Beyond Brand Safety

Protecting Brands, Society & Democracy
**BRAND SAFETY IN THE HEADLINES**

**Taxpayers are funding extremism**
- Government ads pay for hate videos and rape apologists
- Google summoned to explain ad brand pull campaigns

**Momo challenge: 'Freaky game' described as hoax**
- 28 February 2019

**Facebook Faces an Ad Boycott After Livestream of the New Zealand Mosque Shooting**

**YouTube is facing a full-scale advertising boycott over hate speech**
- The biggest brands continue to leave
- By Nick Stajak | @njkstajak | Mar 24, 2017, 1:37pm EDT

**ROKU PULLS NEW ALEX JONES AND INFOWARS CHANNEL AFTER BACKLASH**
- Banned on YouTube and Apple, Roku had said the controversial channel falls within its rules

**YouTube's Related Video Algorithm Helpfulness to Predators**
- By Sawant Kormang | Contributor | Consumer Tech
Many consumers view unsafe ad placement as an intentional endorsement of the negative content.

Source: ‘THE BRAND SAFETY EFFECT’ with Cheq
DEFINING BRAND SAFETY

SAFETY
HIGH RISK TO ALL ADVERTISER’S.
• TERRORISM
• HATE SPEECH
• VIOLENCE
• RACISM

SENSITIVITY
RISK TO THE ADVERTISER’S CATEGORY.
• NEGATIVE STORIES ABOUT PRODUCTS
• NEGATIVE NEWS IN CATEGORY

FIT
RISK BUT ALIGNED TO BRAND VALUES.
• IMMIGRATION
• FIREARM REGULATION
THE WALLED GARDENS OPEN A DOOR
YOUTUBE IS FACILITATING THE SEXUAL EXPLOITATION OF CHILDREN, AND IT'S BEING MONETIZED (2019)

3,781,257 views
To the global advertising and agency community,

We write to you as representatives of advertisers and advertising agencies in a country which is in mourning and deeply concerned and disappointed with the response from the social media platforms. We are asking for your support and help.

After the Christchurch attacks, we have spoken with New Zealand’s largest advertisers, and media agencies and we are collectively calling on our global networks to petition for immediate changes to the security of its live streaming platform or, alternatively, together until it can ensure the spread of such harmful content can never happen again.

We also provided platitudes and details of its reactive measures. It has not implemented verify safe content and users or paused live streaming, meaning a repeat of the events seen in Christchurch could happen at any time around the world.

We have written to Facebook regarding its live streaming capabilities, ANZA and the Communications Council and their members believe the issue needs to be escalated, as our united global force as an industry to drive urgent actions.

Steps as an advertiser or agency you could take to support us:

- Suspended advertising on Facebook until its live streaming functionality is either  and sufficient controls are put in place.
- Add the topic on the agenda at an Executive level within your organisation, and petition for change.

Together with our advertising and agency communities in your own countries, work together and with your own associations and government regulators to apply pressure to bring about change.

Criminal Code Amendment
(Sharing of Abhorrent Violent Material)
Bill 2019

"... to providers of internet, hosting or content services who fail to refer details of abhorrent violent material that records or streams conduct that has occurred, or is occurring, in Australia to the Australian Federal Police within a reasonable time after becoming aware of the existence of such material"
BRAND
SAFETY
BECAME
BRAND
RESPONSIBILITY
VICE UNBLOCKS WORDS INCLUDING ‘GAY,’ ‘FAT’ AND ‘MUSLIM’ IN ITS BID TO GET ADVERTISERS TO RECONSIDER WHAT’S BRAND-SAFE

The publisher is also bringing content verticals such as Munchies and Noisey back into Vice.com

By Tomask Foster, Published on May 03, 2016.
WHAT IS BRAND SAFE?
WHAT IS ADVERTISING FRIENDLY?

MONETIZATION - FUNDING
PROTECTING JOURNALISM

ONE SIZE DOES NOT FIT ALL
PROTECTING JOURNALISM

ONE SIZE DOES NOT ALL

TRUSTED PUBLISHER WHITELIST

DANGER
INTERNET!

EVERYONE ELSE
AUDIENCE VS CONTEXT: FINDING THE BALANCE
PURCHASE INTENT: 11%

TARGETING EFFECTIVENESS: 23%

Source: ‘CONTENT TARGETING: DRIVING BRAND GROWTH WITHOUT COLLECTING USER DATA’ with Zefr

MAGNA RESEARCH: CONTEXT MATTERS
Your Apps Know Where You Were Last Night, and They’re Not Keeping It Secret

Dozens of companies use smartphone locations to help advertisers and even hedge funds. They say it’s anonymous, but the data shows how personal it is.

