

## BRAND AND CONSUMER SAFETY- THE JOURNEY FORWARD

**LOUIS JONES**

EVP Media + Data

4A's

@LouisJonesIV

**MIKE ZANEIS**

President & CEO

Trustworthy Accountability Group  
(TAG)

**ABRAHIM FARRAJ**

Manager Creative Content Protection  
NBCUniversal

**MICHAEL TIFFANY**

Co-Founder & President

White Ops

@kubla



# Advertising Assurance

An Approach to  
Brand Safety

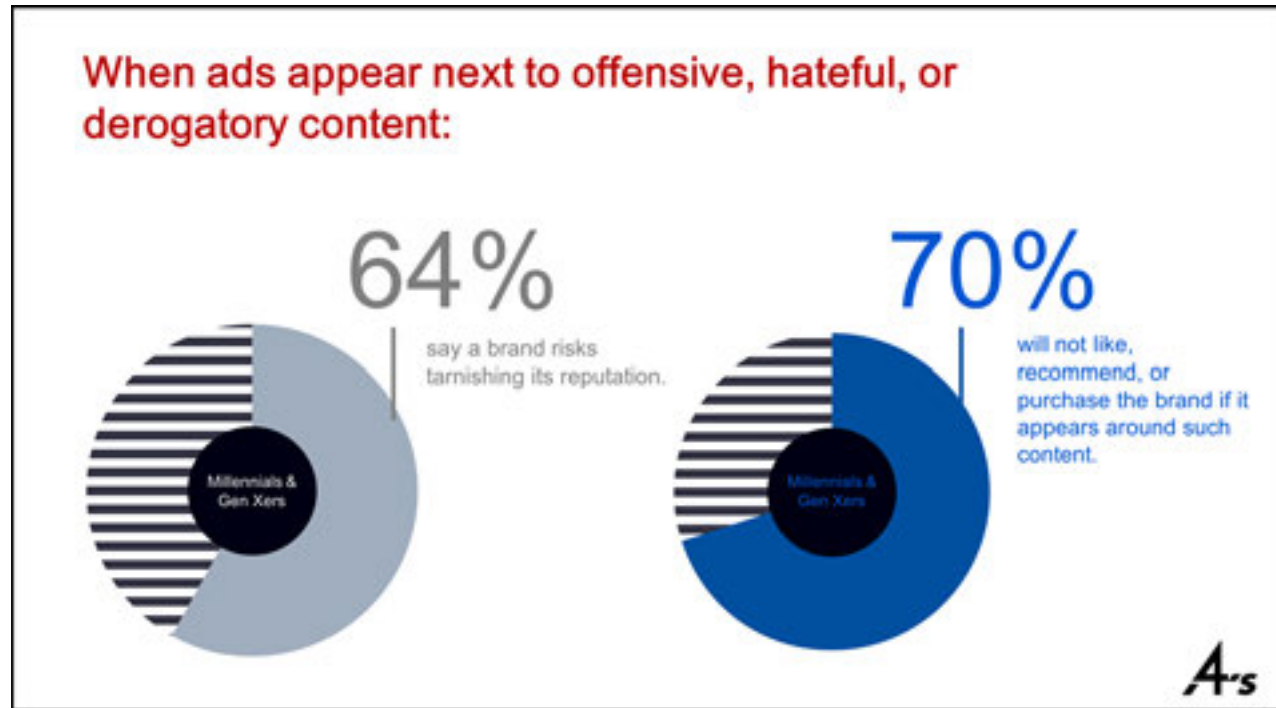




Advertising Assurance Forum  
An Engaged Conversation....



# Consumers and Brands are Negatively Impacted by Offensive Content



Scott Hagedorn of Hearts & Science at 4A's Data Summit sharing research recently conducted with Wharton



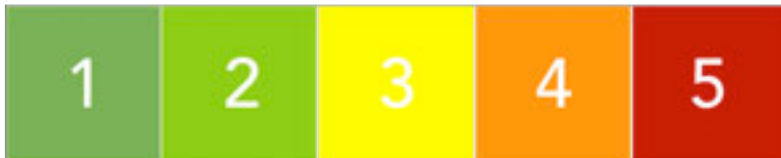
# Advertising Assurance Action Plan

## Advertising Assurance Action Plan

### 1. DEVELOP A RISK MANAGEMENT MODULE

Develop categorization(s) of risk across a continuum for brands to better delineate each advertiser's appetite for risk – from "quality" to "low CPM"

A focus on the role White Lists and other forms of sharing can provide around levels of safety



SAFEST

LEAST SAFE

### 2. A CODE OF DECENCY

A "floor" or an industry agreed upon set of definitions across agencies that align baseline expectations for safety  
Help marketers identify bad actors within the ecosystem – Advertiser Protection Bureau (APB)



### 3. ECOSYSTEM EDUCATION

Develop a playbook for assessing the risk continuum, inclusive of new standards, metrics, and tools to be leveraged in Advertising Assurance

Demystify the value chain costs related to safety and shift mindsets across the industry to effective metrics that matter.





