A website named after former British football player David Icke that repeatedly publishes conspiracy theories, including Icke’s claim that the world is under the control of shape-shifting aliens.

Ownership and Financing
The website's Terms and Conditions page identifies David Icke Books Limited as its owner. Filings available via British business registry, Companies House, show that David Icke Books Limited renamed itself Ickonic Enterprises Limited in June 2019. According to the registry's records, Ickonic Enterprises is owned by family members of Icke, a British author and former professional football player who is known for claiming that a paranormal "illuminati" secretly controls the world.

David Icke's son, Jaymie Icke, is the majority shareholder of Ickonic Enterprises, with 80 percent of the shares. The remaining 20 percent of the company's shares are divided evenly between Gareth Icke, another son; and David Icke's first wife, Linda Atherton. David Icke himself does not own any shares in Ickonic Enterprises.

Davidicke.com solicits donations, sells site memberships, generates revenue from advertising, and features a site store stocking Icke's books, films, and merchandise.

Content
Davidicke.com publishes video commentary featuring Icke, and news and opinion articles advancing his beliefs. Icke is perhaps best known for arguing that the world is secretly controlled by a group of shape-shifting, reptilian aliens, who include Queen Elizabeth II, former U.S. President George W. Bush, and the Rothschild family.

Most content is published in two sections, Video and News. The Video section contains Icke's videos as well as episodes of "Non Binary Elephant," a podcast by Icke's sons Gareth and Jaymie. The News section features subsections such as UK News, US News, World News, Medical/Health, and Nature of Reality.

The site publishes articles and videos covering subjects including science, aliens, purported conspiracies by global elites, international politics, and health threats. Although the site does not espouse a specific political orientation, it tends to criticize the British state, express skepticism of feminist and LGBT advocates, and supports Brexit on the grounds that it opposes central global governance.

Typical headlines on the site might include "Thousands Protest In Switzerland As The Population Is Now Exposed To 5G Wireless Radiation", "Piers Corbyn: Man-made climate change does not exist!", "Saturn Isn't What You Think It Is - David Icke", and "Mossad chief admits to having "prestigious" assassination list."

Credibility
Articles on Davidicke.com are mostly republished from other websites, which include reliable news organizations such as BBC, AOL.com, and The Guardian, as well as news sites that NewsGuard has found to repeatedly publish false claims, such as ZeroHedge.com, RT.com, and MintPress News.

Davidicke.com regularly publishes false and unsubstantiated information and conspiracy theories. For example, a June 2019 article titled "High Aluminum Levels Contaminate Brains of Autistic Children", falsely claimed that "high concentrations of aluminum characterize the brains of autistic children." The article added, "A highly probable source of aluminum in the brains of autistic children is vaccines."

The U.S. Centers for Disease Control and Prevention, the UK National Health Service, and the World Health Organization have repeatedly stated that there is no link between vaccines and autism, based on an abundance of scientific evidence. Clinical Infectious Diseases, a peer-reviewed journal published by the University of Oxford, stated in an August 2019 article that "Aluminum-containing vaccines result in serum levels of aluminum that are well below the toxic range" and that there was "No correlation found between infant blood or hair aluminum concentrations and vaccine history."

An October 2019 article, "The Implosion Of Building 7 Remains The Irrefutable 'Smoking Gun' Of A 9/11 Inside job", claimed that World Trade Center 7, which collapsed on September 11th, 2001, following the collapse of the twin towers in New York, "could have only come down as a result of a controlled demolition."

Numerous government agencies and press reports have dismissed the "controlled demolition" theory. The U.S. National Institute of Standards and Technology, after a three-year investigation into the terror attacks that involved 200 experts, found that the towers collapsed due to the impact of the crash of the commercial airplanes that flew into the buildings. The investigation also found that 7 World Trade Center collapsed after it was damaged by debris from the trade center's north tower after it collapsed.

