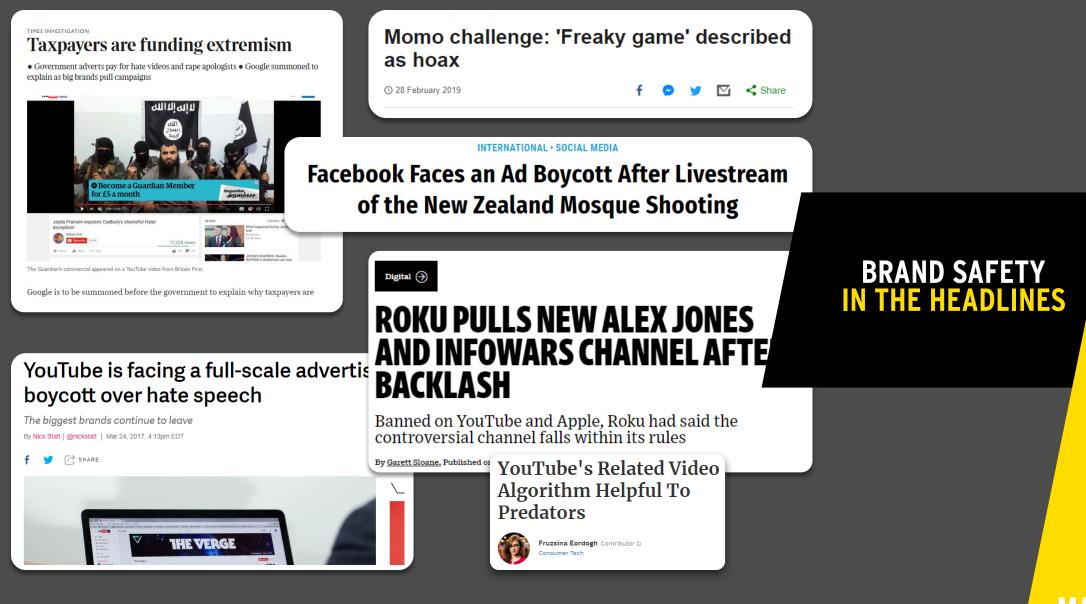
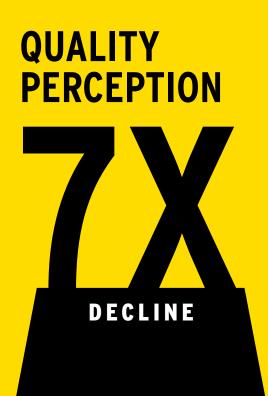


BEYOND BRAND SAFETY PROTECTING BRANDS BRANDS SOCIETY & DEMOCRACY

M/GNA



MAGNA RESEARCH: CONSUMERS CARE ABOUT BRAND SAFETY



Many consumers view unsafe ad placement as an intentional endorsement of the negative content.

PURCHASE INTENT





DEFINING BRAND SAFETY

SAFETY HIGH RISK TO ALL ADVERTISER'S.

(BKS

- TERRORISM
- HATE SPEECH
- VIOLENCE
- RACISM

SENSITIVITY RISK TO THE ADVERTISER'S CATEGORY.

- NEGATIVE STORIES **ABOUT PRODUCTS**
- NEGATIVE NEWS **IN CATEGORY**

FIT RISK BUT ALIGNED TO BRAND VALUES.

- IMMIGRATION
- FIREARM REGULATION





Advertiser Protection Bureau

Brand Safety Playbook

A Guide to Defending Brands and Consumers



ADVERTISING AGENCY INDUSTRY RESPONSE





THE WALLED GARDENS **OPEN A** DOOR





YOUTUBE IS FACILITATING THE SEXUAL **EXPLOITATION** OF CHILDREN, AND IT'S BEING MONETIZED (2019)

3,781,257 views

#YOUTUBE WAKEUP

CC

0:05 / 20:47

CHRISTCHURCH

PARLIAMENT of AUSTRALIA

Criminal Code Amendment

(Sharing of Abhorrent Violent Material)

Bill 2019

"... to providers of internet, hosting or content services

records or streams conduct that **has occurred, or is** occurring, in Australia to the Australian Federal Police within a reasonable time after becoming aware of the

existence of such material"

who fail to refer details of abhorrent violent material that



Commercial Communications Council

25 March, 2019

To the global advertising and agency community,

We write to you as representatives of advertisers and advertising agencies in a country which is in mourning and deeply concerned and disappointed with the response from the social media platforms. We are asking for your support and help.

