

UNCOVERING THE BIAS IN BRAND SAFETY

ORACLE[®]
Data Cloud

TODAY'S BRAND SAFETY LANDSCAPE

**Industry Trends/Challenges That Will Most Impact
Companies Worldwide in 2019**

% of respondents

Brand Safety



BRAND SAFETY PROBLEM

- Ads appearing in brand inappropriate environments
- Erosion of brand equity
- Extremism, fake news, and bot traffic
- Creation of bias created by the misuse of blacklists
- Lack of transparency into brand safety performance
- Brand safety is **subjective**

48%

“Consumers say they would boycott or rethink purchasing a brand if it appeared next to offensive content”

-- The CMO Council, 2017

CONSUMER CONTENT CHOICES ARE ENDLESS



IN MINUTES

116

average minutes spent on social media everyday



IN A DAY

20K

songs added to Spotify

1B

hours of video consumed on YouTube



IN A YEAR

7,672

games released on steam

740

movies were released

487

original scripted TV series aired

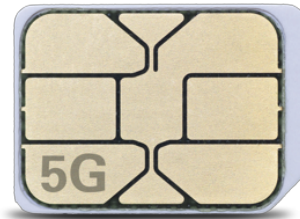
ACCESS TO CONTENT IS GROWING MORE **COMPLICATED AND FRAGMENTED**

SHIFT IN HOW TV IS ACCESSED



- 55.1MM people expected to cut the cord by 2022¹
- 53% of U.S. Wi-Fi HHs already using at least one OTT device²

BUSINESS MODELS TRANSFORMED BY 5G



- 5G will enable new media opportunities that will generate \$185B in the next 10 years across video, gaming, music, advertising, AR, and VR³

MOBILE SURPASSES TV AS THE FIRST SCREEN



- In 2019, mobile engagement increases to 3h 43min engagement versus 3h 42 min on TV⁴

Sources: ¹[Axios Article: On life support: Record number of pay-TV watchers cut the cord](#),

²[TechCrunch Article: Netflix reaches 75% of US streaming service viewers, but YouTube is catching up](#),

³Intel report: How 5G will transform the business of Media & Entertainment October 2018, eMarketer Mobile Time Spent June 2018

A SHIFTING LANDSCAPE

Digital first. **Mobile** first. **Video** first.

VISION

Make **advertising** more effective

Smarter Contextual Targeting Is Media Brands' Weapon Of The Future

by AdExchanger // Friday, May 31st, 2019 – 12:05 am

Share:    

"[The Sell Sider](#)" is a column written for the sell side of the digital media community.

Today's column is written by Alessandro De Zanche, an audience and data strategy consultant.

WHAT IS **CONTEXTUAL** TARGETING?

MANY FACES (AND USES) OF **CONTEXT**...



Identify platform / geography



Publisher Selection / Whitelists



Brand Safety (negative targeting)



Creative Alignment



Niche Targeting



Additive Scale

Source: Theorem Research Q4 2018 – Sample: 40 face to face interviews

CONTEXTUAL TARGETING IS THE PROCESS OF...

Appraising an advertising environment to identify **relevance**
and inform **placement decisions**.

DIFFERENT SIGNALS - SAME **RELEVANT REACH** (E.G FEMALE SPORTS FASHION BUYER)

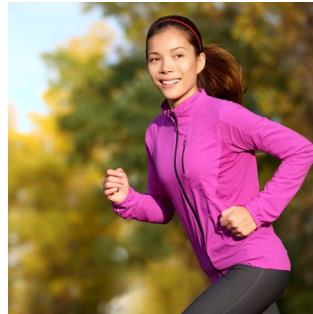
Contextual
Signals



Profiling real-time content pre-bid for:

- Sport Lovers
- & health conscious
- & interested in competitor products

Behavioral
Signals



Ownership: Member of Lloyds Gym
Interests: Health & well-being magazines
Browsing: Fitness websites
Purchasing: Lululemon buyer

Demo
Based



Gender: Female
Age: 25-34
Family: 1+ children
Income: 60k+
Location: Urban dweller

“I think where we are coming back to,
is **the importance of context...**

*The way you define audience is now, based on
many **different types of data sets.***

*We are now able to **build audiences based on context.***

Doug Ray – Global Media Chairman – Dentsu Aegis*

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THE GOOD / THE BAD / THE UGLY

AUTOCAR FIRST FOR CAR NEWS AND REVIEWS Like 108K

HOME CAR REVIEWS CAR NEWS VIDEO OPINION FEATURES AUTOCAR AWARDS SUBSCRIBER EXTRA

Top 10 best family hatchbacks 2018

Stylish, well-equipped and with an engine to suit everyone, pretty much sums up the family hatchback segment, but which cars make our top ten?



Twitter Like 4 G+

THE PEUGEOT 208 ALLURE PREMIUM SPECIAL EDITION

ON JUST ADD FUEL®

FIND OUT MORE >

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© provided by PSA Finance UK Ltd RMT 10A

Driven this week

- Volkswagen Golf GTI long-term review**
FIRST DRIVE
29 May 2018
Could the Mk7, offered in its purest form, be the best Golf yet?
- Lamborghini Huracán Performante Spyder 2018 UK review**
FIRST DRIVE
25 May 2018
The Spyder might be the heavier Huracán Performante, but it delivers a more intoxicating and immersive driving experience than the coupe.
- Honda Civic Type R long-term review**
FIRST DRIVE
25 May 2018
It's a warm welcome to this steaming hot hatch. But is it too fiery for Britain's roads?
- Ford Mustang GT 2018 UK review**
FIRST DRIVE
25 May 2018
Angrier styling finally gives the Ford Mustang the looks to match its V6 soundtrack.
- Alpine A110 CAR REVIEW**
25 May 2018
France's revered sports car brand is back and chasing some heavyweight scalps.

THE GOOD / THE BAD / THE UGLY

http://www.dailymail.co.uk/news/article-5622213/ant-mcpartlin-bmw

Privacy Policy | Feedback Like 14.6M Monday, Jun 4th 2018 4PM 19°C 7PM 18°C 5-Day Forecast

MailOnline News

Home **News** | U.S. | Sport | TV&Showbiz | Australia | Femail | Health | Science | Money | Video | Travel | Fashion Finder

Latest Headlines | Royal Wedding | News | World News | Arts | Headlines | France | Pictures | Most read | Wires | Discounts Login

Site Web Enter your search Search

'I'm dying mummy': Doctor reveals her son's trauma after their BMW was hit by Ant McPartlin in drink-drive crash as she says she thought the TV host was DEAD

- A boy, nine, screamed he thought he was dying after Ant McPartlin hit their car
- Dr Ng, who was driving the BMW, said her son was in shock after the crash
- She also admitted that she believed the TV presenter was dead
- McPartlin pleaded guilty to a drink-driving charge at court on Monday afternoon

ADVERTISEMENT

LOSE YOUR INNOCENCE IN 3.9 SECONDS.
THE ALL-NEW BMW M4.



THE GOOD / THE BAD / **THE UGLY**

http://https://www.apnews.com/Starbucks-incident-highlights....


