

Teads

The Global Media Platform

TEADS APPROACH TO BRAND SAFETY

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What is your definition of
BRAND SAFETY?

Teads



How do you ensure
BRAND SAFETY
for your clients?

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We help protect advertiser brands by:

1

Premium
Inventory

2

Strict
Policies

3

Technology
Stack

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What do you mean by
PREMIUM INVENTORY?

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Teads has **Direct Relationship** with Publishers



We manually
on-board
publishers



Tags directly integrated
on publishers' page



We do not buy
from exchanges



We know where we
are running our ads

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What is the scale of the
BRAND SAFETY
challenge?

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How do we ensure **BRAND SAFETY** for our clients?

11 universal brand safety channels:

- Death / Injury
- Crime
- Adult
- Arms
- Military
- Hate Speech
- Terrorism
- Drugs
- Obscenity
- Tobacco
- Download

<https://www.teads.com/brand-safety-policy/>

We decided to rely on 3rd party
Brand Safety definitions

MOAT

grapeshot

IAS Integral
Ad Science

IDV
DoubleVerify

iab.
TECH LAB

A-s

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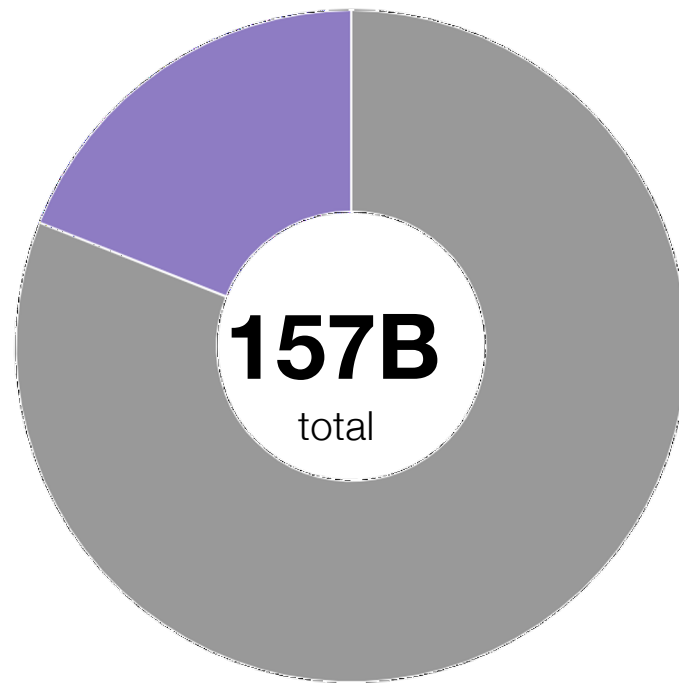


Do you know how many pages
Teads analyzed in Q4 last year to
decide when to serve an ad?

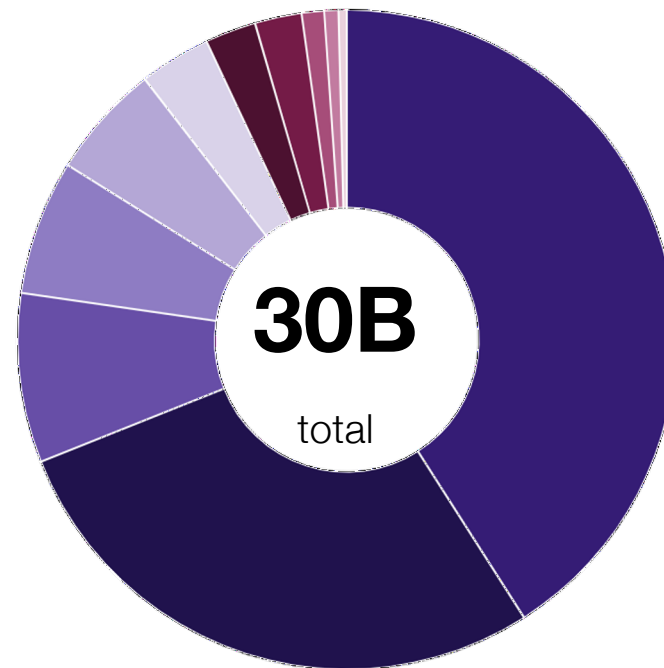
- A. 250M pages of content
- B. 157Bn pages of content
- C. 5Bn pages of content

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Do you know how many pages Teads analyzed in Q4 last year to decide when to serve an ad?



