ADDRESSING AD QUALITY

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13th November 2017

The Voice of British Advertisers ISBA

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1. How much is at risk?
2. Industry standards
3. How we are addressing ad quality in the UK
4. Action you can take to address these issues
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NIRVANA OR UNACHIEVABLE GOAL?

BRAND SAFETY

Advertising to appear in a brand safe environment…

VIEWABILITY

.., to have the opportunity to be seen

AD FRAUD

….and viewed by a human being

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HOW MUCH IS AT RISK?

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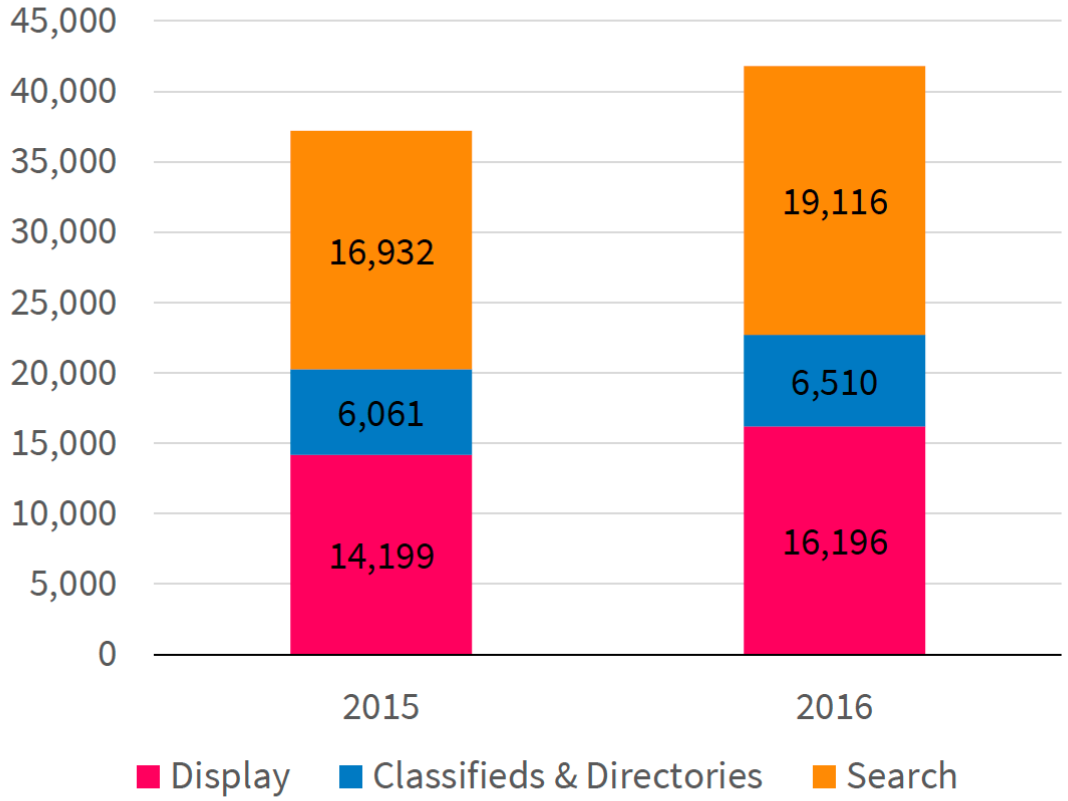
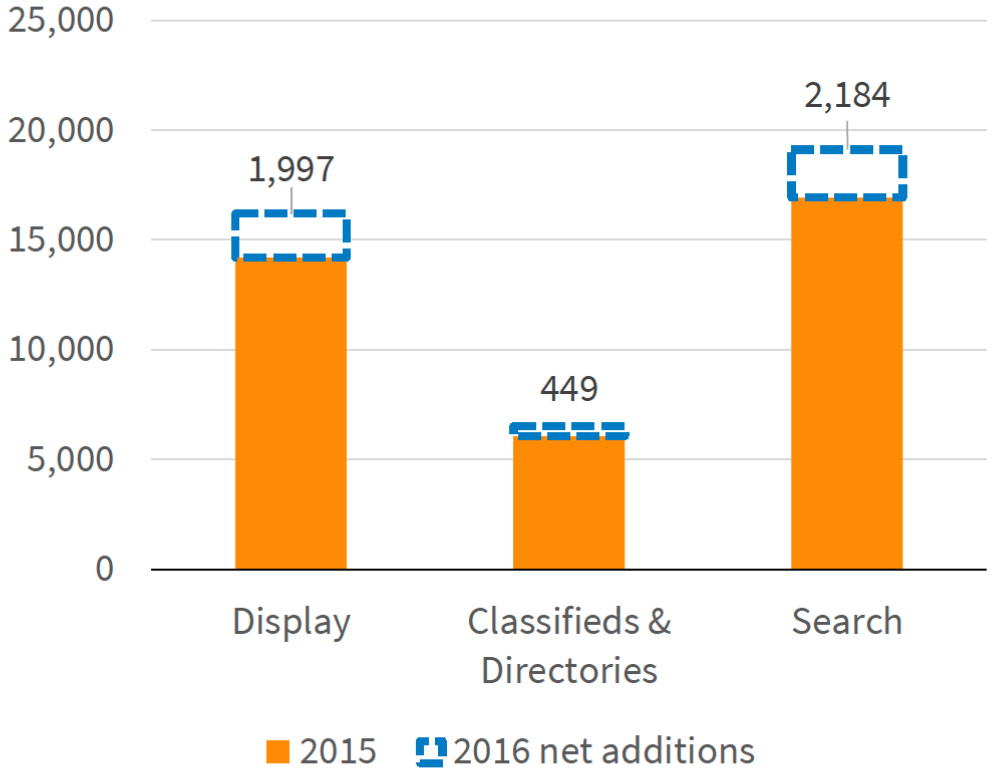
EU AD SPEND BY CHANNEL

