

Q1

2016

UNITED KINGDOM

MEDIA QUALITY REPORT

Integral Ad Science's Q1 2016 Media Quality Report highlights the state of media quality in global online advertising across display and video inventory. Integral processes hundreds of billions of impressions quarterly and is thus able to analyse the industry on a broad and representative level, across multiple media quality metrics: TRAQ (TRue Advertising Quality), Brand Risk, Viewability, and Ad Fraud.

UK MEDIA QUALITY REPORT GLOSSARY:

TRAQ (TRue Advertising Quality) - an overall quality score for web pages. TRAQ Score is comprised of an aggregate of media quality metrics, including viewability, ad fraud, brand safety risk and professionalism.

Brand Risk - % of impressions seen that pose a significant risk to brand image and reputation.

Viewability - % of impressions that were 50% in view for a minimum of one second (as per the MRC standard for display)

Ad Fraud - % of impressions that were identified with suspicious activity. Includes both General Invalid Traffic (bot activity) and Sophisticated Invalid Traffic (human interference)

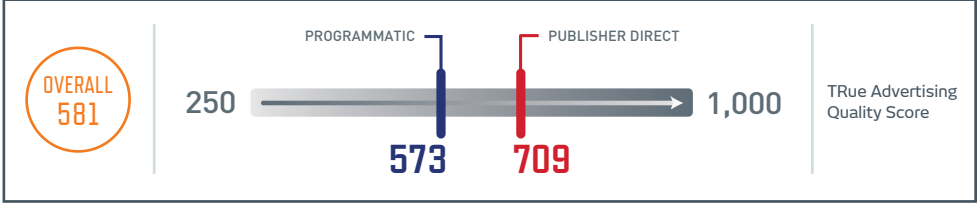
Ad Clutter - % of impressions that were delivered to a web page with 6 or more ads present on the page

