

GUIDE

CTV Brand Safety for YouTube

Scalable and available now

IAS Integral
Ad Science



Still waiting to tap into CTV inventory? Now is the time.

After witnessing years of slowly growing adoption, connected TV (CTV) has finally accelerated into the forefront of media consumption as consumers' preferred streaming device. In fact, 90% of consumers say they have access to a CTV device and nearly two thirds prefer streaming video content on CTV over other devices.

The industry is focused on innovation within this growing opportunity, with experts listing digital video, over-the-top (OTT), and CTV as their top three priorities for 2021. With content creation and audiences increasing by the minute, advertisers are expected to shift budgets away from linear television and toward this modern streaming method.

As advertising increases, so will attention on brand safety within CTV environments. IAS is leading brand safety and suitability innovator on CTV, and we're partnering with industry leaders to do it.

Continue reading to learn more about bringing brand safety to CTV with IAS on YouTube.

Reach engaged consumers on their preferred device

When streaming, consumers are starting to look beyond paid services. In an IAS study, **76% of consumers** said they were willing to see ads in exchange for free streaming video.

Where are consumers looking? **YouTube**. More than **500 hours of content** are uploaded to YouTube every minute, giving consumers infinite streaming options in various lengths and topics. And that's not all—consumers are not only streaming YouTube through CTV devices, they *prefer* YouTube to all other ad-supported streaming services on CTV.

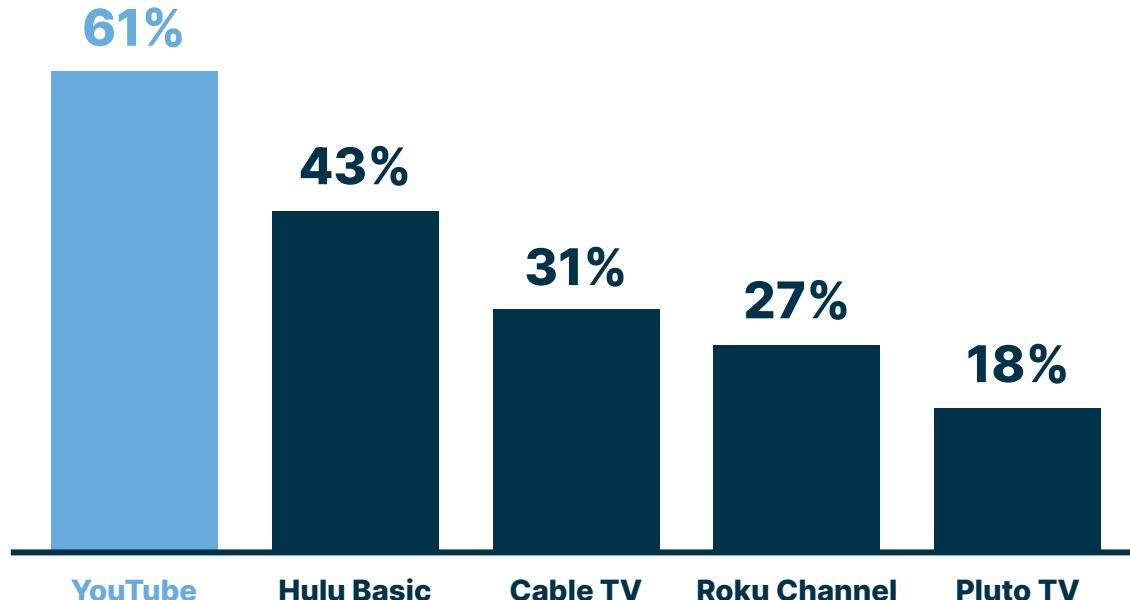
When it comes to ad-supported streaming on CTV, YouTube is the place to be.

91%

of CTV users watch some
form of ad-supported
streaming video content

**The majority of CTV users
watch ad-supported
CTV content**

YouTube is consumers' preferred ad-supported CTV service



Source: Press Play: CTV and Ads, IAS, October 2020

Advertising with YouTube

Billions of viewers

**2+ BILLION globally
watch YouTube
every month**

Unparalleled reach

YouTube has the **highest reach and viewing hours** among ad-supported streaming services

The right audience

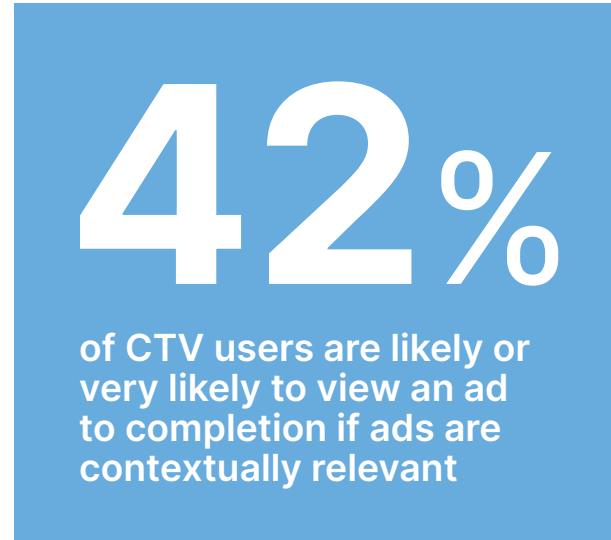
YouTube reaches **more 18-49 year olds** than all linear TV networks combined in the US

Contextually relevant ads on CTV are less likely to be skipped

YouTube inventory includes skippable content, which can decrease time spent with your brand. However, consumers are less likely to skip ads that are relevant to the content they're watching.