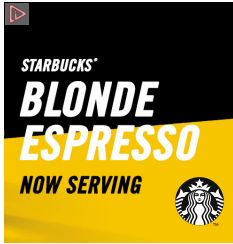

AP AP NEWS Log in | Sign up
AP Top News Sports Entertainment Explore

Starbucks incident highlights perils of shopping while black

By ERRIN HAINES
WHACK
Apr. 18, 2018

<https://www>

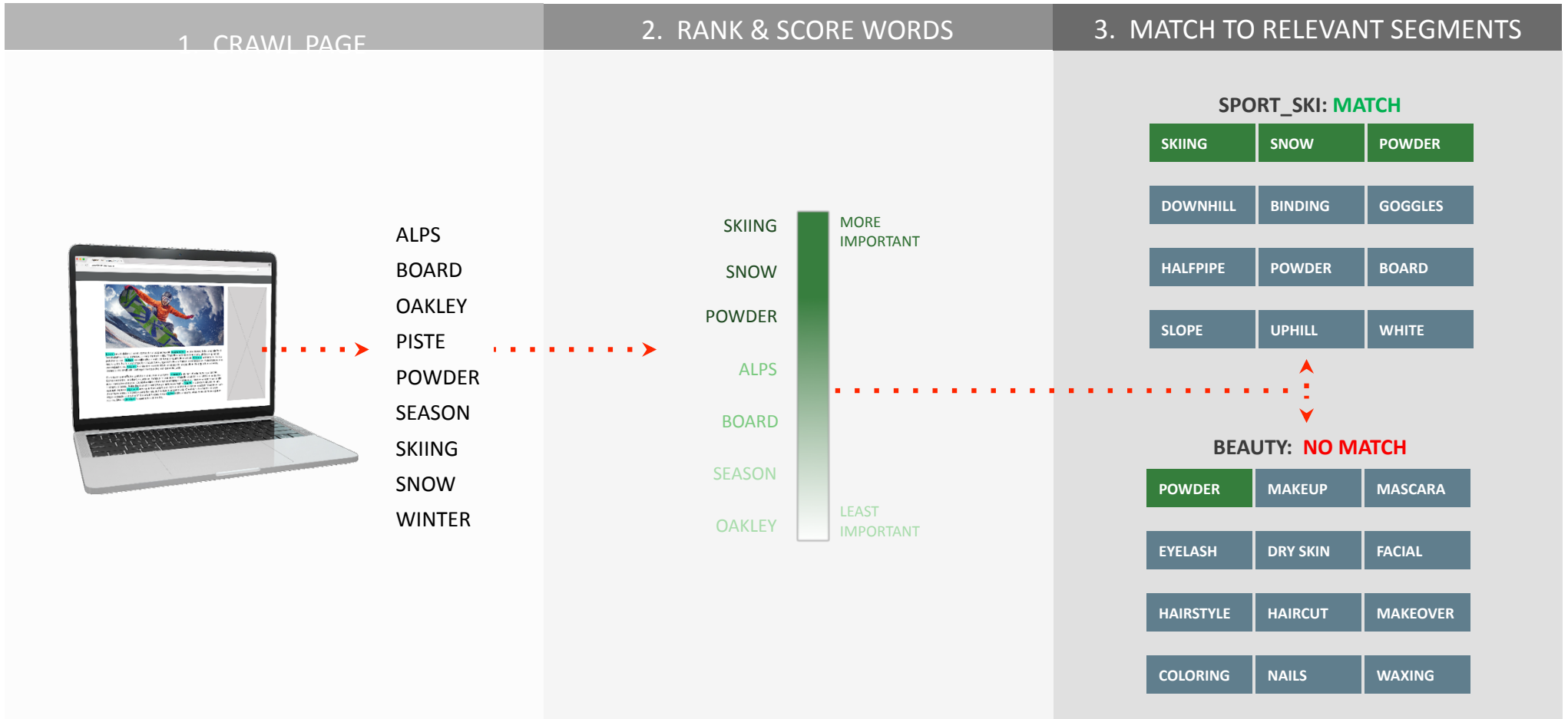
RELATED TOPICS
Race and ethnicity
Philadelphia
Business
U.S. News
More from
AP Top News



The better the **contextual intelligence** technology....

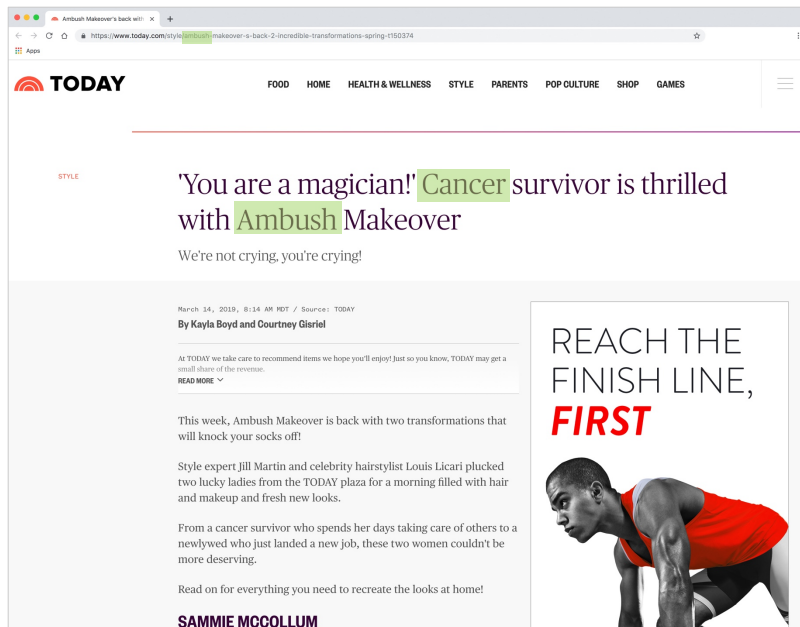
...the better the ability to **match your brief** with the most **relevant audience AND environment.**