vristchurch attacks, we have spoken with New Zealand's largest advertisers, and nedia agencies and we are collectively calling on our global networks to petition the immediate changes to the security of its live streaming platform or, alternatively, ltogether until it can ensure the spread of such harmful content can never happen

has provided platitudes and details of its reactive measures it has not implemented verify safe content and users or paused live streaming, meaning a repeat of the ent acts seen in Christchurch could happen at any time around the world.

peen silence from Facebook regarding its live streaming capabilities, ANZA and the munications Council and their members believe the issue needs to be escalated, se our united global force as an industry to drive urgent actions.

teps as an advertiser or agency you could take to support us: suspending advertising on Facebook until its live streaming functionality is either wn or sufficient controls are put in place.

opic on the agenda at an Executive level within your organisation, and petition k for change.

y and client communities in your own countries, work together and with your own associations and government regulators to apply pressure to bring about change.



50+ Member Countries 8 Tech Platforms



BRAND SAFETY BECAME BRAND RESPONSIBILITY



Global Alliance for Responsible Media





NEWS CAUGHT CROSSFIRE

VICE UNBLOCKS WORDS INCLUDING 'GAY,' 'FAT' AND 'MUSLIM' IN ITS BID TO GET ADVERTISERS TO RECONSIDER WHAT'S BRAND-SAFE

The publisher is also bringing content verticals such as Munchies and Noisey back into Vice.com

By Jeanine Poggi. Published on May 01, 2019.

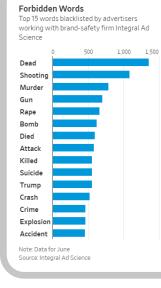
Special Report: NewFronts 🔿

THE WALL STREET JOURNAL. Big advertisers have been burned several times in recent years when their digital ads appeared

next to offensive content, including fabricated news articles, hateful or racist videos on YouTube and pornographic material. Such miscues happen, in part, because of the complexities of online ad-buying, where brands generally target certain kinds of audiences rather than specific sites or types of content. It

has become clear to advertisers that one way to protect themselves is to stipulate the websites or types of web content they want to avoid, and ensure their partners—digital ad brokers and publishers-honor those wishes.

"Political stories are, regardless of party affiliation, not relevant to our brand," a Fidelity spokesman said in a written statement. The company also avoids several other topics that it says don't align with published content about business and finance.



WHAT IS BRAND SAFE? WHAT IS ADVERTISING FRIENDLY?



Tidyfalter تسخة من أبو بكر البغدادي الصغير اصغر مجاهد في الدولة الإسلامية

MONETIZATION - FUNDING

World +

Gruesome massacre in Syria is a reminder that ISIS is far from dead

By Eliza Mackintosh, CNN (3) Updated 12:24 PM ET, Thu July 26, 2018



Live TV



Mourners carry a coffin of one of the victims of Wednesday's attack, in a photo released by SANA.

(CNN) — The militants went from home to home, killing families as they slept, before launching several suicide bombings on Wednesday, targeting a bustling vegetable market as well as government-held positions in the southern Syrian province of Suwayda. When the attackers ran out of ammunition, they detonated their explosive vests.



