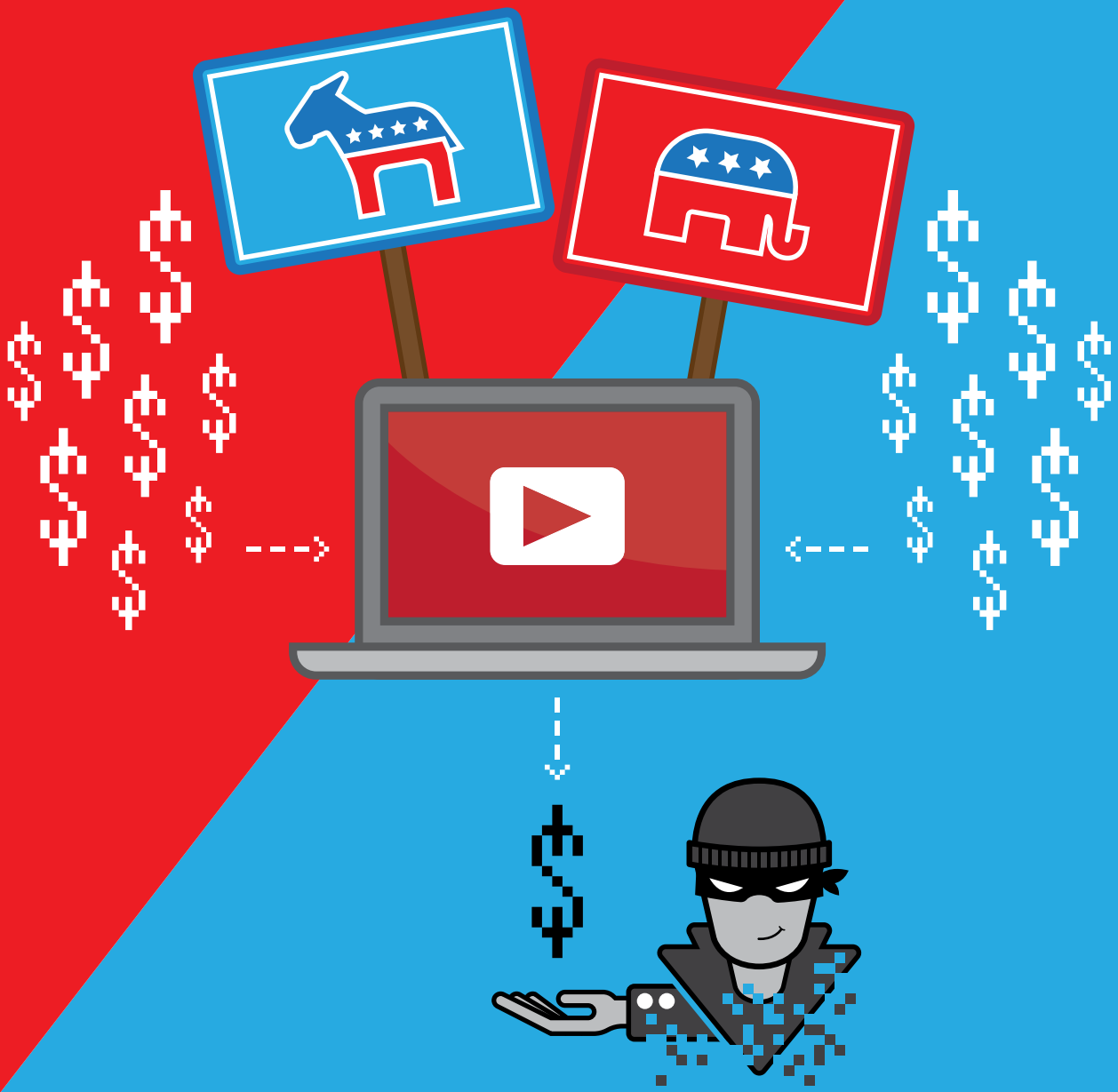
FEAR, LOATHING, AND JIHAD:

HOW YOUTUBE IS PAIRING THE 2016 CANDIDATES WITH THE CREEPY, THE CORRUPT, AND THE CRIMINAL



MARCH 2016

digitalcitizens alliance

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EXECUTIVE SUMMARY

Senator Bernie Sanders and Governor John Kasich would not use funds from their Presidential campaigns to finance those selling credit card numbers for profit. Neither would supporters of Senators Ted Cruz and Marco Rubio want their donations going to hackers trying to exploit the electronic devices of innocent teens. It's hard to imagine why anyone would buy advertising time in a television show that calls on Muslims to attack non-Muslims and attempt a world takeover.

And, of course, Hillary Clinton would never buy an ad that shows up during a search for Ketamine, widely known as a "date rape" drug.

But that is exactly what is happening, time and time again, on YouTube without the candidates' knowledge.

Digital Citizens Alliance researchers found ads for Presidential candidates and their supporting "Super" Political Action Committees (or Super PACs) next to videos that extol terrorism, push stolen credit card numbers and hacked materials, and demonstrate how to use and spread malware built to take control of computers. We conducted our searches in New Hampshire, South Carolina, and Virginia in the days before the primaries there. We found videos in our searches and reviewed additional videos discovered by the Global Intellectual Property Enforcement Center (GIPEC). To simulate the experience of someone who was politically active as well as someone not paying attention to the campaign, we ran searches on both used computers and "clean" computers with cleared histories to see what ads were displayed. We did not sign into any Google products so that our trail was as generic as possible. We found political ads from multiple candidates next to videos pushing illegal, illicit, and dangerous activities (for a list, see Appendix A).

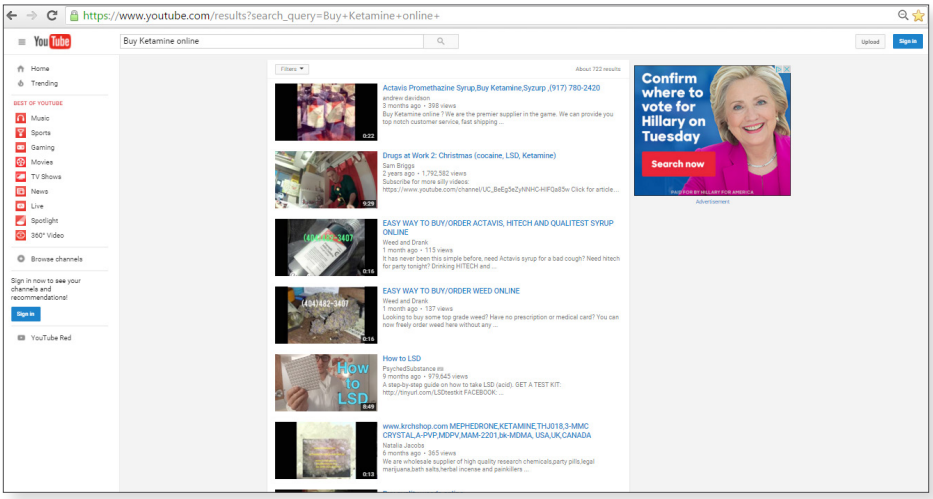


IMAGE 01

→ Screenshot of a Hillary for America ad next to the YouTube video search for "Buy Ketamine online," taken in Arlington, Virginia on February 29, 2016. Ketamine is one of several medications often referred to as the "date rape drug."[1]

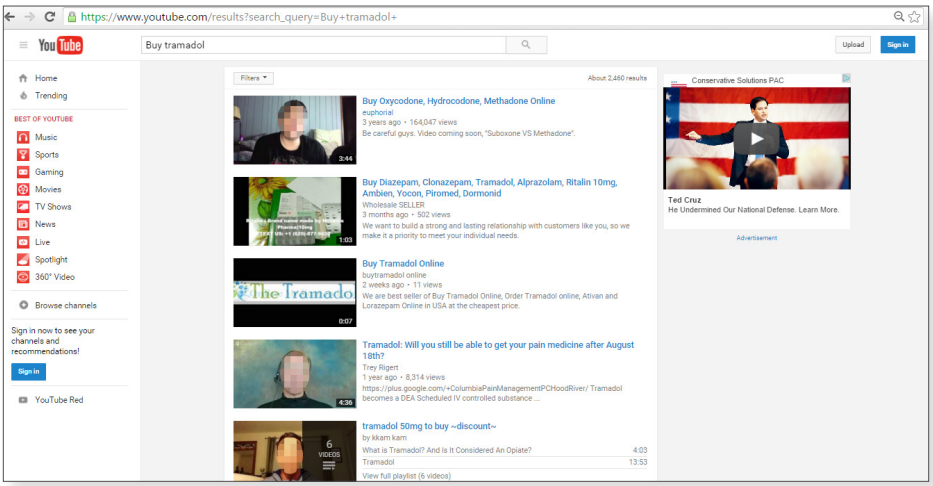


IMAGE 02

→ Screenshot of a Conservative Solutions PAC (a pro-Marco Rubio Super PAC[2]) ad next to the YouTube video search for "Buy tramadol," taken in Columbia, South Carolina on February 18, 2016.

WHY IS THIS A PROBLEM?

After completing our review, we had two concerns:

1) Is money from campaigns and Super PACs going to criminals pushing jihadist ideals, stolen credit cards, tools to hack innocent consumers, and other illegal and/or illicit activities?

2) What message does it send about our Presidential candidates when their ads show up next to videos from people who want to harm regular citizens?

No matter who becomes the next President, digital political advertising will win big in 2016. Researchers at Borrell Associates say the Presidential campaigns will spend $1 billion this year for the first time on digital ads. And this is just the beginning, Borrell estimates by 2020 that number will jump to $3.3 billion.[3]

Digital advertising has proven extremely effective in helping candidates fundraise. Digital ads drive people to visit websites where they can—with just one click—contribute to candidates' campaign funds or Super PACs. Those contributions pay for TV ads, which candidates use to build a brand and persuade voters.

The Hill reports that Hillary Clinton could raise $800 million from digital advertising in this campaign.[4] Companies making millions on digital ads: Google, Facebook, and Twitter; the digital advertising trade publication Adexchanger reports that these three companies are "dominating political ad budgets" and "each has earned a line item on every campaign's media plan."[5]

But is Google sharing that revenue with criminal, corrupt, and/or creepy individuals? We know that Google splits ad revenue with the content's creator. The people who posted these videos you'll see inside the report have agreed to get a cut of the revenues. Google has "approved" the video for monetization (for more on that process, see Appendix B).

Google has not provided numbers or specific information regarding its revenue from monetizing illegal or illicit videos, despite repeated requests from government regulators and interest groups.[6] So we don't know how much the bad actors posting the videos we reviewed are making.

Another unknown worth exploring: Are some digital ads causing a drag on candidates that is difficult to measure with fundraising numbers or traditional analytics?

Digital Citizens researchers have seen many ads for premium, blue-chip companies showing up next to videos designed to market very bad things, including: illegal access to prescription drugs, fake IDs, appearance and performance enhancing drugs, stolen credit cards, malware like Remote Access Trojans, and terrorist groups like ISIS.

