WASTED AD SPEND
AND REDUCED VALUE TO SPONSORS
WHO WE ARE & HOW THIS BEGAN

• Sports-ISAO: Program Office of Cyber Resilience Institute (CRI); nonprofit
• ISAO and Pop-up SOC operations began in 2016

• 2016 → Rio Olympics
• 2017 → IAAF World Championships
• 2018 → Winter Olympics PyeongChang

• 2018 → World Cup Russia
• 2019 → World Cup France
• 2020 → Tokyo Olympics

PROTECT THE ATHLETES; PROTECT THE EVENT; PROTECT THE SPONSORS
MONITORING CYBERATTACKS

RIO 2016

#TANGEDOWN
#Leaked

PYEONGCHANG 2018
STEALING MONEY FROM SPORTS ADVERTISING

2016: “Methbot”

Forbes
'Biggest Ad Fraud Ever': Hackers Make $5M A Day By Faking 300M Video Views

Thomas Brewster
Forbes Staff
Cybersecurity
Associate editor at Forbes, covering cybercrime, privacy, security and surveillance.
Ad revenue is diverted away

www.nejm.org

healthsiteproductionalwys.com

1. Bot visits good publisher site to collect “cookie”
2. Bot then visits fake sites to cause ad impressions to load there; **those sites** make the ad revenue

Credit Augustine Fou
ALERTS DURING WOMEN’S WORLD CUP - FRANCE

Look-out For Android Ad Scams

Fake Flash Update Targeting Sports Fans

More Fraudulent Video Streaming Websites

On June 26th we published a short article on a click advertising fraud scheme that was preying on viewers of the 2019 Women's World Cup being held in France. During the course of the games we identified several such live video streaming sites that appeared to be part of a connected fraudulent enterprise. These were:

- https://streamer[.coUS/vsEngland/
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Look-out For Android Ad Scams

The Sports-ISAO threat hunting teams have identified a series of Ad Scams that are currently targeting viewers of Women’s World Cup 2019 websites. One of the most sophisticated we have run across we are calling ShredBet. It is a fraud scheme where the threat actors promote alternative streaming video websites that serve as malware infection vectors for Android mobile devices and Windows-based operating systems.

USA W vs France W live streams
FRRREEEEEEE

livestreams.cf/2019/06/france...

#FIFAWWC #FRAUSA
#OneNationOneTeam
#FRAUSA #USWNT
#USA_vs_France #FRAUSA
#USAvFRA #FRAUSA #USAFRA
1. Repurpose known video streaming hack
2. Set up sport-branded or spoofed broadcast websites offering “Free Streaming” and upload malware
3. Advertise “Free Streaming of World Cup Match” on social media; hyperlink to spoofed sites; delete social media posts after matches
4. Visitors’ Android and Windows devices compromised; bots formed
5. Bots engage in website traffic spikes, drawing Ad Spend
6. Advertisers’ Ad Spend diverted (STOLEN) to criminal enterprise
LOST AD SPEND

1. US brands lose $6.5 billion to ad fraud in 2017 (Marketing Week, 2017)

2. Studies: 8 / 22 / 39 / >50 percent of ad impressions are fraudulent

Super Bowl: $400 Million Advertising Spend
2019 Women’s World Cup: $100 Million
2018 World Cup: $2.4 Billion
2016 Rio Olympics: $1.2 Billion
2020 Tokyo Advertising projections
IMPACT ON SPORT ADVERTISING?

Questions?

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