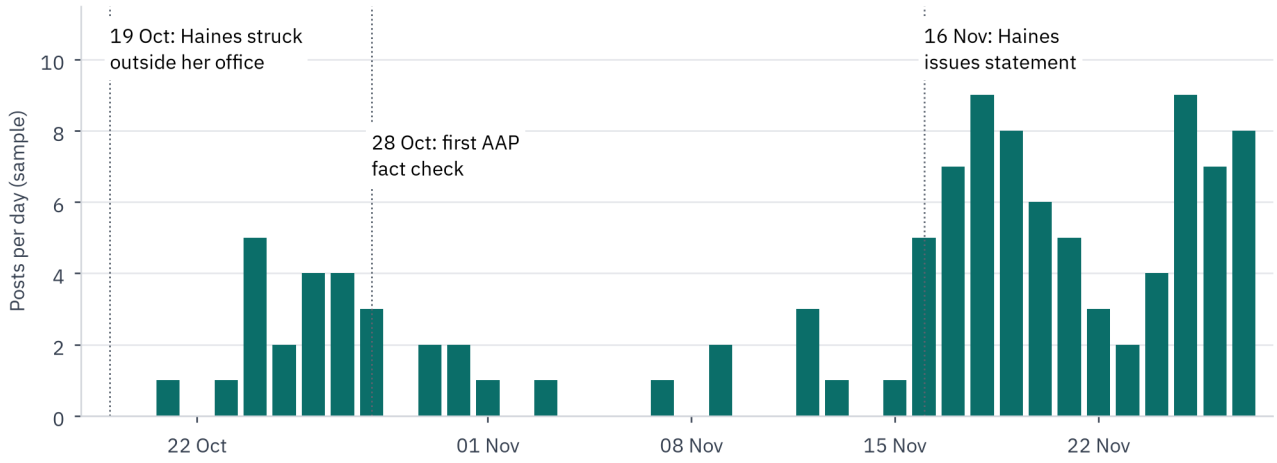
DISINFORMATION COMMISSION · NARRATIVE INTELLIGENCE REPORT

Foreign clickbait pages are profiting from the attack on Helen Haines 27 NOV 2026



Haines posts by the 43 network pages in our sample, per day, 19 Oct to 27 Nov 2026. **Source:** DisCom.ai sample of 107 public Facebook posts, collected 27 Nov 2026 (S1).

At least 43 Facebook pages are turning fake Helen Haines stories into advertising income

AAP FactCheck found Vietnam-managed pages posting invented quotes and AI images of the MP after she was struck by a vehicle on 19 October (S1, S2). Our assessment is that these pages belong to a commercial clickbait trade run largely from Vietnam, sending readers to at least four groups of ad-heavy websites, and that no political motive is visible.

43

Facebook pages tied to the Haines fakes by shared link sites or copied text, from a keyword sample. **See Table 4, p.10**

S3

17,474

likes, comments and shares on 107 sampled Haines posts; their pages have about 272,000 followers. **See Figure 4, p.6**

S4

0

copies with meaningful reach found on X, TikTok, Threads, YouTube, Instagram, Reddit or public Telegram channels. **See Section 5, p.9**

S2

What's inside Results at a glance, p.2 · Section 1 The pages, p.4 · Section 2 The money trail, p.6 · Section 3 Who runs it, p.8 · Section 5 Other platforms, p.9 · Sources, p.11

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Results at a glance

Analyst judgment

Our judgement is that the Haines fakes come from several commercial clickbait operations, most likely run from Vietnam, that use a real tragedy to sell advertising. They are not one coordinated political campaign. AAP FactCheck established the core facts: the quotes are invented, the images are AI-made and three of the pages are managed from Vietnam (S1, S2). We add the scale, the link sites, the ad code on those sites, and the other public figures the same pages target.

