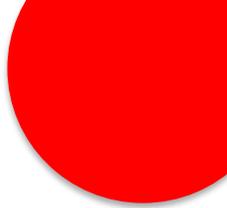


# BRAND SAFETY

## IAB SA White Paper on Brand Safety in Today's Digital Context

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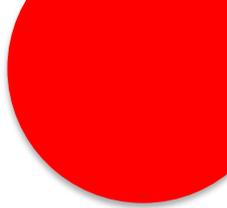
## **Executive summary**

The collective goal of South Africa's digital economy is to grow, which requires investment and an environment that supports good business practice – defined as the ability to evolve in parallel to the rapid changes, opportunities and even threats of modern technology. For this reason, the equity and economy of building brands online has taken centre stage. Good online business practice translates into tangible, sustainable impact.

While businesses are accustomed to curating their image through advertising and marketing, the dominance of the digital medium has added complexity to protecting brand reputation – but when brand safety is managed proactively and collectively, the power of digital to deliver business impact increases exponentially. This white paper provides smart, actionable and motivating insights to empower you, as a publisher, marketer or agency, to optimise brand safety.

It will help you make informed decisions in the digital ecosystem while demystifying technology and identifying strategies that help brands, agencies and publishers. These actions are enriched by providing the context of customer and business impact.

The IAB SA's role is to empower the media and marketing industry to thrive in the digital economy while educating, providing context, seeking solutions and bringing attention to issues related to brand safety. The conversation begins with the definition of brand safety.



## Defining brand safety

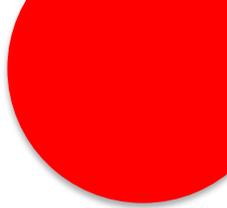
Brand safety refers to the strategy put into place to help ensure that online advertisements or associations do not appear on websites or in videos and articles that may conflict with a brand's image, mission or goals (including online environments where media wastage – often related to viewability and fraudulent activity – is rife). Keeping a brand aligned with the values and mission of a company is paramount in a digital world where one erroneously placed ad can ruin its reputation.

Placing a brand in an environment containing content deemed unsafe may taint the corporate image and affect brand perception and equity, business outcomes, the quality of audience, lift and return on investment.

### *Unsafe digital environments*

The global digital advertising industry refers to the “Dirty Dozen” categories to avoid. We have added a 13<sup>th</sup> category: fake news.

1. Military conflict
2. Obscenity
3. Drugs
4. Tobacco
5. Adult
6. Arms
7. Crime
8. Death/injury
9. Online piracy
10. Hate speech
11. Terrorism
12. Spam/harmful sites
13. Fake news



In addition to these categories, it is critical to define what “safe” means to you and your brand. For example, some brands are comfortable being placed next to a road accident story (e.g. a road accident attorney) but others less so (e.g. a baby car-seat manufacturer or an alcohol brand).

The brand must define its core values, as these will ultimately determine the parameters to be addressed. Thereafter, publishers and technology tools can use these guidelines to serve ads into environments in which the brand feels comfortable.

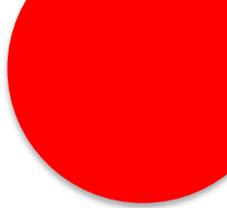
## **The problem/challenge statement**

The challenge is to understand not only how brand safety affects a brand or publication, but also the power we have to ensure brand-safe campaigns. How can you partner with your publisher, agency or brand to create a digital environment in South Africa that empowers brands and contributes to the digital economy?

This white paper will help you identify plausible solutions and measures to consider when planning your next digital marketing campaigns. The first step towards gaining online transparency and control over content lies in partnerships between agencies, brands, publishers and technology vendors.

## **Roles, responsibilities and remit**

Every stakeholder in the digital advertising value chain has a role to play in ensuring the safety of brands online. This section breaks down the responsibilities of each party, with suggestions on a way forward.



## Brands

### *Context*

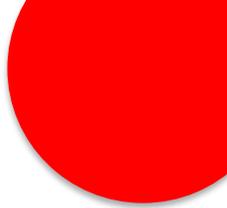
The process starts with marketers asking the right questions of their teams and agencies. This is rooted in a holistic understanding of the value chain and how ads are being placed within the media domain to protect brand reputation. Before brands start to monitor their advertisements, it is important to define what they consider safe. Brands must identify topics they are comfortable being associated with and those they would prefer to avoid. While publishers and agencies may offer a robust system of brand-safety checks and balances, clients need to air their exact demands during the buying process. What's taboo for one brand is fine for another, and even the best automated brand-safety rating systems may not always recognise the difference.