Politicians are not protected from YouTube's all-out, anything-goes pursuit of advertising revenue. We have captured pictures of candidates smiling, working, looking earnest and interested in the lives of regular citizens showing up next to videos pushing some of the activities that terrify millions of Americans.

YouTube runs many of the same ads you would find on a TV station. But television programming is highly regulated. It has to meet standards set by regulators. If the stations fail to uphold the federal standards, those regulators and elected officials can hold broadcast networks, local stations, and cable stations accountable. They can get fined. If the violations are extreme, a station could lose its license to broadcast and access to the public airwaves. The government's rules and regulations protect the viewers and also the advertisers, who purchase TV ad time with an expectation their ads will air by a specific program that meets the above mentioned standards.

Ads, especially those from companies or people we know and respect, can validate the programming surrounding them. What could be more validating to content than an ad from a Presidential candidate? While one could argue that nothing would validate terrorist videos, some illegal and illicit activity can be easily disguised. If a candidate's ad can show up next to videos for terror, stolen credit cards, and hacker tutorials, those ads can show up anywhere.

Finally, those working to build the brands and reputations of politicians need to be aware of a threat lurking behind the fundraising opportunity. Maybe they do need YouTube to market their candidates and raise the dollars needed for 21st century campaigns. However, the juxtaposing of candidate's faces with illicit and illegal activities promoted in some YouTube videos threatens to undermine the message these candidates are spending millions to create.

VIDEOS WITH TERRORIST/JIHADI IMAGES AND MESSAGING

In February 2015, several news outlets reported on videos glorifying ISIS terrorists running next to ads from well-known, respected companies[7] (Digital Citizens' researchers would also investigate YouTube and find numerous ISIS videos with ads). The companies made it clear to YouTube this placement was not acceptable.[8] Digital Citizens found hundreds of videos just like those described in news stories. The news reports likely pushed Google to take down many of the terrorist videos that showed up in searches, but not all of them. We still found videos supporting a caliphate last Spring. It was there that we found our first political ad next to a potentially dangerous video (below).

The pairing of a Rand Paul ad voicing his support for Israel with a video sharing "Dawlah Nasheeds" seemed. . . awkward, to say the least. Phillip Smyth, a researcher at the University of Maryland who also analyzes videos for Jihadology.net, told Digital Citizens that "Dawlah" is the widely accepted shorthand for "Al-Dawlah al-Islamiyyah (The Islamic State)." Also worth noting, the use of the word "caliphate" in the title. According to dictionary.com, "Historically, caliphates are governance under Islamic law."[9] Although caliphate is more of a loaded term when used by ISIS and its supporters.*

You might notice the word "nasheeds" in the videos where we found these political ads. Phillip Smyth told us that nasheeds are traditionally religious songs and chants, but have been used as "propaganda for Islamic groups wanting to build a Jihadi culture. They help shape the identity for people they want to influence." For a closer look at what a nasheed is, please see Appendix C.

We also looked at a video that included the text "From a production called: Ansar al dawlah media." Smyth identified the music in this video as a creation of Ajnad Media, the Islamic State's arm devoted to making nasheeds.[10] We found ads from both the Hillary Clinton and Bernie Sanders campaigns by this video (see screenshots on the next page).

* Vox reported recently that although traditionally the caliphate "is supposed to represent the entire Muslim community worldwide . . . [w]hen ISIS calls itself the caliphate, it's saying a number of different things: We are the only true authorities of Islam, we are the only legitimate government that rules over Muslims, we are the restoration of the glory days of Islamic civilization, and we are the beginning of the prophesied End Times."[11]

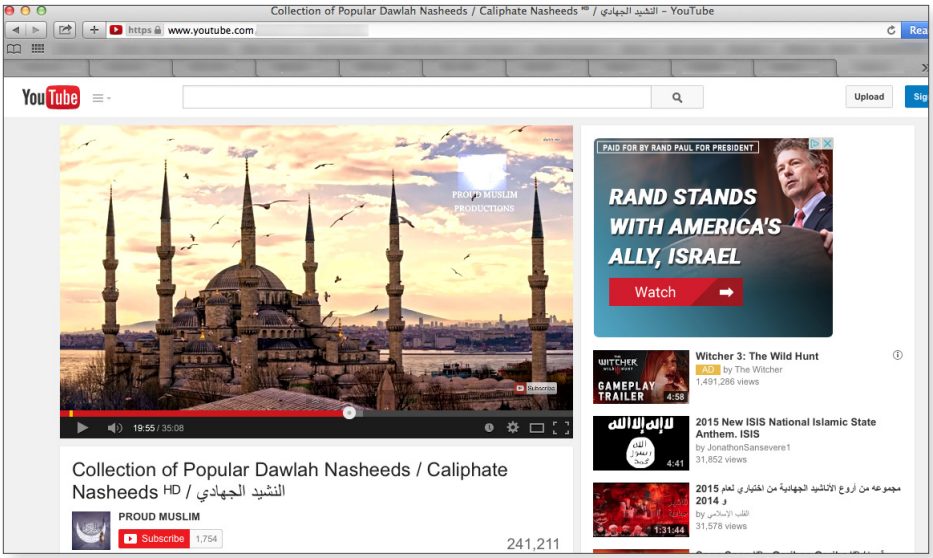


IMAGE 03

→ *Screenshot of Rand Paul for President ad next to the YouTube video, "Collection of Popular Dawlah Nasheeds / Caliphate Nasheeds," taken in Arlington, VA on April 14, 2015. This video has since been removed from YouTube.*

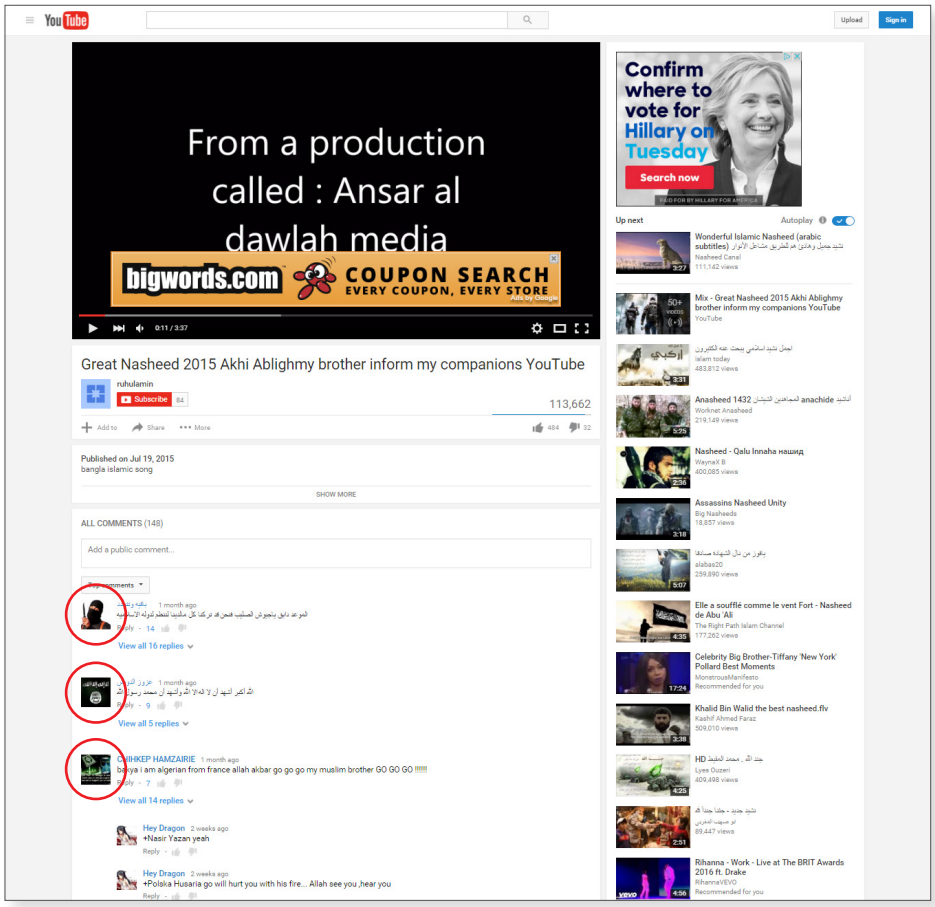


IMAGE 04

→ *Screenshot of a Hillary for America ad next to the YouTube video, "Great Nasheed 2015 Akhi Ablighmy brother inform my companions YouTube," taken in Arlington, VA on February 29, 2016.*

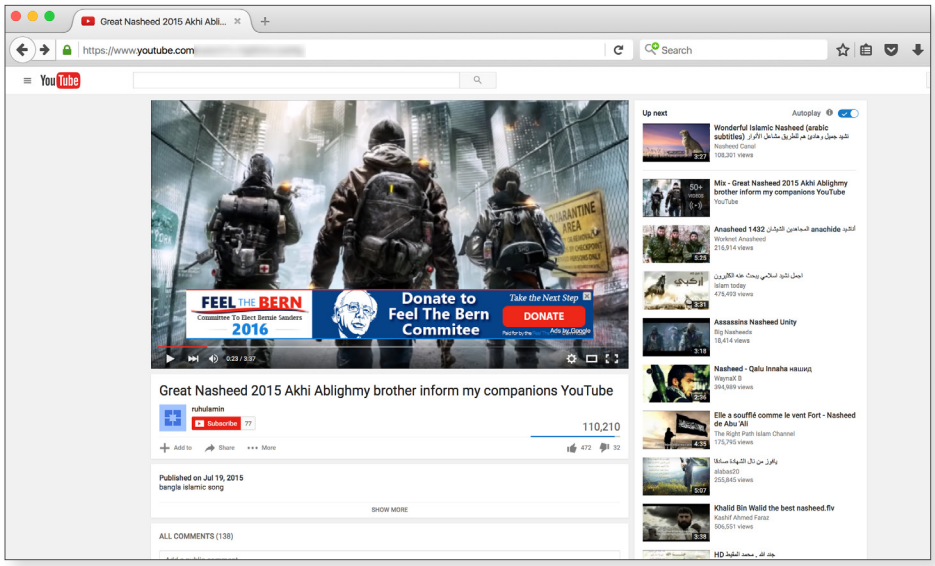


IMAGE 05

→ *Screenshot of a Bernie 2016 ad within the YouTube video, "Great Nasheed 2015 Akhi Ablighmy brother inform my companions YouTube," taken in Arlington, VA on February 27, 2016..*

We also saw a video "Anasheed Chechen Mujahideen 1432 anachide songs" with an ad from a Ted Cruz super PAC running before it. Anasheed is plural for nasheed. Cruz is running as a devoted Christian who will be tough on terror. His campaign message is in sharp contrast to that of the video, which contains images of soldiers in the battlefield often posing for pictures, looking happy and committed to their cause. Smyth points out that on the YouTube page, there is a link to another site pushing for Christians and others to convert to Islam. Smyth says "by combining the images of jihad on one page and pushing people to visit another, the original nasheed video is serving the purpose of 'dawa' and simultaneously attempting to legitimize violent jihad."

