



## BRAND SAFETY AND DIGITAL VIDEO ADVERTISING

There's a lot of concern about brand safety when it comes to digital video advertising. We make sure you are protected.

### WHAT DOES *BRAND SAFETY* MEAN?

Brand safety for digital video ads refers to practices and tools we use to ensure that a video ad will not appear in a context that can damage the advertiser's brand.

### IT TAKES A VILLAGE...

Our ad exchange partners, AppNexus, Google, Amazon, Yahoo have strict audit requirements that protect and ensure brand safety. Further, our technical partners Moat, Double Verify, Integral Ad Science provide a software security layer.



### OUR ANSWERS TO BRAND SAFETY CONCERNS

Opaque Video Inventory	➔	Transparent Reporting Done By Humans
Low Viewability Standards	➔	Clear, Guaranteed Insights Into Delivery
Complex, Fragmented Access To Content	➔	Leverage Our 1:1 Partnerships
Overall Trust Issues With Programmatic	➔	A Fraud Free 100% Guarantee

### HOW WE ENSURE BRAND SAFETY

Your brand's safety is our priority. Any site can be blacklisted upon request. Some sites also have their own targeting parameters we can utilize to protect you further.

For example, on YouTube we set up exclusion targeting parameters for your campaign to block content within certain categories. YouTube has as many safeguards as possible to ensure ads will not appear with any malicious content.



## FIRST AND FOREMOST: DETECTION

Brand safety services and tools are embedded into ad servers, ad exchanges, and ad solutions. They can also be embedded with ad visibility measurement tools.

When inappropriate content is detected, the ad verification process prevents the ad from being displayed and the URL is flagged.



## SECONDLY: AN EXTENSIVE TOOL KIT

- **Digital Content Labels**  
Opt out of content rated in groups such as 'MA' and 'Unrated.'
- **Topic Exclusions**  
Exclude or do not target topics such as Politics, Social Issues and Advocacy, or more, depending on what is sensitive to a brand at any given point in time.
- **Sensitive Subjects Exclusions**  
Opt out of content relate to tragedy and conflict and sensitive social issues.
- **Content Exclusions**  
Opt out of targeting live streams or other similar content that's difficult to monitor in real-time.

## LAST BUT NOT LEAST: EXTRA LAYERS OF PROTECTION

**Black-list**  
specific sites  
from running



**Content-Safe**  
capabilities to  
target specific sites  
& apps.

**Third-Party Partners**  
scan to ensure ads  
runs on appropriate  
content.



**Human Traders**  
monitor every  
campaign for  
suspicious activity

**Proactive Blocks**  
always set up to  
block specific  
categories

