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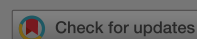
Original Articles

Fake News, Real Money: Ad Tech Platforms, Profit-Driven Hoaxes, and the Business of Journalism

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Abstract

Following the viral spread of hoax political news in the lead-up to the 2016 US presidential election, it's been reported that at least some of the individuals publishing these stories made substantial sums of money—tens of thousands of US dollars—from their efforts. Whether or not such hoax stories are ultimately revealed to have had a

persuasive impact on the public, the under-
the-table advertising industry, often called "fake news," has become a major source of income for individuals and companies. This study looks at how the programmatic advertising industry has evolved in the same way as the same old media, but with a new twist: the use of programmatic advertising to target specific audiences. This study looks at how the programmatic advertising industry has evolved in the same way as the same old media, but with a new twist: the use of programmatic advertising to target specific audiences. This study looks at how the programmatic advertising industry has evolved in the same way as the same old media, but with a new twist: the use of programmatic advertising to target specific audiences.

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advertising industry understands “fake news,” how it conceptualizes and grapples with the use of its tools by hoax publishers to generate revenue, and how its approach to the issue may ultimately contribute to reshaping the financial underpinnings of the digital journalism industry that depends on the same economic infrastructure.

Keywords: Ad tech programmatic advertising ad-supported news “fake news” hoaxes

Notes

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Disclosure statement

No potential conflict of interest was reported by the authors.

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