

ICEBUCKET:

Inside the Largest CTV Ad Fraud Bot Operation

Hosted by TAG and White Ops
April 30, 2020





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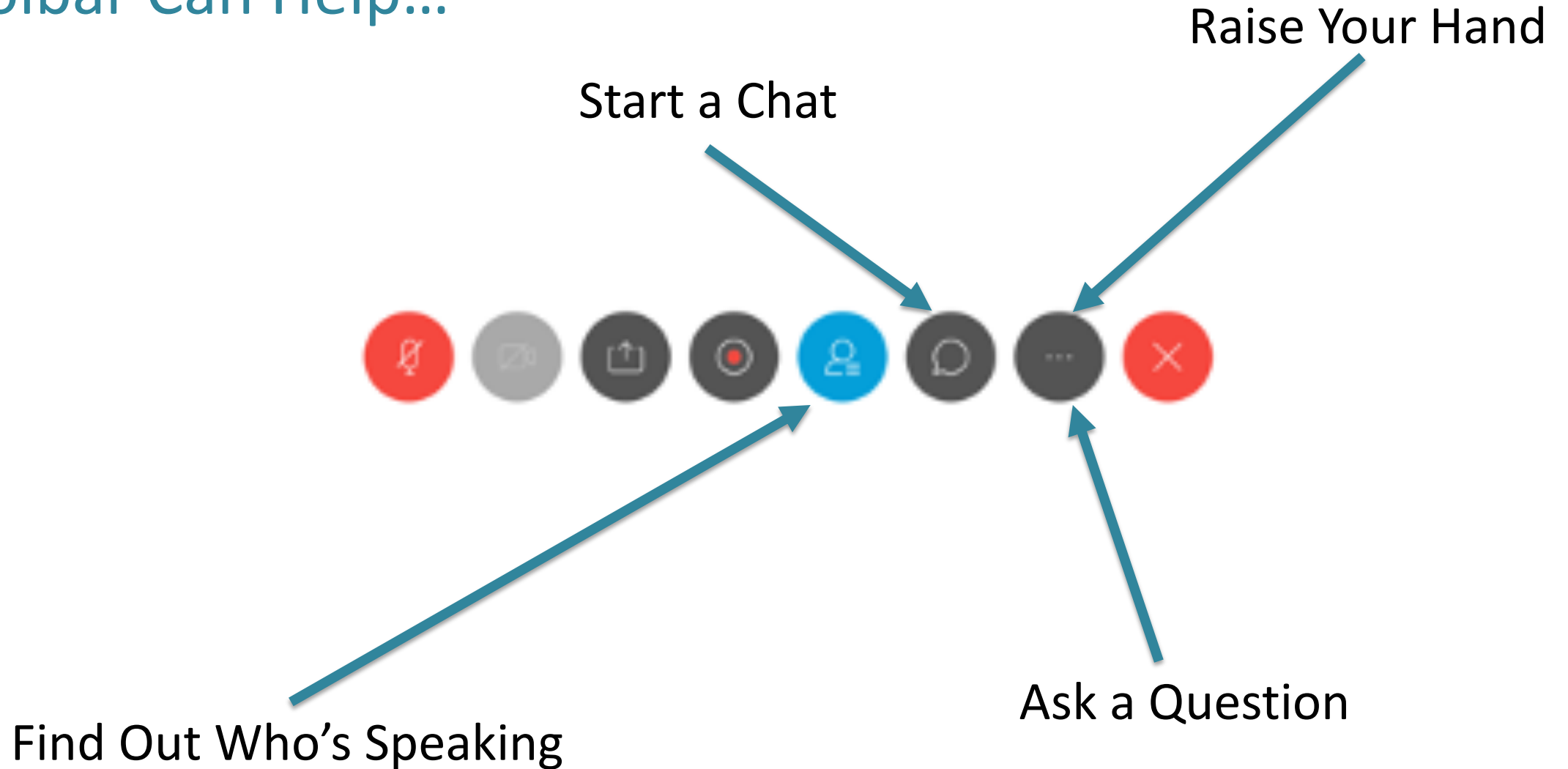
Agenda

- The CTV Landscape: Opportunities and Challenges
- The ICEBUCKET Investigation
- Industry Advances...and Work Still to be Done
- Questions Answered, Ideas Discussed



Have a Question or a Comment?

