

JOINT INDUSTRY COMMITTEE FOR WEB STANDARDS INDUSTRY TOWNHALL

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AD FRAUD
VIEWABILITY
BRAND SAFETY

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About me

- Chairman of ISBA Digital Action Group
- General Manager, Digital Marketing TUI
- 9 years at BLM/Arena Media
- 7 years in Newspaper Sales

1. AD FRAUD

Ad fraud

- Future independent certification
- Review of companies that claim to apply industry-agreed best practices
- Award of JICWEBS seal
- Confirming their processes identify ad fraud & potentially further reduce risk of ads being served on fraudulent sites
- This will benefit advertisers and their agencies

2. AD VIEWABILITY

Soutpiel

(n. soot-peel, Afrikaans)

*Scorn expressed at someone else's
inability to commit fully to something
you believe in passionately*

ARE THE DIGITAL ADS WE BUY ACTUALLY BEING SEEN?

ABSOLUTELY!

ALMOST
HALF THE
TIME,

AT LEAST
50% OF THE
PIXELS,

FOR A
WHOLE
SECOND,

HOPEFULLY
BY A HUMAN,

MAYBE ON A
SITE WITHOUT
PORN.

BUT THERE'S
NO WAY TO
VERIFY THAT.

THAT
EXPLAINS THE
LOW CPM.

YEP, IT'S A
GREAT DEAL!