By JENNIFER VALLENTINO-DAVID, NATASHA DINGER, MICHAEL R. KELLER and AARON KROLIK Dec. 10, 2018

The millions of dots on the map trace highways, side streets and bike trails — each one following the path of an anonymous cellphone user.

One path tracks someone from a home outside Newark to a nearby Planned Parenthood, remaining there for more than an hour. Another represents a person who travels with the mayor of New York during the day and returns to Long Island at night.

Yet another leaves a house in upstate New York at 7 a.m. and travels to a middle school 14 miles away, staying until late afternoon each school day. Only one person makes that trip: Lisa Magrin, a 46-year-old math teacher. Her smartphone goes with her.

New York City to Consider Banning Sale of Cellphone Location Data

A bill would make it illegal for cellphone companies and mobile apps to share user location information collected in the city without a customer’s explicit permission.
EMERGING BRAND SAFETY CHALLENGE: DATA USE

To help maintain the integrity of Facebook advertising, please review and accept our non-discrimination policy.

Facebook’s Advertising Policies prohibit advertisers from using our ads products to discriminate against individuals or groups of people. Ads are discriminatory when they deny opportunities to individuals or groups, if it’s against our policies to discriminate based on certain personal characteristics such as race, ethnicity, national origin, religion, age, sex, sexual orientation, gender identity, family/parental status, disability, medical or genetic condition and all other protected classes identified in federal, state and local fair housing and civil rights laws.

Our non-discrimination policy hasn’t changed, but we’ve added examples about what it means for advertisers. While discrimination is prohibited, you may target ads to a specific audience based on known interests that align with the product or service you’re advertising.

Acceptable Ad Targeting
Targeting an ad for a job at a grocery store to all individuals of eligible working age

Ad Discrimination
Targeting an ad for a job at a clothing store in a way to exclude women and discourage them from applying

Children ‘interested in’ gambling and alcohol, according to Facebook

Exclusive: algorithm may expose thousands of under-18s to harmful targeted adverts

Facebook has marked hundreds of thousands of children as “interested in” adverts about gambling and alcohol, a joint investigation by the Guardian and the Danish Broadcasting Corporation has found.
BRAND SAFETY: THE CHALLENGE OF CONTENT MODERATION

HUMAN MODERATORS

At Facebook’s worst-performing content moderation site in North America, one contractor has died, and others say they fear for their lives.

By Casey Newton | The Verge
June 11, 2019, 8:00am EDT
Illustrations by Cody Heilig | Photography by Annalee Bobrowitz Krakes

FACEBOOK OVERSIGHT BOARD
2020 ELECTION: BRAND SAFETY CHALLENGES

TikTok explains its ban on political advertising

TIKTOK ADVERTISING POLICY ANNOUNCEMENT

In that spirit, we have chosen not to allow political ads on TikTok. Any paid ads that come into the community need to fit the standards for our platform, and the nature of paid political ads is not something we believe fits the TikTok platform experience. To that end, we will not allow paid ads that promote or oppose a candidate, current leader, political party or group, or issue at the federal, state, or local level – including election-related ads, advocacy ads, or issue ads. For more, see our ad guidelines.

Facebook rejected Biden request to pull false Trump ad about Ukraine

The social network reiterates that it doesn’t send political speech to fact-checkers.

POLITICS

BY QUINNIE WONG, CARRIE WHALON / OCTOBER 9, 2019 4:16 PM PDT
SHOULD PLATFORMS MAKE THE DECISION?

Marco Rubio seeks U.S. government probe of TikTok over Chinese censorship concerns

Revealed: how TikTok censors videos that do not please Beijing

TikTok, the popular Chinese-owned social network, instructs its moderators to censor videos that mention Tiananmen Square, Tibetan independence, or the banned religious group Falun Gong, according to leaked documents detailing the site's moderation guidelines.

Our commitment to our users and the TikTok experience

By Vanessa Pappas, TikTok US General Manager

I joined TikTok at the start of this year because I found the platform’s fun and entertaining environment to be a breath of fresh air in an online world that has increasingly migrated toward argument and divisiveness. TikTok is different. Our mission is to inspire creativity and bring joy.
THE ENTIRE BRAND SAFETY TIMELINE

- Protecting Brands
- Protecting Society
- Protecting Privacy
- Protecting Equality
- Protecting Journalism
- Protecting Democracy
WHAT DOES THIS ALL MEAN?

**PUBLISHERS**

Take responsibility for Brand Safety and where you enable monetization.

**AGENCIES**

Don’t have a one size fits all approach to brand safety, especially for news.

**INVESTORS**

Incidents without advertising will have negative repercussions for platforms.
DISRUPTION IN 2020
THANK YOU
MAGNA INTELLIGENCE BRIEFING