HOW IT WORKS

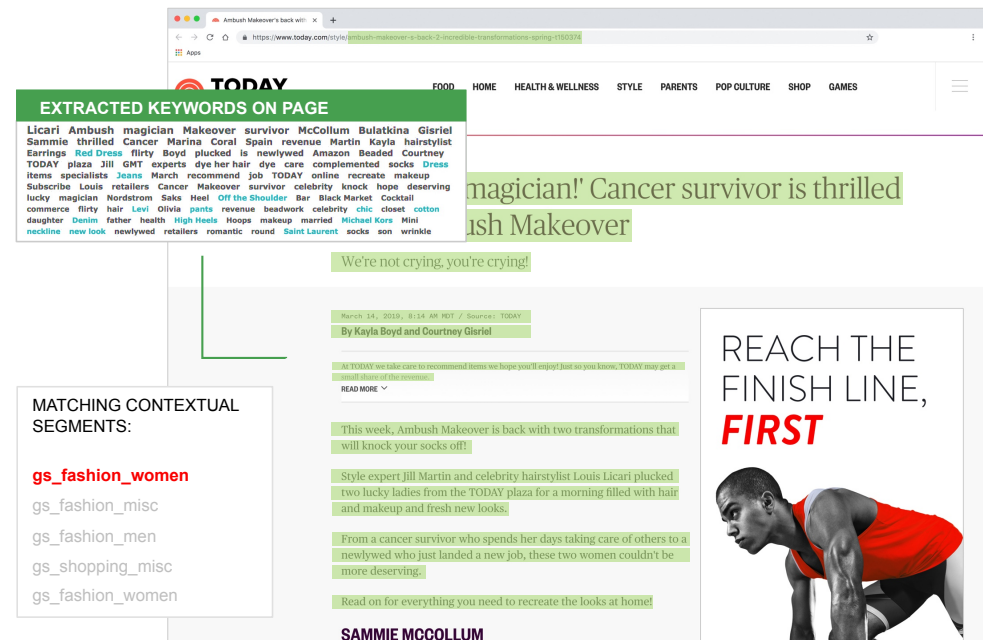


AND WHY IT MATTERS

ALL-OR-NOTHING BRAND SAFETY

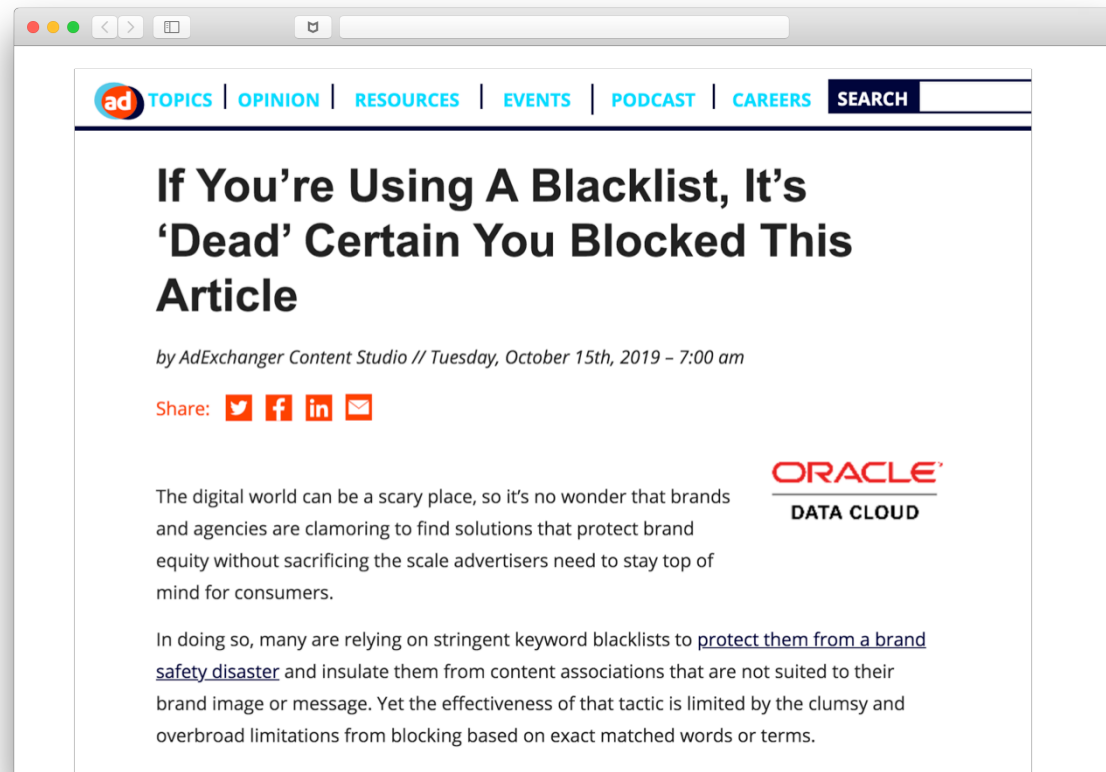


FULL-PAGE CONTEXT, BRAND SAFETY, AND BRAND SUITABILITY



Are “brand safety” solutions
penalising News publishers?

Simple keyword
blacklists will let you
down.







The screenshot shows a web browser window displaying an article on the Oracle Data Cloud website. The browser's address bar is empty. The website's navigation bar includes a logo with 'ad' and links for 'TOPICS', 'OPINION', 'RESOURCES', 'EVENTS', 'PODCAST', 'CAREERS', and a 'SEARCH' button. The article title is 'If You're Using A Blacklist, It's 'Dead' Certain You Blocked This Article'. The author is 'AdExchanger Content Studio' and the date is 'Tuesday, October 15th, 2019 - 7:00 am'. There are social media share icons for Twitter, Facebook, LinkedIn, and Email. The Oracle Data Cloud logo is visible on the right side of the article content. The main text of the article discusses the challenges of using keyword blacklists to protect brand equity.

ad TOPICS | OPINION | RESOURCES | EVENTS | PODCAST | CAREERS SEARCH

If You're Using A Blacklist, It's 'Dead' Certain You Blocked This Article

by AdExchanger Content Studio // Tuesday, October 15th, 2019 - 7:00 am

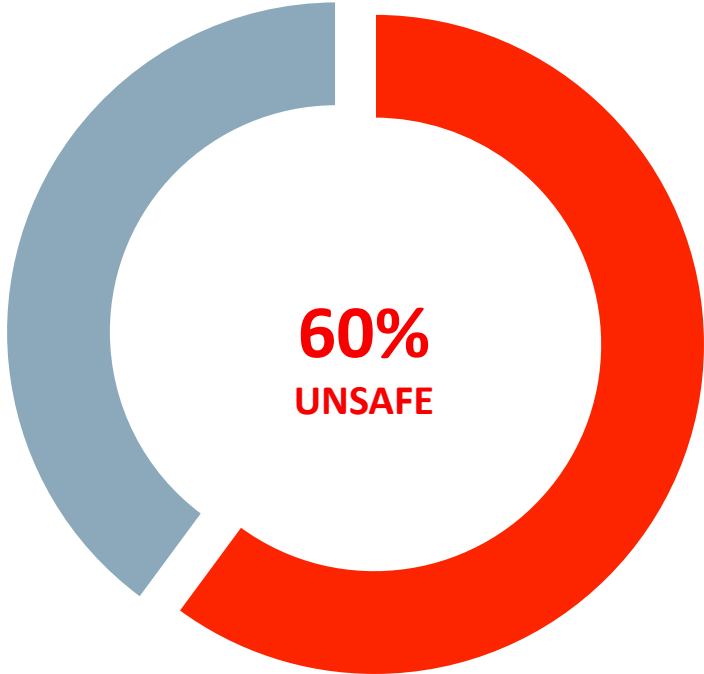
Share:    

The digital world can be a scary place, so it's no wonder that brands and agencies are clamoring to find solutions that protect brand equity without sacrificing the scale advertisers need to stay top of mind for consumers.

