

This report includes the percentages of fraud found in digital advertising traffic during the months of September and October 2018, broken down by operating system (OS).

For this report we separated the data into desktop and mobile channels to evaluate the level of fraudulent ad traffic from operating systems within each environment. Data from over 50 different desktop and mobile operating systems is included. We previously reported in our September 2018 Global Ad Fraud Report that 17.62% of ad traffic from desktop devices is fraudulent and 9.51% of ad traffic from mobile devices is fraudulent.

Fraudlogix's pixel-based technology regularly monitors data from:

- 640+ million unique users,
- 1.2 billion unique devices,
- 12 million URLs monthly.

We map the latest devices, locations, bots, behaviors, and hacking tactics that are being used by digital fraudsters. The fraudulent percentages reported here represent ad traffic determined to be generated by malware, bots, compromised devices, and other nefarious means, rendering it fraudulent.

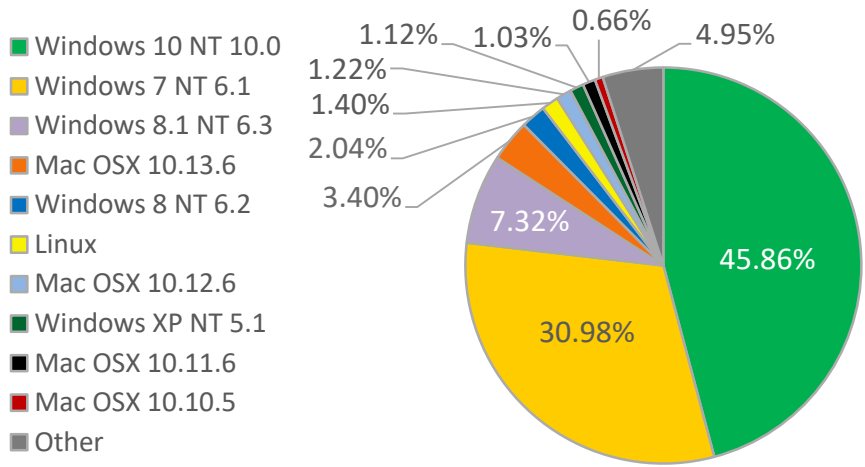
Highlights

- 88% of desktop ad traffic is from Windows operating systems, 17% of which is fraudulent.
- Of the 10 desktop operating systems with the most volume, Linux had the highest percentage of fraudulent ad traffic at 23%.
- 62% of mobile ad traffic is from Android operating systems, 10% of which is fraudulent.
- Of the 13 mobile operating systems with the most volume, Android 6.0 had the highest percentage of fraudulent traffic at 13%.

