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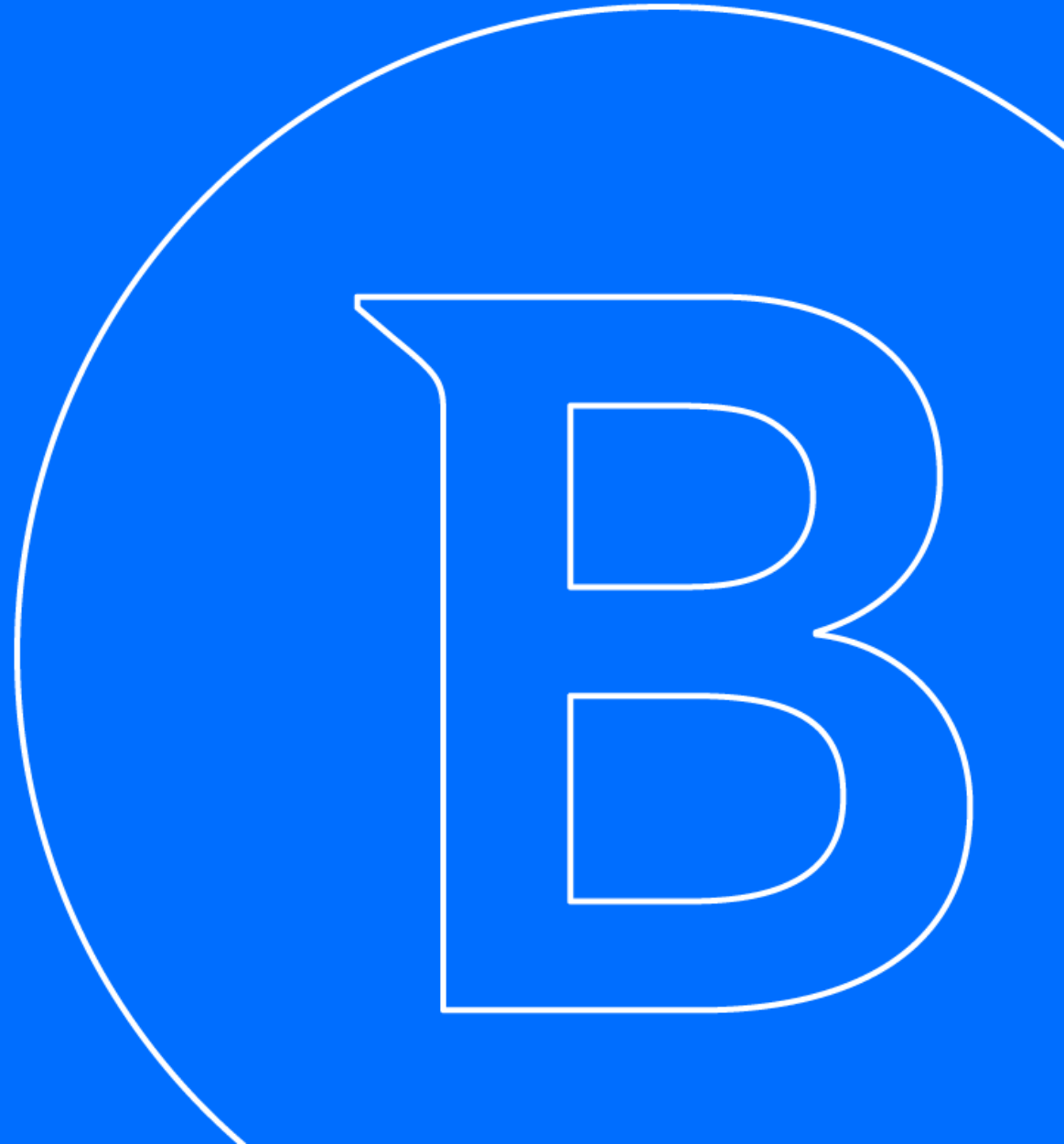


BRCC British Romanian Chamber of Commerce



Global Leader
In Cybersecurity

Bitdefender®



Echoes of Deception

Fake content, Ads, and Promises



>whoami – Andrei Anton-Aanei

- ↳ Graduate in Automatic Control and Computer Engineering
- ↳ Cyber Threat Intelligence - Software Engineer @ Bitdefender
- ↳ Passionate about DFIR & OSINT



>Agenda

- ↳ Intro to Digital Threats
- ↳ Malvertising & AI tool impersonation
- ↳ Deepfake content on social media
- ↳ Localized case
- ↳ Evasion Techniques used by attackers
- ↳ Mitigation Techniques
- ↳ Future predictions

>Before we begin

↳ How many of you use social media platforms?

↳ Have you seen any questionable or suspicious content?

>Intro to Digital Threats

The Evolving Landscape of Digital Threats on Social Media

Types of attacks discussed today:

- ↳ Malvertising promoting fake AI-based solutions
- ↳ AI Exploitation for Deepfake content creation
- ↳ Scams proliferated through social media

>Intro to Digital Threats



A Facebook post from the account 'Mid-Journey AI' dated February 4 at 4:48 AM. The post features a large, cinematic image of a person in a white space suit standing on a dark, flat surface, looking up at a vast, cloudy sky filled with numerous small, glowing spheres. The text of the post reads: 'Introducing Midjourney 6.1 Beta: The Future of Photo & Video Creation is Here! Embark on a digital odyssey with the all-new Midjourney 6.1 Beta, the cutting-edge software that's redefining the landscape of video creation. Whether you're a creative professional in the US or an innovative spirit in the EU, Midjourney 6.1 is tailored to elevate your storytelling to cinematic heights. Unleash Your Storytelling Superpower Transformative Video Capabilities: Craft not just i... See more'. At the bottom of the image, there is a 'Download' button and the text 'Midjourney - King of Ai generator'. The post has 10K likes, 129 comments, and 16 shares.

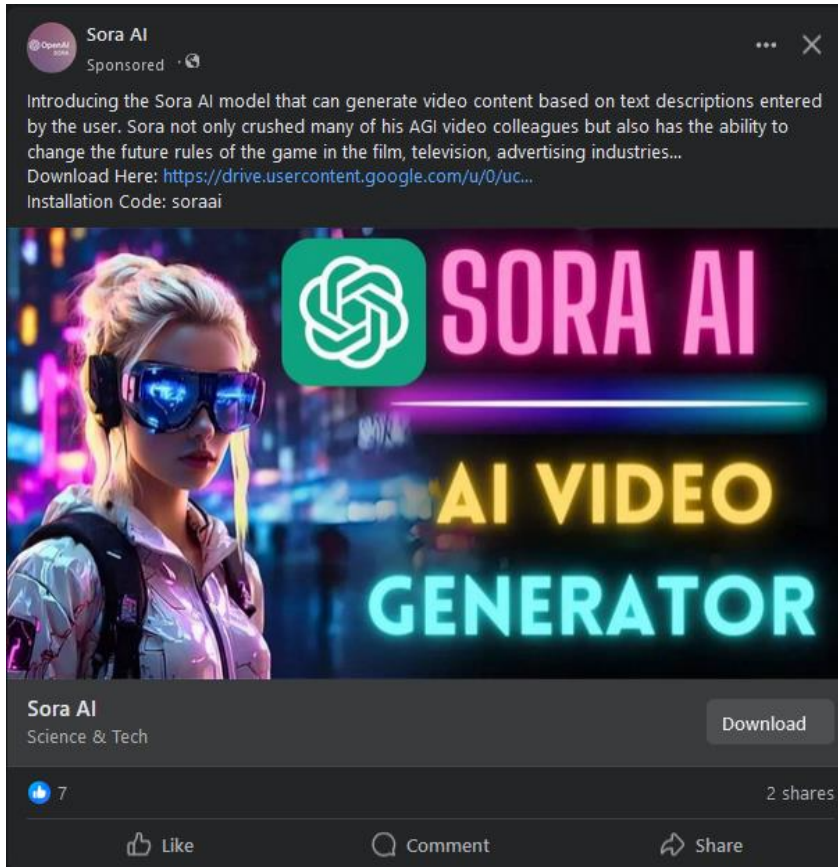
Midjourney



A sponsored Facebook post from OpenAI titled 'New AI Feature'. The post includes a notification icon and text: 'NOTIFICATION ! ChatGPT-5 Premium desktop version replaces the outdated WEB version. 10 million downloads after 1 day of launching Chat GPT5 . The special and professional version, 1,800 times smarter than the WEB version, is an all-in-one AI that can replace all AI tools on the market today and has many new features that are worth experiencing. Try It For Free Here =>> <http://tinyurl.com/gpt5-newAI> In the near future, we will stop the outdated WEB version, you can log in t... See more'. The main image shows a stage presentation with a large screen displaying 'OpenAI INTRODUCING GPT-5 BODY' in green and white text. A person in a suit is standing on the stage next to a large, glowing blue and green AI head sculpture. The post has 2.3K reactions, 190 comments, and 235 shares. Interaction buttons for 'Like', 'Comment', and 'Share' are visible at the bottom.

ChatGPT-5

>Intro to Digital Threats



A screenshot of a Facebook post from the page 'Sora AI'. The post is sponsored and contains the following text: 'Introducing the Sora AI model that can generate video content based on text descriptions entered by the user. Sora not only crushed many of his AGI video colleagues but also has the ability to change the future rules of the game in the film, television, advertising industries... Download Here: <https://drive.usercontent.google.com/u/0/uc...> Installation Code: soraai'. The main image shows a woman in futuristic goggles and a glowing 'SORA AI AI VIDEO GENERATOR' logo. At the bottom, there are interaction buttons for 'Like', 'Comment', and 'Share', along with a 'Download' button.