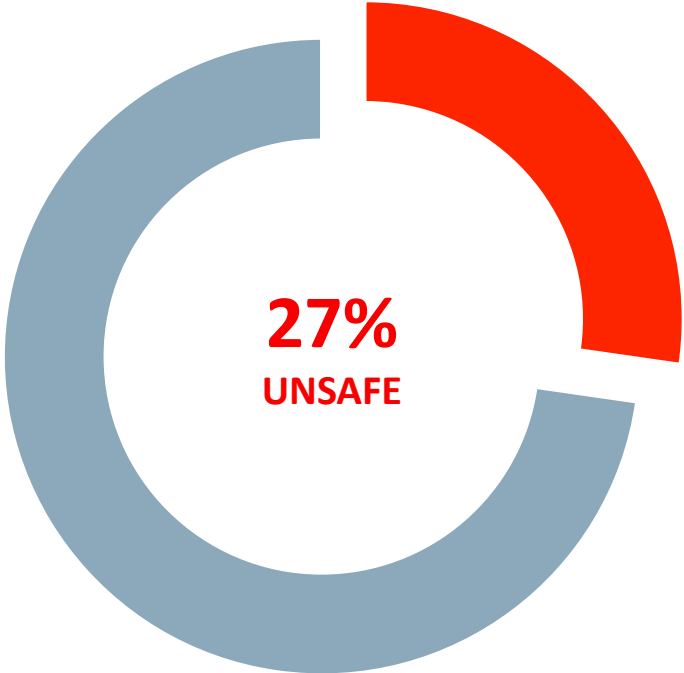
In doing so, many are relying on stringent keyword blacklists to [protect them from a brand safety disaster](#) and insulate them from content associations that are not suited to their brand image or message. Yet the effectiveness of that tactic is limited by the clumsy and overbroad limitations from blocking based on exact matched words or terms.

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KEY WORD BLACKLISTS MISS THE MARK



■ Agency KWB ■ Safe



■ GV segments ■ Safe

QUALITY JOURNALISM GRABS READERS ATTENTION FOR LONGER

67 SEC
BENCHMARK: 49SEC

Active Page Dwell Time

Time spent with the content in the foreground tab.

19%
BENCHMARK: 8%

Screen Real Estate

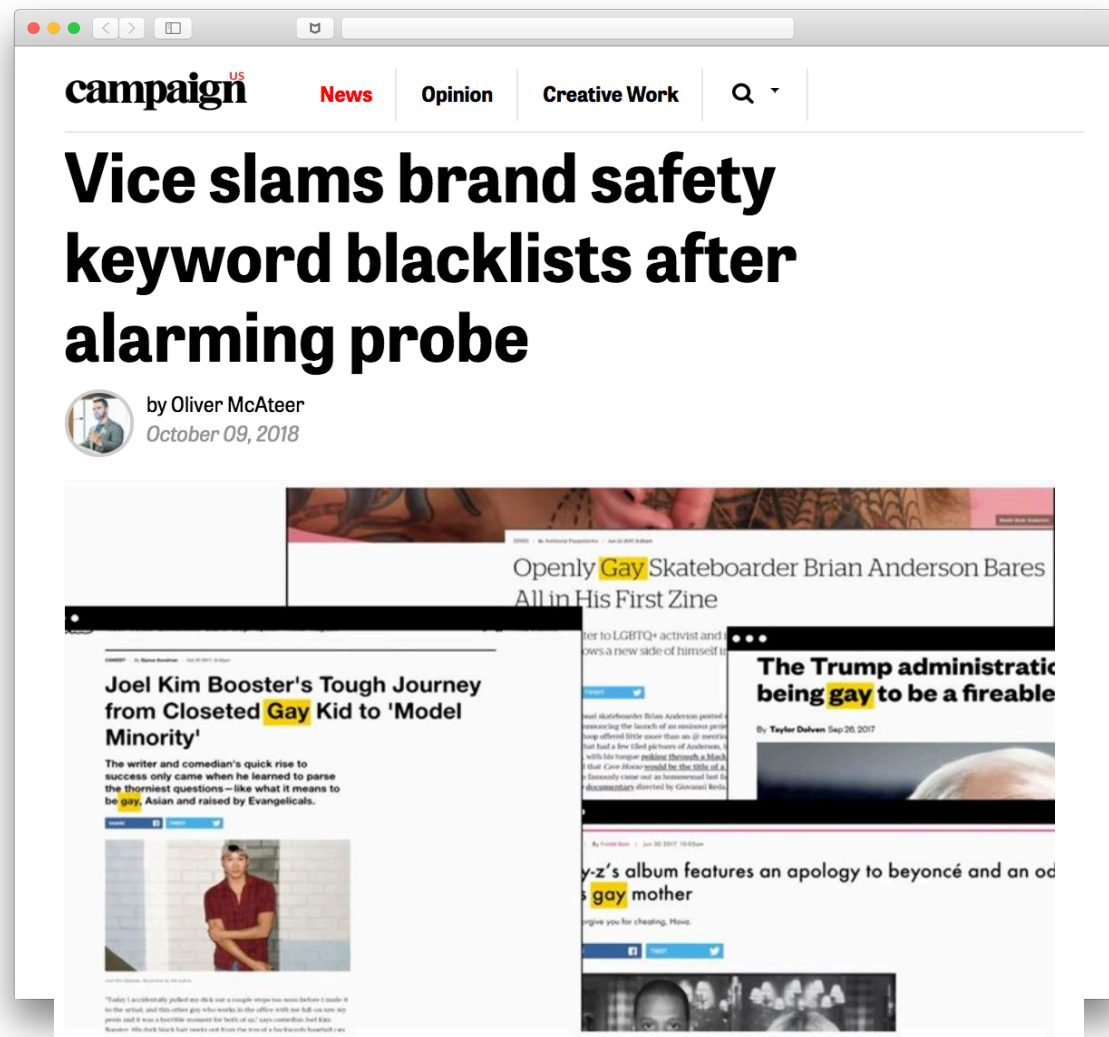
The average percentage of pixels that the ad fills on the user's screen.

7.4%
BENCHMARK: 3.5%

Interaction Rate

% of impressions where a user enters the frame of an ad and remains active for 0.5 seconds

Simple keyword blacklists will let you down.



The media company reveals troubling data that shows terms like "gay" are placed higher on blacklists over "rape," "death" and "heroin."

Eliminating fear, gaining control:
brand suitability.