Programmatic - Impressions sourced through networks and exchanges

Publisher Direct - Impressions sourced directly from publishers

UK DISPLAY SNAPSHOT

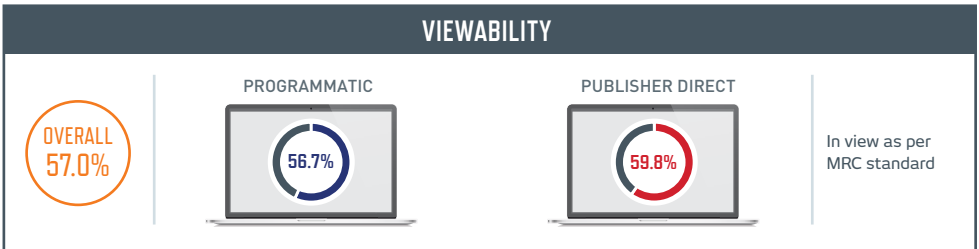
TRAQ SCORE



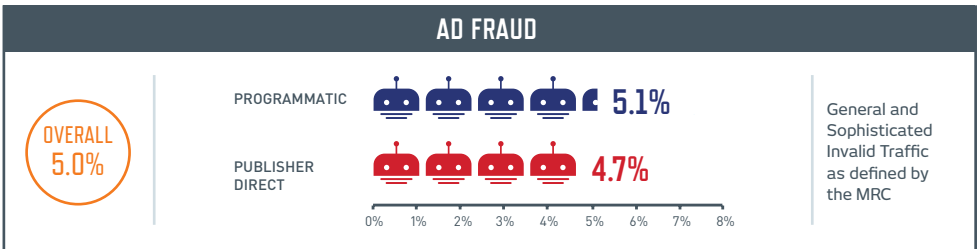
BRAND RISK



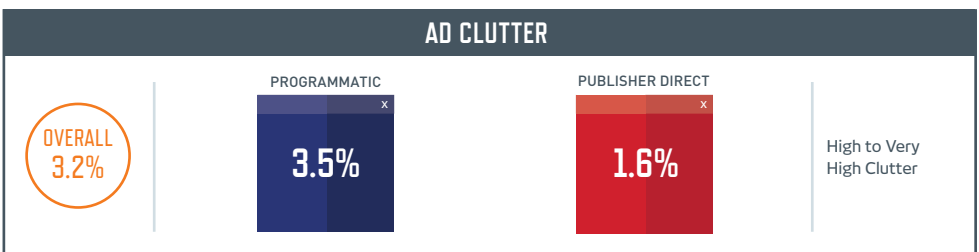
VIEWABILITY



AD FRAUD

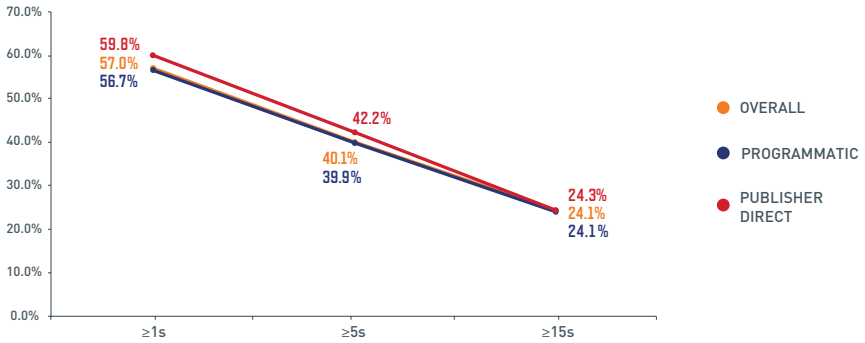


AD CLUTTER

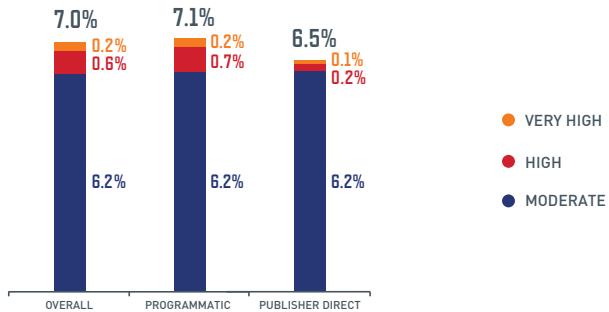


UK DISPLAY

VIEWABILITY BY TIME

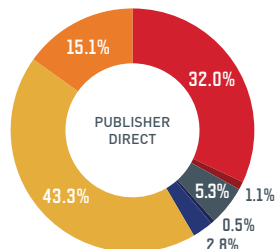
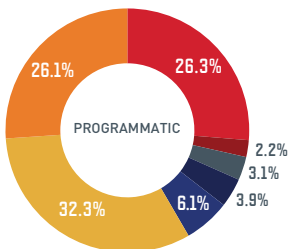