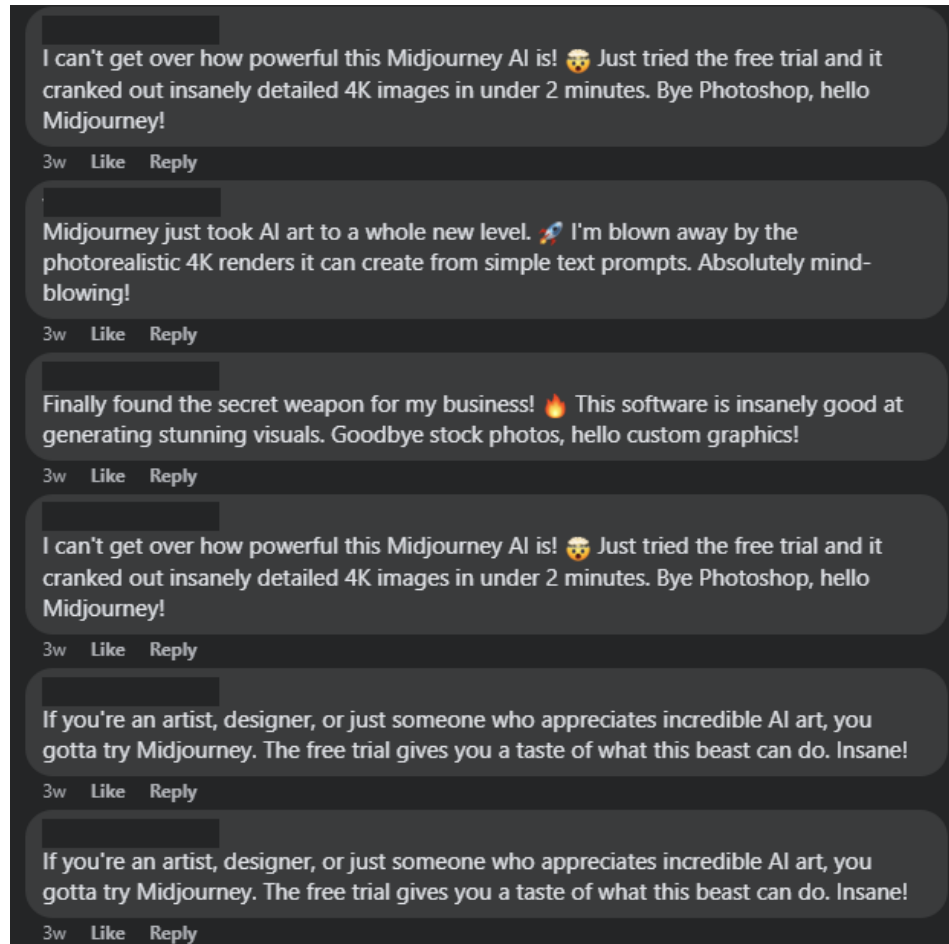
Sora AI



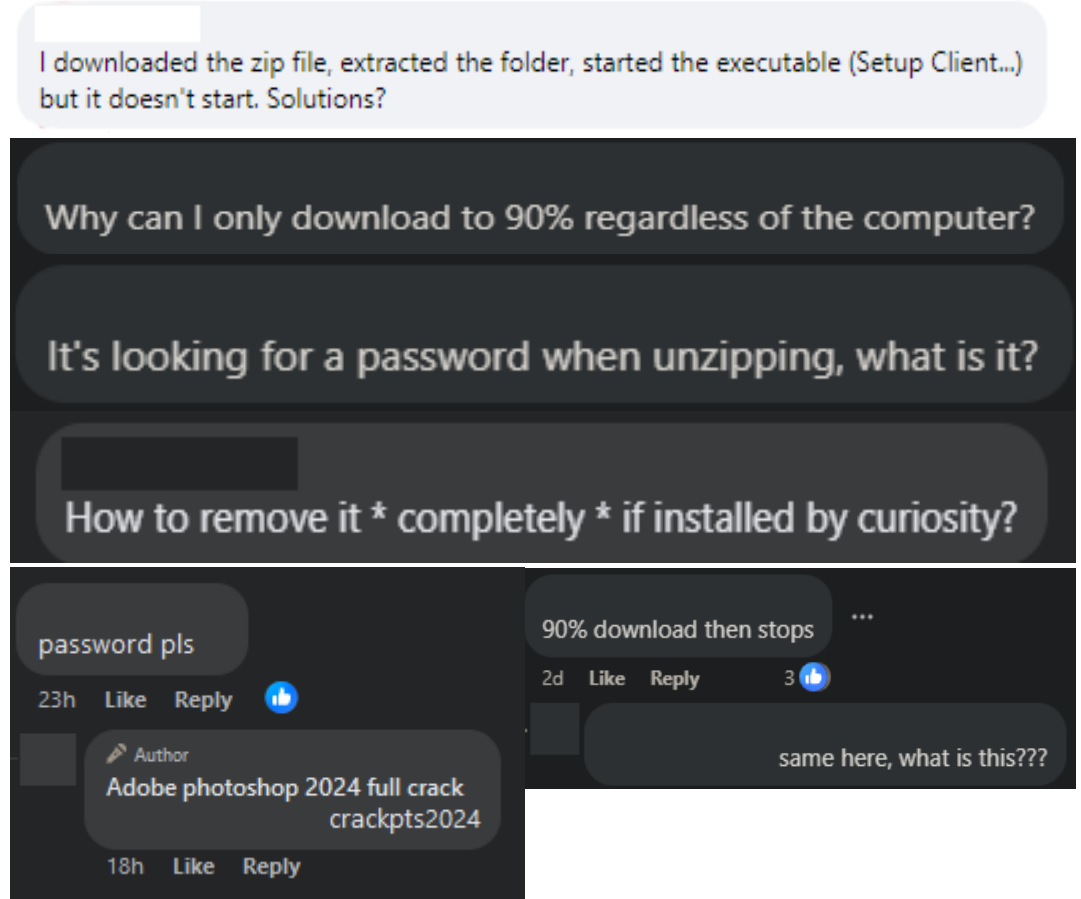
A screenshot of a Facebook post from the page 'GoogleAI'. The post is sponsored and contains the following text: 'Congratulations to Europe for being the first continent to try out the computer version of AI Gemini.Ultra, more professional, with the most modern technology, able to answer very difficult questions that even GPT4 cannot answer. . Try it now: <https://drive.usercontent.google.com/u/2/uc...> Free installation code: 022024 In addition, this professional version is also updated with 180 tools and features that can help you do all tasks such as writing content, composing, designing, creating photos and videos according to the description and many more features. We cannot list them all in this article Special: can handle all input and output media such as text, audio, images, video, and various files'. The main image shows a man on a stage next to a large screen displaying the Google logo and the text 'INTRODUCES Gemini for EU', with a colorful robot figure. At the bottom, there are interaction buttons for 'Like', 'Comment', and 'Share', along with a 'Download' button.

Google Gemini

>Intro to Digital Threats



Bots

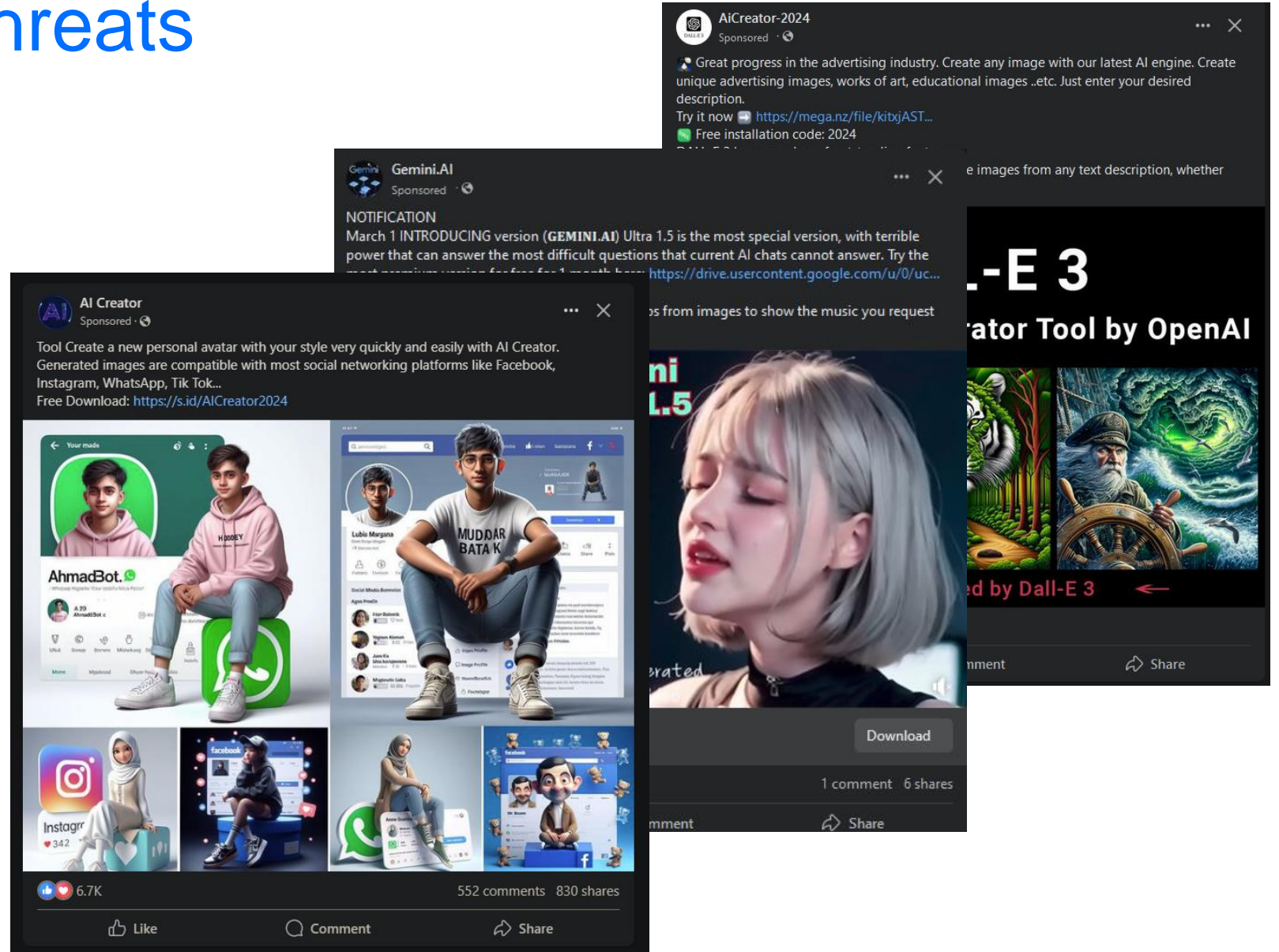


Genuine Users

>Intro to Digital Threats

Impersonated tools:

- ChatGPT-4
- ChatGPT-5
- Sora
- Google Gemini
- Google Bard
- EvotoAI
- AI Creator
- Photoshop
- Dall-E 3
- & more



>Intro to Digital Threats

URL Shortening Services used for distribution:

- LinkPop
- TinyUrl
- Linkr
- Bitly
- s.id
- & more

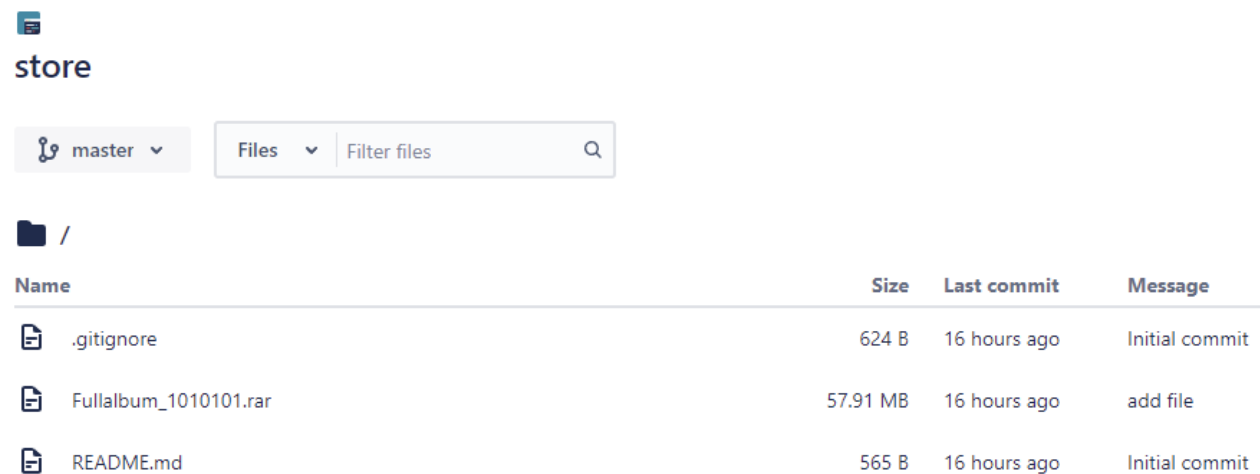
Examples:

- Free Download: [hxxps://s.id/AICreator2024](https://s.id/AICreator2024)
- Try It For Free Here =>> [hxxp://tinyurl.com/gpt5-newAI](https://tinyurl.com/gpt5-newAI)
- Free Download: [hxxps://linkr.bio/AI.Creator2024](https://linkr.bio/AI.Creator2024)




