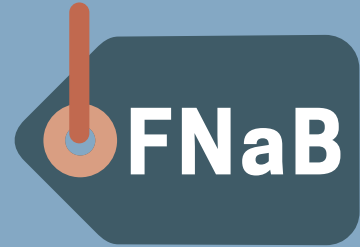


For-Profit Disinformation

Money can be generated in two main ways: (1) people are actively paid to produce false content; (2) websites earn money through advertising.

\$235M

The Global Disinformation Index (GDI) estimates that \$235,000,000 worth of advertising has been run on websites spreading disinformation.



“Fake News as a Business”, also known as FNaB, is when individuals or companies produce and disseminate disinformation for a profit