High	**The network is larger than the pages AAP named.** We tied 43 pages to the Haines posts, against the 12 named by AAP. We found them by keyword search, so this is a sample and the true number is likely higher.	See section 1
High	**The posts exist to drive clicks to ad-heavy sites.** Each post points readers to a link in the comments. Those links lead to sites running several ad networks, including Google Ad Manager, MGID and a regional ad platform called Adsconex.	See section 2
Medium	**The link sites fall into at least four separate groups.** Within each group the sites share technical identifiers. No Google publisher ID or analytics ID is shared between groups, so this looks like several operators drawing on a common supply of stories.	See section 2
Medium	**Vietnam is the most likely base.** AAP reports Meta's transparency data placing three pages in Vietnam. The link sites add Vietnamese-style user handles in their web addresses and image hosts, and one ad platform that is Vietnamese-registered.	See section 3
High	**The pages invent contact details.** Five network pages list phone numbers reserved for use in fiction, or addresses such as "742 Evergreen Terrace".	See section 1
High	**Haines is one target among many.** The same pages run sensational, largely unsourced stories about Molly Meldrum, John Farnham, Delta Goodrem, Lleyton and Bec Hewitt, Colin Fassnidge and others. The same sites carry UK, South African and European celebrity stories.	See section 4
Medium	**The fakes have not spread beyond Facebook in any meaningful way.** We found no copies with reach on six other platforms or in public Telegram channels. Telegram coverage was partial.	See section 5

Why it matters

Many readers believe these posts. AAP quotes commenters congratulating the MP on leaving hospital, and the fabricated images show a court appearance that never happened (S1). The posts also put invented words into the mouths of her husband, a witness and a fellow MP (S2). They name the man charged over the attack and show AI images of him in court and in prison clothing. That could confuse the public about a criminal case that is still before the courts.

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Caveats

Our page count and engagement totals come from a keyword sample, not a full census. We could not see Meta's page-manager country data ourselves, so the Vietnam placement rests on AAP's reporting plus indirect signals. Domain registrations are all privacy-protected. Figures are as collected on 27 Nov 2026.

1. Platform: report the 43 page IDs in Table 4 to Meta as a single inauthentic network, citing AAP's two fact checks, rather than post by post.
2. Advertising: send the identifiers in Table 1 to Google, MGID and Adsconex, asking them to review the accounts serving ads on these sites.
3. For the MP's office: no rebuttal campaign is needed off Facebook, where the fakes have not spread. A short pinned statement saying that only her official channels speak for her would help commenters who are being misled.

Methodology

Reviewed 27 November 2026, Europe/London. Scope: public Facebook posts mentioning Helen Haines from 19 Oct to 27 Nov 2026, plus the pages that published them and the websites they link to. Facebook collection used keyword search ("Helen Haines", "Haines", "Phil Haines", "Nugent", and phrases from AAP's examples), which returns a sample, not a census. We then pulled recent posts and public page details for 49 candidate pages, and harvested the link comments under two to three posts per page. We fetched each linked website as rendered HTML and recorded ad code, analytics IDs, ads.txt entries, build fingerprints and image hosts. Domain registration data came from WHOIS records, certificate transparency logs and existing Wayback Machine captures; we did not submit any page for public archiving. Other platforms were searched by keyword through commercial social-data services (section 5). A page is counted in the network only if it links to a site in one of the clusters or shares near-identical text with a network page. Near-duplicate text means at least 30 per cent of the shorter post's five-word sequences appear in the other. We tested this rule on 168 Haines posts by mainstream outlets as a baseline (Figure 2). Infrastructure links are counted only where two independent signals agree. AAP FactCheck's findings are attributed to AAP throughout; we have not repeated its image-detection tests. Evidence (raw responses, HTML, ads.txt files and image hashes) is archived privately.