>Intro to Digital Threats

Services used for storage:

- Google Drive
- Google Sites
- GoFile
- Bitly
- Github
- Bitbucket
- Gitlab



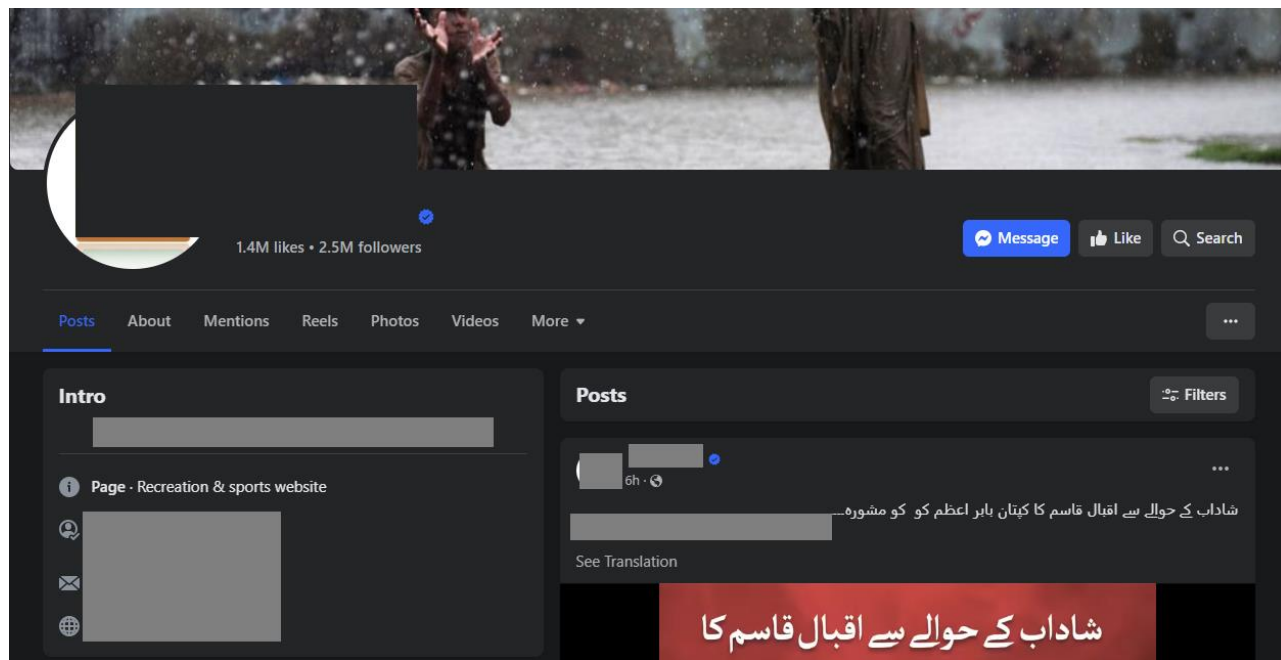
The screenshot shows a Bitbucket repository interface for a repository named 'store'. At the top, there is a 'master' branch selector and a search bar containing 'Files' and 'Filter files'. Below this, a folder icon and '/' indicate the current directory. A table lists the files in the repository:

Name	Size	Last commit	Message
 .gitignore	624 B	16 hours ago	Initial commit
 Fullalbum_1010101.rar	57.91 MB	16 hours ago	add file
 README.md	565 B	16 hours ago	Initial commit

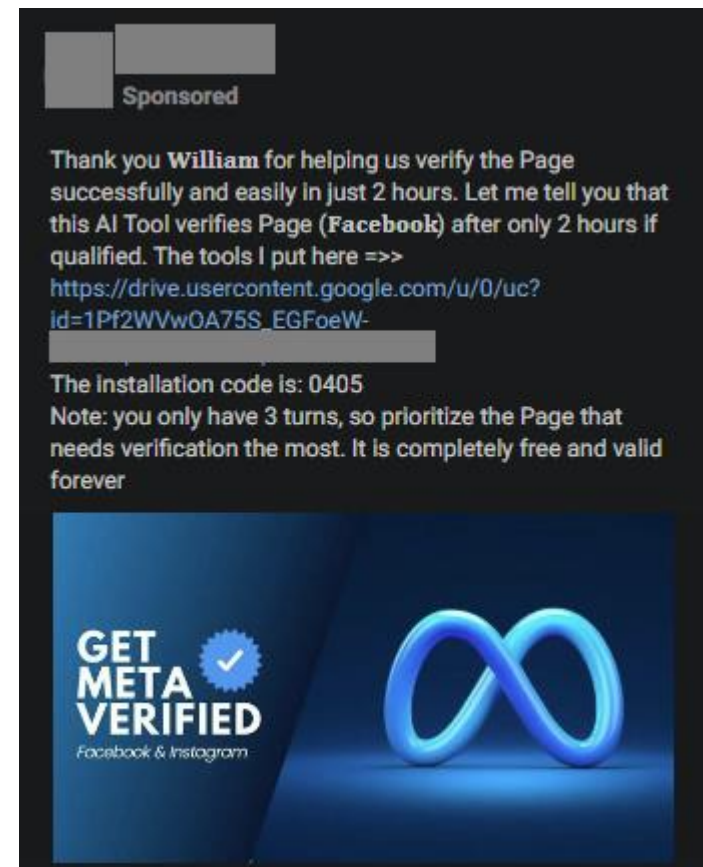
Bitbucket repo hosting malware

> Digital Threats - AI

Pages with millions of followers



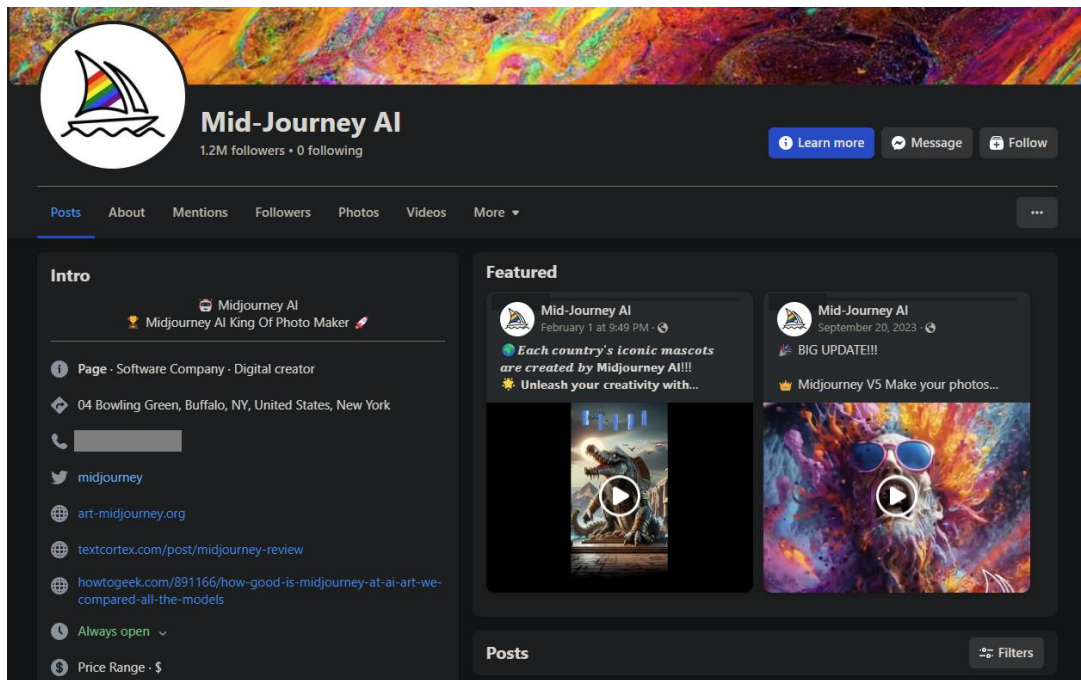
Verified page with 2.5 mil followers



Account "verification" tool

> Digital Threats - AI

Pages with millions of followers



Cloned page with 1.2 mil followers



NOW YOU CAN CREATE NFTs WITH MIDJOURNEY AI

- Easily Create NFT Art Fast using AI**
No need for Photoshop or painting ability. No more waiting for paintings to be completed. Midjourney AI using the AI generation algorithm to create your NFT in minutes.
- Full ownership of NFT art**
You are the only owner of whatever you produce! Print these out and use them for your following NFT project. Your NFT creation is totally yours (provided you are or have permission from the copyright owner of the original image) and definitely ready to be sold as an NFT.
- You can absolutely monetize your NFTs**
You can even create high resolution (up to 34 megapixel, that's about double 4k resolution) downloadable NFT images to earn more money. Once you mint your NFT artwork through a blockchain, you can sell it in NFT marketplaces.
- Try out the new version of Midjourney AI for 30 days free trial**
- King of AI art generator.**
[Download now: https://midjourneys.live/](https://midjourneys.live/)
#blockchain #crypto #NFTs #Midjourney

A graphic for 'NFT AI' featuring the letters 'NFT' in a blue hexagon and 'AI' in large, stylized, glowing blue letters. A small sailboat logo is in the bottom right corner.

