug trade is a growing problem online, as advertising to new customers is fast, easy, affordable and low risk, given that jurisdictional differences can be exploited by transnational organised crime. Rather than individual advertising networks responding on an ad-hoc basis, an industry wide code will ensure a consistent response across the board with a focus on integrity in advertising.
- However, any code of conduct must also be enforceable, be aimed at disrupting revenue streams for rogue sites, and not place a significant administrative burden on rightsholders. Another risk is that there will continue to be a shift of mainstream advertising away from rogue sites, and that High-risk advertising networks will simply fill the gap. Indeed, at this stage, none of the top 10 advertising networks supporting rogue websites are involved in the code of conduct project<sup>8</sup>.
- Advertisers clearly need more transparency from ad networks about where their ads are being displayed, as most (if not all) would no doubt be very surprised about where their ads are being displayed. The potential for brand damage is enormous. In some cases, company names are also being employed without knowledge (eg, a number of

8 <http://www.bbc.co.uk/news/technology-23325627>

Woolworths and Westfield \$1,000 voucher ads were displayed on scam sites). To provide operational assurance, advertisers should implement systems to monitor the usage of their brand names and trademarks on unauthorised sites. Existing brand protection services for corporates clearly need to consider the negative implications for mainstream advertisements appearing alongside the “scam” categories outlined earlier, as well as advertisers appearing to endorse the illegal distribution of infringing content.

- Future research should focus on developing better techniques for identifying sites hosting mainstream advertising on sites hosting infringing content, and then passing these across to more robust systems for extracting advertiser names. This is because many advertising networks use JavaScript obfuscation to try and hide the domain name and other identifying details of the advertisers. Short of implementing generic image recognition for brand names and logos, semi-supervised learning of patterns accompanied by expert judgements will provide the most accurate results over the short term.
- Finally, and perhaps most importantly, parents and educators need to be aware of that the sex industry and online gambling sites specifically target torrent search and file locker sites for advertising their services. Ads promoting scams, the sex industry and gambling compromised 37.72% of the ads examined. For example, upon visiting the “Top 100” page for the Pirate Bay, one employment scam was displayed (“I make \$260 every day”) and one porn site (“Facebook of webcams”). However, upon clicking the “Porn” page, an animated sex ad is displayed (“LOCAL SLUTS WANT TO F\*\*K. Why the F\*\*K would you pay for sex? Sign Up and F\*\*K”). There are absolutely no age warnings on these pages, and no attempt is made by the Pirate Bay to verify if users are adults. Parents need to be aware that this is the type of content that will be served up to their children, even if they are only intending to download unauthorised torrents for television shows or movies. The absence of traditional regulatory mechanisms for effectively controlling online content – including the Classification Board and Advertising Standards Bureau - mean that new subcultural norms are rapidly being established online, and these can have profoundly negative consequences; for example, a progression model of rising interest in child exploitation material has been linked to the rise of the online porn culture, particularly where young users are inadvertently exposed to pornography through advertising (Prichard et al, 2013).





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# APPENDIX A- TOP 500 DMCA NOTICES, FILM & TV SHOWS