Online advertising spend by format (€m)*



Net additions in 2016 (€m)*



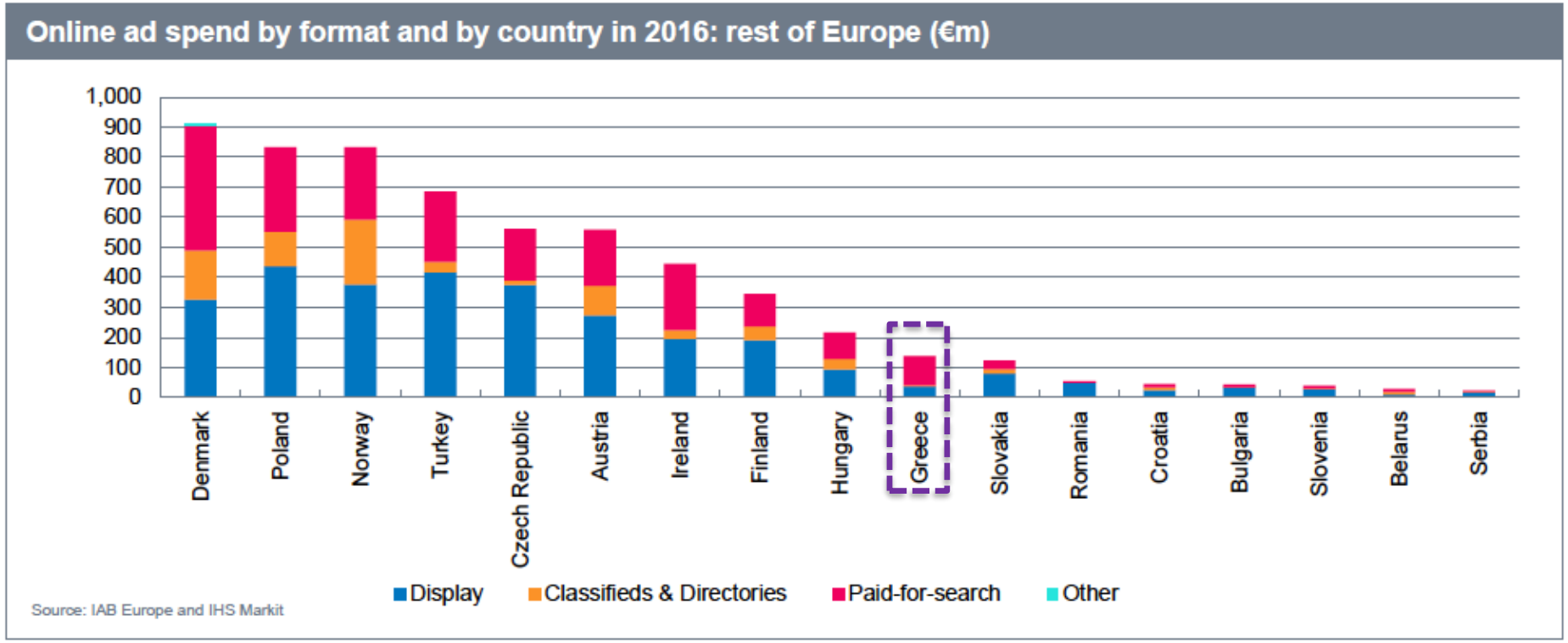
*Not like-for-like 2015 vs 2016 due to methodology changes in Croatia & Czech Republic. Growth rate cannot be calculated. Please use 12.3% like-for-like growth rate. Excludes small number of 'other' that was reported without format designation.