DESKTOP TRAFFIC

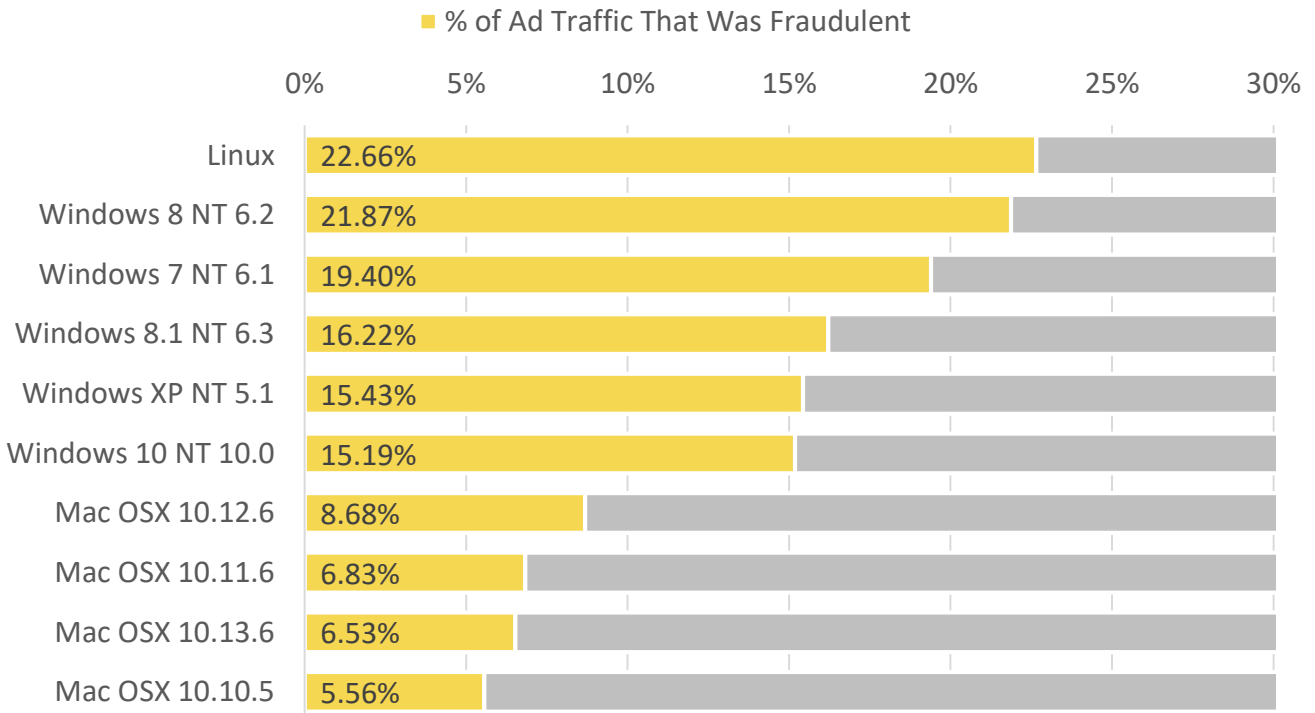
Percent (%) of Desktop Ad Traffic By OS

Looking only at desktop ad traffic, the largest volume (45.86%) came from the Windows 10 operating system, followed by 30.98% from Windows 7, and 7.32% from Windows 8.1. Over 95% of desktop ad traffic came from the ten operating systems listed.



Percent (%) of Fraudulent Desktop Ad Traffic By OS

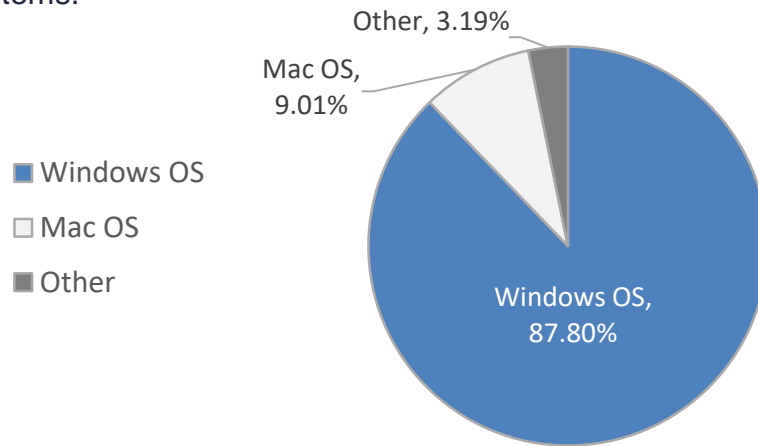
Of the 10 desktop operating systems with the greatest volume of ad traffic, we found that Linux had the highest percentage of fraudulent traffic at 22.66%, followed by Windows 8 at 21.87%, and Windows 7 at 19.40%.