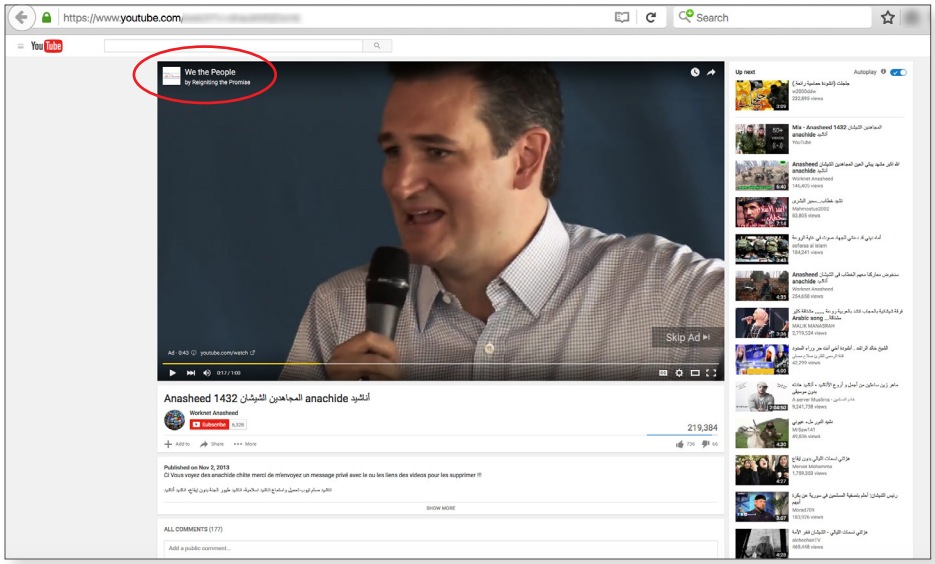


IMAGE 06

→ *Screenshot of a Reigniting the Promise (a pro-Cruz Super PAC[12]) ad running before the YouTube video, "Anasheed المجاهدين الشيشان 1432 anachide أناشيد," taken in Arlington, VA on February 29, 2016. The title, translated to English, is "Anasheed Chechen Mujahideen 1432 anachide songs."*

We found an ad from the same pro-Cruz Super PAC as well as an ad from Hillary for America running with the video "Par Amour (Islamic French Nasheed) HD." This video opens with a narrator saying "al-Hayat Media Center presents." Al-Hayat Media Center is an official arm of ISIS, producing music, videos, and other forms of propaganda.[13] Smyth says the video was likely uploaded by a supporter of ISIS.

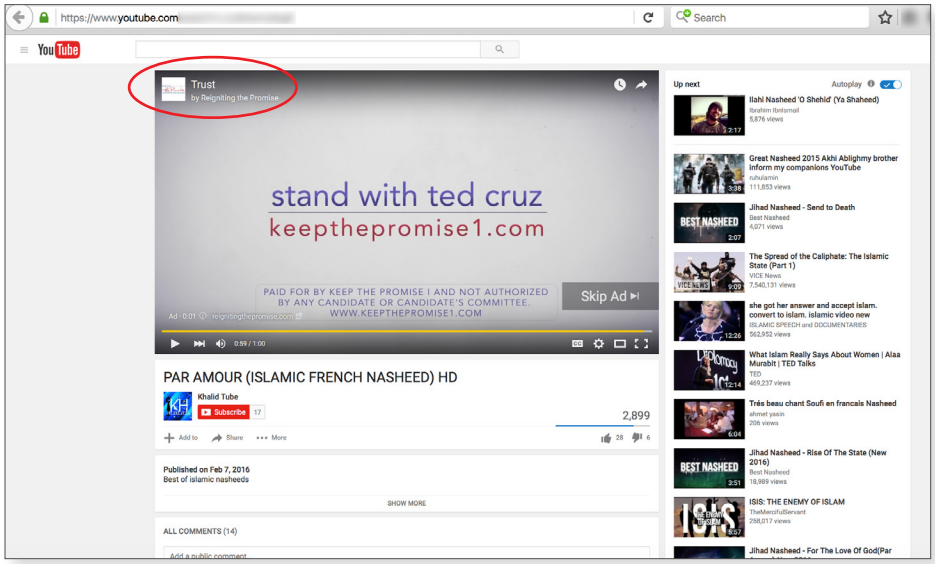


IMAGE 07

→ *Screenshot of a Reigniting the Promise PAC (a pro-Cruz Super PAC[14]) ad running before the YouTube video, "PAR AMOUR (ISLAMIC FRENCH NASHEED) HD," taken in Arlington, VA on February 28, 2016.*

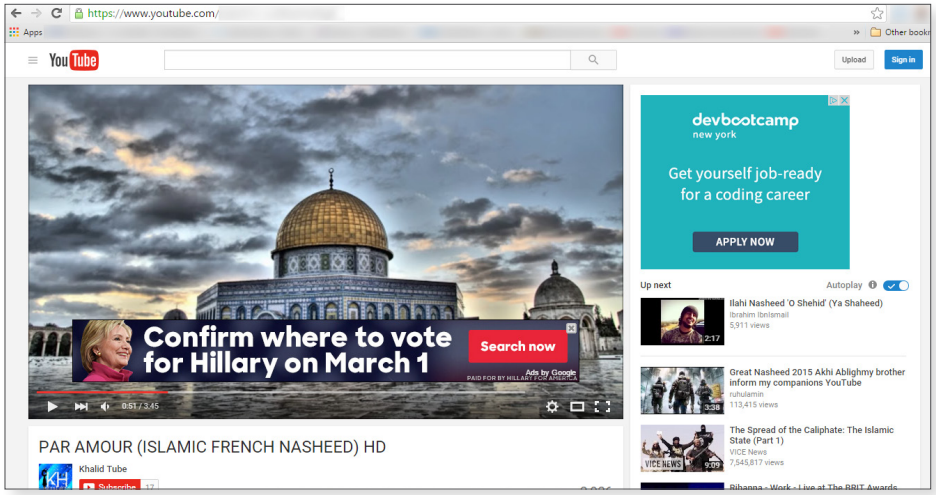


IMAGE 08

→ Screenshot of a Hillary for America ad running as a pop-up on the YouTube video, "PAR AMOUR (ISLAMIC FRENCH NASHEED) HD," taken in Arlington, VA on February 29, 2016. This video begins with a narrator saying "al-Hayat Media Center presents."

In a video titled "Soldiers of Allah Background Nasheed" you will see in the first frame a black flag (see image 11 on the next page). That flag is one of the first results you find after doing a Google image search of "jihad." The flag is similar to that used by a group added to the US State Department's terror watch list in 2011,[15] the Caucasus Emirate, which is a Chechen separatist organization looking to establish its own government under Shariah law.[16] Smyth said about the flag: "the symbol used is also close to official Saudi symbols; In turn these symbols have been co-opted by Sunni jihadists who wish to use the religious imagery, the Shahada—aka the Islamic statement of faith, and a sword, symbolizing war—in this case jihad, or holy war." Next to this video, we found ads for the Bernie Sanders campaign (when searching in South Carolina) and an anti-Trump Super PAC (when searching in New Hampshire).

IMAGE 09

→ Screenshot of Bernie 2016 ad running before the YouTube video, "Soldiers of Allah Background Nasheed HD," taken in Columbia, SC on February 18, 2016.

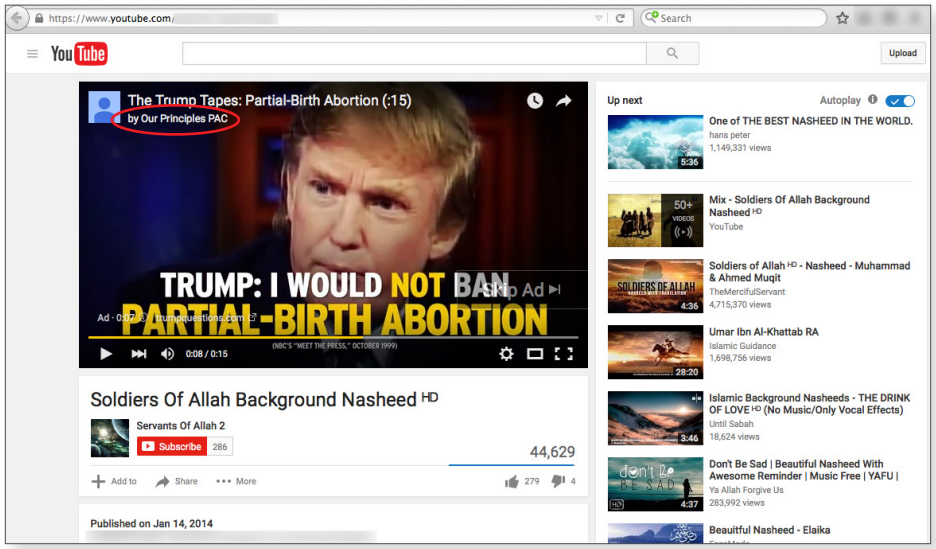


IMAGE 10-12

→ *Screenshots of an Our Principals PAC (an "anti-Trump Super PAC"[17]) ad running before the YouTube video, "Soldiers of Allah Background Nasheed HD," taken in Manchester, New Hampshire on February 7, 2016.*