PROTECTING JOURNALISM ONE SIZE

GBUSA



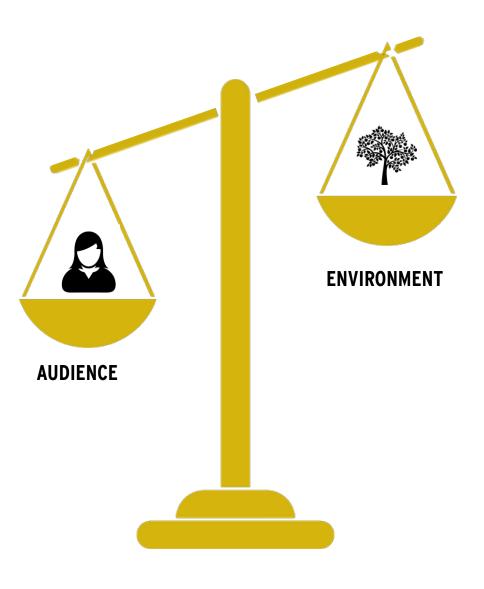
PROTECTING JOURNALISM





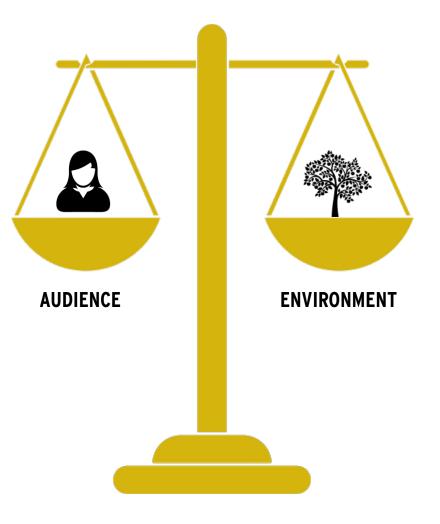


AUDIENCE VS CONTEXT: FINDING THE BALANCE





AUDIENCE VS CONTEXT: FINDING THE BALANCE





MAGNA RESEARCH: CONTEXT MATTERS

PURCHASE INTENT

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TARGETING EFFECTIVENESS





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Your Apps Know Where You Were Last Night, and They're Not Keeping It Secret

Dozens of companies use smartphone locations to help advertisers and even hedge funds. They say it's anonymous, but the data shows how personal it is.

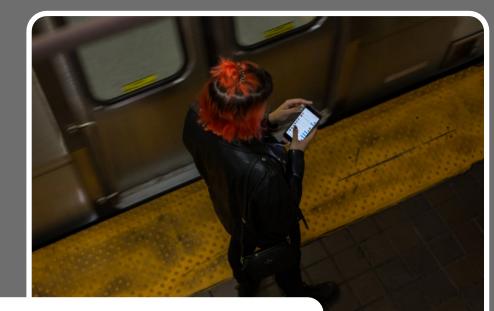
By JENNIFER VALENTINO-DeVRIES, NATASHA SINGER, MICHAEL H. KELLER and AARON KROLIK DEC. 10, 2018

The millions of dots on the map trace highways, side streets and bike trails — each one following the path of an anonymous cellphone user.

One path tracks someone from a home outside Newark to a nearby Planned Parenthood, remaining there for more than an hour. Another represents a person who travels with the mayor of New York during the day and returns to Long Island at night.

Yet another leaves a house in upstate New York at 7 a.m. and travels to a middle school 14 miles away, staying until late afternoon each school day. Only one person makes that trip: Lisa Magrin, a 46-year-old math teacher. Her smartphone goes with her.

EMERGING BRAND SAFETY CHALLENGE: DATA COLLECTION



New York City to Consider Banning Sale of Cellphone Location Data

A bill would make it illegal for cellphone companies and mobile apps to share user location information collected in the city without a customer's explicit permission.



EMERGING BRAND SAFETY CHALLENGE: DATA USE

Children 'interested in' gambling and alcohol, according to Facebook

To help maintain the integrity of Facebook advertising, please review and accept our non-discrimination policy.

Facebook's Advertising Policies prohibit advertisers from using our ads products to discriminate against individuals or groups of people. Ads are discriminatory when they deny opportunities to individuals or groups. It's against our policies to discriminate based on certain personal characteristics such as race, ethnicity, national origin, religion, age, sex, sexual orientation, gender identity, family/marital status, disability, medical or genetic condition and all other protected classes identified in federal, state and local fair housing and civil rights laws.

Our non-discrimination policy hasn't changed, but we've added examples about what it means for advertisers. While discrimination is prohibited, you may target ads to a specific audience based on known interests that align with the product or service you're advertising.



Acceptable Ad Targeting

Targeting an ad for a job at a grocery store to all individuals of eligible working age



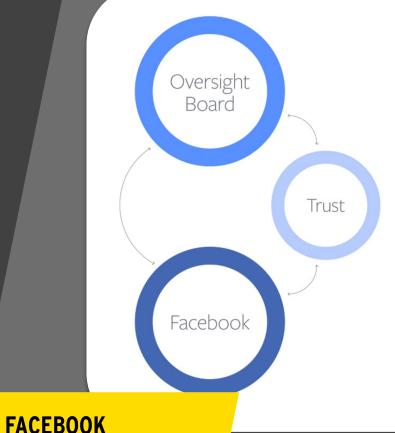
Targeting an ad for a job at a clothing store in a way to exclude women and discourage them from applying Exclusive: algorithm may expose thousands of under-18s to harmful targeted adverts



Facebook has marked hundreds of thousands of children as "interested in" adverts about gambling and alcohol, a joint investigation by the Guardian and the Danish Broadcasting Corporation has found.



BRAND SAFETY: THE CHALLENGE OF CONTENT MODERATION



OVERSIGHT BOARD

BOARD RELATIONSHIP WITH THE TRUST The board will submit a budget for approval and select future board members for the trust to appoint.

