IAS | Quality Impressions™

Media Quality Report

H2 2020

Table of contents

01
Introduction
Pg. 4

02
What's new?
Pg. 5

03
Viewability
Pg. 6

04
Time-in-View
Pg. 12

05
Ad Fraud
Pg. 16

06
Brand Risk
Pg. 21

07
Spotlight
Pg. 26

08
About IAS
Pg. 28

Foreward from our CEO

After an unexpected year, the world eagerly welcomed 2021 as a new beginning, with hope on the horizon. Still, the challenges and changes experienced in 2020 are likely to shape individuals and industries for years to come—and the digital advertising industry is no exception. As we look ahead, it's important to understand the impacts of these unprecedented global events and technological shifts around the world.

At Integral Ad Science, we leverage our global scale to build market-leading verification solutions and provide unique data insights. Based on our vast data set, the Media Quality Report (MQR) reveals global performance metrics across key categories, enabling our partners to set benchmarks for their campaigns and strategise accordingly.

The MQR is just one of the many ways we continue our mission to be the global benchmark for trust and transparency in digital media quality. I look forward to sharing our benchmarks for H2 2020 with you.

Lisa Utzschneider

Chief Executive Officer
Integral Ad Science

01

Introduction

From a global pandemic to a worldwide movement for racial justice coupled with civil unrest, and a turbulent US presidential election, 2020 experienced a series of world shifting events.

Last year, consumer behaviours shifted dramatically in response to a working from home culture and various lockdown restrictions. With less commuting and limits on social gatherings, consumer attention shifted toward screens. So how did these changes affect advertising strategies and more specifically media quality? In this report, we dive deep into how media quality metrics reflect an evolving landscape in an unprecedented time.

At Integral Ad Science, we measure trillions of data events each month globally, identifying media quality developments in real-time and at scale. The Media Quality Report leverages this data set to offer an industry barometer against which ad buyers and sellers may benchmark the quality of their campaigns and inventory.

02

What's new?

More markets, new benchmarks

With each new release of the Media Quality Report, we strive to include additional benchmarks and markets based on our data. In H2 2020, we are excited to include five new markets: Argentina, Belgium, Brazil, Poland and Vietnam. Ad buyers and sellers are now able to benchmark the quality of their campaigns and inventory across 20 markets around the world.

In this edition, we are also debuting two new metrics: connected TV (CTV) viewability and mobile app video viewability. These hugely anticipated benchmarks will help industry experts better gauge the performance of their campaigns in these fast growing environments in 2021.

DEFINITIONS

Viewability

Per the MRC standards, a display ad impression is considered viewable if at least 50% of pixels are on screen for at least one second after the ad has rendered. A video ad impression is viewable if the ad is playing while at least 50% of the pixels are on screen for at least two continuous seconds.

Time-in-View

Time-in-view is the average duration that a viewable impression remains in view. Impressions that are not viewable according to the Media Ratings Council (MRC) standard are not included in this calculation.

Brand Risk

Impressions on pages that are flagged for posing various levels of harm to brand image and/or reputation through association, based on eight core content categories: Adult, Alcohol, Gambling, Hate Speech, Illegal Downloads, Illegal Drugs, Offensive Language, and Violence.

Ad Fraud

Any impressions resulting from a deliberate activity that prevents the proper delivery of ads to real people, at the right time, in the right place — resulting in financial or opportunity loss by the advertiser and/or publisher in a particular transaction.

Optimised Fraud

Optimised fraud benchmarks represent campaigns that were executed with a fraud mitigation strategy.

Global Non-Optimised Fraud

Non-optimised fraud benchmarks represent campaigns that did not incorporate a form of fraud mitigation strategy. These benchmarks reflect a global average.

03

Viewability

In H2 2020, global desktop video viewability witnessed a marginal decrease, and remained one of the most viewable formats, trailing only mobile web video. Canada and France saw increased desktop video viewability, and advertisers in both countries specifically benefitted from a strong viewability increase in programmatic.

Compared to H2 2019, viewability on desktop display inventory decreased worldwide. The UK maintained its strong position in the global ranking even after a -1 percentage point drop. Spain (-6.6 percentage points) and Italy (-5.4 percentage points) experienced the most significant reductions.

While viewability decreased in desktop environments, mobile saw mixed results. For example, viewability increased for mobile web video and app display, but decreased for mobile web display environments. In both cases, publisher direct inventory drove the upward and downward trends worldwide.

In H2 2020, mobile web video viewability increased by more than two percentage points, becoming the most viewable format worldwide at 73.7%. Italy, Poland and France stood above the worldwide average, with programmatic viewability outperforming publisher direct in all three markets.

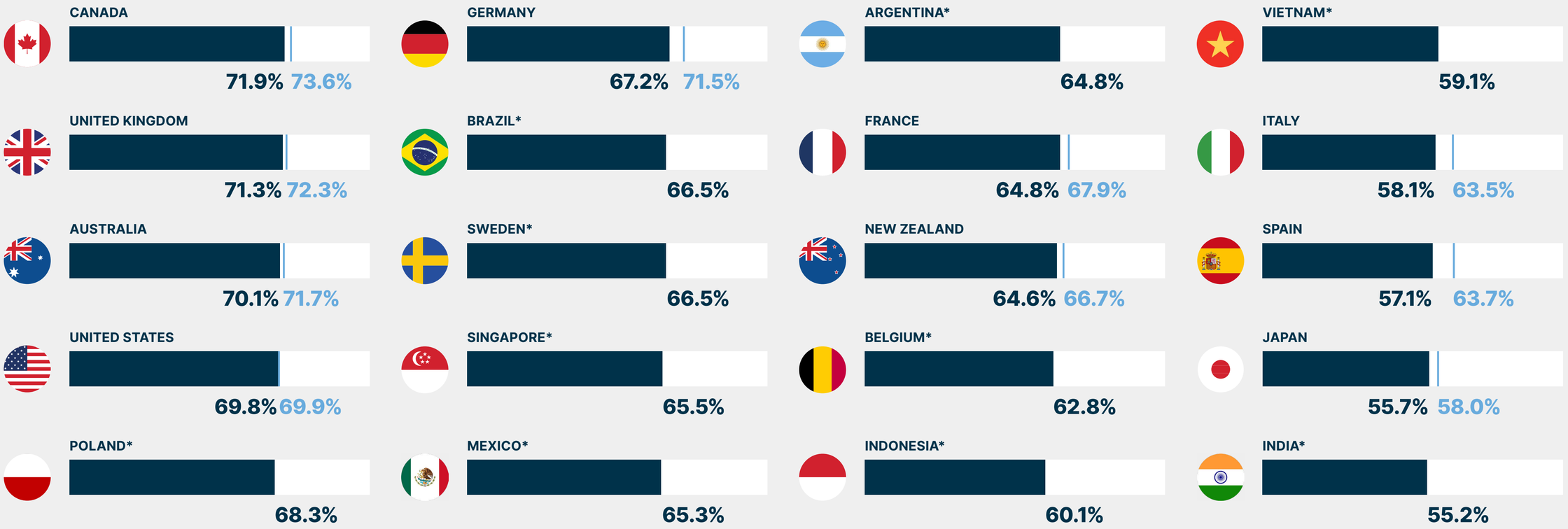
Despite its overall decrease, mobile web display viewability was above average for eight markets, with Poland (69.1%), Australia (68.8%) and the UK (67.8%) topping the list. Spain improved most, rising nearly five percentage points to reach 56.2%.