adex Benchmark 2016

iab europe

IHS Markit

DIGITAL DISPLAY BY MARKET



Other	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Paid-for-search	416.3	280.7	240.9	234.1	170.9	185.4	219.0	109.0	86.9	97.5	27.4	5.9	12.3	10.1	9.5	9.9	3.5
Classifieds and Directories	163.0	115.9	216.2	35.5	15.5	99.0	29.0	45.9	36.3	3.6	14.0	0.0	8.0	0.7	3.0	9.3	2.6
Display	326.3	436.4	375.8	416.6	374.4	273.5	196.3	190.1	93.5	37.7	81.3	48.7	25.1	33.4	27.5	9.8	17.4

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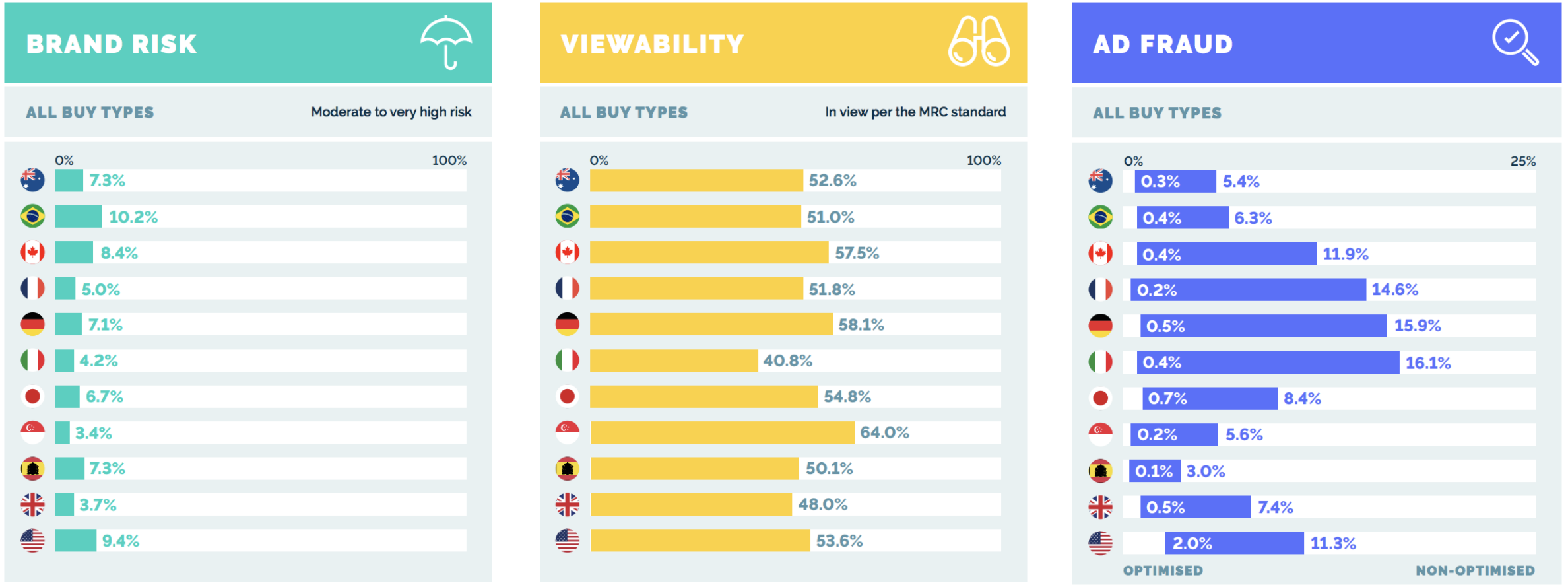
SOURCE: IAB EUROPE/IHS Markit AdEx AdEx Benchmark 2016

