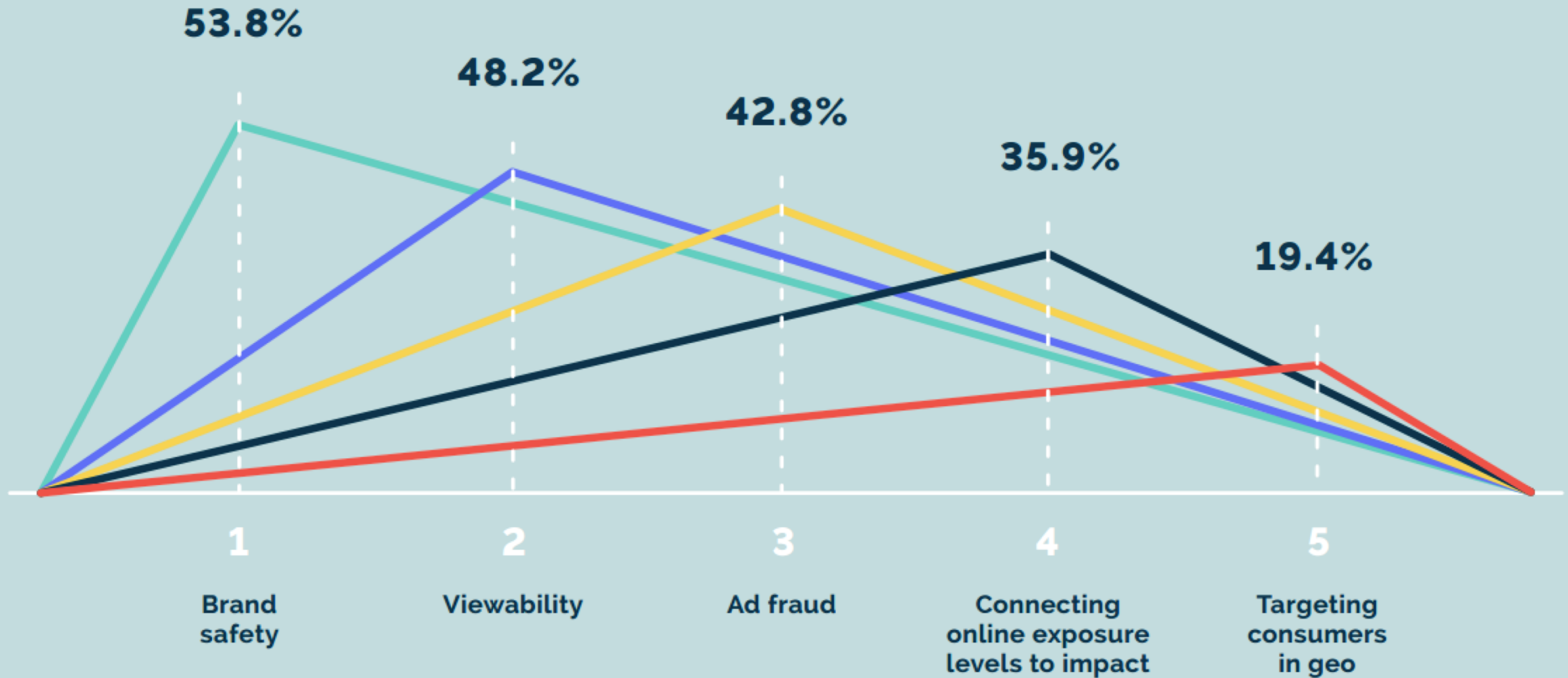


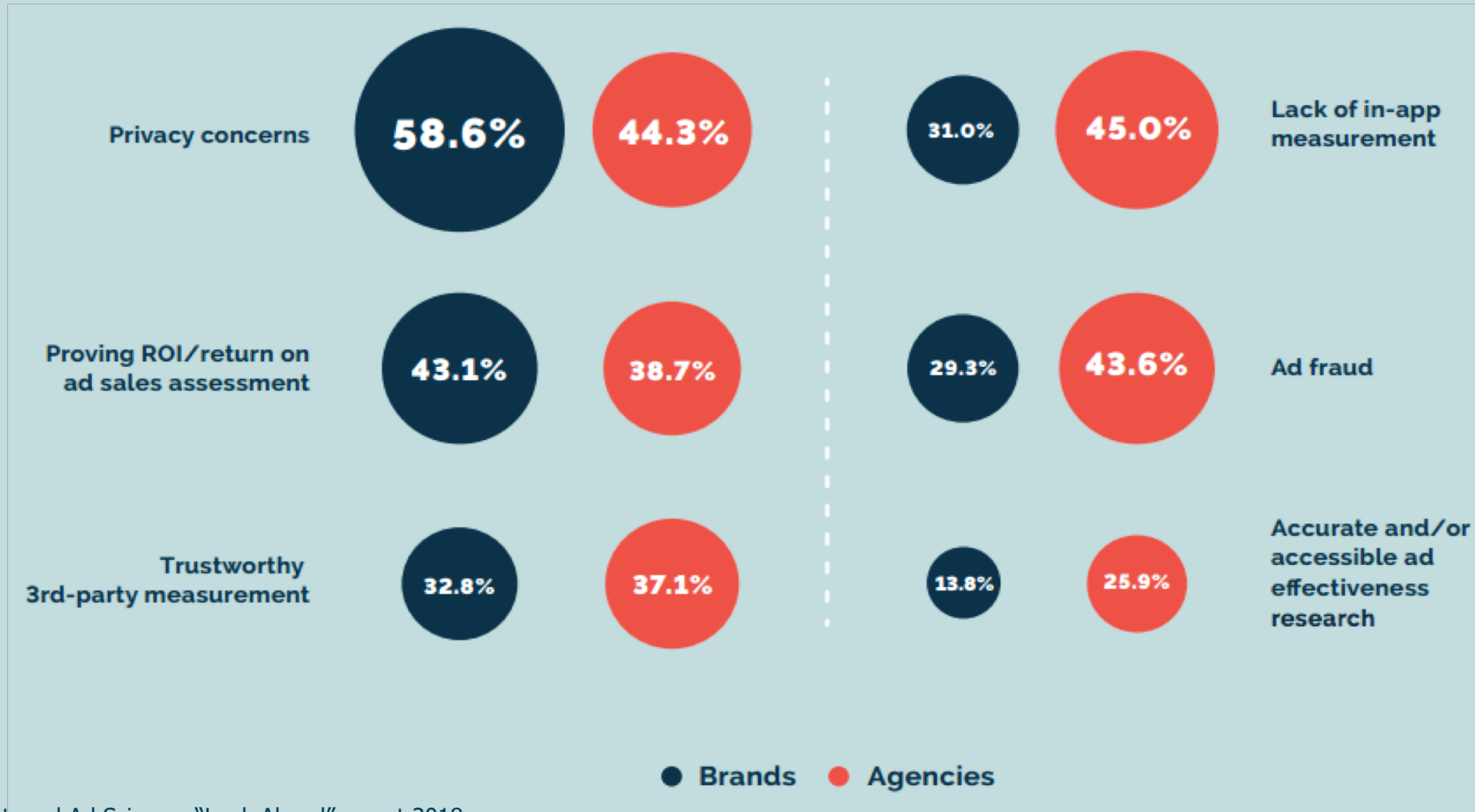
Media Quality Report Canada, H1 2018

Most important digital measurement metrics in 2018