How can you ensure your brand aligns with YouTube content on CTV?

Continue reading to learn more.



Unlock brand safety on CTV with IAS and YouTube

With billions of viewers and endless hours of content, YouTube provides infinite opportunities for brands to connect with consumers through their new favorite device: CTV. At the same time, ongoing, rapid content creation makes it essential for brands to ensure their ads appear in safe, suitable environments.

IAS has you covered. Our solution for YouTube on CTV unlocks brand safe and suitable inventory to position your campaigns for maximum scale.

Let's learn more about brand safety and suitability on YouTube, and how our YouTube solution gives you access to suitable, scalable inventory on CTV.

History of YouTube Brand Safety

2016



Verification

YouTube began working with third party verification solutions like IAS since 2016 to measure viewability and ad fraud

2018



Brand Safety

YouTube Brand Safety measurement program was created in 2018 in order to provide transparency into our advertisers' ad placements on YouTube through trusted, independent third-party vendors.

2019



Four R's of Responsibility

YouTube focuses investments to accelerate the removal of harmful content.

2020



YouTube Measurement Program

Google broadens the YouTube Measurement program in order to make it easier for buyers to find the right service provider for their needs.

2021



MRC Brand Safety Accreditation

YouTube becomes the first digital platform to receive accreditation for content level brand safety from the Media Rating Council (MRC).

What is the YouTube Measurement Program?

A Seal of Support by YouTube

Introduced in 2018 as the YouTube Measurement Program (YTMP) and expanded in 2020, the YTMP badge means a third-party provider has been carefully vetted and meets YouTube's strict standards. It also means YouTube considers it to be a trusted business partner in providing the capabilities advertisers need to better drive and understand marketing performance, inclusive of Google media.

What are Measurement Program Badges?

YTMP members earn badges to differentiate themselves as certified vendors. Members demonstrate strong market demand, a positive industry track record and compliance with Google and YouTube policies.

The three categories of certification:

Brand Suitability and Contextual Targeting

Target topics that are contextually relevant and suitable for your brand

Brand Safety Reporting

Receive monitoring and reporting on your video placements so you can feel confident your brand is safe

Content Insights

Get insights on what topics are trending, which creators are popular and how content is performing on YouTube

Driving Brand Safety and Suitability on YouTube

Brand Safety & Suitability Reporting

To keep up with the speed content is being created on YouTube, both videos and channels should be consistently scored by a YTMP-certified provider for Brand Safety Reporting.

Why IAS: By scoring for brand safety and suitability, IAS is able to create both inclusion and exclusion lists of channels to help you meet suitability objectives.

Performance Optimization

To make each impression count, it's not enough to target just suitable and contextually relevant channels or videos. You need to optimize to target content that drives outcomes, which means adjusting media placements throughout your campaign based on performance.

Why IAS: IAS can help with the heavy lifting to save you and your team time and resources.

Contextual Targeting

Contextual Targeting allows advertisers to take their YouTube advertisements to the next-level for brand suitability.

Why IAS: With Channel Science, IAS can enable contextual targeting by IAB category, language, and performance of videos.

Verification and Reporting

Despite the tools and resources dedicated to suitability on YouTube, on a platform with 500 hours of content added every minute, granular brand safety reporting is an extra assurance that you are only running on suitable content.

Why IAS: IAS provides daily verification insights and video-level brand safety reporting giving advertisers transparency and validation.

IAS and YouTube: How it works

Scalable and available now.

IAS is the leading innovator in brand safety and suitability solutions for YouTube, ensuring you're covered across topics, languages, and screens. **The best part?** Our solutions for the fastest growing content channel also cover the world's fastest growing device: CTV.

Assess for brand safety	Adjust for brand suitability	Implement contextual targeting	Optimize for performance
<p>IAS is certified for Brand Safety Verification featuring daily video-level risk reporting. Categories include violence, adult content, hate speech, offensive language, and drugs. Available for 40+ languages.</p>	<p>Leverage the IAS solution for YouTube Select to go deeper with brand suitability. Features exclusion list of YouTube Select Lineups and an independent auditor reporting on daily video media.</p>	<p>Apply Channel Science to create performance driven, contextual, and brand suitable inclusion lists for YouTube auction buying.</p>	<p>Utilize Channel Science and tap into media quality insights to review campaign performance and optimize toward your KPIs.</p>

IAS gives you total access and complete control.

CTV is YouTube.

Right now, YouTube is the dominating ad-supported video streaming service on CTV. In other words, streaming YouTube is nearly synonymous with turning on your CTV. And with our YTMP certified Brand Safety and Suitability capabilities, running your campaigns across **YouTube on CTV is a no brainer**.

IAS is hard at work developing a safe and suitable solution for all of your CTV buys. In the meantime, our YouTube brand safety and suitability solution makes it easy for you to leverage safe and contextual capabilities on CTV today.

Why IAS and YouTube?

Trusted Partner

The YouTube Measurement Program is the current gold standard for choosing a partner. IAS is a trusted YTMP partner certified for both Brand Suitability and Brand Safety Reporting, giving advertisers maximum transparency.

Scalable Control

As a certified partner, IAS provides brand safety & suitability screens, contextual targeting, performance optimization, and daily verification & brand safety reporting for maximum ROI and effectiveness.

ACTIVATE NOW

CTV Brand Safety Starts Here.

Available now with IAS on YouTube

