

Defining and Tackling Brand Safety European Level

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IAB EUROPE'S BRAND SAFETY POLL

- How is Brand Safety being tackled?
- What action needs to happen?
- Is Brand Safety still a priority?

BLACK LIST
GREY LIST
WHITE LIST

BRAND SAFETY REMAINS A PRIORITY



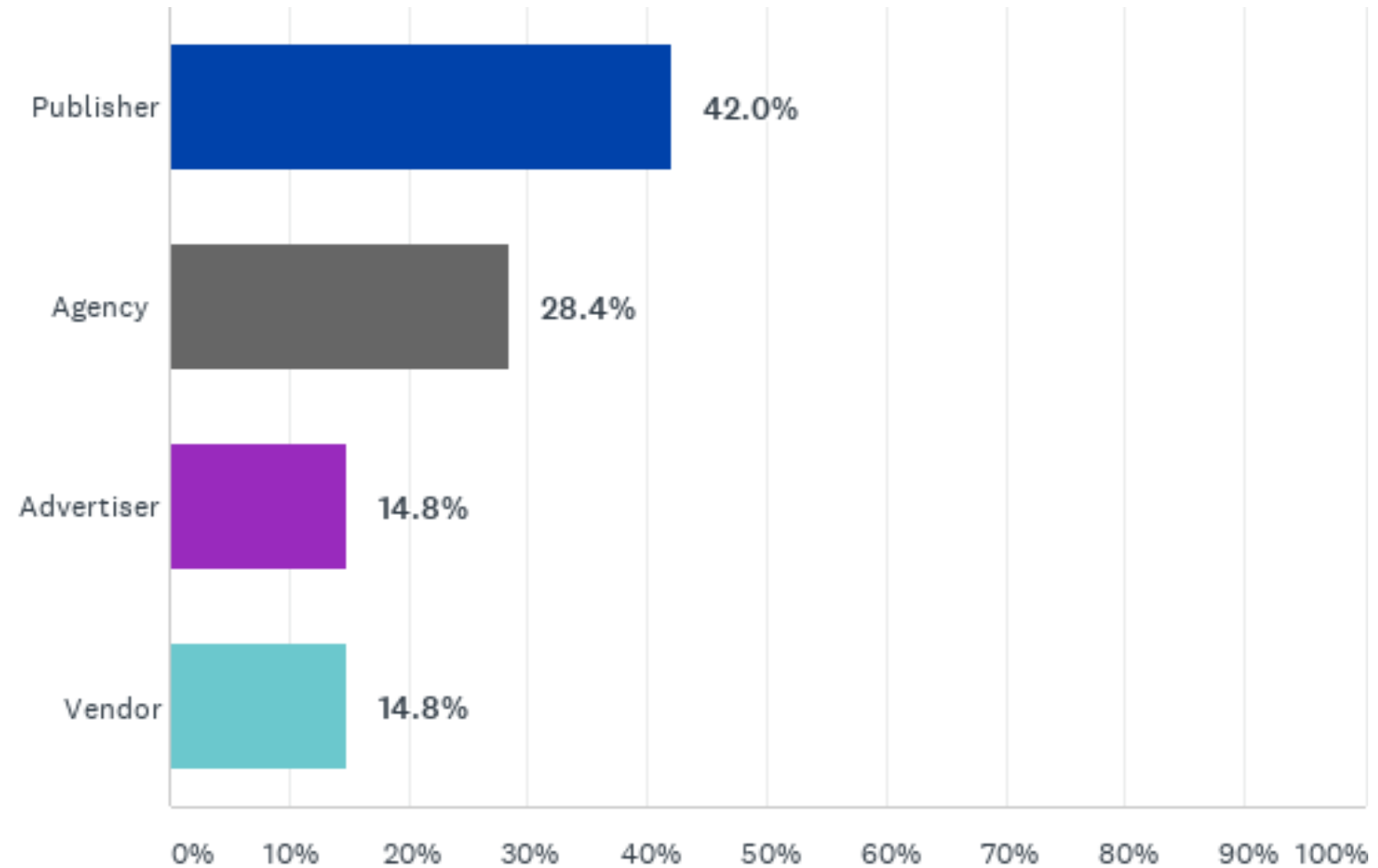
77% of respondents said that brand safety was a key priority

57% of respondents agreed that brand safety was more of a challenge than in previous years

BRAND SAFETY REMAINS A PRIORITY

BRANDS ARE ASKING
MORE QUESTIONS

WHICH STAKEHOLDER GROUP IS MOST RESPONSIBLE FOR ENSURING BRAND SAFETY?