### *Consumer*

Even more, brands need to know their core audience and their sensitivities. Brand sensitivity is a growing consideration across most generations, especially Generation Z. If consumers are too embarrassed or upset to purchase your product or service because it has been associated with a topic that they don't find appropriate, they could gravitate to a competitor. Be proactive rather than reactive. Once a brand is associated with a topic or issue that tarnishes its image, it will cost more time and money to bounce back, especially in trying to lure back its customers. Brand safety goes beyond advertising. It's about protecting brand equity and the customer relationship.

### *Cost*

Brands should have a clear idea of the technologies and associated costs involved in the buying process, specifically the use of verification tools, and could furthermore have agreements in place with these verification partners to take control of brand safety. It is critically important that the various partners become accountable for both delivery and the media buy by means of a scorecard and/or policy that is assessed every six months. These ongoing conversations and monitoring between agency and brand create a level of transparency.



## **Publishers**

### *Context*

Publishing has had to adapt to advertising in the digital age, and fast. Ad blockers, click fraud, unverified impressions and ad blindness are some of the challenges in the industry.

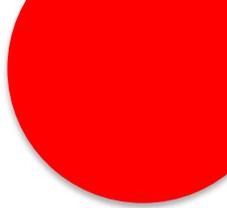
Meanwhile, the rise of viewability as a measure of campaign success has forced publishers to up their game in terms of inventory and technology – especially once clients and agencies in the local market start demanding guaranteed levels of viewability (as their overseas counterparts have done). Added to this is the new emphasis on brand safety.

### *Consumer*

Publishers need to ensure that digital advertising is consumed alongside relevant, high-quality and inoffensive content. As brands deal with the fallout of appearing on fake news websites or otherwise unsavoury platforms, it is the perfect time for publishers to step up and reaffirm the trust and credibility attached to their brands. It is important for each publisher to highlight the quality of its content and the loyal, valuable audience it attracts. Considered technological intervention is required to find a way of offering brand-safety guarantees to clients.

### *Cost*

The good news is that quick-moving publishers can turn viewability and brand safety into selling points. There may even be an opportunity to charge premium rates for inventory that comes with transparency and brand-safety guarantees. It also gives publishers a chance to reignite their relationship with premium direct clients that may in recent years have switched their budgets to less targeted programmatic buys. Of course, brand safety is nothing new for publishers: for decades, they offered it in print when they ensured clients' ads were not placed next to articles reflecting an opposing industry or product, or when they moved ads from newspaper pages that contained graphic images.



### *Publisher platforms*

The easiest way for clients and agencies to ensure brand safety should be buying ad space directly from a publisher, which should allow them to establish the publisher's brand-safety credentials right from the start – possibly even with contractually binding avenues of recourse should a publisher fail to deliver on its promises.

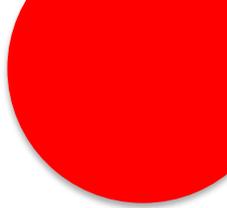
The degree of brand safety that publishers can offer should not only cover the content of their websites, but also address parallel platforms such as apps, social media channels and email newsletters. Some of these may carry display advertising, and some may be involved when sponsored content forms part of a brand campaign. On a publisher website, directly sold ad campaigns should therefore be managed, scheduled and served in a brand-safe manner from the start. Beyond those campaigns, publishers should analyse their programmatic marketing platforms and programmatic direct deals to see to what degree those technologies allow brand-safe ad serving, both pre- and post-bid.

An obvious requirement that arises is a way of flagging problematic editorial content in any of the “dirty dozen” categories mentioned earlier in this white paper.

Flagging an article may require one or more of the following:

- a manual article-level checkbox in the publisher's content management system;
- content keywords assigned manually or through semantic analysis on category/section or article level, and embedded in an article's metadata; or
- a full, automated semantic content analysis that assigns a risk rating to an article.