# Every Friday @ 9:45AM

dentsu  
ÆGIS  
network

groupm

havas  
media

horizonmedia

IPG MEDIABRANDS

MDC Partners  
Where Great Talent Lives

OmnicomMediaGroup

PUBLICIS  
MEDIA

The screenshot shows a Microsoft Teams chat interface. The top navigation bar includes 'Dashboard', 'Everything', 'Projects', 'Calendar', and 'People'. A search bar is on the right. The left sidebar shows the '4's' channel and a 'Categories' list: 'All Messages' (40), 'Announcements' (0), 'APB Alert' (1), 'Communication' (1), 'Important Updates' (0), and 'No Category' (38). The main area displays a list of messages:

- Louis J. RE: 4A's Member Bulletin (16:15, 3 replies)
- Eric W. RE: S/S Framework: Preamble (19 Sep, 13 replies)
- Louis J. Hallelujah! The Approved Framework (14 Sep, 1 reply)
- Louis J. Revised Framework (13 Sep, 1 reply)
- Olga O. RE: Revised APB Logos (13 Sep, 7 replies, green checkmark)
- Louis J. RE: APB 9/7 - Revised Framework & Logo Treatments (07 Sep, 4 replies)
- Louis J. Adweek article on Twitter (17 Aug, 1 reply)
- Olga O. RE: In the news.... (14 Aug, 5 replies)
- Louis J. Head's Up from MRC on Brand Safety Call today (14 Aug, 1 reply)
- Megan F. RE: APB 8/10 (13 Aug, 5 replies)
- Louis J. Hi - somehow deleted the MRC call message.... weird! (13 Aug, 1 reply)
- Louis J. NYT Article: Fake Views... (13 Aug, 1 reply)
- Helen L. RE: Summary of Ideas from Partner Day and Additional Discussion Topics (04 Aug, 2 replies, labeled 'Communication')

# Launch of Brand Safety Frameworks

2 of 3 Actions complete!



CLIENT ESSENTIALS

RESEARCH

TALENT

EVENTS

MEMBERSHIP

AGENCY MANAGEMENT

## 4A's Advertiser Protection Bureau Delivers Brand Suitability Framework and Brand Safety Floor In Move to Help Advertisers Assess Risk

September 20, 2018  
Media Services



*Brand Safety Floor Included in Media Rating Council's Newly Released Supplemental Guidance on Content Level Context and Brand Safety Ad Verification*

**New York, NY (September 20, 2018)** – The 4A's, the leading trade organization for marketing communications agencies, today released two critical resources developed to strengthen current contextual brand safety practices. The two documents – a Brand Safety Floor and a Brand Suitability Framework – are designed to help agencies, advertisers, publishers,

## 4A's Advertiser Protection Bureau Introduces Resources for Stronger Ad Buying Guidelines

[adweek.com/agencies/4as-advertiser-protection-bureau-introduces-resources-for-stronger-ad-buying-guidelines](http://adweek.com/agencies/4as-advertiser-protection-bureau-introduces-resources-for-stronger-ad-buying-guidelines)

By Erik Oster

September 21, 2018



The American Association of Advertising Agencies (4A's) Advertiser Protection Bureau (APB) introduced two new Advertising Assurance resources today, the Brand Safety Floor and the Brand Suitability Framework.

**Category**  
**[Video/Audio/Text]**

**Brand Safety**  
**“Floor”**

Adult & Explicit Sexual Content

Illegal sale, distribution, and consumption of child pornography  
Explicit or gratuitous depiction of sexual acts, and/or display of genitals, real or animated

Arms & Ammunition

Promotion and advocacy of Sales of illegal arms, rifles, and handguns  
Instructive content on how to obtain, make, distribute, or use illegal arms  
Glamorization of illegal arms for the purpose of harm to others  
Use of illegal arms in unregulated environments

Crime & Harmful acts to individuals and Society and Human Right Violations

Graphic promotion, advocacy, and depiction of willful harm and actual unlawful criminal activity – murder, manslaughter & harm to others. Explicit violations/demeaning offenses of Human Rights (eg, trafficking, slavery, etc.)