BRAND RISK BY LEVEL



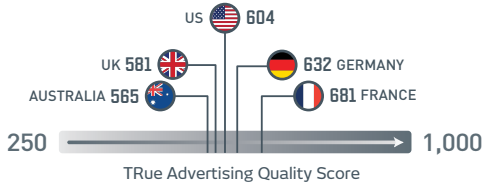
BRAND RISK BY CATEGORY

● ADULT
 ● ALCOHOL
 ● HATE SPEECH
 ● ILLEGAL DOWNLOADS
 ● ILLEGAL DRUGS
 ● OFFENSIVE LANGUAGE
 ● VIOLENCE



GLOBAL DISPLAY SNAPSHOT

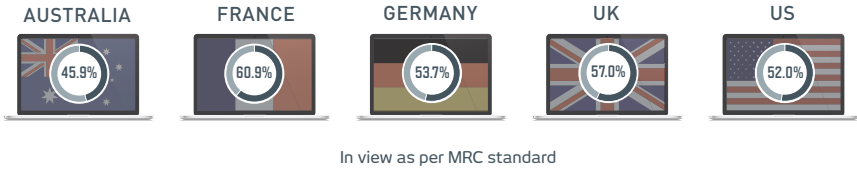
TRAQ SCORE



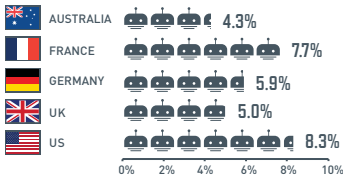
BRAND RISK



VIEWABILITY



AD FRAUD



General and Sophisticated Invalid Traffic as defined by the MRC

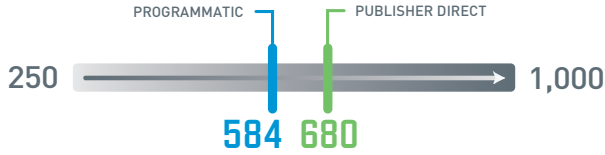
AD CLUTTER



US DISPLAY SNAPSHOT

TRAQ SCORE

OVERALL
604



TRue Advertising
Quality Score

BRAND RISK

OVERALL
9.1%

PROGRAMMATIC



PUBLISHER DIRECT



Moderate to
Very High Risk

VIEWABILITY

OVERALL
52.0%

PROGRAMMATIC



PUBLISHER DIRECT



In view as per
MRC standard

AD FRAUD

OVERALL
8.3%

PROGRAMMATIC



PUBLISHER
DIRECT



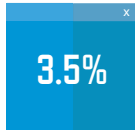
0% 2% 4% 6% 8% 10%

General and
Sophisticated
Invalid Traffic
as defined by
the MRC

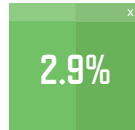
AD CLUTTER

OVERALL
3.4%

PROGRAMMATIC



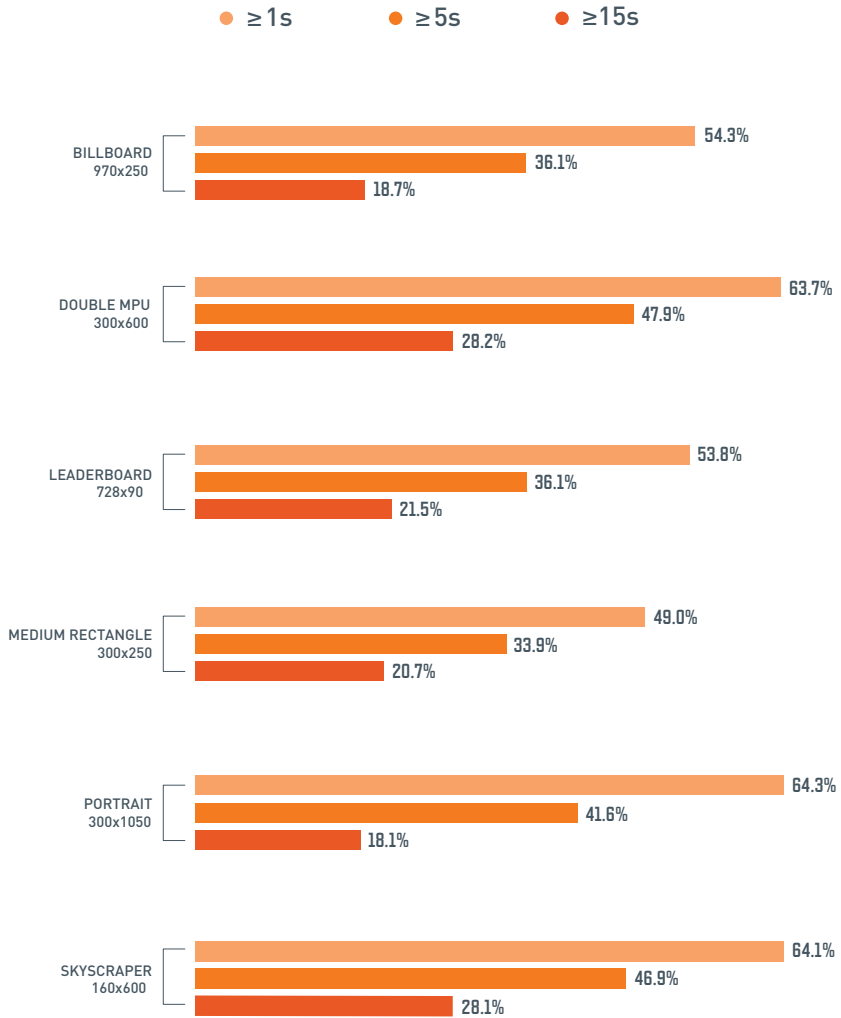
PUBLISHER DIRECT



High to Very
High Clutter

GLOBAL DISPLAY

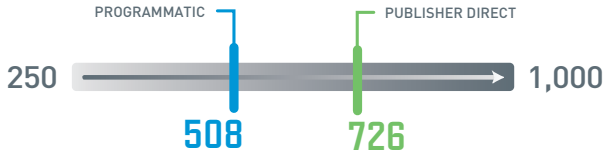
VIEWABILITY BY AD SIZE



GLOBAL VIDEO SNAPSHOT

TRAQ SCORE

TOTAL
553



True Advertising
Quality Score

BRAND RISK

TOTAL
13.0%

PROGRAMMATIC



PUBLISHER DIRECT

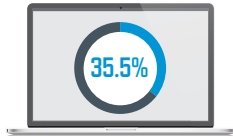


Moderate to
Very High Risk

VIEWABILITY

TOTAL
40.4%

PROGRAMMATIC



PUBLISHER DIRECT



In view as per
MRC standard

AD FRAUD

TOTAL
8.5%

