Critical to today’s leading brands and publishers:

• Ad fraud costs companies billions of dollars annually. eMarketer estimates in 2019 that $42 billion in ad spend was lost to ad fraud worldwide, up 20% from 2018.

• A lack of transparency around supply sources and fraudulent behavior have caused a **loss of ad revenue** for publishers and **wasted advertising dollars** for brands.

• Brand owners and others should play active roles in fighting fraud to help brands maintain control and safeguard their advertising investments.

• Global standards and industry-wide adoption will help protect brands, and ensure that their ads display where intended, next to the right content in a brand-safe environment.

**BRAND SAFETY VERSUS AD FRAUD**

Brand safety and ad fraud constitute different issues in the digital advertising ecosystem but intersect when ad fraud impacts the reputation of a brand.

**BRAND SAFETY**

- Context
- Piracy
- Malware
- Privacy

**INDUSTRY IMPACT**

- Brand Erosion
- Wasted Ad Spend
- Consumer Trust

**AD FRAUD**

- Bid data spoofing
- Impression theft
- Fraudulent traffic
- On-page trickery

**IAB TECH LAB STANDARDS HELP ENSURE ADS ARE:**

• Viewable
• Served on the intended publisher sites
• Shown to real humans
• Displayed alongside safe content

JOIN THE CONVERSATION: techlab@iabtechlab.com
Solutions for Brand Safety and Ad Fraud

IAB Tech Lab is an expert group of engineers, product managers, and data professionals dedicated to developing foundational technology and standards that enable growth and trust in the digital media ecosystem.

<table>
<thead>
<tr>
<th>Objective</th>
<th>IAB Tech Lab Solution</th>
<th>What It Does</th>
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</thead>
<tbody>
<tr>
<td>Ad served to a real person alongside brand-safe content on intended publisher site/app</td>
<td><strong>ads.txt</strong> (Authorized Digital Sellers/web)</td>
<td>Verifies authorized digital sellers to reduce fraudulent traffic – it verifies that a business is authorized to sell a publisher’s inventory and helps avoid domain spoofing (aka counterfeiting)</td>
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<td><strong>app-ads.txt</strong> (mobile app and OTT/CTV)</td>
<td>Verifies authorized digital sellers to reduce fraudulent traffic on mobile apps and over-the-top (OTT) video apps</td>
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<tr>
<td></td>
<td><strong>ads.cert</strong></td>
<td>Uses cryptographically signed bid requests to show the inventory path and to authenticate it. It validates the information passed between buyer and seller.</td>
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<td></td>
<td><strong>SupplyChain Object + sellers.json</strong></td>
<td>Tracks path of ad impressions and provides a mechanism to enable buyers to discover the identity of direct sellers and intermediaries (resellers)</td>
</tr>
<tr>
<td>Relevant ad placed next to safe content for addressable advertising</td>
<td><strong>Ad Product Taxonomy</strong> (coming soon)</td>
<td>Describes ad product and/or services to help classify creatives</td>
</tr>
<tr>
<td></td>
<td><strong>Content Taxonomy</strong></td>
<td>Describes accurately and consistently website / app content</td>
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<td></td>
<td><strong>OpenRTB</strong> (Real-Time Bidding)</td>
<td>Manages inventory transactions that happen in real time – as an auctioning system – this is a way of transacting media that allows an ad impression to be put up for bid in real time</td>
</tr>
<tr>
<td></td>
<td><strong>VAST4</strong> (Digital Video Ad Serving Template)</td>
<td>Standardizes the delivery part of the video suite (V-Suite) while communicating content details to assess brand safety</td>
</tr>
</tbody>
</table>

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