When the checkbox is ticked; one or more specific keywords are listed; or the risk rating crosses a threshold, ad serving is then partly or fully blocked on an article or category of articles. A flag can also be applied to less obviously contentious news content that may still irk advertisers, such as a news report exposing companies in a certain industry for collusion or tax avoidance. (Another use with editorial benefit is the ability to blocking distracting ad units such as autoplay, in-line video from being served on particularly serious or sensitive articles.)



The downside of manual flagging or keyword assignment is additional complications brought into editorial processes where news articles now need more checks before publication. Automated analysis, on the other hand, may incur additional software development or licensing costs. To turn content flagging into a selling point, a publisher must be able to guarantee to agencies and clients that this approach will be implemented consistently (always on) and transparently, even if it is applied in varying degrees across different kinds of content.

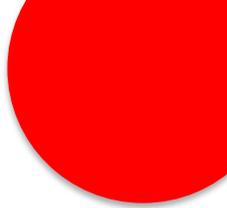
This approach also forces publishers to shut down attempts at domain spoofing as soon as they arise, to prevent any confusion or even interference with the publisher's own products. However, making the most of programmatic advertising platforms already requires specialist skills, and implementing brand safety is no different. Having such specialisation within its advertising operations and/or product management teams can be a significant challenge for publishers with limited budgets or those in smaller markets.

A technological alternative on the horizon is specialist artificial-intelligence (AI) systems that tie into editorial and programmatic systems to go beyond semantic analysis and scan copy, video and static images for brand-safety triggers – learning which websites to trust and able to avoid risky platforms with no need for human intervention.

### *Beyond a website*

Native or sponsored content publishing campaigns are a perfect example of brand safety in action: a brand or agency can place fully brand-safe content in a pre-vetted position or section on a publisher's website, with guarantees regarding the promotion of that content on the publisher's social media platforms, in email newsletters, via banner campaigns etc.

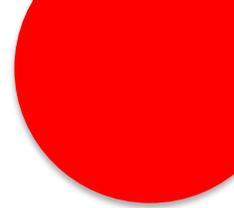
Video content brings its own set of complications, however. Brand safety in video advertising is “an emerging field”, as Integral Ad Science describes it in a report titled Brand Safety: The Essentials. The content surrounding a video (titles, descriptions, keywords) may be used to assess its brand-safety risk, yet it is much harder to analyse the video content itself (and the video content may be safe but the audio track introduces an issue such as the use of offensive language). This will remain a challenge until a better technological solution is found. A publisher's own vetting of its video content can therefore be invaluable in the meantime.



### *Whitelisting safe publishers*

For publishers who have done the hard work to offer reliable and transparent brand safety to their clients, being included on a whitelist of approved publishing partners' domains is a fitting reward for their efforts. A whitelist does not ultimately eliminate issues around brand safety, but eases brand-safety management for agencies, networks and clients. If one or more publishers offer a private marketplace that comes with built-in brand safety, it could be another reason for agencies and clients to implement preferential campaign placements.

Using a whitelist, by nature, can be more limiting than deploying a blacklist in a programmatic campaign and, unless it is skilfully matched to the campaign, it may lead to a noticeable drop in campaign reach and impressions. A campaign can also fail to reach specific audiences and key consumer groups if these audiences are not represented in a whitelist that allows only a limited range of publishers. Both blacklists and whitelists may also carry bias – even if unintentionally – due to an agency's political leanings or commercial partnerships.



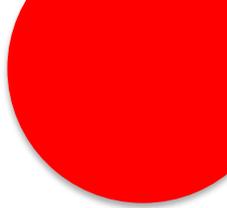
## Agencies

### *Context*

An agency plans and creates campaigns for its clients, at times placing ads in various media on their behalf. It represents brands when engaging the media supply chain. This role comes with great responsibility to place ads in safe, brand-approved online environments. It is not simply about placing an ad campaign for maximum views, but also about considering the widespread business impact of a brand's digital presence. Programmatic media buying has sparked brand-safety concerns among agencies. Through automation, advertisers relinquish a degree of control over where their ads appear. While some caution is healthy, it would be a shame to write off the myriad potential benefits of programmatic because of certain unsavoury websites. If agencies can help clients control where their content appears, they can reap the full benefits of digital advertising.