The Toolbar Can Help...



The CTV Landscape: Opportunities and Challenges

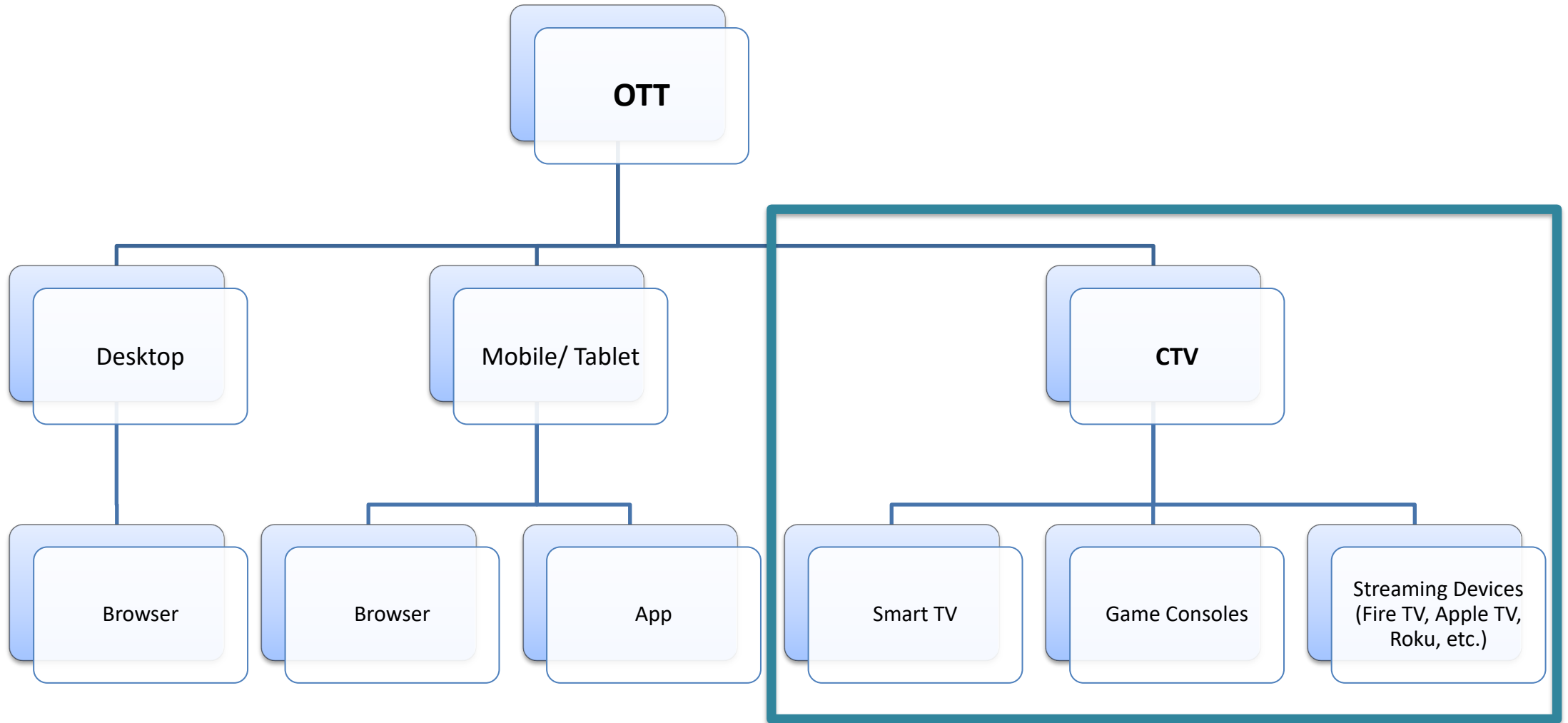


What is Connected TV (CTV) Anyway?