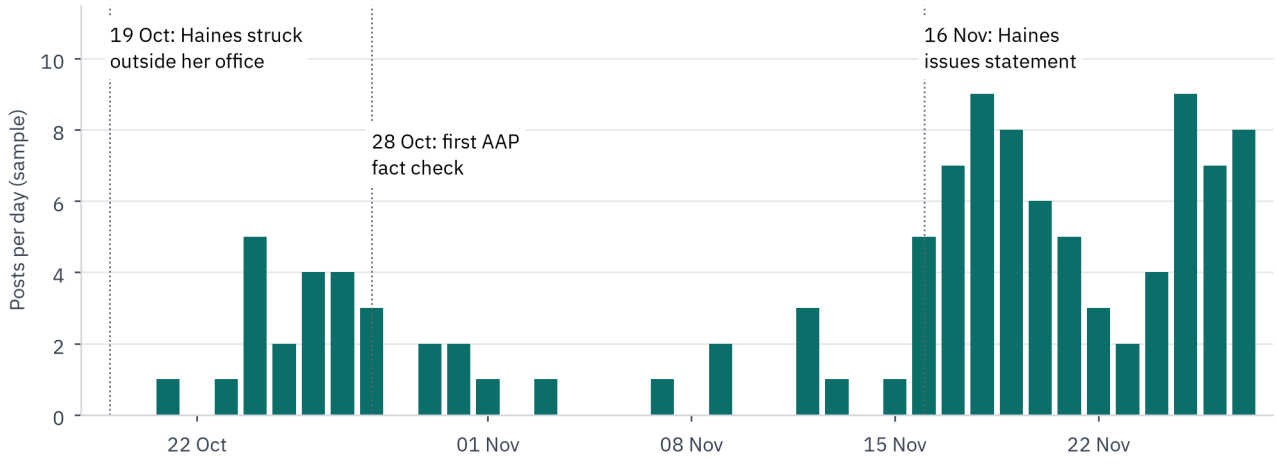
01 The pages

The network pages present themselves as Australian news or celebrity outlets: "AUS Daily News", "The OzWire", "Boomerang Buzz", "Kangaroo News". Most are new. Judging by the IDs of pages whose creation date is visible, 38 of the 43 were created after June 2025. Their stated categories rarely match: AUS Daily News is listed as "Legal", Aussie Star Buzz as a "Musician/band", and US Breaking News as a "Military base" (S3, S5).

Five network pages publish contact details that are made up. Trend Wire and Hot Take Daily give Sydney numbers in the (02) 5550 range, and Aussie Headline Desk and Aussie Daily Report give 0491 570 156 and 0491 570 157. Australia's communications regulator reserves all of these for films and TV (S6). Hot Take Daily's address is "128 Fictional Avenue". Headline Rush lists 742 Evergreen Terrace, Springfield, the home of the Simpsons, with a US number from the 555-01 range kept for fiction (S7). SixtyOne News, which AAP found to be managed from Vietnam, gives a real Melbourne street address and a Melbourne phone number (S2, S8).

Our sample shows two waves of posting (Figure 1). The first came in the week after the attack, built on invented quotes from her husband and a witness. The second, larger wave began on 16 November, the day Haines issued a statement from hospital, and has not slowed. The later posts invent a lawsuit, a court appearance and a call for "zero mercy" (S9). Keyword search favours recent posts, so the first wave is probably under-counted.

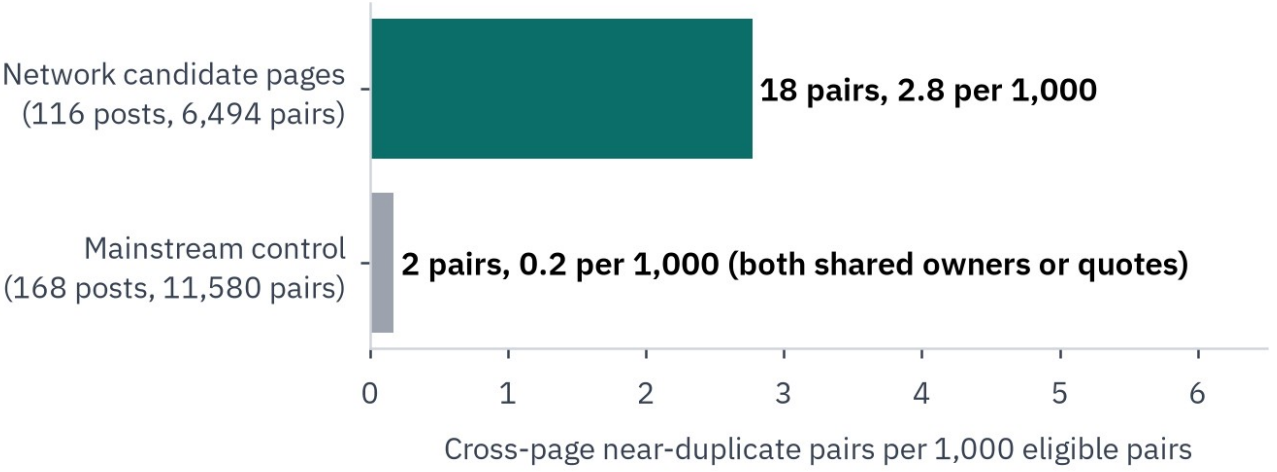
Figure 1. Network pages posted most after Haines' 16 November statement