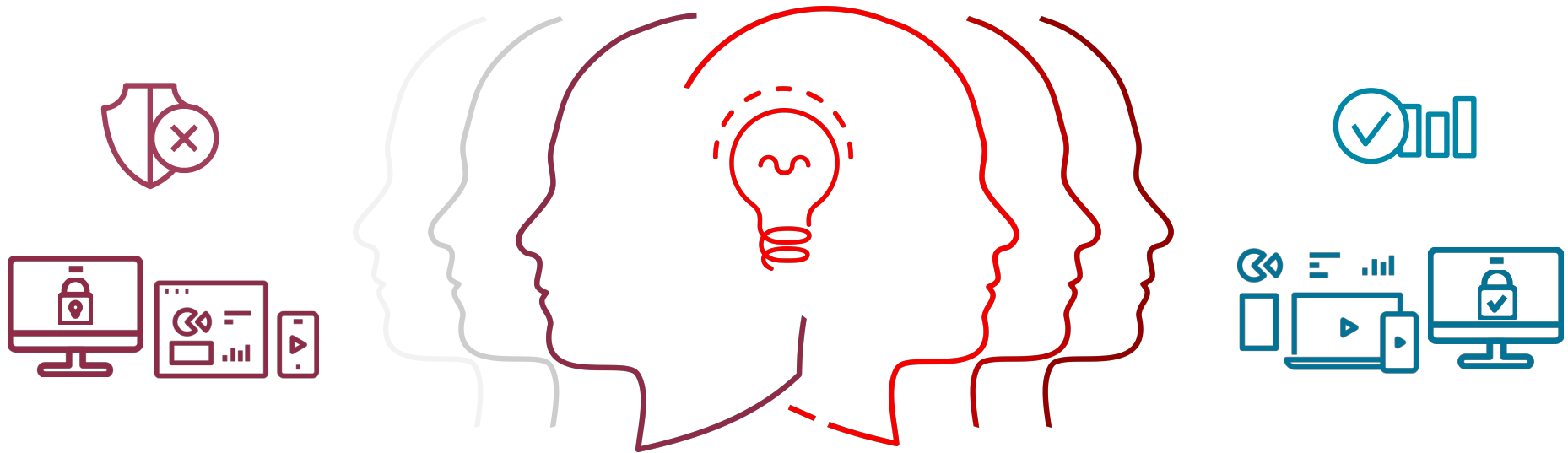
MOVING BEYOND BRAND SAFETY TO BRAND SUITABILITY

ANTHONY TSANG
Publisher Solutions Lead, Southeast Asia and Greater China

30TH OCT 2019

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MOVING BEYOND BRAND SAFETY TO BRAND SUITABILITY



THE THREE CRUCIAL ISSUES THAT THE DIGITAL MEDIA INDUSTRY IS FACING TODAY

FRAUD

\$23B

in estimated online ad spend
losses due to ad fraud
in 2019

7.5%

composite rate of total ad spend
to be lost due to ad fraud
in 2019

Source: CHEQ Report, June 2019

VIEWABILITY

43.7%

of paid impressions
don't meet MRC standard
(50% of ad for 1 second)

32.8%

of paid impressions
never appear onscreen
for any time at all

Source: Moat Q2 2019 APAC Display Benchmarks

BRAND SAFETY

52%

of brands have dealt with
brand safety issues
multiple times

25%

of brands
had negative press
from ads in unsafe contexts

Source: The New Brand Safety Crisis
GumGum, Jan. 23, 2018

ORACLE DATA CLOUD BRAND SUITABILITY SUITE

FRAUD PROTECTION



Protect client's spend with **exclusive and unique assets** **proprietary** owned by Oracle supplementing Moat Invalid Traffic analytics for **trustworthy accuracy in detection.**

VIEWABILITY



Help publishers to understand ad sizes and pages that **perform above benchmarks** of Media Rating Council and other agency standards using the trusted innovation of **Moat attention and viewability data.**

BRAND SAFETY



Avoid client's ads to be placed in unsafe content with **in-page contextual intelligence**, going past simple URL word filters to leverage robust analytics for **premium brand safety.**



“ As a publisher, it is critical we provide our clients with the confidence that their ad dollars are being spent wisely on our platforms. As a customer of Moat, we have come to rely on their best-in-class measurement to ensure our inventory is bot-free, viewable, and safe across ~~channels.~~”

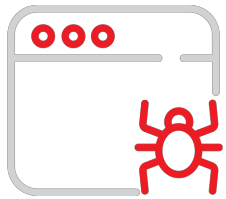
Nicole Lesko
SVP Ad Product & Revenue Ops
Meredith Corporation



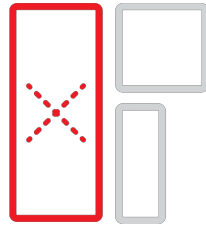
Examining Fraud and Invalid Traffic (IVT)

BEYOND FRAUD: WHAT DEFINES INVALID TRAFFIC?

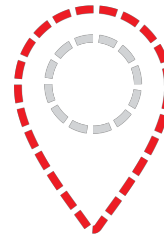
IVT includes any clicks or impressions that may artificially inflate an advertiser's costs or a publisher's earnings. Examples of IVT:



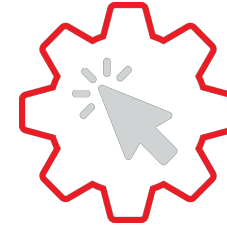
Bots and crawlers
confused as users



Falsely represented
sites and ads



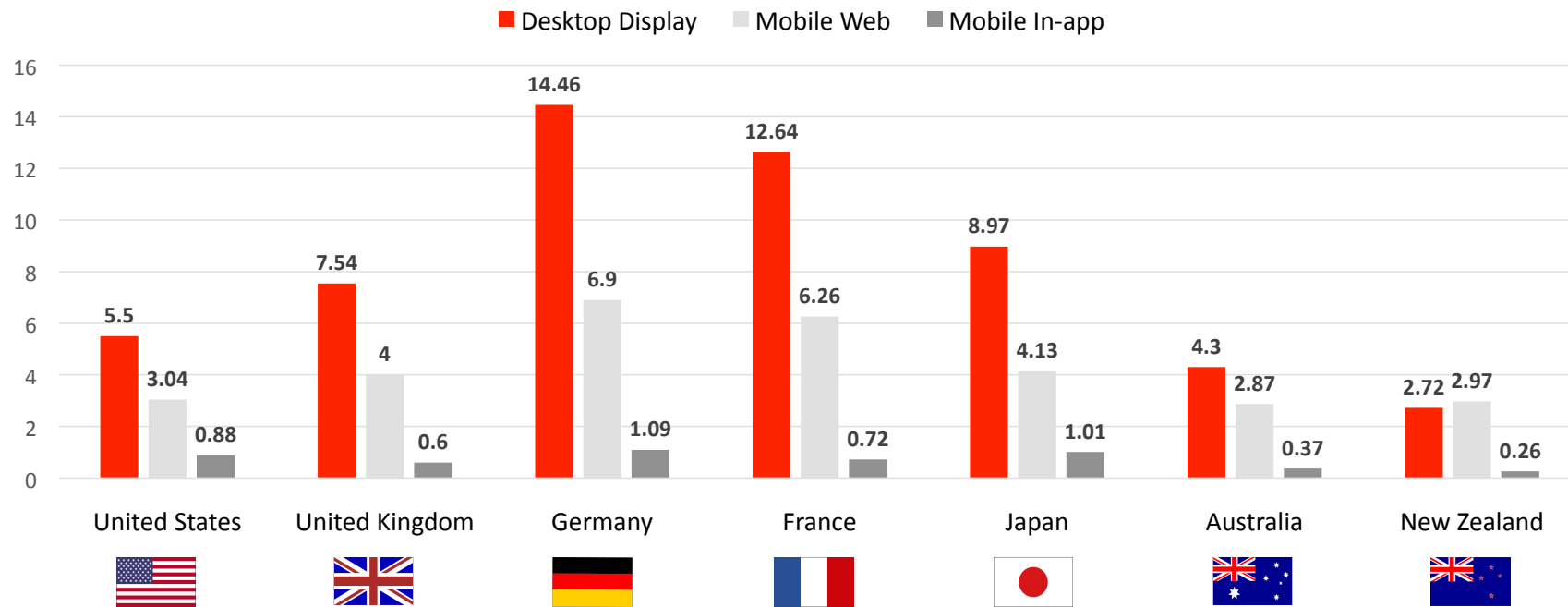
Manipulation and
falsification of
location data



Hijacked devices
and user sessions

HOW MUCH OF TRAFFIC IS INVALID?