Technology shifts quickly, and it is essential that marketers keep abreast of all aspects of the programmatic media value chain and the intricacies of this ecosystem. Over the years, the content types that advertiser want to avoid most have changed. In the 2013 DoubleVerify Global Insights report, advertisers named malware, spam and adult content (ranked consecutively) as the three most important content types to avoid. In 2018, this has evolved to adult content, extreme violence and hate speech.

Advertising agencies are driving the agenda for safer and more transparent supply chains. Some large agency networks have announced that they will audit millions of videos and assign risk scores, while others have secured Gold Standard certification from the IAB UK, with many more in tow. Companies that have registered or are certified for the IAB UK Gold Standard have committed to: reducing ad fraud through the implementation of, or by demonstrating support for, the IAB Tech Lab's [ads.txt initiative](#); increasing brand safety by becoming certified signatories to the [JICWEBS Display Trading Standards Group \(DTSG\) Brand Safety Principles](#); and improving the digital advertising experience for consumers by adhering to the IAB Tech Lab's [LEAN Principles](#) and the standards set by the [Coalition for Better Advertising](#).



lotec released the Ethical Adtech Manifesto, which recommends that advertisers consistently audit their suppliers to meet high standards and understand what data is collected, stored and used. It lays out the three core areas that need to be addressed in the industry: 1. transparency and fair trading; 2. efficiency and effectiveness; and 3. brand protection, security and privacy. Direct Line Group's Sam Taylor says in this report that "at the heart of all of this is the issue of control. Advertisers need to be able to make decisions about how to spend their budget for the benefit of their businesses. That becomes difficult when they don't know what they're buying or how much it really costs, where their ads are appearing and who's seeing them, and how those people behave. That's why transparency, accountability and security matters to clients."

Agencies are also using methods like private marketplaces, header bidding and whitelisting to control on which sites their ads appear. Agencies that have been buying programmatic media since its origin know the value and cost of safety.

### *Consumer*

Irrespective of the knowledge level of the marketer, it is the agency's responsibility to educate its clients on brand safety, viewability, ad fraud etc. In doing so, it shows that it has taken steps to ensure its clients' brands are not at risk. The full team on the account must have the knowledge to understand, communicate and execute strategies that are in line with the client's brand-safety standards and strategy.

If the agency does its own digital media buying (not through a trading desk), it also needs to have its clients' safety standards at hand and a checklist in place to follow. Key points on such a checklist can be seen below under the Trading Desk/PBU section. An example of such a strategy is to buy through a private marketplace rather than an open exchange or network.

There are ways in which agencies can limit their risk of exposure to unsafe environments, which include:

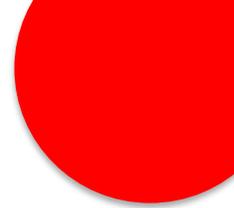
1. choosing a reputable programmatic provider who is transparent in costings and supply chain;
2. the possible consolidations of tech stacks;
3. opting for premium inventory;

- 
4. whitelisting (a list of pre-approved domains that a brand finds acceptable for its advertising to appear on, regardless of any brand-safety settings that may already be in place); and
  5. understanding all the parties in the transaction – retargeting providers, third-party data providers, rich-media providers, ad servers, ad exchanges, ad networks etc.

### *Costs*

While cost efficiencies are a vital part of the channel and media buying process, it is important to understand the implications of these decisions as they relate to achieving brand safety and campaign goals, and to not make decisions based on cost savings alone. Exchanges, for example, can cost less than a premium publisher or private deal, but that doesn't mean they are a safer option for your brand.

Ad tech vendors offering brand-safety regulation within this programmatic transaction add a layer of cost to provide these services, and each vendor in the supply chain takes a percentage fee before a cost of inventory is paid to the publisher of the media. This area of ad tech is growing and may soon change how advertisers buy media and how media inventory is valued. This is evident with movements such as guaranteed viewability and the time-spent purchasing model. At face value, there are measures that a media buyer can put into place. Facebook has also introduced more stringent third-party verification systems and invested in both human and AI moderation to limit potentially harmful associations of brand and user-generated content.