Locally run AI – create NTFs

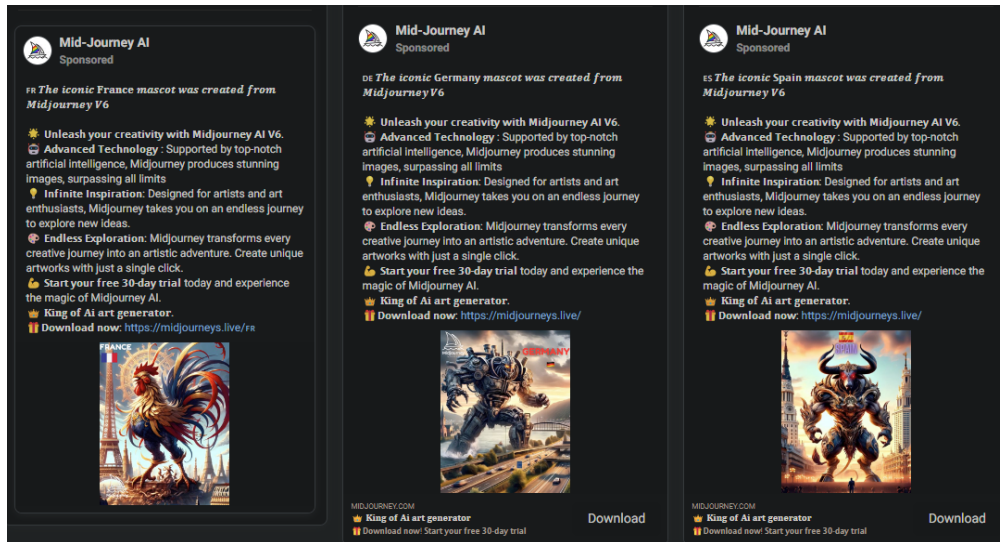
> Digital Threats - AI

Number of ads seen

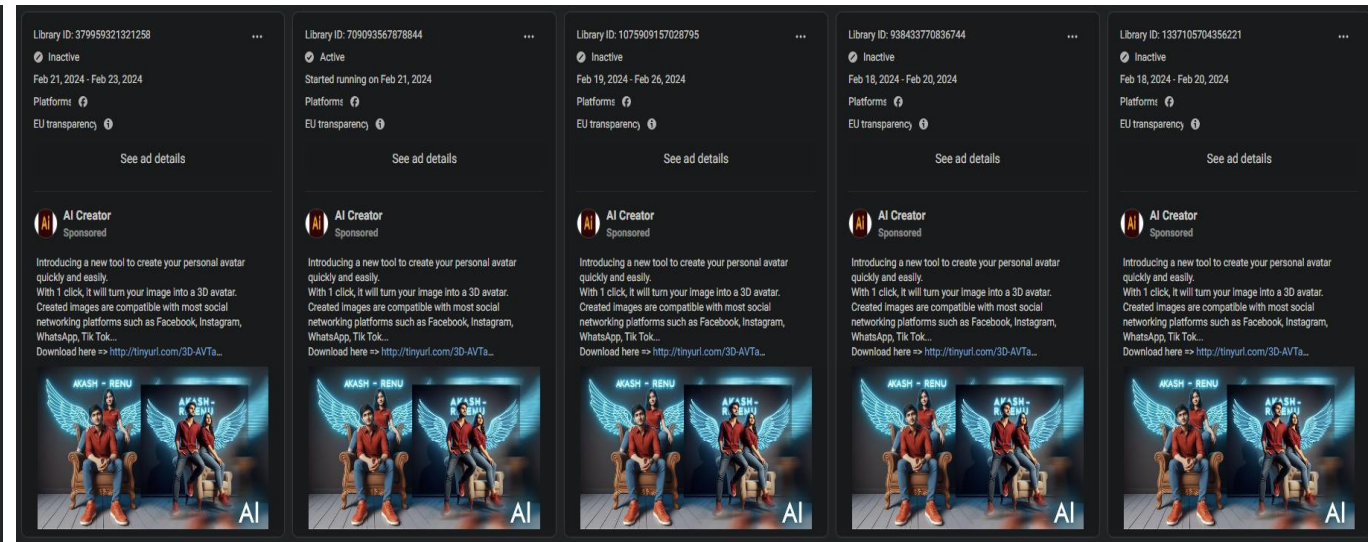
500+

Highest reach per ad

120K



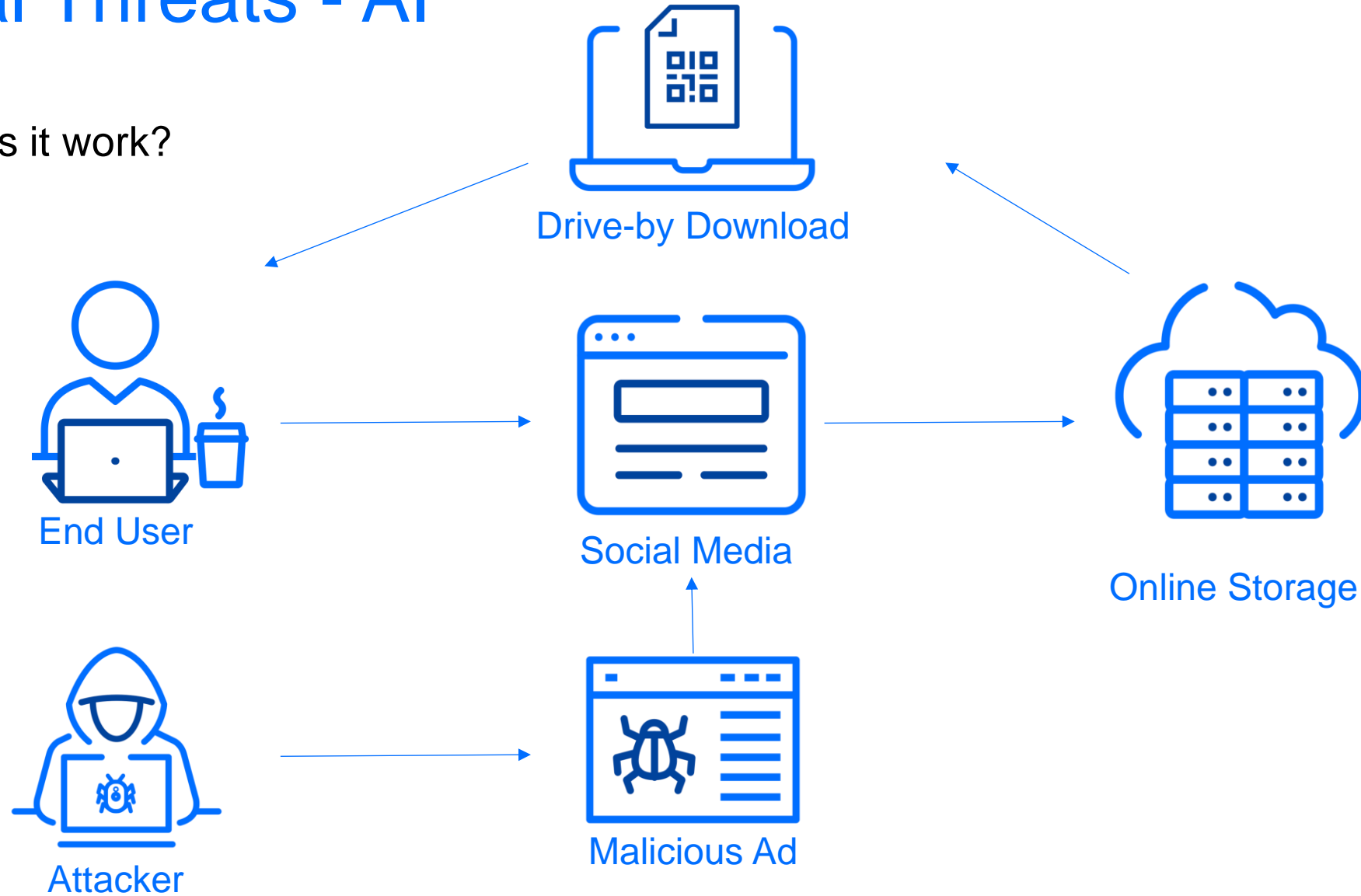
Midjourney Ads



AI Creator Ads

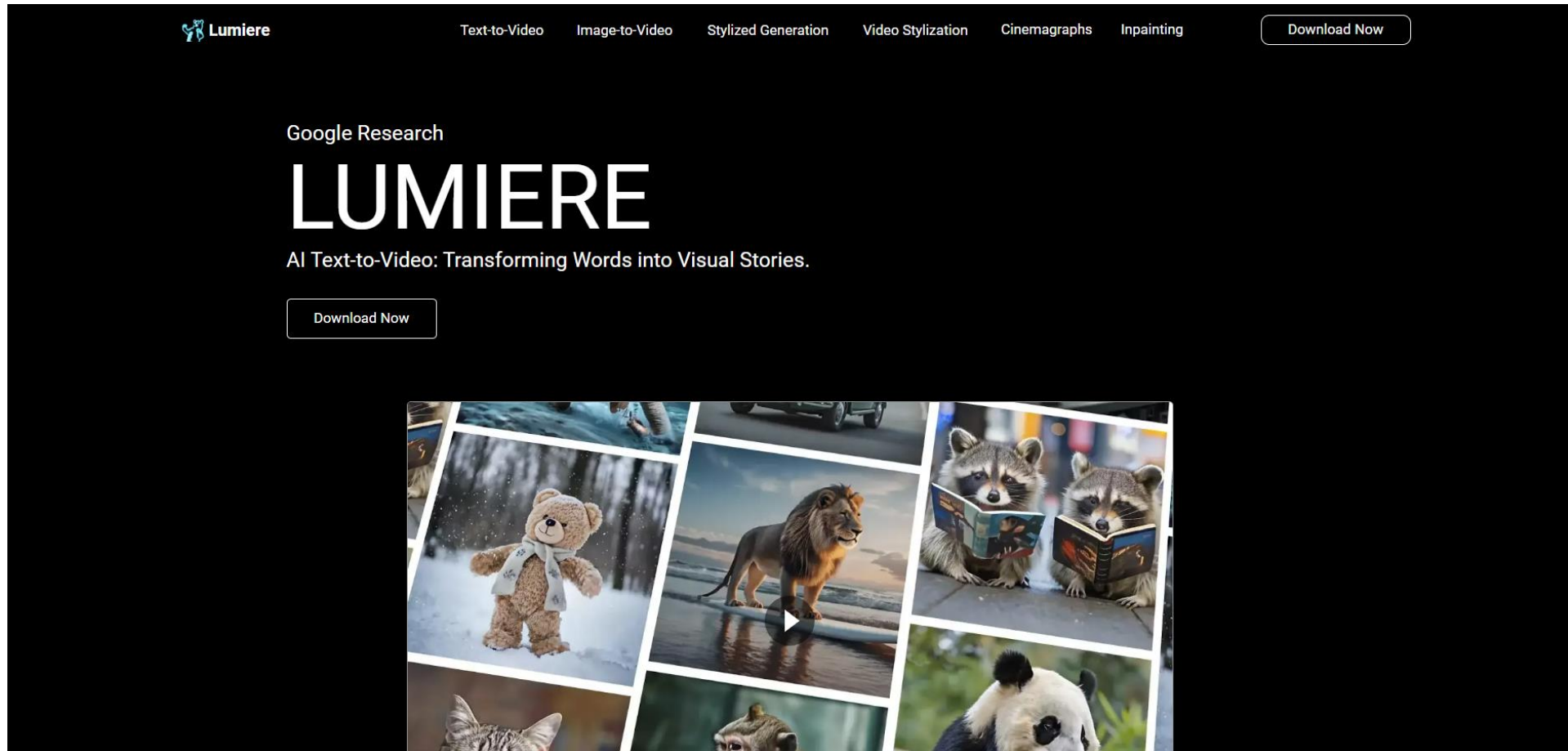
> Digital Threats - AI

How does it work?



> Digital Threats - AI

How does it work?



Lumiere Clone

> Which one's the real deal?

The screenshot shows the New York Times homepage as of Wednesday, January 24, 2024. The browser address bar shows the URL https://www.nytimes.com. The page features the newspaper's masthead, navigation menus for various sections (U.S., World, Business, etc.), and a live update section. The main content area includes a large article about the New Hampshire primary, a live update about Nikki Haley's potential move to South Carolina, and several other featured articles on topics like Republican race, Ultrarich, and Amazonia. A 'THE DAILY AUDIO' player is also visible.

U.S. INTERNATIONAL CANADA ESPAÑOL 中文

WEDNESDAY, JANUARY 24, 2024
Today's Paper

The New York Times Dow +0.34% ↑

U.S. World Business Arts Lifestyle Opinion Audio Games Cooking Wirecutter The Athletic

LIVE U.S. Presidential Race 2m ago Widening Mideast Crisis 16m ago

2024

Trump Takes New Hampshire: Five Takeaways From the Primary

Donald Trump made history with a second straight victory, as Nikki Haley and her supporters looked increasingly adrift in his Republican Party.
5 MIN READ

LIVE 2m ago

Nikki Haley, set to head to South Carolina, projected optimism despite the challenges facing her campaign.

See more updates

What Happened at the New Hampshire Primary

The most important result in the New Hampshire primary
Shane Goldmacher, Claire Hogan, Gabriel Bianco and Noah Throop

It's Fair to Ask: Is the Republican Race Over?

New Hampshire was just about the ideal state for Nikki Haley. It doesn't get better from here.
4 MIN READ

THE DAILY AUDIO
Nikki Haley's New Hampshire turnout could be good news for President Biden.
01:18

Listen to the full episode

What the Ultrarich Wear to the Grocery Store

The Class of Palm Beach social media accounts showcase designer-label-laden outfits spotted around that wealthy town.
4 MIN READ

Some grooms are ditching the traditional black tuxedo in favor of more customized looks.