A television set that is connected to the internet via OTT devices or has built-in internet capabilities (i.e., a Smart Television)

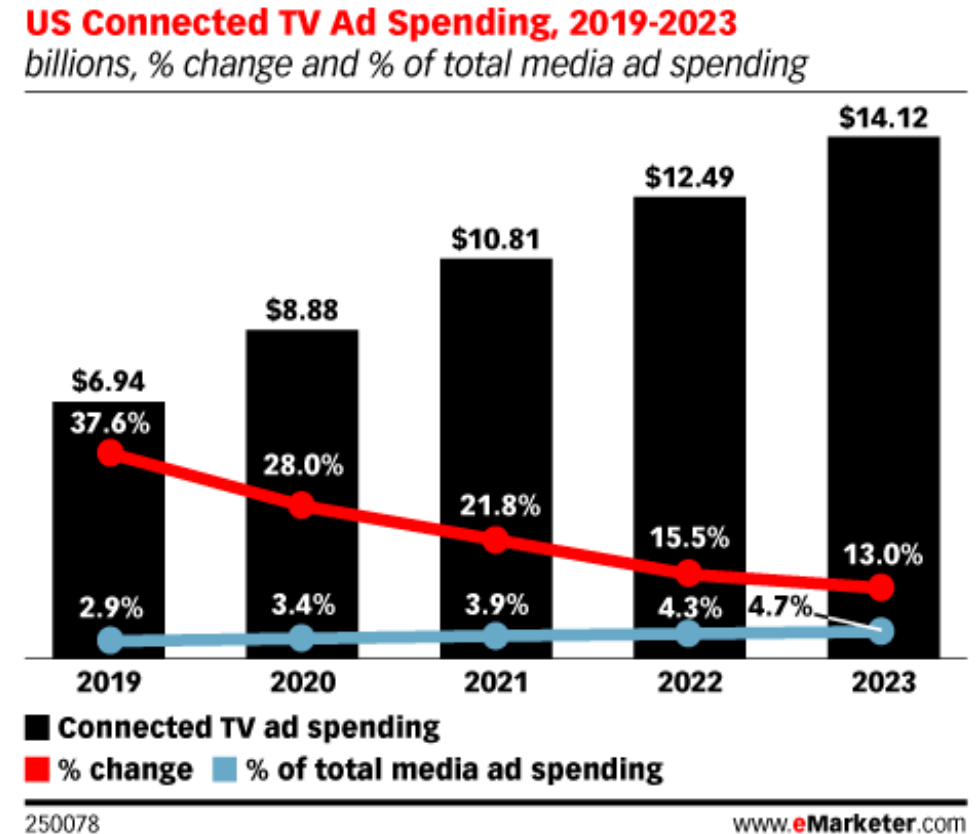
What is Connected TV (CTV) Anyway?



CTV Ad Spend is Growing Fast...and Faster

- In 2019, there are 97 million connected TV households – surpassing cable TV households (89 MM households).
- It's estimated that US advertisers spent \$6.94 billion on CTV ads in 2019. By 2023, that figure will reach \$14.12 billion.
- OTT/CTV device targeting is expected to rise more than 35% in Q1-Q2 2020, due in part to the COVID-19 crisis.

And fraudsters are chasing that ad spend....



Sources:

- IAB Video Glossary
- eMarketer
- IAB Report - Coronavirus Ad Spend Impact: Buy-Side

Are There Challenges Specific to the CTV Environment?