● Safe 81% ● Unsafe 19%



11 universally unsafe content categories: blocked by default

- death / injury 40.9%
- crime 28%
- adult 8.3%
- arms 6.6%
- military 5.6%
- hatespeech 3.5%
- terrorism 2.5%
- drugs 2.3%
- obscenity 1.1%
- tobacco 0.7%
- download 0.4%


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Are Custom Keywords Necessary?

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Layers of Brand Safety at Teads



Premium publishers	<i>Teads</i>
Universally unsafe pre-bid content filtering	<ul style="list-style-type: none">• Death / Injury• Crime• Adult• Terrorism• Arms• Military• Hate Speech• Download• Drugs• Obscenity• Tobacco  
Custom keyword blocklists	
Clients' 3 rd party tags	 
Campaign monitoring	<i>Teads</i>

Brand Suitability “Negative Words” blocklist - **challenges**

REDUNDANT

**“terror attack”
“war crimes”**

already covered
by standard filters

**NOT
UPDATED**

“Manchester”

not current
negative news

**TOO
GENERIC**

**“joint”
“pot”
“wet”**

out of context
over-blocking

**POTENTIALLY
DISCRIMINATORY**

**“lesbian”
“homosexual”**

out of context
over-blocking

**TOO
LONG &
BROAD**

**Thousands of words,
very distant topics**

out of context
over-blocking

“pot”, “fat”, “smoking”, & “pudding”

Examples of neutral article not matching a client’s custom brand suitability segment because of the words “pot”, “fat”, “smoking”, “pudding”

<https://www.theguardian.com/lifeandstyle/2014/mar/07/pot-barley-recipes-yotam-ottolenghi>



The screenshot shows the mobile app interface of The Guardian. At the top, there's a dark blue header with 'Sign in' and a yellow 'Subscribe' button. The Guardian logo is on the right. Below the header is a navigation bar with categories: News, Opinion, Sport, Culture, and Lifestyle (which is highlighted). A yellow menu icon is on the right. Underneath, there's a sub-navigation bar with 'Fashion', 'Food' (highlighted), 'Recipes', 'Travel', 'Health & fitness', and 'More'. The main content area features a large image of a dish (pot barley) in a bowl. Below the image, the text reads: 'Yotam Ottolenghi recipes', 'Grain man: Yotam Ottolenghi's recipes for pot barley', and a quote: 'I've fallen for pot barley in a big way, and I'm pretty sure it's for life'. At the bottom, it says 'Yotam Ottolenghi', '@ottolenghi', and 'Fri 7 Mar 2014 21.00 GMT'.

Sign in
Subscribe →

The Guardian

News Opinion Sport Culture **Lifestyle**

Fashion **Food** Recipes Travel Health & fitness More

Yotam Ottolenghi recipes

Grain man: Yotam Ottolenghi's recipes for pot barley

I've fallen for pot barley in a big way, and I'm pretty sure it's for life

Yotam Ottolenghi

@ottolenghi

Fri 7 Mar 2014 21.00 GMT

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Brand Suitability “Negative Words” blocklist - **solutions**

