

# UK Good Practice Principles certificate



Company: Vevo  
 The Lighthouse Building,  
 370 Grays Inn Road,  
 London,  
 WC1X 8BB  
 www.vevo.com

Business/Brands verified:	Vevo
Service provided:	Publisher / Content Creator
Month of verification:	October 2018

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> The Buyers and Sellers of digital display advertising shall ensure that the transaction is one pursuant to either (a) a Primary Agreement or (b) the specific terms and policies within an agreed or signed contract.</p>	<p>Buyers that sign the Vevo Insertion Orders (IO's) also agree to the "IAB Standard Terms &amp; Conditions 3.0" (Ts&amp;Cs).</p> <p>Vevo will also agree to buyers own IOs and T&amp;Cs.</p> <p>Vevo also has a Programmatic Guarantee (PG) agreement with Google in order to deliver PG campaigns through DBM.</p>
<p><b>2</b> A Primary Agreement, or the specific terms and policies within an agreed or signed contract, should include the Buyers and Sellers' intention as to where the advertising should (or should not) appear.</p> <p>The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement:</p> <ul style="list-style-type: none"> <li>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</li> <li>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</li> </ul>	<p>Agreed IOs contain intentions of where advertising should (or should not) appear.</p> <p>Vevo have an appropriate schedule (whitelist) where buyers can select artists they want to run their campaigns against.</p> <p>Any channels that contain content that is not considered appropriate will be excluded from their campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
<p><b>3</b> Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly. In the absence of specific provisions, then as a minimum, a statement of reasonable endeavours is required.</p>	<p>Vevo confirms that reasonable endeavours will be applied in their Brand Safety Process, which states:</p> <p>“Given the breadth of our catalogue, we recognise that a small minority of our videos may not be suitable for younger audiences. All of our videos are therefore subject to a comprehensive process of categorisation, labelling and tagging. This process ensures that we can provide advertisers with full transparency, so they can be confident on which videos their ads will appear. It also provides a range of options for customizing their ad placements.</p> <p>By taking the necessary measures to identify and categorize the content on3 our platform, we are able to provide an environment that combines premium, professionally produced content with custom targeting to provide quality, brand safe environments for our advertisers.”</p> <p>Vevo have communicated their Brand Safety Policy to their clients by an email newsletter which included the following link <a href="https://gallery.mailchimp.com/ba963e09a98985e09b2c0a7f0/files/5501814f-4102-47ce-87bb-3f31e578bb2d/Vevo_Brand_Safety_UK.pdf">https://gallery.mailchimp.com/ba963e09a98985e09b2c0a7f0/files/5501814f-4102-47ce-87bb-3f31e578bb2d/Vevo_Brand_Safety_UK.pdf</a></p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>Vevo defines explicit content as any content that might contain any of the following; explicit lyrics, extreme violence, drug use, offensive physical acts or aggressive/suggested/blatant sexual acts.</p> <p>All Vevo's video content is either produced in house or provided directly from their record label partners. They request that explicit content is identified by the label partners and flagged as explicit during the ingestion process. Vevo requests that label partners vet all videos for explicit content in accordance with standard industry practice (OFCOM / BBFC). If a video is identified as explicit this is labelled within the video’s metadata in their Content Management System (CMS). This data feeds through to Vevo’s adserver which enables advertisers to request appropriate schedules (whitelist) by choosing to exclude these videos / channels from their campaigns.</p> <p>Vevo also uses ComScore to identify, artists that highly index towards a particular user demographic in order to target campaigns away from, or towards, those artists depending on the targeting requirements. Artists whose index is over 150% or more will be used where targeting includes/excludes younger audiences.</p> <p>Vevo will also set up any ad campaigns that include products containing High Fat, Salt &amp; Sugar (HFSS) so they are targeted away from young audiences in accordance with ASA regulations.</p> <p>Vevo run their content via YouTube and other platforms and only serve advertising against their own video content. They abide by the YouTube content and community guidelines and use YouTube analytics to verify / confirm age content.</p>

Good Practice Principles	Description of compliance with the Principles
<p><b>5</b> Both Buyers and Sellers should understand any contractual consequences should they fail to monitor this process and respond appropriately to ad misplacement via take down.</p>	<p>The Vevo Ad Takedown policy states:            "Vevo will endeavour to take down or remedy any ad delivery issues, as requested by our clients, within 3 hours on a working day and asap at weekends            In order to request a takedown of your ads please contact ukcommercial@vevo.com or your Vevo Rep directly. Please ensure your email is marked as *URGENT – Ad Takedown Required*            In the event that your ads are not taken down in accordance with this policy, Vevo will make all reasonable efforts to agree a satisfactory make good solution with the affected client"</p>
<p><b>6</b> Are there any other brand safety measures which you undertake which you might want to inform the market about, for which documentation can be provided, and which can be independently verified or audited?</p>	

### Verified by

Company: ABC Ltd  
 Saxon House,  
 211 High Street,  
 Berkhamsted,  
 Hertfordshire.  
 HP4 1AD



<p>Statement of verification provider:</p>	<p>We have reviewed Vevo’s policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG Good Practice Principles. Our enquiries were designed to independently confirm that the brand safety policies stated have been implemented and clearly documented where required. Our review did not extend to testing the effectiveness of any processes, procedures or controls for ad misplacement.</p> <p>In our opinion, at the time of our review, Vevo had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
--	---

### About JICWEBS

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading.

### About Digital Trading Standards Group (DTSG)

The Digital Trading Standards Group (DTSG) is an UK industry body made up of representatives from across the digital display advertising ecosystem, including the buy- and sell-side. The DTSG is comprised of representatives from advertisers, agencies, agency trading desks, demand side platforms, advertising exchanges, sales houses, advertising networks, supply side platforms and publishers.