In April 2019, the site published "The Illuminati War On Your Soul", which claimed that a "string of recent attacks on Muslim mosques and Christian churches signals a desire..."
The site has also promoted conspiracy theories about the Wuhan coronavirus outbreak. In February 2020, an article headlined "The Coronavirus 5G Connection and Coverup," reported that "The evidence that COVID-19 is a bioweapon is overwhelming — and so is the evidence that 5G is involved to either cause the flu-like symptoms/pneumonia people have been experiencing, and/or to exacerbate the virality (sic) of the virus by weakening people's immune systems".

The article, which appears to have been republished from a site called The Freedom Articles, claimed that 5G is "A Type of Directed Energy Weapon" and that "scientific documents on the health effects of 5G have verified that it causes flu-like symptoms.

There is no reliable evidence that the Wuhan coronavirus or the disease it causes, COVID-19, is a "bioweapon," as the article claimed, nor is there any evidence that 5G is connected to the outbreak. According to a January 2020 article published by U.K. fact-checking organization FullFact.org, there is no evidence that 5G can damage people's immune systems.

Because the site frequently publishes inaccurate stories and conspiracy theories, NewsGuard has determined that Davidicke.com repeatedly publishes false information, does not gather and present information responsibly, and publishes deceptive headlines.

Davidicke.com has a News section, but no dedicated opinion section. Articles in the News section often feature opinionated statements. For example, the October 2019 news article, "No Restrictions on US/Israeli Terror-Bombing of Syria in Ankara Deal," stated that "Deals agreed to by the US, NATO, Israel and their imperial partners aren't worth the paper they're written on" and "The [Middle East's] real threats are from Washington, other NATO capitals, Tel Aviv, Riyadh, and their imperial partners."

Another article from the same month, "Facebook's Public Trust Betrayal!", stated that "Facebook is an anti-social media censoring machine." The article added, "At its discretion, FB unjustifiably removes truth-telling pages with information it wants eliminated."

A third article from October 2019, "US Syria Pullout Leaves Troops in North and South", stated that "Turkish aggression" in Kurdistan had been "OK'd by the Trump regime, a scheme by Washington and Ankara to partition and control Syria."

Because the site publishes articles in its News section which feature opinionated statements, NewsGuard has determined that Davidicke.com does not handle the difference between news and opinion responsibly.

Davidicke.com does not articulate a correction policy and NewsGuard did not find corrections on the site.

Davidicke.com did not respond to three NewsGuard emails seeking comment on the site's repeated publication of false information, its use of opinion in news stories, and its failure to publish corrections.

**Transparency**

Davidicke.com names David Icke Books Limited as its owner on the website's Terms and Conditions Page. Ownership information is not disclosed elsewhere on the site. Because the site is owned by a different company than David Icke Books Limited (Iconic Enterprises), and because ownership is not disclosed in a place where a user is likely to find it, such as on an About page, NewsGuard has determined that Davidicke.com does not meet its standard for clearly disclosing ownership.

The website does not name its editorial leadership. A Contact page allows users to send email inquiries to a generic address.

Original articles on Davidicke.com typically name authors, but do not provide either their biographical or contact information. Articles republished from other websites typically name either Gareth or Jaymie Icke as author, but do not provide their biographical or contact information, which does not meet NewsGuard's standard for providing information about content creators.

Advertisements are distinguishable from editorial content.

Davidicke.com did not respond to three NewsGuard emails seeking comment on the site's lack of information about its owners, editors, and content creators.

**History**

Between 1969 and 1972, Icke was a professional football player, first with Coventry City and then Hereford United. Icke retired at age 21 after developing arthritis, and became a BBC sports reporter. In the late 1980s, Icke was a presenter on the BBC flagship sports programme, Grandstand.
Icke briefly served as a spokesperson for the British Green Party, but resigned in 1990, shortly before announcing at a press conference that he had discovered that he was “the son of the Godhead.” The Green Party banned him in 1994, claiming that he promoted fascist views.

Australia banned Icke from entering the country in February 2019. The ban followed a campaign by Jewish groups and the Australian Labor Party, which argued that Icke “promotes antisemitic conspiracy theories and has an extensive history of spreading hate.”

Registration records indicate that Davidicke.com was launched in 1997.

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Send feedback to NewsGuard: Click Here

Sources

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