

Ingredients of the Internet

Serving Size 1 oz

Servings Per Container 33

Amount Per Serving

Internet traffic from non-human sources

51%

% Daily Value

Global mobile ad spend lost to ad fraud

30%

People who experienced at least one form of online scam or attack

73%

Online counterfeit goods cases started on social media

21%

Meta's revenue from ads promoting scams & banned goods in 2024

10%

Consumers who believe they have been the target of a deepfake scam

33%

U.S. consumers who installed/used an ad blocker on their web browser/mobile device

45%

Contains: Online frauds or scams: fraud, phishing, scam-product ads, etc.

Deepfakes: AI generated/manipulated media. **Ad Blocking:** The experience on online platforms is so bad that nearly half of consumers are using ad blockers

When it comes to the internet, there's a lot of junk food out there, but Premium TV is always delicious and nutritious.

[Download the full report here.](#)