Death or Injury

Promotion or advocacy of Death or Injury  
Murder or Willful bodily harm to others  
Graphic depictions of willful harm to others

Online piracy

Pirating, Copyright infringement, & Counterfeiting

Hate speech & acts of aggression

Unlawful acts of aggression based on race, nationality, ethnicity, religious affiliation, gender, or sexual image or preference  
Behavior or commentary that incites such hateful acts, including bullying

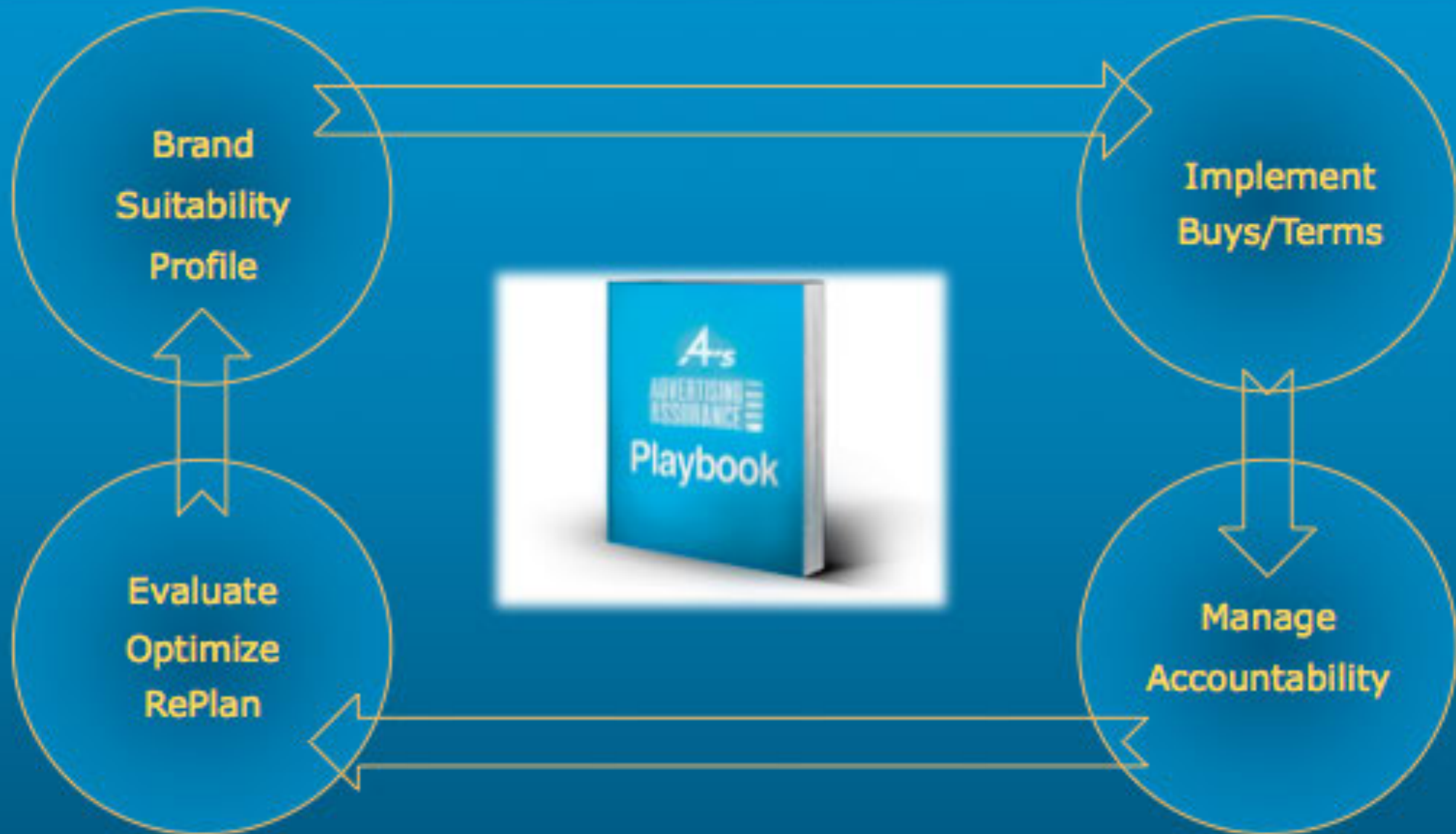
Military conflict

Incendiary content provoking, enticing, or evoking military aggression  
Live action footage/photos of military actions & genocide or other war crimes