URL

Complainant

<a href="http://www.chillingeffects.org/notice.cgi?sID=179820">http://www.chillingeffects.org/notice.cgi?sID=179820</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=217845">http://www.chillingeffects.org/notice.cgi?sID=217845</a>	Liberty Bell, Inc.
<a href="http://www.chillingeffects.org/notice.cgi?sID=226404">http://www.chillingeffects.org/notice.cgi?sID=226404</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=234361">http://www.chillingeffects.org/notice.cgi?sID=234361</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=248513">http://www.chillingeffects.org/notice.cgi?sID=248513</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=345876">http://www.chillingeffects.org/notice.cgi?sID=345876</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=348199">http://www.chillingeffects.org/notice.cgi?sID=348199</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=353264">http://www.chillingeffects.org/notice.cgi?sID=353264</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=353265">http://www.chillingeffects.org/notice.cgi?sID=353265</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=362855">http://www.chillingeffects.org/notice.cgi?sID=362855</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=362870">http://www.chillingeffects.org/notice.cgi?sID=362870</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=364668">http://www.chillingeffects.org/notice.cgi?sID=364668</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=377126">http://www.chillingeffects.org/notice.cgi?sID=377126</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=383230">http://www.chillingeffects.org/notice.cgi?sID=383230</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=420695">http://www.chillingeffects.org/notice.cgi?sID=420695</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=424016">http://www.chillingeffects.org/notice.cgi?sID=424016</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=424017">http://www.chillingeffects.org/notice.cgi?sID=424017</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=446617">http://www.chillingeffects.org/notice.cgi?sID=446617</a>	Magnolia Pictures
<a href="http://www.chillingeffects.org/notice.cgi?sID=449719">http://www.chillingeffects.org/notice.cgi?sID=449719</a>	Magnolia Pictures
<a href="http://www.chillingeffects.org/notice.cgi?sID=453033">http://www.chillingeffects.org/notice.cgi?sID=453033</a>	Magnolia Pictures
<a href="http://www.chillingeffects.org/notice.cgi?sID=453034">http://www.chillingeffects.org/notice.cgi?sID=453034</a>	Magnolia Pictures
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<a href="http://www.chillingeffects.org/notice.cgi?sID=464708">http://www.chillingeffects.org/notice.cgi?sID=464708</a>	Magnolia Pictures
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<a href="http://www.chillingeffects.org/notice.cgi?sID=484691">http://www.chillingeffects.org/notice.cgi?sID=484691</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=484692">http://www.chillingeffects.org/notice.cgi?sID=484692</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=487308">http://www.chillingeffects.org/notice.cgi?sID=487308</a>	Magnolia Pictures
<a href="http://www.chillingeffects.org/notice.cgi?sID=487311">http://www.chillingeffects.org/notice.cgi?sID=487311</a>	Magnolia Pictures
<a href="http://www.chillingeffects.org/notice.cgi?sID=502324">http://www.chillingeffects.org/notice.cgi?sID=502324</a>	Salient Media
<a href="http://www.chillingeffects.org/notice.cgi?sID=504370">http://www.chillingeffects.org/notice.cgi?sID=504370</a>	Magnolia Pictures
<a href="http://www.chillingeffects.org/notice.cgi?sID=508875">http://www.chillingeffects.org/notice.cgi?sID=508875</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?sID=515096">http://www.chillingeffects.org/notice.cgi?sID=515096</a>	Magnolia Pictures
<a href="http://www.chillingeffects.org/notice.cgi?sID=515099">http://www.chillingeffects.org/notice.cgi?sID=515099</a>	Magnolia Pictures
<a href="http://www.chillingeffects.org/notice.cgi?sID=515100">http://www.chillingeffects.org/notice.cgi?sID=515100</a>	Magnolia Pictures
<a href="http://www.chillingeffects.org/notice.cgi?sID=521948">http://www.chillingeffects.org/notice.cgi?sID=521948</a>	Fox Group Legal

<a href="http://www.chillingeffects.org/notice.cgi?sID=525619">http://www.chillingeffects.org/notice.cgi?sID=525619</a>	Fox Group Legal
<a href="http://www.chillingeffects.org/notice.cgi?sID=530876">http://www.chillingeffects.org/notice.cgi?sID=530876</a>	Magnolia Pictures
<a href="http://www.chillingeffects.org/notice.cgi?sID=530880">http://www.chillingeffects.org/notice.cgi?sID=530880</a>	Magnolia Pictures
<a href="http://www.chillingeffects.org/notice.cgi?sID=540349">http://www.chillingeffects.org/notice.cgi?sID=540349</a>	Blue Underground
<a href="http://www.chillingeffects.org/notice.cgi?sID=569793">http://www.chillingeffects.org/notice.cgi?sID=569793</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=572044">http://www.chillingeffects.org/notice.cgi?sID=572044</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=576790">http://www.chillingeffects.org/notice.cgi?sID=576790</a>	Magnolia Pictures
<a href="http://www.chillingeffects.org/notice.cgi?sID=576795">http://www.chillingeffects.org/notice.cgi?sID=576795</a>	Magnolia Pictures
<a href="http://www.chillingeffects.org/notice.cgi?sID=576796">http://www.chillingeffects.org/notice.cgi?sID=576796</a>	Magnolia Pictures
<a href="http://www.chillingeffects.org/notice.cgi?sID=577861">http://www.chillingeffects.org/notice.cgi?sID=577861</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=581256">http://www.chillingeffects.org/notice.cgi?sID=581256</a>	Dutch Filmworks
<a href="http://www.chillingeffects.org/notice.cgi?sID=583910">http://www.chillingeffects.org/notice.cgi?sID=583910</a>	Warner
<a href="http://www.chillingeffects.org/notice.cgi?sID=587829">http://www.chillingeffects.org/notice.cgi?sID=587829</a>	Warner
<a href="http://www.chillingeffects.org/notice.cgi?sID=589279">http://www.chillingeffects.org/notice.cgi?sID=589279</a>	Fox
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<a href="http://www.chillingeffects.org/notice.cgi?sID=605376">http://www.chillingeffects.org/notice.cgi?sID=605376</a>	MX International Inc
<a href="http://www.chillingeffects.org/notice.cgi?sID=606457">http://www.chillingeffects.org/notice.cgi?sID=606457</a>	Warner
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<a href="http://www.chillingeffects.org/notice.cgi?sID=653886">http://www.chillingeffects.org/notice.cgi?sID=653886</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=663281">http://www.chillingeffects.org/notice.cgi?sID=663281</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=668198">http://www.chillingeffects.org/notice.cgi?sID=668198</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=671841">http://www.chillingeffects.org/notice.cgi?sID=671841</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=675492">http://www.chillingeffects.org/notice.cgi?sID=675492</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=679773">http://www.chillingeffects.org/notice.cgi?sID=679773</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=680517">http://www.chillingeffects.org/notice.cgi?sID=680517</a>	A-Film
<a href="http://www.chillingeffects.org/notice.cgi?sID=680984">http://www.chillingeffects.org/notice.cgi?sID=680984</a>	CBS
<a href="http://www.chillingeffects.org/notice.cgi?sID=682015">http://www.chillingeffects.org/notice.cgi?sID=682015</a>	A-Film
<a href="http://www.chillingeffects.org/notice.cgi?sID=683275">http://www.chillingeffects.org/notice.cgi?sID=683275</a>	A-Film
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<a href="http://www.chillingeffects.org/notice.cgi?sID=834736">http://www.chillingeffects.org/notice.cgi?sID=834736</a>	Home Box Office Inc.

