

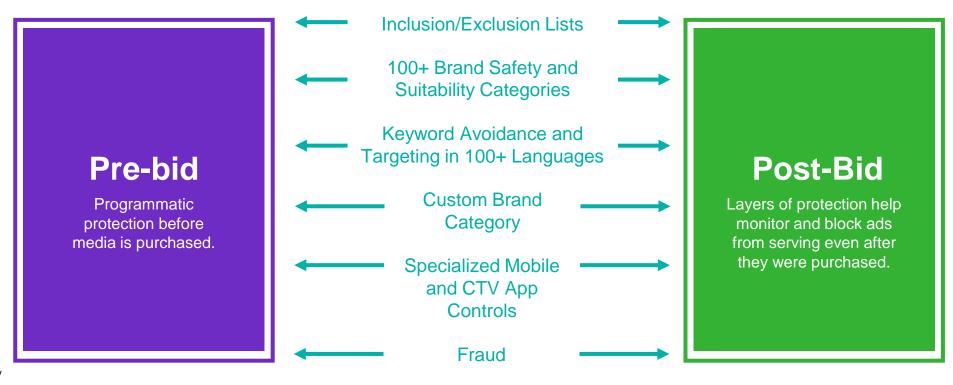
# DV & LAN CTV Capabilities Sync

# **DV & LinkedIn**

- Recommendations for CTV Brand Safety Targeting
  - Authentic Brand Suitability (ABS) Recap
    - Best Practices in CTV
  - Product
    - Roadmap Opportunities
    - Technical Changes Transparency
  - Support Enhancement
    - Additional Support Structure
    - Revamped Collateral
    - Sales Collaboration
- Open Discussion / CTV Recap

# The Importance of ABS

- Authentic Brand Suitability (ABS) is DV's advanced prebid solution that provides a centralized set of brand safety controls for programmatic buying going beyond standard categories by offering customized protection that helps advertisers avoid unsafe and unsuitable content before placing a bid.
  - DV/LI Clients include: IBM, Ministry of Justice (via OmniGov), Kyndryl Germany (via Mindshare), Chubb Global Brand (Kepler Group), Dropbox Inc (via GALE Media), Verizon Communications (via Zenith NY), Google Inc., MSD - Italy via (Initiative - Italy)



### Authentic Brand Suitability Controls in CTV



#### Monitor and protect CTV buys with:

- ABS CTV Features:
  - Unsuitable Content Categories: 100+ brand safety & suitability categories including GARM mapped categories, brand safety floor and DV specific avoidance categories
  - Age Ratings, Star Reviews, App Store
     Categories: App controls based on all major
     app stores (iOS, Google, Microsoft, etc.)
  - Fraudulent App Avoidance: Fraud and IVT threshold avoidance
  - App Exception Lists: Lists enabling clients to create an exception to always approve specific apps, overriding other settings
  - CTV Exclusion / Inclusion Lists: Lists enabling clients to customize their inclusion and exclusion lists in a unified location

#### SCALABLE. EFFICIENT. INDUSTRY LEADING.

# Best Practices in CTV

For protecting their media quality on direct OTT (including CTV) campaigns



#### **Tag and Measure Your Campaigns**

Use the LAN IQM and/or Advertiser IQPA tags to monitor media quality. Use data to optimize toward higher quality inventory.

#### Leverage Recommended Settings for ABS Pre-Bid Protection

- Allow unclassified/unknown CTV Apps
- Remove 'insufficient' information option controls
- Do not use CTV app inclusion lists

#### **Reach out to DV best in class support**

For assistance with creating and updating your ABS profile, reach out to **abs-support@doubleverify.com** 



