OTT Ad Fraud Report
April 2019

This report includes the percentages of fraud found in programmatic over-the-top (OTT) advertising traffic during a 30-day period in April, 2019. On a monthly basis, Fraudlogix's pixel-based technology regularly monitors data from 640 million unique users, 1.2 billion unique devices, and 300+ million URLs and Apps. We map the latest devices, locations, bots, behaviors, and hacking tactics that are being used by digital fraudsters.

In this report invalid traffic (IVT) and sophisticated invalid traffic (SIVT) (i.e., ad traffic that was generated by bots, malware, hijacked devices, and other nefarious means) is referred to as fake traffic.

Highlights

- 18.7% of all OTT ad traffic was fraudulent (it was either fake or spoofed):

    - 7% of OTT ad traffic was fake, i.e., the impressions were created by bots or other fraudulent means.

    - 11.7% of OTT ad traffic was spoofed, i.e., this traffic came from devices that masked themselves as OTT devices, but they were not.

- A majority of OTT ad traffic came from the United States (35%), the United Kingdom (11%), and Vietnam (9%).

- Mexico contributed disproportionate amounts of fake OTT traffic: While only 4% of OTT traffic was from Mexico, 8% of all *fake* OTT traffic came from Mexico.

- The United Kingdom leads the world in spoofed OTT traffic: 32% of all spoofed OTT traffic was from the UK, followed by 24% from Vietnam, and 11% from the United States.

What Percent of OTT Ad Traffic is Fraudulent?

When observing purported OTT ad traffic, we found two types of fraud:

- Fake impressions: 7% of OTT ad traffic was fake - the impressions were invalid and created by bots or other fraudulent means.
- Spoofed impressions: 11.7% of all OTT traffic was spoofed – devices, such as desktop computers, were masked to appear as OTT devices. So the impression may have been real, but the ad was served in a non-OTT environment, meaning it was not actually OTT traffic even though marketers may have paid a higher CPM for it.

Combining fake and spoofed OTT ad traffic, 18.7% could be considered fraudulent.

% of OTT Ad Traffic that is Fraudulent

Fake, 7.0%

Spoofed , 11.7%

Normal, 81.3%

18.7% Fraudulent
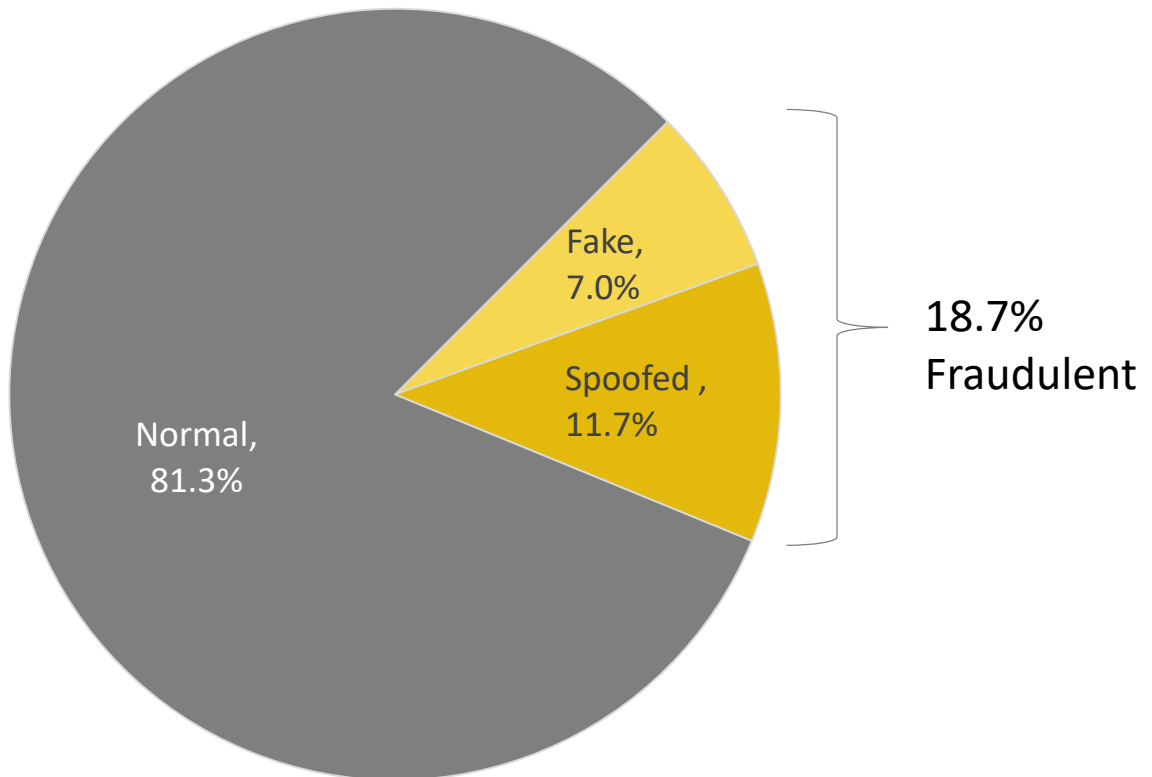
Where is OTT Ad Traffic Coming from Geographically?