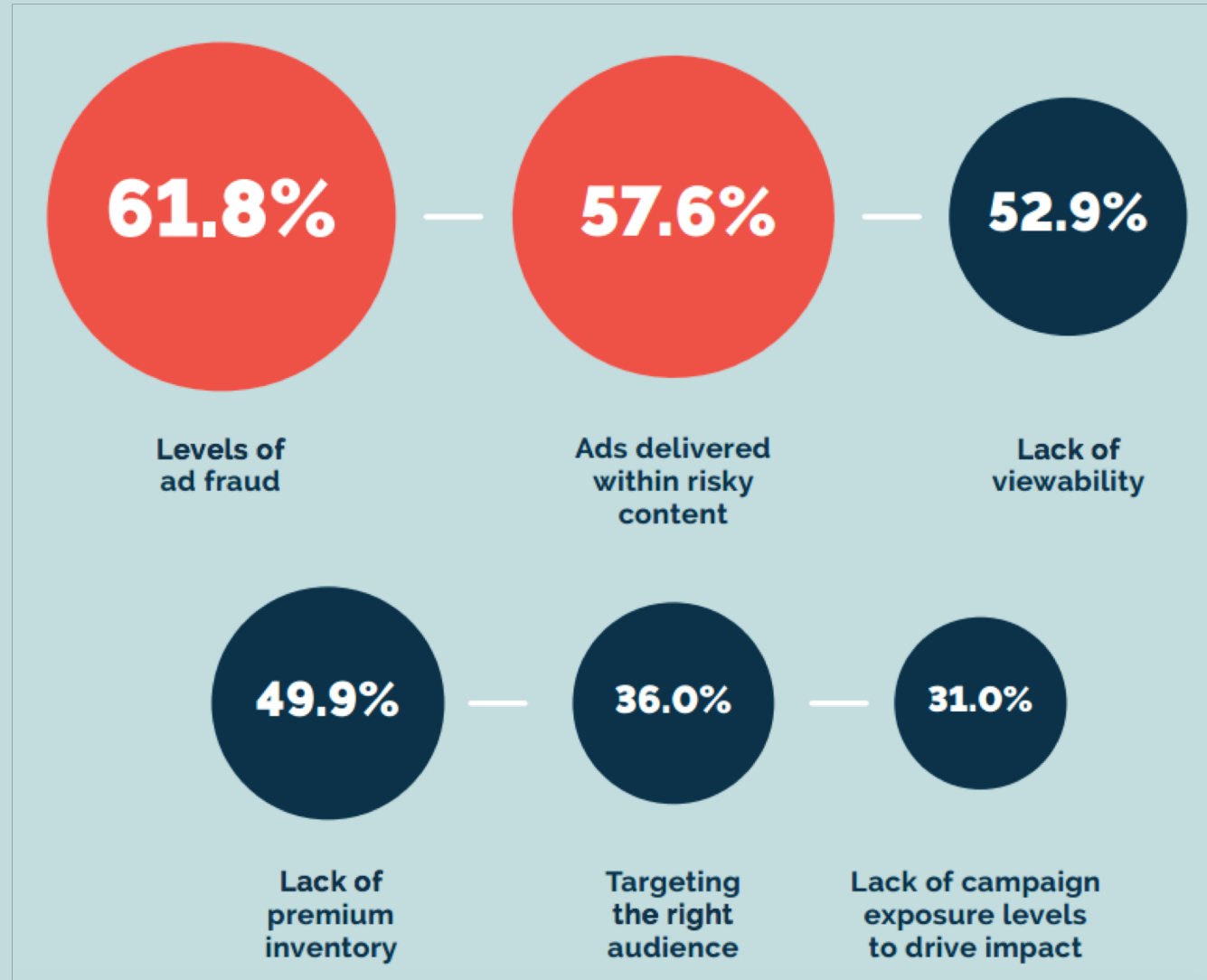
Source: Integral Ad Science, "Look Ahead" report 2018

Most pressing industry challenges in 2018