Viewability rose most in mobile app display environments, reaching a 72.1% worldwide average. Six markets experienced better than average viewability rates, led by the U.S. (82.3%) and Canada (78.4%). The two North American markets also registered the greatest year-over-year growth in this metric, with improvements of 8.1 and 7.1 percentage points for Canada and the U.S. respectively.

Viewability | Desktop Display

H2 2019 H2 2020

WORLDWIDE 71.0% **68.8%**

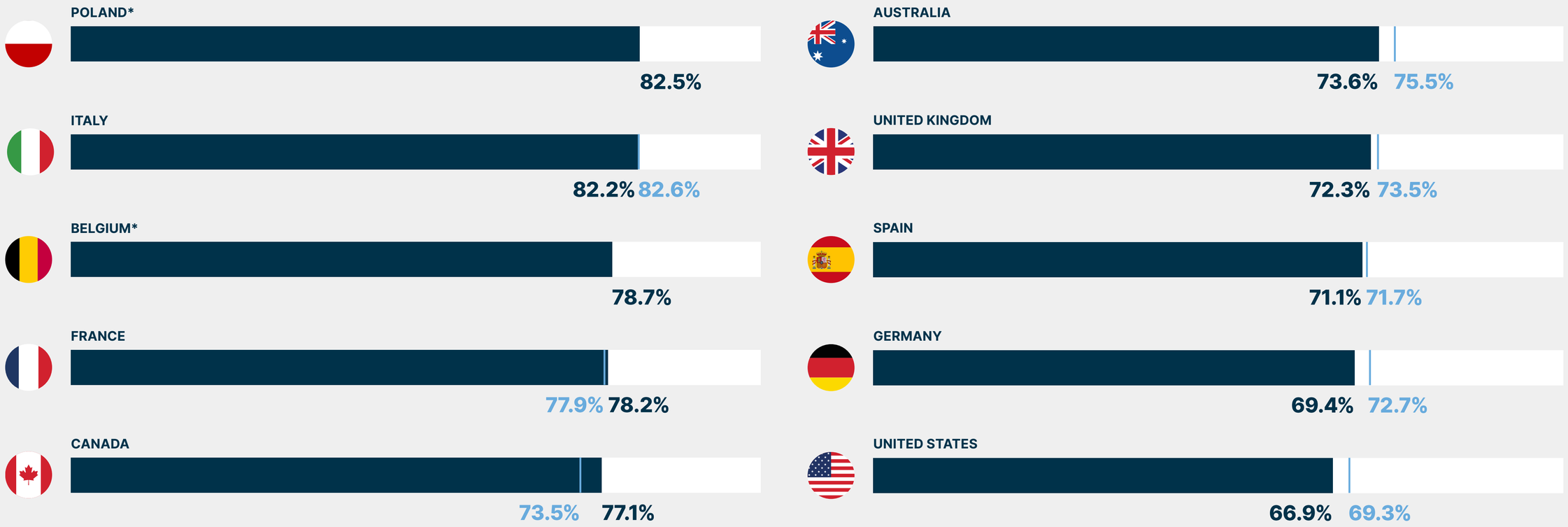


* prior year data not available

Viewability | Desktop Video

H2 2019 H2 2020

WORLDWIDE 74.1% 73.6%

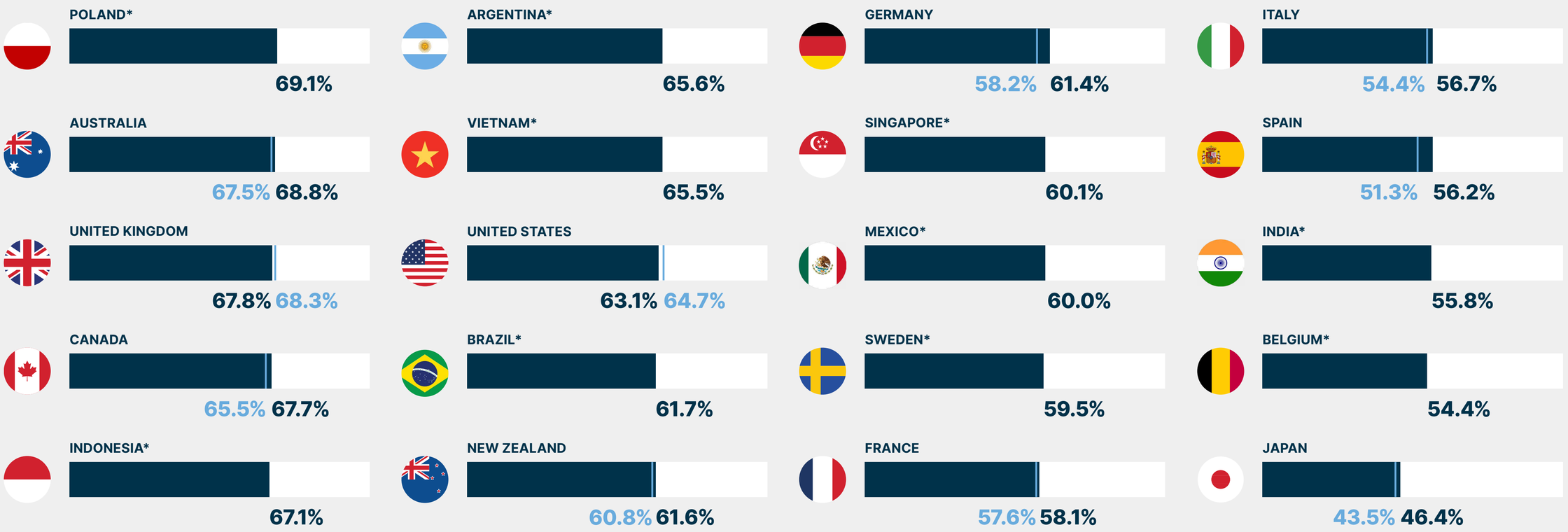


* prior year data not available

Viewability | Mobile Web Display

H2 2019 H2 2020

WORLDWIDE 63.3% **62.9%**

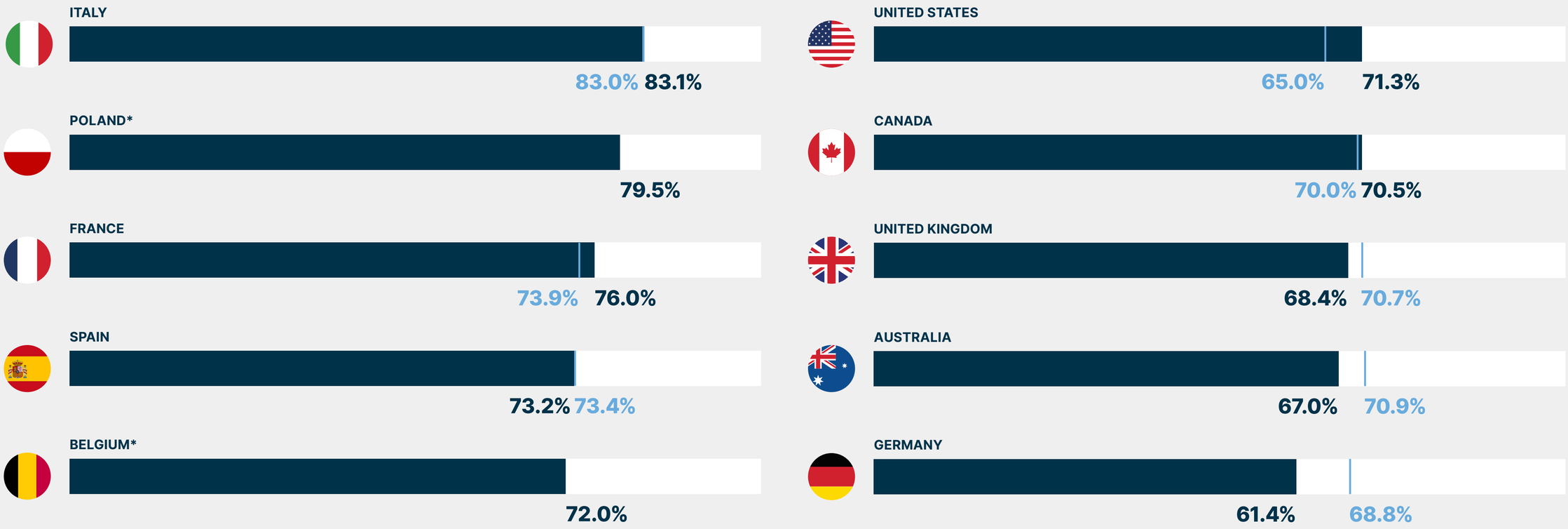


* prior year data not available

Viewability | Mobile Web Video

H2 2019 H2 2020

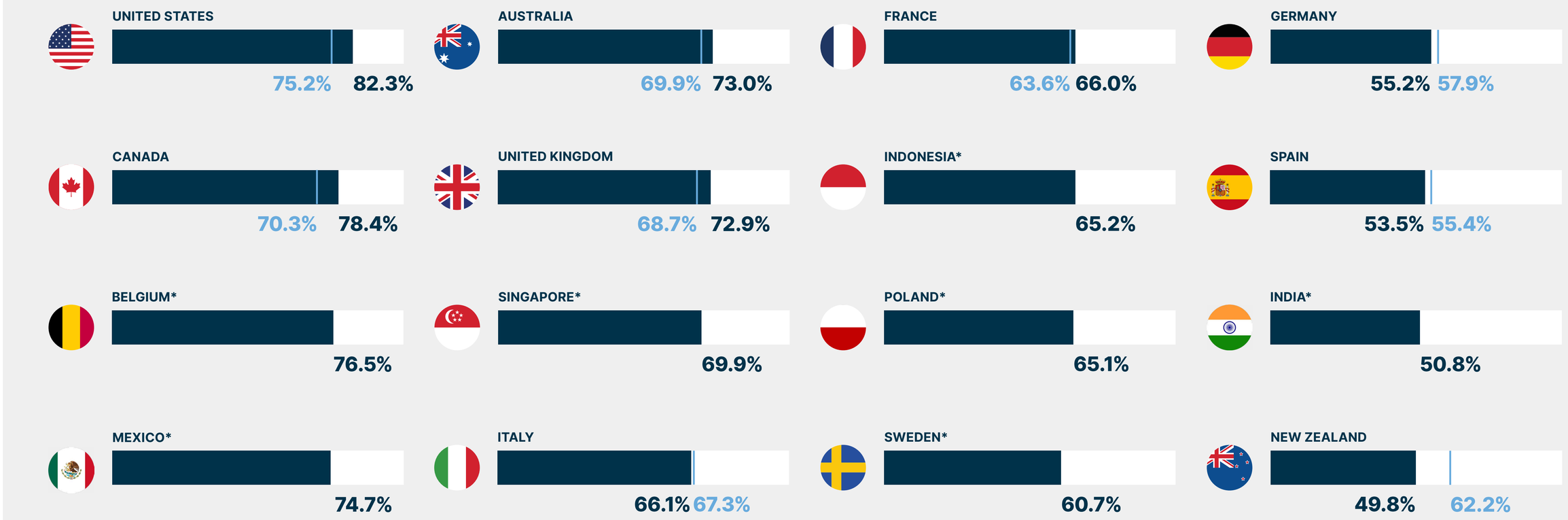
WORLDWIDE 71.6% 73.7%



Viewability | Mobile App Display

H2 2019 H2 2020

WORLDWIDE 68.7% 72.1%



* prior year data not available

04

Time-in-View

Average time-in-view for display campaigns remained relatively unchanged across web environments worldwide. In H2 2020, time-in-view for desktop display increased by nearly half a second to reach 23.2s, with Argentina (37.4s), Indonesia (30.8s) and Mexico (28.8s) leading the rankings. In Argentina and Indonesia, high time-in-view levels were driven by publisher direct inventory, while programmatic inventory led the way in Mexico.

On the other hand, time-in-view for mobile web display decreased to 15.2s, roughly one-quarter of a second less compared to H2 2019. Overall, established digital media markets trended lower, while developing markets witnessed improvements. Japan (-1.8s), Germany (-1.4s) and Italy (-1.3s) saw the most significant annual declines.

The largest time-in-view decline occurred in mobile app display environments. Mobile app display ads remained in-view 5.2s less on average worldwide, which is 21% less compared to H2 2019. Both programmatic and publisher direct inventory drove the decrease, with ads in these environments remaining in-view 6.2s and 3.3s less, respectively. While New Zealand experienced the steepest decline (-14.7s), time-in-view was highest in Belgium (21.9s), Australia (21.3s), and Singapore (20.5s).