Of all OTT traffic observed, 35% of it was from the United States, 11% from the United Kingdom, 9% from Vietnam, 6% from Germany, 4% from Mexico, 4% from Canada, 3% from Spain, 3% from France, 2% from Australia, and 1% from the Philippines.
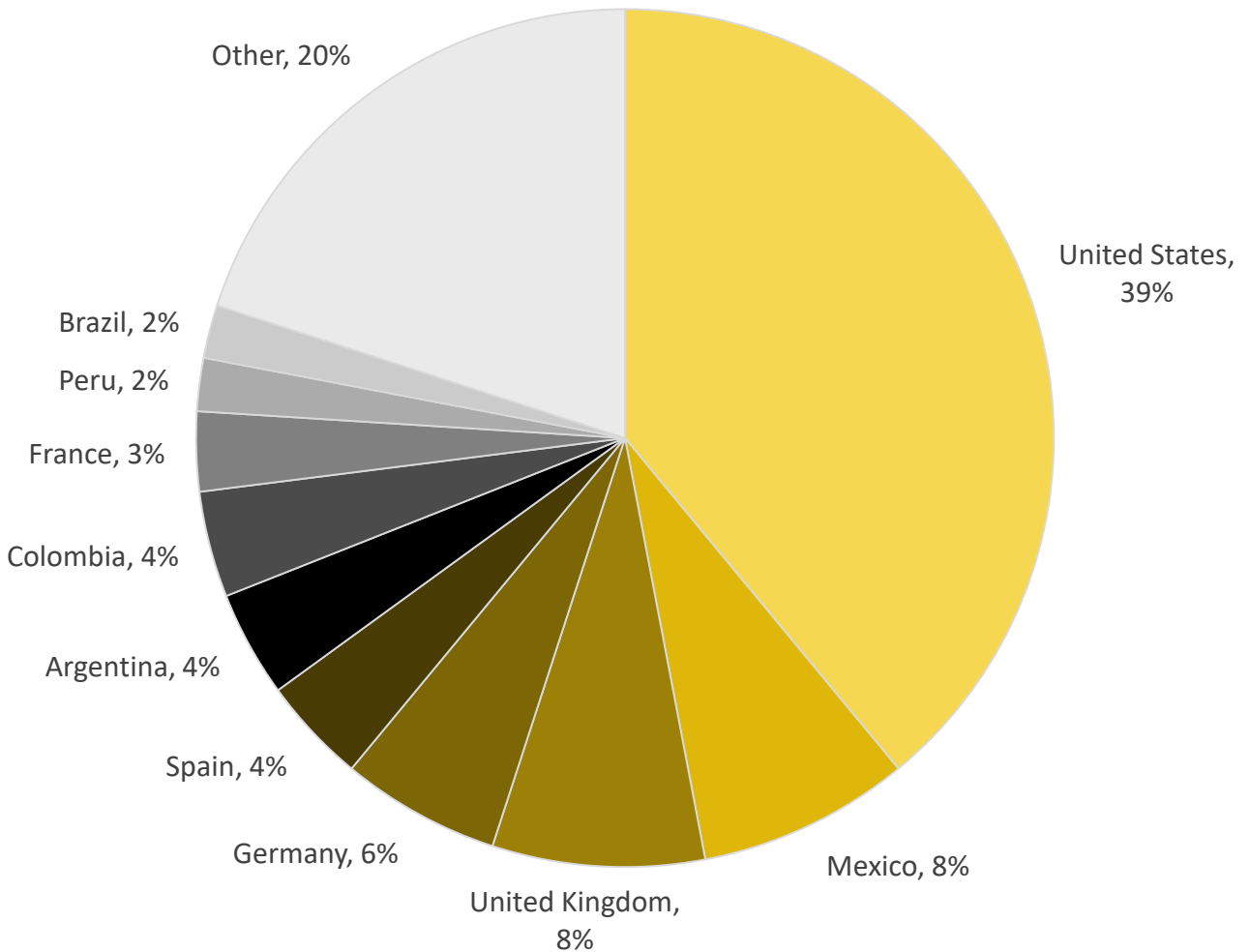
% of All OTT Traffic By Country
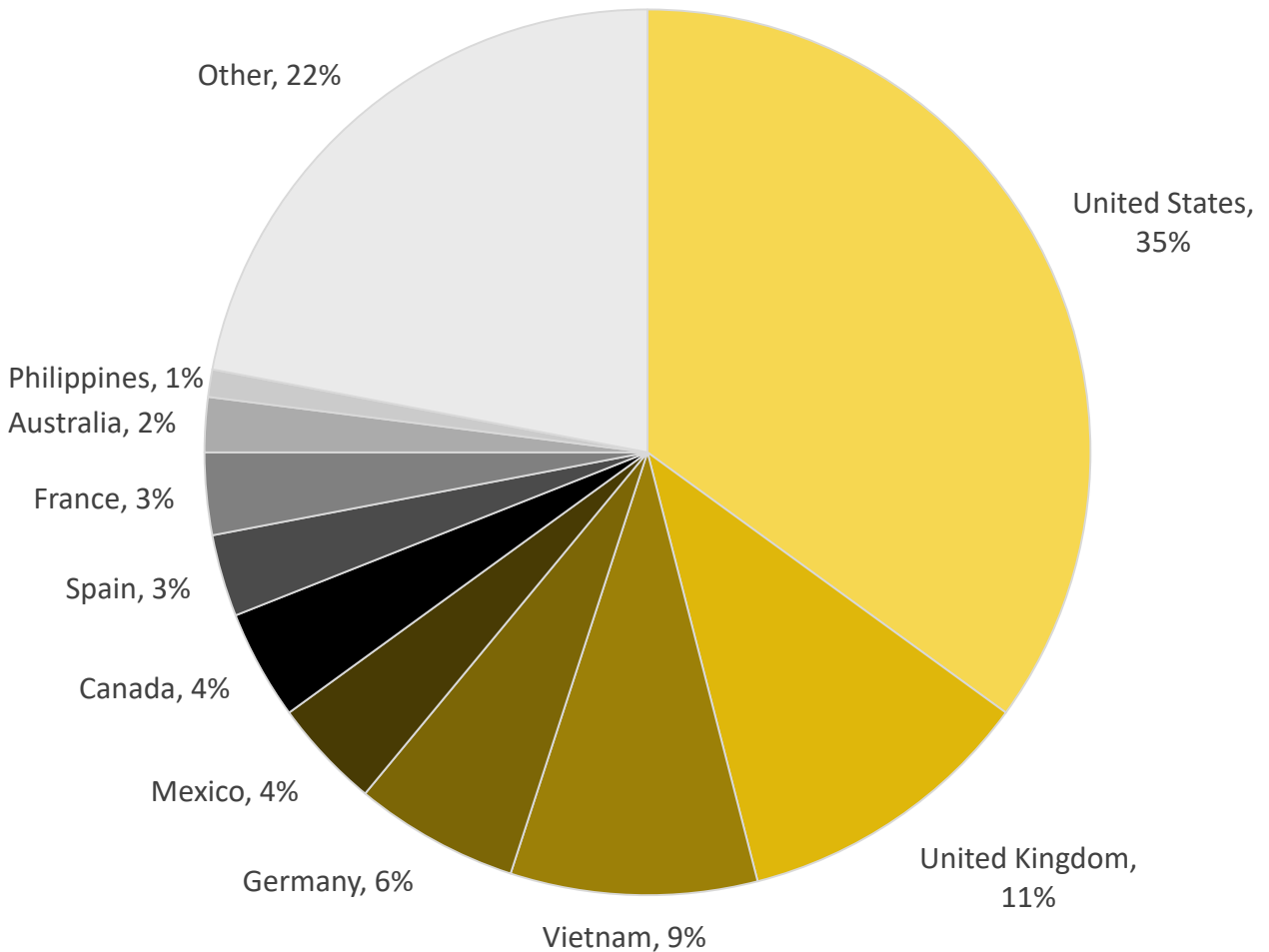
Where is *Fake* OTT Ad Traffic Coming from Geographically?