Source: Integral Ad Science, "Look Ahead" report 2018

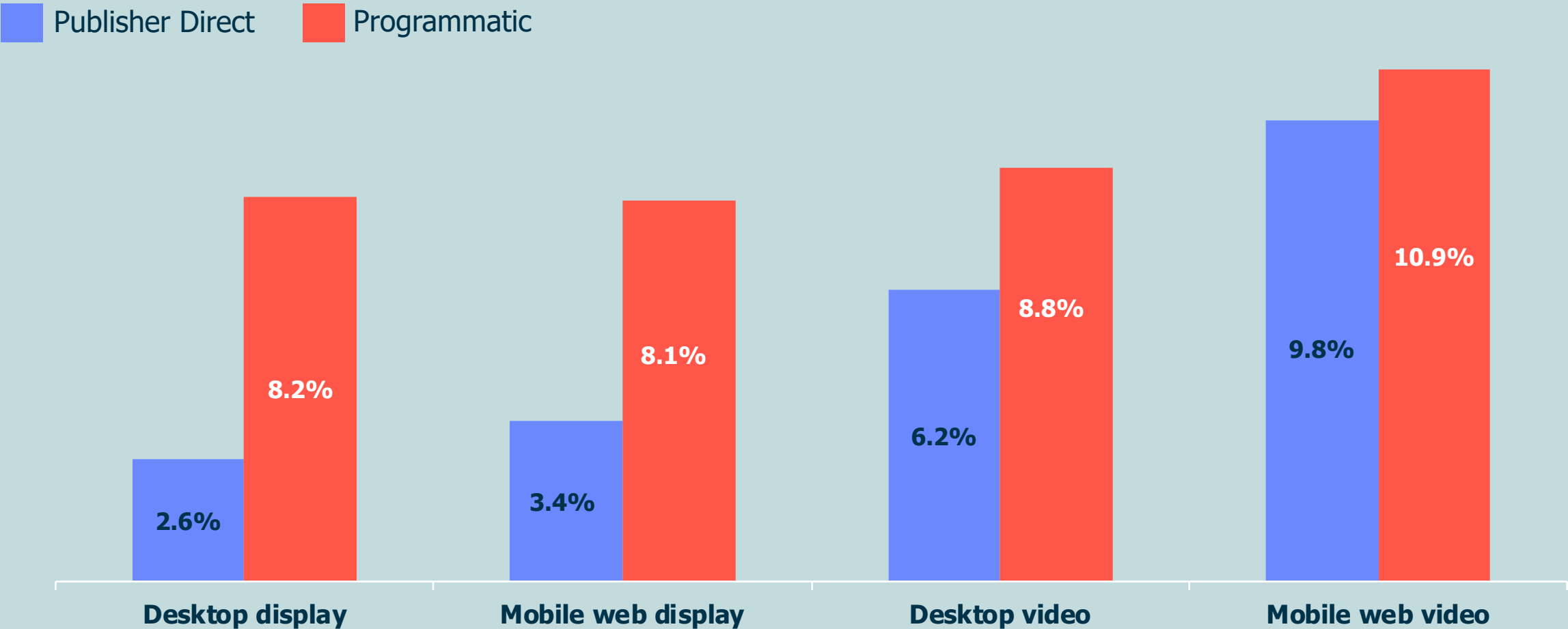
Most significant programmatic challenges in 2018