DisCom.ai sample of 107 public Facebook posts from 43 network pages, collected 27 Nov 2026. Event dates from AAP FactCheck (S1, S2).

The pages copy each other. Using the threshold above, we found 18 cross-page near-duplicate pairs among 22 pages. In the baseline of mainstream outlets, the same rule found 2 pairs, both explained by common ownership or a shared quotation (Figure 2). One invented story about the MP's "first words" ran almost word for word on OzFlash on 27 October, Daily Stardom on 28 October and Pacific Swim Hub on 30 October (S10). Two pages called Alyssa Ethan and Oscar Teagan posted the same lawsuit story two minutes apart on 26 November.

Figure 2. Network pages share near-identical text about 16 times as often as mainstream outlets



DisCom.ai analysis of 116 candidate-page posts and 168 mainstream posts about Helen Haines, 19 Oct to 27 Nov 2026. Pairs are cross-page only.

The images are blurred and marked here to avoid spreading them further. AAP FactCheck reports that Google's SynthID detector found watermarks in images of this kind (S1).

Figure 3. Two of the fabricated images, blurred and marked as fake

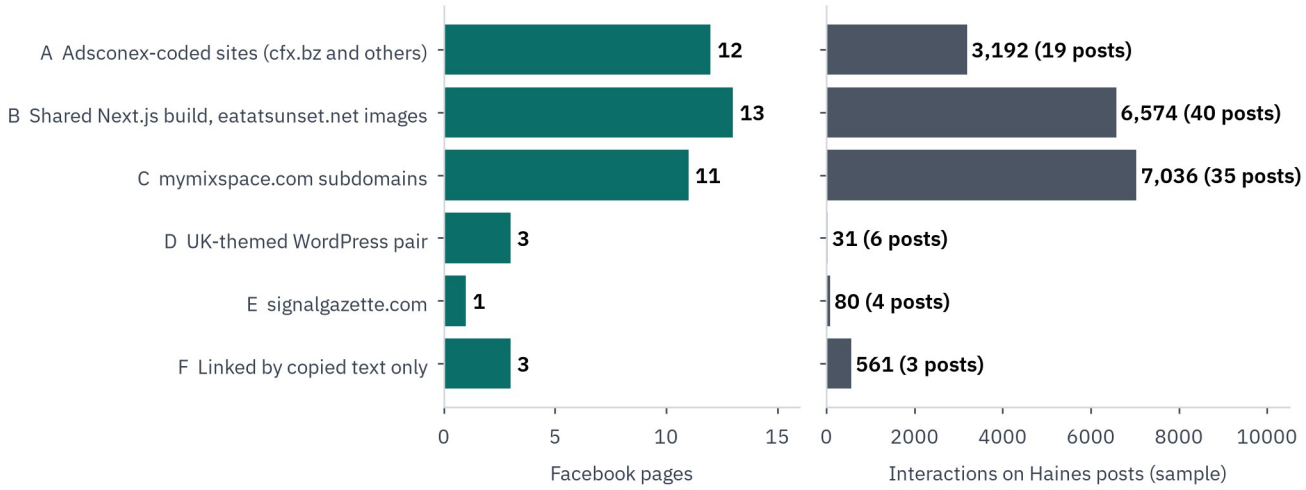


AUS Daily News, 17 Nov 2026 (S11); OzFlash, 27 Nov 2026 (S10). Thumbnails blurred by DisCom.ai.

02 The money trail

Each post sends readers to a link posted in the comments. We read the comments under 85 posts from 48 candidate pages to find those links. The sites fall into four groups, plus one stand-alone site (Figure 4). Within each group the sites share at least two technical identifiers. Between groups we found none.

