

NAVIGATING BRAND SAFETY IN 2020 AND BEYOND

GROUPM & IAB EUROPE WEBINAR



INTRODUCTION

- Brand safety will remain the priority in 2020 and beyond
- Viewable ads that make quality impressions are ones:
 - *that are seen by real humans,*
 - *within the target audience,*
 - *served in a safe, suitable*
 - *and fraud-free environment.*
- Quality delivers better performance.
- With established media digitizing and reinventing themselves, opportunities to improve brand safety practices are appearing across new avenues.
- Combined, these factors yield new challenges for established media and old challenges for new media.



TOP 10 KEY TAKEAWAYS

1

POLICY SHIFTS

such as GDPR and CCPA, among many others around the world, have created a seismic ripple throughout the industry. As old measurement fall away, the industry has an opportunity to collectively create better standards.

2

THE COVID-19 PANDEMIC

A 'digital first' lifestyle is our 'new normal' Where consumers go, advertising follows and, with it, new opportunities to strengthen brand safety measures arise.

3

FAKE NEWS

Technologies that create deepfake videos are growing more sophisticated and threaten to further erode institutional trust.

4

TOO MUCH BRAND SAFETY

As brands work to preserve their equity and authenticity, they should beware of becoming overly cautious. Doing so may decrease the impact of overall performance.

5

CONNECTED TV

Measurement is fragmented across devices and publishers. Brands should demand greater transparency and interoperability among key players.

6

DIGITAL OUT-OF-HOME

While out-of-home has long been used for broad awareness, it remains an open question as to whether brands will have— or need—access to more granular targeting and measurement solutions

TOP 10 KEY TAKEAWAYS

7

PRECISE LOCATION DATA

The development of location verification services and aggregate learnings could mitigate some risk unless personal data becomes less available.

8

AUDIO

Currently, advertiser controls are in their nascence, and brand suitability/adjacency remains a concern, particularly in the world of podcasts, where content standards remain loose across the board.

9

GAMING

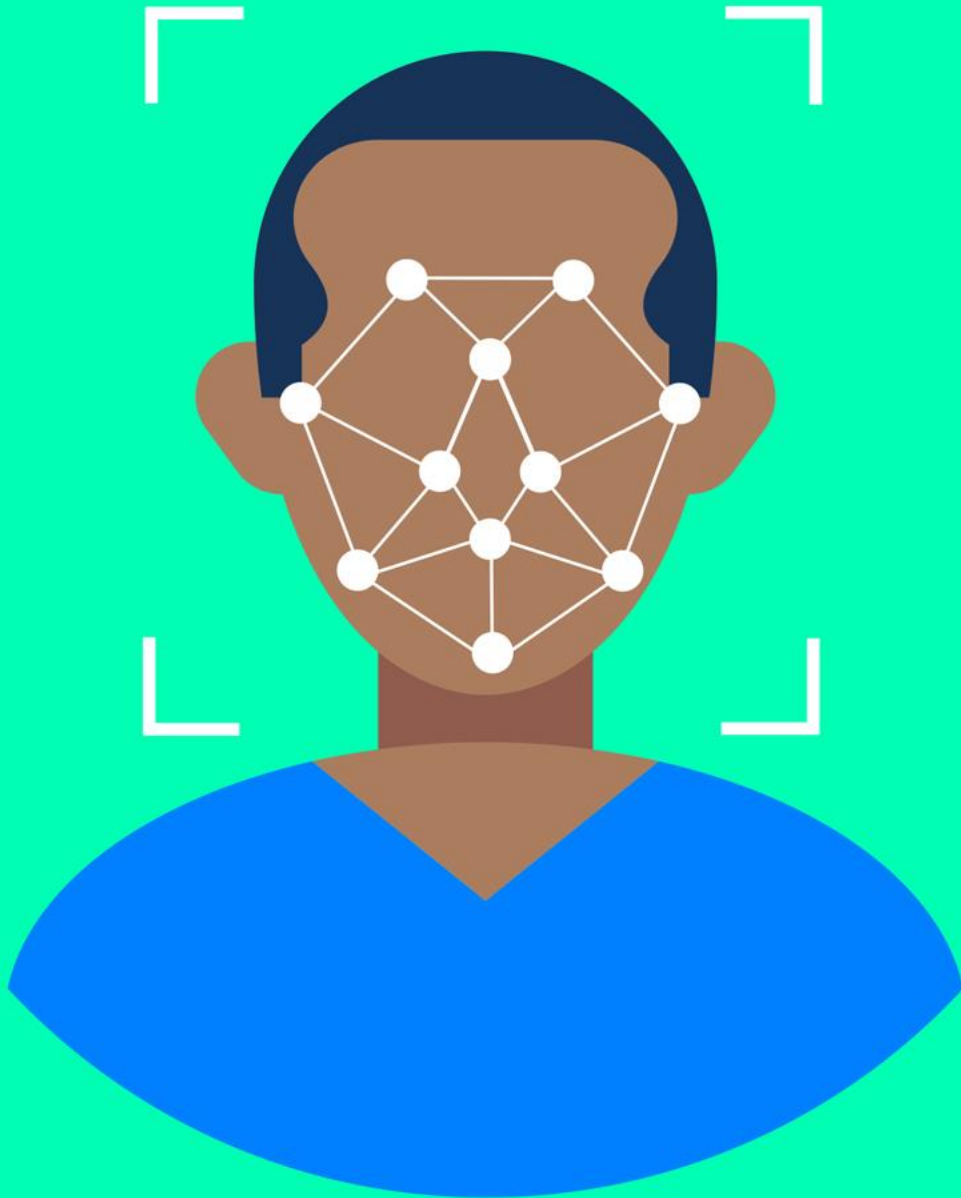
Esports continues to grow in popularity, but brands must be aware of adjacency risks. If people continue to stay home in the aftermath of the coronavirus, gaming audiences will retain some of the recent, rapid growth.

