

DTSG Brand Safety Certificate



RTÉ,
Donnybrook,
Dublin 4,
Ireland
<https://www.rte.ie/>

Business/Brands Certified:
RTÉ (not including Radio)

Service provided:
Publisher / Content Creator

Month of verification:
November 2019

Good Practice Principles

How RTÉ 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.

Digital advertising transactions are governed by RTÉ Trading Agreements and Insertion Orders, referencing RTÉ's Conditions of Business and Terms and Conditions respectively.

RTÉ's Terms and Conditions are available to view here: <https://digitalmediasales.rte.ie/specs>

RTÉ's Conditions of Business are available to view here: <https://mediasales.rte.ie/planning/tcs-policies/terms-and-conditions-of-business/>

RTÉ also has signed Master Service Agreements with Exchanges and SSP's to sell inventory programmatically.

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.

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

- A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or
- B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

RTÉ's Trading Agreements and Insertion Orders contain intentions and targeting instructions of where advertising should (or should not) appear.

RTÉ's site (<https://www.rte.ie/>) and app (RTÉ News Now) act as an appropriate schedule for all campaigns.

Buyers can provide RTÉ with their own keyword blacklists to run against their campaigns.

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.

RTÉ confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

“Our output should not be a concern for our clients, and we have put measures in place to ensure that we continue to serve our audience with independent news and content, whilst taking your clients brand safety very seriously. RTÉ treats sensitive content for our clients and partners as a top priority and we ensure that advertising is displayed in a brand safe environment across all our properties.”

The Brand Safety Policy is available to view here:

<https://mediasales.rte.ie/wp-content/uploads/Brand-Safety-Policy.pdf>

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

RTÉ’s Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

- 1) RTÉ use their in-house keyword blocking tool, Ad Sentry (non-JICWEBS certified), which intends to capture information in real time as the journalist types identifying keywords that may be unsuitable for advertising.
- 2) RTÉ’s site and app act as an appropriate schedule ad buyers may chose specific areas for their ads to appear.
- 3) RTÉ can implement buyer specific keyword blocking.

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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.

RTÉ’s takedown policy is included in their Brand Safety Policy on their website and states:

“In the unlikely and practically impossible event that advertising appears in an inappropriate context for your client we will aim to take down within 1 hour during business hours and 12 hours at other times. For any further queries on RTÉ s approach to brand safety please contact adsonline@rte.ie”

The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on a case by case basis with the buyer.

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

RTÉ have an internal procedure for handling tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.0

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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?

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Statement of verification provider:

We have reviewed RTÉ'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, RTÉ had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

ABC
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.