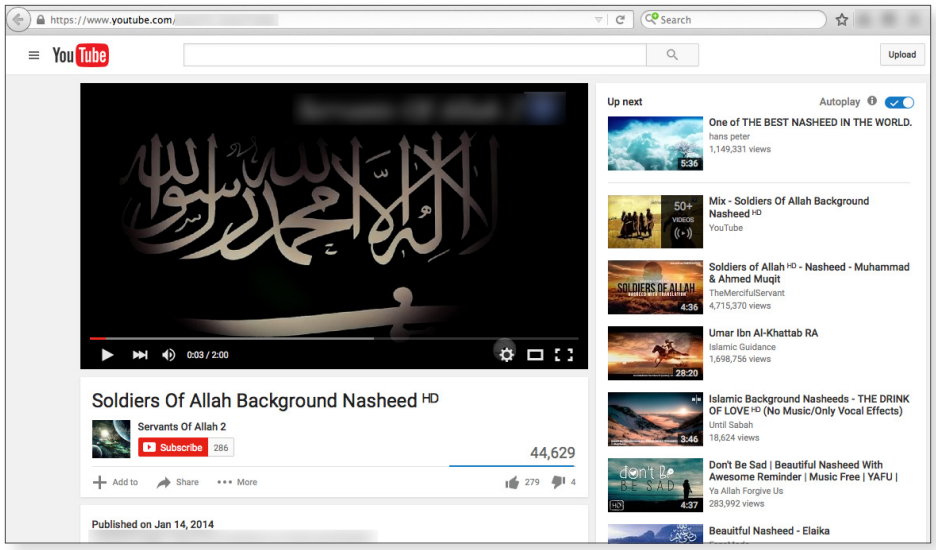


IMAGE 11

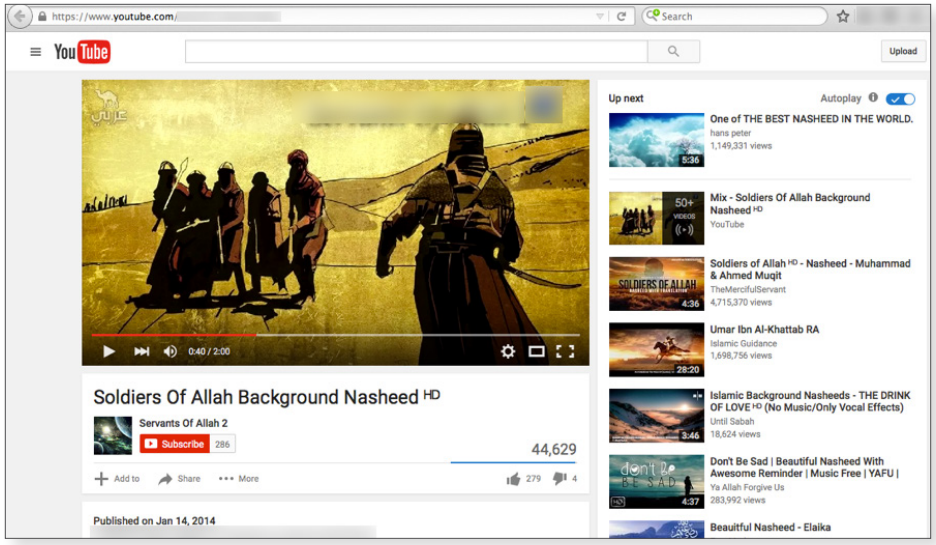


IMAGE 12

After we completed our work in the three states, we received additional screenshots from a New York-based researcher at GIPEC. In his research, he found an ad with a picture of Donald Trump and the headline "Vote Trump" next to two videos, one showing ISIS flags and another claiming to be from the Islamic State's Ajnad Media. When the researcher clicked on the ad, it redirected him to a page on the official Trump campaign website.

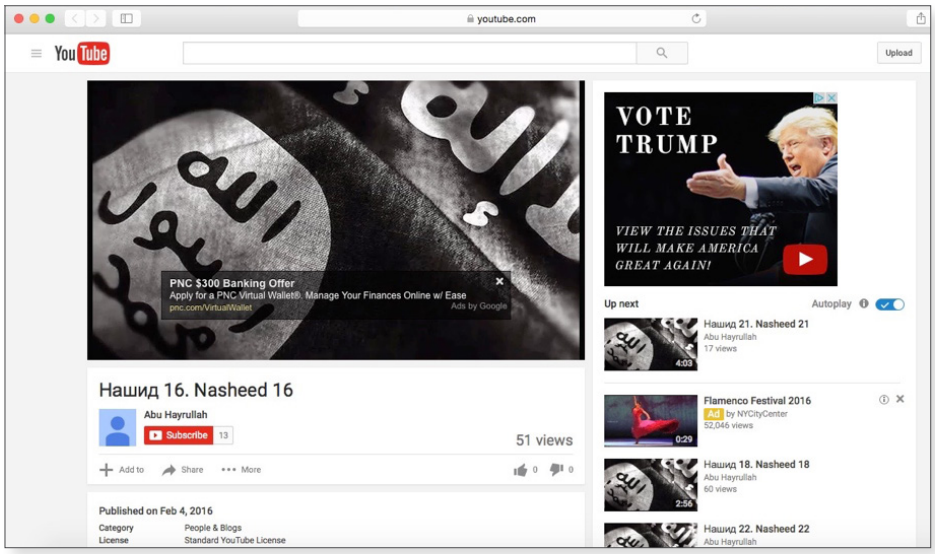


IMAGE 13

→ *Screenshot of "Vote Trump" ad running before the YouTube video, "Нашид 16. Nasheed 16," taken in New York, NY by GIPEC researchers on March 8, 2016.*

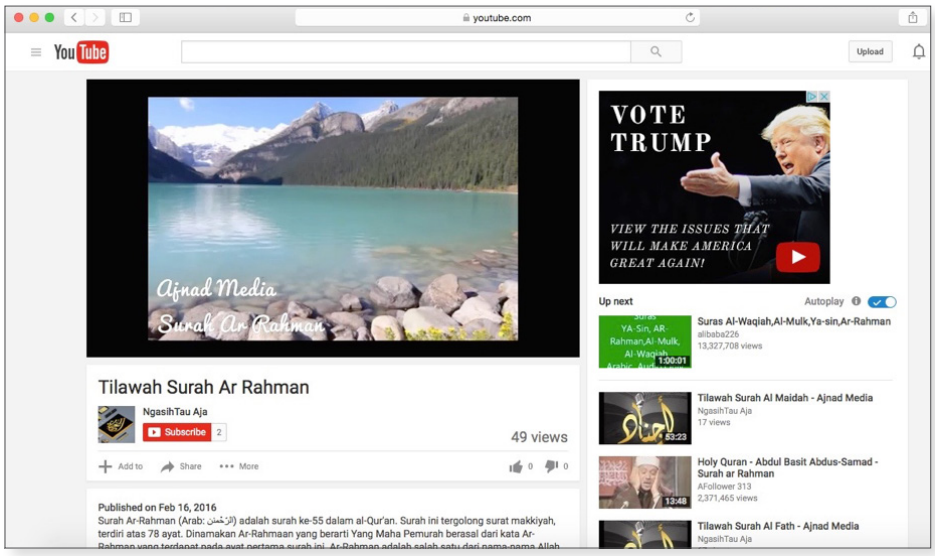


IMAGE 14

→ *Screenshot of "Vote Trump" ad running before the YouTube video, "Tilawah Surah Ar Rahman," taken in New York, NY by GIPEC researchers on March 8, 2016.*

There is no language on the ad indicating who paid for it. We do not know if this ad comes from the campaign, a Super PAC, or a third-party. We cannot confirm that this ad comes from a supporter of the Trump campaign.

Jihadist groups are not the only entities we found preaching hate and divisiveness for potential financial profit on YouTube. In another GIPEC search, this "vote Trump" ad also appeared next to a video from David Duke, a former Grand Wizard of the Klu Klux Klan.[18] Several media outlets reported on Duke's support for a Trump candidacy, and then questioned the candidate after what some cast as a slow response from Trump to disavow himself of Duke.[19]

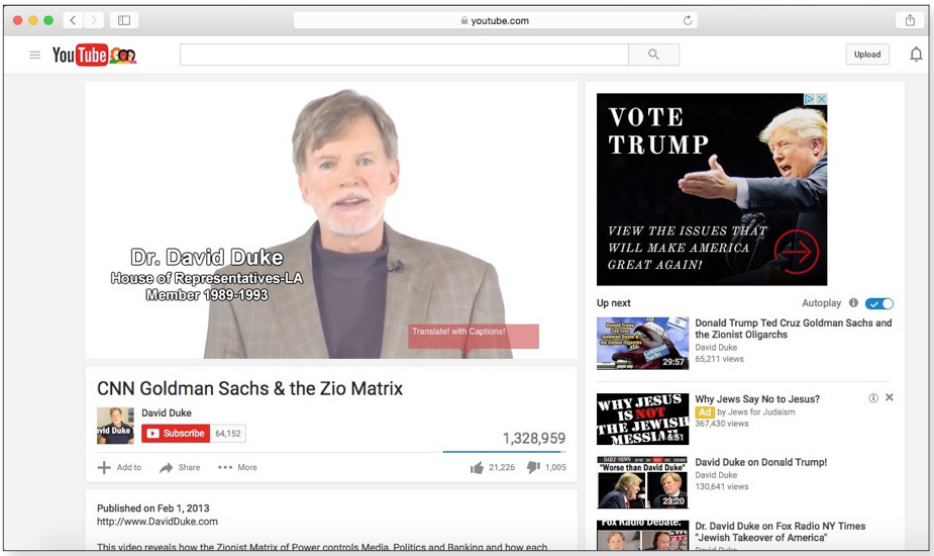


IMAGE 15

→ Screenshots of "Vote Trump" ad running before the YouTube video, "CNN Goldman Sachs & the Zio Matrix," taken in New York, NY by GIPEC researchers on March 8, 2016.

CREDIT CARDS AND FAKE IDS

In the wake of major credit card breaches affecting customers of Target and Home Depot in 2014, Digital Citizens released its report, ***Breach of Trust***. Our researchers found that YouTube had become a major market for criminals advertising the sale of stolen and bogus credit card information. Moreover, Google was serving ads next to videos and making money from the videos of illicit actors pushing the sale of stolen credit card information, social security numbers, bank account logins, and tutorials on how to gather personally identifiable information.

Immediately following the release of ***Breach of Trust***, YouTube removed many of the videos that Digital Citizens researchers brought to the public's attention.[20] Today, however, similar videos are once again rampant and displaying advertisements in support of, or in opposition to, 2016 presidential candidates.

Take the following two screenshots for example. Both videos have a pre-roll advertisement published by the Service Employees International Union (SEIU) in support of Democratic candidate Hillary Clinton. It is what comes after the ads that surely Secretary Clinton and the SEIU would find disturbing.

In the video below, YouTube user "Hacks And Glitches" demonstrates "[h]ow to use sqli dumper to get combos." In layman's terms, this video teaches would be hackers how to execute an attack known as SQL Injection. The point of an SQL Injection attack is to compromise a database, and gain access to that collection of data. The data can include user names, passwords, credit card numbers, etc.[21] Such data is extremely valuable on the black market to those looking to commit various types of identity-fraud schemes.

