

Brand Safety Policy @ News UK

At News UK, we endeavour to ensure all digital ad campaigns deliver within a brand safe environment on all our properties.

What is Brand Safety?

The IAB defines brand safety as follows:

“It’s all about keeping brands safe when they advertise online, not letting their ads end up next to inappropriate or illegal content.”

However, ‘inappropriate’ is a subjective measurement and might mean different things to different brands and the leniency around the topic might vary.

Categories of Brand Safety at News UK, we have access to and apply two layers of Brand Safety.

The first is set by the Editorial team in the event of negative breaking news. Once a story is deemed extremely sensitive, the Editorial team will remove all ad slots on related content.

The second and most commonly used layer is applying ADmantX technology to review and categorise content after which ads can be targeted away from a defined segment.

ADmantX segments are constantly monitored by their linguistics team whose responsibility it is to keep these up to date and relevant. This can be anything from adding slang terms or removing a place name.

1. Standard Brand Safety categories

Further to the IAB definition of Brand Safety, a general understanding around sensitive content topics is deemed “inappropriate”. At News UK the following content topics are part of this category:

Adult, animal cruelty, arms, corruption, crime, death or injury, online piracy, drugs, environment, hate speech, military conflict, obscenity, negative supermarket content, terrorism and tobacco.

Sales channels that have these Standard Brand Safety Categories applied by default:

- Directly sold
- Programmatic Guaranteed
- Guaranteed PMP

2. Advertiser - specific Brand Safety categories

Every brand should ideally define what content/topics are not deemed safe for it specifically. This need to be clearly communicated at the point of writing the campaign brief since it could have a big impact on the products and inventory News UK has available.

Agencies/advertisers have the ability to implement track and blocking functionality to ensure their ads do not display within certain content. If this is in place, News UK will target away from these topics as best it can using ADmantX and other targeting criteria. This can only be done if the defined block list has been shared.

Sales channels that can have Advertiser-specific Brand Safety Categories applied by request:

- Directly sold
- Programmatic Guaranteed
- Guaranteed PMP

3. No Brand Safety added

The third category is more reasoning that could be applied. At the point of brief and sale of a campaign, it can be argued that the buyer is fully aware of the type of content being produced as well as the tone of the publication it wants to buy ad space from.

The nature of a news publisher is that it reports on all news content – breaking, positive, negative, scandalous, uplifting, interest pieces, commentary, etc. Knowing the publisher brand compared to a blind programmatic audience buy however results in an advertiser still being aware exactly where their brand will be seen and intentionally selecting the publisher based on the audience it will reach.

Sales channels that have No Brand Safety Categories applied by default:

- PMP
- Open Marketplace

Sales channels that can have No Brand Safety Categories applied by request:

- Directly sold
- Programmatic Guaranteed
- Guaranteed PMP

4. Removing Ads

If an ad is deemed to be serving in an unsafe brand environment please report this to our Digital Operations team newsukpubops@ozoneproject.com. We will require the URL of the page the ad is appearing on, details of the ad, details on why it is deemed unsafe and a supporting screengrab.

SLAs: During business hours we aim to have a response within two hours and have concluded the investigation within 8 hours. Outside of business hours we aim to respond the same day and resolve the investigation within 24 hours.

5. Ad Quality & Ad Blocking

Any ads that are to be blocked should be sent to newsukpubops@ozoneproject.com we will block the ad and respond to your e-mail within 24 hours on a working day.

Block Lists:

In order to maintain a good quality of ads on site we maintain block lists across all of our SSP and network partners.

The block list is split into four categories. High-risk categories, such as dating, politics and sex are blocked as standard. In general categories block other news publishers and competitors. The other two categories are Advertisers and URLs that allow us to block specific examples of advertiser who may be problematic for us. Block lists are applied as standard to all of our partners.

Blocking process:

In event of a complaint about an advert or the operations team discovering an ad that controverts our blocking guidelines we follow the following policy:

- Try to ascertain details of the ad including; Screenshot, advertiser, click through URL, device type and browser the ad was seen on. Any page code is available is also desirable.
- Using the above information, narrow down possible SSPs/networks who could be responsible for this type of ad.
- Then either manually block the ad in the SSP/Ad Server interface or we would send an email to the SSP/Network with the required information.
- If an advert appears which blatantly contravenes our guidelines appears we will send emails to all of our partners in order to ensure that it is not a problem across all networks.
- All blocks are then added to the master blocklist.

SLAs: During business hours we aim to have a response within two hours and have concluded the investigation within 8 hours. Outside of business hours we aim to respond the same day and resolve the investigation within 24 hours.

We review the implementation of this process every six months by checking the takedown log to ensure that we abide by the 24 hours SLA, review the types of complaints to identify whether there is perhaps a trend that can be blocked on a collective level, etc.

5. Escalation Points

Please contact our centralised inboxes:

Digital Ad Operations - newsukpubops@ozoneproject.com.

* Please note our business hours are Mon-Fri between 9:00am to 17:30pm. Our escalation points of contact will endeavour to respond within the agreed times outside of these hours.

If there has not been a response within the required time period please contact our Digital Ad Operations team - newsukpubops@ozoneproject.com.