

aop

AD QUALITY CHARTER



1. INTRODUCTION

The AOP is a founder member of the [Joint Industry Committee for Web Standards \(JICWEBS\)](#) developing independent industry standards and best practice for online advertising, delivering transparency to facilitate digital trading.

Whilst the AOP will continue to work tirelessly through JICWEBS to deliver best in class standards, it recognises that the industry must take greater collective responsibility to deliver advertisers and agencies requirement for access to quality audiences and content through a transparent supply chain.

The AOP and its members believe that a transparent accountable supply chain is essential for the healthy future of the digital advertising industry and delivering a premium consumer experience.

This charter outlines the terms under which the AOP and its members wish to back and take a lead in promoting premium verified quality audiences and inventory.

2. BRAND SAFETY

Whilst premium publishers create and curate their owned and operated content, the AOP and its members recognise that premium advertising placed against premium content can still run the risk of misplacement, based on what brands define as being appropriate and safe to be associated with.

To minimise the risk of misplacement the AOP and its members commit to the following:

- I. As a standard base requirement, all AOP members have agreed to be independently verified for brand safety through the [Digital Trading Standards Group \(DTS\) Good Practice Principles](#). This is a cross-industry initiative under the auspices of the JICWEBS.
- II. AOP members will use Content Verification (CV) tools to screen content for brand safety. This will be applied to 100% of ad impressions. The AOP recommends the use of Content Verification (CV) Tools that have been [independently verified under JICWEBS CV Tools principles](#).
- III. AOP members agree to use custom exclusion and inclusion lists as requested by their advertiser and agency clients, with the exception of real-time bidded inventory where this requirement needs to be met by 3rd party suppliers used by the advertiser or agency. Where possible

AOP members will utilise and maintain their own inclusion and exclusion lists in accordance with their content acceptance policies.

- IV. AOP members agree to reference and implement the [Infringing Website List \(IWL\) from the City of London Intellectual Property Crime Unit \(PIPCU\)](#). The AOP will continue to partner with the City of London in the future development of this list.
- V. AOP members agree to rebate any activity confirmed to be misplaced, subject to confirmation by agreed 3rd party content verification tools.
- VI. AOP members agree to the removal of advertising as soon as possible*, upon notification of a breach either from advertisers, agencies or 3rd party verification systems.
*(Recommendation e.g. 'Within 2 hours' – under consultation).

3. FRAUD

Fraud is a pariah that affects the entire online advertising industry. It deprives advertisers of reaching valid audiences, denies Publishers revenues which they lose from the purchase of fraudulent inventory and most importantly, is damaging to consumers whose information and privacy are at risk of being breached.

The AOP takes a stand against those parties seeking to exploit the industry, and continues to work hard with cross-industry parties to reduce and stamp out this behaviour. However, it's an arms race and one which the AOP and its members have and will continue to address directly and through JICWEBS.

To minimise the risk of ad fraud and non-human traffic, the AOP and its members commit to the following:

- i. AOP members commit to being independently verified for the reduction of ad fraud through the Anti-Fraud Good Practice Principles for business trading digital display advertising
- ii. AOP members will use Fraud Detection/Non-Human Traffic tools to screen users and content. This will be applied to 100% of ad impressions. The AOP recommends the use of tools that have been independently verified under the JICWEBS Anti-Fraud Tools principles.
- iii. AOP members commit to 0% *fraud* as measured by agreed independent 3rd party verification tools, billing *only* for human traffic. The AOP

4. VIEWABILITY

Viewability is a hotly debated, subjective topic. Advertising *must* have the opportunity of being seen to be impactful and drive changes in consumer mind-set and behaviour. The AOP endorses and takes a leading role, as part of JICWEBS, in developing industry standards and guidance for viewability.

To maximise viewability, the AOP and its members commit to the following:

- Recommendation of the use of Ad Verification Tools that have been [independently verified under JICWEBS Viewability Product principles](#)

** A) AOP members agree to the MRC advised minimum standards for viewability

- Display – 50% of the ad for minimum of 1 second
- Video – 50% of the ad for a minimum of 2 continuous seconds

or

B) AOP members agrees to the following standards, which exceed the MRC minimum standards

- Display – 100% of the ad for a minimum of 1 second
- Video – 100% of the ads for a minimum of 2 seconds
- Native video/display – 100% of the ad for a minimum of 1 second

** (Recommendation option B under consultation)

- AOP members agree to delivering bespoke viewability metrics as defined by advertisers or agencies subject to meeting the agreed terms of trading including adherence to Publishers creative acceptance policy.
- To maximise the viewability of advertising by optimising the placement of ads on pages based on user behaviour and content consumption.
- The reduce advertising clutter by committing to delivering only X*** number of ads per page/view port?

*** (Under discussion)

5. TRANSPARENT SUPPLY CHAIN

An essential component of quality verified content and audiences is a fully accountable transparent supply chain. The AOP and its members champion this and commit to taking the following active measures:

- Members commit to rigorously checking their supply chain to reduce the risk of misplacement of advertising through the use of ad verification tools, manual vetting and application of inclusion/exclusion lists.
- AOP members will sever relationships with any supplier/partner contravening their transparency guidelines.
- The AOP backs the [Authorised Digital Sellers \(Ads.txt\) initiative](#) to reduce the risk of ad fraud AOP members commit to implementing this to enable the identification of legitimate sellers and resellers of their inventory.

6. INDUSTRY REQUIREMENTS

Whilst the AOP and its members recognise the need for transparent verified quality inventory through 3rd party ad verification, and are committed to doing so through the terms of this charter, the following is required to meet these obligations.

- Brand Safety – Agencies and advertisers must be absolutely clear on the terms of what content and placement constitutes a threat to brand safety. Confirmation must be provided in writing to the Publisher.
- Applying ad verification technology – advertisers and agencies wishing to use their own 3rd party verification vendors must apply these to 100% of impressions.
- Where advertising is found to be in breach of publishers' creative acceptance policies, including excessive file size, potentially propagating latency and hence reducing viewability, it will be declined. The AOP and its members offer full support to advertisers, media agencies and creative agencies on guidelines for the creation of online advertising.

7. CALL TO ARMS

We recognise that the AOP and its members cannot fight this alone. However, we call on all legitimate ethical trading companies to come together to work with us to raise the standards bar for online advertising, and help deliver a transparent supply chain that delivers quality advertising experiences for consumers and businesses.