<a href="http://www.chillingeffects.org/notice.cgi?SID=835144">http://www.chillingeffects.org/notice.cgi?SID=835144</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=835216">http://www.chillingeffects.org/notice.cgi?SID=835216</a>	Warner Bros Entmt Inc.
<a href="http://www.chillingeffects.org/notice.cgi?SID=836157">http://www.chillingeffects.org/notice.cgi?SID=836157</a>	CBS
<a href="http://www.chillingeffects.org/notice.cgi?SID=838641">http://www.chillingeffects.org/notice.cgi?SID=838641</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=838644">http://www.chillingeffects.org/notice.cgi?SID=838644</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=839848">http://www.chillingeffects.org/notice.cgi?SID=839848</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=839850">http://www.chillingeffects.org/notice.cgi?SID=839850</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=839851">http://www.chillingeffects.org/notice.cgi?SID=839851</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=839858">http://www.chillingeffects.org/notice.cgi?SID=839858</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=839867">http://www.chillingeffects.org/notice.cgi?SID=839867</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=839871">http://www.chillingeffects.org/notice.cgi?SID=839871</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=839880">http://www.chillingeffects.org/notice.cgi?SID=839880</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=840116">http://www.chillingeffects.org/notice.cgi?SID=840116</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?SID=840130">http://www.chillingeffects.org/notice.cgi?SID=840130</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?SID=848937">http://www.chillingeffects.org/notice.cgi?SID=848937</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=848938">http://www.chillingeffects.org/notice.cgi?SID=848938</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=848941">http://www.chillingeffects.org/notice.cgi?SID=848941</a>	Fox
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<a href="http://www.chillingeffects.org/notice.cgi?SID=849795">http://www.chillingeffects.org/notice.cgi?SID=849795</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=850444">http://www.chillingeffects.org/notice.cgi?SID=850444</a>	CBS
<a href="http://www.chillingeffects.org/notice.cgi?SID=851073">http://www.chillingeffects.org/notice.cgi?SID=851073</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=854070">http://www.chillingeffects.org/notice.cgi?SID=854070</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=854073">http://www.chillingeffects.org/notice.cgi?SID=854073</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=854107">http://www.chillingeffects.org/notice.cgi?SID=854107</a>	Fox
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<a href="http://www.chillingeffects.org/notice.cgi?SID=857383">http://www.chillingeffects.org/notice.cgi?SID=857383</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=857386">http://www.chillingeffects.org/notice.cgi?SID=857386</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=857407">http://www.chillingeffects.org/notice.cgi?SID=857407</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=857412">http://www.chillingeffects.org/notice.cgi?SID=857412</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=857430">http://www.chillingeffects.org/notice.cgi?SID=857430</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=857431">http://www.chillingeffects.org/notice.cgi?SID=857431</a>	Fox
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<a href="http://www.chillingeffects.org/notice.cgi?SID=858554">http://www.chillingeffects.org/notice.cgi?SID=858554</a>	Fox
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<a href="http://www.chillingeffects.org/notice.cgi?SID=859623">http://www.chillingeffects.org/notice.cgi?SID=859623</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=859637">http://www.chillingeffects.org/notice.cgi?SID=859637</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=860897">http://www.chillingeffects.org/notice.cgi?SID=860897</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=860925">http://www.chillingeffects.org/notice.cgi?SID=860925</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=862832">http://www.chillingeffects.org/notice.cgi?SID=862832</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=862837">http://www.chillingeffects.org/notice.cgi?SID=862837</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=863862">http://www.chillingeffects.org/notice.cgi?SID=863862</a>	Home Box Office, Inc.