BOARD RELATIONSHIP WITH FACEBOOK The board will make decisions on content and, if needed, provide policy guidance.

TRUST RELATIONSHIP WITH THE BOARD An entity will be formed under the trust for operational purposes, including board member compensation. The trust will ensure the board is operating according to its purpose, as written in the Charter.

TRUST RELATIONSHIP WITH FACEBOOK The trust will receive funding from Facebook and consult on future trustee selections.

FACEBOOK RELATIONSHIP WITH THE TRUST Facebook will fund the trust and appoint trustees.

FACEBOOK RELATIONSHIP WITH THE BOARD Facebook will implement the board's content decisions and review and take action on its policy guidance accordingly.

HUMAN MODERATORS

BODIES IN SEATS

At Facebook's worst-performing content moderation site in North America, one contractor has died, and others say they fear for their lives By Casey Newton | @CaseyNewton | Jun 19, 2019, 8:00am EDT Illustrations by Corey Brickley | Photography by Amelia Holowaty Krales

M/GNA



2020 ELECTION: BRAND SAFETY CHALLENGES

Elizabeth Warren Sponsored • Paid for by Warren for President

Breaking news: Mark Zuckerberg and Facebook just endorsed Donald Trump for re-election.

You're probably shocked, and you might be thinking, "how could this possibly be true?"

Well, it's not. (Sorry.) But what Zuckerberg "has" done is given Donald Trump free rein to lie on his platform -- and then to pay Facebook gobs of money to push out their lies to American voters.

If Trump tries to lie in a TV ad, most networks will refuse to air it. But Facebook just cashes Trump's checks.

Facebook already helped elect Donald Trump once. Now, they're deliberately allowing a candidate to intentionally lie to the American people. It's time to hold Mark Zuckerberg accountable—add your name if you agree.



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POLITICS

Facebook rejected Biden request to pull false Trump ad about Ukraine

The social network reiterates that it doesn't send political speech to fact-checkers.

BY QUEENIE WONG, CARRIE MIHALCIK | OCTOBER 9, 2019 4:16 PM PDT

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TikTok explains its ban on political advertising

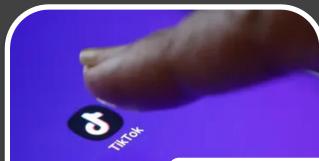
TIK TOK ADVERTISING POLICY ANNOUNCEMENT



In that spirit, we have chosen not to allow political ads on TikTok. Any paid ads that come into the community need to fit the standards for our platform, and the nature of paid political ads is not something we believe fits the TikTok platform experience. To that end, we will not allow paid ads that promote or oppose a candidate, current leader, political party or group, or issue at the federal, state, or local level – including election-related ads, advocacy ads, or issue ads. For more, see our ad guidelines.



SHOULD PLATFORMS MAKE THE DECISION?



Marco Rubio seeks U.S. government probe of TikTok over Chinese censorship concerns



Sen. Marco Rubio at the 75th General Assembly of the Inter American Press Association (IAPA), in Coral Gables, Fla., on Sunday. (Cristobal Herrera/EPA-EFE/Shutterstock)

By Tony Romm and Drew Harwell

Oct. 9, 2019 at 12:54 p.m. EDT

Sen. Marco Rubio on Wednesday asked the U.S. government to open an investigat wildly popular, Chinese-owned social media app, out of concern that the company content" around the world to satisfy Beijing's leaders.

Revealed: how TikTok censors videos that do not please Beijing

<u>TikTok</u>, the popular Chinese-owned social network, instructs its moderators to censor videos that mention Tiananmen Square, Tibetan independence, or the banned religious group Falun Gong, according to leaked documents detailing the site's moderation guidelines.

Our commitment to our users and the TikTok experience

By Vanessa Pappas, TikTok US General Manager

I joined TikTok at the start of this year because I found the platform's fun and entertaining environment to be a breath of fresh air in an online world that has increasingly migrated toward argument and divisiveness. TikTok is different. Our mission is to inspire creativity and bring joy.



TikTok

THE ENTIRE BRAND SAFETY TIMELINE





WHAT DOES THIS ALL MEAN?

PUBLISHERS

Take responsibility for Brand Safety and where you enable monetization.

AGENCIES

Don't have a one size fits all approach to brand safety, especially for news.

INVESTORS

Incidents without advertising will have negative repercussions for platforms.



an Internal DISRUPTION IN 2020

THANK YOU

INTELLIGENCE

BRIEFING

M/GNA

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