## Technology and brand safety

### *Context*

Both programmatic and premium channels are essential in reaching the right audience and driving digital performance. Although demand-side platforms (DSPs) are often excluded when it comes to considering responsible parties within the value chain, there are in fact some critical elements that buying platforms can introduce to ensure the inventory bought through them is brand safe.

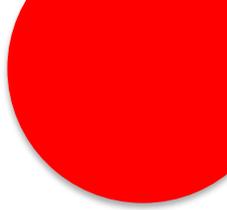
When the platform directly controls the inventory made available to buyers, it is responsible for vetting the publishers it allows onto its platform.

Enterprise-level programmatic platforms (DSPs) such as Google's Marketing Platform (previously Doubleclick Bid Manager), MediaMath, AppNexus, The Trade Desk and Sizmek should have all of the major verification partners in place and, through their tools, allow their clients complete control of where their ads are placed. The DSP can also make filters available to buyers so that the declared domains match the exact domains from which the bid requests are coming.

They can regularly verify each inventory source (SSP, exchange etc) that they allow onto their platforms – even as far as auditing each site and app that the inventory partner integrates to ensure there are no unsafe placements, spoofed/fake domains or bot traffic and fraudulent ad placements such as ad stacking. Finally, they should allow buyers to do direct trading with publishers and deploy block lists and whitelists within the flows to these inventory sources.

An entire industry has developed around assisting with brand-safety issues. Some of the larger businesses are:

1. Peer39;
2. MOAT; and
3. Integral Ad Science (IAS)



These companies have built three fundamental brand-safety products:

**Pre-bid:**

Determine whether the content is contextually relevant for the ad to render before the bid is placed. Traffic needs to meet certain criteria to allow for bid to be placed. Ads will only be served using this technology if the inventory meets specific criteria set up by the advertiser. Pre-bid filtering can also be used to prevent ads appearing in unsavoury environments, by ensuring contextual alignment.

**Viewability and verification:**

These help track whether ads have rendered in view and are seen by real users. This sits right at the top of many advertisers' priority lists and addresses issues such as ad fraud, media wastage, engagement and performance. These technologies also assist in confirming that what has been bought was actually delivered in terms of targeting etc.

**Ad blocking:**

Ad-blocking technology, when initiated on the buy side, seeks to block ads in questionable environments post-bid and replace those ads with house ads or public service announcements. This is less prevalent since the advent of pre-bid targeting, yet some advertisers still continue to use it as an additional precaution.

*Consumer first: a strategic approach*

To solve brand-safety problems, there are a number of areas on which to focus. We've identified four strategies to consider:

1. **Responsibility:**

Brands, chief marketing officers and ultimately CEOs need to take responsibility and hold agencies and media buyers accountable. We have moved beyond close-out reports that only speak to clicks, impressions, clickthrough rates and spend. The brand representative needs to have more control and demand greater transparency from buying partners.

## 2. Technology

AI and machine learning are great tools for the industry, but there are manual optimisations that ad operations/media trading teams can make, such as the blacklisting of sites and disabling certain category targeting while enabling third-party brand-safety tools and first- and third-party audience targeting where possible.

## 3. Knowledge of measurement and tracking

Understand what measurement means for you. The digital world no longer revolves around the last click. Review buys that potentially costs less and “perform” better, but potentially do not take brand equity into account. In many premium environments, clicks and clickthrough rates may be lower than when buying from exchanges, but attribution modelling may show there was more engagement driving the user down the purchase funnel.

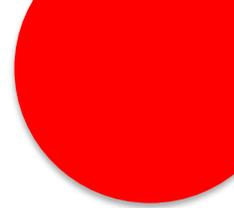
## 4. *Data*

Use data to track the efficacy of your campaigns and to better understand which consumers have seen and engaged your brand, campaign and messaging.

SSPs, exchanges, ad networks, private marketplaces – the inventory source/monetisation partner (collectively, supply-side platforms)

Supply-side platforms (SSPs) validate the actual sites or apps they bring to the platform. Apart from carefully vetting every publisher, they holistically examine the type of content and its quality as well. Tags are then deployed on a site or app to monitor this, along with frequent manual checks to ensure the publisher adheres to the content specifications.