<a href="http://www.chillingeffects.org/notice.cgi?sID=864650">http://www.chillingeffects.org/notice.cgi?sID=864650</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=864652">http://www.chillingeffects.org/notice.cgi?sID=864652</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=866177">http://www.chillingeffects.org/notice.cgi?sID=866177</a>	Fox
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<a href="http://www.chillingeffects.org/notice.cgi?sID=867768">http://www.chillingeffects.org/notice.cgi?sID=867768</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=869209">http://www.chillingeffects.org/notice.cgi?sID=869209</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=869223">http://www.chillingeffects.org/notice.cgi?sID=869223</a>	Fox
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<a href="http://www.chillingeffects.org/notice.cgi?sID=870436">http://www.chillingeffects.org/notice.cgi?sID=870436</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=870502">http://www.chillingeffects.org/notice.cgi?sID=870502</a>	MBC America
<a href="http://www.chillingeffects.org/notice.cgi?sID=872055">http://www.chillingeffects.org/notice.cgi?sID=872055</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=872058">http://www.chillingeffects.org/notice.cgi?sID=872058</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=874951">http://www.chillingeffects.org/notice.cgi?sID=874951</a>	CBS
<a href="http://www.chillingeffects.org/notice.cgi?sID=875523">http://www.chillingeffects.org/notice.cgi?sID=875523</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=875524">http://www.chillingeffects.org/notice.cgi?sID=875524</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=875568">http://www.chillingeffects.org/notice.cgi?sID=875568</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=876509">http://www.chillingeffects.org/notice.cgi?sID=876509</a>	Home Box Office, Inc.
<a href="http://www.chillingeffects.org/notice.cgi?sID=877348">http://www.chillingeffects.org/notice.cgi?sID=877348</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=877350">http://www.chillingeffects.org/notice.cgi?sID=877350</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=877356">http://www.chillingeffects.org/notice.cgi?sID=877356</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=878640">http://www.chillingeffects.org/notice.cgi?sID=878640</a>	Home Box Office, Inc.
<a href="http://www.chillingeffects.org/notice.cgi?sID=879400">http://www.chillingeffects.org/notice.cgi?sID=879400</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=887025">http://www.chillingeffects.org/notice.cgi?sID=887025</a>	Lionsgate
<a href="http://www.chillingeffects.org/notice.cgi?sID=887666">http://www.chillingeffects.org/notice.cgi?sID=887666</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=887683">http://www.chillingeffects.org/notice.cgi?sID=887683</a>	Fox
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<a href="http://www.chillingeffects.org/notice.cgi?sID=901212">http://www.chillingeffects.org/notice.cgi?sID=901212</a>	Fox
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<a href="http://www.chillingeffects.org/notice.cgi?sID=901226">http://www.chillingeffects.org/notice.cgi?sID=901226</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=901227">http://www.chillingeffects.org/notice.cgi?sID=901227</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=901228">http://www.chillingeffects.org/notice.cgi?sID=901228</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=902549">http://www.chillingeffects.org/notice.cgi?sID=902549</a>	Home Box Office, Inc.
<a href="http://www.chillingeffects.org/notice.cgi?sID=903387">http://www.chillingeffects.org/notice.cgi?sID=903387</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?sID=907024">http://www.chillingeffects.org/notice.cgi?sID=907024</a>	Fox
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<a href="http://www.chillingeffects.org/notice.cgi?sID=909951">http://www.chillingeffects.org/notice.cgi?sID=909951</a>	NBCUniversal

<a href="http://www.chillingeffects.org/notice.cgi?SID=911111">http://www.chillingeffects.org/notice.cgi?SID=911111</a>	Home Box Office, Inc
<a href="http://www.chillingeffects.org/notice.cgi?SID=912393">http://www.chillingeffects.org/notice.cgi?SID=912393</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?SID=912400">http://www.chillingeffects.org/notice.cgi?SID=912400</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?SID=913780">http://www.chillingeffects.org/notice.cgi?SID=913780</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=914087">http://www.chillingeffects.org/notice.cgi?SID=914087</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?SID=914092">http://www.chillingeffects.org/notice.cgi?SID=914092</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?SID=916274">http://www.chillingeffects.org/notice.cgi?SID=916274</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?SID=917865">http://www.chillingeffects.org/notice.cgi?SID=917865</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?SID=917867">http://www.chillingeffects.org/notice.cgi?SID=917867</a>	NBCUniversal
<a href="http://www.chillingeffects.org/notice.cgi?SID=922295">http://www.chillingeffects.org/notice.cgi?SID=922295</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=924573">http://www.chillingeffects.org/notice.cgi?SID=924573</a>	CBS
<a href="http://www.chillingeffects.org/notice.cgi?SID=859638">http://www.chillingeffects.org/notice.cgi?SID=859638</a>	Fox
<a href="http://www.chillingeffects.org/notice.cgi?SID=747404">http://www.chillingeffects.org/notice.cgi?SID=747404</a>	Fox





