

News Item

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

By Craig Silverman November 6, 2019

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 <u>Albany Daily News</u>, 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.

[...]

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