Figure 4. Three groups of link sites account for almost all reach



DisCom.ai sample of 107 Haines posts and the comments under 85 posts, collected 27 Nov 2026. Cluster F pages link to no captured site but copy network text.

Table 1. Link-site clusters and the identifiers that tie each together.

Cluster	Sites seen	Shared identifiers	Date seen	Second signal	Confidence
A	au.cfx.bz, storytellingz.cfx.bz, today.cfx.bz, two danhngon.pro subdomains, instantcoves.com, aussieswimhub.us	Adsconex ad scripts and config; Google Ad Manager network 23156761210; analytics tag G-4RYLE6FWWQ on three sites	27 Nov 2026	Same page template, same web-address pattern, same image host	High
B	mainfact.biz, best-sports-links.com, updatetoday247.buzz, antiquar.pro, australiainsiderau.buzz	Identical Next.js build files (_app-7a7f6d01b75c52d8)	27 Nov 2026	All images served from subdomains of eatatsunset.net	Medium
C	g1., buzz., trends., top. and daily.mymixspace.com	Google pub-2441454515104767 in ads.txt; one Marfeel account (11846); MGID	27 Nov 2026	Common domain, shared analytics tag G-TTYPK50DN4	High
D	brightheadline.com, dailypulseupdate.com	adbridgepro and adservingz ad code; consecutive MGID site IDs 1114036 and 1114037	27 Nov 2026	Consecutive passback IDs 2571 and 2573	Medium
E	bieenews.signalgazette.com	MGID site 1117151	27 Nov 2026	None	Low

DisCom.ai analysis of rendered HTML and ads.txt files (S12, S13), WHOIS and certificate logs (S14).

What these identifiers do and do not show:

- **Cluster A** is the largest operation. The cfx.bz domain has had at least 36 subdomains since its first certificate on 24 March 2025 (S14). Its ads.txt lists 17 Google publisher accounts as direct sellers (S12). Two of its analytics tags are injected by the Adsconex code itself, so they show the ad platform, not a common page owner.
- **Adsconex** describes itself as a platform for earning from social-media traffic without owning a website (S15). Its listed owner is Metaconex Ltd, a Hong Kong company, and a company with the Adsconex name is registered in Phú Yên, Vietnam. Its code on these sites shows that the sites sell ads through it. It does not show that Adsconex runs or directs the Facebook pages.
- **Cluster B's** shared build files point to one codebase. That could be a template sold to several customers, so we rate it Medium. The common image host is the stronger signal. The sites' title codes ("TC.AU", "VL.AU", "TM.AU") read like per-affiliate market tags.
- **Domains.** All are registered behind privacy services: mymixspace.com on 30 June 2026, mainfact.biz on 12 October 2026, eatatsunset.net in February 2024. Shared Cloudflare name servers between cfx.bz and danhngon.pro are weak on their own and are counted only because the same ad code also appears.

What links the groups is the stories, not the accounts. The same "legal showdown" story appears on a cluster A site and a cluster C site. Near-duplicate posts link pages across clusters A and C (OzFlash, Daily Stardom and Pacific Swim Hub). That fits a shared pool of AI-written stories, which affiliates copy and then monetise through whichever ad platform they work with.

03 Who runs it

Most likely	Commercial operators based in Vietnam, working as affiliates of ad-monetisation platforms
Confidence	Medium
Basis	AAP's transparency findings for three pages, plus independent technical signals on the link sites
Not established	Identities of page managers or site owners; whether any one person controls more than one cluster

AAP FactCheck reports that Meta's transparency data shows AUS Daily News, Boomerang Buzz and SixtyOne News are managed by people in Vietnam (S1, S2). These three pages sit in clusters A and B. The link sites add three independent signals. Cluster A addresses end in at least ten distinct Vietnamese-style user handles, in the way affiliate systems tag who earns from a click. Cluster B images are stored under subdomains named in the same style. And the ad platform that serves cluster A has a Vietnamese registered company. We have withheld the handles here; they are in our evidence archive.

Table 2. Competing explanations, scored by the evidence against each.