PROGRAMMATIC



PUBLISHER
DIRECT



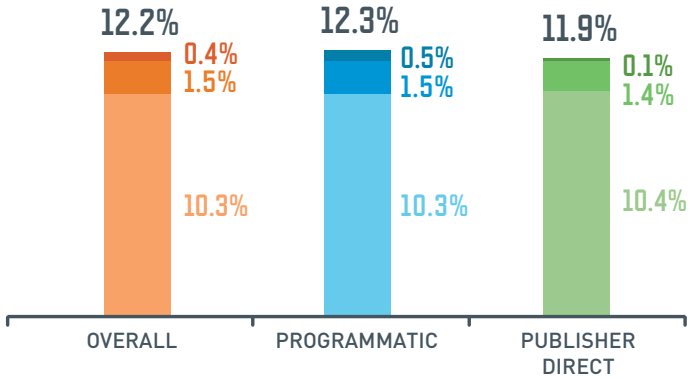
0% 2% 4% 6% 8% 10%

General and
Sophisticated
Invalid Traffic
as defined by
the MRC

GLOBAL VIDEO

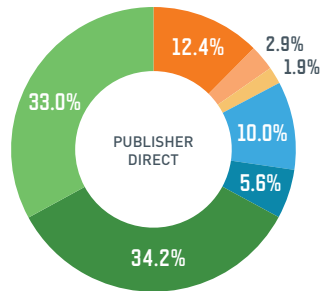
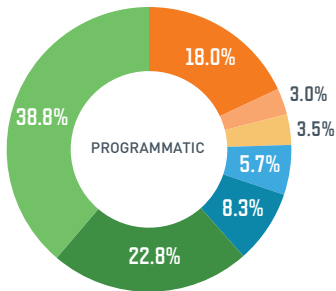
BRAND RISK BY LEVEL

- VERY HIGH
- HIGH
- MODERATE



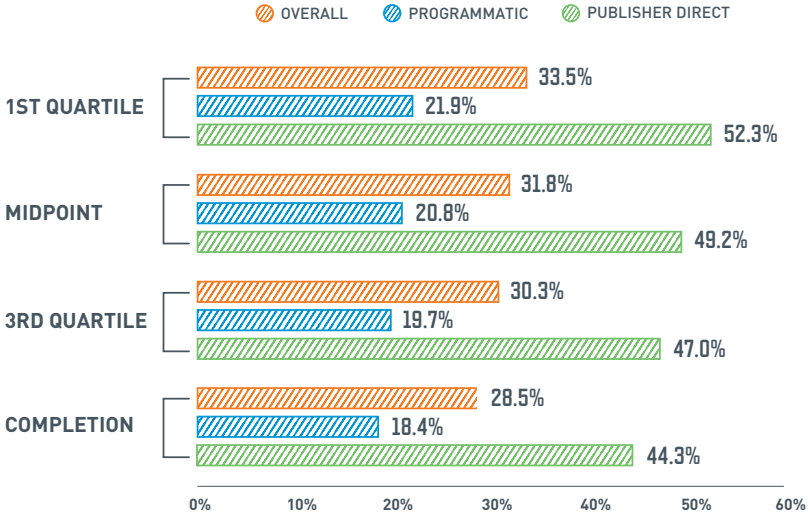
BRAND RISK BY CATEGORY

- ADULT
- ALCOHOL
- HATE SPEECH
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- ILLEGAL DRUGS
- OFFENSIVE LANGUAGE
- VIOLENCE



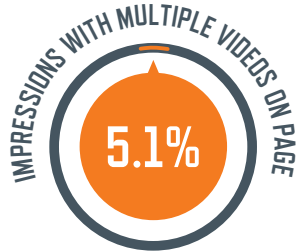
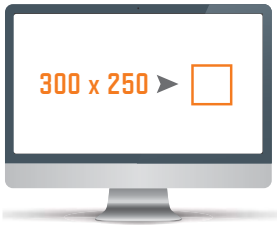
GLOBAL VIDEO

COMPLETION RATE IN VIEW

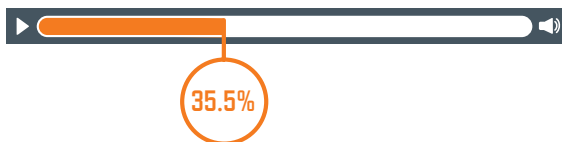


VIDEO ENGAGEMENT METRICS

MOST COMMON PLAYER SIZE



IMPRESSIONS ON AUTOPLAY



ABOUT INTEGRAL AD SCIENCE

Integral Ad Science is the leading provider of actionable advertising intelligence for buyers and sellers of digital media. Since launching the industry's first preventative brand safety solution in 2009, Integral has evolved into a global media valuation platform that is the industry's standard for rating media quality. Integral focuses on a comprehensive solution set that enables advertising to appear in quality environments and receive favourable exposures while allowing sellers to monitor and control inventory quality and performance. Integral's technology drives improved visibility, efficiency and ROI for all players across the digital media landscape.

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