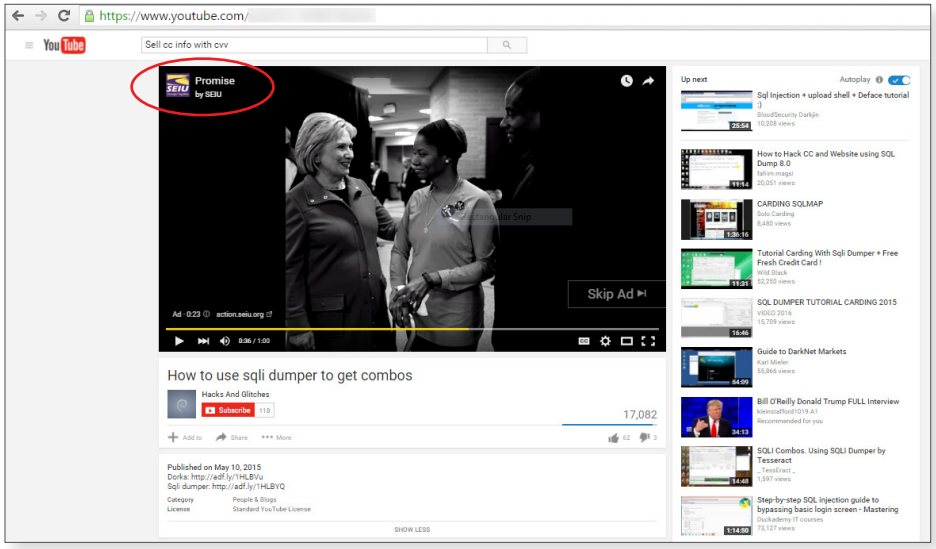


IMAGE 16

→ *Screenshot of a SEIU for Hillary ad running before the YouTube video, "How to use sqli dumper to get combos," taken in Columbia, SC on February 18, 2016.*

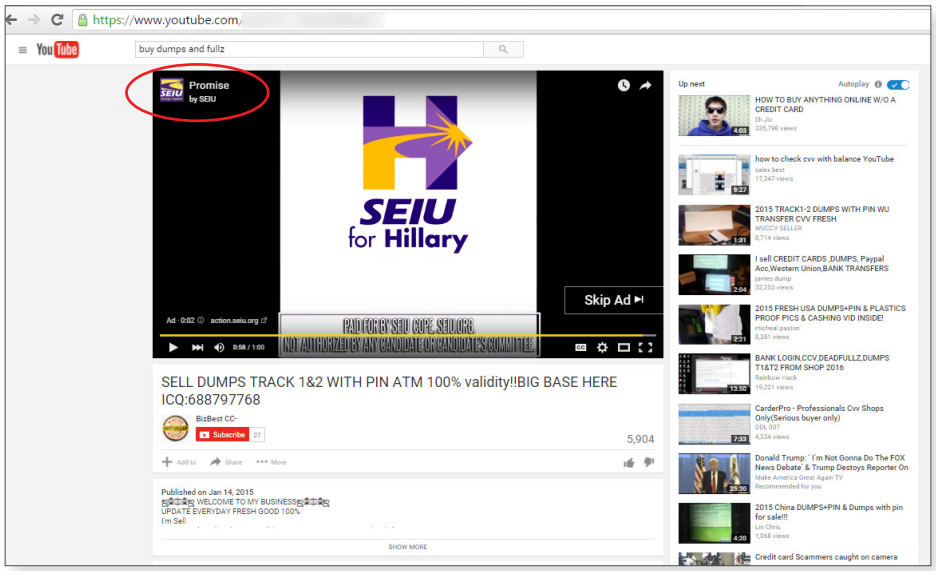


IMAGE 17

→ Screenshot of a SEIU for Hillary ad running before the YouTube video, "Sell Dumps Track 1&2 with Pin ATM 100% validity!!BIG BASE HERE ICQ:688797768," taken in Columbia, SC on February 18, 2016.

This SEIU ad is running before a video advertising the sale of credit and debit cards stolen from bricks-and-mortar stores known as "dumps."[22] "Track 1&2" refers to the data contained in the magnetic strip on the back of a credit or debit card, which includes the card number, pin number, security code, name, billing address, etc.[23] Armed with this valuable data scammers can program the information onto a cloned card and most commonly use it in stores to purchase high value items such as electronics, which can easily be sold for cash. Dumps sell for as much as ten times the price of cards stolen from online merchants known as "CVVs" or just "credit cards".[24]

As is the case with videos relating to Terrorist groups, ads appearing next to credit card videos are bipartisan. In addition to ads supporting Hillary Clinton, researchers found ads from the campaign of Ohio Governor John Kasich (below).

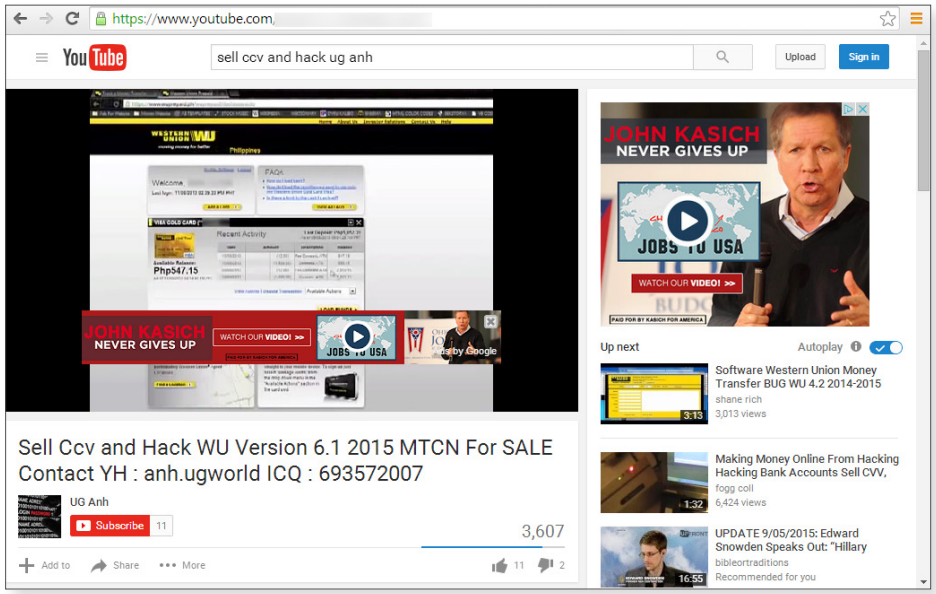


IMAGE 18

→ Screenshot of a Kasich for America ad next to and within the YouTube video "Sell Ccv and Hack WU Version 6.1 2015 MTCN For Sale Contact YH: anh.ughworld ICQ: 693572007," taken in Manchester, NH on February 6, 2016.

In this screenshot both the embedded ad in the video and the side banner ad were paid for by the Kasich for America campaign. The ads are running in, and next to, a video for credit cards referred to as "CCVs" another term for "CVVs," and Western Union "hacks" commonly used by fraudsters to launder money. It begs the obvious question: How does the Kasich campaign, whose credibility is based on fiscal aptitude and efficiency, feel about their ads showing up next to a video by those actively committing financial fraud?

Beyond credit cards, there are countless videos peddling the sale of fake IDs like the one below with an anti-Jeb Bush ad from the pro-Rubio Conservative Solutions PAC. Fake Passports, social security cards, utility bills, and driver's licenses are among the fraudulent items for sale on YouTube. Essentially one can search for any item an individual would need to assume an already existing identity or create an entirely new one.

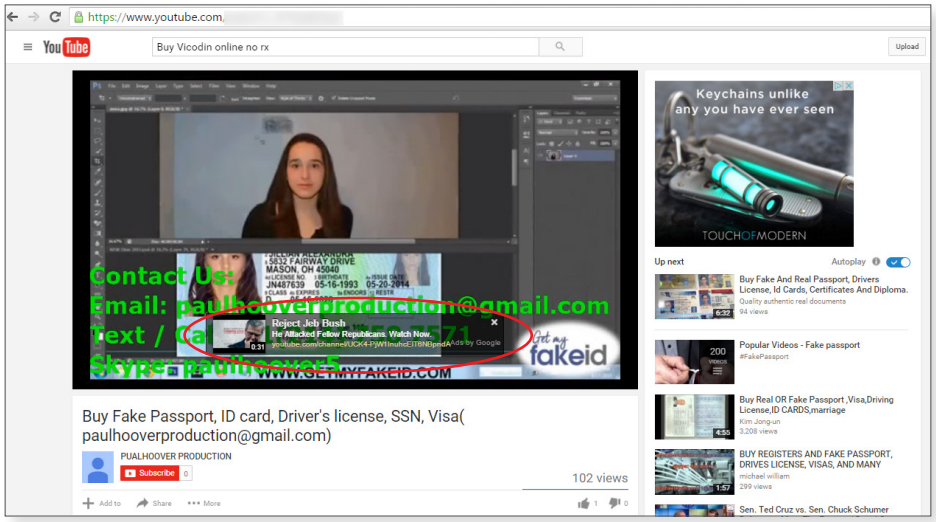


IMAGE 19

→ Screenshot of a Conservative Solutions PAC (a pro-Marco Rubio Super PAC[25]) ad running within the YouTube video, "Buy Fake Passport, ID Card, Driver's license, SSN, Visa (paulhooverproduction@gmail.com)," video taken in Columbia, SC on February 18, 2016.

Digital Citizens showed in a previous report, ***Selling "Slaving"***, that RAT tutorials are an epidemic on YouTube. A RAT is malware spread with the intention of taking control of another person's computer, smartphone, or tablet. Once in control, the "ratter" can take pictures, send email, and browse the web from the victim's computer without the victim even knowing. RATs have been used to steal money, documents, and pictures. With a slaved device a ratter can take pictures of unsuspecting victims. They can then force their victim to make explicit videos to keep the ratter from releasing the pictures. This is often referred to as "sextortion."

Even after our report and the subsequent news coverage, there are thousands of tutorials still up on YouTube. Many of them include the faces of young victims. They also include advertising, meaning YouTube is making money from RAT videos and, in some cases, is sharing these revenues with the ratters who posted the videos.

Most of the ads from the candidates' campaign ads we found were by RAT videos. In theory, a candidate targeting a younger audience could find their ads running next to these kind of videos. Some RAT tutorials have hundreds of thousands of views in just a few years' time.

Support from young voters is the main reason why Senator Bernie Sanders is able to challenge Hillary Clinton. Why would he want a campaign ad showing up next to a video demonstrating how to "slave" the computer of a young male victim? But that is exactly what we found.

