

Madrid, Spain, May 16, 2016

A study led by UC3M demonstrates fraud associated to false views of online videos

Rubén Cuevas, researcher and visiting professor at the department of Telematics Engineering of [University Carlos III of Madrid \(UC3M\)](#), is interviewed by the radio station Cadena SER MADRID SUR 94.4 FM about his research work on the business behind internet advertising.

In this radio interview Dr. Cuevas explains the results of a study about frauds associated to views of online videos, in which it has been demonstrated that video portals are very vulnerable to fraud by fake views from robots (bots). Online video portals are charging marketers for advertisements placed on YouTube even when the actual viewer of the ad is in reality a robot rather than a human being.

This research has been carried out by scientists from IMDEA Networks, UC3M, NEC Labs Europe and Politecnico of Torino and it was published under the title '[Understanding the detection of fake view fraud in Video Content Portals](#)'.

The interview was aired on April 16th, 2016, at 09:57am CEST.

- Podcast: [A study led by UC3M demonstrates fraud associated to false visits to online videos](#)

Source(s): Cadena SER MADRID SUR 94.4 FM
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***Some keywords that define us:** 5G, Big Data, blockchains and distributed ledgers, cloud computing, content-delivery networks, data analytics, energy-efficient networks, fog and edge computing, indoor positioning, Internet of Things (IoT), machine learning, millimeter-wave communication, mobile computing, network economics, network measurements, network security, networked systems, network protocols and algorithms, network virtualization (software defined networks – SDN and network function virtualization – NFV), privacy, social networks, underwater networks, vehicular networks, wireless networks and more...*

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