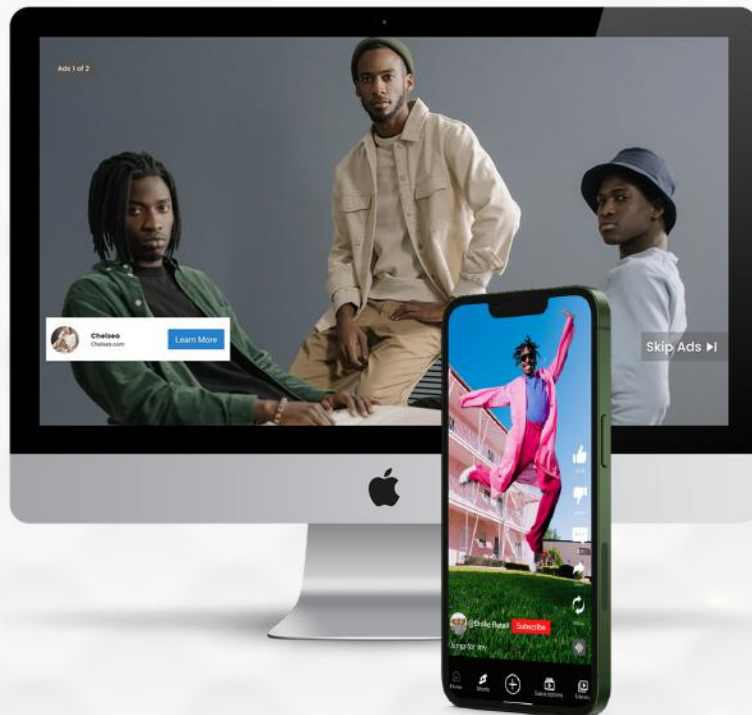


YouTube Brand Safety and Suitability

Understanding YouTube Brand
Safety in Video Advertising



The Role of Brand Safety in YouTube Ads Strategy

Brand safety on YouTube minimizes misalignments between brand and content, asserts control over ad placements, and protects brand reputation.

Minimizing Brand and Content Misalignments in YouTube Ads

- Monitor ad content suitability closely
- Ensure a cohesive alignment between your brand's narrative, identity, and the context of ad presentation

Asserting Control Over Ad Placements

- Exercise control over ad placements to avoid inappropriate, contentious, or irrelevant content
- Enhance brand perception by governing where and how it appears on YouTube

Protecting Brand Reputation

- Implement brand safety measures for active and vigilant monitoring of the brand's presence on YouTube.
- Maintain a safe and respected platform for both viewers and advertisers via YouTube's robust brand safety features

How it Works: Brand Suitability, Contextual Targeting and Reporting



OpenSlate solution involves scoring YouTube content for quality and brand suitability.



VuePlanner creates customized video-level placement lists that seamlessly integrate with both the Google Ads and DV360 platform

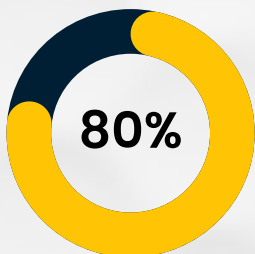


DV equips brands with unique metrics and cross-platform performance transparency, ensuring their ads are visible to real users.

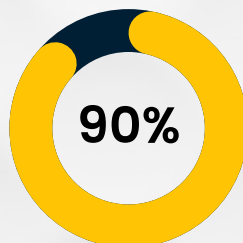


With IAS, brands can activate contextual targeting, optimize supply paths, and guarantee viewability

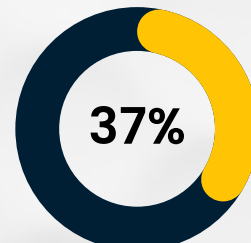
In Numbers: Impact of Ads alongside inappropriate content on YouTube



80% of consumers stop purchasing



90% of audiences hold advertisers accountable



37% of media agencies know the risk