**KEEP IT
UNIQUE**

**KEEP IT UP-
TO-DATE**

**KEEP IT
SPECIFIC**

**KEEP IT
FAIR**

**KEEP IT
SHORT &
RELEVANT**

**standard brand safety
filters**

already in place

remove words

no longer associated
with bad news

remove words

that are neutral out of
context

remove words

potentially discriminatory

contextually relevant

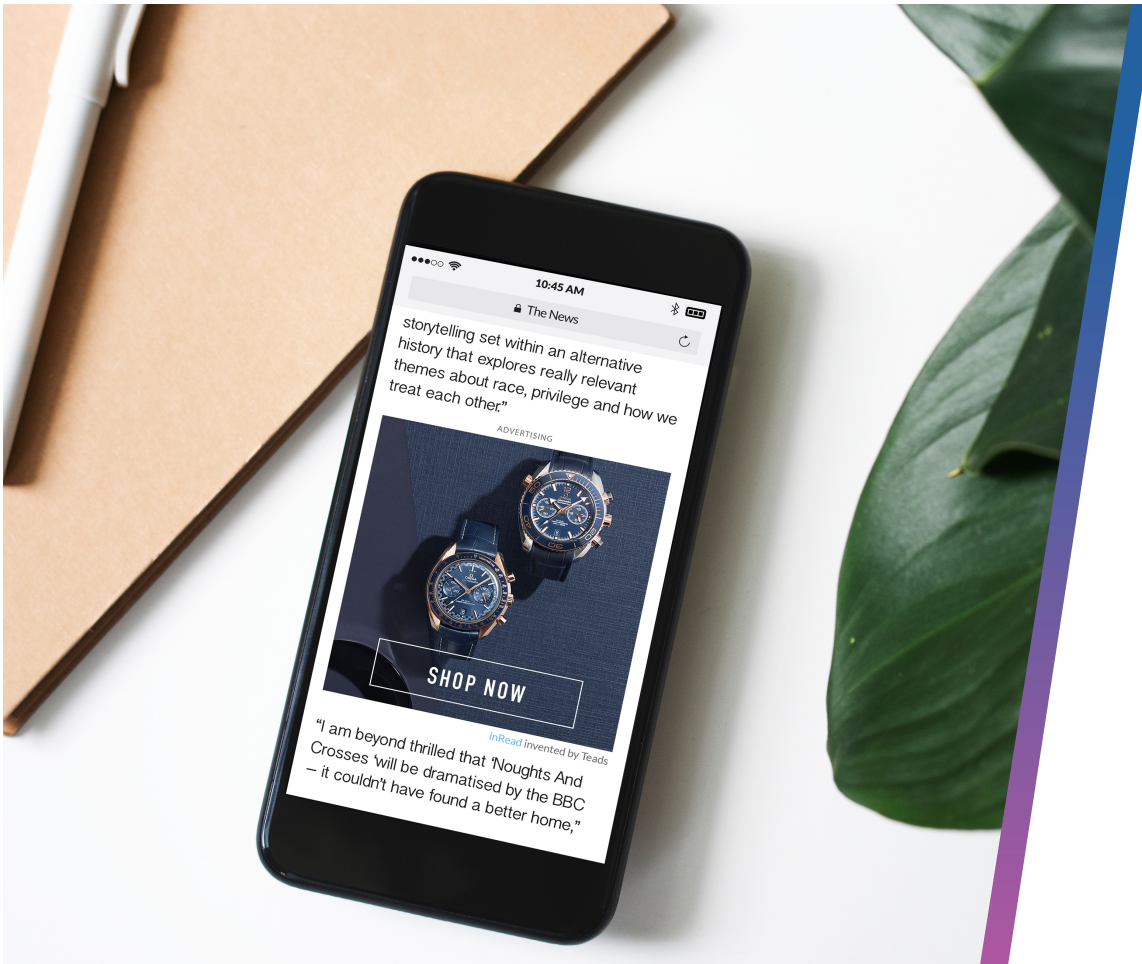
to negative content

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How about
Covid19? What do
you recommend
brands to do?

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Who Owns **BRAND SAFETY?**

Teads



Meg Runeari
Global SVP,
Ad Operations



Gilles Moncaubeig
Co-Founder and
Chief Product Officer



Eric Shih
Global SVP,
Business Development

Teads Brand Safety Task Force
comprised of global experts meets monthly

Who owns **BRAND SAFETY** at Teads?

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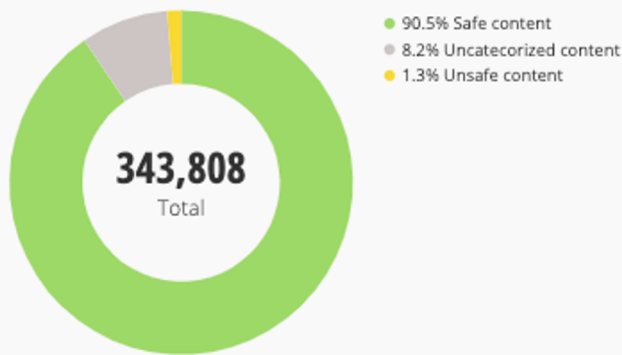
Different environment,
different approach to
BRAND SAFETY?

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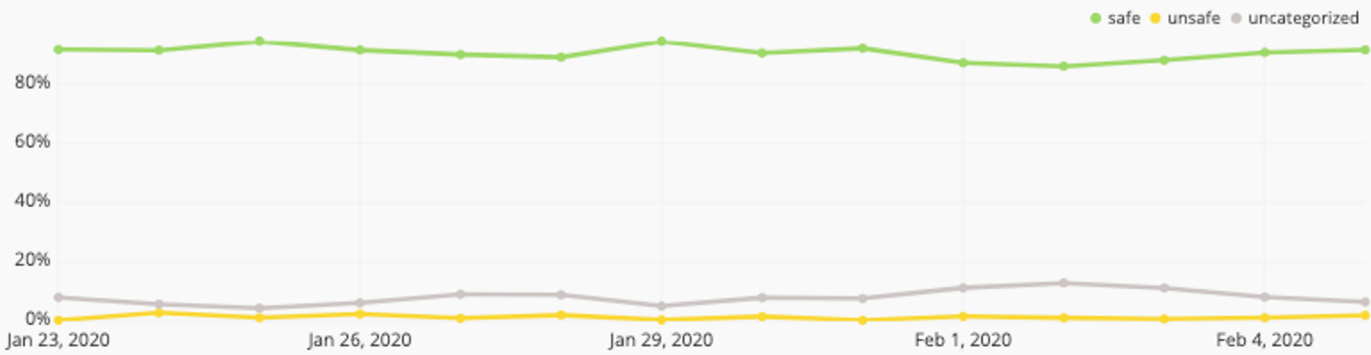
Teads BRAND SAFETY Dashboard - Lifestyle Publisher