Category [Video/Audio/Text]	High Risk	Med Risk	Low Risk
Obscenity and Profanity	Glamorization /Gratuitous depiction of obscenities, profanity, or other repulsive actions	Dramatic depiction of profanity and obscenities presented in the context of entertainment by genre Topical/current events news coverage of profanity and obscenities Genre based use of profanity, gestures, and other actions that may be strong, but might be expected as generally accepted language and behavior	Educational or Informative, treatment of Obscenity or Profanity News feature stories on the subject
Illegal Drugs	Glamorization /Gratuitous depictions of illegal drugs/abuse of prescription drugs	Dramatic depiction of illegal drug use/ prescription abuse presented in the context of entertainment Topical/current events news coverage of illegal drug use/prescription abuse	Educational, Informative, Scientific treatment of illegal drug use/prescription abuse News feature stories on the subject
Spam or Harmful Content			
Terrorism	Depiction of terrorist actions that are disturbing, agitating or promotes harmful acts to others or society Terrorist content requiring a viewer advisory Insensitive and irresponsible treatment of terrorism/ related crimes	Dramatic depiction of terrorism presented in the context of entertainment Topical/current events news coverage of terrorism	Educational, Informative, Scientific treatment of terrorism News feature stories on the subject
Tobacco/eCigarettes/Vaping	Insensitive and irresponsible content/ treatment that encourages minors to use tobacco and vaping products & Alcohol	Dramatic depiction of tobacco, vaping & alcohol use presented in the context of entertainment Topical/current events news coverage tobacco, vaping & alcohol use	Educational, Informative, Scientific treatment of tobacco, vaping & alcohol use News feature stories on the subject
Sensitive Social Issue/Violations of Human Rights	Depiction of sensitive social/ harmful acts in negative context Insensitive and irresponsible treatment of sensitive social issues/human rights	Dramatic depiction of sensitive social/ other harmful acts presented in the context of entertainment Topical/current events news coverage of sensitive social issues	Educational, Informative, Scientific treatment of sensitive social/ other harmful acts News feature stories on the subject





# Advertising Assurance

What's Next?

Fake News?