Time-in-View | Desktop Display

● H2 2019 ● H2 2020

WORLDWIDE 22.79s **23.24s**

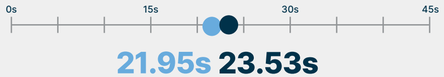
ARGENTINA*

37.41s

SPAIN

25.59s **26.42s**

JAPAN



21.95s **23.53s**

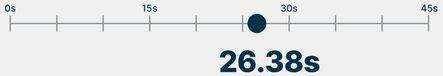
SINGAPORE*

22.50s

INDONESIA*

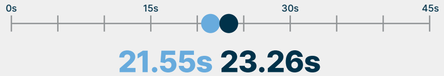
30.80s

VIETNAM*



26.38s

CANADA



21.55s **23.26s**

POLAND*

21.43s

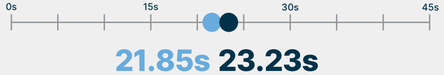
MEXICO*

28.81s

BELGIUM*

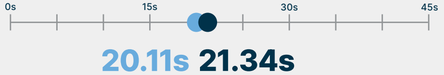
24.70s

NEW ZEALAND



21.85s **23.23s**

UNITED KINGDOM



20.11s **21.34s**

ITALY

28.46s **28.84s**

FRANCE

24.21s **24.70s**

GERMANY

23.15s **24.39s**

UNITED STATES

21.09s **21.32s**

BRAZIL*

26.99s

AUSTRALIA

24.07s **24.41s**

INDIA*

22.62s

SWEDEN*

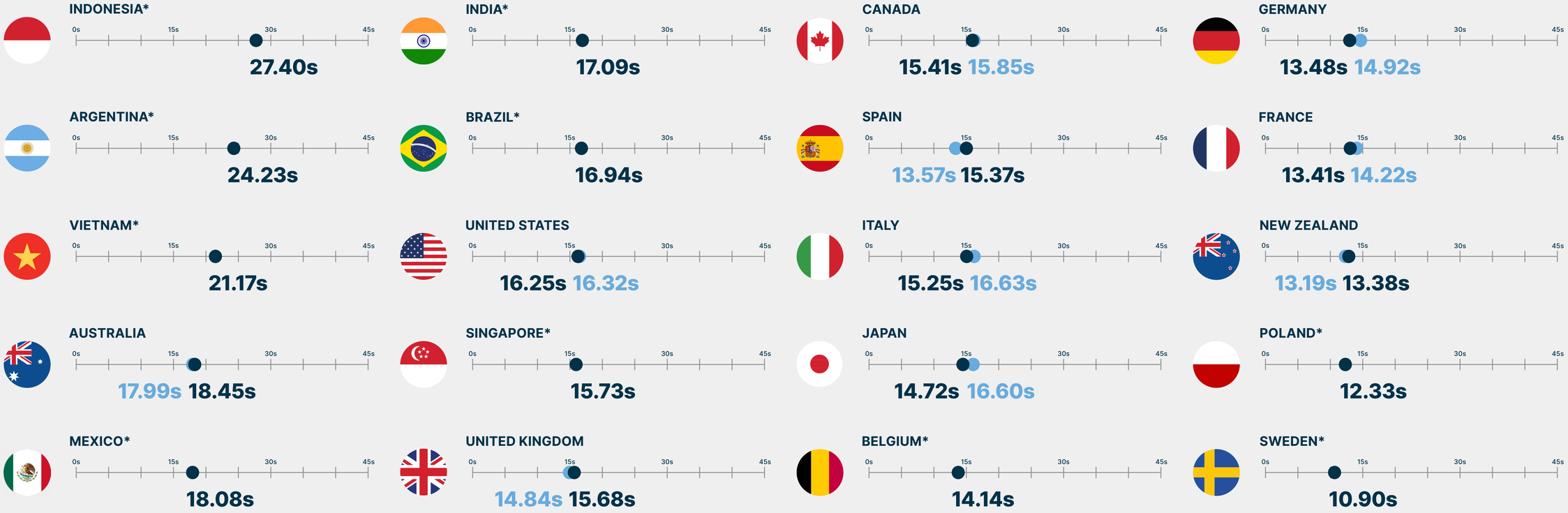
20.90s

* prior year data not available

Time-in-View | Mobile Web Display

● H2 2019 ● H2 2020

WORLDWIDE 15.51s **15.24s**

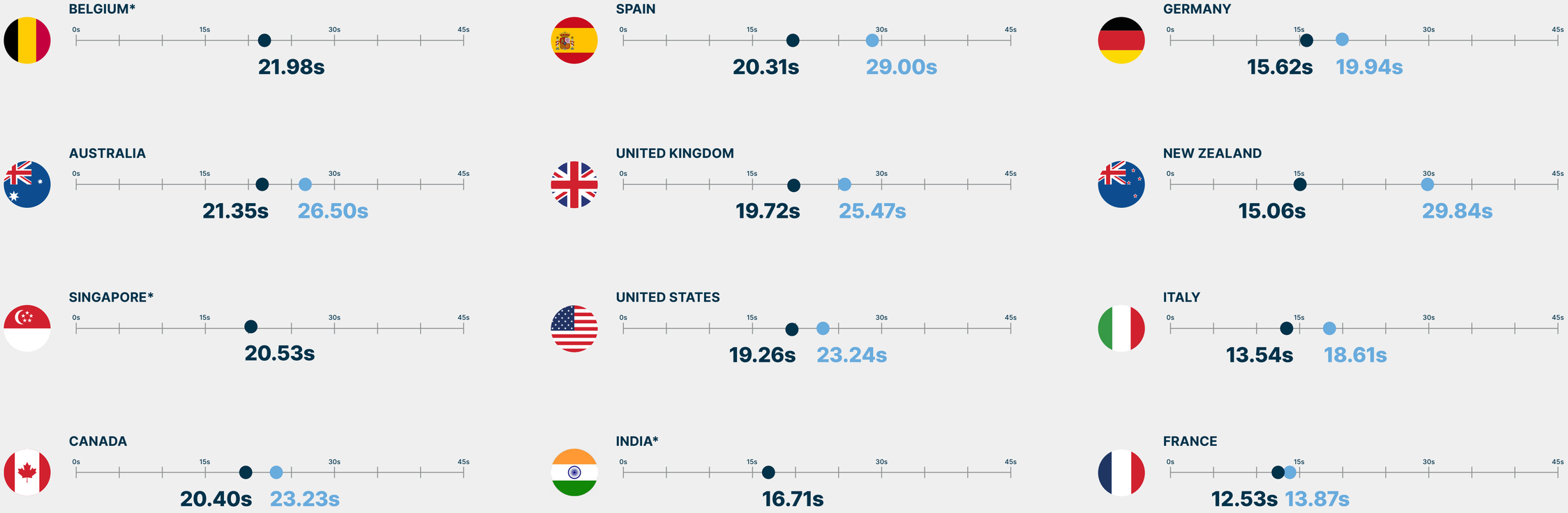


* prior year data not available

Time-in-View | Mobile App Display

● H2 2019 ● H2 2020

WORLDWIDE 24.47s **19.21s**



* prior year data not available

05

Ad Fraud

In H2 2020, global ad fraud rates improved overall. In fact, optimised-against-ad-fraud levels dropped across all devices and environments reported. The reductions ensured average ad fraud rates stayed below 1.0% in all environments.

For desktop display environments, reductions in optimised-against-ad-fraud in France (-1.1 percentage points) and the U.S. (-0.4 percentage points) improved the global average. Likewise, global mobile web display ad fraud rates dropped 0.3 percentage points YOY, also led by reductions in France (-0.6 percentage points) and the U.S. (-0.6 percentage points).

All other formats improved, with mobile web video seeing the lowest levels of ad fraud, with 0.3% optimised-against-ad-fraud rates.

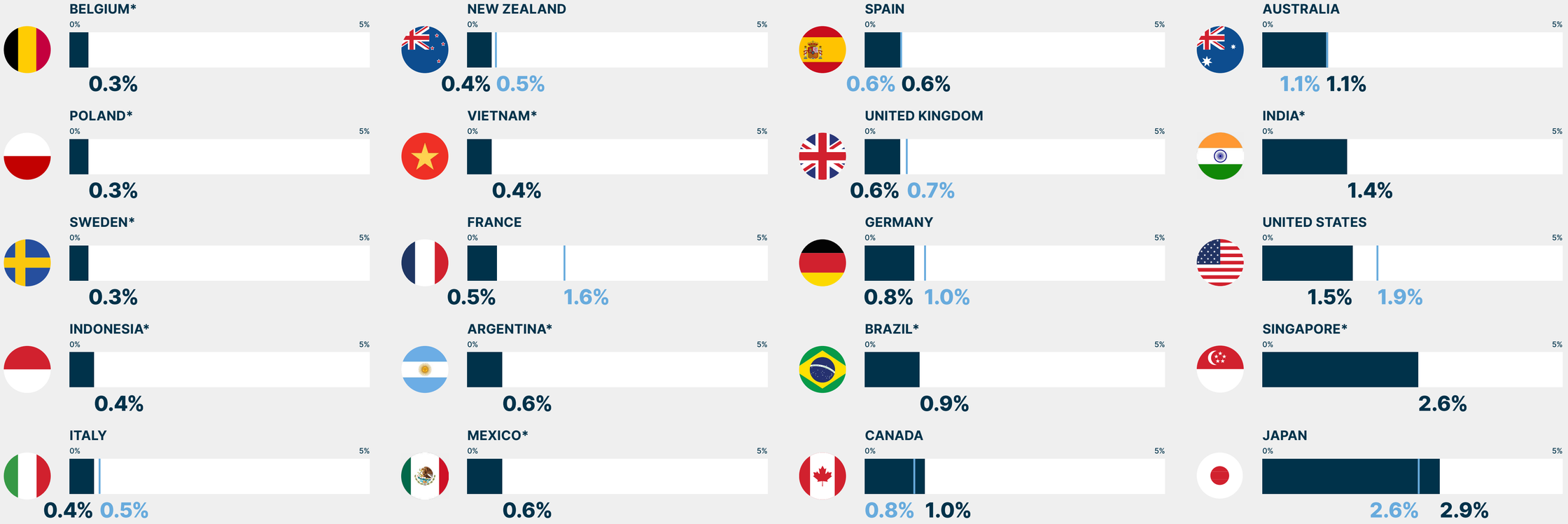
At the country level, Japan and Australia were the only markets to witness significant increases in ad fraud rates. Japan experienced increases in optimised-against-ad-fraud rates for display impressions in both desktop and mobile web environments. Australia also witnessed an increase, particularly for desktop video, which saw an optimised-against-ad-fraud rate of 1.6%, twice the average rate a year earlier.