# APPENDIX B- FULL LIST OF ADVERTISING NETWORKS DETECTED

Advertising Network	Frequency
ropellerads.com	1,565
adexprt.com	1,058
fhserve.com	862
isohunt.com	690
filestube.com	597
sumotorrent.com	583
adcash.com	357
friendlyDuck.com	332
torrentco.com	327
rtbpops.com	210
admxr.com	206
rubiconproject.com	182
nudaclick.com	180
facebook.com	148
webmasterbond.com	132
twitter.com	129
torrentroom.com	124
google.com	115
4-shared.eu	110
propellerpops.com	108
xtendmedia.com	97
advertise.com	84
pobieramy24.pl	80
velmedia.net	78
bbelements.com	75
torlock.com	73
yourbittorrent.com	70
zoink.it	69
campus-party.org	69
tlvmedia.com	68
kuiken.co	68
ad4game.com	68
zedo.com	65
skyactivate.com	64
torrage.com	64
depositfiles.com	63

yieldmanager.com	63
1phads.com	62
disqus.com	61
torrents.net	59
aclantis.com	57
elgeel3.net	55
bitsnoop.com	55
torrentreactor.net	54
newtorrents.info	54
torrenthound.com	52
thepiratebay.org	52
doubleclick.net	50
wigetmedia.com	50
wikipedia.org	47
extratorrent.com	42
torrentdownloads.net	41
limetorrents.com	40
downloadprovider.me	40
cpmstar.com	40
medleyads.com	40
adserve.com	40
h33t.com	39
fenopy.se	39
seedpeer.me	38
torrentzap.com	38
torrentportal.com	38
imdb.com	37
btscene.org	36
torrentcrazy.com	36
dt00.net	35
googletagservices.com	35
adshost2.com	35
adsbyisocket.com	34
mnova.eu	34
staticyonkis.com	33
coolmirage.com	33
extra33.com	32
fulldls.com	32
zap2it.com	31
thefutoncritic.com	31
torrentdownloads.me	31

tvrage.com	31
mediaplaynow.com	30
popads.net	30
fenopy.eu	30
torrentfunk.com	29
bayproxy.org	28
bidvertiser.com	28
kickasstorrents.com	27
v2cigs.com	27
Torrentday.com	26
33.46.140.0	26
adtransfer.net	25
monova.org	25
ahashare.com	24
thepiratebay.se	23
megashares.com	23
1337x.org	23
ad4mmo.pl	23
movie-stars.us	22
vertor.com	21
rarbg.com	20
dramaepisode.com	20
fenopy.com	19
e-planning.net	18
torrent.cd	18
bittorrent.am	18
kat.ph	17
extabit.com	17
torrentbit.net	15
affbuzzads.com	15
movie2k.to	15
pirateproxy.net	14
piraten.lu	14
seriesyonkis.com	14
rapidgator.net	14
adbrite.com	13
bt-chat.com	13
thepiratebay.sx	13
googleapis.com	12
btjunkie.org	12
netload.in	12

gfxdl.com	12
ilovetorrents2.com	12
katmirror.com	12
lzjl.com	12
adshost1.com	12
yesads.com	11
clicksor.com	11
adjuggler.net	11
simplyserve.me	11
ipodnova.tv	11
adorika.com	11
ads.kontextua.com	10
Speed.Cd	10
seedpeer.com	10
castordownloads.net	10
lumfile.com	10
maxmind.com	10
cpmleader.com	10
cpm24.pl	10
am11.ru	10
trading2days.info	10
usanetwork.com	10
awempire.com	10
contentabc.com	10
torrentz.eu	10
discusione.com	10
culture.com	10
yesads.com	10
zwaar.org	9
warez.ag	9
thirdrailholdings.com	9
photobucket.com	9
rlslog.net	8
alquz.com	8
fxnetworks.com	8
sedoparking.com	8
filesolve-movies.com	7
cpmpipe.com	7
adsmarket.com	7
cbs.com	7
rlsbb.com	7