4 MIN READ

New findings add to evidence of dense ancient settlements in Amazonia.

4 MIN READ

President Biden wasn't on the ballot in New Hampshire. He won anyway.

4 MIN READ

What's next for Nikki Haley? Here's a look at some of her options.

4 MIN READ

>Which one's the real deal?

The screenshot shows the New York Times homepage as of Wednesday, January 24, 2024. The main headline is a live article titled "U.S. Consumer Prices Rise Slightly, the Latest Sign That Inflation Has Cooled," dated Dec. 12, 2023. The article includes a line graph titled "Inflation" showing the percentage change in consumer prices from 2005 to 2023. The graph shows a significant spike in 2022, reaching +4.0% (excluding food and energy), and a drop to +3.1% in November 2023. Other live topics include Zelensky in Washington, U.S. Inflation Report, and Israel-Hamas War.

Below the main article is a section for "THE HEADLINES AUDIO" featuring a 4-minute audio clip about President Volodymyr Zelensky in Washington, an abortion ruling, and more.

On the right side, there are several opinion pieces:

- PAUL KRUGMAN:** "Watch What People Do, Not What They Say About the Economy" (4 min read).
- MICHELLE GOLDBERG:** "'They Never Meant the Medical Exemption to Mean Anything at All'" (4 min read).
- PETER BEINART, DIANA BUTTU, EHUD OLMERT, DAHLIA SCHEINDLIN AND MORE:** "What Is the Path to Peace in Gaza? Here Are 10 Ideas." (Accompanied by an image of white flowers).
- JAMELLE BOUIE:** "Red States and Blue States Are Becoming Different Countries" (4 min read).
- MICHELLE NUNN, TJADA D'OYEN MCKENNA, JAN EGELAND, ABBY MAXMAN, JEREMY KONYNDYK AND JANTI SOERIPTO:** "We Are No Strangers to Human Suffering, but We've Seen Nothing Like the Siege of Gaza" (4 min read).
- VOLKER SCHLECHT, ALEXANDER LAHL AND MAX MANNING:** (Title partially obscured).

At the bottom left, there is a section titled "Harvard's Board Says President Will Stay, Despite Calls for Her Ouster" by Claudine Gay, dated 3 min read. It includes a photo of Claudine Gay speaking at a hearing.

>Which one's the real deal?

Wednesday, January 24, 2024
Today's Paper

U.S. INTERNATIONAL CANADA ESPAÑOL 中文

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Dow +0.34% ↑

U.S. Presidential Race 2m ago Widening Mideast Crisis 1.6m ago

2 0 2 4

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U.S. Presidential Race 2m ago Widening Mideast Crisis 1.6m ago

LIVE

Zelensky in Washington U.S. Inflation Report Israel-Hamas War

LIVE Dec 12, 2023

U.S. Consumer Prices Rise Slightly, the Latest Sign That Inflation Has Cooled

The data could leave the Federal Reserve poised to hold interest rates steady ahead of its final gathering this year on Wednesday.
See more updates

Inflation

Chart showing inflation trends from 2010 to 2023. The y-axis ranges from -2% to +10%. The x-axis shows years from '05 to '20. A sharp spike is labeled '+4.0% excluding food and energy' and a dip is labeled '+3.1% in Nov.'

Opinion

Watch What People Do, Not What They Say About the Economy

4 MIN READ

'They Never Meant the Medical Exemption to Mean Anything at All'

4 MIN READ

What Is the Path to Peace in Gaza? Here Are 10 Ideas.

4 MIN READ

Red States and Blue States Are Becoming Different Countries

4 MIN READ

THE HEADLINES AUDIO

President Volodymyr Zelensky in Washington, an abortion ruling and more.

4 MIN LISTEN

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Claudine Gay, who became head of the university in July, faced criticism for her responses to questions at a congressional hearing about antisemitism.
3 MIN READ

We Are No Strangers to Human Suffering, but We've Seen Nothing Like the Siege of Gaza

4 MIN READ

VOLKER SCHLECHT, ALEXANDER LAHL AND MAX

>Which one's the real deal?

nytimes.com

seso...com

>But what if?

Wednesday, January 24, 2024
Today's Paper

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nytimes.com
e - U+0065

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What Is the Path to Peace in Gaza? Here Are 10 Ideas.

nytimes.com
e - U+0435

> Digital Threats - AI

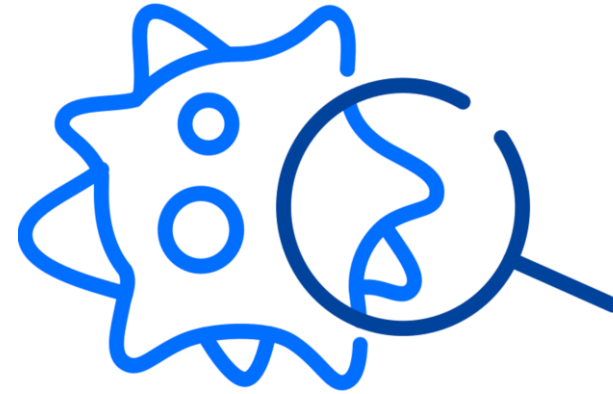
What about malware families?

↳ Rilide Stealer V4

↳ Nova Stealer

↳ Vidar Stealer

↳ IceRAT



> Digital Threats - AI

What about malware families?

Rilide Stealer - browser extension

↳ browser cookies

↳ browser history

↳ login creds

↳ screenshots

Example of malicious extension manifest.json:

```
{
  "name": "Google Translate",
  "description": "View translations easily as you
browse the web. By the Google Translate team",
  "version": "2.18.2",
  "background": {
    "service_worker": "background.js"
  }
  ...
}
```

> Digital Threats - AI

What about malware families?

Nova Stealer

↳ browser cookies

↳ crypto wallets

↳ discord data

↳ email data

The screenshot displays a 'Products' section for Nova Stealer. It features six product cards arranged in a 2x3 grid. Each card includes a star rating, a product name, a description, a price in Euros, and an 'IN STOCK' status. The products are: NovaSentinel 1 Month (€6.10), NovaSentinel 3 Month (€16.10), NovaSentinel 6 Month (€26.10), NovaSentinel 1 Year (€44.10), NovaSentinel 2 Years (€78.10), and Nova Sentinel Lifetime (€99.00). A 'View all products' button is located at the bottom center of the grid.

Product	Rating	Price (€)	Status
NovaSentinel 1 Month	4.9	€6.10	IN STOCK ✓
NovaSentinel 3 Month	5.0	€16.10	IN STOCK ✓
NovaSentinel 6 Month	3.7	€26.10	IN STOCK ✓
NovaSentinel 1 Year	5.0	€44.10	IN STOCK ✓
NovaSentinel 2 Years	5.0	€78.10	IN STOCK ✓
Nova Sentinel Lifetime	5.0	€99.00	IN STOCK ✓

Nova Stealer Prices

>Digital Threats - AI

What about malware families?

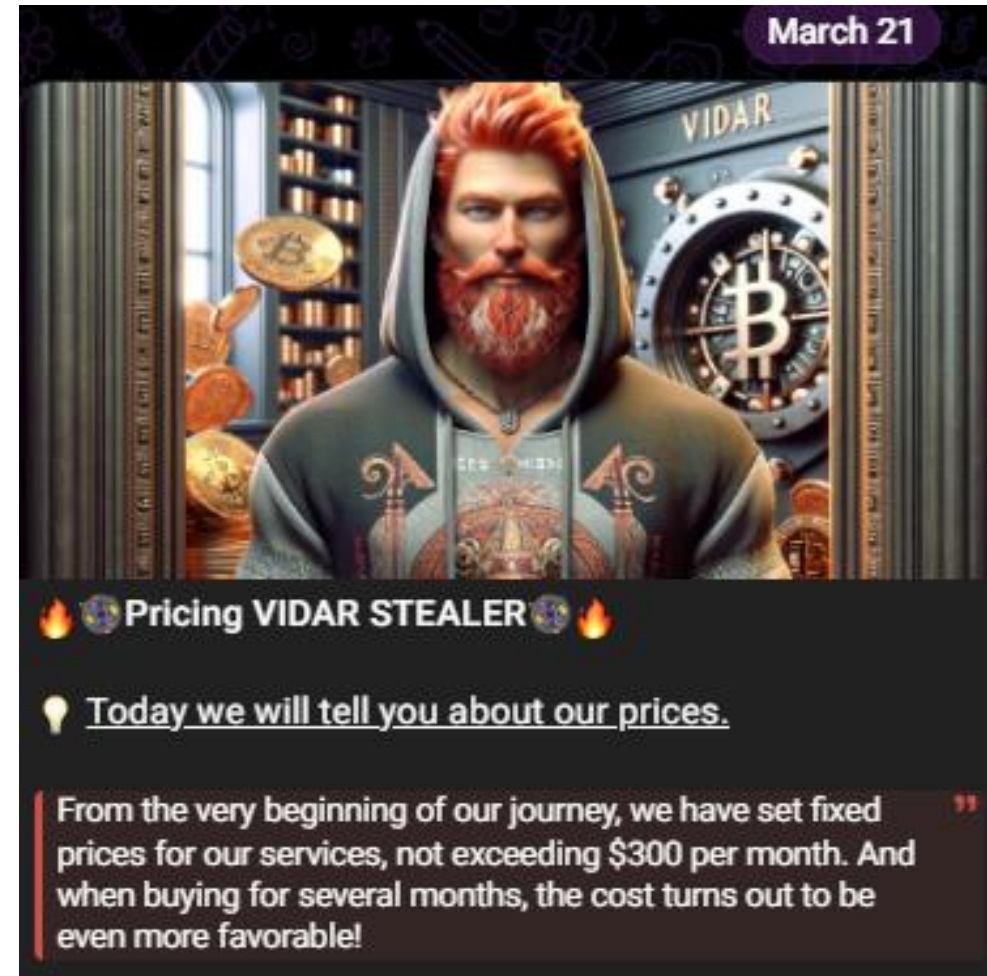
Vidar Stealer

↳ browser cookies

↳ crypto wallets

↳ OS data

↳ login creds



March 21

VIDAR

🔥🌐 Pricing VIDAR STEALER 🌐🔥

💡 Today we will tell you about our prices.

From the very beginning of our journey, we have set fixed prices for our services, not exceeding \$300 per month. And when buying for several months, the cost turns out to be even more favorable!