Comparatively, global non-optimised-against-fraud rates reached 8.6% for desktop display campaigns. In other words, campaigns for which optimisation tools and strategies were not present tended to encounter levels of fraud up to 11x higher than those optimised-against-fraud.

Ad Fraud | Desktop Display

H2 2019 H2 2020

	H2 2019	H2 2020
WORLDWIDE OPTIMISED	1.1%	0.8%
WORLDWIDE NON-OPTIMISED	11.9%	8.6%

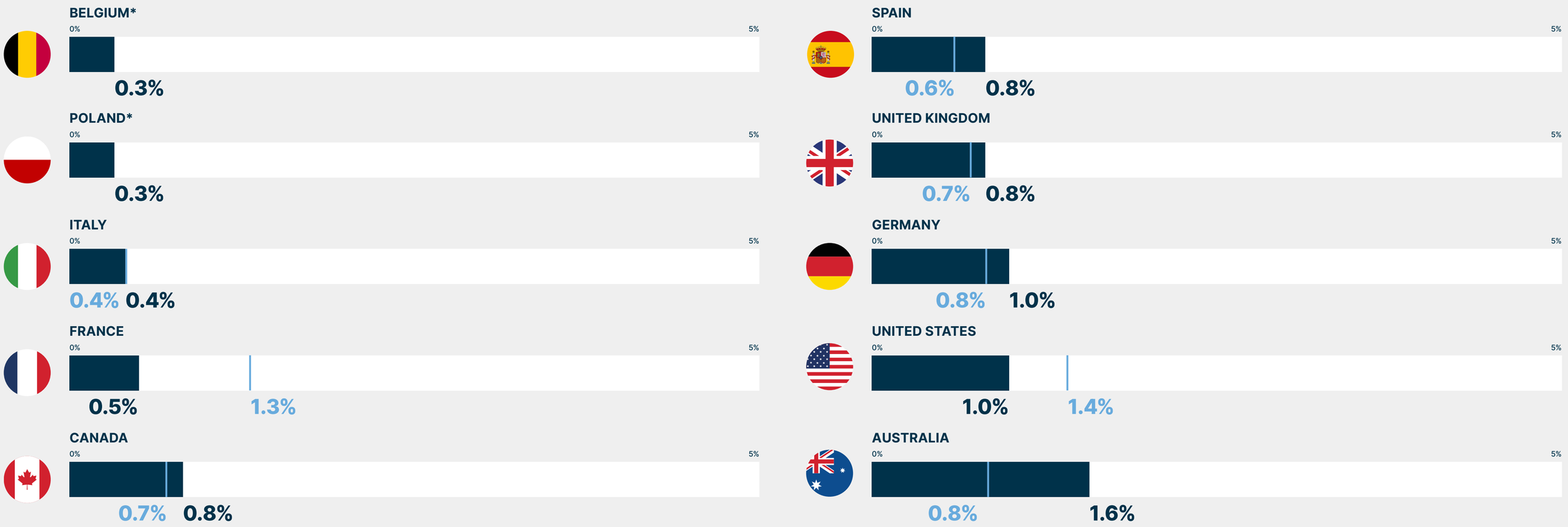


* prior year data not available

Ad Fraud | Desktop Video

H2 2019 H2 2020

	H2 2019	H2 2020
WORLDWIDE OPTIMISED	0.9%	0.8%
WORLDWIDE NON-OPTIMISED	9.6%	5.1%

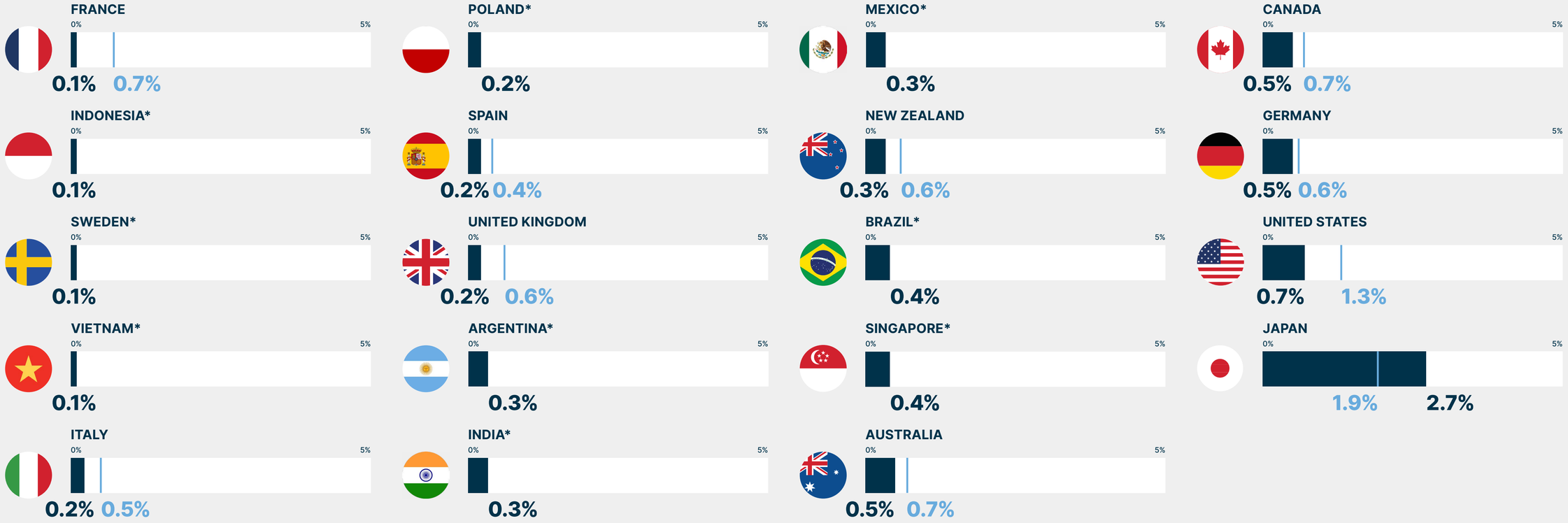


* prior year data not available

Ad Fraud | Mobile Web Display

H2 2019 H2 2020

	H2 2019	H2 2020
WORLDWIDE OPTIMISED	0.7%	0.4%
WORLDWIDE NON-OPTIMISED	12.7%	7.8%

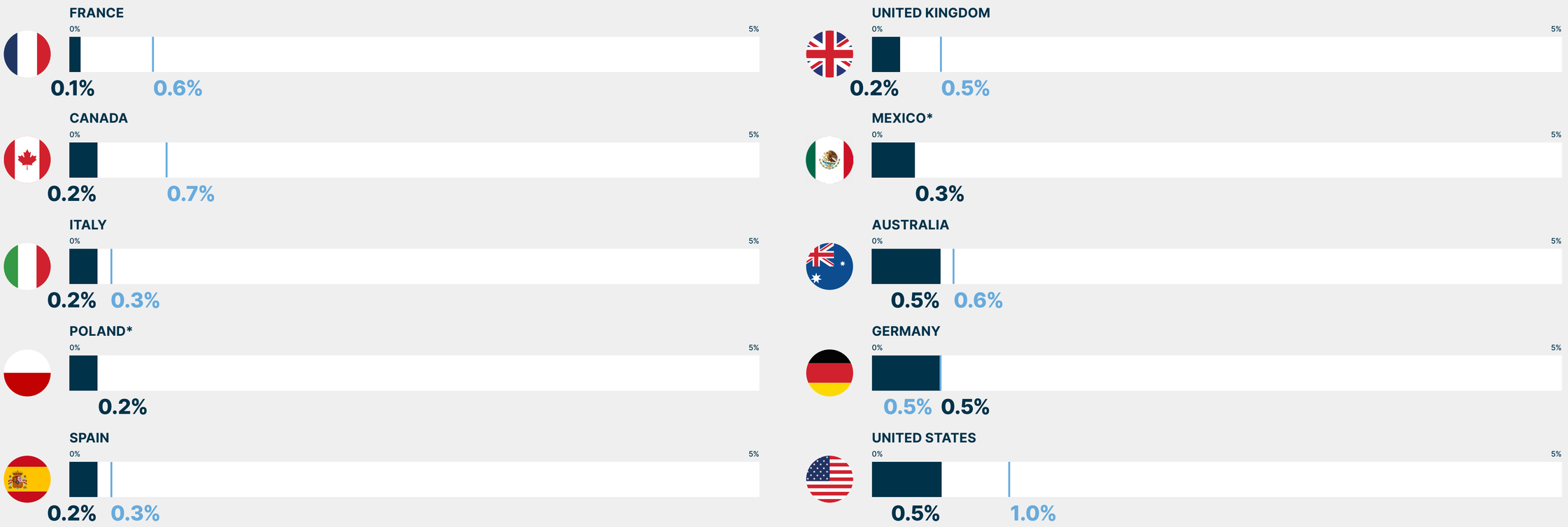


* prior year data not available

Ad Fraud | Mobile Web Video

H2 2019 H2 2020

	H2 2019	H2 2020
WORLDWIDE OPTIMISED	0.5%	0.3%
WORLDWIDE NON-OPTIMISED	6.0%	6.9%



* prior year data not available

06

Brand Risk

After a year of unexpected news and events, the industry is prioritising brand reputation and risk mitigation. IAS measures brand risk globally as the portion of pages scored by IAS as posing a medium or higher risk to brands.

In H2 2020, video impressions witnessed increased brand risk, a trend which tended to correlate to video ad impression volumes throughout the second half of the year. In other words, the increase indicates a correlation between brand risk and increased video consumption as a result of consumer stay-at-home behaviours. Adult content was the primary driver of increased brand risk across all formats worldwide, often followed by hate speech.