10

FUNDAMENTALS STILL MATTER

As brand safety continues to shift and evolve with media and technology, brands must not lose sight of established best practices, which serve as a vital North Star in uncertain times.





DEEPPFAKES

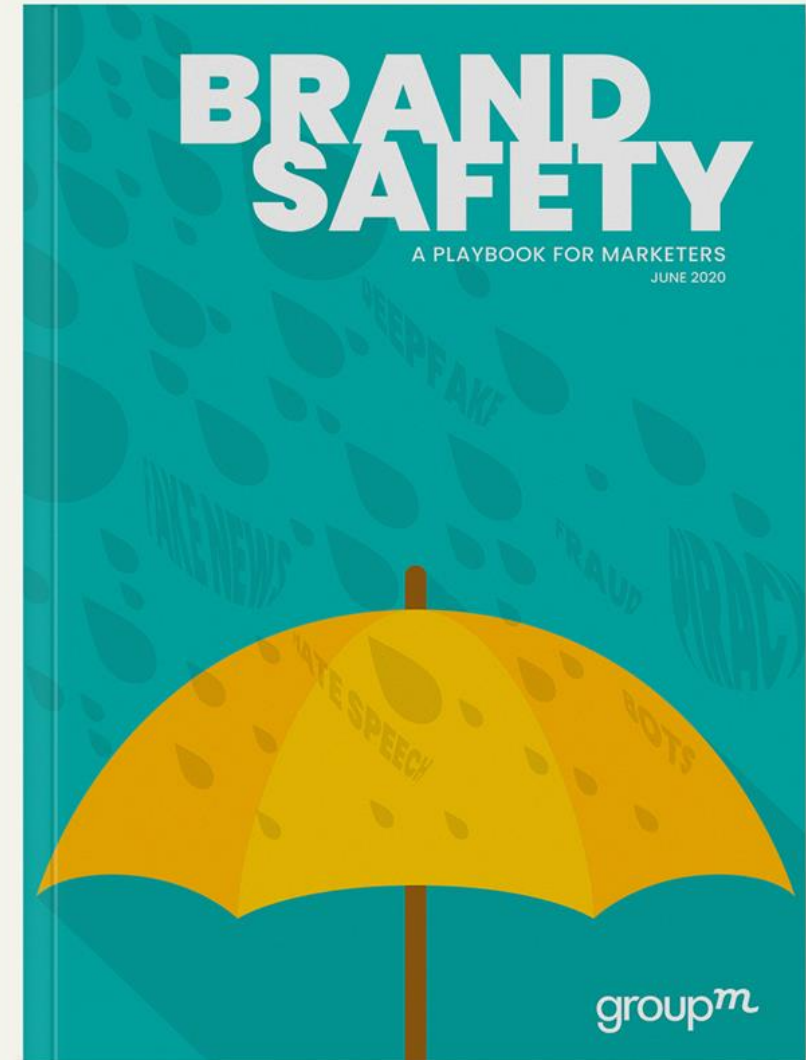
- Online disinformation will continue being a challenge in 2020 and beyond. Each election cycle will reinforce this pain point.
- But now we face a new and disturbing danger emerging from the depths of the dark web: DEEPPFAKES.
- Through the use of machine learning technology, pictures, videos and voice recordings of a person can be ingested and then, most often fraudulently, manipulated into a deepfake video or audio recording.
- Deepfakes can be used to misrepresent senior representatives of any company making public statements that could not only influence a share price, but erode any other communications effort deployed by the company.

TOO MUCH BRAND SAFETY

- Excessive brand safety measures may be negatively impacting reach, performance and the health of diverse, newsworthy, legitimate ad-supported environments.
- Ad spend reduction should be contextualised: ad blocking, reduction of ad spend, audience-driven buying etc.
- Avoidance technology can be used appropriately.
- GroupM works with industry bodies to promote investment in quality news publishers, and responsible use of keyword blocking.



A CLOSER LOOK AT KEY OPPORTUNITIES FOR IMPROVED BRAND SAFETY MEASURES IN SPECIFIC MEDIA



AUDIO

In 2020, Germany and France are likely to experience 20% growth in digital audio ad spending.

CONTEXT MATTERS

- Some popular music genres have songs featuring explicit lyrics.
- Podcasts may host “edgier” and/or more provocative content and use such language to keep audiences entertained, as it is limited to words and lacks visual aids to convey intended messages.