# Product

### **DV 2024 CTV Programmatic Roadmap Features**

Feature	Value to Clients	Value to LinkedIn	Work Required
New Omni Channel Video Segments - Including Expanded Contextual Genre segments	Make it easy for hands on keyboard traders to find and target video content that is consistent with their brand profile	Expanded targeting for video footprint for higher CPM inventory	Update taxonomy and minimal UI work to support new segments as well as updating usage report.
Transparency Initiatives - OTT Content Level initiative to pass through content object	Bring Programmatic OTT video buying to parity with their other Platform buys like social and linear	Help sustain CPMs and premium view of digital OTT video available on the open exchange	None Needed - Explore joining industry leaders in increasing transparency by sharing content object.
Increased API request granularity	Accuracy and Brand Suitability across their programmatic buying.	Increased precision for all LinkedIn advertisers	LinkedIn: Commitment to updating DV's Requests
One - Click Industry Brand Safety Segments	Provide industry forward solutions that address vertical needs (CPG, Insurance, Travel, etc)	Provide unique solutions with minimal to no dev work.	Update taxonomy and minimal UI work to support new segments as well as updating usage report.

# **DV Ongoing Scale Initiatives**

Implement LAN IQPA-wide tagging on LinkedIn's monetizable footprint - DV prioritizes classification based buying volume post-bid data. Accuracy and relevancy in DV integration matters for monetization.

Of the shared high value CTV apps, DV expedited adding contextual information for 500 apps. Bringing the coverage up to 97%. The remaining percentage were not able to be classified because they were invalid apps or urls.

#### No Action Needed - Improved Mapping for LinkedIn

DV keeps extensive mapping for delivery environments and environment specific brand safety, where there is a delivery environment that we may not have specific information for we err on the side of conservative logic. For LinkedIn's mapping we have **mapped all apps shared as CTV** to make sure we optimize delivery for LinkedIn to open up scale.

### Future Partnership for Content Object Metadata - Transparency is an industry wide issue - apps have invalid bundle ids or app stores don't provide full information

DV does have APP store metadata for the majority of the 2,221 APPs provided by LAN (~85%). Of this DY6 otphinter Roku, Vizio, PlayStation don't provide age rating details.

# **Transparency in the CTV Landscape**

- There are specific APP stores that do not support age rating; this is the reason why we typically
  recommend to advertisers to NOT enable unknown/unrated age/review ratings
- In general, advertisers understand that unknown/unrated does not equate to 'bad' inventory; i.e., they
  do not take it as a reflection of the inventory quality of the platform in question
- The CTV landscape is still somewhat nascent compared to the mobile APP landscape and as such it
   is expected to have variances in support across the various CTV APP stores
- It is expected by advertisers and brands that they can leverage Age Rating and Review Rating as part
  of their Brand Suitability calculus for various APPs (Mobile & CTV); it is also entirely up to each
  advertiser what their risk tolerance level is when it comes to unrated/unknown APPs



### What Does Transparency Mean for LinkedIn

- Keep competition and buying scale robust by creating additional, scaled and flexible segmentation opportunities in the Open Exchange.
- 1. Align with first mover publishers and advertiser privacy policies (VPPA Safe).
- Address advertiser needs for solutions that achieve parity or surpass both Linear (traditional broadcaster content) and DAI (Traditional Broadcaster, Youtube, and Tiktok) comparability.
- 1. Maintain premium on OTT content buying:
  - a. Continue to increase share of wallet
  - b. Maintain high CPMs
  - c. Decrease risk of OTT high profile Brand Safety issue
  - d. Reduce over avoidance at the app level



# **Enhanced Partnership Support**

# **Additional Support Structure**

- Introduction of Programmatic Optimizations Analyst (POA) team:
  - The POA team is a specialized group that provides pre-bid and programmatic support for platforms and advertisers
  - Their responsibilities include:
    - Client training on ABS/Custom Contextual Profile Creation
    - Troubleshooting programmatic delivery issues
    - Initial setup of PA measurement and dashboard providing transparency into supply paths as part of post-bid reporting opportunities

#### Support Aliases

- abs-support@doubleverify.com
- linkedin-support@doubleverify.com

### **Enhanced Collateral**

- Streamlined activation guides
  - ABS One-sheet
  - Segment activation guide of LAN UI
    - ABS
    - Custom Contextual