Moat aggregates global data to illustrate the IVT seen around the world.



UNIQUE ASSETS EXCLUSIVE TO ORACLE

IDENTITY GRAPH

A robust consumer-driven,
people-based asset
leveraged as a crucial
signal for “human-ness.”

DYN

The incumbent internet performance and
DNS provider enables essential signals
such as **DNS statistics,**
traffic patterns, and domain age.

ZENEDGE

Leading cybersecurity suite uses
advanced botnet detection
and data from
denial-of-service attacks.

INVALID TRAFFIC PREVENTION

Analyzing publisher's advertising inventory and web traffic while detecting and removing Invalid Traffic in real-time.

How it Works:

IVT Analytics can be enabled for Display, Mobile, Video, Native, and Content. It can be instantly turned on through a Moat tag and measures both General IVT and Sophisticated IVT.

All of the Moat IVT data is available through the Moat Analytics dashboard.

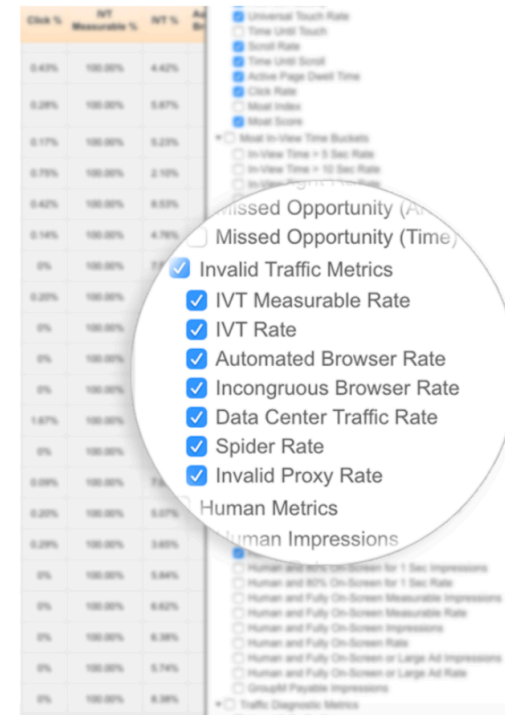
General

- Data Centre Traffic
- Bots & Spiders
- Activity Based
- List Based
- Non-Browser UA
- Unknown Browsers

VS

Sophisticated

- Hijacked Sessions
- Malware
- Invalid Proxy Traffic
- Hidden Ads
- Automated Browsers
- Incongruous Browsers



Examining **Viewability**

AD VIEWABILITY



WHAT IS THE MEDIA RATING COUNCIL (MRC) DEFINITION OF A VIEWABLE IMPRESSION?

Display



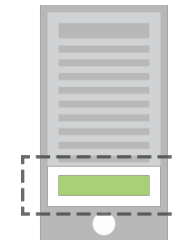
50% for 1 continuous second

Video



50% for 2 continuous seconds

Mobile



Same as desktop

WHAT IS THE GROUPM DEFINITION OF A VIEWABLE IMPRESSION?

Display



100% no time minimum

Video



100% w/ 50% duration 1 and audio

Mobile



Same as desktop

QUANTIFYING THE IMPORTANCE OF VIEWABILITY

The Trade Desk ran a **study leveraging MOAT viewability**

Tracked real campaigns running on the Trade Desk's DSP for 3 months



4 Industries

- Pharmaceutical
- Consumer packaged goods
- Consumer electronics
- Entertainment

Raw Data Collected



- Total impressions
- Total Conversions
- Unique consumers
- Viewability & engagement data

Analyzed

58,811,308

Display impressions on desktop & mobile web

Impression Level Data

MOAT
by ORACLE DATA CLOUD

Combined viewability Data (MOAT) + conversion data (TTD)

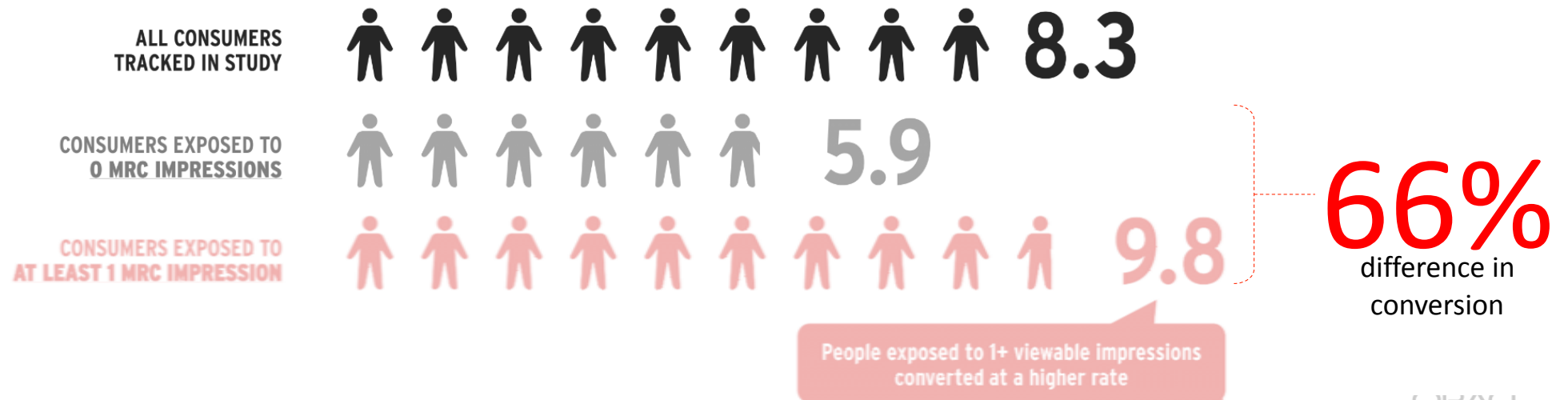
QUANTIFYING THE IMPORTANCE OF VIEWABILITY

Findings showed increased conversion

CONVERSION RATES ARE HIGHER WHEN ONLY THOSE WITH MRC-VIEWABLE IMPRESSIONS ARE INCLUDED

CONVERSIONS BY IMPRESSION SEGMENT

👤 Conversions / 1000 People



Overall Impressions: n= 58,811,308; # Impressions Among People with 1+ MRC n=43,012,470
Note: Values are a result of campaign level averaging and cannot be combined

Examining Brand Safety

LIMITATION OF BLACK LISTING KEYWORDS

A Violent Battle

vs.