Desktop video campaigns experienced the greatest brand risk spike, with a 1.4 percentage point year-over-year increase that pushed the benchmark to a 7.7% worldwide average. Adult content and hate speech were the drivers of increased risk in this format, both doubling their share of risky content worldwide in H2 2020. At the country level, the U.S. and Spain registered the largest increases (+2.9 percentage points) when compared to H2 2019. In the U.S., hate speech content more than tripled its share of brand risk by category, in tandem with the presidential election, while adult content also doubled its share year-over-year.

At 8.6%, global brand risk was highest for mobile web video. Advertisers in the U.S., France, Germany, and Canada faced the highest risk levels in the format. In North America, brand risk increases were generally even across purchase methods and risk categories. By contrast, the upward trend in the two European markets was driven by rising shares of adult content, offensive language, and controversial content, particularly when the impressions were transacted programmatically.

Display impressions witnessed less brand risk than video ads, regardless of the environment. In H2 2020, worldwide display brand risk averages remained essentially unchanged for both mobile web and desktop. With the lowest rates for display environments, Poland and India benefitted from significantly lower brand risk levels for display impressions sold directly by publishers. By contrast, Indonesia saw the highest brand risk rates for display campaigns, with 8.2% for desktop and 16.0% for mobile web display.

In a year of transformative global events and increased digital content consumption at home, UK brand risk next to content deemed inappropriate dramatically increased (+3.3 percentage points) in desktop display environments. The change was driven by adult content, and content related to hate speech and violence.

