

# SCREW YOU DISNEY FOR SPYING ON ALL OF OUR KIDS AND FAMILIES!

Tue, 05 Jul 2022 15:35:59, admin45789, [category: news, post\_tag: screw-you-disney-for-spying-on-all-of-our-kids-and-families]

## Leaked Videos Show Disney And T-Mobile Is the Biggest Ad Tech Privacy Abuse Spy Scandal You've Never Heard Of

Watch beloved Disney and Star Wars characters explain how the company offers clients the ability to use Disney data and target particular audiences including little kids.

by Joseph Cox

Disney Luminate

Hacking. Disinformation. Surveillance. CYBER is Motherboard's podcast and reporting on the dark underbelly of the internet.

The Muppets' Bunsen and Beaker are best known for science experiments gone wrong while they're explaining the nature of the universe; in videos obtained by Motherboard, however, they're explaining something else altogether: Targeted online advertising.

"I'm tickled pink to announce a solution to all of your digital ad buying needs," Bunsen says in the video. "Imagine a data powered solution that unlocks Disney's portfolio of premium content and diverse audiences at scale, with automated flexible buying through a single storefront." Advertisement

"The answer is Disney Advertising Sales Programmatic," Bunsen adds.

In another video, Baymax from Disney's Big Hero 6 explains how the company is focused on providing "ad experiences that are non-disruptive, relevant, and highly personalized."

"Hulu mined the data on how viewers watch, and then pioneered non-disruptive ad formats, with pause and binge ads that respond to viewer behaviors and create a relevant ad experience," they continue. They add that ESPN introduced new shorter and skippable ad formats that "meet the needs of today's viewers" which encourage "increased audience consumption."

The videos show that Disney and its ever-expanding portfolio of properties, which includes ABC, Hulu, ESPN, National Geographic, and FX, sees itself as a serious player in the world of ad tech. It's an industry that has been traditionally dominated by Facebook and Google, but Amazon recently showed it's become an ad giant as well. Some of the videos, created for an internal audience of sales employees at Disney, explain all of this through the words of some of the company's most popular franchises, including The Incredibles, Star Wars, and more.

"Luminate is Disney's powerful suite of advanced advertising products, all fuelled by a proprietary data library that leads the market in scope and quality," Edna Mode, a character from The Incredibles, says in another video.

Although Disney's move into ad tech is not brand new—a Disney spokesperson pointed to a few Disney blog posts dating over the last several years when asked for comment—the videos provide descriptions of Disney's ad business that the public doesn't ordinarily get to see. That, and their release come at a time when other companies which are traditionally known for creating their own content or for acquiring intellectual property are also exploring how to get into the world of ads. Advertisement

After long saying it would never do so, Netflix is now exploring a cheaper ad-supported version. Disney, for its part, has already figured out parts of this, boasting in the videos about the success rate of its ads on Hulu, which Disney has majority ownership of.

Do you have any more documents from an ad tech company? We'd love to hear from you. Using a non-work phone or computer, you can contact Joseph Cox securely on Signal on +44 20 8133 5190, Wickr on josephcox, OTR chat on jfcox@jabber.ccc.de, or email joseph.cox@vice.com.

And beyond entertainment companies, more tech giants have shifted into ad tech as well. Amazon, which is of course most well known for its online store and web infrastructure, is now also in the ad business. Everyone just wants to be an ad tech company, it seems.

Another Disney video, which is publicly accessible and from over two years ago, hints at the sort of data Disney has explored using. The video uses a Star Wars theme and says that Disney had plans to use credit card data and "survey-based pharma data." The video starts with the iconic Star Wars scrolling text, and calls itself "Star Wars Episode X: The Rise of Audience Segments." Advertisement

In that video, Dana McGraw, senior vice president, audience modeling and data science at Disney, says that Disney can append third-party data to its own Disney data. "For example, we license data to provide retail purchase information and psychographics about Disney visitors."

She then adds that "we also work with geolocation data vendors."

Another video mentions "Hulu Attribution Tool" under a section called "Disney Advanced Measurement." It also describes the automated store where advertisers can purchase advertising space inside Disney properties. This video includes breakdowns from Disney executives such as Rita Ferro, president of Disney Ad Sales.

"I know so many of you recognise Disney as an entertainment leader of award winning franchises and stories that capture the hearts and minds of consumers around the world. But in the next hour, you will see why we are also leading the way in enabling advertising experiences that drive innovation, precision, and impact," Ferro says in the clip.

Motherboard also obtained an over 2,700 page document described as a list of infringing sites or services. These appear to be websites that Disney won't advertise on. Many of them include porn and torrent sites.

FUCK YOU DISNEY - YOU RAT BASTARD LYING PRIVACY-ABUSIVE SICK FUCKERS

[Disney employees arrested in Florida human trafficking sting](https://nypost.com/2022/03/17/disney-employees-arrested-in-florida-human-trafficking-sting)  
nypost.com/2022/03/17/disney-employees-arrested-in-florida-human-trafficking-sting

The six-day undercover operation dubbed "Operation March Sadness 2" began March 8 and resulted in 108 arrests, according to a sheriff's office news release. Four suspects are Disney employees, the...