Fragmentation

Highly fragmented
device and platform
ecosystem

SSAI

Difficult to verify and
measure accurately;
opportunity to exploit

Ad Fraud

Fraudsters follow
large audiences,
high CPMs

Transparency

No standard context
taxonomy; lack of
contextual targeting

The ICEBUCKET Investigation

Maintaining Advertising Integrity for
Connected TV

April 30, 2020

Satori Threat Intelligence & Research Team



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ICEBUCKET

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SSAI Spoofing

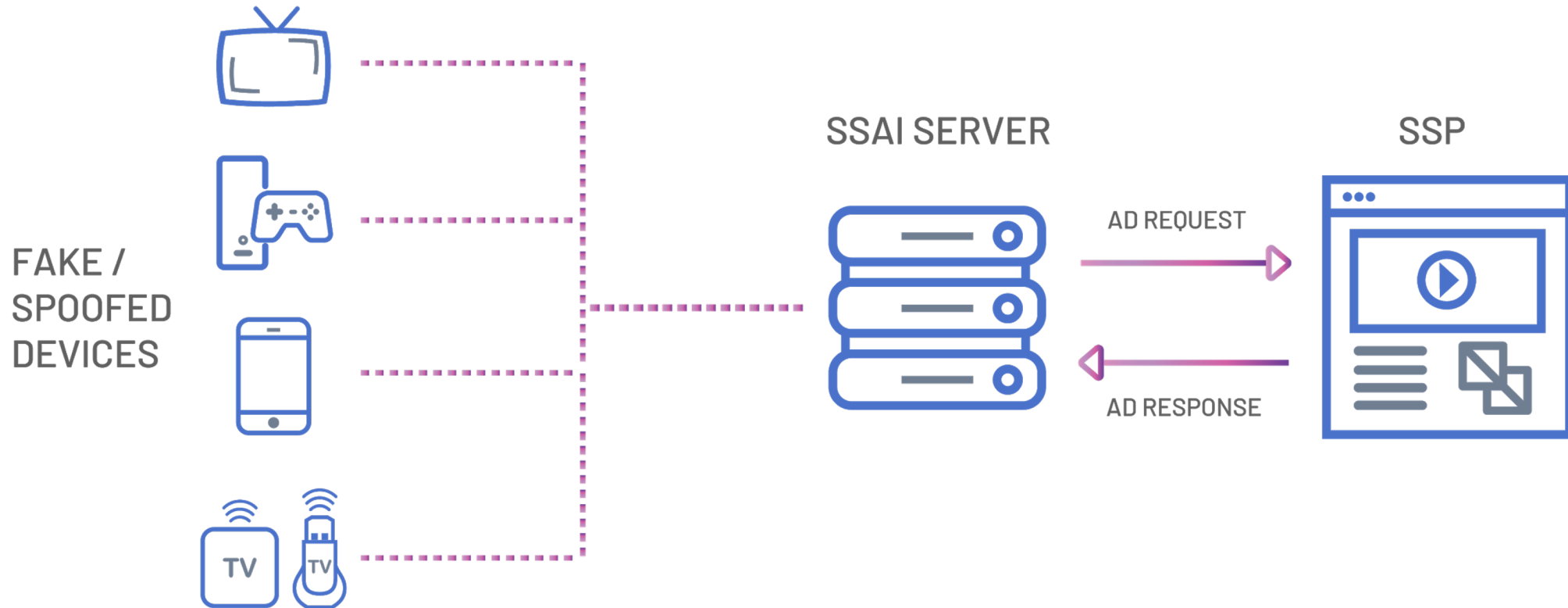


Figure 2: Schematic of how SSAI spoofing relates to the ad tech ecosystem

What is ICEBUCKET?

- ICEBUCKET is an SSAI spoofing operation, using the markers of legitimate SSAI traffic to try to hide itself
- The operation spoofed numerous Connected TV and mobile devices and users, primarily those with higher cost-per-mille (CPM)

1.9B

Observed number of pre-bid
ad requests per day (peak)