Brand Risk | Desktop Display

H2 2019 H2 2020

WORLDWIDE 4.4% 4.4%

	H2 2019	H2 2020
Medium	4.2%	4.1%
High / Very High	0.2%	0.3%

POLAND*

	H2 2019	H2 2020
Total Risk	—	1.6%
Medium	—	1.5%
High / Very High	—	0.1%

ITALY

	H2 2019	H2 2020
Total Risk	1.8%	2.6%
Medium	1.7%	2.5%
High / Very High	0.1%	0.2%

SPAIN

	H2 2019	H2 2020
Total Risk	3.9%	3.8%
Medium	3.7%	3.5%
High / Very High	0.2%	0.4%

FRANCE

	H2 2019	H2 2020
Total Risk	6.5%	5.0%
Medium	6.3%	4.5%
High / Very High	0.3%	0.4%

UNITED KINGDOM

	H2 2019	H2 2020
Total Risk	2.6%	5.8%
Medium	2.5%	5.6%
High / Very High	0.1%	0.3%

INDIA*

	H2 2019	H2 2020
Total Risk	—	1.8%
Medium	—	1.6%
High / Very High	—	0.2%

AUSTRALIA

	H2 2019	H2 2020
Total Risk	1.9%	2.9%
Medium	1.8%	2.7%
High / Very High	0.1%	0.2%

CANADA

	H2 2019	H2 2020
Total Risk	3.9%	4.4%
Medium	3.7%	4.2%
High / Very High	0.2%	0.2%

BRAZIL*

	H2 2019	H2 2020
Total Risk	—	5.2%
Medium	—	4.7%
High / Very High	—	0.4%

UNITED STATES

	H2 2019	H2 2020
Total Risk	6.5%	5.8%
Medium	6.2%	5.4%
High / Very High	0.3%	0.4%

SINGAPORE*

	H2 2019	H2 2020
Total Risk	—	2.4%
Medium	—	2.1%
High / Very High	—	0.3%

SWEDEN*

	H2 2019	H2 2020
Total Risk	—	3.4%
Medium	—	3.2%
High / Very High	—	0.2%

BELGIUM*

	H2 2019	H2 2020
Total Risk	—	4.9%
Medium	—	4.5%
High / Very High	—	0.4%

GERMANY

	H2 2019	H2 2020
Total Risk	7.7%	5.2%
Medium	7.5%	4.9%
High / Very High	0.2%	0.3%

ARGENTINA*

	H2 2019	H2 2020
Total Risk	—	8.0%
Medium	—	7.6%
High / Very High	—	0.4%

VIETNAM*

	H2 2019	H2 2020
Total Risk	—	2.5%
Medium	—	2.4%
High / Very High	—	0.1%

NEW ZEALAND

	H2 2019	H2 2020
Total Risk	5.1%	3.7%
Medium	5.0%	3.5%
High / Very High	0.1%	0.2%

MEXICO*

	H2 2019	H2 2020
Total Risk	—	4.9%
Medium	—	4.4%
High / Very High	—	0.6%

JAPAN

	H2 2019	H2 2020
Total Risk	3.2%	5.6%
Medium	3.1%	5.4%
High / Very High	0.1%	0.2%

INDONESIA*

	H2 2019	H2 2020
Total Risk	—	8.2%
Medium	—	7.4%
High / Very High	—	0.8%

* prior year data not available

Brand Risk | Desktop Video

H2 2019 H2 2020

WORLDWIDE	H2 2019	H2 2020
Medium	6.0%	7.0%
High / Very High	0.3%	0.7%

POLAND*

	H2 2019	H2 2020
Total Risk	—	2.0%
Medium	—	1.9%
High / Very High	—	0.1%

AUSTRALIA

	H2 2019	H2 2020
Total Risk	2.2%	3.6%
Medium	2.2%	3.4%
High / Very High	0.1%	0.2%

BELGIUM*

	H2 2019	H2 2020
Total Risk	—	6.3%
Medium	—	5.4%
High / Very High	—	0.9%

SPAIN

	H2 2019	H2 2020
Total Risk	5.6%	8.5%
Medium	5.2%	7.5%
High / Very High	0.4%	1.0%

GERMANY

	H2 2019	H2 2020
Total Risk	8.8%	10.3%
Medium	8.6%	9.5%
High / Very High	0.2%	0.8%

ITALY

	H2 2019	H2 2020
Total Risk	2.3%	2.9%
Medium	2.2%	2.6%
High / Very High	0.1%	0.3%

CANADA

	H2 2019	H2 2020
Total Risk	7.8%	5.4%
Medium	7.5%	5.1%
High / Very High	0.3%	0.3%

UNITED KINGDOM

	H2 2019	H2 2020
Total Risk	6.4%	6.7%
Medium	6.2%	6.2%
High / Very High	0.2%	0.5%

FRANCE

	H2 2019	H2 2020
Total Risk	7.6%	9.6%
Medium	6.9%	7.8%
High / Very High	0.7%	1.8%

UNITED STATES

	H2 2019	H2 2020
Total Risk	8.9%	11.8%
Medium	8.4%	10.5%
High / Very High	0.5%	1.3%

* prior year data not available

Brand Risk | Mobile Web Display

H2 2019 H2 2020

WORLDWIDE

	H2 2019	H2 2020
Total Risk	5.7%	5.8%
Medium	5.4%	5.2%
High / Very High	0.3%	0.6%

POLAND*

	H2 2019	H2 2020
Total Risk	—	2.5%
Medium	—	2.4%
High / Very High	—	0.1%

SINGAPORE*

	H2 2019	H2 2020
Total Risk	—	3.5%
Medium	—	2.9%
High / Very High	—	0.5%

CANADA

	H2 2019	H2 2020
Total Risk	4.4%	5.8%
Medium	4.2%	5.4%
High / Very High	0.2%	0.4%

GERMANY

	H2 2019	H2 2020
Total Risk	10.4%	7.0%
Medium	10.1%	6.4%
High / Very High	0.3%	0.6%

UNITED STATES

	H2 2019	H2 2020
Total Risk	7.9%	8.2%
Medium	7.4%	7.4%
High / Very High	0.5%	0.8%

INDIA*

	H2 2019	H2 2020
Total Risk	—	2.8%
Medium	—	2.5%
High / Very High	—	0.3%

AUSTRALIA

	H2 2019	H2 2020
Total Risk	2.5%	4.2%
Medium	2.3%	3.8%
High / Very High	0.2%	0.5%

NEW ZEALAND

	H2 2019	H2 2020
Total Risk	6.7%	5.9%
Medium	6.4%	5.3%
High / Very High	0.3%	0.6%

MEXICO*

	H2 2019	H2 2020
Total Risk	—	7.4%
Medium	—	6.3%
High / Very High	—	1.1%

ARGENTINA*

	H2 2019	H2 2020
Total Risk	—	8.7%
Medium	—	7.5%
High / Very High	—	1.2%

VIETNAM*

	H2 2019	H2 2020
Total Risk	—	3.0%
Medium	—	2.9%
High / Very High	—	0.1%

SWEDEN*

	H2 2019	H2 2020
Total Risk	—	5.0%
Medium	—	4.7%
High / Very High	—	0.3%

UNITED KINGDOM

	H2 2019	H2 2020
Total Risk	3.7%	6.0%
Medium	3.5%	5.5%
High / Very High	0.3%	0.6%

BELGIUM*

	H2 2019	H2 2020
Total Risk	—	7.7%
Medium	—	6.8%
High / Very High	—	0.9%

JAPAN

	H2 2019	H2 2020
Total Risk	7.6%	10.4%
Medium	7.4%	10.0%
High / Very High	0.3%	0.3%

ITALY

	H2 2019	H2 2020
Total Risk	3.7%	3.5%
Medium	3.5%	2.9%
High / Very High	0.2%	0.6%

SPAIN

	H2 2019	H2 2020
Total Risk	5.9%	5.2%
Medium	5.5%	4.4%
High / Very High	0.4%	0.8%

BRAZIL*

	H2 2019	H2 2020
Total Risk	—	7.0%
Medium	—	5.8%
High / Very High	—	1.2%

FRANCE

	H2 2019	H2 2020
Total Risk	8.3%	7.7%
Medium	7.9%	6.6%
High / Very High	0.4%	1.1%

INDONESIA*

	H2 2019	H2 2020
Total Risk	—	16.0%
Medium	—	14.7%
High / Very High	—	1.3%

* prior year data not available

Brand Risk | Mobile Web Video

● H2 2019 ● H2 2020

WORLDWIDE	H2 2019	H2 2020
Total Risk	7.7%	8.6%
Medium	7.2%	7.4%
High / Very High	0.5%	1.2%

ITALY

	H2 2019	H2 2020
Total Risk	5.3%	3.3%
Medium	4.9%	2.6%
High / Very High	0.4%	0.7%

AUSTRALIA

	H2 2019	H2 2020
Total Risk	4.2%	4.6%
Medium	3.9%	4.1%
High / Very High	0.2%	0.6%

BELGIUM*

	H2 2019	H2 2020
Total Risk	–	8.4%
Medium	–	7.0%
High / Very High	–	1.5%

CANADA

	H2 2019	H2 2020
Total Risk	5.6%	9.3%
Medium	5.1%	8.3%
High / Very High	0.5%	1.0%

FRANCE

	H2 2019	H2 2020
Total Risk	7.7%	11.9%
Medium	7.0%	8.8%
High / Very High	0.7%	3.0%

POLAND*

	H2 2019	H2 2020
Total Risk	–	3.3%
Medium	–	3.3%
High / Very High	–	0.1%

UNITED KINGDOM

	H2 2019	H2 2020
Total Risk	7.8%	8.0%
Medium	7.5%	7.2%
High / Very High	0.4%	0.8%

SPAIN

	H2 2019	H2 2020
Total Risk	7.0%	8.4%
Medium	6.4%	7.0%
High / Very High	0.6%	1.4%

GERMANY

	H2 2019	H2 2020
Total Risk	9.5%	9.9%
Medium	9.1%	8.8%
High / Very High	0.4%	1.2%

UNITED STATES

	H2 2019	H2 2020
Total Risk	12.8%	14.5%
Medium	11.6%	11.9%
High / Very High	1.2%	2.5%