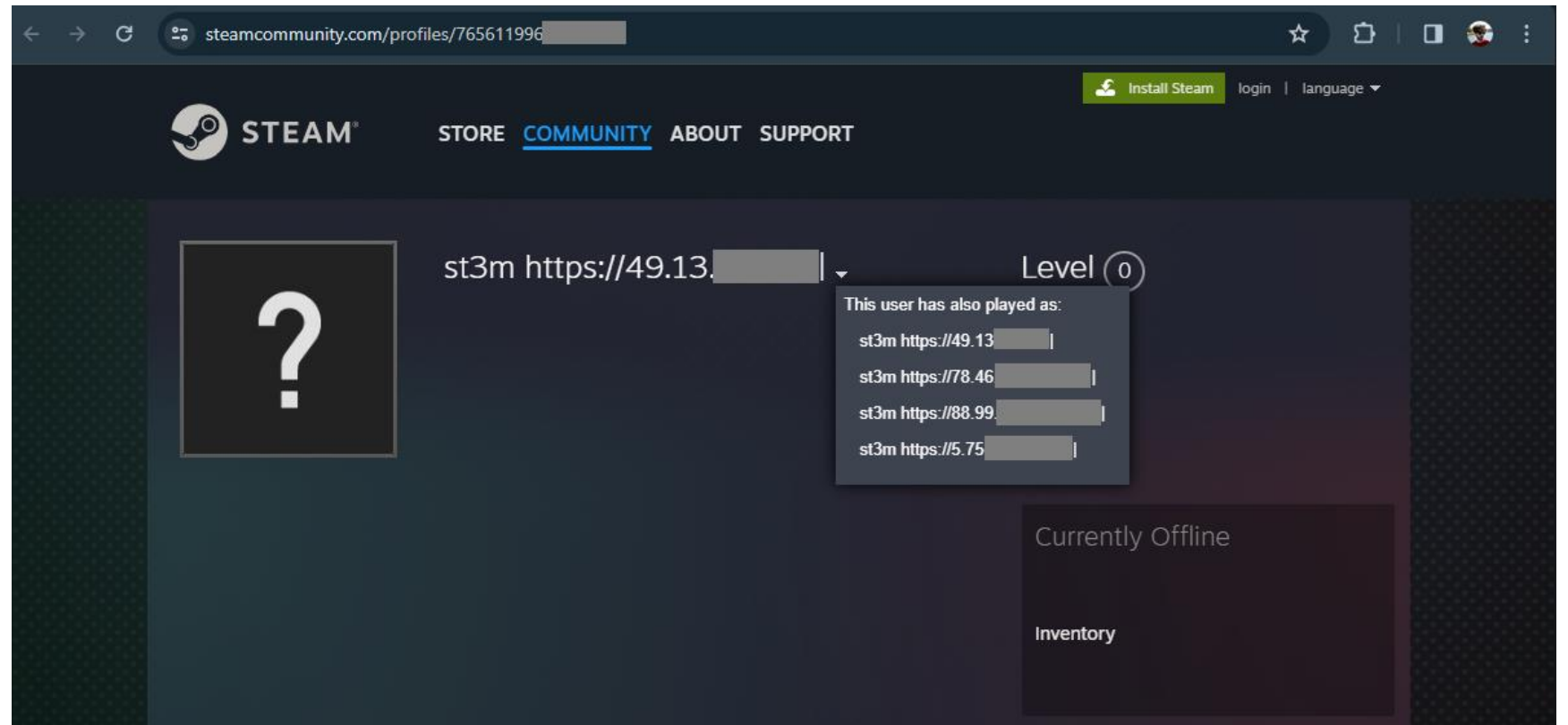
Vidar Stealer Prices

> Digital Threats - AI

What about malware families?

Vidar Stealer

- ↳ browser cookies
- ↳ crypto wallets
- ↳ OS data
- ↳ login creds



Steam account used by Vidar

> Digital Threats - Deepfakes

Promoting

- ↳ Crypto scams
- ↳ Stock Investments scams
- ↳ Product scams
(physical and digital)
- ↳ Medical scams



Deepfake demo

> Digital Threats - Deepfakes



bill_gates.mp4



charles_hoskinson.mp4



elon_musk_1.mp4



elon_musk_2.mp4



elon_musk_3.mp4



full_demo.mp4



hulk_hogan_1.mp4



hulk_hogan_2.mp4



james_corden.mp4



jennifer_aniston.mp4



kylie_jenner_1.mp4



kylie_jenner_2.mp4



kylie_jenner_3.mp4



michael_saylor.mp4



mr_beast_1.mp4



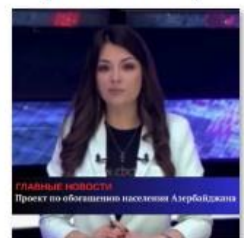
mr_beast_2.mp4



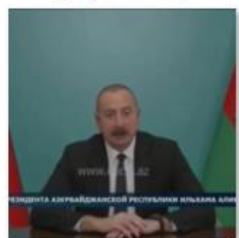
mr_beast_3.mp4



news_1.mp4



news_2.mp4



news_3.mp4



news_4.mp4



news_6.MP4



news_medical_1.mp4



news_medical_2.mp4



news_medical_3.mp4



news_medical_4.mp4



news_medical_5.mp4



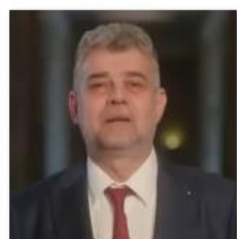
news_medical_6.mp4



oprah_winfrey.mp4



stephen_colbert.mp4



stock_market_1.mp4



tiger_woods.mp4



tracy_grimshaw.mp4



tucker_carlson.mp4



vin_diesel.mp4



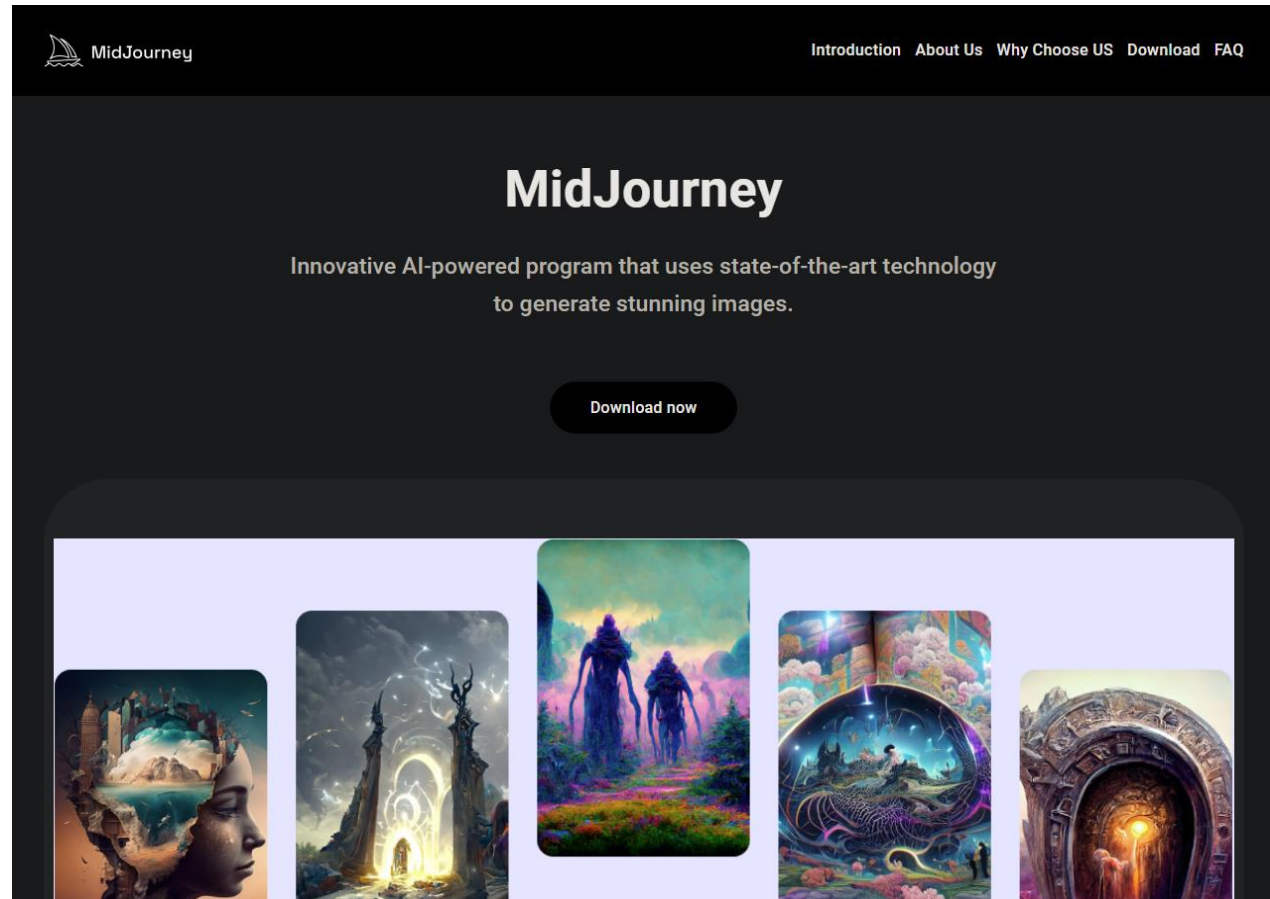
warren_buffett.mp4

> Digital Threats - Deepfakes

What languages are those deepfakes made in?

tldr: quite a few actually

- ↳ English
- ↳ Italian
- ↳ German
- ↳ Russian
- ↳ French
- ↳ Spanish
- ↳ ... and more



Malicious Midjourney page in multiple languages

> Digital Threats - Deepfakes

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tldr: quite a few actually

- ↳ English
- ↳ Italian
- ↳ German
- ↳ Russian
- ↳ French
- ↳ Spanish
- ↳ ... and more



Not every deepfake model is a good model

> Digital Threats - Deepfakes

How much for a deepfake?



Prices (as of 03/09/24) ^

PRICE:

- 1) Creating a simple video (lip sync) without editing - \$50
Examples of simple videos: <https://t.me/> [REDACTED]
- 2) Creating a creative for the flow (lip sync) your text - 75 \$
- 3) Creating a creative under the strait (lip sync) our text - \$100
Examples of creatives with editing: <https://t.me/> [REDACTED]
- 4) Creation of a DFL mask for any creative (up to a minute) - 100 \$
Examples of a DFL mask (lip sync/deepfake) : <https://t.me/> [REDACTED]

FREE:

- 1) 2 edits in the video
- 2) Consultation 2 questions about the strait

ADDITIONAL SERVICES:

- 1) Additional edits - \$15
- 2) Remake the video for a new domain - \$35
- 3) ANTI-BAN - Make sure that the video is not banned. Video verification, tag optimization, uniqueness (1 day guarantee) - \$50
- 4) Managing your project under our leadership (1 month) - \$3000 from the team
- 5) Urgency - \$50