DESKTOP TRAFFIC

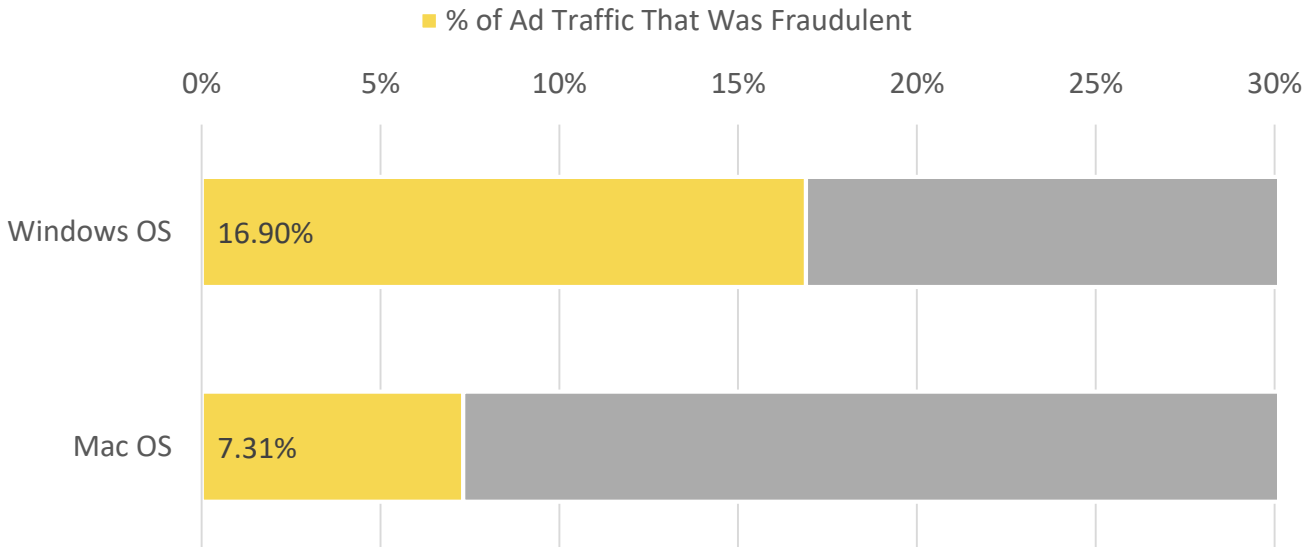
Percent (%) of Desktop Ad Traffic: Windows OS vs. Mac OS

Combining all versions of the Windows operating systems (9 different versions observed) and Mac operating systems (30 different versions observed), we found that 87.8% of desktop ad traffic was from Windows operating systems and 9.01% was from Mac operating systems.



Percent (%) of Fraudulent Desktop Ad Traffic: Windows OS vs. Mac OS

Ad traffic from all observed versions of Windows OS was 16.9% fraudulent and ad traffic from all observed versions of the Mac OS was 7.31% fraudulent.