GLOBAL AD FRAUD, VIEWABILITY & BRAND SAFETY – H1 2017



SOURCE: IAS AD QUALITY REPORT H1 2017

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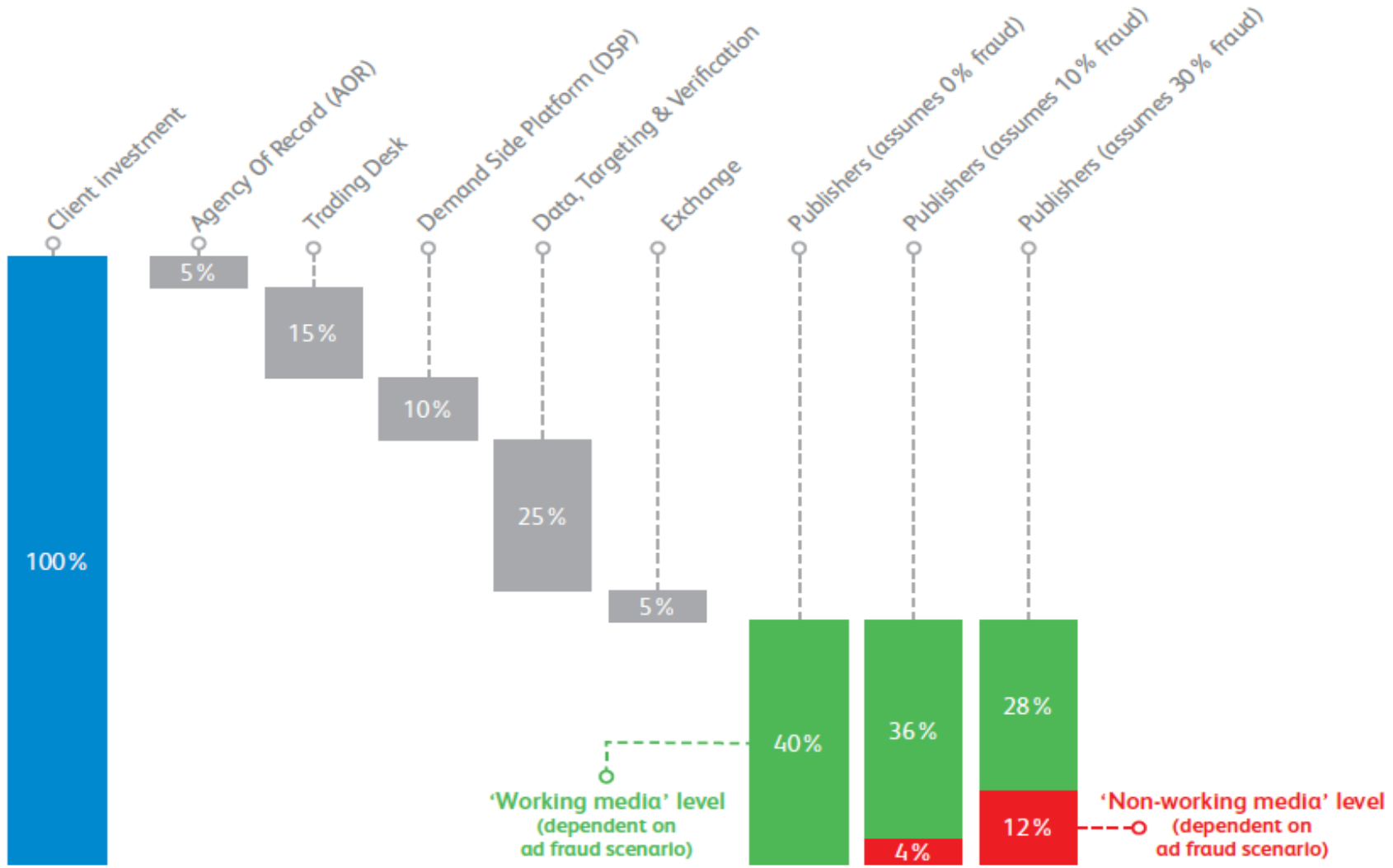
THE IMPACT OF AD QUALITY ON PROGRAMMATIC



