



## What a fantastic session on Monday – Thank you!

We had nearly 100 senior level executives across the industry at the 4A's Advertising Assurance Forum held at Horizon Media's offices this past Monday, March 19, 2018. The room was a mix of agency CXOs, senior leaders of ad operations, digital technology, research, as well as some marketers and partners.

John Sheehy (Global President, Starcom) and Marla Kaplowitz (President & CEO, 4A's) set the stage for the day highlighting the importance of beginning to talk about consumer safety in addition to brand safety (Advertising Assurance), and the ongoing challenges the industry faces.

The goal of the meeting was to start the conversation on the importance of addressing Advertising Assurance risks and identify ways the industry can work together to protect advertisers and consumers from the current risks in digital advertising.



The quest was to come together to create an Action Plan across the industry for better Advertising Assurance.

Three challenges were established:

1.

To achieve clarification of contextual/content risks and implications of potential social media mishaps. Trends such as the large growth in UGC, and the proliferation of fake news provide ongoing challenges.

2.

The need to include consumers as part of the safety discussion. There is evidence that brand safety issues are eroding consumer confidence in brands.

3.

The need to better use technology and cooperation to combat these issues.



A robust conversation, insightful feedback, and a real sense of collaboration pervaded the room.

A thought surfaced around the notion of a collaborative industry group, led by the 4A's, to gauge and monitor progress and adherence - The Advertising Assurance Bureau (AAB).



It was recommended that the AAB focus on how to better manage "safety" as a continuum of risk and choice, as the industry must work together on the following 3 initiatives:

## 1. DEVELOP A RISK MANAGEMENT MODULE

- Develop categorization(s) of risk across a continuum for brands to better define 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.



## 2. A CODE OF DECENCY

- Develop a set of standards that outline decency in content and content availability. Several of the breakout groups explored the idea of a "floor" or an industry agreed upon set of ground rules/definitions across agencies that align baseline expectations for safety that are non-differentiated and therefore non-competitive. This could exist in a framework that establishes a "Decency" baseline and adds variables for advertiser safety "Suitability."
- Identify efforts and methodologies to mitigate fake news. Consider industry development of a source icon (similar to AdChoices icon).
- Consider a method to flag bad actors within the ecosystem such as an APB – Advertising Protection Bureau.

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## 3. EDUCATION FOR ADVERTISERS/COMMUNITY

- Develop a playbook for assessing the risk continuum, inclusive of new standards, metrics, and tools to be leveraged in Advertising Assurance. This would also generate a guide for evaluating cost implications to achieving specific levels of Assurance.
- Demystify the value chain costs related to safety and shift mindsets across the industry to effective metrics that matter, as opposed to vanity metrics (ie, Cost per Viewable Impression versus "low CPM").

Thank you for your valuable input and thanks to all of our sponsors who made the event possible - OpenSlate, DoubleVerify, TrustX, Ad-ID and Nucleus. We are also appreciative of Horizon Media for providing the great space and support for the session.

And a big thank you to all of our speakers who drove the arc of the discussion in the room!

## Session 1:

**Where your Ads Appear and Why it Matters:**

Moderator: Brian Quinn, President, OpenSlate

Speakers:

- Eve Goldman  
Global Head of Buying, YouTube & Video Solutions, Google
- John Montgomery  
EVP, Global Brand Safety, GroupM
- Alison Pepper  
SVP, Government Relations, 4A's
- Seth Rogin  
CEO, Nucleus
- David Callaway  
CEO, The Street

The conversation will continue in Miami at the 4A's Accelerate conference from April 8-10th.

We hope to see you there!

## Session 2:

**Technology or Cooperation or Both?**

Moderator: Steve Williams, CEO, Essence NA

Speakers:

- Dennis Buchheim  
SVP & GM, IAB Tech Lab
- Harold Geller  
Executive Director, Ad-ID
- Marc Goldberg  
CEO, Trust Metrics
- David Kohl  
President & CEO, TrustX;
- Harrison Leibowitz  
VP, Business Development, Strategic IP Information/VeriSite
- Megan Pagliuca  
Chief Data Officer, Hearts & Science
- Marc Pearlstein  
Chief Revenue Officer, DoubleVerify
- Rachel Nyswander Thomas  
SVP, Operations & Public Policy, TAG