WHAT NEEDS TO HAPPEN TO FURTHER TACKLE BRAND SAFETY?

“Agree on standards/definitions”

“Better education on the details and differences between brand safety levels, challenges”

“More collaborative effort between advertiser, agency and publisher/media owner”

”Industry needs to maintain current activity”

“wider discussion about solutions, differences, options, further education and knowledge exchange”

HOW DID WE ADDRESS THESE RESULTS?

**1. NEW
TASKFORCE:
QUALITY &
TRANSPARENCY**



**2. WORKED
WITH NATIONAL
IABS TO CREATE A
NAVIGATOR FOR
QUALITY
INITIATIVES
ACROSS EUROPE**



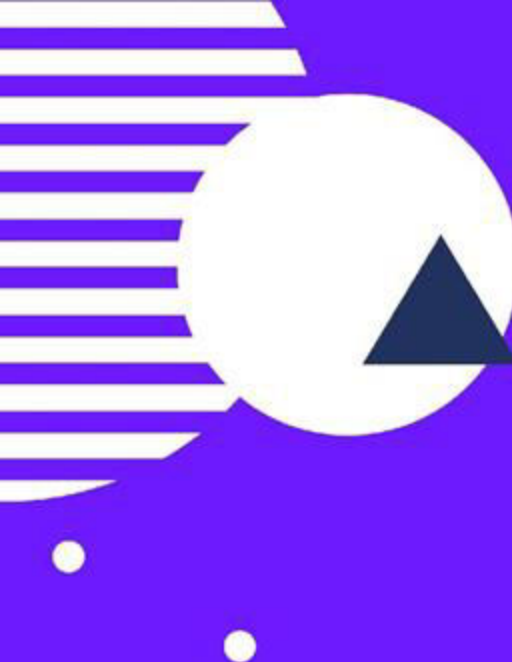
WHAT IS BRAND SAFETY & BRAND SUITABILITY?

Brand Safety describes the practices and tools that are put in place to ensure that a digital advertising campaign will not appear next to any content that is illegal (e.g. drug related content) or dangerous (e.g. pornography or violence). It should be applied to every campaign to protect a brand's reputation and not fund any illegal or dangerous content providers.

Brand Suitability describes the practices and tools that are put in place in addition to brand safety controls to ensure that a digital advertising campaign appears against content that is deemed relevant and appropriate for the brand.

