Addressing Ad-Supported Online Piracy:
The ANA/4A's Best Practices (Almost) One Year Later

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The Four Seasons Hotel

Washington, DC

Ad-Supported Online Piracy

The Problem:
- Ad-supported Online Piracy is a huge business conducted by sophisticated technologists who are adept at exploiting the otherwise legitimate systems for blind sale of "remnant" or "second tier" ad inventory.

The (Realistic) Goal:
- Significantly curbing pirate site operators' access to the premium digital advertising market, in order to substantially degrade the ad-supported business model of online piracy and discourage new entrants.

The Key Challenge:
- Converting "Best Practices" policies into *proactive operational integration* across the digital advertising ecosystem.

ANA/4A's Statement of Best Practices – May 2012

Target: Sites **dedicated to infringement** of intellectual property of others

Action: Seek conditions in media placement contracts and insertion orders **requiring ad networks and other intermediaries** to take commercially reasonable steps to –

➢ **Prevent** ads from being placed on such sites

➢ **Remove/exclude such sites** from their services

➢ **Terminate non-compliant placements**, in response to complaints from right holders and advertisers

➢ **Remediation:** e.g., refund or credit fees/costs associated with non-compliant placements

DISPLAY LUMAscape

MARKETER

Agencies
OmnicomGroup · WPP · PUBLICIS · IPG Interpublic Group · HAVAS · AEGIS · MDC PARTNERS · AKQA · LBi · ROSETTA · epsilon · iCrossing · Innovation INTERACTIVE · MERKLE · camelot · Mediavest · at&t Interactive · yodle · ReachLocal · WebVisible

Agency Trading Desks
Accuen The Trading Desk · XAXIS · m!g Media Innovation Group · VivaKi · CADREON · RUN adnetik · accordant media · VARICK MEDIA

DSPs
MediaMath · invitemedia · TURN · DataXu · EfficientFrontier · TRIGGIT · thetradedesk · AdBuyer.com · BRANDSCREEN · adz · appnexus

Creative Optimization
teracent · TUMRI · adroit · dapper · struq · MIXPO · paper g · choice stream · snapads · flashtalking · adcado · promote · STEELHOUSE · DYNAMIC VIDEO · spongecell · CERTONA · AdReady · richrelevance · ADISN

Media Planning and Attribution
MarketShare · COGNITIVE MATCH · NETWORKED INSIGHTS · M FACTOR · pulsepoint · visualIQ · C3 Metrics · convertro · Encore · ThinkVine · COVARIO · ADCHEMY · Korrelate

Tag Mgmt
Tag Man · ensighten · TEALIUM · BRIGHT TAG

Retargeting
dotomi · criteo · TellApart · Simpli.fi · Chango · FetchBack · buysight · crosspixelmedia · MAGNETIC · ReTargeter · AdRoll · myThings · mediaFORGE · STEELHOUSE

Ad Servers
doubleclick by Google · atlas · Mediaplex · mediamind · pictela · DG · adform · OVGUIDE WONDER · pointroll · BLOOM DIGITAL PLATFORMS · FLITE

Verification / Privacy
DoubleVerify · adsafe · ADXPOSE · ANCHOR INTELLIGENCE · Ad-Juster · adometry · The Media Trust · TRUSTe · privacychoice · EVIDON

Measurement and Analytics
OMNITURE · UNICA · Coremetrics · tracksimple · webtrends · vizu · nielsen · FLURRY · comSCORE · bioscience · aprimo

Exchanges
doubleclick by Google · rightmedia a Yahoo! company · ADECN · OpenX · adjug · casalex · adBrite · OPERA software · mobclix

DMPs and Data Aggregators
bluekai · [x+1] · aka · Demdex · exelate · quantcast · brilig · bizo · LOTAME · JovianDATA · krux DIGITAL · Red Aril · AlmondNet · RapLeaf · LeGolas · proximic · PEER39 · acerno