While we are only dealing with brand safety in this white paper, it is important to mention ad fraud, bot traffic and domain spoofing. While a site may look legitimate, it might actually be a spoofed domain or contain fake news, or the publisher might have bought fake traffic to the site to bump up its numbers. This poses a real problem for SSPs and, while manual checks should easily identify spoofed domains and fake news, the systems some of these publishers use are sophisticated and

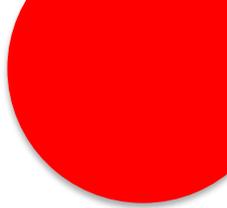


can easily slip under the radar. SSPs can counter these with technology that detects fake traffic or clicks and other tactics such as ad stacking.

## **Conclusion**

Brand safety is an ever-moving target. The more the industry adapts and evolves, the better we need to become at identifying new challenges and developing solutions. As long as we're aware of the issues, tools and strategies available to us, we can find genuine solutions. Brand safety can be murky territory and we hope this white paper has helped define it and made it more easily identifiable in its many guises, while providing you, the reader, with actionable solutions.

The IAB SA is also working on brand-safety certification based on global IAB standards and parameters, and looks forward to sharing this in November 2018. In the meantime, IAB SA members can place the IAB logo on their publications to verify their membership and compliancy with the IAB SA Code of Conduct and Constitution.



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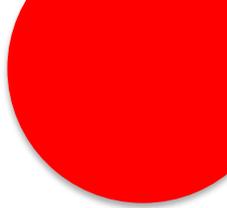
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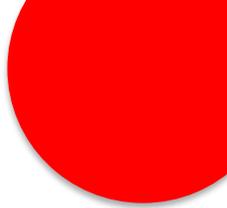
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## About the IAB

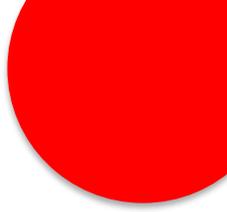
The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. Its South African membership comprises more than 170 leading media, marketing and technology companies that are responsible for selling, delivering and optimising digital advertising or marketing campaigns. The trade group fields critical research on interactive advertising while educating brands, agencies and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, it develops technical standards and best practice. The IAB and the IAB Education Foundation are committed to professional development and elevating the knowledge, skills, expertise and diversity of the workforce across the industry. Through the work of its Regulation Council, the IAB advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, the IAB is headquartered in New York City and has a San Francisco office, with the South African licence established in 2014, merged from the DMMA and OPA industry bodies.

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## Annexure

### Sources

- Source: 2018, The Spread of Fake News by Soroush Vosoughi, Deb Roy and Sinan Aral
- Source: 2018, DoubleVerify Global Insights
- Source: 2018, Iotec Ethical AdTech Manifesto

### Case study | The Guardian

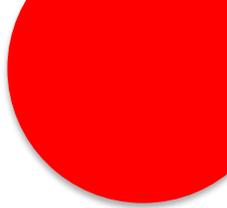
What happens when a brand-safety problem still arises, despite the best efforts of clients, agencies and publishers?

The IAB Singapore’s measurement, standards and data committee recommends in its Brand Safety Handbook that media partners have a takedown policy in place with “a defined time frame for removing ads if they do happen to be delivered in an unsafe environment. In most cases, this should happen immediately, but requesting an agreed-upon service-level agreement will help to set expectations for both sides.”

Also, it says, no brand-safety tool is not foolproof, and brands “should have a sense of what the threshold of acceptance is”, keeping in mind current industry limitations.

The Guardian in the UK has published on its website a clear and concise brand safety policy titled Keeping Your Brand Safe – an excellent way to demonstrate to clients exactly what it offers in this regard. It says it wants to “ensure that every impression for which we are responsible – on and off our site – promotes [client] brands in an engaging and positive way”.

The policy applies to direct and programmatic guaranteed bookings, programmatic private marketplace bookings across the publisher’s digital products, and off-site purchases of advertising on behalf of clients through Guardian+ (its real-time advertising platform that uses The Guardian’s big data to deliver target audiences on and beyond The Guardian’s website).



In short, Guardian staff will remove all ads from “breaking news of a tragedy, disaster or terrorist incident”, or mark sensitive content as such to enable the removal of specific ads “at the request of the advertiser”.

Through semantic keyword analysis, the publisher classifies content by risk level into six “buckets” – adult, alcohol, drugs, hate speech, illegal downloads, and offensive language. Articles tagged with certain keywords by the editorial teams can also be excluded from advertising campaigns.

