JIC|WEBS

DTSG Brand Safety Certificate

MEDIACOM

Mediacom London
124 Theobalds Rd
Holborn
London
WC1X 8RX

Business/Brands Certified:
Mediacom

Service provided:
Agency

Month of verification:
May 2020

Good Practice Principles	How Mediacom 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.	Mediacom London work with buyers to agree a campaign Media Plan or Statement of Work. Sellers agree to Mediacom London's Insertion Orders (IO's) agreeing to the GroupM Terms & Conditions (Ts & Cs) for digital advertising. Where Mediacom London agree to the sellers' Ts & Cs, these will be approved by GroupM centrally.
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).	Mediacom London Media Plans/Statement of Work contain detailed targeting instructions and the IO's contain intentions as to where advertising should not appear. The Group M Mandatory Exclusion list is applied as standard on all campaigns. Mediacom London also utilise the GroupM Supply Marketplace (GMSM) Inclusion List from which buyers can select sites to run against their campaigns. Buyers can provide their own domain inclusion or keyword exclusion lists 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.	Mediacom London's Brand Safety Policy is covered under the GroupM policy and states: "We believe that our clients should invest in digital advertising which is...served in an appropriate editorial environment, underpinned by independent industry certification and 3rd party verification..." "This policy document describes the governance processes which GroupM UK uses to minimise the risk of clients' advertisements being placed next to content that is not contextually brand safe..."

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	The GroupM Brand Safety Policy is available at the following link: https://groupm-assets.s3.us-east-2.amazonaws.com/s3fs-public/GroupM%20UK%20Brand%20Safety%20Policy.pdf This link is also included in Mediacom London's Media Plans, IO's and Group M Ts & Cs.

4	Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.	Mediacom London's processes for minimising the risk of ad misplacement have been summarised as follows: **Inappropriate Schedules** Mediacom London apply the GroupM Mandatory Exclusion List on all campaigns as standard. This list is curated via independent verification technology and by using input from the City of London Police*, the World Intellectual Property Organisation and clients. Mediacom London are also able to run campaigns using the GroupM High Risk Exclusion List or the Medium Risk Exclusion List depending on the buyers' preference. Buyers are able to utilise the GroupM Keyword Exclusion List for paid-search or YouTube activity or provide their own keyword exclusion lists to run against their campaign. **Appropriate Schedules** Mediacom London are able to run campaigns using the GMSM Inclusion List of media partners which are vetted according to GroupM's 32-step vetting process*. Buyers can also provide their own inclusion lists of sites to run their campaign against. **Technology** Mediacom London can work with any independent verification technology, required by the client, for the purposes of monitoring and/or pre- or post-bid blocking. This includes verification vendors such as Integral Ad Science (JICWEBS certified blocking tool) and Double Verify (non-JICWEBS certified). Additionally, all campaigns are monitored using GroupM's bespoke technology. **Social Media Platforms** Mediacom London have full access to GroupM's social media risk assessments* and any potential brand safety risks associated with these platforms are discussed directly with the buyer. *The GroupM Inclusion List, Exclusion Lists and social media risk assessments are curated centrally by GroupM and therefore these processes are verified as part of the GroupM Certification.*
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.	Mediacom London adhere to the GroupM Take Down Policy which is included in the GroupM Brand Safety Policy. It states:

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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.	"In the event an advertiser deems the content their ad is displayed against to be inappropriate, we operate a takedown policy to remove delivery across such content within 3 hours of communication. Where external parties are in breach, they are liable to pay compensation to GroupM as per the GroupM UK publisher terms and conditions…"
6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.	Mediacom London have internal procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint 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?	Mediacom London provides internal brand safety training.

Statement of verification provider:

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

JICWEBS Standard:

JIC|WEBS
DTSG
UK BRAND SAFETY
VALID TO:
abc
APRIL 2021

Verified by:

abc

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.