Market Forces: Quantifying the Role of Top Credible Ad Servers in the Fake News Ecosystem

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Objective: We provide the first large scale empirical analysis of the fake news ad ecosystem.

Highlights:

- Fake news sites have significantly more ad servers and ads than traditional sites (plot 1).
- This reliance is heavily concentrated on top credible ad servers.
- Top-10 credible ad servers account for 61.1% of all ad traffic on fake news sites (plot 2).
- Google DoubleClick alone accounts for 48% of all ad traffic on fake news sites