WORKING WITH NATIONAL IABS





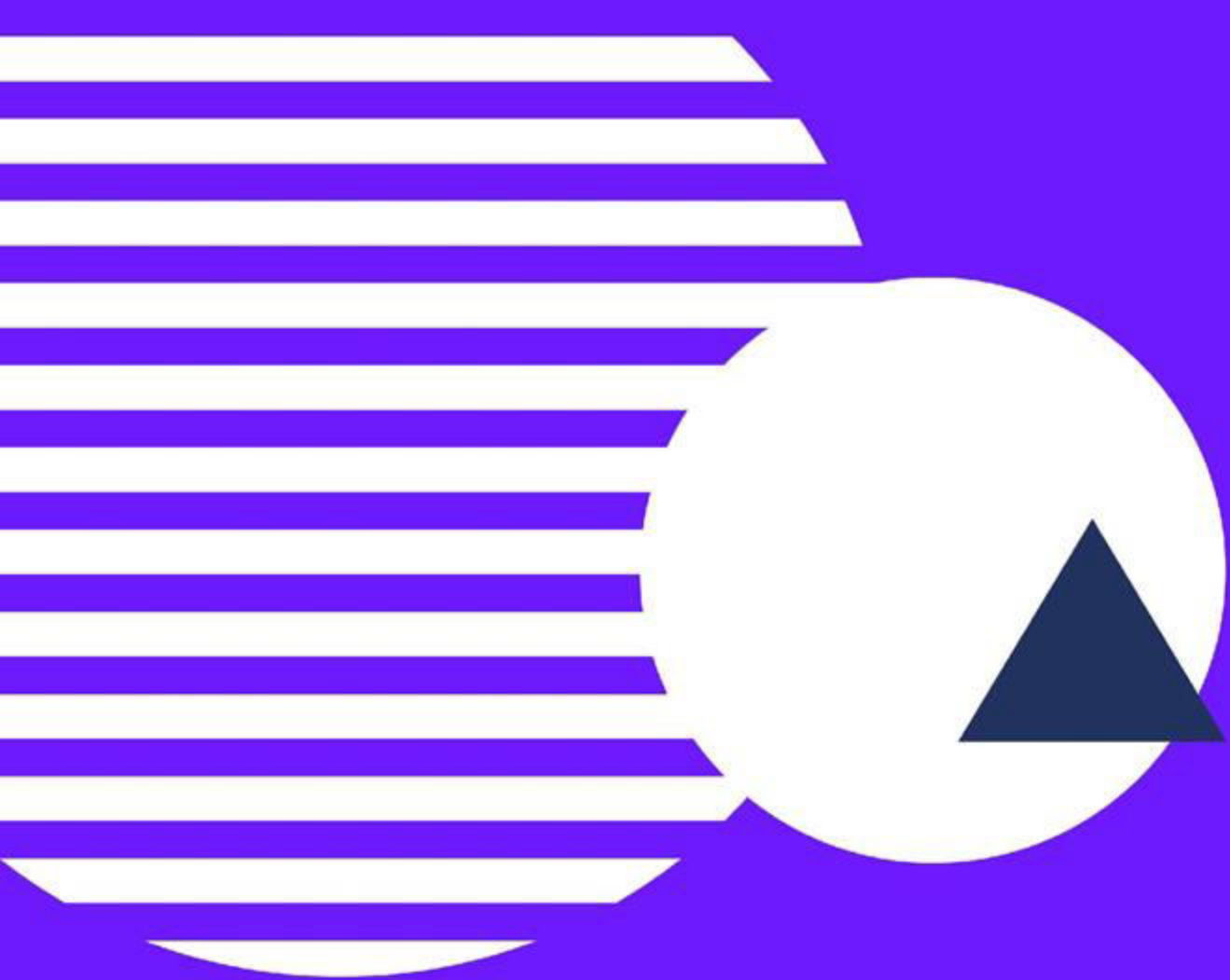
	IAB UK Gold Standard	IAB Italy Quality Index	Digital Ad Trust (France)	IAB Sweden Gold Standard	BVDW (IAB Germany) Digital Trust Initiative	IAB Poland QUALID (launching in Q3 2020)
Overview	<p>IAB UK is committed to building a sustainable future for digital advertising. A key element to this vision is the Gold Standard.</p> <p>The IAB UK Gold Standard has three fundamental aims:</p> <ul style="list-style-type: none"> To reduce ad fraud in the case of selling of spoof domains and faked inventory Increase brand safety by reducing the risk of ad misplacement Stop adoption of ad blockers by improving user experience. <p>To become Gold Standard certified, companies have to demonstrate they are working towards tackling these issues by working with:</p> <ul style="list-style-type: none"> Ads.txt – Ad fraud JICWEBS DTSG – Brand safety Coalition for Better Ads – User Experience. 	<p>The IQI (IAB Quality Index) is the Italian program for the quality certification of Italian inventories throughout 5 KPI's: viewability, brand safety, ad fraud, ad-cluttering and LEAN Principles (being replaced probably with the ads.txt adoption).</p> <p>Three vendors partner the initiative, by measuring 4 of the 5 KPIs: comScore, Integral Ad Science, Meetrics.</p> <p>They measure on a quarterly basis, for two weeks, all pages belonging to the Channels submitted by the Publisher, on two environments: desktop & mobile web. The base unit of the measurement is the ad-unit. Once the data collection is completed, the qualified vendors send to IAB Italy a .csv file containing the measurements related to each ad-unit. The values registered for each KPI are turned into a 0->100 range and all data is processed by the IAB Italy proprietary algorithm, aggregating them by channel and publishing the certified domains-channels list.</p>	<p>Digital Ad Trust was launched in July 2016, bringing together the 6 major French associations - SRI, UDECAM, UDM, Geste, ARPP, IAB - around a common project: A label built for sites / publishers to highlight their best practices in responsible advertising, through 12 criteria divided into 5 key objectives:</p> <ol style="list-style-type: none"> Guaranteeing brand safety: ensuring that brands are safe in the environments in which they appear Optimising the visibility of online advertising Fight against fraud Improve the user experience Better inform internet users about personal data protection. <p>Criteria which serve as benchmarks for quality, measured by a third party CESP / ACPM</p> <p>The first wave of labelled sites - March 2018</p> <p>A label that is very attractive for publishers: this represents significant budgetary impacts (loss of revenue related to deleted formats, not yet compensated + costs related to installation, recurrence and the extent of the requested measures)</p>	<p>Like the IAB UK Gold Standard, the IAB Sweden Gold Standard has three simple but fundamental aims: to reduce ad fraud; to improve the digital advertising experience and to increase brand safety.