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SOURCE: WFA Compendium of ad fraud knowledge for media investors 2016

INDUSTRY STANDARDS

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AD VERIFICATION STANDARDS BY MARKET & THEIR ORIGINS

US

UK

EUROPE

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ISSUES IN FOCUS

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BRAND SAFETY – FRONT PAGE NEWS & NOW BOARDROOM PRIORITY

THE TIMES

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

Only 80p to subscribers £1.40

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 $760 for every 1,000 views. Some of the most popular extremist videos have more than one million hits.

Big advertising agencies, which typically place commercials on behalf of clients, have been accused of pushing brands into online advertising to boost their own profits.

Companies are concerned that they are paying huge mark-ups for digital promotion and receiving "crappy advertising" in return. Leaked documents from one "top-six" agency show that about 40 per cent of its advert-buying income in 2015 came from hidden kickbacks as well as from "other income". One source said this mainly derived from mark-ups applied to digital commercials.

Analysis by *The Times* of online extremist content reveals that blacklists designed to prevent digital adverts from appearing next to it are not fit for purpose.

On YouTube, an advert for the new Mercedes E-Class saloon runs next to a pro-Isis video which has been viewed more than 115,000 times. The commercial appears a few seconds after the start of the video, which plays a song praising jihad over a picture of an Isis flag and an anti-aircraft gun. A commercial for the 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, which owns the social media platform, it took down some of the videos. In some cases advertising revenue had gone to the rights holder of a song used on the videos rather than to the video owner, Google said.

Several brands have accused agencies of not acting in their best interests. Marc Pritchard, chief brand officer at P&G, the world's biggest advertiser, warned last week: "We have a media supply chain which is murky at best and fraudulent at worst. We need to clean it up."

Many of the companies said also that they were unaware of and "deeply concerned" by their presence on the sites. They blamed programmatic advertising, a system using complex computer technology to buy digital adverts in the milliseconds that a webpage takes to

Continued on page 6, col 1

Adverts for Sandals, the luxury holiday operator, and Mercedes-Benz appear on YouTube videos promoting jihadists

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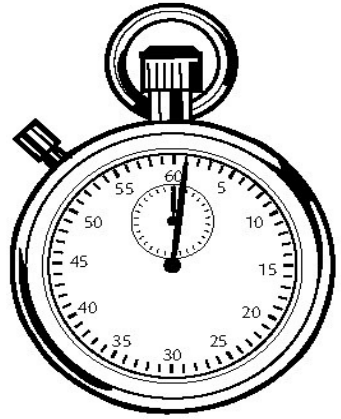
VIEWABILITY - ARE THE *MINIMUM* STANDARDS SUFFICIENT?