Looking at the open marketplace, The Guardian expects buyers to use the “advanced capabilities within their technology platforms” to exclude keywords or certain kinds of content. For off-site inventory it buys for clients through Guardian+, it uses a whitelist to keep its supply pool above board, among other criteria that include viewability, alcohol or drug content, hate speech, blind URLs and offensive language.

South African publishers may well benefit from also creating such a brand-safety policy and publishing it online, where it can be accessed by any current or potential clients.

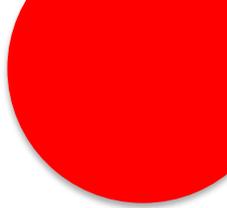
### **Case study | Facebook’s approach to brand safety**

There are three key pillars to brand safety at Facebook: Facebook Community Standards, Facebook Monetisation Standards and advertiser controls.

#### **1. Facebook Community Standards**

The conversations that happen on Facebook reflect the diversity of a community of more than two billion people communicating across countries and cultures and in dozens of languages, posting everything from text to photos and videos. Facebook recognises that people using the platform need to feel empowered to communicate, and it takes its role in keeping abuse off its service seriously. That’s why it has developed a set of [Community Standards](#) that outline what is allowed on Facebook. These standards must be followed by users, content creators and advertisers.

More details [here](#).



## 2. Monetisation Standards

Facebook offers features that help creators and publishers earn money from their content. All content must comply with [Facebook's Terms](#) and [Community Standards](#) to be on Facebook. However, not all content is appropriate for monetisation.

Creators and publishers need to adhere to Facebook's [Monetisation Eligibility Standards](#) to make money from their content. In addition, the content itself must follow the guidelines below to be eligible for certain monetisation products.

Prohibited formats – content presented in the following formats cannot be monetised:

**Static videos:** Content that contains one static image and little to no motion.

**Static image polls:** Content posted for the sole purpose of increasing engagement by asking people to react to questions posed by the content.

**Engagement bait:** Content that incentivises people to click a link or respond to a post through likes, comments or shares.

**Slideshows of images:** Content that primarily displays static images played in succession.

**Looping videos:** Content that loops and displays the same segment multiple times. Looping content can include GIFs and content of varying lengths.

**Text montages:** Content that primarily displays still or moving images with overlaid text.

**Manufactured sharing:** Content posted by a Page that is artificially distributed, often for compensation.

### Restricted categories

Content that depicts or discusses subjects in the following categories may face reduced or restricted monetisation:

**Debated social issues:** Content may be subject to reduced or disabled monetisation if it depicts or discusses the following subjects in a polarising or inflammatory manner:

- Race

- 
- Gender
  - National origin
  - Age
  - Political affiliation
  - Ethnicity
  - Disability
  - Sexual orientation
  - Socioeconomic class
  - Religion
  - Immigration
  - Political affiliation

**Tragedy or conflict:** Content may face reduced or disabled monetisation if it displays or discusses events that result in suffering, destruction or distress. Depictions or discussions of these subjects, either real or fictional, may affect monetisation of your content. Content that depicts or discusses these subjects in an explicitly uplifting or educational manner may still be eligible for monetisation.

- Death
- Physical injury
- Mental disabilities
- Illness
- Physical abuse
- Sexual abuse
- Emotional abuse
- Property damage

**Objectionable activity:** Content may face reduced or disabled monetisation if it displays or discusses substance abuse or criminal behaviour. Depictions or discussions of these subjects, either real or fictional, may affect monetisation of your content:

- Substance abuse
- Threats
- Advocating for harm

- 
- Trafficking
  - Theft
  - Vandalism
  - Trespassing
  - Corruption
  - Fraud
  - Bribery
  - Insider trading
  - Embezzlement
  - Hacking
  - Copyright infringement
  - Judicial proceedings

**Sexual or suggestive activity:** Content may face reduced or disabled monetisation if it contains sexual subject matter. Depictions or discussions of these subjects, either real or fictional, may affect monetisation of your content.

- Nudity
- Sexual activity
- Sexual poses
- Suggestive dancing
- Simulations of sexual activity
- Sex objects
- Suggestive language
- Revealing or absent items of clothing

**Strong language:** Content may face reduced or disabled monetisation if it contains profane or derogatory language. This language, either spoken, written or otherwise represented, may affect monetisation of your content.