1. All content

Overview



Over time



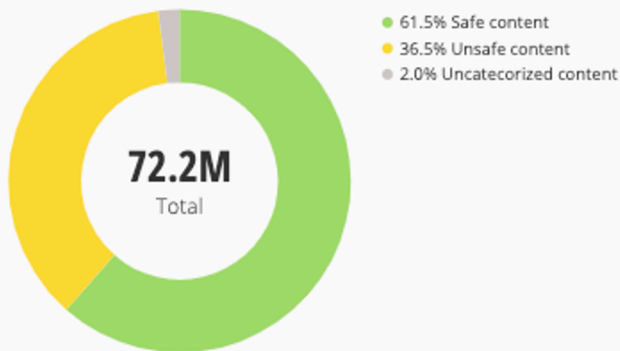
Breakdown by actual domain

Publisher name	Website name	Declared domain	Actual domain	Unsafe content	Safe content	Uncategorized content percentage	Unsafe volume	Safe volume	Uncategorised volume	Volume
				1%	90%	8%	4,528	311,072	28,208	343,808

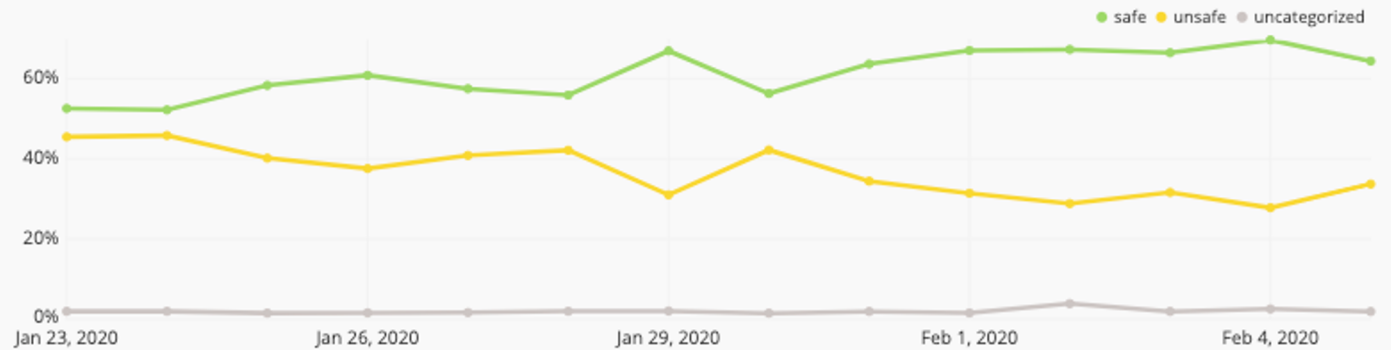
Teads **BRAND SAFETY** Dashboard – News/Business/Finance

1. All content

Overview



Over time



Breakdown by actual domain

Publisher name	Website name	Declared domain	Actual domain	Unsafe content	Safe content	Uncategorized content percentage	Unsafe volume	Safe volume	Uncategorised volume	Volume
				37%	61%	2%	26,365,536	44,373,488	1,429,088	72,168,112



What would be your
recommendations for clients on
BRAND SAFETY?

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Recommendations

- Challenge media vendors
- Tech & Human power → 99.99%
- The 100% Brand Safety myth
- Not all news is bad news!
- Brand Safety ≠ Suitability
- Don't double-block
- Custom keyword blocklists: up-to-date, specific, short, relevant and fair



ANY QUESTIONS?

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Which topic would you like Teads webinars to cover next?

- Performance Advertising: As boutique are closing brands are focusing some of their effort on driving traffic to ecommerce.
(Challenges, KPI, Best practices)
- Adapting creatives and messages to current context
(transforming OOH to digital, TV ads to Digital)
- Data in a cookieless environment
- Artificial Intelligence

Next webinar

How Studio creatives
can help drive
business outcomes.

Jonathan Lewis, Global Head of Teads Studio
01/04/2020 | 10:00 AM GMT & 3:00 PM GMT

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Thank you.