Standard Display	Large Canvas Display	Video In-stream
50% of the ad Viewable for a minimum of **1 second**	**30%** of the ad Viewable for a minimum of **1 second**	**50%** of the ad Viewable for a minimum of **2 consecutive seconds**



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BUSINESSES TRADING DIFFERENTLY ON VIEWABILITY

YouTube

(TrueView only)
Video – completed ad (30s cap)

Display – first pixels or 100%/NA
Video – first pixels or 100%/NA or %NA/10s

Video · 100%/3s

Teads.tv

Video – 100%/completed ad

telegraphmediagroup

Display – 50%/1s or 100%/10s
Video – 50%/2s

FT
FINANCIAL TIMES

Display – 50%/1s *or* 100%/5s+
Video – 50%/2s *or* 100%/5s+

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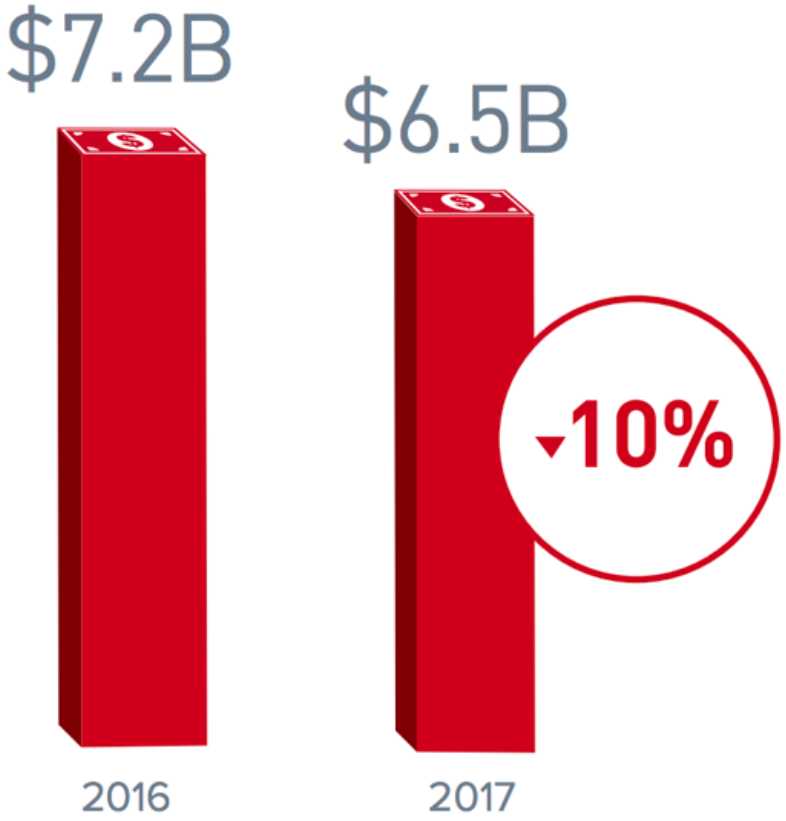
AD FRAUD – DISPARITIES IN DETECTION & CLASSIFICATION



SOURCE: ANA/WhiteOps Bot Baseline 2016 – 2017 (Estimated Global Ad Fraud)

SOURCE: m/Six/Adloox What Happens Next: How To Reverse The Rising Tide Of Ad Fraud)

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HOW WE ARE ADDRESSING AD QUALITY IN THE UK

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JOINT INDUSTRY COMMITTEE FOR WEB STANDARDS

aop Association of Online Publishers

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iab Internet Advertising Bureau UK