- Profanity
- Derogatory words
- Slurs

- 
- Sexual words
  - Innuendos
  - Crude gestures
  - Vulgar motions

**Explicit content:** Content may not be monetised if it displays or discusses gore or bodily conditions. Depictions of these subjects, either real or fictional, may affect monetisation of your content.

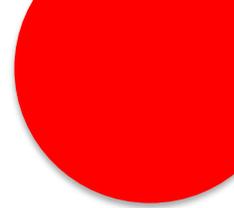
- Wounds
- Infections
- Bodily fluids
- Medical procedures
- Food processing
- Extreme body modification
- Bodily functions
- Ingesting substances not intended for consumption
- Ingesting nauseating substances
- Decay
- Infestation

More details [here](#) and [here](#).

## Reviews

Facebook uses both automated and manual review methods to determine whether content is eligible for monetisation. It makes sure that it brings context and purpose into its reviews for content that is explicitly educational, uplifting or comedic.

“We have seen that we enforce Community Standards for the content that individuals can share on Facebook and Instagram. We also ensure that only apps, websites and Facebook Pages that comply with our policies can be part of our monetisation programme.



“In addition, we offer some brand safety tools for blocking your ads from running alongside certain types of content within Instant Articles, Audience Network and in-stream video placements.”

### **3. Advertiser controls**

Facebook offers five types of brand-safety controls that advertisers can activate:

**Placement opt-out:** You can opt out of showing your ads in Instant Articles, in-stream video or Audience Network placements by removing any of these placements in the "Edit placements" section of the ad create flow. Learn how to [opt out of placements](#).

**Category blocking:** You can prevent your ads from running next to certain categories of content by choosing the Exclude categories option under the Edit placements section in Ads Manager. Learn more about [excluding content categories](#).

**Block lists:** Block lists prevent your ads from running on specific websites or apps within the Audience Network, the Instant Articles of specific publishers, and videos of Pages included in the Facebook in-stream placement. Learn how to [create and upload block lists](#).

**Publisher list:** Review a complete list of publishers and places where your ads could run.

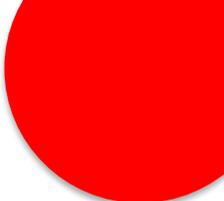
**Publisher delivery report:** Download a list to understand where your ads actually appeared.

More details [here](#).

### **Insights**

To help decide if your business needs to use Facebook advertiser controls on top of its community standards and monetisation standards, you might consider:

- Who are our customers, and what content might they consider inappropriate? [Learn how to exclude different categories of content](#).
- Are there different policies, laws or sensitivities in some countries we advertise in? [Learn how to exclude certain websites and apps](#).

- 
- Are ads that are more "embedded" in content an issue for us? For example, many people understand that ads in their Facebook News Feed aren't connected to their friends' posts. However, an in-stream video ad or an Instant Articles ad, which appears within the stream of videos or within articles, might be perceived as more "embedded" in that content. [Learn how to choose placements for an ad.](#)
  - Are there any websites or apps on which we never want our ads to appear? For example, a news website might not want to give advertising revenue to rival news websites. [Learn about creating block lists.](#)
  - What if there's a catastrophe? If a tragic event takes place, do you want to prevent your ad from appearing next to content about it? What events in the national (or international) conversation would make you want to pause an ad campaign?

#### **The effect of brand safety on business outcomes**

- <https://www.smartbrief.com/original/2017/11/exploring-brand-safety-and-how-it-impacts-return-investment>
- [https://www.warc.com/NewsAndOpinion/News/Brand\\_safety\\_failures\\_impact\\_shopper\\_habits/38821](https://www.warc.com/NewsAndOpinion/News/Brand_safety_failures_impact_shopper_habits/38821)
- [https://www.trustedmediabrands.com/wp-content/uploads/2017/10/TMBI\\_Marketers-Believe-Brand-Safety-Impacts-Their-Return-on-Investment.pdf](https://www.trustedmediabrands.com/wp-content/uploads/2017/10/TMBI_Marketers-Believe-Brand-Safety-Impacts-Their-Return-on-Investment.pdf)