Explanation	Evidence against	Inconsistent items	Standing
Commercial clickbait for ad revenue, run from Vietnam	No direct view of manager location for 40 of 43 pages	0	Least contradicted
One operator running all 43 pages	No shared publisher or analytics IDs across clusters; different site stacks	2	Unlikely
A state-linked influence operation	Posts carry no political message; the same pages push celebrity stories; no pro-state framing	3	Very unlikely
A domestic actor aiming to harm the MP politically	Content is sympathetic or sensational, not hostile; foreign management; identical treatment of entertainers	3	Very unlikely

DisCom.ai assessment based on sections 1 to 4.

Key assumptions: that Meta's transparency country, as reported by AAP, is accurate; that ads.txt and on-page ad code reflect real ad relationships; and that our keyword sample is not skewed toward one cluster. If any manager-location data showed Australian or UK management, the Vietnam judgement would need revisiting.

04 Other targets

Haines is a small part of what these pages publish. In their most recent posts the same pages ran invented or unverified stories about Molly Meldrum, Richard Wilkins, John Farnham and his family, Delta Goodrem, Amanda Keller, Lleyton and Bec Hewitt, Todd and Natasha Woodbridge, Colin Fassnidge, Patti Newton and the Sunrise presenters (S16, S8, S17). We have not checked whether each of these stories is false and make no claim about the underlying events.

The link sites cover more than Australia. au.cfx.bz pads a real regional newspaper photograph of Cathy McGowan, Haines' predecessor, with quotes we could not trace. It also runs stories about Sir Cliff Richard, Julia Bradbury and South African sport. Other cluster A subdomains publish Norwegian, Spanish

and German content. Five pages in our sample are UK-themed (UK Celebrity Insider, UK Newspaper, Broadcaster Spotlight, Brit Host Headlines, BritCast Shows) with between 17,000 and 28,000 followers each. That is more than most of the Australian pages, although their Haines posts drew little engagement. UK public figures are already in the same pipeline.

05 Other platforms

We searched six other platforms and public Telegram channels for the fabricated quotes and for the MP's name. Table 3 summarises what we covered.

Table 3. Platform coverage and results, 19 Oct to 27 Nov 2026.

Platform	What we searched	Coverage	Result
Facebook	Keyword post search, page posts and page details, link comments	Sample, 350 posts	43 network pages
X	Name and exact-quote searches	Sample	Mainstream coverage only
TikTok	Name and phrase searches	Sample	Mainstream coverage only
Threads	Name and phrase searches	Sample	Mainstream coverage only
YouTube	Name and phrase searches	Sample	Mainstream coverage only
Instagram, Reddit	Name searches	Sample	No copies found
Telegram	Public channel search by name	Channel search only; post-level search not completed	Mainstream news channels only

DisCom.ai collection, 27 Nov 2026. "Sample" means keyword search results, not a full census.

The fakes probably stay on Facebook because that is where the money is. The business relies on a Facebook page, a link in the comments and the in-app browser to turn a reader's concern into an ad view. Telegram post-level search was not completed, so a Telegram copy cannot be ruled out.

06 Tactics in plain words

- Responding to a breaking crisis with fabricated follow-ups (DISARM T0068).
- AI-generated images of a real person in situations that never happened (T0086.002).
- Reusing and lightly rewording the same story across many pages (T0084).
- Pages posing as Australian news outlets, with invented addresses and reserved fictional phone numbers (T0099).
- Earning advertising revenue from the resulting clicks (T0137.001).

07 What we could not verify

- Manager locations for 40 of the 43 pages. Only AAP's transparency findings for three pages are first-hand.
- The Australian Bulletin, Aussie News Pulse and Australia Times, named by AAP, appear in our page searches, but we did not capture Haines posts or link comments from them, so they are not in the 43.
- Who owns any of the link domains. All registrations are privacy-protected.
- Whether the ad identifiers in Table 1 are earning accounts held by page operators, or accounts held by the ad platforms and their resellers. Only the ad networks can confirm this.

- Telegram posts, beyond channel names.
- Six further pages showed the same style but no captured link or copied text, including two with 30,000 and 72,000 followers. They are excluded from all totals.

Annex. Network pages

Table 4. The 43 network pages, by link-site cluster, with followers and Haines posts in our sample.