Source: Integral Ad Science, "Look Ahead" report 2018

Media Quality in Canada

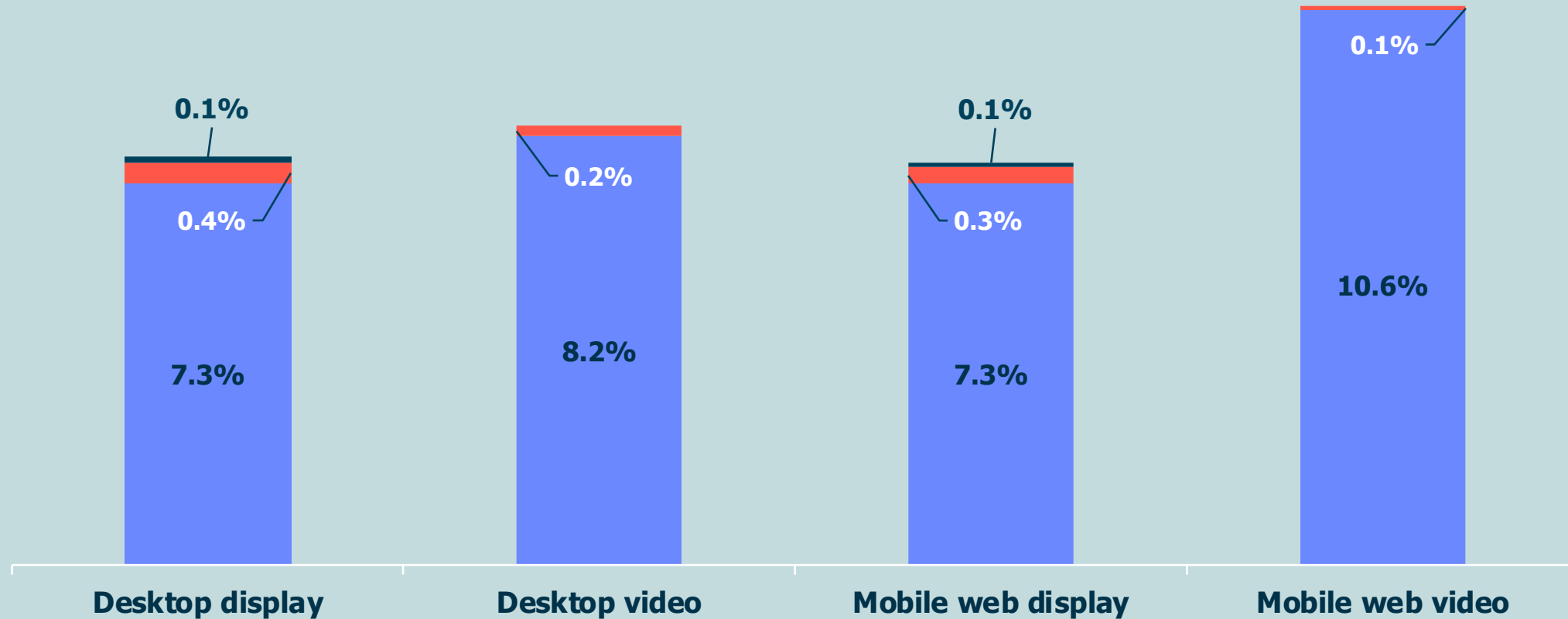
Ads appearing next to moderate, high & very high risk content



