



Teads^{.tv}

CLEAN ADVERTISING TAKING CONTROL OF BRAND SAFETY

At Teads we did a research study with Censuswide which revealed brands demanding increased industry regulations, better measurement online and more transparency to clean up the digital advertising ecosystem.

Key results

95%

of **CMOS** say they've overhauled their digital strategy over the last 12 months

Over a
1/3

boycotted or reduced spend on channels that can't guarantee brand safety

93%

of **CMOs** will choose agencies or suppliers based on their ability to prove brand safety and transparency



3 areas that CMOs want to see change:

-  **Nearly half (46%)** believe there needs to be tighter industry self-regulation and better industry-wide standards for fraud and brand safety.
-  **45% believe** there should be a focus on reporting the quality of ad placements and environments, rather than just reach, driven by third party measurement.
-  **34% of brands** want greater transparency from suppliers and agencies about where ads appear and what their definitions of success are, such as what a viewable ad is.

Our commitment

In our industry we need to clean up the ecosystem once and for all. In order to get to the root of these issues we need to rally together, to make sure brand safe environments are guaranteed at every level.



At Teads we are taking a stand to improve the advertising experience for consumers, advertisers and publishers alike. We are striving to deliver ads for our clients that are **viewable, brand safe** and **fraud-free**.

We are working with others in the industry to champion brand safety for all parties involved including:



Certified by: **JICWEBS**



For more information please contact sales-uk@teads.tv or intelligence@teads.tv

*Teads commissioned independent market research company Censuswide to survey 100 CMOS and marketing VPs at UK companies in November 2017. The respondents all work within companies with an annual turnover of at least £20 million. Unless otherwise stated, all statistics referenced related to this survey.