Cluster	Page	Facebook id	Followers	Haines posts
A	AUS Daily News	61587697932804	10,582	5
A	Stoked Vibes	61595554767783	523	2
A	AU News Today	61587998462445	9,678	1
A	Pacific Swim Hub	61592874342540	1,317	1
A	Aussie Headline Desk	61596569675079	not shown	3
A	Aussie Daily Report	61596831143712	not shown	1
A	US Breaking News	61594700372808	5,408	1
A	Aussie Daily Report (second page)	61551829675269	2	1
A	Alyssa Ethan	61596661075597	2	1
A	Oscar Teagan	61596733852250	0	1
A	Reality AU Today	61553806694759	7,081	1
A	The Daily AU	61554129421588	8,832	1
B	The OzWire	61590621194106	10,085	9
B	Trend Wire	61594739532236	10,202	3
B	Headline Rush	61588920883139	10,389	1
B	Aussie Spotlight	61590898741653	11,375	4
B	Boomerang Buzz	61590656875064	7,842	8
B	Hot Take Daily	61591136543641	3,423	1
B	Trending Radar	61590686444722	1,047	1
B	Kangaroo News	61590771877203	1,548	1
B	The Buzz Bridge	61590881162676	10,055	3
B	The Urgent Feed	61591159402615	1,738	3
B	NoFilter News	61595296975541	1,280	2
B	SixtyOne News	61562182619783	11,070	3
B	Soldier Tales	61594926059500	4,896	1
C	Daily Stardom	61594325834175	3,273	9
C	OzFlash	61593651608978	3,573	5
C	Aussie Star Buzz	61595680312472	2,694	4
C	Aussie Buzz Today	61595216823718	2,708	2
C	The Aussie Buzz	61595274760863	2,437	4
C	Aussie Buzzline	61595811806686	2,403	4

Cluster	Page	Facebook id	Followers	Haines posts
C	Aussie Celeb Buzz	61591437301640	2,790	2
C	UK Celebrity Insider	61578086060822	21,306	1
C	UK Newspaper	61578940684344	17,488	1
C	Oz Celeb Buzz	61595110776303	2,098	2
C	AU Celeb Interviews	61596205391713	1,247	1
D	Broadcaster Spotlight	61579145752100	27,670	2
D	Brit Host Headlines	61578707293742	21,247	2
D	BritCast Shows	61583075103148	18,211	2
E	Aussie Star Buzz (second page)	100092446577285	11,186	4
F	Golden Wattle Daily	61593736379706	2,143	1
F	Aussie Celeb 24h	61596065893269	1,313	1
F	Daily Green Tips	61596291676946	0	1

Public Facebook page details and posts, collected 27 Nov 2026. Follower counts are as displayed and may overlap between pages. Siren News (61590890974498) uses a reserved fictional number but is not in the 43, as no link or copied text was captured.

Sources

Fact checks and official sources

1. S1. AAP FactCheck, George Driver, "AI images of double-amputee MP spread by disinformation pages", 27 Nov 2026 (link).
2. S2. AAP FactCheck, Kate Atkinson, "Clickbait posts spread fake quotes about Helen Haines", 28 Oct 2026 (link).
3. S6. Australian Communications and Media Authority, "Phone numbers for use in TV shows, films and creative works" (link).

Facebook pages and posts

4. S3. AUS Daily News, Facebook page (link).
5. S4. AUS Daily News, post of 16 Nov 2026 with 1,041 likes and 142 comments (link).
6. S5. US Breaking News, Facebook page (link).
7. S7. Headline Rush, Facebook page (link).
8. S8. SixtyOne News, Facebook page (link).
9. S9. Boomerang Buzz, post of 20 Nov 2026 (link).
10. S10. OzFlash, Facebook page (link).
11. S11. AUS Daily News, post of 17 Nov 2026 (link).
12. S16. The Aussie Buzz, Facebook page (link).
13. S17. Daily Stardom, Facebook page (link).

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14. S12. au.cfx.bz ads.txt, retrieved 27 Nov 2026 (link).
15. S13. g1.mymixspace.com ads.txt, retrieved 27 Nov 2026 (link).
16. S14. Certificate transparency log entries for cfx.bz (link).
17. S15. Adsconex, company website (link).