Exposing the business of  
Fraud/Piracy/Counterfeiting

A Comprehensive Approach



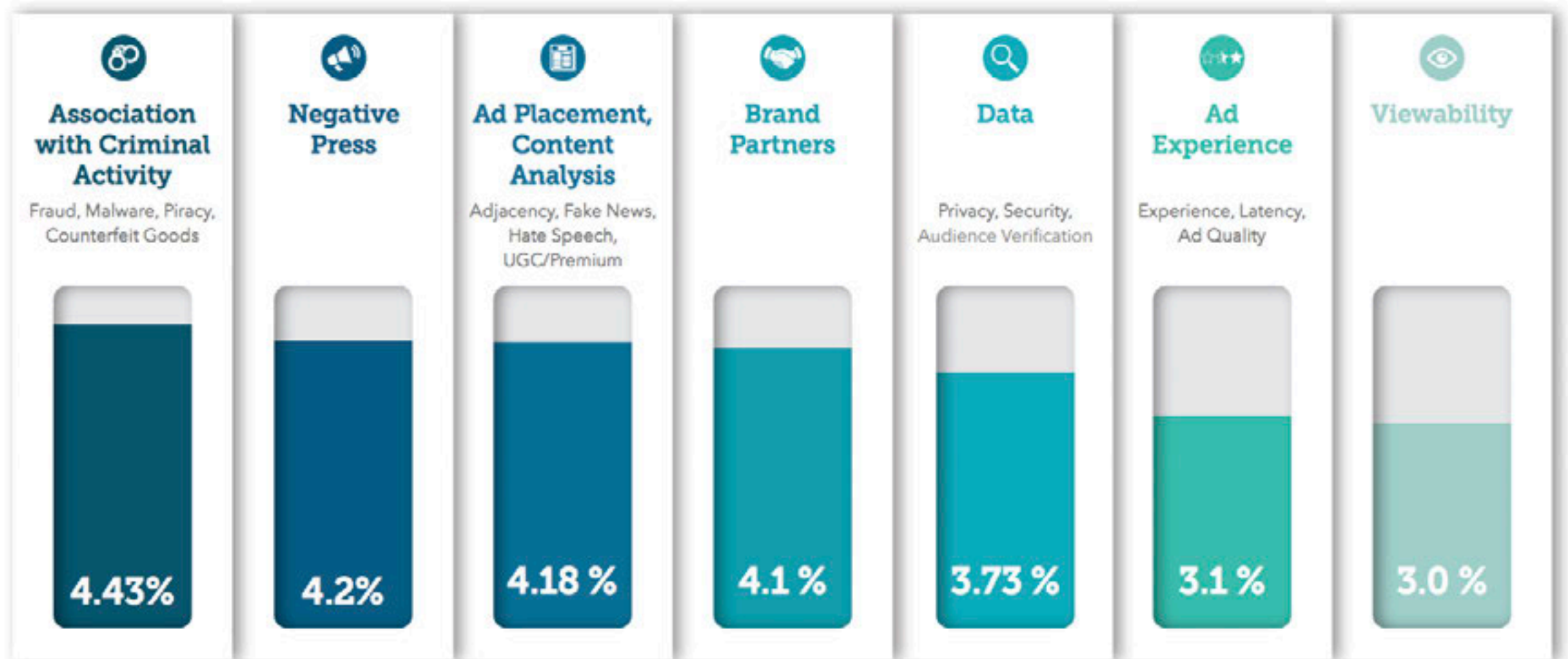


# BRAND SAFETY UPDATE:

## Defining Real Results

4A's Decisions 20/20 | March 26<sup>th</sup>, 2019

# Component Parts of Brand Safety





# TAG Fraud Benchmark Study

DECEMBER 2017

A report conducted by The 614 Group, commissioned by Trustworthy Accountability Group





# WHAT IS A TAG CERTIFIED CHANNEL?



## FRAUD RATES IN TAG CERTIFIED CHANNELS

	US	EUROPE
2017	1.48%	N/A
2018	1.68%	0.53%

## PROGRAMMATIC

# Why Ads.txt Alone Isn't a Silver Bullet to Cure Ad Fraud

DoubleVerify unveils bot network that bypasses IAB protocol to protect against domain spoofing

By Ronan Shields | 2 days ago

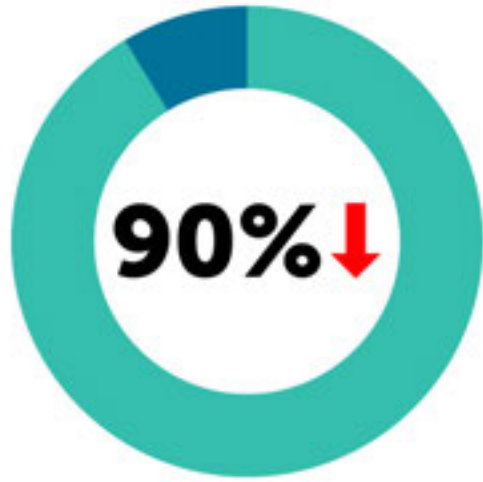




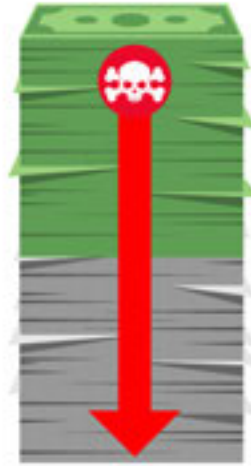
# REQUIREMENTS FOR TAG CERTIFICATION

Requirement	Scope	Direct Buyer	Direct Seller	Intermediary	Anti-Fraud & Measurement Services
Complete TAG Registration & be a TAG Member in Good Standing	Administrative	✓	✓	✓	✓
Have a designated TAG Compliance Officer	Administrative	✓	✓	✓	✓
Attend a Certified Against Fraud Training annually	Administrative	✓	✓	✓	✓
Comply with GIVT Detection & Filtration Requirements of MRC IVT Guidelines	Anti-Fraud	✓	✓	✓	✓
Employ Domain Threat Filtering	Anti-Fraud	✓	✓	✓	✓
Employ Data Center IP Threat Filtering	Anti-Fraud	✓	✓	✓	✓
Implement Publisher Sourcing Disclosures	Transparency		✓		
Implement Payment ID System	Transparency			✓	
Implement Ads.txt	Transparency		✓		