TOM
FISH
BURNE

Ad Viewability

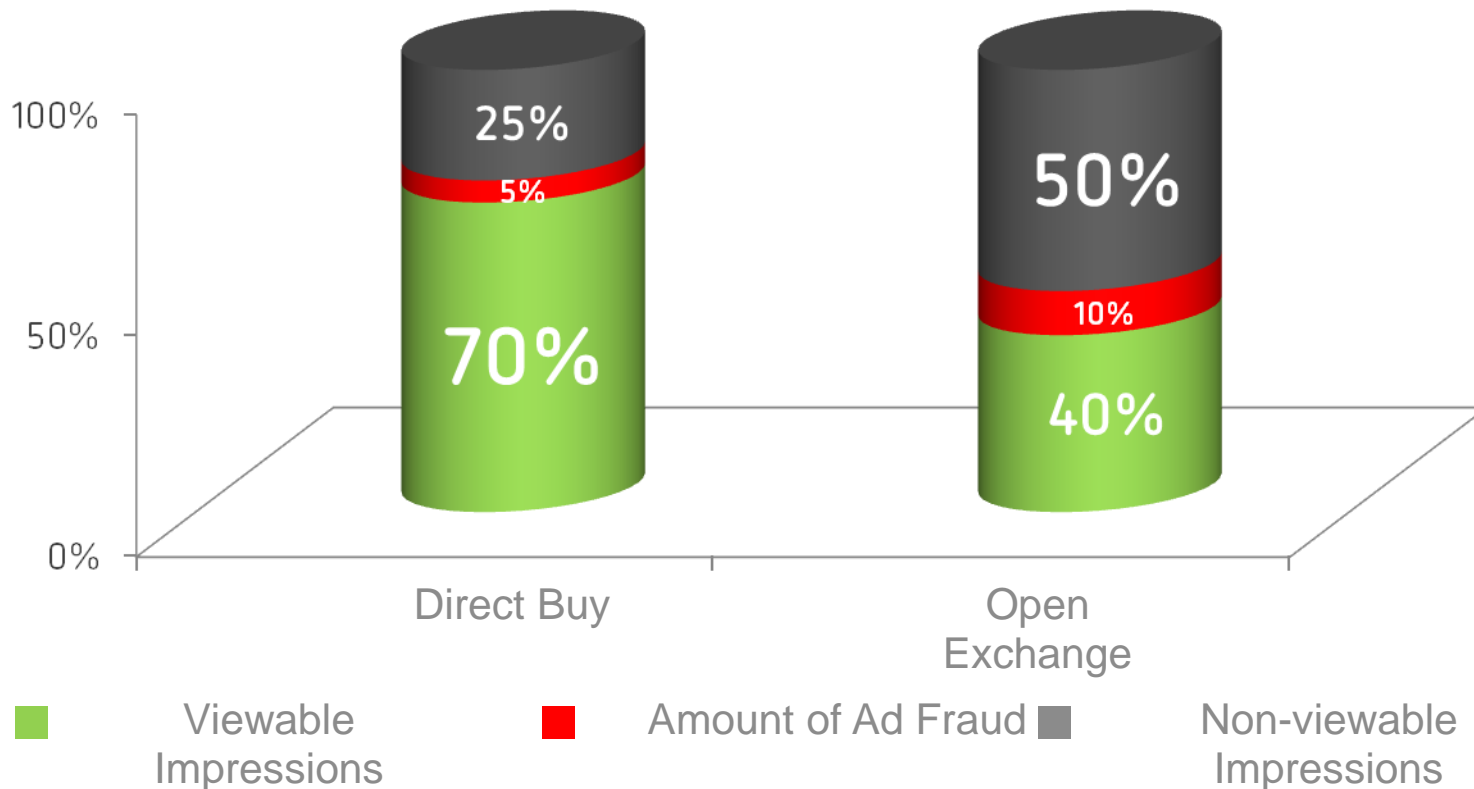
ALEX TAIT, UNILEVER'S UK AND IRELAND MEDIA DIRECTOR



Marketers should ask publishers to ensure they can demonstrate viewability

- 50% of ad viewable for a second - below the bar?
- As Unilever has with Group M, advertisers can & will work to their own standards
- Strong rationale for industry to raise credibility of digital ad spend
- It isn't possible to track viewability on some media owners at all in the UK
- Most advertisers will ask publishers for their inventory to be ad verified

The ratio of Open Exchange is a significant factor for the decrease of viewability rates



Source: Approximated values validated by Meetrics between Q1 and Q3 2015

3. BRAND SAFETY

The background of the slide is composed of several overlapping, semi-transparent, wavy shapes in various shades of gray. These shapes create a complex, layered effect that resembles a stylized landscape or a series of ripples. The overall aesthetic is modern and minimalist.



Anatidaephobia

Anatidaephobia - The Fear That You are Being Watched by a Duck

December 08, 2008 by [Tammy Duffey](#)

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What Is Anatidaephobia?

Anatidaephobia is defined as a pervasive, irrational fear that one is being watched by a duck. The anatidaephobic individual fears that no matter where they are or what they are doing, a duck watches.

Anatidaephobia is derived from the Greek word "anatidae", meaning ducks, geese or swans and "phobos" meaning fear.

An advertisement for Aflac featuring a white duck with an orange beak on a blue background. The text reads: "Aflac can help attract and retain employees, at no direct cost to your company." Below the duck is the Aflac logo and the slogan "We've got you under our wing." At the bottom is a yellow button that says "Learn More Now".

What Causes Anatidaephobia?

As with all phobias, the person coping with Anatidaephobia has experienced a real-life trauma. For the anatidaephobic individual, this trauma most likely occurred during childhood.

Perhaps the individual was intensely frightened by some species of water fowl. Geese and swans are relatively well known for their aggressive tendencies and perhaps the anatidaephobic person was actually bitten or flapped at. Of

Online brand safety

- Police Intellectual Property Crime Unit's 'Infringing Website Register'
- Protecting advertisers' online reputation



Online brand safety

- Good Practice Principles' Seal of Compliance:
 - 37 Digital Trading Standards Group signatories
 - Policies & processes independently verified
- Content Verification accreditation: 3 accredited
- YouTube's 'Content Exclusion Controls' including 'Sensitive Subjects Exclusion Tool'

Online brand safety

- ISBA Online Brand Safety Guidance
- Contract Clauses for advertisers published next few months
- Tools are pre-requisite of a campaign purchase & should be incorporated into business processes
 - Police Intellectual Property Crime Unit's Infringing Website List
 - Digital Trading Standards Group's Good Practice Principles' Seal of Compliance
 - Content Verification Certification Programme
 - IAB Native Disclosure Guidance
 - Social Media platforms – Google & Facebook
 - Advertising Standards Authority Guidance on Vlogging
 - IAB LEAN Ad Blocking Initiative

Finally...

- 3 key challenges
 - Ad fraud
 - Viewability
 - Brand Safety
- Programmatic trading ecosystem
- Responsibilities v standards v expectations