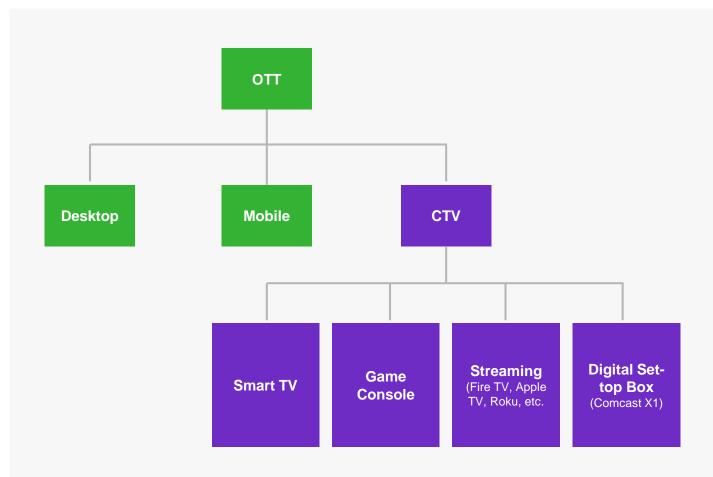
- ABS Best practices guide
  - Guide outlining troubleshooting recommendations to ensure scale within CTV campaigns





# **CTV Recap: Appendix**

### What Is CTV?



#### **OTT** is a general term for digital video

**CTV (Connected TV)** is a large TV screen that is connected to the internet - either directly or through a device such as a gaming console, streaming device, or set-top box.

### DV's Brand Safety methodology broken out by inventory type

#### **Desktop Web/Mobile Web**

DV Desktop and Mobile Web classification classifies content at the **property-level.** 

DV classifies web environments by:

- extracting the text, title of the page, body text of the page, HTML, and elements/portions of the URL text via scraping
- identifying the language of the content then applying ontological rules

#### **Mobile App/CTV**

DV's brand safety methodology for Mobile in-app and CTV inventory happens at **the app-level.** 

DV expert content specialists further review Mobile and CTV applications by:

- examining the information available about the application in the relevant stores and
- through downloading the app and reviewing the content within using the same DV categories and policies.

The methodology includes a significant layer of manual checks and balances to appropriately<br/>calibrate the models to ensure accuracy. It also involves the use of DV's Semantic Science<br/>engine, which leverages ontology and machine learning to drive accurate content classification<br/>and ensure the deepest, most accurate coverageDoubleVerify

### **DV Has Many Accredited CTV Offerings**

Get top notch monitoring and protection for all your CTV campaigns no matter how you buy

#### **CTV Impressions**

Accredited CTV measurement that works across all devices

**MRC** Accredited

#### **CTV Fraud**

DV has pioneered fraud protection in CTV since 2018

MRC Accredited

#### **Fully On-Screen**

Insight into whether your ad has an opportunity to have an impact

**MRC** Accredited

#### **Brand Suitability**

The most comprehensive solution for your brand's reputation in CTV

MRC Accredited

#### **Avoidance**

First and only Pre-bid Avoidance controls on Fraud

**MRC** Accredited

#### **DV Video Filtering**

DV invented a new layer of controls that enable active protection on every screen and buying channel