</p> <p>The initiative is designed on the basis of IAB UK's successful model launched in 2017.</p> <p>IAB Sweden has taken its Advertising Friendly initiative to the next level and developed it into the Gold Standard. A committee is responsible for the framework and a third-party auditor, Kantar Media Audit (ABC in Sweden), will ensure the rules are followed.</p> <p>The only thing that differs from IAB UK's Gold Standard is that JICWEBS is not present in Sweden, therefore a third-party auditor will be used to define the rules.</p>	<p>The BVDW Digital Trust Initiative is the Quality Framework for the most important quality assurance and confidence-building procedures in the digital media business in Germany. It creates a framework for all existing and new certifications and Codes of Conduct that set national and international quality standards. The Digital Trust Initiative documents, evaluates, adapts and bundles these programs through an administrative framework. It thereby ensures that certifications can be evaluated according to their relevance and used meaningfully in the German market.</p>	<p>QUALID is an industry initiative with the goal of improving the quality of an online advertising ecosystem through promoting best verified solutions, best practices and education.</p> <p>The program has been crafted for all sides of the digital advertising industry but in the first phase will be focused on publishers and advertisers.</p> <p>QUALID is tackling 4 priority areas:</p> <ul style="list-style-type: none"> brand safety viewability ad fraud programmatic <p>Each IAB Poland member is eligible to apply to be QUALID certified in one, two, three or all categories.</p> <p>To become certified in any area, companies have to confirm that they have implemented certain solutions or that they're act according to certain practices.</p>

	IAB UK Gold Standard	IAB Italy Quality Index	Digital Ad Trust (France)	IAB Sweden Gold Standard	BVDW (IAB Germany) Digital Trust Initiative	IAB Poland QUALID
Brand safety	Y - JICWEBS DTSG certification required	Y	Y - IAB filter categories	Y - IAB Sweden framework based on JICWEBS (certification required)	Y - MRC or equivalent certification	Y
Ad fraud	Y - ads.txt	Y - invalid traffic	Y - MRC IVT Guidelines and Ads.txt	Y - Ads.txt	Y - MRC or equivalent certification	Y
Viewability	N	Y	Y - MRC / EVSG	N - planned for version 2.0	Y - IAB Europe / MRC or equivalent certification	Y
User experience	Y - CBA Standards	Y - LEAN	Y - CBA Standards	Y - CBA Standards (certification required)	Y - CBA Standards / LEAN	N



PRIORITIES FOR BRAND SAFETY IN 2021

1. **New challenges for the taskforce: Influencer, CTV and Audio**
2. **Expanding and Unifying Quality Initiatives across Europe**



THANK YOU!

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