Data Suppliers
Experian · ACXIOM · datalogix · QUOVA · TARGUSinfo · eBureau · NETEZZA · where · bluecava · XI · infogroup · V12 group · SymphonyIRI Group

Ad Networks

Horizontal
YAHOO! · Tribal FUSION · 5:1 · Microsoft Media Network · Google · Aol. · cpx interactive · ADGRITY.COM · 247 REAL MEDIA · audience network · ValueClick · Undertone · Brand.net · BurstMedia · UNDERDOG Media · Casale MEDIA · traffic marketplace · SOLVE media · Xertive media · AdDynamix

Video / Rich Media
SAY · TREMOR VIDEO · videology · YuMe · BBE · TubeMogul · BrightRoll · spotXchange · adotube · meebo · adconion · ScanScout · OGGIFINOGI · Jambo Media · BREAK MEDIA

Vertical / Custom
ravora · Sportgenic · LONGBOARD MEDIA · ADIFY · GORILLA NATION · NetShelter · RGM ALLIANCE · GourmetAds · JUMPSTART · martini media · Q1Media · InflectionPointMedia · IDGTechNetwork · Glam · SOJERN · Ideas People · ToneFuse · intergi · Technorati · Federated Media

Targeted Networks / AMPs
NetSeer · pearset · CONTEXTWEB · pulse360 · media6degrees · specificmedia · lucidmedia · across · radium one · XTEND · resonate networks · XGRAPH · Adblade · ownerIQ · rocketfuel · Audience Science · collective · interclick · svnetwork

Performance
epic ADVERTISING · MATOMY MEDIA GROUP · VANTAGE MEDIA · VIBRANT · commission junction · adknowledge · MARCHEX · Kontera · moxymedia · neverblue · LinkShare · ADTERACTIVE · Datran Media · hydra · TattoMedia · TheUseful · MediaTrust

Mobile
admob · pontiflex · mojiva · Jumptap · transpera · millennial media · GREYSTRIPE · InMobi · Quattro WIRELESS · rhythm

Sharing Data / Social Tools
facebook · ShareThis · clearspring · tynt · gigya

SSPs
Admeld · rubicon PROJECT · PubMatic · ReviNet · LIFTDNA

Publisher Tools
Yieldex · fatTail · ShortTail · lijit · DailyMe · YieldBuild · yieldbot · BuzzFeed · scout analytics · isocket · Mochila · daylife · PerfectMarket · METAMARKETS · MAXIFIER · outbrain · Jump Time

Ad Servers
doubleclick by Google · 247 REAL MEDIA · apt · LiveIntent · BLOOM DIGITAL PLATFORMS · ADTECH · OpenX · ZEDO · AdJuggler · adzerk · ai Match

Media Mgmt Systems
DDS · media · telmar · centro · MEDIABANK · facilitate DIGITAL · TRAFFIQ

Ad Operations
operative · theorem · Solbright · SHINY ADS · AdPro

PUBLISHER

CONSUMER

LUMA partners

Denotes acquired company

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Digital Ad Verification

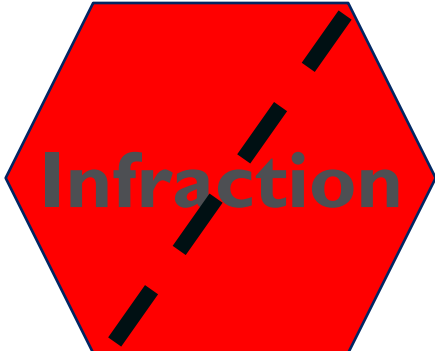Presented by: Global Advertising and Brand Management

Ad Verification Helps Us Be Proactive

- Ad verification is a solution that can help American Express ensure all ads are in compliance with its brand guidelines in three major categories: Inappropriate content, International Traffic & Page Quality

- Two of the fundamentals of ad verification are monitoring & blocking

**Monitoring**
Ad Verification reports the inventory path to uncover guideline offenders

Blocking
Ad Blocking technology will prevent the ads from appearing on guideline offender placements