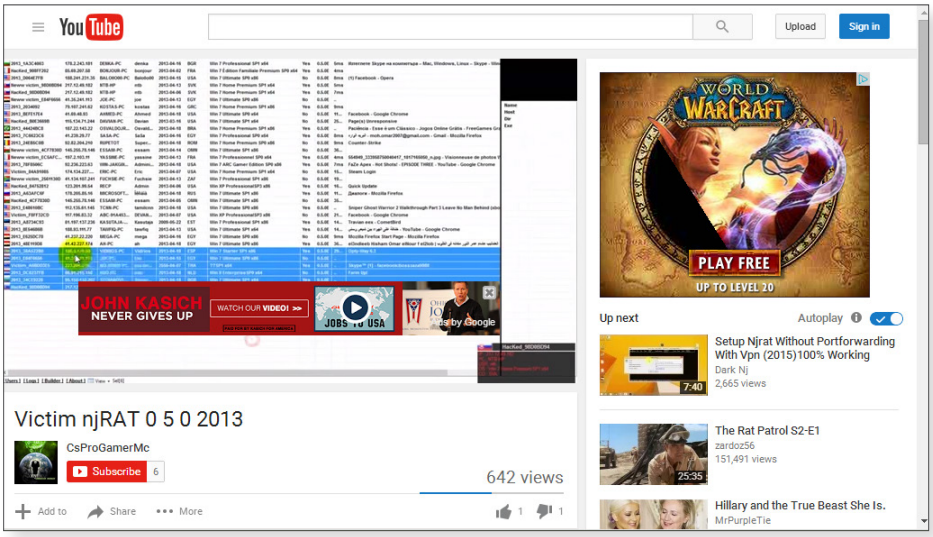


IMAGE 20

→ Screenshot of Kasich for America ad running within the YouTube video, "Victim njRAT 0 5 0 2013," taken in Manchester, NH on February 6, 2016. njRAT is one of the most popular and dangerous Remote Access Trojans.[26]

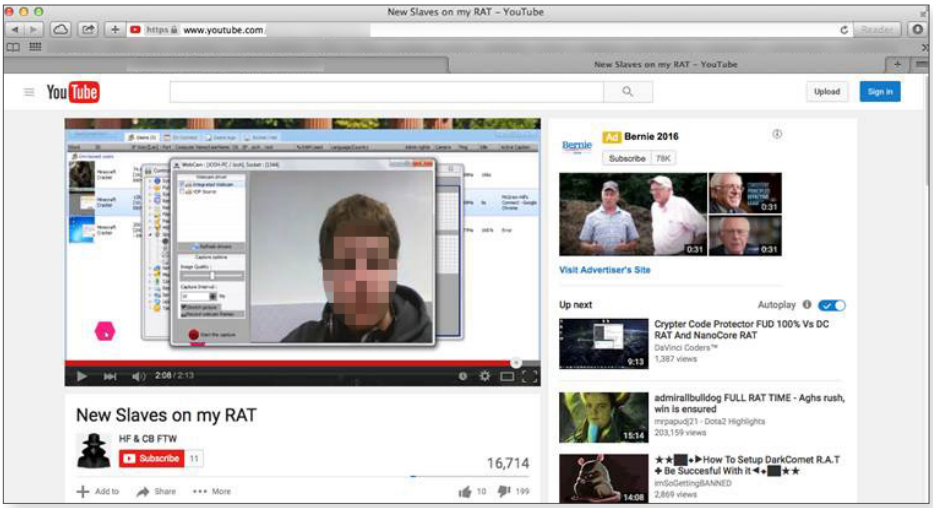


IMAGE 21

→ Screenshot of Bernie 2016 ad next to the YouTube video, "New Slaves on my RAT," taken in Manchester, NH on February 7, 2016.

A PAC ad for Senator Marco Rubio, who is also trying to appeal to a new generation of voters, showed up by the video offering guidance on how to "slave" a computer.

We also found ads for a Super PAC supporting Governor John Kasich and a pro-Ted Cruz Super PAC's negative ads against Donald Trump running before njRAT and DarkComet tutorials.

IMAGE 22-23

→ *Screenshots of a Conservative Solutions PAC (a pro-Marco Rubio Super PAC[27]) ad running before the YouTube video, "New Slaves on my RAT," video taken in Columbia, SC on February 18, 2016.*

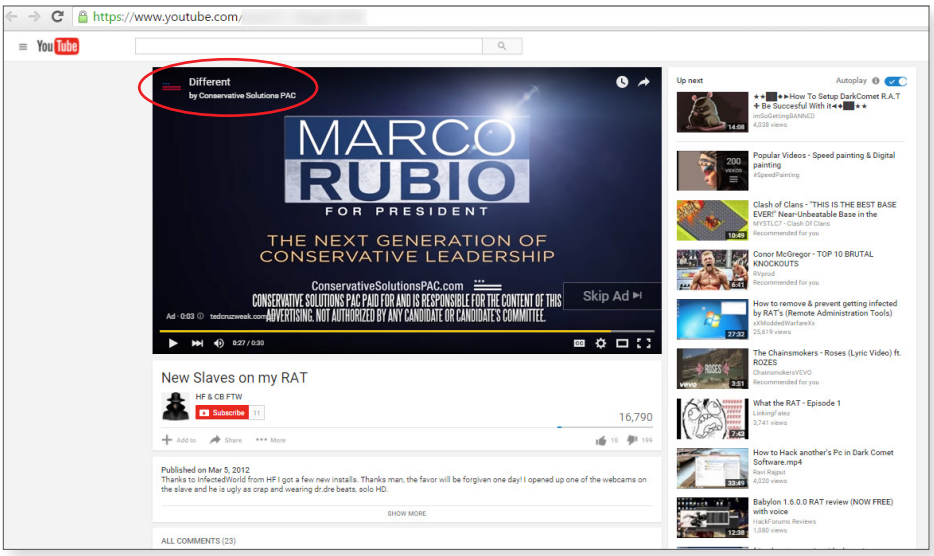


IMAGE 23

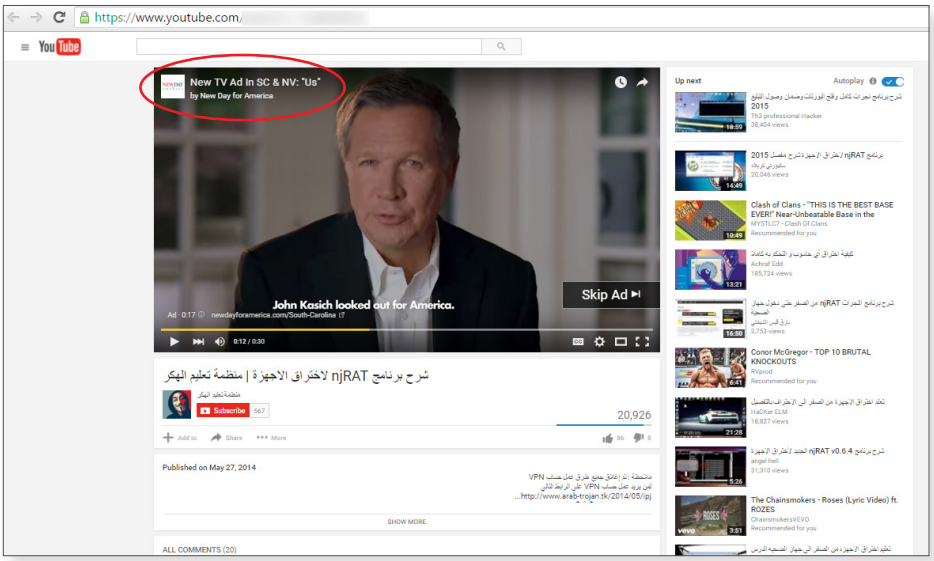


IMAGE 24

→ *Screenshot of a New Day for America PAC (pro-Kasich Super PAC[28]) ad running before the YouTube video, "منظمة تعليم الهكر شرح برنامج njRAT لاختراق الاجهزة |," taken in Columbia, SC on February 18, 2016. The title translated to English is: "NjRAT explain the program to penetrate appliances | Education hacker organization."*

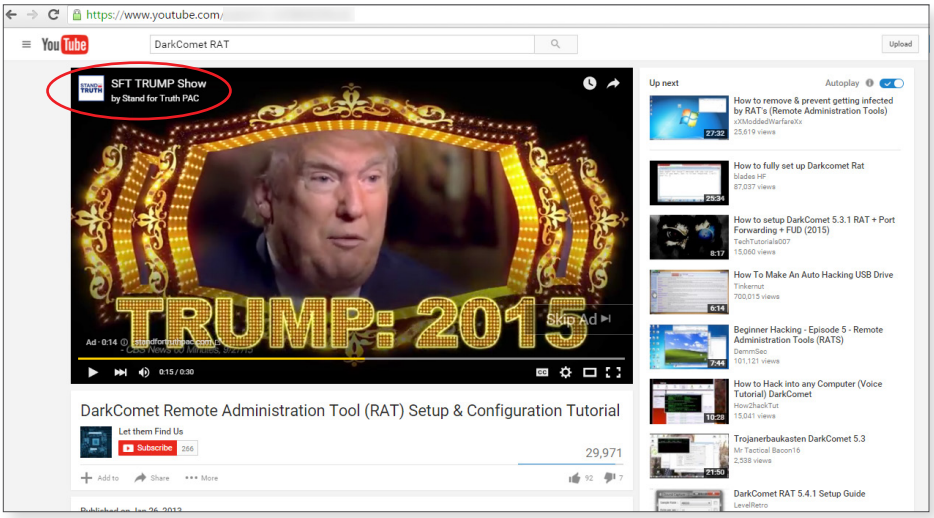


IMAGE 25

→ *Screenshot of a Stands for Truth PAC (a pro-Cruz Super PAC[29]) running before the YouTube video, "DarkComet Remote Administration Tool (RAT) Setup & Configuration Tutorial," taken in Columbia, SC on February 18, 2016. DarkComet has been "used to target companies in certain sensitive sectors, including technology, manufacturing, consulting, financial services and crucial infrastructure, as well as governments." (according to research from Fideils Security).[30]*

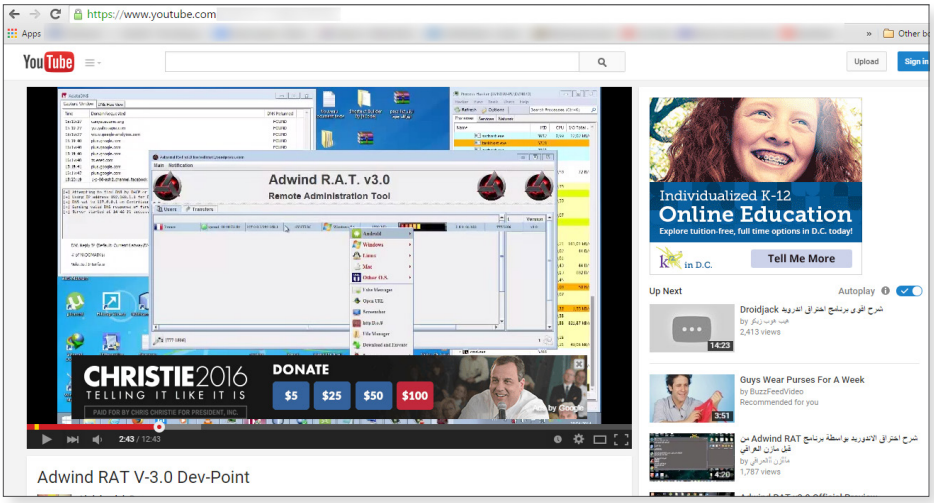


IMAGE 26

→ *Screenshot of a Christie 2016 ad on top of the YouTube video, "Adwind RAT V-3.0 Dev-Point", a tutorial demonstrating the dangerous Remote Access Trojan Adwind[31] taken June 30, 2015 in Washington, DC. This video has since been removed from YouTube.*

HOW CAN I HELP MY CANDIDATE?