#### **MRC** Accredited

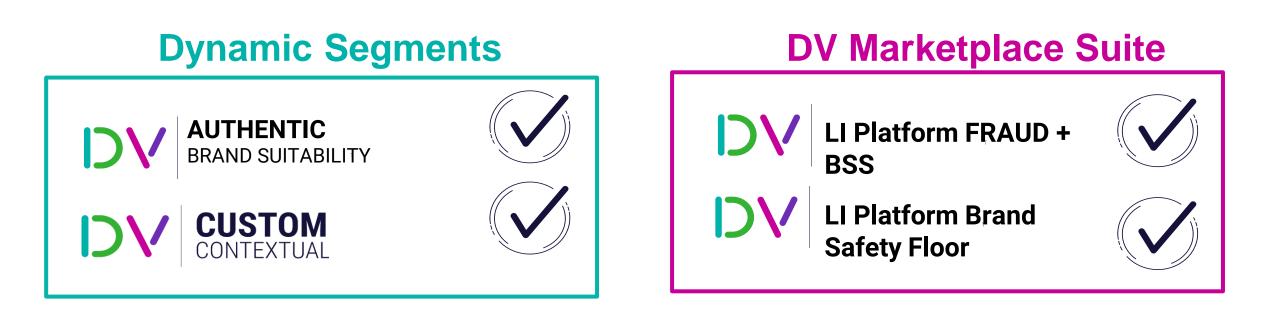
DoubleVerify

UN DIFFERENTIATOR



# Partnership Recap: Appendix

### **Live Integrations**





### More Suitability Categories Than Any Other Provider

Categories with Brand Suitability Tiers (3 Risk Tiers Each)

DoubleVerify

Non-1

Non-Tiered Brand Suitability Categories

Brand Safety Floor Categories

#### 90+ UNIQUE BRAND SAFETY & SUITABILITY SETTINGS

Adult & Sexual	Alcohol	Aviation Disasters	Crime	Death & Injury	Drug Abuse	Hate Speech & Cyberbullying	Human-Made Disasters
Natural Disasters	Profanity	Terrorism	Tobacco & eCigarettes	Vehicle Disasters	Violence	Arts & Entertainment	A & E: Movies
A & E: Music	A & E: Television	A & E: Humor	Ad Clutter	Automotive	Business	Careers: Job Search	Cults & Survivalism
Celebrity Gossip	Education	Family & Parenting: Kid's Content	Family & Parenting: Pregnancy	Family & Parenting	Gambling	Health & Fitness	Home & Garden
Hobbies & Interests	H & I: Social Networking	H & I: Video/Comp. Games	Incentivized Traffic	Inflammatory Politics & News	News	News: Journal & Blogs	Negative News: Financial
Negative News: Pharmaceutical	Occult	Politics	Personal Finance	Pets	Reference	Religion/ Spirituality	Non-Std Content: Parking Page
Science	Sports	Shopping	Society: Dating	Society: Marriage	Technology & Computing	Tech & Computing: Emails	Tech & Computing: Downloads
Travel	UGC: Forums	UGC: Images	UGC: Video	Copyright Infringement	Extreme & Graphic	Malware	Phishing

Spam

20

### **Custom Contextual Controls**

Build your own bespoke contextual segment that can easily be deployed across DSPs leveraging a combination of categories and extensive controls:



IAB Tier 1 and Tier 2 Categories for standard content



In-market Categories content associated with buying behaviors, such as automotive review sites



**Seasonal Categories** such as Valentine's Day and summer vacation



**Dynamic Categories** custom built to meet your specific needs



Inclusion and Exclusion Lists inclusion and exclusion lists based on apps, sites, languages, and URL keywords



**Exception Lists and Unclassified Content** exception lists to override settings and unclassified content controls to avoid content when page-level classification is not available

#### DoubleVerify

CONTROLS

**CATEGORIES** 

### Over 430 IAB and Proprietary DV Content Categories

IAB Ta	onomy		
Automotive	Portals		
Business	Religion/ Spirituality		
Dating	Science		
Education	Shopping		
Health & Fitness	Sports		
Home & Garden	Travel		
Job Search			
Marriage			
Personal Finance			
Pets			

Seasonal Events		
Tennis Championships	Summer Olympics	
Fourth of July	New Year	
Back to School	Winter Holiday	
Black Friday/ Cyber Monday	Valentine's Day	
Halloween	Thanksgiving	

Behavioral/In Market		
Autos & Vehicles	Travel	
Financial Services	Sports/ Health & Fitness	
Telecom	Beauty & Fashion	
Consumer Electronics	High Net Worth & Luxury	
Home & Garden	Investment Advice Seekers	
Fashion Enthusiasts	Foodies	