Reports

Screenshots

Infraction

How Ad Verification Technology Works

I. The technology allows the partner to see multiple iFrames (layers of site code) to detect and control what page the ad tag ultimately serves on
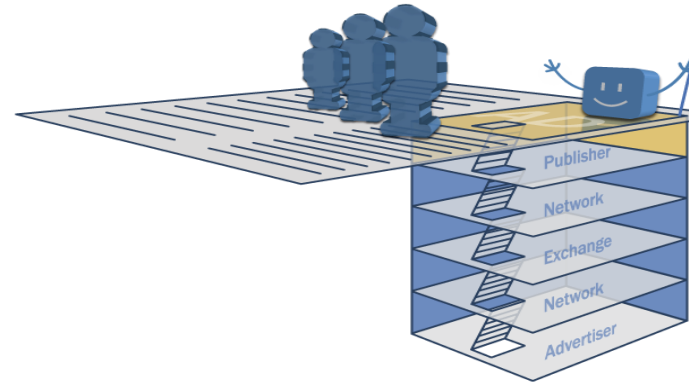
II. Ad Verification technology is continuously scanning the web in order to rank pages based upon their overall content

   ➢ Page Level Ranking

   ➢ Content Categories
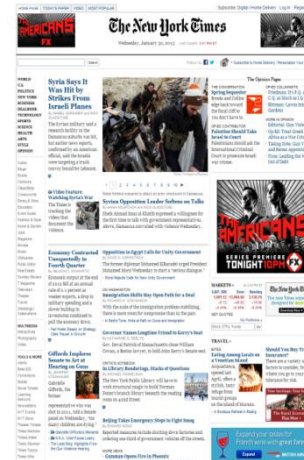
URL

+

Metadata

+

Semantics

+

Image

Very Low Risk

Moderate Risk

High Risk

AMERICAN EXPRESS

Approach to ensuring Ad Verification is priority amongst partners

Request for Proposal (RFP)

- Proposed Budget
- Ad Verification acceptance survey
- New partners are removed from consideration if they do not accept any type of verification
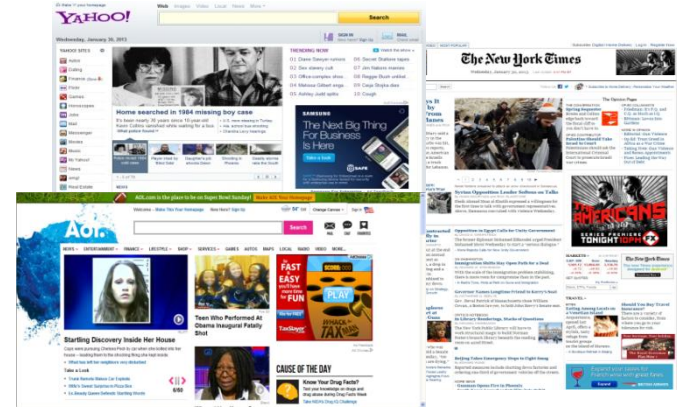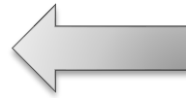
Insertion Order (IO)

- Final purchase contract
- Clause in which partners agreed that ad banners will be monitored and blocked (when necessary)
- Clause that make-goods will be ordered in cases of extreme infractions
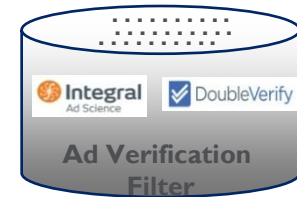
Ad Serving With Verification Filter

I. Ad Space Purchased

II. Agency uploads creatives & corresponding URLs to ad server

Ad Server

III. Site sends call to Verification filter to determine page risk

Ad Verification Filter

Check for Brand Safety

If safe

Impression served

Double-check for infraction

Bid and site data collection

Update blacklist and pre-bid strategy

If unsafe

Impression is passed back to publisher

(no charge to advertiser)