* prior year data not available

07

Spotlight

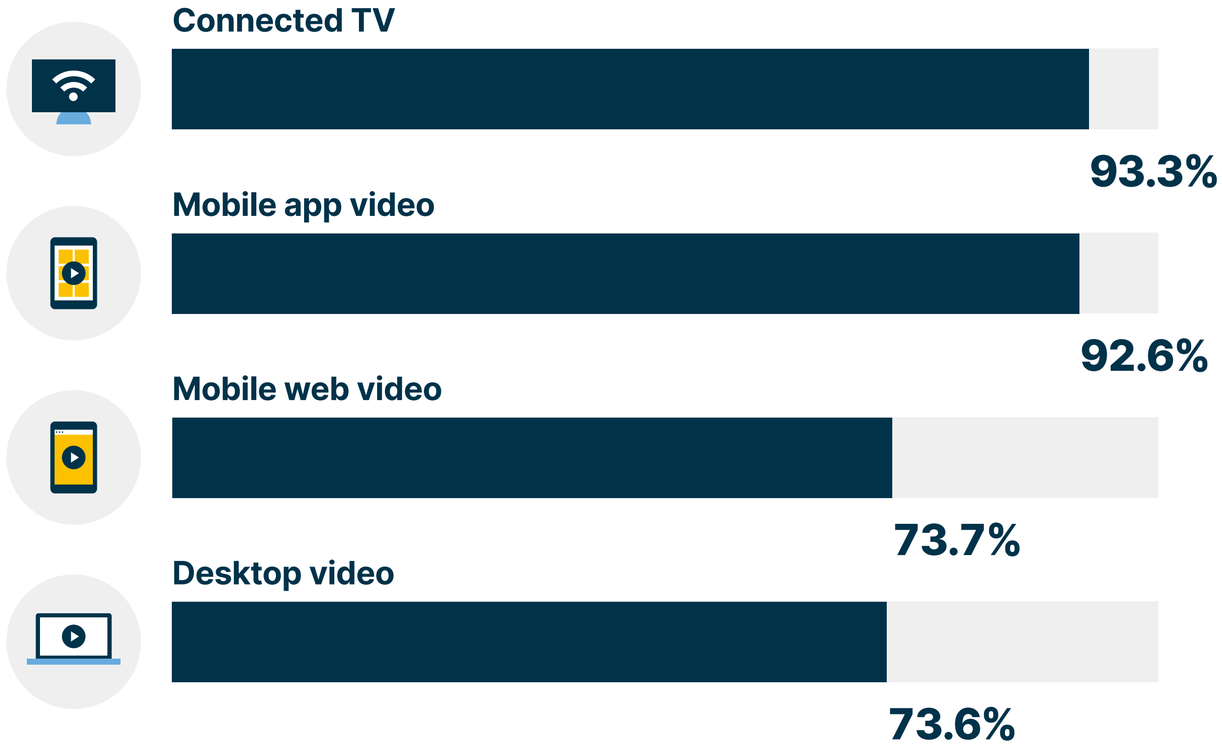
New Connected TV (CTV) and Mobile App Video Viewability Benchmarks

Appearing in the Media Quality Report for the first time, connected TV (CTV) tops the video viewability ranking worldwide. CTV viewability reached 93.3% globally and was closely followed by mobile app video, another debut metric, at 92.6% in H2 2020. Video ads running in browser environments trailed at a distance, with viewability rates averaging over 73% in desktop and mobile–it's worth noting viewability rates for all video formats stood above display in any environment.

2020 has been dubbed the year of connected TV for good reason. According to eMarketer, average time spent with media increased most for "other connected devices," a grouping that encompasses smart TVs, over-the-top devices and gaming consoles–all typical routes to digital video consumption in a large, stationary screen. Average daily time spent with "other connected devices" among US consumers rose 33.8% year-over-year to reach 77 minutes in 2020. App-centric devices followed, with smartphones and tablets seeing time spent increases of 16.6% and 8.8%, respectively, during the same period.[1]

Video consumption is the most obvious driver of increased time with CTV, smartphones and tablets. Consumers are leaning into video streaming, with CTV and mobile the preferred environments. At least two-thirds of consumers polled by IAS in eight countries across the Americas, Asia Pacific and Europe said mobile (68%) and CTV (66%) were some of the devices they used to stream video in 2020. When we asked them to pick the one device where most of their video streaming takes place, 44% picked CTV and 35% said mobile.[2] More than 9 out of 10 CTV users in the US watch some form of ad-supported streaming video content, and 42% of them say they are likely or very likely to view an ad to completion when it is contextually relevant.[3]

Video Viewability Worldwide, by Environment



Looking ahead

Automation & Efficiency

Automated Tag is a world-first activation solution for verification service on Google. Automated Tag provides a streamlined and automated workflow within Google Campaign Manager that improves the overall tagging experience, reducing time spent tagging from days to minutes. This tool gives advertisers time back to focus on campaign performance! In 2021 we are working with additional partners to integrate Automated Tag into their platforms.

Total Visibility: This year, IAS has acquired Amino Payments to deliver the most comprehensive set of programmatic transparency solutions for marketers, including our popular Total Visibility product. Total Visibility provides transparency into both supply path costs for ad inventory as well as ad inventory quality. Total Visibility can save advertisers up to 15% of their programmatic media spend by optimising their advertising investments toward the most impactful placements through the most cost efficient supply paths.

CTV Brand Safety & Suitability

IAS was the first to bring ad verification to CTV with the world's first fraud and view-completion solution in June 2019. Now, we offer a unique YouTube brand safety solution for CTV, and YouTube accounts for the vast majority of ad-supported CTV content (61% - Source: "Press Play: CTV and Ads, IAS November 2020"). Additionally, we are developing a brand safety and suitability solution for CTV advertisers and publishers this year.

Safety, Suitability, & Contextual Targeting

GARM: IAS has taken an active role in developing and implementing the Global Alliance for Responsible Media (GARM)'s Brand Safety Floor and Brand Suitability Framework. We recognise that this framework can positively impact the industry and we are actively contributing to its success. IAS is committed to the GARM framework, providing advertisers with our standard brand safety categories and Context Control solution for brand suitability.

Contextual Targeting: With new privacy legislation, third-party cookie deprecation, and other audience ID changes including Apple's IDFA, demand for contextual targeting is increasing. Our Context Control solution offers over 300 contextual targeting and avoidance segments that can be customised, ensuring that ads appear in the best-suited environments. We offer granular content scoring at scale, and our technology determines both sentiment and emotional classification, helping marketers target with greater precision. This year, we're continuing to grow our contextual segments and expand into further DSPs.

In-feed Brand Safety & Suitability: A key focus is expanding brand safety coverage to social in-feed environments, including Twitter. We are further developing capabilities around image and video classification as well, while creating a framework that can apply across social networks.

Coverage wherever it counts

IAS is expanding coverage across platforms through the OM SDK certification.

As our partners expand their campaigns to new environments, formats, and technologies, we will continue to push the boundaries of the Media Quality Report too. Look out for additional markets and new benchmarks in future editions of the report.

08

About IAS

Integral Ad Science (IAS) is a global leader in digital ad verification, ensuring that ads are viewable by real people in safe and suitable environments. IAS's mission is to be the global benchmark for trust and transparency in digital media quality for the world's leading brands, publishers and platforms. We do this through data-driven technologies with actionable real-time signals and insight. Founded in 2009 and headquartered in New York, IAS works with thousands of top advertisers and premium publishers worldwide. IAS is part of the Vista Equity Partners portfolio of companies. For more information, visit integralads.com.

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END NOTES

1. “US Time Spent with Media 2021 Update,” Insider Intelligence - eMarketer, February 2021
2. “Streaming Wars - Report Series,” Integral Ad Science, 2020; includes Australia, Brazil, Germany, Indonesia, Italy, Mexico, UK, US
3. “Press Play: CTV and Ads,” Integral Ad Science, October 2020