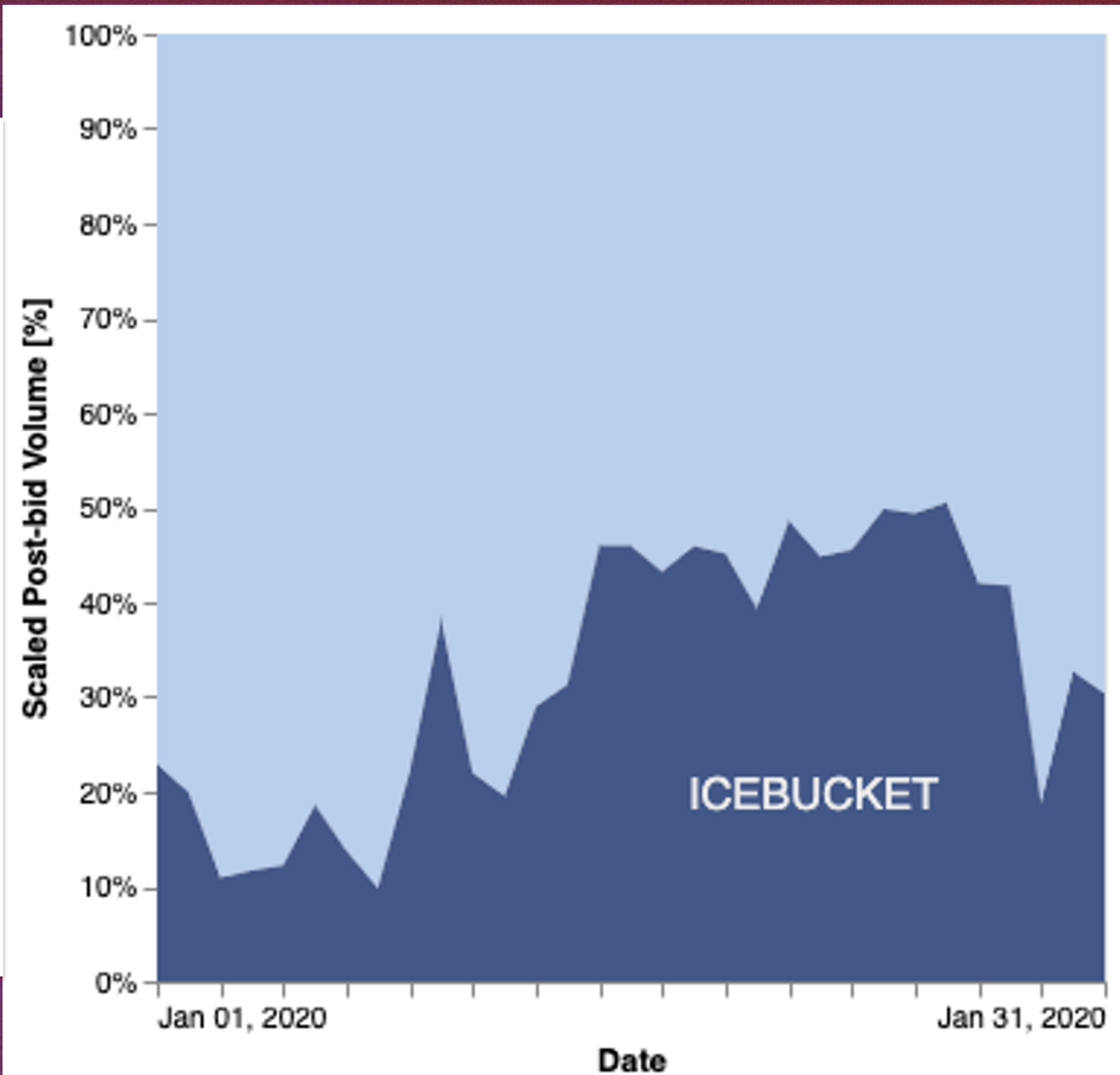
28%

Observed amount of global
CTV traffic affected

ICEBUCKET

Figure 1:

