

## **MEDIA RELEASE**

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### **Vidillion Leads Way with Anti-Fraud Focus to Create Secure Environment for Advertisers**

*Company supports HUMAN in correctly identifying fraud schemes.*

**Las Vegas** – After identifying a serious video ad fraud attack in 2018, [Vidillion](#) filed a report with the FBI’s Cyber Crimes Task Force and made it a growing company focus to fight rampant industry fraud. The leading provider and thought leader in video delivery and advertising technology recently had an old Bundled ID included in a [HUMAN](#) (formerly White Ops) report on industry fraud, specifically the PARETO attack. One of 6,000 BundleIDs identified by HUMAN, the former BundleID was last used by Vidillion in 2018. When it learned of the issue, HUMAN, which works to protect enterprises from bot attacks, immediately updated its report to assure advertisers that Vidillion was not party to the fraud.

“We genuinely appreciate the industry leadership and anti-fraud awareness provided by HUMAN, who immediately updated its report when it learned of the issue,” said Vidillion CEO Thomas Engdahl. “Our company and our employees fully support anti-fraud activities and focus every day on creating a more secure environment for our advertisers and the marketplace as a whole.”

HUMAN recently found a bot running on Android devices that was emulating Roku devices; this took place on the Verizon cellular network rather than the Vidillion network. In addition, HUMAN provided a list of affected Roku apps—none of which are monetized by Vidillion—and Vidillion has never worked with any of the developers identified in the HUMAN blog on fraud.

Vidillion enables video content owners to connect viewers and advertisers to monetize engaged consumers, aggregating ad inventory from multiple ad platforms and delivering ads to viewers. Vidillion primarily does ConnectedTV (CTV) devices, such as Roku or AppleTV, and does not work with mobile devices, such as smart phones or tablets, where this recent fraud took place.

Further, Vidillion is a long-time member of the [Trustworthy Accountability Group](#) (TAG), the leading global initiative fighting to stop criminal activity and increase trust and transparency in digital advertising.

**About Vidillion**

Vidillion is a leading connected TV distribution and ad monetization service, streaming more than 1,200 TV channels and 10,000 movies and video clips to 140 countries via the internet, to Amazon FireTV, AppleTV, Roku and smart TVs. Vidillion aggregates Connected TV (CTV) publishers, distributes their content and monetizes their content with advertising. Vidillion's outstanding reputation is built on a 98.2% completion rate and 100% viewability track record. For more information, please contact visit <https://www.vidillion.com/>

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