Source: Integral Ad Science, Media Quality Report Canada, H1 2018

Brand safety challenge is mostly about suitability

Moderate risk High risk Very high risk

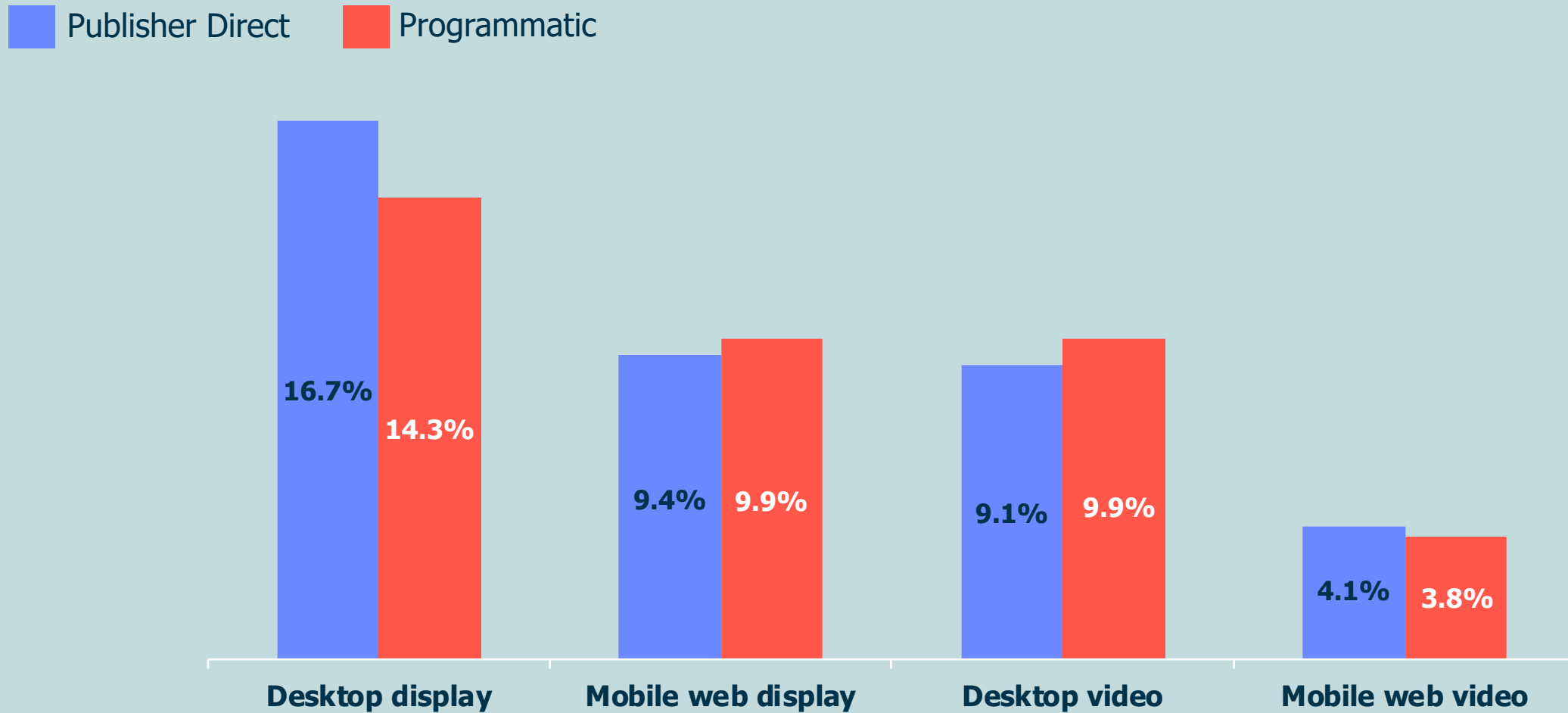


Source: Integral Ad Science, Media Quality Report Canada, H1 2018

What is ad fraud?