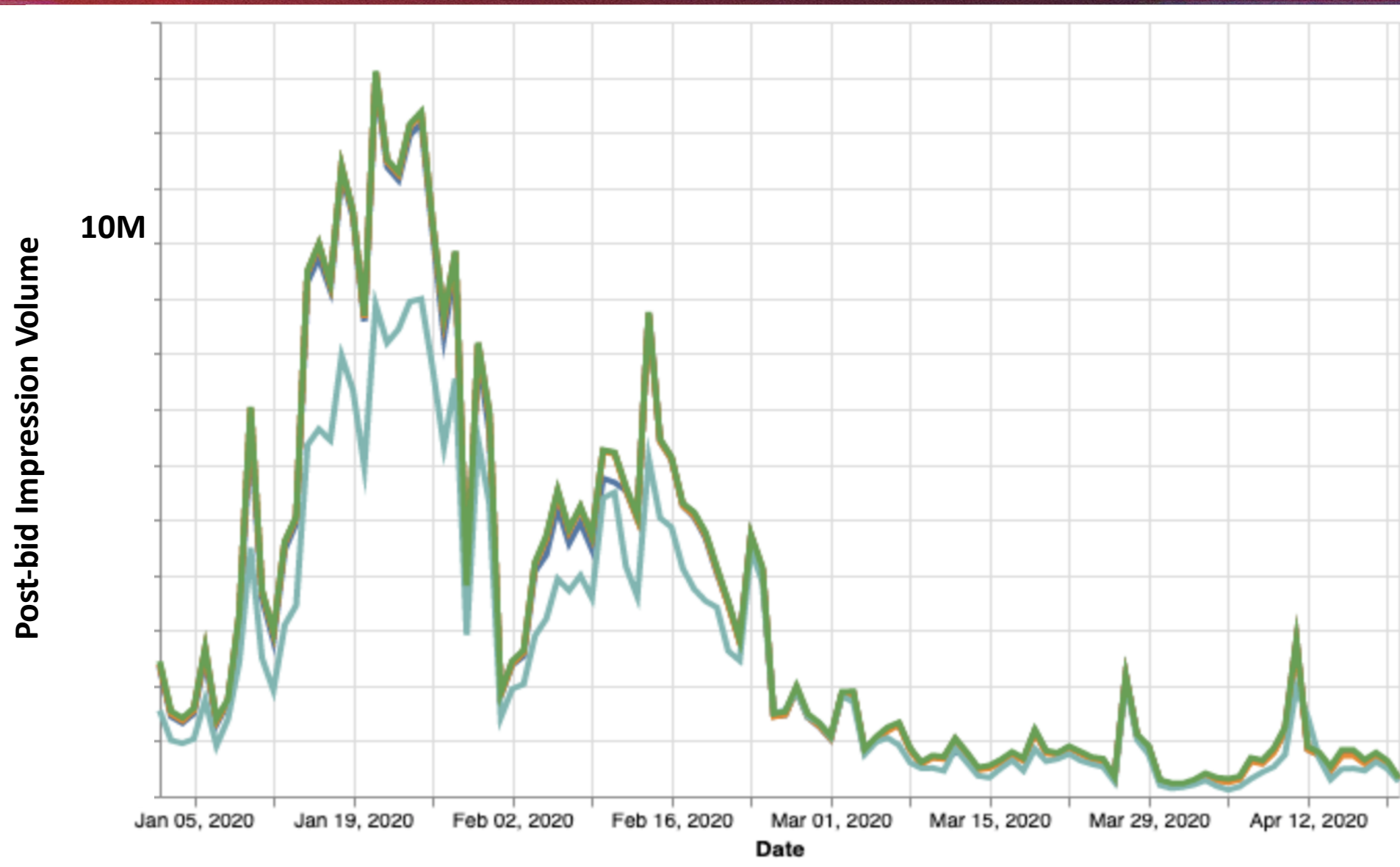
Percentage of
programmatic CTV
traffic implicated
for January 2020



Identification and Response

- ICEBUCKET operation is monitored and tracked in post-bid ad impressions through a number of hallmarks of its operation, including how it appeared to be SSAI traffic
- Expected fraudulent inventory blocked pre-bid, based on OpenRTB fields
- Constant monitoring for adaptation

ICEBUCKET



Industry Solutions

Standards

- Identification (e.g. bundleID)
- Inventory (e.g. app-ads.txt, sellers.json)
- Device verification protocols

Partnerships

- Supply chains with trust and full transparency
- Knowledge of the threat and its characteristics

**Want to learn more about
collective protection from
White Ops?**

**Contact us at
Collective@WhiteOps.com**

Industry Advances... ...And Work Still to be Done



Industry Advances

- Increasing Awareness of CTV-Specific Challenges
- Moving Toward SIVT Filtration as the Norm
- Increasing Supply Chain Transparency
- Expanding TAG Certified Against Fraud Program to CTV Inventory
- Launching the TAG Threat Exchange



Work Still to be Done

- Adoption of Supply Chain Transparency Tools for CTV Inventory
- Increasing SSAI Transparency and Strengthening Verification
- Strengthening Threat-Sharing Culture in the Digital Ad Industry