While Google can predict with amazing accuracy Presidential primary results,[32] build driverless cars, and index the Internet, the company has not yet developed/utilized an algorithm that can keep good ads from appearing next to bad YouTube videos. No system will be perfect, but there are still far too many ads showing up next to videos promoting illegal and/or illicit activities.

Campaign staff and ad buyers can take some steps to prevent their candidate's ads from running next to objectionable content. In Google AdWords, one can use the contextual target tool to direct your video to specific subject matters. By making selections, it will keep your ads away from unsavory videos. One experienced ad buyer told us that many campaigns leave the topic group variable blank because it restricts inventory.

While Google has pages of information on how to maximize views and revenue from YouTube users' posts, it is harder to find information about how to protect your ads from bad videos. On the last bullet point on the Google Display Network Targeting Tools page, Google does claim that using this tool will "[k]eep your brand safe by making sure your ads don't appear next to undesirable content."[33] Let's be clear: Google is not giving advertisers the opportunity to veto undesirable videos, but to opt-in and minimize the possibilities of ads showing up in undesirable places. We would like to see Google aggressively explain this to other advertisers and do more to prevent good ads from running by bad content.

There will be some dedicated campaign workers, volunteers, and supporters who will want to check for themselves and run searches like the ones referenced in this report. To be a video vigilante, you have to go into some bad neighborhoods, *i.e.*, searching for stolen credit card videos, Remote Access Trojan tutorials, and videos that show support for terrorist organizations—just to name a few.

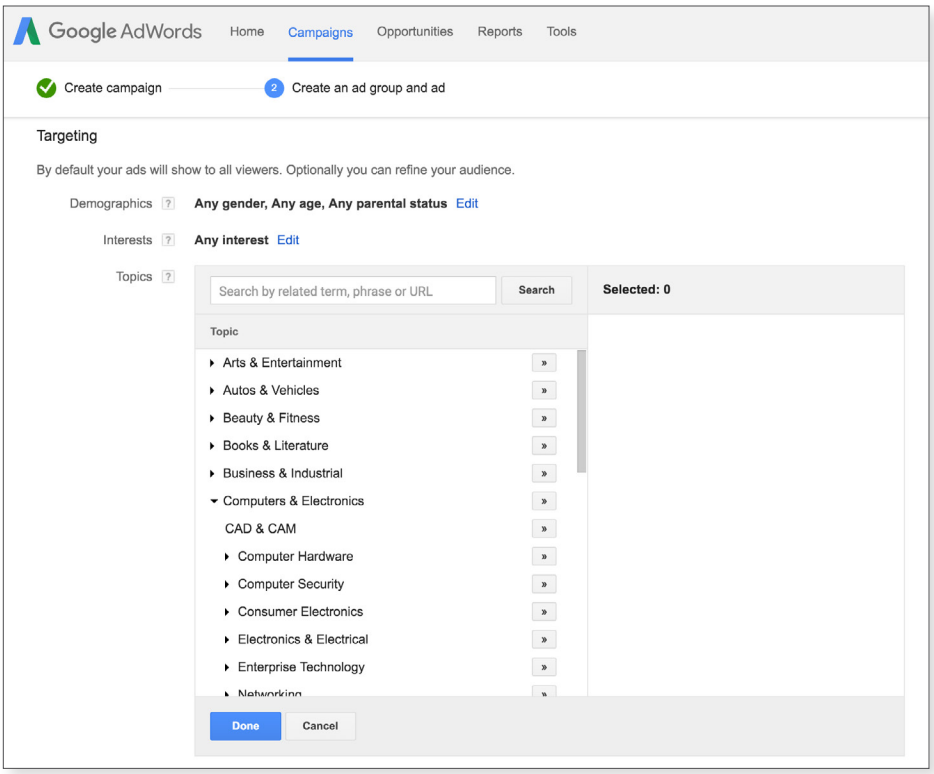


IMAGE 27

We don't suggest that you take these risks without professional knowledge or support. We have taken some of the following steps while conducting this research:

1) Be sure to sign out of all your Google accounts—Gmail, YouTube, Blogger, etc. This will cut down the number of political ads you get, but it is one step to keep a search for ISIS videos out of your permanent Google search history (yes, you can see everything you ever searched for on Google when logged into a Google product[34]).

→ We did not use fake profiles, but some people do. This comes with some danger. Don't assume your fake identity is bulletproof. Remember, your computer has an IP address that reveals your location. If that is revealed, it doesn't matter what you say in the account. You can still be located.

2) Clear your cookies of all the sites you normally go to, then load your search history up with sites that relate to your candidate. You can even go to the donate page on your candidate's website, start the process, then leave. You are leaving a trail for Google/YouTube to pick up.

3) Do not click on any links in the comment section of YouTube videos similar to those discussed above. That's where the scavengers looking for someone who doesn't know any better reside. The redirects there are not safe.

4) Expect the volume of ads to peak 24–72 hours out from an election day.**

Right now, the best thing you can do is report the videos to YouTube, which may pull these videos down. Google has deputized all of us to do the work it can't...or won't.

There is a chance you will stumble onto an ad by a bad video without even trying. If you do, report the video to: https://support.google.com/youtube/answer/2802027?hl=en.

**Candidates have successfully used digital advertising to drive last-minute Get-Out-The-Vote efforts. Perhaps the first to do this was Bobby Jindal when he used digital ads to win the Louisiana governor's race in 2007. A Jindal campaign hand coined the term "Google Surge" to describe these big buys in the final hours of a campaign cycle. In 2009, three winning campaigns—Virginia Democratic Gubernatorial candidate Creigh Deeds (Deeds won the primary, but not the general election), New York Congressional candidate Scott Murphy, and supporters of the gay marriage ban in California—all credited Google surges with helping drive voters to the ballot boxes. For more see: http://www.theatlantic.com/business/archive/2009/06/can-google-change-election-outcomes/19245/, http://www.localpolitechs.com/the-google-blast-how-effective-is-it/, and https://www.clickz.com/clickz/news/1690552/who-says-google-surge-isnt).

Prior to this report, Digital Citizens had looked at thousands of videos from bad actors marketing illegal and illicit goods and services via YouTube. After we did our report on finding videos for prescription drugs without a prescription and illegal appearance and performance enhancing drugs (APEDs), several news organizations reported that Google took down these videos from YouTube.[35]

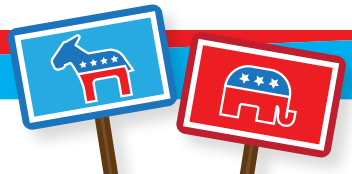
Looking for campaign ads gave us an opportunity to revisit previous research topics, including stolen credit cards and fake IDs, videos with terrorist/jihadi images and messaging, and Remote Access Trojans.

Videos with Terrorist/Jihadi Images and Messaging: When we went to look at many of the ISIS videos we had seen last year, some were down, and others were still up but without ads. At first glance, it appeared that the advertisers' public outcries did force Google and YouTube to at least stop profiting from these videos. However, a cybersecurity analyst from GIPEC shared with us additional videos with ads, including the video in which the narrator said "the al-Hayat Media Center presents ..." We can't be sure if this video was posted by a fighter in Syria or a sympathizer in Syracuse, but it shows again how easy it is to post these videos and generate revenue from them (see how the YouTube Partner Program works in Appendix B).

It is our hope that Google is working with Apple, Facebook, and Twitter, all of which recently sent representatives to meet with Obama officials on how to combat ISIS's effective use of social media.[36]

Stolen Credit Cards and Fake IDs: Digital Citizens released its first look at stolen credit cards pushed on YouTube, Breach of Trust, in June of 2014. Immediately after the release, we could almost watch as YouTube took down these videos. For a while, the videos stayed down, but we've started to see them trickling back online. It's still not to the level it was at the time of the first report, but we do see that YouTube and Google need to stay diligent about these videos.

Remote Access Trojan (RAT) tutorials: There are thousands of RAT videos still up on YouTube, but some of them are not necessarily from bad actors. White hat hackers do share tutorials and use others for research. Still, we see no reason why there should be advertising next to videos that show the faces of victims and their IP addresses. This information is still all too easy to find on YouTube.



CONCLUSION

Statistics from eMarketer[37] indicate that Google is projected to take home 38.7 percent of all US digital advertising revenue in 2015. If the company takes the same percentage of the $1 billion Borrell estimates Presidential candidates will spend in 2016, Google stands to make $387 million dollars.

This is a rough estimate based on combining projections from different researchers. We tried to find more specific numbers for YouTube revenues, but it is well known that Google keeps a tight lid on earnings information. So much so that Morgan Stanley actually asked Google last year for more transparency about how it makes its revenues.[38]

We have no idea how much Google and YouTube make from videos marketing illegal or illicit activities. Google has fought back against elected officials and regulators who've asked questions about the money. So far, the company has been successful at keeping its numbers a secret.

It is time for Google, or Alphabet, to open the books and become a truly transparent company. If that doesn't happen, perhaps Federal and State regulators, courts and Congress now have a new reason to ask questions of Google that have so far gone unanswered.

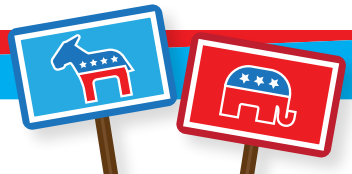
But before our elected officials govern, we have to get through the election. Americans are fascinated by this strange, ugly, and dramatic race. Candidates are looking for every edge possible, which means we might see more ads for potential Presidents next to videos selling terror and crime.

The candidates may not have caused the problem, but they can be part of the solution. While we can't blame the candidates for this happening up until now, this is a moment where we can see who is a leader and strong enough to stand up to a corporate power like few we've seen in history. Google may not listen to us, or to consumers, or even to elected officials, but the company does respond to advertiser pressure. If these candidates, who are spending amazing amounts of money on digital advertising tell YouTube "enough!" maybe that will make a difference? It seemed to have had an impact when advertisers pushed YouTube about ISIS videos. The candidates will spend millions in the weeks ahead. Isn't this the moment to take a stand and protect voters from the messages pushed in these videos?

Perhaps, someone will see the opportunity to lead by example and protect not only themselves, but businesses and consumers as well.

Or will the political ad men and women see this as an acceptable loss? After all, there is a lot of money that these candidates raise from these ads.

Much like the election before us, the future is tough to predict. What we do know is that Google will not take the videos down, or change advertising placement, unless someone speaks up.