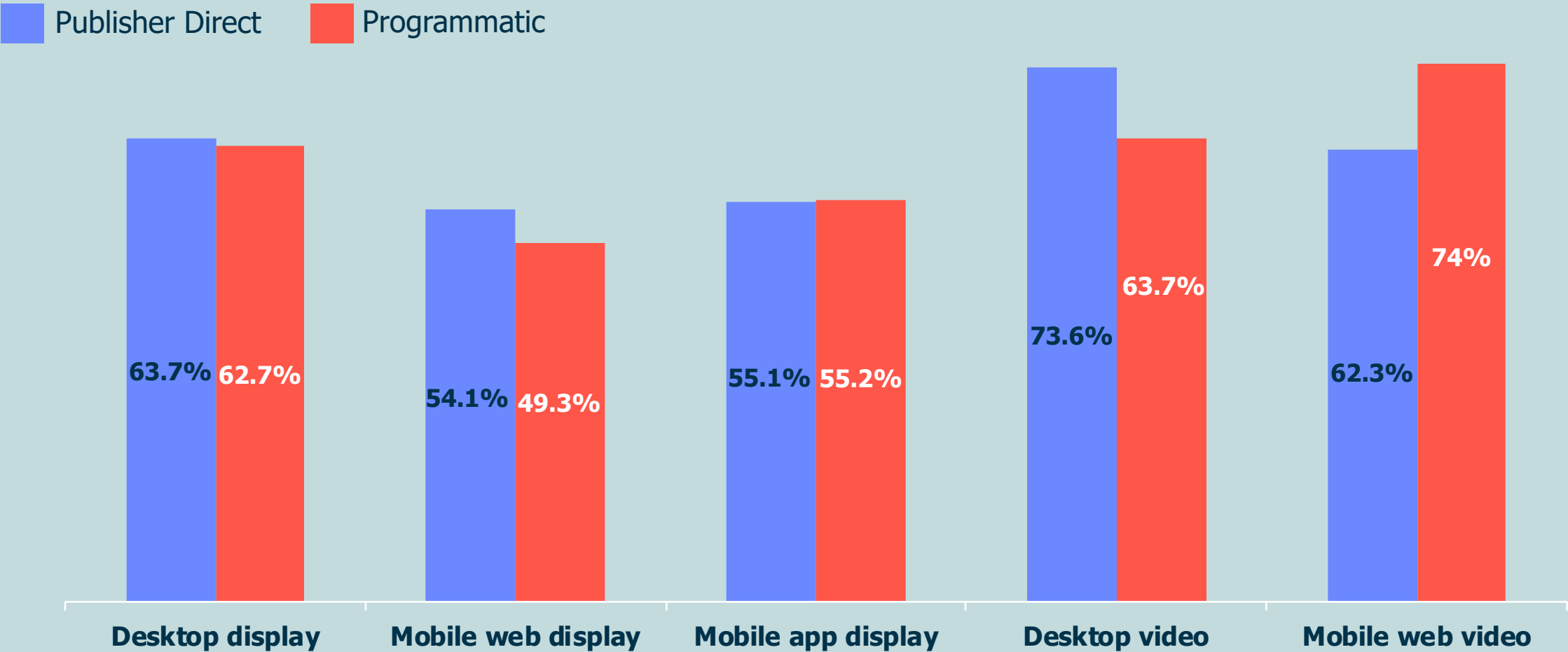
Ad fraud is any deliberate activity that prevents the proper delivery of ads to the right people, at the right time and in the right place