Controls are still in very early stages.

MEASUREMENT

- Click-through, last-click and post-listen are the most precise key performance indicators for streaming audio.
- The placement of the ad tag within the audio unit can vary; however, among some of the leading streaming platforms, it has become standard to fire the ad tag at the end of the audio unit, confirming that the listener remained connected for the duration of the ad.
- Podcasts still lack real-time audience metrics, making it difficult to tell if ads are getting skipped over.
- Furthermore, third-party verification in this space remains scarce and in very early stages of development.








FUTURE THINKING

As the consumption of digital audio grows, we are likely to see greater brand interest. In order to address some of the shortfalls of the medium, the industry should look toward:

- Full cross-platform standardization.
- More robust third-party verification.
- Horizontal integration of inventory offer

DIGITAL BROADCASTING & ON-DEMAND STREAMING

1.  If working with platforms or managed services, validate their internal processes used to determine safe and suitable content that is subject to monetization.
2.  Ensure that either DSPs you use to buy programmatically or platforms' or content producers' IOs have agreed to protective Terms and Conditions.
3.  Use any available audience targeting, especially age and geotargeting (to avoid reaching children when not needed).
4.  Exclude any brand-inappropriate content verticals (i.e.: news, gossip), programs or keywords.
5.  Ensure that clients' brand guidelines and legal requirements are followed (i.e.: do not advertise alcohol in a broadcast targeting primarily teen audiences).

PODCASTS

1.  If working with managed services, ensure that they conduct a thorough check of the podcasts they choose to represent.
2.  Before deciding to invest in a certain podcast, research the podcast and the creator to ensure they have not been tainted in the past.
3.  Vet the content and ask for transcripts whenever possible to ensure the content is appropriate for the client.
4.  Ensure that clients' brand guidelines and legal requirements are followed (i.e.: do not advertise alcohol in a podcast targeting primarily teen audiences).
5.  Use age targeting whenever available.

GAMING

86% of global Internet users report that they play games on at least one device.

UNIQUE CONSIDERATIONS FOR BRAND SAFETY IN GAMING

- Fragmentation of the experiences across devices, platforms and publishers
- Lack of standards for measurement
- The challenge of actively monitoring in-app activity versus web activity
- The popularity of livestreaming and live-chat which are challenging to monitor
- Suitability/safety of gameplays



FUTURE THINKING

Gaming is an exciting new avenue for many advertisers who want to use this opportunity and engage with their target audiences. The industry should be focusing on:

- Full cross-platform standardization of measurement and content metrics.
- Alignment on technology capable of assessing 3D environments.
- Developed and 3D-adapted cross-industry third party verification methodology.

GAMING THE CHECK-LISTS

ENGAGING WITH MEDIA PROPERTIES

- ✓ 1. Use open web standards regarding contextual brand safety, ad fraud and viewability, where applicable.
- ✓ 2. When possible, leverage inclusion lists or, at minimum, exclusion lists for themes unsuitable for a brand advertised.
- ✓ 3. Pay special attention to in-app gaming inventory, as monitoring and measurement of adherence to guidelines can be challenging due to the low adoption of Open Measurement Software Development Kit (OM SDK).
- ✓ 4. Consider first testing exclusively in web or TV/OTT environments with standard ad formats to understand potential exposures.

ENGAGING WITH GAME PUBLISHERS

- ✓ 1. Since lead times can be long, products should have a significant shelf life. Depending on the format in which the game is delivered to players, no changes may be available after the development code is locked—so any considerations should be applied long term.
- ✓ 2. Identify which genre best maps to the brand values around suitability. While real-time competitive action games have the most projected time spent increases and are the fodder for many esports leagues, many of the titles simulate violence, sometimes graphically. Sports games, puzzle games and trivia games may be more friendly for audiences of all ages.
- ✓ 3. Since large licensing agreements tend to be required for this level of partnership, ensure that you understand how your brand can align with gamers and esports in a more turnkey way.

ENGAGING WITH TEAMS & PLAYERS

- ✓ 1. Just as you would for influencer marketing within social media, be sure to consider cost basis, category exclusivity, personal moral standards for the individual, proof of performance and whether the player is a brand fit.
- ✓ 2. Though commitments tend to be larger with a team or prominent player, you can test a “bounty board” program, offering all streamers on Twitch an incentive to interact with your brand during the broadcast. The lack of individual approval makes for a riskier (but lower) commitment and potentially larger-scaled program.

CONCLUSION

There will always be an element of risk, particularly related to user generated content.

We will continue to refine mitigation tools and strategy.

- Disinformation will continue to thrive by finding new avenues.
- Privacy debates will not be concluded. As a matter of fact, with the advent of artificial intelligence, ethical debates about how to regulate it will only be further ignited.
- Fraud, viewability and context will have to be addressed in DOOH, audio, CTV and gaming.



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Brands must not focus solely on protecting themselves; rather, they must seize this moment as an opportunity to form more valuable connections with people.



THANK YOU

QUESTIONS?

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