IPA

JICWEBS' purpose is to deliver trust in the digital ad trading market

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AD VERIFICATION STANDARDS & CERTIFICATION

JICWEBS

DTSG

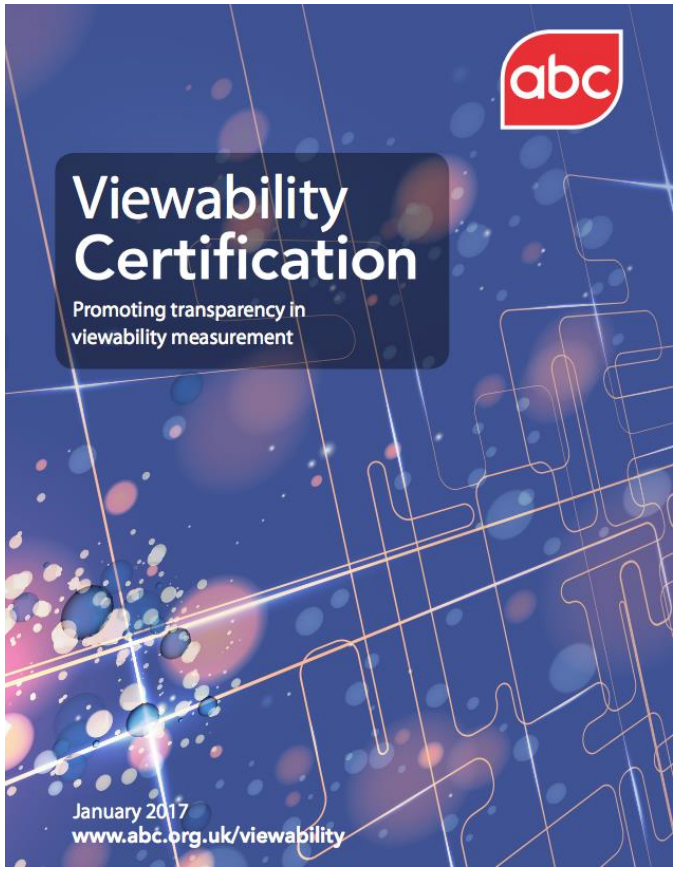
UK Good Practice Principles for the Trading of Digital Display Advertising

Issued December 2013

JICWEBS

Good Practice Principles for Reducing Risk to Exposure to Ad Fraud

Version 1 Issued May 2016



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ACTIONS YOU CAN TAKE TO ADDRESS THESE ISSUES

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USE AD VERIFICATION TOOLS ON *100%* OF CAMPAIGN IMPRESSIONS

comScore

MRC INSTITUTE

DoubleVerify

IAS Integral Ad Science

Meetrics ATTENTION COUNTS

MOAT

Companies certified against UK/JICWEBS Viewability Principles

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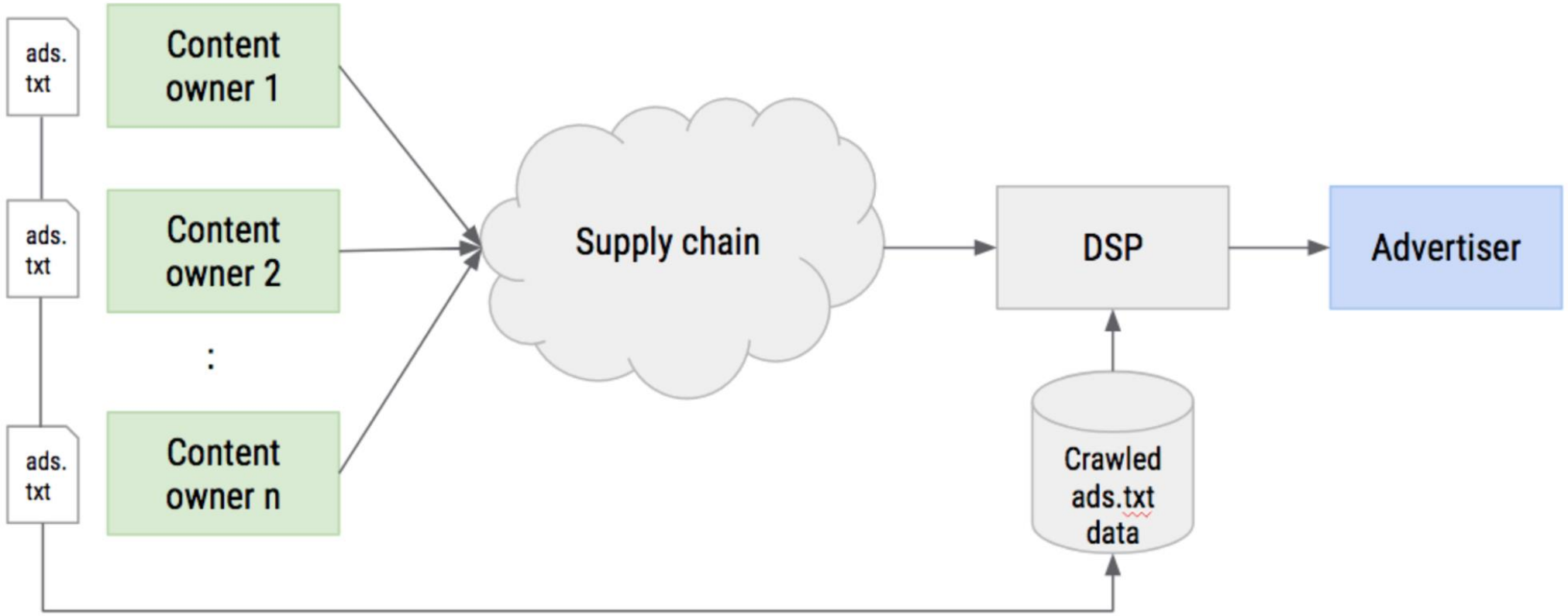
TRADE WITH CERTIFIED COMPANIES