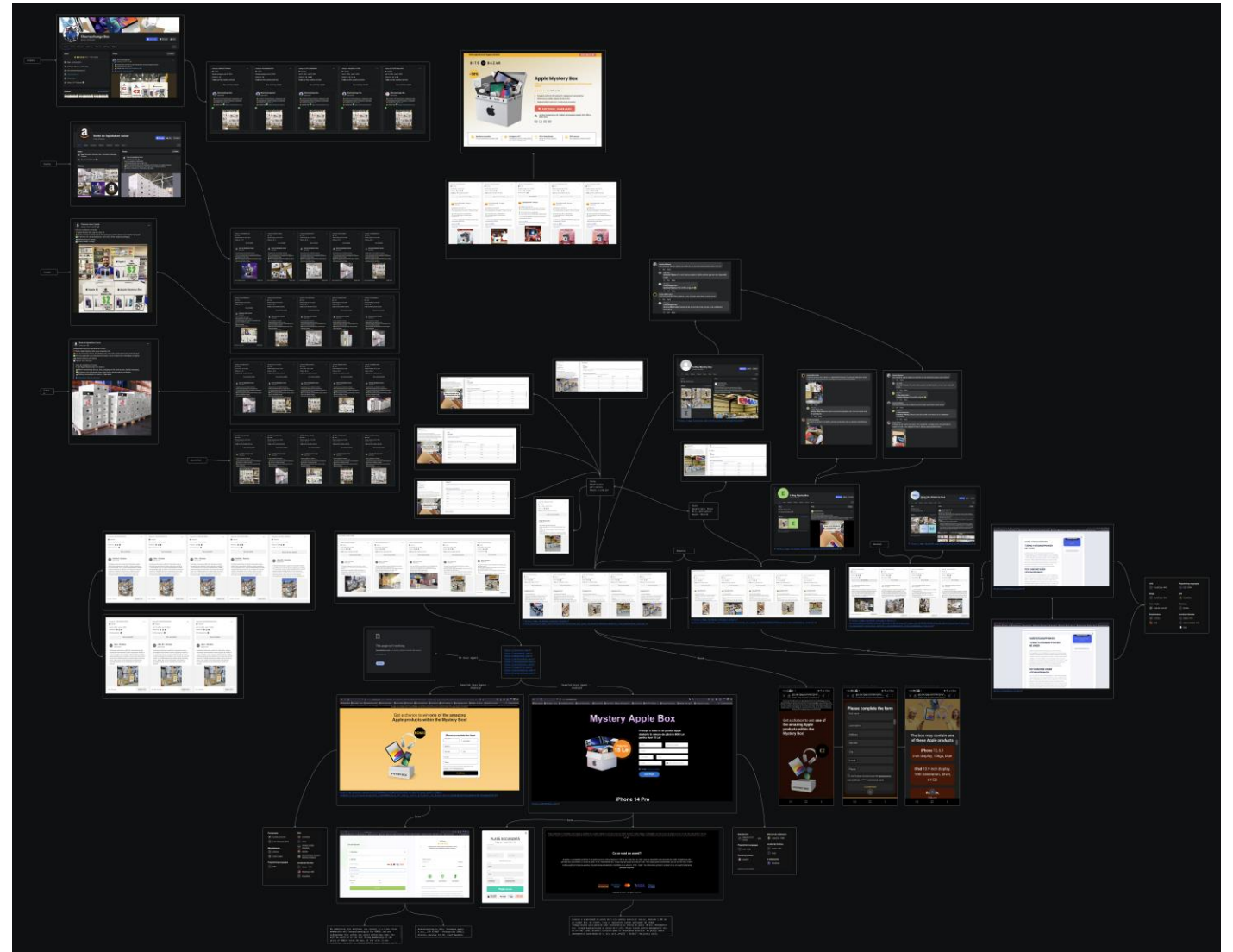
Screenshot of prices taken from a forum selling deepfakes

Social Media trends are
always evolving.

But so is malvertising

> Digital Threats - Campaigns

What scale can these campaigns really have?



Bitdefender®

> Digital Threats - Campaigns

What scale can these campaigns really have?



Bitdefender®

>A Local Case

1.500.000+

ad reach on a local Mystery Box campaign in Romania

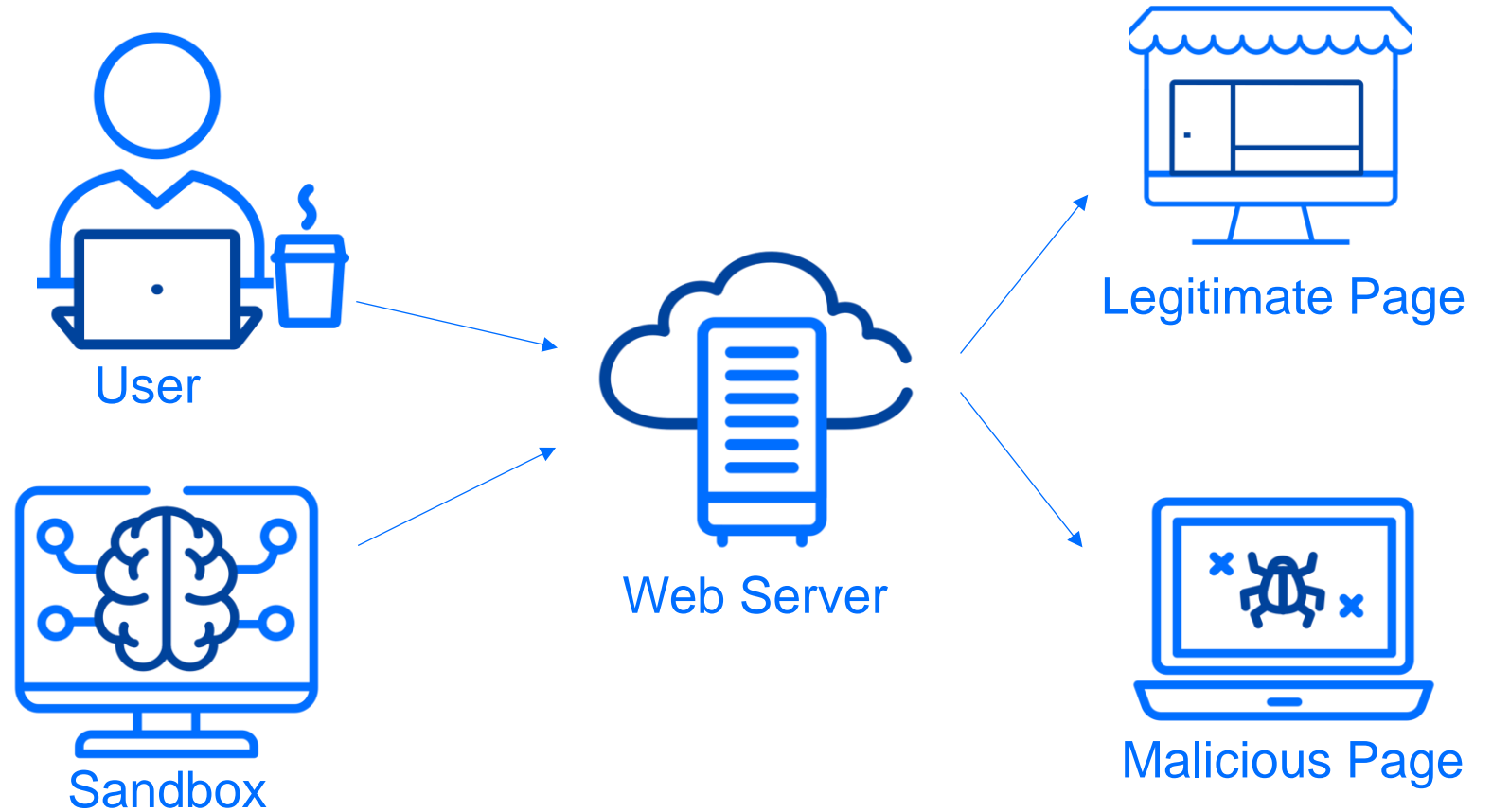


eMAG Mystery Box Ad

>How are they evading?

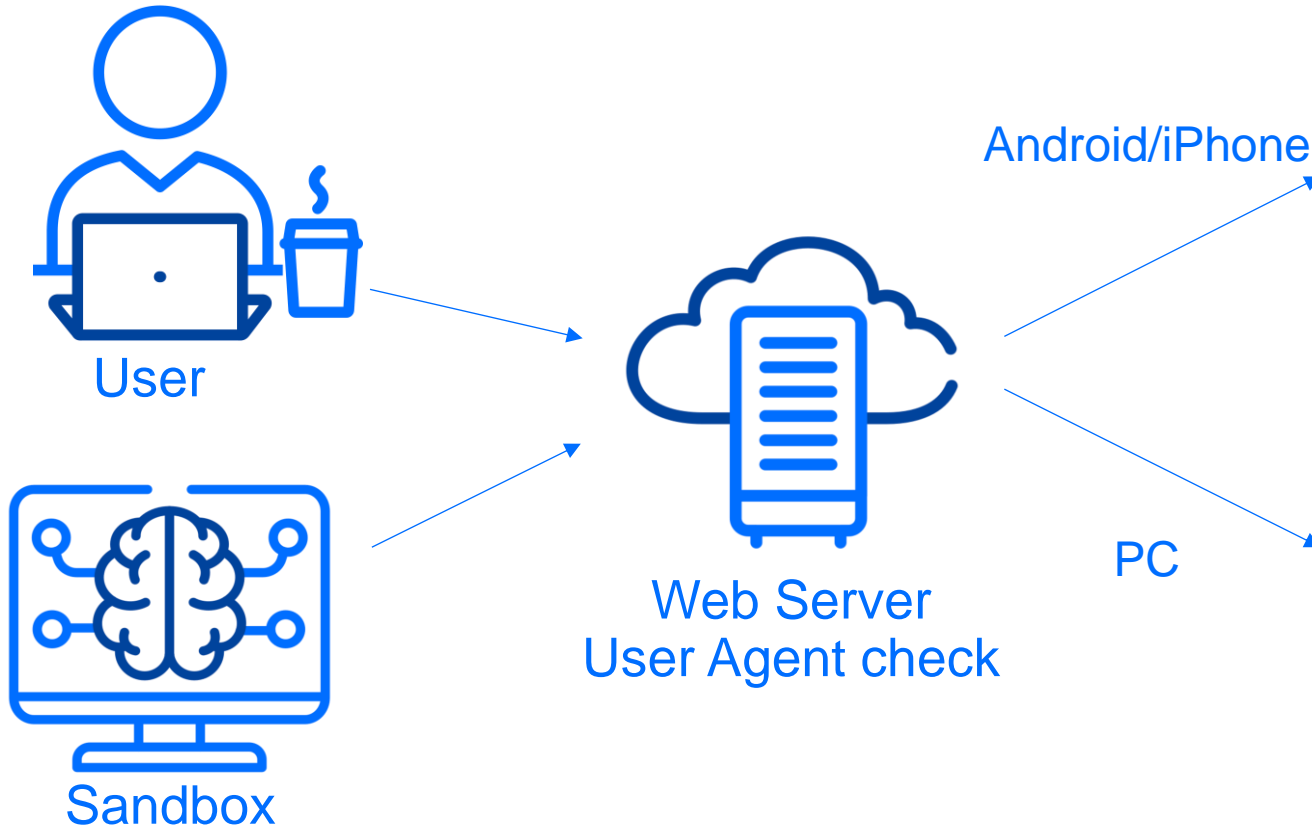
Social media report evasion based on

- ↳ User Agent & IP
- ↳ Query Parameters
- ↳ Tracking Pixels
- ↳ Social media metadata