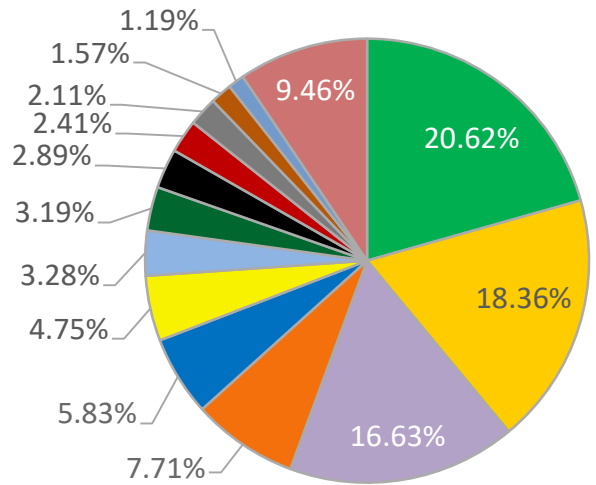


MOBILE TRAFFIC

Percent (%) of Mobile Ad Traffic By OS

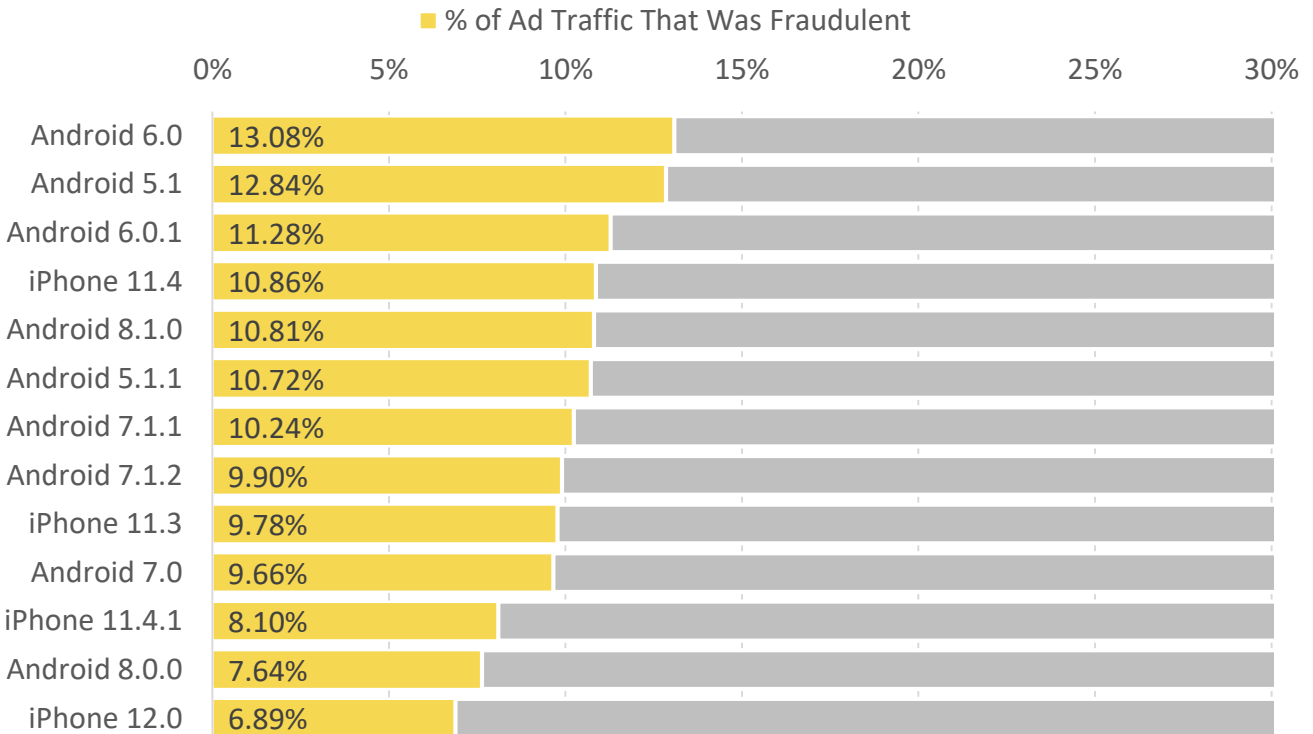
Looking only at mobile ad traffic, the largest volume (20.62%) came from the iPhone 11.4.1 operating system, followed by 18.36% from the Android 8.0.0, and 16.63% from the Android 7.0. Over 90% of mobile ad traffic came from the 13 operating systems listed.

- iPhone 11.4.1
- Android 8.0.0
- Android 7.0
- Android 6.0.1
- iPhone 12.0
- Android 7.1.1
- Android 5.1.1
- Android 6.0
- iPhone 11.4
- Android 8.1.0
- iPhone 11.3
- Android 7.1.2
- Android 5.1
- Other



Percent (%) of Fraudulent Mobile Ad Traffic By OS

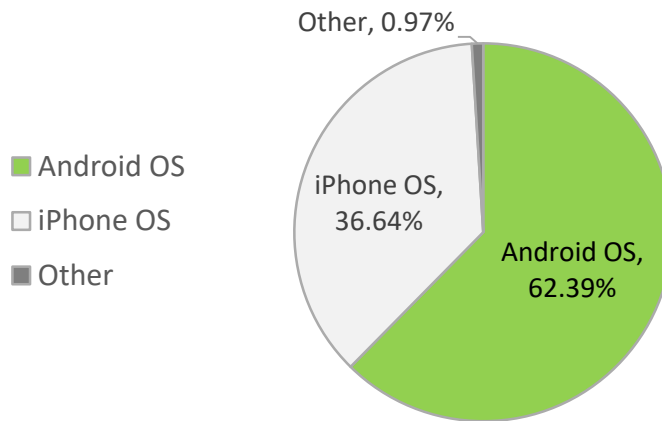
Of the 13 mobile operating systems with the greatest volume of ad traffic, we found that Android 6.0 had the highest percentage of fraudulent traffic at 13.08%, followed by Android 5.1 at 12.84%, and Android 6.0.1 at 11.28%.