When fraud goes unchecked



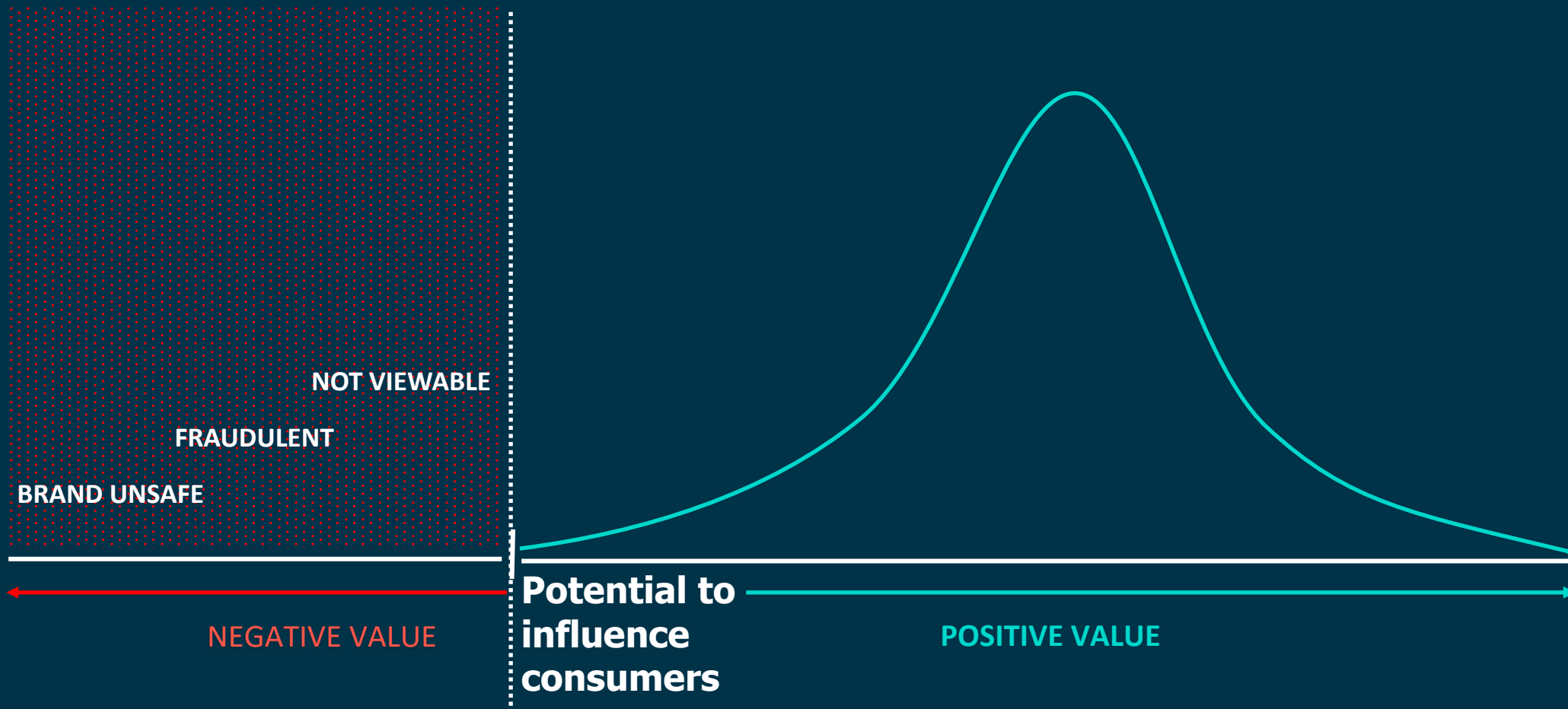
Source: Integral Ad Science, Media Quality Report Canada, H1 2018

