

# How we will dismantle the *disinformation economy*

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Let's **break it down**

▼ **\$3.2B**

Advertising revenue blocked  
from news and media outlets  
every year (at least!)

▲ **\$2.6B**

Advertising revenue that  
reaches hate and disinfo  
outlets every year (at least!)

# The ad industry is the ATM disinformation economy

“The real opposition is the media.  
And the way to deal with them is to  
flood the zone with shit.”

Steve Bannon,  
former Chair of Breitbart.com



They get  
what they need.

01

Money sustains and grows  
the operation

02

Ads give legitimacy to lies  
and hate

03

Data enables “custom”  
manipulation



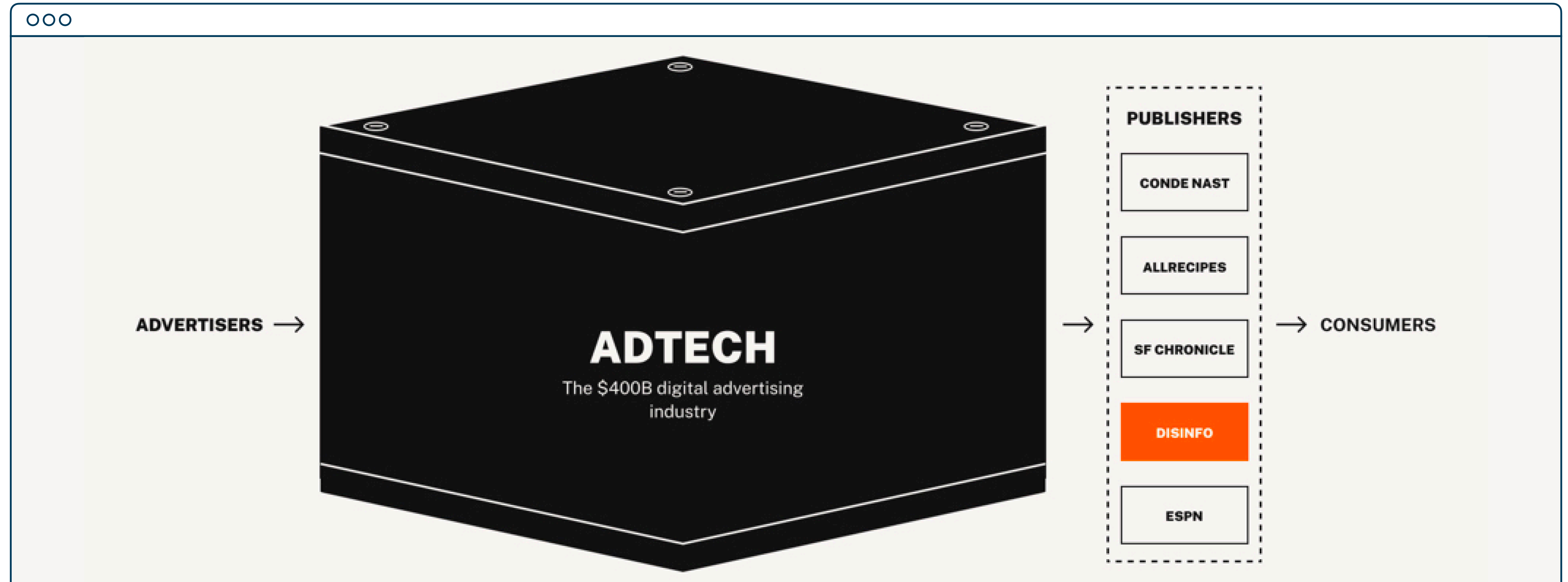
THE SOURCE OF THE CHAOS

The \$600B digital advertising  
industry *sends advertiser dollars to  
disinformation networks* without  
your knowledge

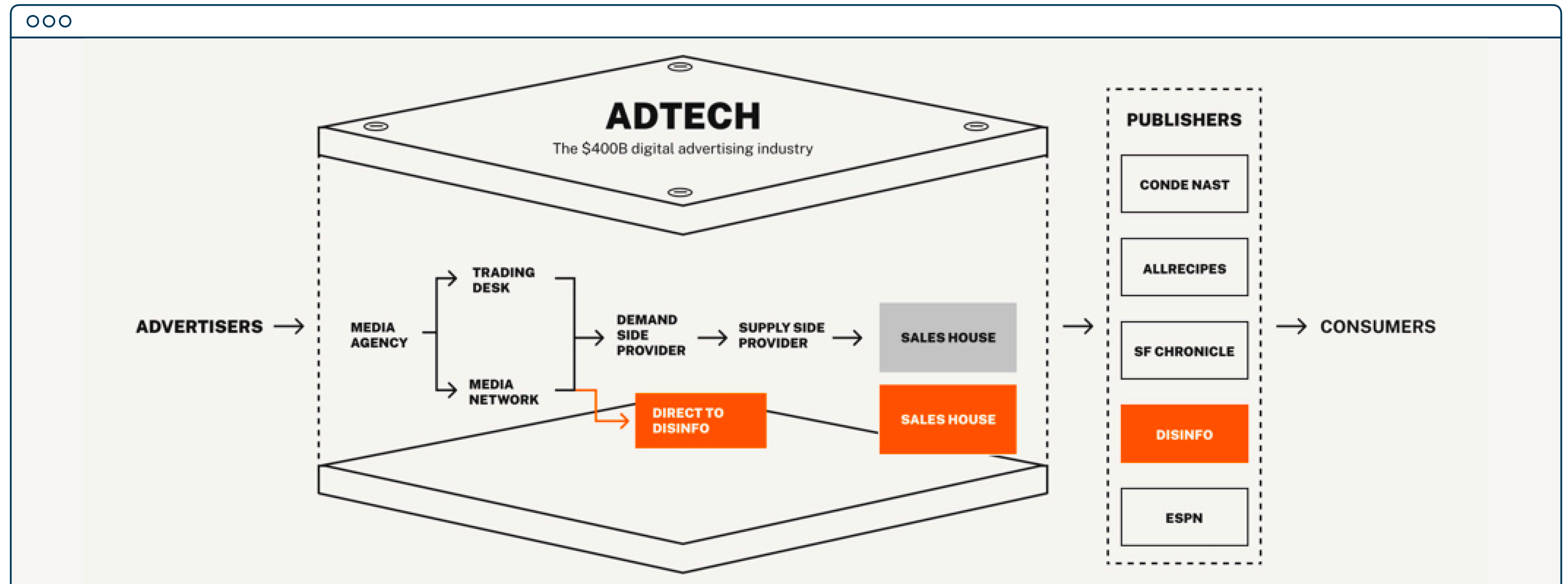




# The middlemen have seized control.



# We need to take it back.



Check *your* ads!

# Thank you.

Contact info

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