MOBILE TRAFFIC

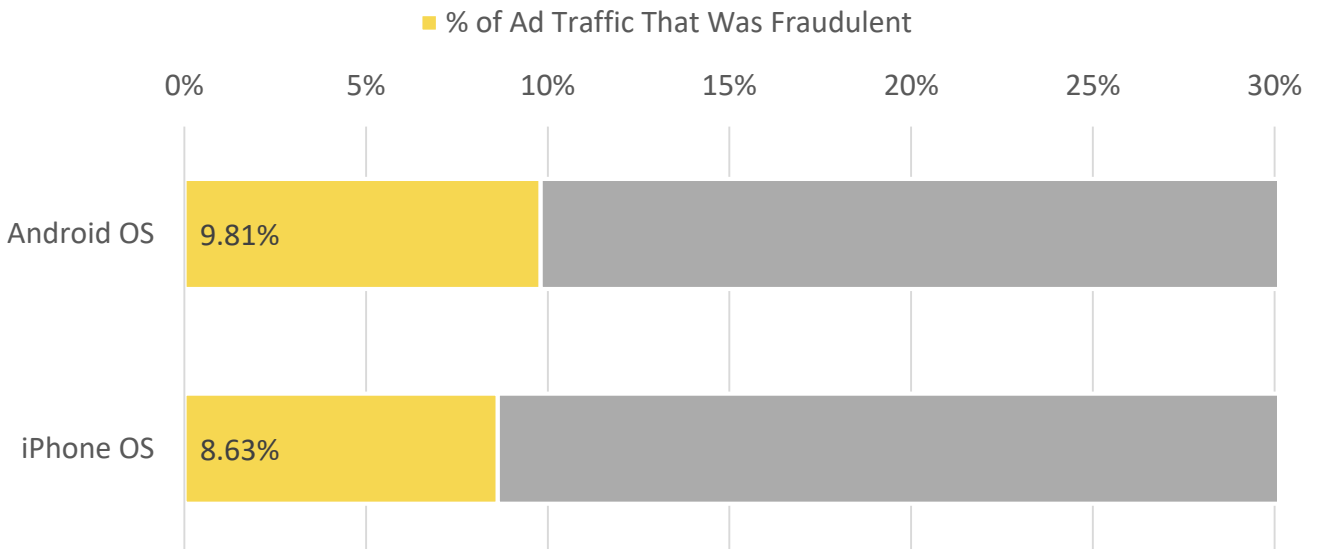
Percent (%) of Mobile Ad Traffic: Android vs. iPhone OS

Combining all versions of the Android OS (18 different versions observed) and iPhone OS (28 different versions observed), we found that 62.39% of mobile ad traffic was from Android operating systems and 36.64% was from iPhone operating systems.



Percent (%) of Fraudulent Mobile Ad Traffic: Android vs. iPhone OS

Ad traffic from all observed versions of the Android OS was 9.81% fraudulent and ad traffic from all observed versions of the iPhone OS was 8.63% fraudulent.



About Fraudlogix

Fraudlogix is an online advertising fraud detection company founded in 2010 by industry veterans with a deep understanding of the digital ad ecosystem. It specializes in ad fraud solutions for desktop, mobile, in-app and video environments for the programmatic and affiliate spaces. Today, Fraudlogix monitors data from over 640 million unique users, millions of websites and 1.2 billion unique devices monthly.

Visit www.fraudlogix.com for more information or contact us at sales_req@fraudlogix.com.