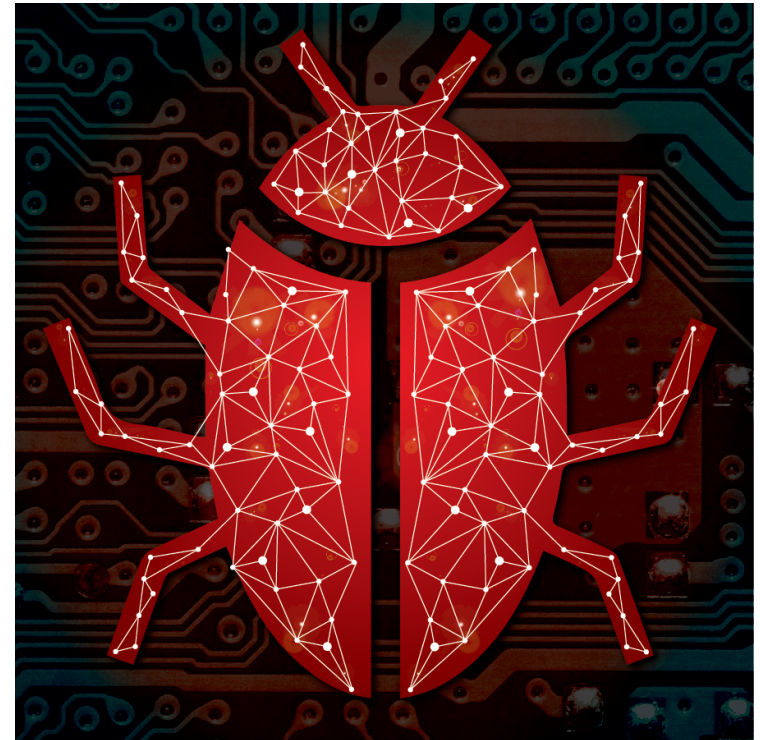


It's Time to Change the Criminal Equation....

Criminals will continue to target the digital advertising supply chain until it is easier for them to target something else.

Mission Possible:

- Tighten Defenses Against Fraud, Piracy and Malware Threats
- Build a Threat-Sharing Culture in the Digital Ad Industry
- Put Criminals in Jail

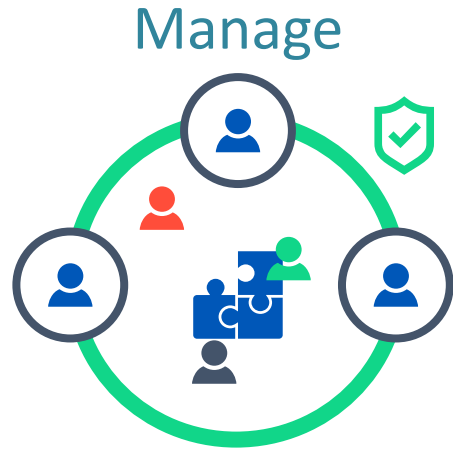


TAG is Part of Broad Community of ISAOs and ISACs Recognized by the Department of Homeland Security (DHS)



The TAG Threat Exchange

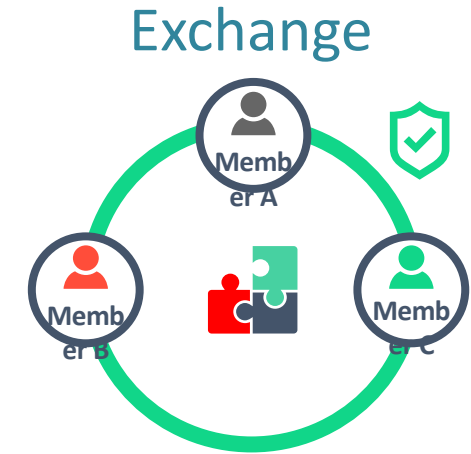
Enables the TAG Community to...