APPENDIX A

Images Supporting Candidates (including supportive Super PACs, supportive third-parties, and ads of undetermined origin appearing supportive a specific candidate):

CHRIS CHRISTIE

IMAGE 26, PAGE 15, Ad: Christie 2016; Video: Adwind RAT V-3.0 Dev-Point (taken in Washington, DC on June 30, 2015)

HILLARY CLINTON

IMAGE 01, PAGE 1, Ad: Hillary for America, search for "Buy Ketamine online" (taken in Arlington, VA on February 29, 2016)

IMAGE 04, PAGE 4, Ad: Hillary for America, Video: "Great Nasheed 2015 Akhi Ablighmy brother inform my companions YouTube" (taken in Arlington, VA on February 27, 2016)

IMAGE 08, PAGE 6, Ad: Hillary for America, Video: "PAR AMOUR (ISLAMIC FRENCH NASHEED) HD" (taken in Arlington, VA on February 29, 2016)

IMAGE 16, PAGE 10, Ad: SEIU for Hillary, Video: "How to use sqli dumper to get combos" (taken in Columbia, SC on February 18, 2016)

IMAGE 17, PAGE 11, Ad: SEIU for Hillary, Video: "Sell Dumps Track 1&2 with Pin ATM 100% validity!!BIG BASE HERE ICQ:688797768" (taken in Columbia, SC on February 18, 2016)

TED CRUZ

IMAGE 06, PAGE 5, Ad: Reigniting the Promise Super PAC, Video: "Anasheed المجاهدين الشيشان 1432 anachide أناشيد (translation: Anasheed Chechen Mujahideen 1432 anachide songs)" (taken in Arlington, VA on February 29, 2016)

IMAGE 07, PAGE 5, Ad: Reigniting the Promise Super PAC, Video: "PAR AMOUR (ISLAMIC FRENCH NASHEED) HD" (taken in Arlington, VA on February 28, 2016)

IMAGE 25, PAGE 15, Ad: Stands for Truth PAC, Video: "DarkComet Remote Administration Tool (RAT) Setup & Configuration" (taken in Columbia, SC on February 18, 2016)

JOHN KASICH

IMAGE 18, PAGE 11, Ad: Kasich for America, Video: "Sell Ccv and Hack WU Version 6.1 2015 MTCN For Sale Contact YH: anh.ughworld ICQ: 693572007" (taken in Manchester, HN on February 6, 2016)

IMAGE 20, PAGE 13, Ad: Kasich for America, Video: "Victim njRAT 0 5 0 2013" (taken in Manchester, HN on February 6, 2016)

IMAGE 24, PAGE 15, Ad: New Day for America, Video: "شرح برنامج njRAT منظمة تعليم الهكر | لاختراق الاجهزة (translation: NjRAT explain the program to penetrate appliances | Education hacker organization" (taken in Columbia, SC on February 18, 2016)

RAND PAUL

IMAGE 03, PAGE 3, Ad: Rand Paul for President, Video: "Collection of Popular Dawlah Nasheeds / Caliphate Nasheeds" (taken in Arlington, VA on April 14, 2015)

MARCO RUBIO

IMAGE 02, PAGE 1, Ad: Conservative Solutions Super PAC, search for "Buy tramadol " (taken in Columbia, South Carolina on February 18, 2016)

IMAGE 19, PAGE 12, Ad: Conservative Solutions Super PAC, Video: "Buy Fake Passport, ID Card, Driver's license, SSN, Visa (paulhooverproduction@gmail.com)" (video taken in Columbia, SC on February 18, 2016)

IMAGE 22, PAGE 14, Ad: Conservative Solutions Super PAC, Video: "New Slaves on my RAT" (video taken in Columbia, SC on February 18, 2016)

IMAGE 23, PAGE 14, Ad: Conservative Solutions Super PAC, Video: "New Slaves on my RAT" (taken in Columbia, SC on February 18, 2016)

BERNIE SANDERS

IMAGE 09, PAGE 6, Ad: Bernie 2016, Video: "Soldiers of Allah Background Nasheed HD" (taken in Columbia, SC on February 18, 2016)

IMAGE 05, PAGE 4, Ad: Bernie 2016, Video: "Great Nasheed 2015 Akhi Ablighmy brother inform my companions YouTube" (taken in Arlington, VA on February 27, 2016)

IMAGE 21, PAGE 13, Ad: Bernie 2016, Video: "New Slaves on my RAT" (taken in Manchester, NH on February 7, 2016)

DONALD TRUMP

IMAGE 13, PAGE 8, Ad: "Vote Trump," Video: "Нашид 16. Nasheed 16" (taken by GIPEC researchers in New York, NY on March 8, 2016)

IMAGE 14, PAGE 8, Ad: "Vote Trump", Video: "Tilawah Surah Ar Rahman" ((taken by GIPEC researchers in New York, NY on March 8, 2016)

IMAGE 15, PAGE 9, Ad: "Vote Trump," Video: "CNN Goldman Sachs & the Zio Matrix" (taken by GIPEC researchers in New York, NY on March 8, 2016)

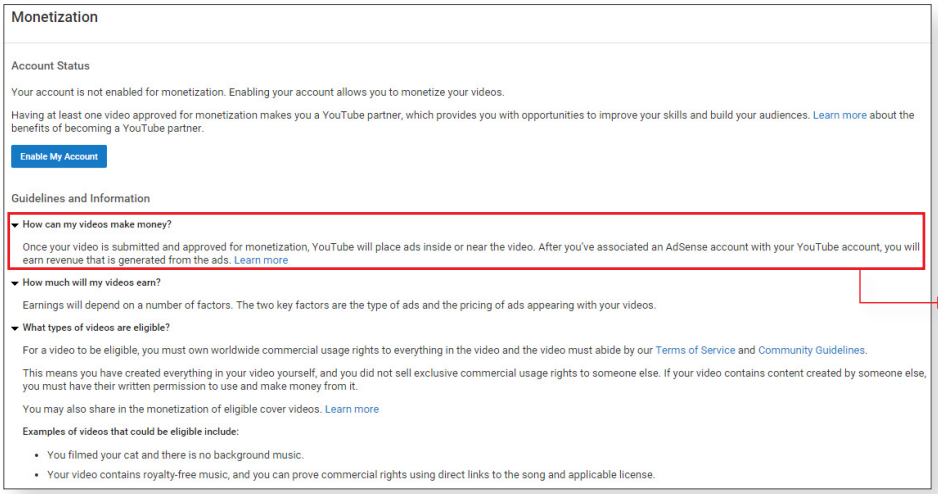
We found these ads by the videos on the date and locations listed here. That does not mean you will find the same ads if you go to these videos today.

APPENDIX B: THE YOUTUBE PARTNER PROGRAM

Not all YouTube videos have advertising. Ads show up when the "poster" of the video has signed up for the YouTube Partner Program, which makes them eligible to get a cut of whatever ad revenue is generated from views of the video.

Many of the people posting the videos are part of YouTube's Partner Program. They have given YouTube permission to include the ad while, in return, YouTube agrees to give them a split of the advertising revenue.

In order to be a member of the YouTube Partner Program, the content creator must start a Google AdSense account to begin monetizing their content. The YouTube Partner Program's guidelines on monetization state that each video must be "approved for monetization" to enable advertising which, in turn, allows the "YouTube Partner" to receive a split of the revenues.



Monetization

Account Status

Your account is not enabled for monetization. Enabling your account allows you to monetize your videos.

Having at least one video approved for monetization makes you a YouTube partner, which provides you with opportunities to improve your skills and build your audiences. Learn more about the benefits of becoming a YouTube partner.

Enable My Account

Guidelines and Information

How can my videos make money?

Once your video is submitted and approved for monetization, YouTube will place ads inside or near the video. After you've associated an AdSense account with your YouTube account, you will earn revenue that is generated from the ads. Learn more

How much will my videos earn?

Earnings will depend on a number of factors. The two key factors are the type of ads and the pricing of ads appearing with your videos.

What types of videos are eligible?

For a video to be eligible, you must own worldwide commercial usage rights to everything in the video and the video must abide by our Terms of Service and Community Guidelines.

This means you have created everything in your video yourself, and you did not sell exclusive commercial usage rights to someone else. If your video contains content created by someone else, you must have their written permission to use and make money from it.

You may also share in the monetization of eligible cover videos. Learn more

Examples of videos that could be eligible include:

- You filmed your cat and there is no background music.
- Your video contains royalty-free music, and you can prove commercial rights using direct links to the song and applicable license.

IMAGE 28

→ YouTube monetization guidelines and information found at https://www.youtube.com/account_monetization

→ How can my video make money?

Once your video is submitted and approved for monetization, YouTube will place ads inside or near the video. After you've associated an AdSense account with your YouTube account, you earn revenue that is generated from the ads.

Right now, Google gets 45 percent of all revenues while participants in the YouTube Partner Program get the other 55 percent.[39] There is no incentive for Google to end such a program—unless the company hears from the very advertisers who—unintentionally—make this revenue possible. It is the companies that see their ads running next to these videos marketing "slaving," for example, that could force Google to act. This would likely result in more aggressive monitoring and rejection of videos that put money in the pockets of the pushers of malicious materials.

APPENDIX C: WHAT IS A NASHEED?

This is not a simple question. Nasheeds have a traditional role in Islamic prayers and customs. It does appear that some organizations like ISIS are using the term to inject their messages into a stream that contains messages of faith and respect as well.

"'Nasheed' is now often used as a catch-all type term for songs of a quasi-religious nature," said Phillip Smyth. "The more traditional form of nasheed is becoming eclipsed by jihadist varieties and by how jihadists have co-opted traditional songs."

Mother Jones magazine reported that some YouTube nasheed channels have "generated hundreds of thousands of views."[40] In 2014, a Euronews story said "on Youtube, a search for 'nasheed' returns 1.3 millions [sic] results (and more than 80,400 for 'jihad nasheed'), large parts of which use military imagery and claim geographical origins from Chechnya to Bosnia."[41] Today, a YouTube search for "jihad nasheed" returns about 124,000 results.

However, anasheeds are not simply a propaganda tool for terrorists. While we've seen some videos mixing violent images with well-known anasheed, we found others that did not advocate violence. Wikipedia describes anasheed as chants that "material and lyrics of a nasheed usually make reference to Islamic beliefs, history, and religion, as well as current events."[42] In fact, we saw some anasheed posted on YouTube with comments condemning violent acts. While this is a term that experts like Smyth can use to search on YouTube and other sites, they can translate the language and appreciate some of the subtleties the rest of us may not see. It would be wrong to assume that any video with the word "nasheed" is a message from a terrorist organization.

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ABOUT DIGITAL CITIZENS

This report was created by the Digital Citizens Alliance, a nonprofit 501(c)(6) organization that is a consumer-oriented coalition focused on educating the public and policymakers on the threats that consumers face on the Internet and the importance for Internet stakeholders—individuals, government, and industry—to make the Web a safer place. While all Digital Citizens hold themselves personally responsible to do all they can to protect themselves and their families, we are also concerned that technologies, standards, and practices are in place that will help keep all of us safe as a community. The industry has a critical role to play in ensuring those safeguards are established and updated as needed to address the continually evolving challenges we face online. We have much work to do, but we can't do it effectively without understanding the problems we face. That is why the Digital Citizens Alliance investigates issues such as those detailed in this report. By sharing our findings with consumers, we hope all Digital Citizens will engage in discussions about these issues.

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