ffdownloader.com	7
peliculasyonkis.com	7
alivetorrents.com	7
juicyads.com	7
procontentservice.com	6
postimage.org	6
w3.org	6
adfoc.us	6
yieldads.com	6
torcache.net	6
adsrevenue.net	6
pubdirecte.com	6
contextweb.com	6
downbyte.me	6
supremeadsserver.com	6
cwv.com	6
zeysan.com	6
data-vocabulary.org	5
adbooth.net	5
porn-w.org	5
adnetwork.net	5
blogspot.com	5
mininova.org	5
digg.com	5
icio.us	5
bubblesmedia.ru	5
technorati.com	5
doublemax.net	5
mybittorrent.com	5
facebook.net	5
torrentbay.to	5
NowDownloadAll.com	5
scnsrc.me	5
publichd.eu	4
fastclick.net	4
torrentbar.com	4
pirateparty.org.uk	4
adclickmedia.com	4
bollyrulez.net	4
cpxinteractive.com	4
mightynova.com	4

exoclick.com	4
madadsmedia.com	4
impresionesweb.com	4
Cpasbien.me	4
uniquewarez.com	4
putlocker.com	4
intporn.com	3
downeu.net	3
prq.to	3
yashi.com	3
adreactor.com	3
twisty-mistys.com	3
btmon.com	3
media-servers.net	3
crocko.com	3
ad6media.fr	3
optiad.net	3
legendarydevils.com	3
eztv.it	3
filetram.com	3
torrent.to	3
demonoid.me	3
eyny.com	3
filestube-crawler.com	3
letitbit.net	3
videovill.com	3
shabakti.com	3
desync.com	3
fastpic.ru	3
expressshare.com	2
imgur.com	2
isohits.com	2
emuleday.com	2
pornbb.org	2
fiberupload.net	2
adlure.net	2
sceper.eu	2
bestrapidsharesearch.com	2
telly-tv.com	2
xvideos.com	2
openbittorrent.com	2

downloadstube.org	2
wtorrent.org	2
ilibr.org	2
scenedb.com	2
btguard.com	2
vidxden.com	2
innity.net	2
tv-release.net	2
altervista.org	2
ad-center.com	2
juegosyonkis.com	2
awltovhc.com	2
torrenthub.org	2
telechargementz.org	2
bitreactor.to	2
mixtapetorrent.com	2
pastebin.com	2
xpear.de	2
xyonkis.com	2
worldnova.org	2
yesadvertising.com	2
zimabdk.com	2
podtropolis.com	2
forum-maximus.net	2
katzddl.ws	2
xllhost.com	2
picsee.net	2
warez-home.net	2
buscadorpeliculas.com	2
youtube.com	1
bitshare.com	1
animefreak.tv	1
google.com.sa	1
hotplug.ru	1
katzforums.com	1
phaze.co	1
hdspot.net	1
filesocan.net	1
SceneTime.com	1

heyos.com	1
freedlwarez.com	1
mytracker.me	1
afiliados.me	1
mundomedellin.com	1
gx101.com	1
coppersurfer.tk	1
linxdn.me	1
tamilgallery.com	1
irfree.com	1
movdra.com	1
refrawaksl.com	1
hdcmt.com	1
adhood.com	1
warez-bb.org	1
firepic.org	1
smowtion.com	1
eurostarkitchen.com	1
predictad.com	1
moviemotion.info	1
downloadseriados.com	1
webscom.com.ar	1
129.51.85.0	1
warezrush.org	1
neki.ru	1
m3ana2day.com	1
torrentalk.com	1
theforge.co.za	1
redbitch.org	1
bayw.org	1
urcommunity.org	1
forumwizad.net	1
bigrebelads.com	1
best-top.biz	1
wordpress.org	1
rapidfiledownload.com	1
vb.eqla3.com	1
taringa.net	1
freakshare.com	1
egyptfans.net	1
pixfuture.net	1



sharesix.com	1
2shared.com	1
heroturko.me	1
filmindirelimmi.com	1
wuper.net	1
themaximum.biz	1
played.to	1
documentalesonline.com	1
byhero.com	1
avazu.net	1
torrentlocomotive.com	1
cpmprofit.com	1
torrentum.pl	1
adworkmedia.com	1
waz-warez.org	1
onvertise.com	1
wupload.com	1
cs-puchatek.pl	1
igotporn.org	1
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sombarato.org	1
authyonkis.com	1
yllix.com	1
concen.cc	1
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videosyonkis.com	1
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irfree.net	1