A Violent Battle

LIMITATION OF BLACK LISTING KEYWORDS

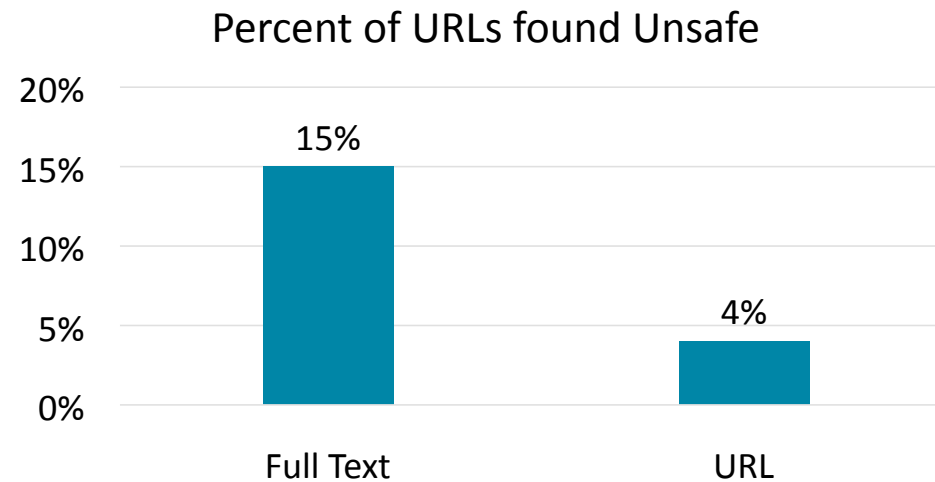
A Violent Battle in Last Night's
'Game of Thrones'

vs.

A Violent Battle Last Night in
Syria

THE DIFFERENTIATION OF CONTEXT

Versus URL-only analysis
full-page contextual intelligence is
3.8x better
in identifying unsafe contexts



UNDERSTAND WHERE YOUR CLIENTS' BRANDS APPEAR

Brand Safety Reporting

Moat reports on 11 brand safety categories across open web for both display and video, as well as an aggregate Unsafe % which rolls up all the categories into one deduplicated rate.

Custom unsafe metrics which can be configured for a given account, allowing marketers to define a keyword list that should be considered brand-unsafe / unsuitable.

Advertiser	Impressions Analyzed	Grapeshot Measurable %	Grapeshot Safe %	Grapeshot Unsafe %	Grapeshot Adult Content %	Grapeshot Arms %	Grapeshot Crime %	Grapeshot Death & Injury %	Grapeshot Illegal Downloads %	Grapeshot Drugs %	Grapeshot Hate Speech %	Grapeshot Military %	Grapeshot Obscenity %	Grapeshot Terrorism %	Grapeshot Tobacco %
	765,249	99.85%	99.90%	0.10%	0%	0%	0%	0.08%	0%	0%	0%	0%	0%	0%	0%
Volkswagen 13222786	178,470	99.99%	99.79%	0.20%	0%	0%	0.01%	0.15%	0%	0%	0%	0%	0%	0%	0%
Mitsubishi 13282066	118,028	99.99%	99.93%	0.07%	0%	0%	0%	0.06%	0%	0%	0%	0%	0%	0%	0%
Audi 13279906	74,020	99.99%	100.00%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Honda 13275586	40,563	99.99%	99.99%	0.01%	0%	0%	0%	0.01%	0%	0%	0%	0%	0%	0%	0%
Lexus 13711306	37,874	99.92%	99.99%	0.01%	0%	0%	0%	0.01%	0%	0%	0%	0%	0%	0%	0%
Ford 13271506	34,254	100.00%	99.96%	0.04%	0%	0%	0%	0.04%	0%	0%	0%	0%	0%	0%	0%
Skoda 14876746	31,159	99.97%	99.83%	0.17%	0%	0%	0.01%	0.13%	0%	0%	0%	0%	0%	0%	0%
Jeep 16247146	30,758	100.00%	99.90%	0.10%	0%	0%	0%	0.09%	0%	0%	0%	0%	0.01%	0%	0%

UNDERSTAND WHERE YOUR CLIENTS' BRANDS APPEAR

Oracle Data Cloud has added **Context Analytics** to enhance the Brand Safety offering.

Brand Safety and Context Analytics is a feature of Moat Analytics.

Brand Safety and Context Analytics gives advertisers and publishers granular page-level viewability and attention metrics sorted into contextual segments, increasing transparency and providing insights into the relevancy and suitability of ad placements.

Context Analytics

Contextual Category	Impressions Analyzed (unfiltered)	Impressions Analyzed	In-View %	In-View Time (s)	Total Exposure Time (hr)	Universal Interaction %	Universal Interaction Time (s)	Total Ad Dwell Time (hr)	Hover %	Attention Quality	Universal Touch %	Scroll %	Time Until Scroll (s)	Active Page Dwell Time (s)	Click %	IVT %	Moat Score
	81,637,799	79,970,617	70.59%	19.83	246,076	3.04%	15.09	2,410	9.69%	31.32%	12.44%	78.60%	9.91	43.48	0.41%	2.04%	639
gs_auto	1,288,769	1,275,321	75.98%	18.97	4,685	2.10%	9.11	31	8.95%	23.45%	14.23%	86.70%	9.11	30.22	0.26%	1.04%	576
gs_automotive	1,564	1,532	72.80%	19.21	6	3.29%	4.45	0	16.34%	20.15%	3.09%	80.99%	6.4	40.44	0.26%	2.05%	-
gs_business	2,254,320	2,234,192	61.65%	26.55	9,427	2.59%	9.65	34	10.57%	24.47%	8.04%	87.55%	10.58	51.79	0.21%	0.89%	613
gs_economy	294,485	289,062	73.63%	22.24	1,093	2.68%	14.65	11	9.73%	27.54%	11.70%	85.64%	11.51	35.9	0.25%	1.84%	639
gs_education	656,305	648,729	73.96%	20.33	2,105	2.97%	11.07	15	10.11%	29.36%	19.79%	78.89%	10.1	34.56	0.34%	1.15%	630

BRAND SAFETY AND CONTEXT ANALYTICS: ADVERTISER AND PUBLISHER BENEFITS

INCREASE RELEVANCY

Determine if your brand messaging appears alongside relevant content, and use the segments to validate your targeting criteria.

AVOID UNSUITABLE ENVIRONMENTS

Verify whether your message reached brand-safe, suitable inventory.

BOOST CAMPAIGN EFFECTIVENESS

Optimize in real-time against the contextual environments that work best for your campaigns across platforms.