Share and receive timely, actionable and highly-relevant **threat intelligence sharing** within the TAG trusted community



Enrich, enhance, and shorten investigations with high-fidelity intel



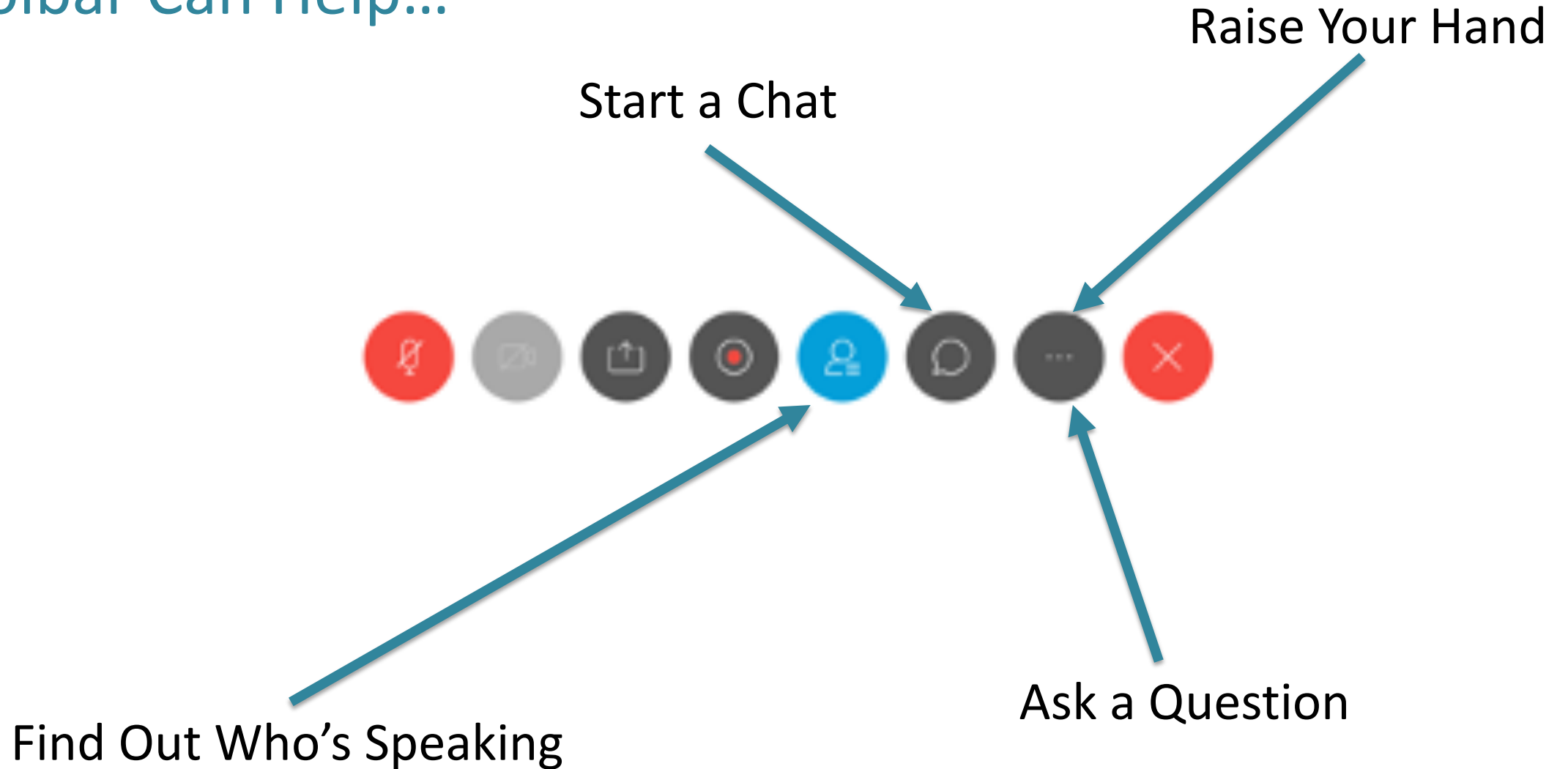
Leverage a **centralized intelligence platform** to share within your company, with other TAG members, or with the whole TAG Community

Questions Answered...
...Ideas Discussed



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Thank You!

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