[Massive Florida Sex Sting, More Than 100 Arrested Including Three ...](https://www.cbsnews.com/miami/news/massive-florida-sex-sting-arrests-disney-employees)  
cbsnews.com/miami/news/massive-florida-sex-sting-arrests-disney-employees

Tiffany Nash, 32, of Orlando was arrested for trafficking another woman. Included in the arrests were four child predators, according to the sheriff's office. One of the men arrested was Xavier...



[Disney employees and former judge among 108 arrested in human ...](https://www.cbsnews.com/news/florida-human-trafficking-sting-disney-employees-former-judge)  
cbsnews.com/news/florida-human-trafficking-sting-disney-employees-former-judge

Authorities have arrested 108 people, including alleged child sexual predators and those seeking prostitutes, in a six-day undercover human trafficking operation in Florida. Among those taken into...

Videos from disney sex arrests

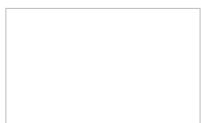


01:31

Disney World workers arrested in underage sex sting

Mail Online

2/13/2014



Nearly Three Dozen Disney World Employees Arrested in Child Sex Investigations

theepochtimes.com

7/12/2019



4 Disney employees arrested for human trafficking, deputies say

kfy.com

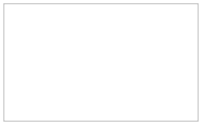


22:21

Bill Belichick Talks Dominance of Lawrence Taylor | Press Conference

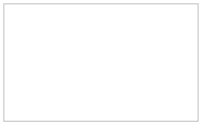
Microsoft News

6 months ago



BOOM: Over 100 People including 4 Disney Employees ARRESTED for Trafficking & Child Sex – The Phaser

thephaser.com

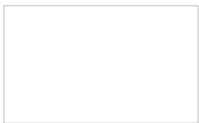


00:56

Disney Channel Actor Arrested For Allegedly Enticing Minor Fired

TMZ

12/16/2018

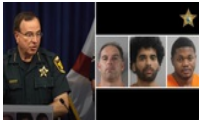


01:08

Video shows police arresting suspect accused of shooting homeless men

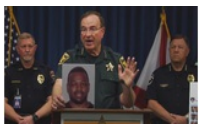
USATODAY

3 months ago



Multiple Disney Employees Arrested As Part Of Polk County Prostitution And Human Trafficking Sting

[boundingintocomics.com](https://boundingintocomics.com)



01:26

Four Disney employees among 108 arrested in Florida human trafficking sting

NBC News

3 months ago

Show all

See more videos from disney sex arrests.



[Disney Employees Arrested for Child Sex Crimes Every Year for Past ...](https://tatumreport.com/disney-employees-arrested-for-child-sex-crimes-every-year-for...)

[tatumreport.com/disney-employees-arrested-for-child-sex-crimes-every-year-for...](https://tatumreport.com/disney-employees-arrested-for-child-sex-crimes-every-year-for...)

Conservative activist Christopher Rufo said in a tweet monday, "Disney has had employees arrested for child sex crimes in 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, and 2022—in other words, at least once a year for the past decade."



[FACT CHECK: Were 108 Disney World Employees Arrested For Child Sex ...](https://checkyourfact.com/2022/03/26/fact-check-108-disney-employees-arrested)

[checkyourfact.com/2022/03/26/fact-check-108-disney-employees-arrested](https://checkyourfact.com/2022/03/26/fact-check-108-disney-employees-arrested)

A March 18 tweet claims 108 of the resort's employees were recently arrested for child sex trafficking. "Damn 108 of @WaltDisneyWorld employees were arrested for adolescent sex trafficking WTF is really going on," reads the tweet. This claim is misleading.



[35 Disney Employees Arrested On Child Sex Charges In Less Than 10 Years](https://www.huffpost.com/entry/disney-employees-child-sex-charges_n_5587395)  
huffpost.com/entry/disney-employees-child-sex-charges\_n\_5587395

Jul 15, 2014, 10:05 AM EDT | Updated Dec 6, 2017 At least 35 Disney employees in and around Florida have been arrested and accused of sex crimes involving children since 2006, CNN reports as part of a six-month investigation. So far, 32 of those cases have resulted in convictions.



[WHISTLEBLOWER: Hundreds of Disney Employees Have Been Busted for Sex ...](https://www.pjmedia.com/news-and-politics/matt-margolis/2022/04/12/whistleblower-hundreds...)  
pjmedia.com/news-and-politics/matt-margolis/2022/04/12/whistleblower-hundreds...

A Walt Disney Company whistleblower made a bombshell claim on Monday when she revealed that hundreds of employees have been arrested for child sex crimes throughout the years, and the company has...



[Disney employees among 108 arrested in Florida human trafficking sting ...](https://www.foxnews.com/us/disney-employees-among-108-arrested-in-florida-human-trafficking-sting...)  
foxnews.com/us/disney-employees-among-108-arrested-in-florida-human...

Four suspects are Disney employees, the sheriff's office said. Polk County, Florida, detectives say dozens were arrested during an operation focused on human trafficking, prostitution and child...



[List of Disney Employees Arrested for Child Molestation - Louder With ...](https://www.louderwithcrowder.com/disney-child-molestation-pornography)  
louderwithcrowder.com/disney-child-molestation-pornography

Disney has had employees arrested for child sex crimes in 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, and 2022u2014in other words