JIC WEBS

tag
TRUSTWORTHY
ACCOUNTABILITY
GROUP

TRADE WITH PARTNERS/SUPPLIERS WHO IMPLEMENT AUTHORISED DIGITAL SELLERS (ADS.TXT)



APPLY THE IAB/ABC INTERNATIONAL SPIDERS & BOTS LIST

iab.

abc

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ASK FOR HIGHER VIEWABILITY – BUT BE AWARE OF POTENTIAL CHALLENGES & RESPONSIBILITIES

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ASK FOR HIGHER VIEWABILITY – BUT BE AWARE OF POTENTIAL CHALLENGES & RESPONSIBILITIES

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THE FUTURE
NEXT 12-24 MONTHS

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PARTNERSHIP - BLUEPRINT FOR GLOBAL STANDARDS?

JICWEBS

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UNIFIED AUDIENCE & CAMPAIGN MEASUREMENT STANDARDS

IPA Incorporated by Royal Charter

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A Matter of Fact

The need for accountable media audience data and how to get it

1. Industry agreed, objective and independently audited cross-digital audience measurement.

2. Consistent measurement of viewability (one vendor or vendor neutral)

3. Ability to trade on different levels of viewability

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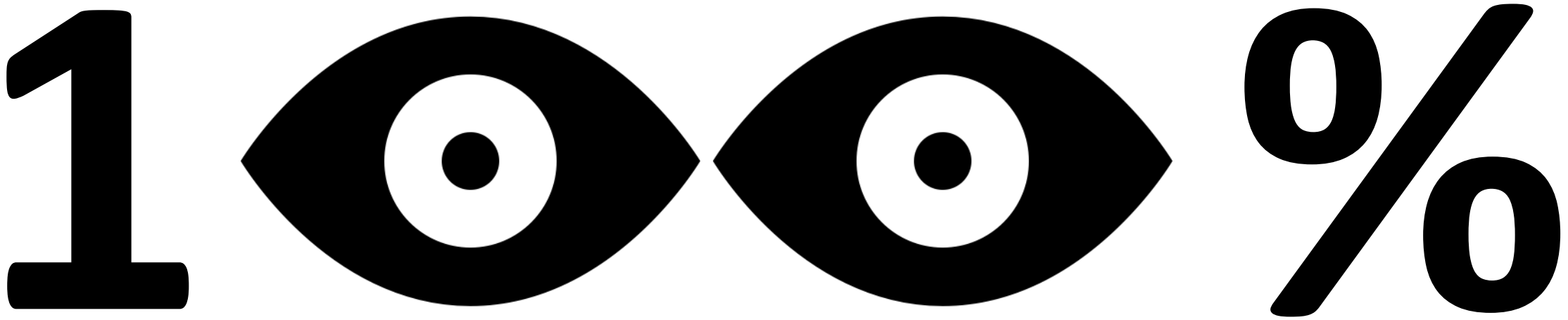
100% VIEWABILITY AS A STANDARD?



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THANK YOU!

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