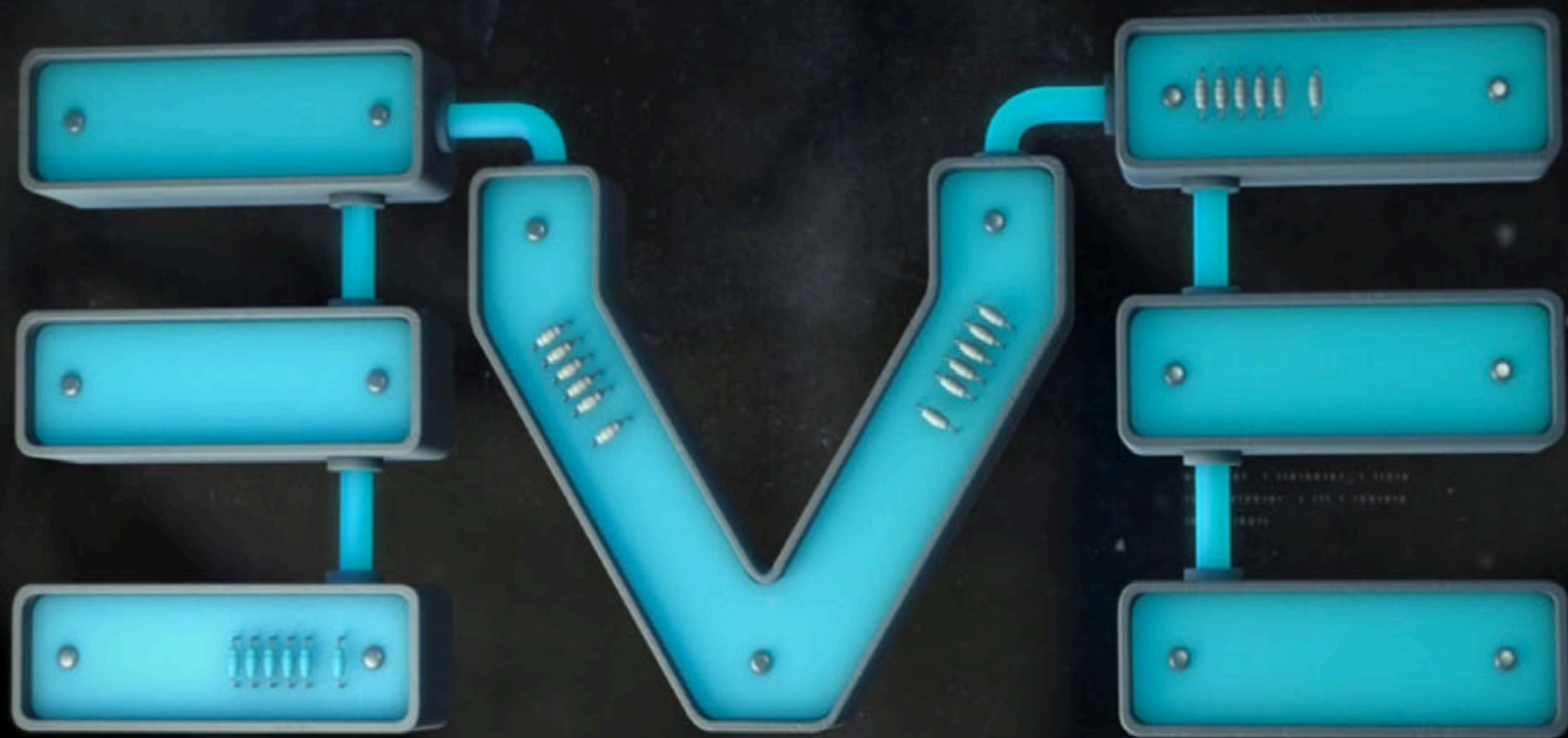
Brand advertisements no longer appear in the U.S. on pirate sites at volume; representing a 90% decrease from just 2 years ago



Ad revenue flowing to pirate sites has been reduced by between 48 and 61 percent



Industry leaders are stemming the flow of ad revenue to mobile apps with pirated content





## Good money gone bad Advertising volume on pirate sites

**CreativeFuture**  
Creativity. Innovation. Tomorrow.