Moat by Oracle Data Cloud: A Recognized Leader



First to Measure Attention

- Apple News*
- Facebook
- GIPHY
- Instagram
- LinkedIn*
- OTT
- Pinterest*
- Snapchat
- Twitter
- Viewability SDK

*first and only



Accredited by
Media
Rating Council®

9 MRC Accredited Solutions

- Display and Video Ad Viewability Metrics (Desktop, Mobile Web, and Mobile In-App)
- Sophisticated Invalid Traffic Detection and Filtration (Desktop, Mobile Web, and Mobile In-App)
- Contextual Intelligence (Grapeshot) Ad Verification Service



Voted Best Brand Safety & Verification

Are **people seeing** your ads?

Are the **right people** seeing your ads?

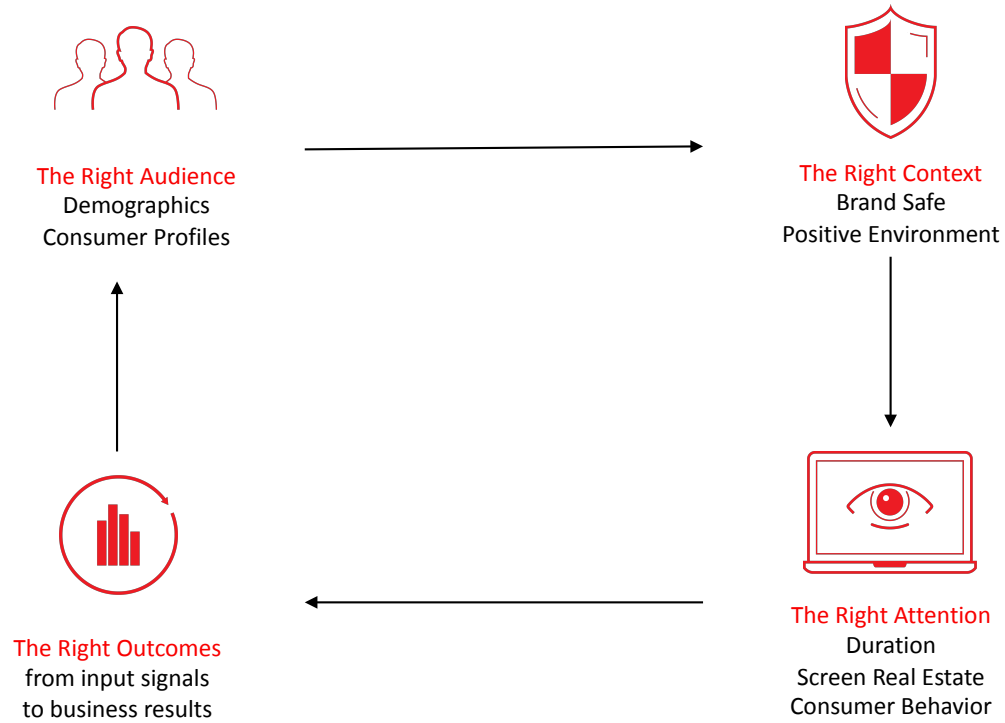
Are the right people seeing your ads in a **safe environment**?

Are the right people seeing your ads in the **right mindset**?

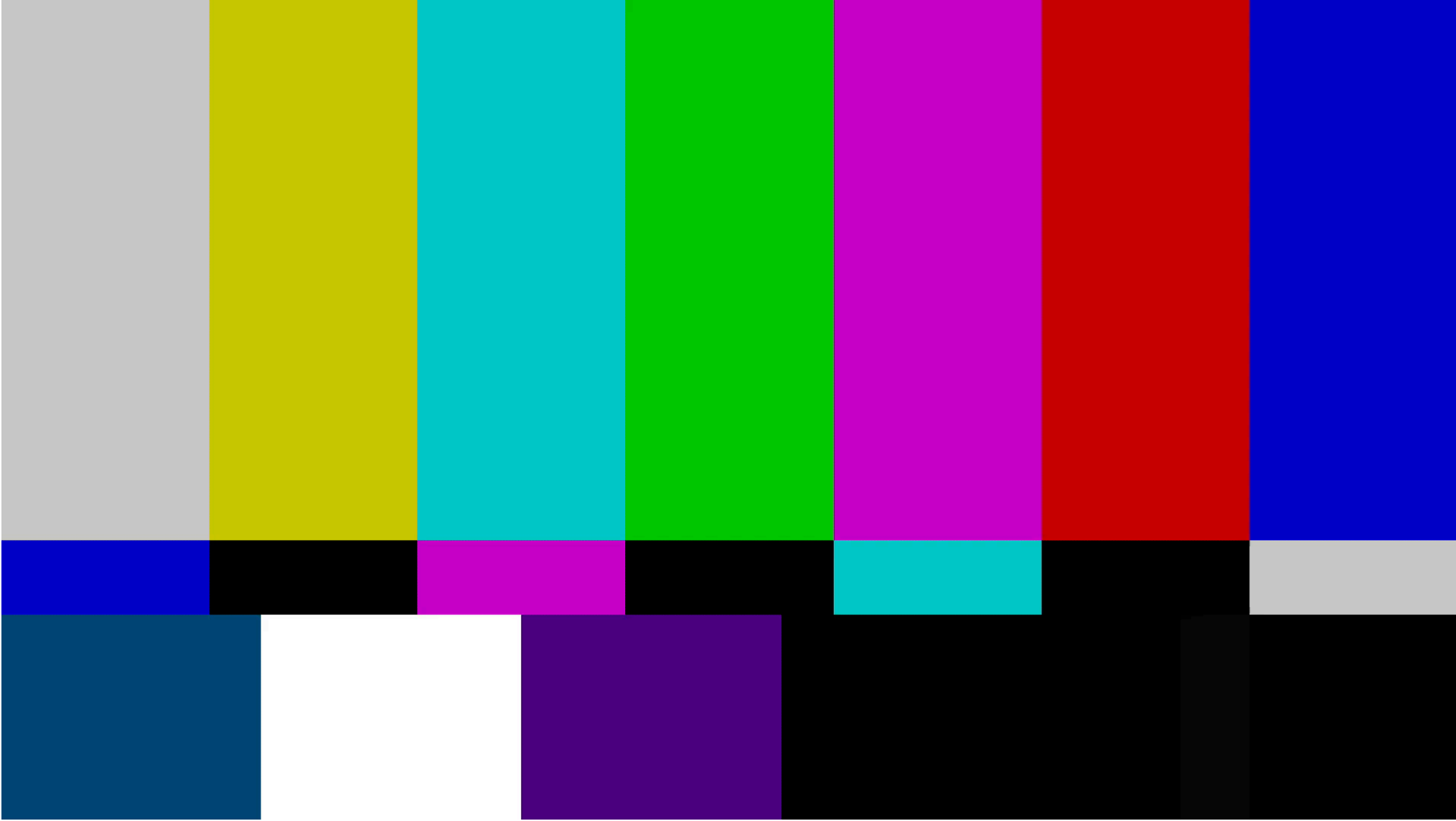
Are the right people **paying attention** to your ads?

Are the right people taking the **action** you intended?

ORACLE DATA CLOUD FRAMEWORK



Brand Safety & Bias Case Study – VICE Media



THANK YOU!

ORACLE
Data Cloud