

# DTSG Brand Safety Certificate



Vevo  
 The Lighthouse Building,  
 370 Grays Inn Road,  
 London,  
 WC1X 8BB  
[www.vevo.com](http://www.vevo.com)

**Business/Brands Certified:**

Vevo

**Service provided:**

Publisher / Content Creator

**Month of verification:**

August 2020

## Good Practice Principles

## How Vevo complies

**1** 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.

Buyers that sign the Vevo Insertion Orders (IO's) also agree to the "IAB Standard Terms & Conditions 3.0" Terms and Conditions (Ts&Cs).

Vevo will also agree to buyers own IOs and T&Cs.

Vevo also has a Programmatic Guarantee (PG) agreement with Google in order to deliver PG campaigns through DV 360.

**2** A Primary Agreement, or the specific terms and policies within an agreement or signed contract, should include the Buyers' and Sellers' intention as to where the advertising should (or should not) appear.

Agreed IOs contain intentions of where advertising should (or should not) appear.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

Vevo have an appropriate schedule (Inclusion List) where buyers can select artists they want to run their campaigns against.

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

Any channels that contain content that is not considered appropriate by the buyer will be excluded from their campaigns.

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

**3** 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.

Vevo confirms that reasonable endeavours will be applied in their Brand Safety Policy, which states:

"Vevo is fully committed to Brand Safety and we want to ensure all our advertisers are confident that their ads are running in a brand safe environment, in-line with your specific campaign requirements.

With around 350K pieces of content, Vevo makes up less than 0.5% of all videos on YouTube, enabling us to provide effective content management for brands. The Vevo catalogue is highly curated, professionally produced, exclusive content provided by the Music Labels. We have no UGC.”

The Brand Safety policy is located on the Vevo website and communicated to clients by the link below which is included in email signatures.  
<https://hq.vevo.com/advertising/brand-safety>

**4** Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

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.

All Vevo’s video content is either produced in house or provided directly from their record label partners. Vevo request that explicit content is identified by the label partners and flagged as explicit during the ingestion process. Vevo request 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 (Inclusion list) by choosing to exclude these videos / channels from their campaigns.

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.

Vevo will also set up any ad campaigns that include products containing High Fat, Salt & Sugar (HFSS) so they are targeted away from young audiences in accordance with ASA regulations.

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.

**5** 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.

The signatory’s take down policy and procedures must be in place, clearly defined and communicated to each customer, including timeframes for take down of misplaced ads.

The Vevo Takedown policy states:

“In the event an advertiser deems that their ads are running in an inappropriate environment or against unsuitable content for their brand, Vevo will make all reasonable efforts to take down or remedy any ad delivery issues, upon request, within 3 hours.

In order to request your ad to be taken down within this timeframe please contact your Vevo representative and the following email alias: [ukcommercial@vevo.com](mailto:ukcommercial@vevo.com)”

“Any impressions that are not served in accordance with our clients IO or terms and conditions will be deemed non-billable and you will not be charged. Vevo will work directly with clients if a further make good is required in order to find a reasonable solution for both parties.”

**6** The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

Vevo have a process in place for handling, tracking, and monitoring complaints raised under the DTSG Logged Complaints Monitoring Procedure.

**7** 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?

**Statement of verification provider:**

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.

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.

JICWEBS Standard:



Verified by:



Address:

ABC Ltd  
 Saxon House  
 211 High Street  
 Berkhamsted  
 Hertfordshire  
 HP4 1AD

**About JICWEBS**

JICWEBS (Joint Industry Committee for Web Standards) defines best practice and standards for digital ad trading in the UK and our mission is to deliver recognized trust and transparency to the market. JICWEBS is made up of the following trade bodies: Association of Online Publishers (AOP), Internet Advertising Bureau (IAB) UK, ISBA – the voice of British advertisers – and the Institute of Practitioners in Advertising (IPA).

**About Digital Trading Standards Group (DTSG)**

The Digital Trading Standards (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 from side platforms and publishers.