

MARC PRITCHARD: ONE YEAR ON



JANUARY



The Procter & Gamble chief issues a powerful speech on media transparency

"We have a media supply chain that is murky at best and fraudulent at worst. We need to clean it up, and invest the time and money we save into better advertising to drive growth.

It's time we come together, put down our finger-pointers and solve these problems – all of us – marketers, agencies, publishers, ad tech platforms, suppliers."

Omnicom advises clients to advertise in "safe environments, to avoid brand safety concerns"



FEB



"Big brands fund terror"

The Times expose reveals blacklists designed to prevent adverts from appearing on extremist sites are not fit for purpose.

MAR



A bad month for Google - YouTube loses millions in US ad revenue

YouTube dismisses the industry concerns that adverts were appearing alongside inappropriate content as a "very very very small" problem.

"It's not down to just one company to set the agenda or set the standards," states Google UK and Ireland's Managing Director, Ronan Harris.



DoubleVerify, Integral Ad Science and Moat form partnership with Google, and AOL teams up with DoubleVerify to better help advertisers assess the quality of their inventory

APR



Google responds

Announcing the integration of relevant safeguards from Media Rating Council (MRC) accredited agencies including DoubleVerify and Integral Ad Science, with the agencies tasked with ensuring that budgets are not placing ads on inappropriate content.



Agencies react as Havas UK freezes all Google and YouTube ad spend

5%

IAS believe some third-party companies measuring viewability assess as little as 5-10%

IAB introduces ads.txt

Enabling publishers to declare publicly which sellers are authorised to sell their inventory in a file posted to their domains.

ads.txt

JUN



Agencies go public with new commitments

Omnicom, WPP and Dentsu Aegis go public about new approaches designed to deliver greater clarity and accountability by unbundling the costs, to give more transparent numbers for their clients and making it more difficult to leave spends undisclosed.

Havas look to "track every penny" through a real time portal that clients can see, in a bid to allow brands to retain more confidence surrounding their digital spend.



ANA report on digital fraud reveals bots caused losses of \$6.5 billion in 2017

JUL



Platforms commit to ads.txt initiative

Facebook, Google and Twitter outline their dedication to implement a series of best practice initiatives including adoption of the IAB's ads.txt initiative.

20%

Agencies suggest viewability rates on Facebook may be as low as 20%



Dentsu Aegis join with IAB Singapore to become leading figures of best practice in the industry

AUG



Industry intent

IPA issues letters to Google & Facebook requesting clean up of brand safety, measurement & viewability.

The European Viewability Steering Group (IAB Europe, WFA and EACA) publish first set of European viewability principles and GroupM globally rolls-out updated viewability standards.

7%

Just 7% of the top 500 publishers have adopted ads.txt

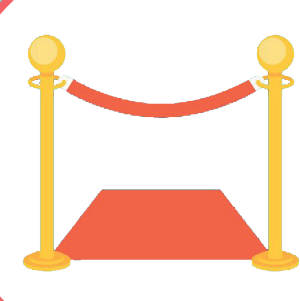
SEP

"We are 60% of the way there."

Marc Pritchard updates on the progress he is seeing in the industry at Dmexco:

"The fog has begun to clear and what we are finding is illuminating."

OCT



From 400,000 to 5,000... back to 10,000.

After cutting back site list in March, JPMorgan Chase doubles the number of sites it advertises on in the past six months.



Dentsu Aegis Network publish standards for ad verification, including brand safety verification, viewable impression measurement and introduce invalid traffic verification guidelines

Brand safety issues 'replay' for YouTube

Despite all the prevention methods and commitments, a second Times expose reveals some of the world's biggest brands are still advertising in unfit environments on YouTube.

NOV



YouTube brings brand safety enforcement teams to over 10,000 and steps up machine learning to block content



The rise of the independent media agencies

Of the £11 billion in new business billings with agencies, £2.1 billion was assigned to independent media agencies because of the transparent contracts offered to brands.

DEC

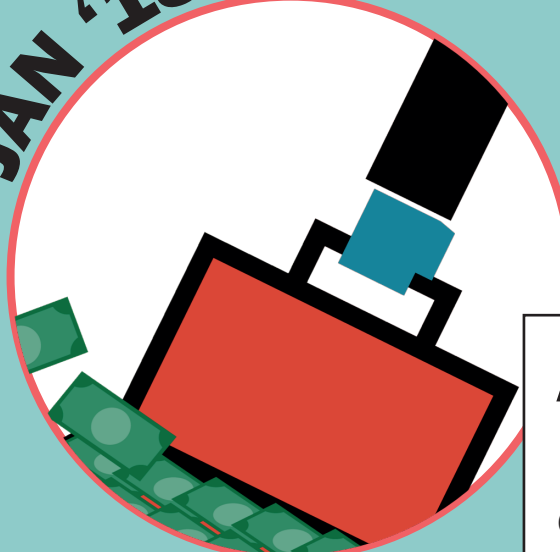


How would you rate your progress in your goals of cleaning up the ecosystem?

80%

Marc Pritchard: "It's 80 percent complete. We have some room to go"

JAN '18



Ad fraud still a very real issue

News UK finds high levels of domain spoofing to the tune of \$1 million a month in lost revenue

- VIEWABILITY STANDARDS
- THIRD-PARTY MEASUREMENT VERIFICATION
- TRANSPARENT SUPPLY-CHAIN
- AD FRAUD
- BRAND SAFETY



'A guide to better digital media performance', covers the biggest challenges marketers face today, and acts as a guide to achieving greater success with digital media investments

ACCESS THE GUIDE