

4o Digital Session ΣΔΕ

“Transparency & Effectiveness – The new rules”



Brand Safety

**Is your ad shown in a safe
environment for your brand?**



Thursday February 9 2017 | thetimes.co.uk | No 72142

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Death of the It Girl

Tara Palmer-Tomkinson 1971-2017 News, page 9
Obituary, page 59



Woman behind
the creepiest
film of the year

Times2

Big brands fund terror

Household names unwittingly pay extremist supporters and pornographers as adverts dumped online

TIMES INVESTIGATION

Alexi Mostrous Head of Investigations

Some of the world's biggest brands are unwittingly funding Islamic extremists, white supremacists and pornographers by advertising on their websites, *The Times* can reveal.

Advertisements for hundreds of large companies, universities and charities, including Mercedes-Benz, Waitrose and Marie Curie, appear on hate sites and YouTube videos created by supporters of terrorist groups such as Islamic State and Combat 18, a violent pro-Nazi faction.

The practice is likely to generate tens of thousands of pounds a month for extremists. An advert appearing alongside a YouTube video, for example, typically earns whoever posts it \$7.60 for every 1,000 views. Some of the most popular extremist videos have more



F-Pace SUV from Jaguar, the British carmaker, runs next to the video.

Sandals Resorts, the luxury holiday operator, is advertised next to a video promoting al-Shabaab, the East African jihadist group affiliated to al-Qaeda. Last night a Sandals spokeswoman said that it made "every effort" to stop its adverts appearing next to inappropriate content. It said that YouTube had "not properly categorised the video" as sensitive.

Adverts for Honda, Thomson Reuters, Halifax, the Victoria & Albert museum, Liverpool university, Argos, Churchill Retirement and Waitrose also appear on extremist videos posted on YouTube by supporters of groups that include Combat 18.

After *The Times* informed Google,



What is brand safety?

The practices, tools and technology that are used to ensure an ad does not appear in a context or environment that can damage, or is unsuitable to, the advertiser's brand.



BRAND SAFETY

Report: Woman jumped from ship, boyfriend followed

CRUISE LOG Gene Sloan, USA TODAY 6:27 a.m. EDT May 10, 2013



(Photo: Carnival Cruise Lines)

TAGS

- Cruises Sydney
- Carnival Corporation
- Australia

Video footage from the Carnival cruise ship where a young couple went missing this week appears to show the woman jumping from the vessel and her panic-stricken boyfriend following moments later. Australia's *Herald Sun* is reporting.

The news outlet, citing local police, says an enhancement of security video from the Australia-based Carnival Spirit appears to show Rossington, 30, jumping after his girlfriend, Kristin Schroder, 27, about 20 seconds after she plunged over the ship.

but no one realized they were in Sydney, Australia.

A massive air and sea search of the waters off the Australia coast begun on Thursday was called off today, and the couple is presumed dead.

RELATED: [Couple missing from Carnival ship](#)

PHOTO TOUR: [Look inside a Carnival ship](#)

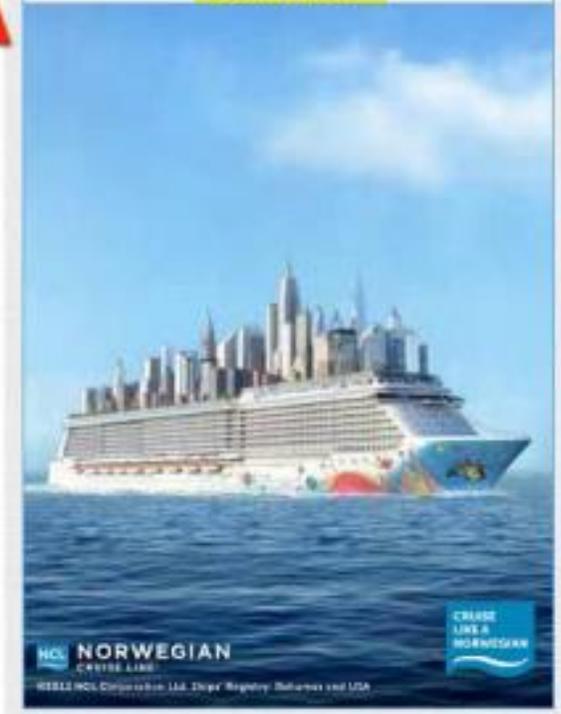
The *Herald Sun* says detectives have spent the last day enhancing and analyzing surveillance footage from the ship to figure out what happened to the couple, who were traveling with friends and family.

In a statement sent to USA TODAY on Thursday, Carnival was vague about what the security camera footage showed but ruled out anything criminal.

Ouch!

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Brand safety is defined as non-placement of ads next to the following 3 types of content:

1. Unlawful Content

Content that contravenes the law, for example: sexual assault/child abuse etc.

2. Illicit Content

Content that is widely accepted to be inappropriate for any advertiser brand to be associated with. This includes: nudity, pornography etc.

3. Unsuitable Content

Ad placement in environments that do not align with the brand values of a particular advertiser. Brand values will differ from brand to brand.

Other measures

- ✓ Whitelists
- ✓ Blacklists
- ✓ Keyword lists



Practices to manage Brand Safety

- ✓ **Trading** - buying from high quality and trusted media owners.
- ✓ **Contractual protection** - protecting your interests.
- ✓ **Technology** - using independent content verification technology
- ✓ **Operational procedure** - checking inventory, ensuring it meets your standards



**SAFETY
FIRST**