Of all fake OTT traffic observed, 39% of it was from the United States, 8% from Mexico, 8% from the United Kingdom, 6% from Germany, 4% from Spain, 4% from Argentina, 4% from Colombia, 3% from France, 2% from Peru, and 2% from Brazil.
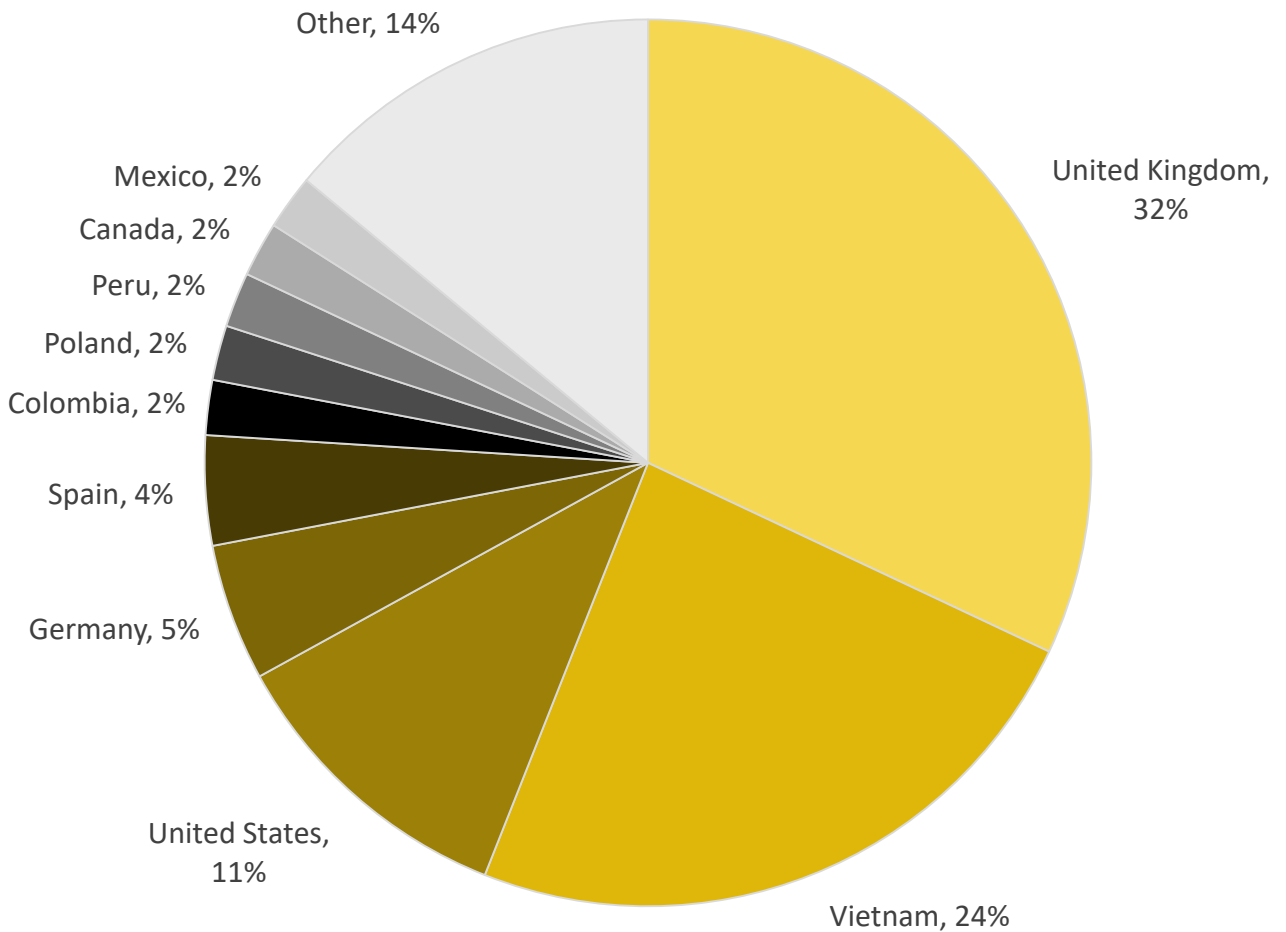
% of All Fake OTT Traffic By Country

Other, 20%
Brazil, 2%
Peru, 2%
France, 3%
Colombia, 4%
Argentina, 4%
Spain, 4%
Germany, 6%
United Kingdom, 8%
Mexico, 8%
United States, 39%

Where is *Spoofed* OTT Ad Traffic Coming from Geographically?

Of all spoofed OTT traffic observed, 32% of it was from the United Kingdom, 24% from Vietnam, 11% from the United States, 5% from Germany, 4% from Spain, 2% from Colombia, 2% from Poland, 2% from Peru, 2% from Canada, and 2% from Mexico.

% of All Spoofed OTT Traffic By Country

Other, 14%
Mexico, 2%
Canada, 2%
Peru, 2%
Poland, 2%
Colombia, 2%
Spain, 4%
Germany, 5%
United States, 11%
Vietnam, 24%
United Kingdom, 32%

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, OTT and video environments for the programmatic and affiliate spaces. Today, Fraudlogix monitors data from over 640 million unique users, 300+ million URLs and apps, and 1.2 billion unique devices monthly.

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