Ads that actually had the opportunity to be seen



Source: Integral Ad Science, Media Quality Report Canada, H1 2018

All impressions should have opportunity to create impact



Impressions don't create impact

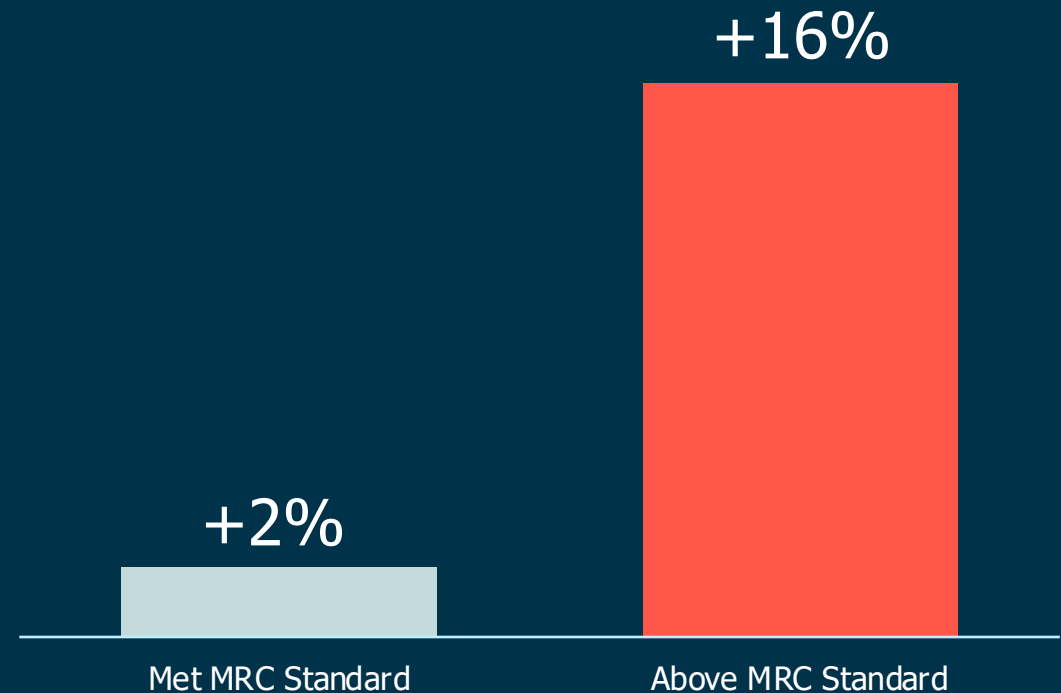


70-85%

of consumers are served no more than
1 viewable impression per campaign

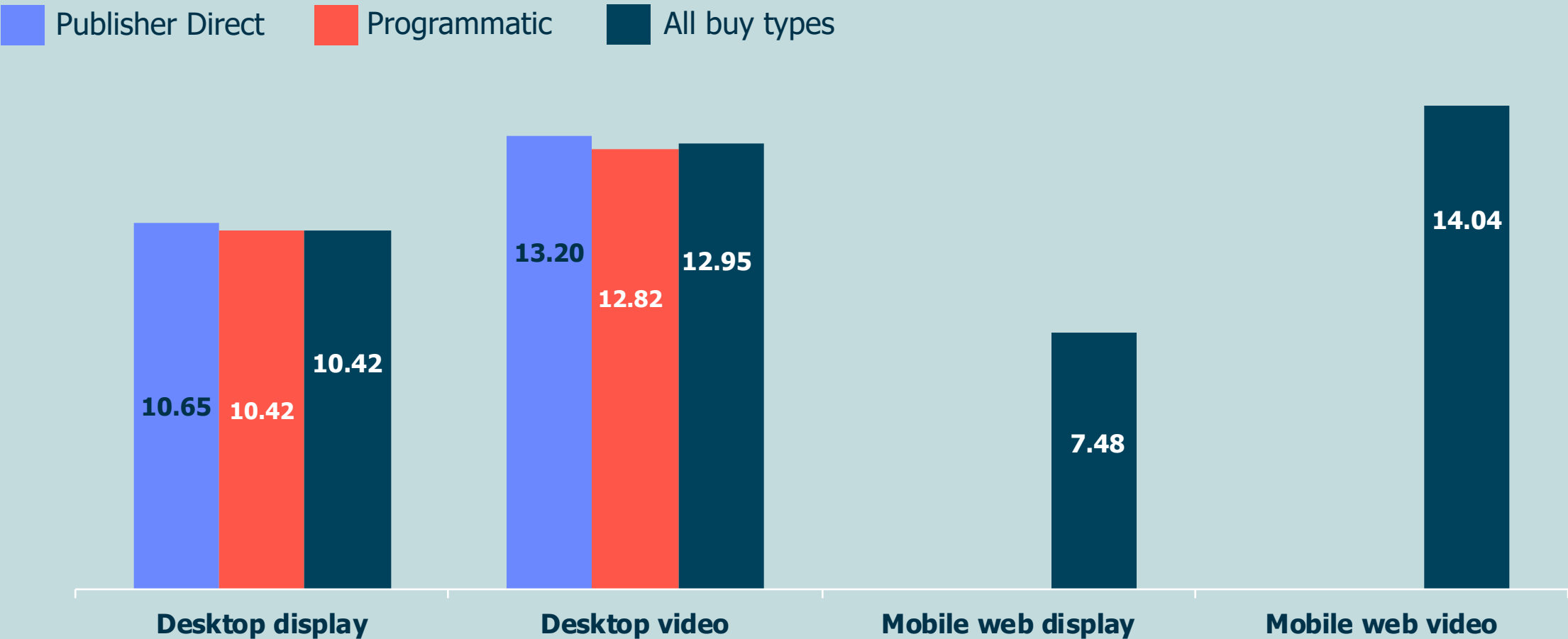
MRC standard only creates the opportunity to view

Time-in-view exceeding the MRC standard drives higher ad recall on desktop display



Source: Integral Ad Science, "The science behind the standards," 2015.

Average exposure time of viewable impressions (seconds)



Source: Integral Ad Science, Media Quality Report Canada, H1 2018

In summary

- Media quality continues to be in the spotlight
- Programmatic should no longer be seen as poorer quality
- Premium publisher positioning has its limits
- Let's start being more open and honest about fraud
- Viewability measurement is only a starting point
- Exposure drives recall and campaign performance
- Have realistic expectations and do more with the data