

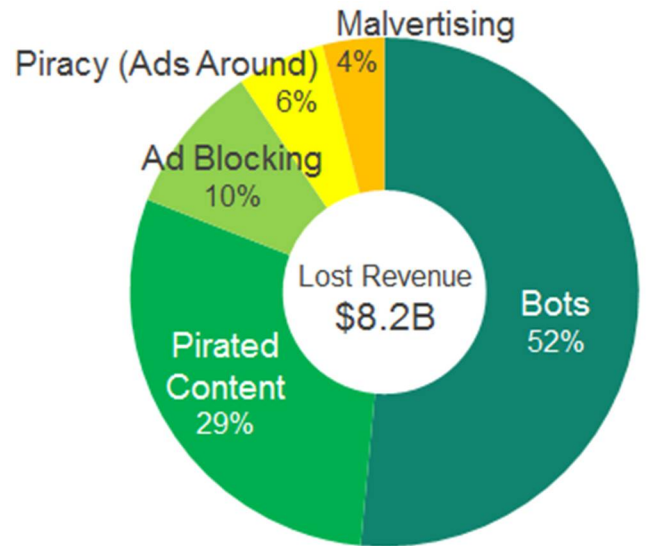
# TV INSIGHTS

## A DIGITAL CAVEAT EMPTOR:

### ARE YOU REALLY GETTING WHAT YOU PAID FOR ON YOUR DIGITAL VIDEO BUY?

The digital industry is faced with multiple issues that impact advertising. The scope of these issues is much greater than previously reported.

- **Malvertising** – growing rapidly +131% 2014-2015
- **Ad Blocking** – used by one-third of users and growing rapidly
- **Bad Bots** – bots now outnumber actual people on the Internet
- **Pirated Content** – file sharing has increased +44% over the past 5 years. 90% is pirated content.
- **Transparency** – auditing is not comprehensive
- **Inadvertent Mobile Clicks** – 60% of all ads clicked by accident



### THERE'S A REASON WHY THE 2016 NETWORK TV UPFRONT GREW BY OVER \$800 MILLION DOLLARS. ADVERTISERS ARE REACTING.

While digital content can be an effective vehicle for advertisers, it is important to be aware of the potential downsides and ensure that campaigns are well curated. Knowing about the digital issues is half the battle. Advertisers should work with reputable digital partners who provide advertising opportunities in clean, well-lit environments, and ask for verification using the most up-to-date marketplace standards. And, of course, consider linear television whenever possible to maintain guaranteed exposure to your most important consumer targets.



Rod Murray, Katz Media Group

Source: IAB US Benchmark Study, Nov'15.