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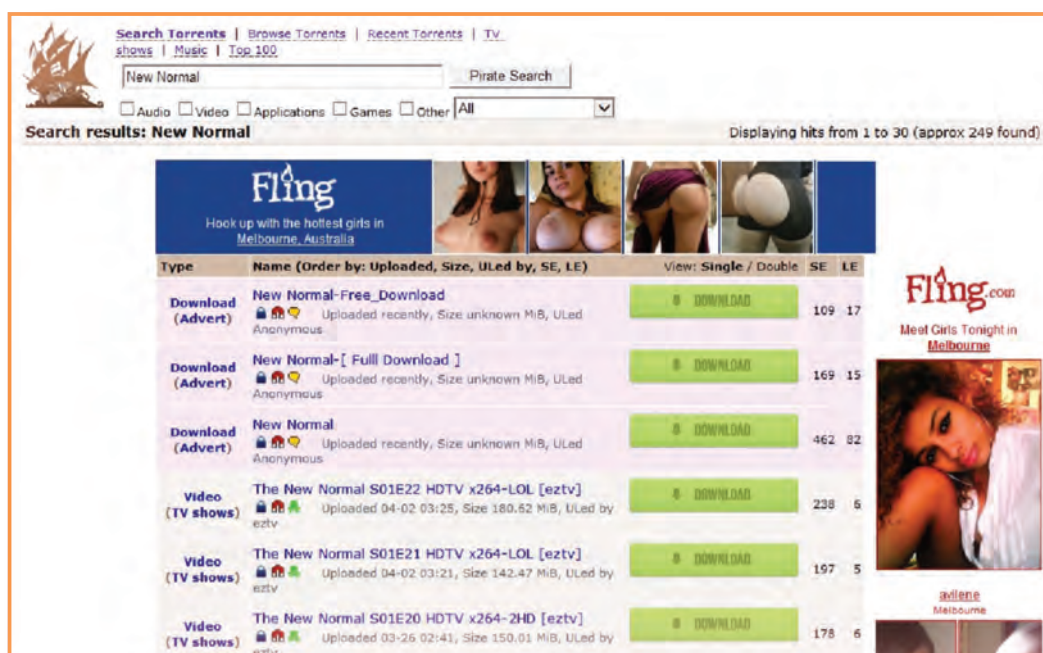