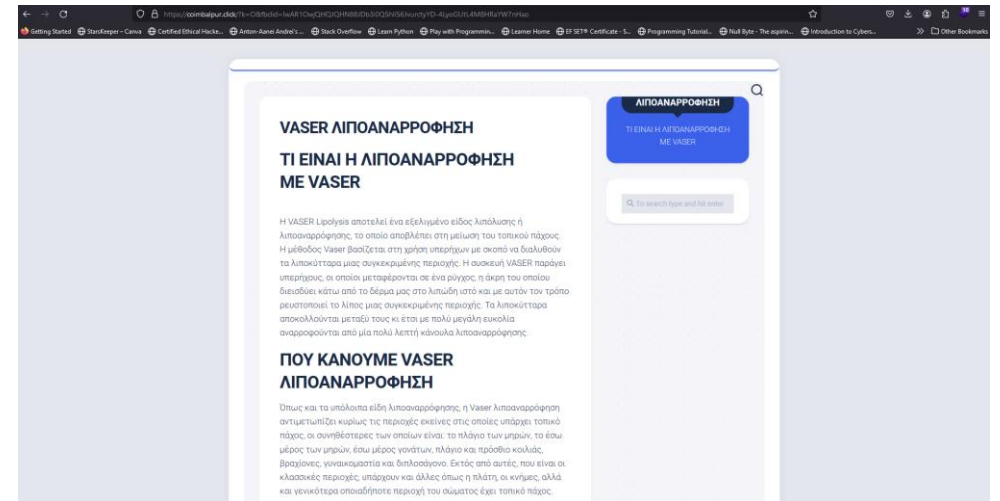
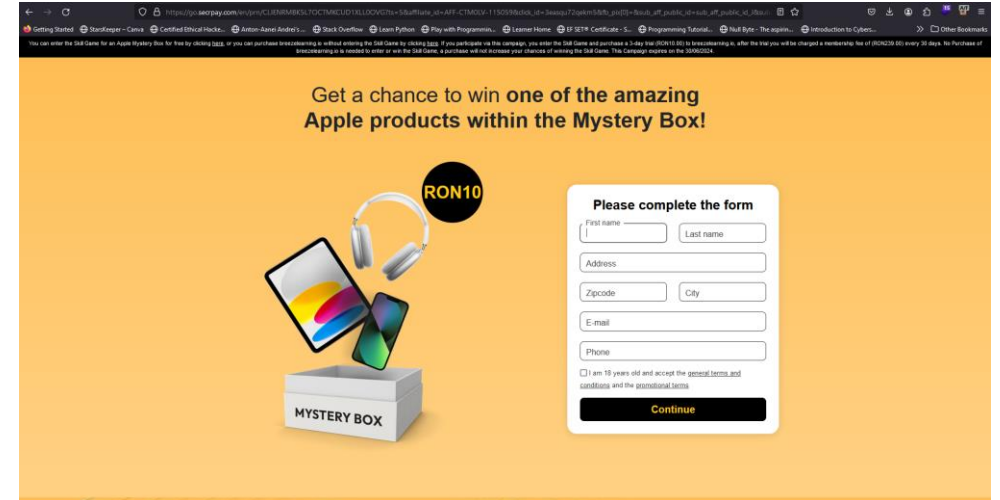


>How are they evading?

Mitigation Techniques



Malicious Page

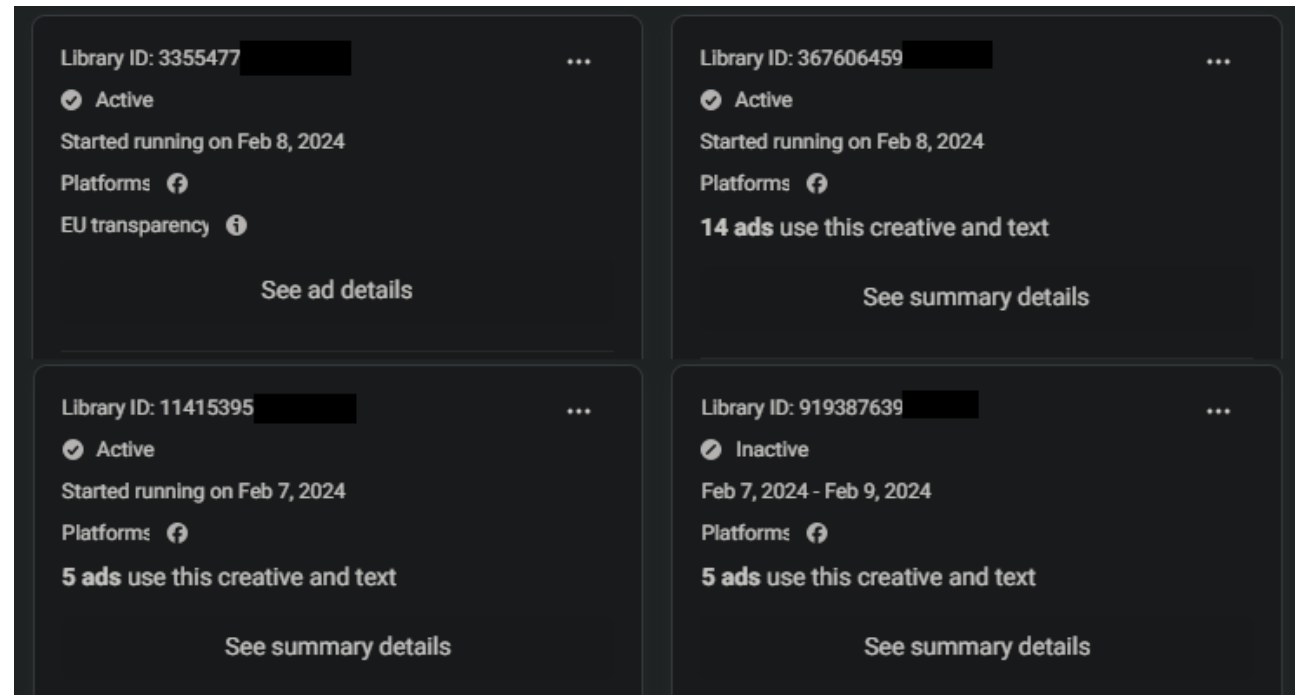


Safe Page

>How are they evading?

Social media report evasion based on

- ↳ Active Ads - max of 4 at a time
- ↳ 12-hour rotation of Ads
- ↳ Creation of new copies daily
- ↳ Ad metadata obfuscation



Example of AD Rotation

>What about mitigation?

Mitigation Techniques

- ↳ Ad Content Identification
- ↳ URL Analysis
- ↳ Deepfake identification using AI - CNNs
- ↳ E2E account validation and classification

>What about mitigation?

Ad Content Identification

- ↳ NLP

 - ↳ subject identification

 - ↳ identifying sensational language often used in scams

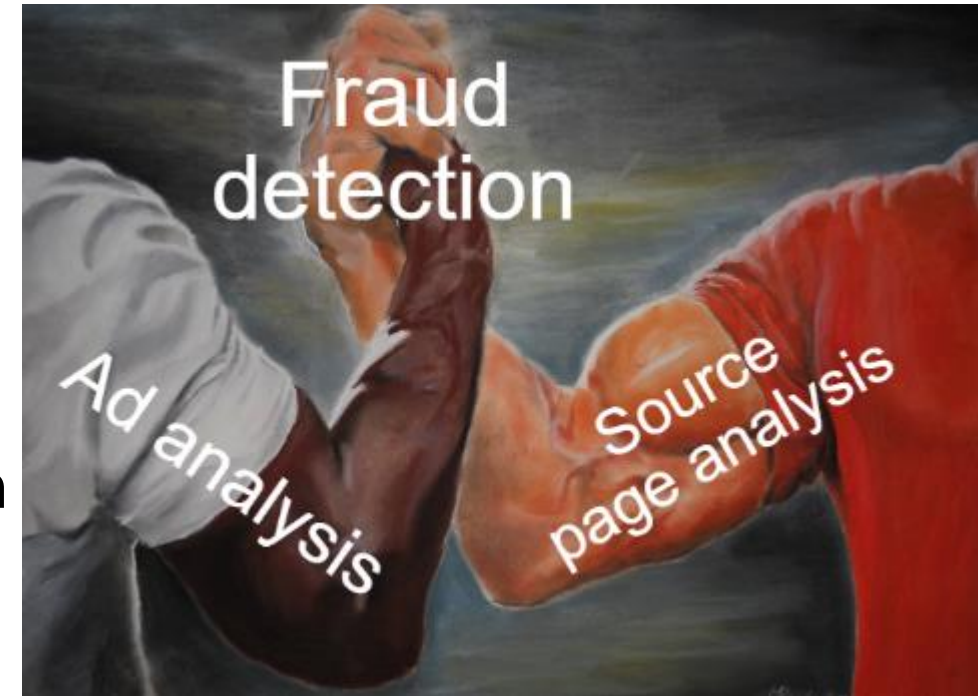
- ↳ Sentiment analysis

 - ↳ detect abnormal tonality

>What about mitigation?

E2E account validation and classification

- ↳ Page “About” information analysis
- ↳ Page “theme” identification
- ↳ Post and Ads clustering and topic classification
- ↳ Comparison of Ads topics and Page topics



>Future predictions

Until now:

- ↳ Most scams promoted crypto investments, affordable products and free tech
- ↳ Very few politically motivated deepfakes

From now on:

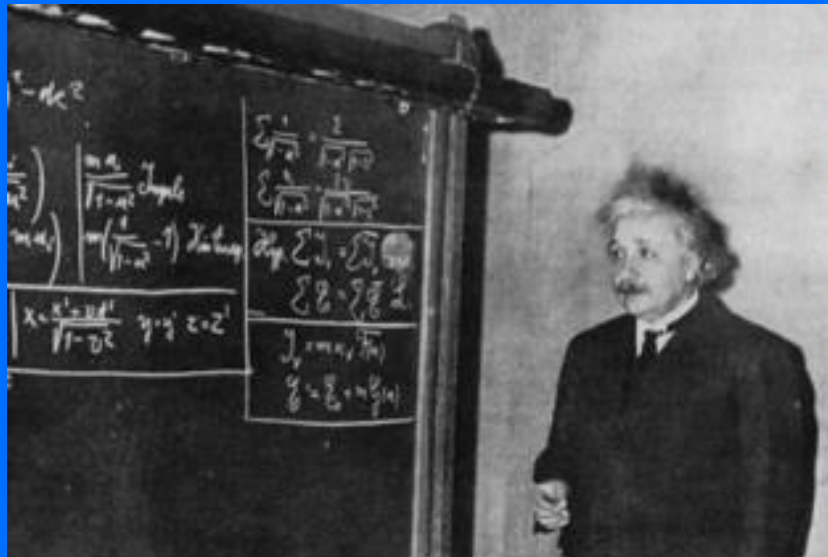
- ↳ Increased number of scams - given that prices & difficulty of deepfake creation are lowering
- ↳ Deepfakes of political figures altered to fit different agendas
- ↳ More advanced “Pig-Butchering” scams
- ↳ Voice cloning used in intercepted calls using MITM techniques

>What can us as users do?

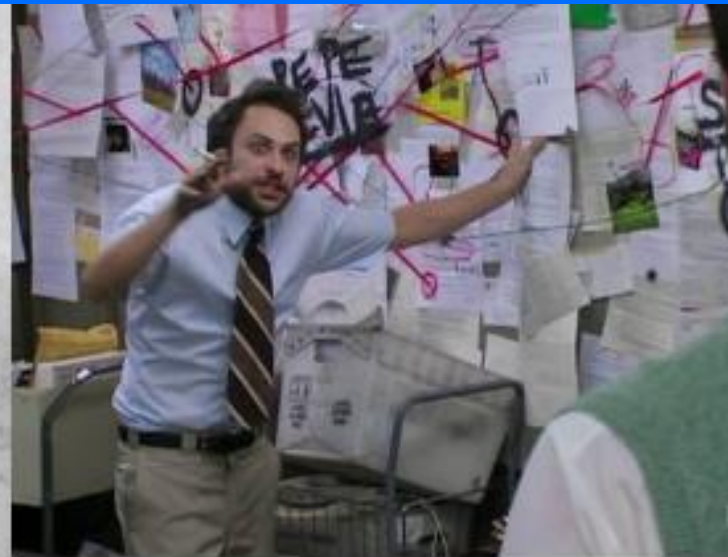
- ↳ Be attentive to details – the particularities of the videos we're watching
- ↳ Check the content of the webpages delivering the ads
- ↳ Search online for the promotions we see in the ads – or check the source website
- ↳ Always be mindful of downloaded media – even if it comes from an apparent trusted source

>Q&A

>Thank you!



How I think I look explaining
the scale of malvertising campaigns



How I actually look

Trusted.
Always.

