

These Hugely Popular Local News Sites In The US And Canada Are Fake | BuzzFeed News

By Craig Silverman

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Since 2004, more than [2,000 newspapers have closed](#) in the United States, and many local news outlets are struggling to build a digital business. But one remarkable success story is the [Albany Daily News](#), a website that clocked nearly 10 million pageviews in August, roughly five times that of the 160-year-old Albany Times Union newspaper, according to analytics service SimilarWeb.

The most popular news site in Albany has a simple secret to success: Fake just about everything and rake in the advertising dollars.

The Albany Daily News is an empty husk of a website filled with old content that for months was showered with questionable traffic as part of a digital ad fraud scheme, [according to new research from Social Puncher](#), an ad fraud prevention consultancy.

[...]

Source: [These Hugely Popular Local News Sites In The US And Canada Are Fake](#)