# APPENDIX C- HIGH-RISK ADVERTISING EXAMPLES

## SCAMS, GAMBLING & MALWARE



## SEX INDUSTRY





# APPENDIX D - MAINSTREAM ADVERTISING EXAMPLES

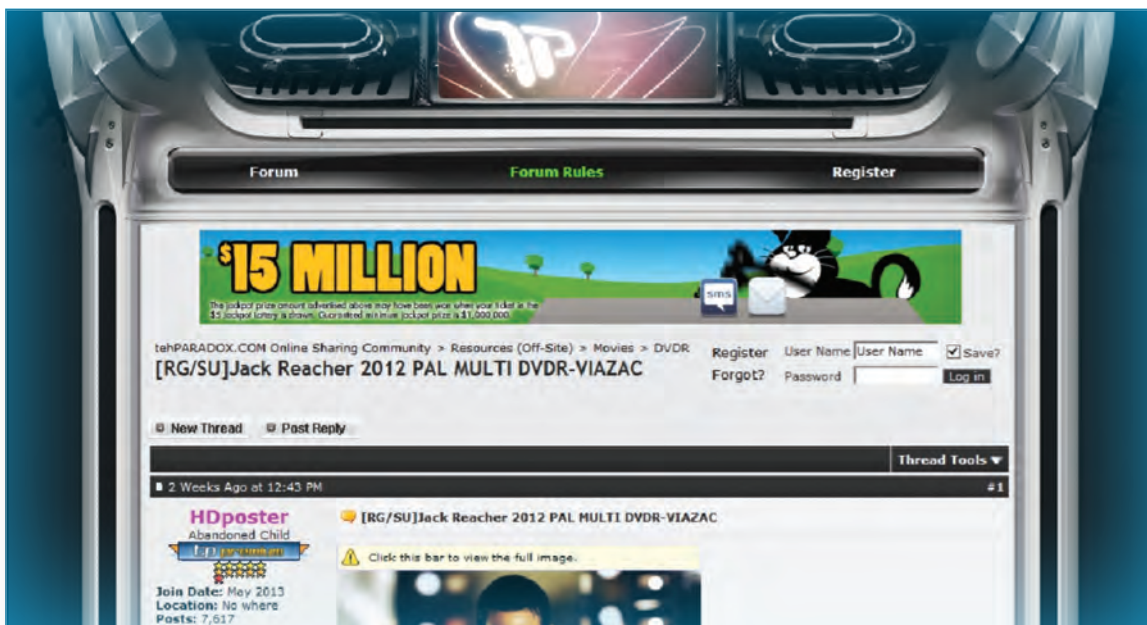
## BANKING



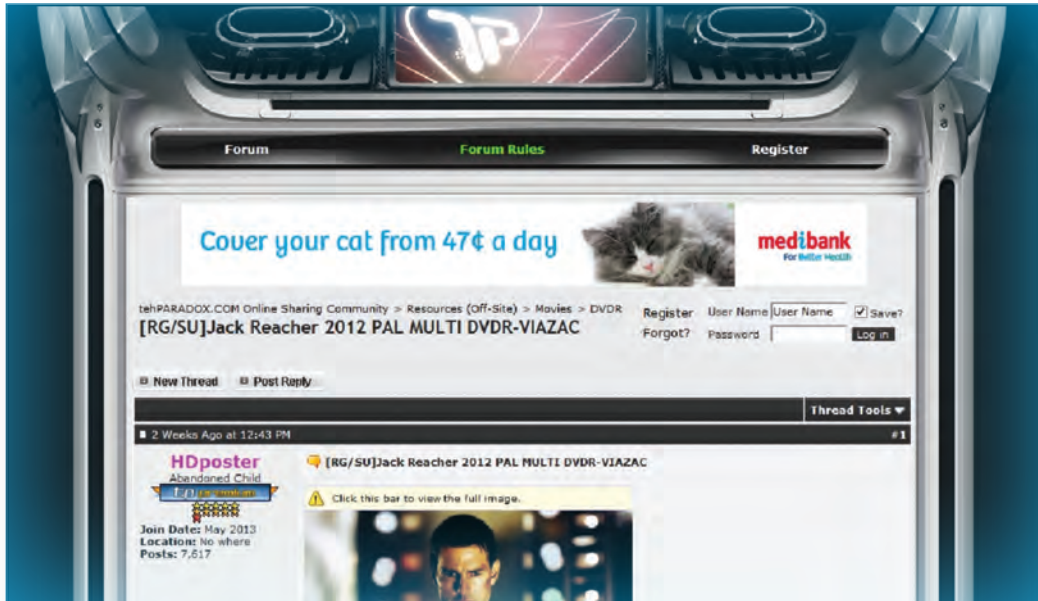
## TOURISM



## GAMBLING



INSURANCE



HEALTHCARE



## EDUCATION, TELECOMS, INVESTMENT

The screenshot shows the homepage of **warezforum.info**. The site features a navigation bar with links for "Home", "Media Player", "Web Design", "Free Download", and "Free Downloads Movies". A search bar is located in the top right corner. The main content area is filled with several advertisements, each with a red circular icon and a title:

- TAFE Courses Online**: Study from home at your own pace. 15% off fees. Limited time offer! [www.spencafeleges.edu.au](http://www.spencafeleges.edu.au)
- Pretty Ukraine Ladies**: Ukrainian girls and women are looking for dating with foreign men. [Online-Dating-Ukraine.com/Ladies](http://Online-Dating-Ukraine.com/Ladies)
- Free Support Panda**: Now your Panda Antivirus with Discount! Buy 8 For Only 40.75 AUD. [www.pandasecurity.com](http://www.pandasecurity.com)
- Investing? Try This Fund**: Did your Fixed Income Fund Earn 0-8% in the Last 12 Months? [www.fundinvest.com.au/highfive/](http://www.fundinvest.com.au/highfive/)
- Watch Free Movies Now**: Online Full Movies and Trailers Over 5000 Movies to Choose From! [www.vinester.com/free\\_movies\\_online](http://www.vinester.com/free_movies_online)
- Find Best Shares**: Proven Share Market Software for Best Performing Shares. Free Trial! [LincolnIndicators.com.au/Best\\_Share](http://LincolnIndicators.com.au/Best_Share)
- Key Changed**: 24 Hour Professional Locksmiths. Automotive, Home & Office. [www.LightningLocksmiths.com.au](http://www.LightningLocksmiths.com.au)
- Your Opportunity is now**: Increase your income by learning currency trading. [www.XForex.com](http://www.XForex.com)
- Single Czech Ladies**: Pretty women from Czech Republic are looking for true love now. [www.ECzech-3.adress.com](http://www.ECzech-3.adress.com)
- Optus iPhone 5 Deals**: Enjoy Quicker Browsing & Downloads With Optus 4G. Great iPhone 5 Plans. [www.optus.com.au/iPhone-5\\_Plans](http://www.optus.com.au/iPhone-5_Plans)

On the left side, there is a "Related Searches" section with a list of categories: Coding, Media Player, Web Design, Free Download, Free Downloads Movies, Watch Free Movie, Internet, Download Adobe Acrobat 9, Downloadable Photo Manager Software, Chromecast, Flywheel, and More. Below this is a "Promote Categories" section with links to ESP, Web Host, Domain Names, Web Design, Internet Telephony, Internet Law, Multimedia, Internet Business, Email, Software, and Services. On the right side, there is a "Related Searches" section with a list of categories: Coding, Media Player, Web Design, Free Download, Free Downloads Movies, Watch Free Movie, Internet, Download Adobe Acrobat 9, and More.



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