

ATTENTION ECONOMY



THE BUSINESS OF DIGITAL — STATE OF THE NATION

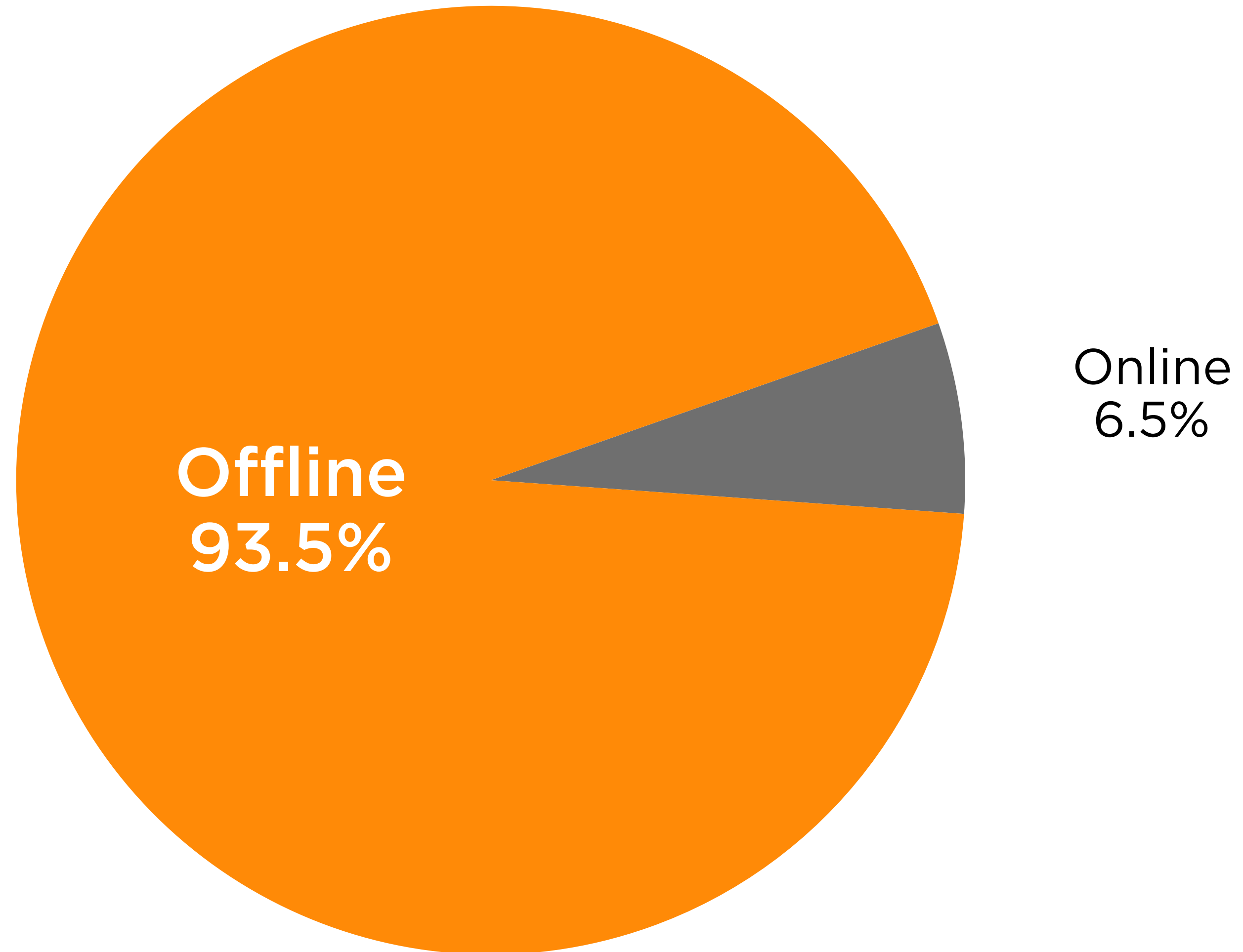
MOAT

CHRIS MORGAN, CRO

To make brand
advertising more
effective online

No consistent
measures of success
for brand marketers

Canada Retail Spend





“ 3 clicks in 10,000 ”

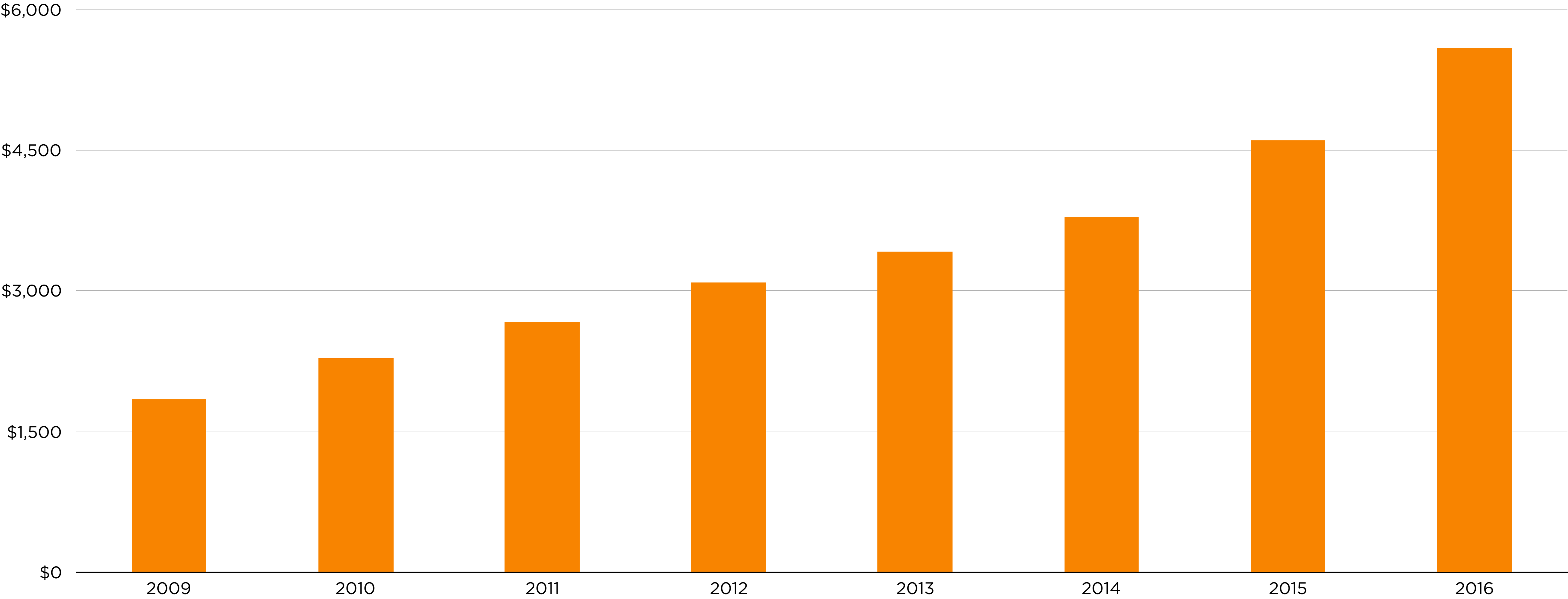


Virtually no relationship exists
between clicks and brand metrics
or offline sales”



Nielsen, “Beyond Clicks and Impressions: Examining the Relationship
Between Online Advertising and Brand Building”

Canada Digital Advertising Spend (Millions)



Source: [IAB Canada](#)

\$5.6 billion

total Canadian digital advertising spend for 2016

21%

YoY total growth in Canadian digital advertising

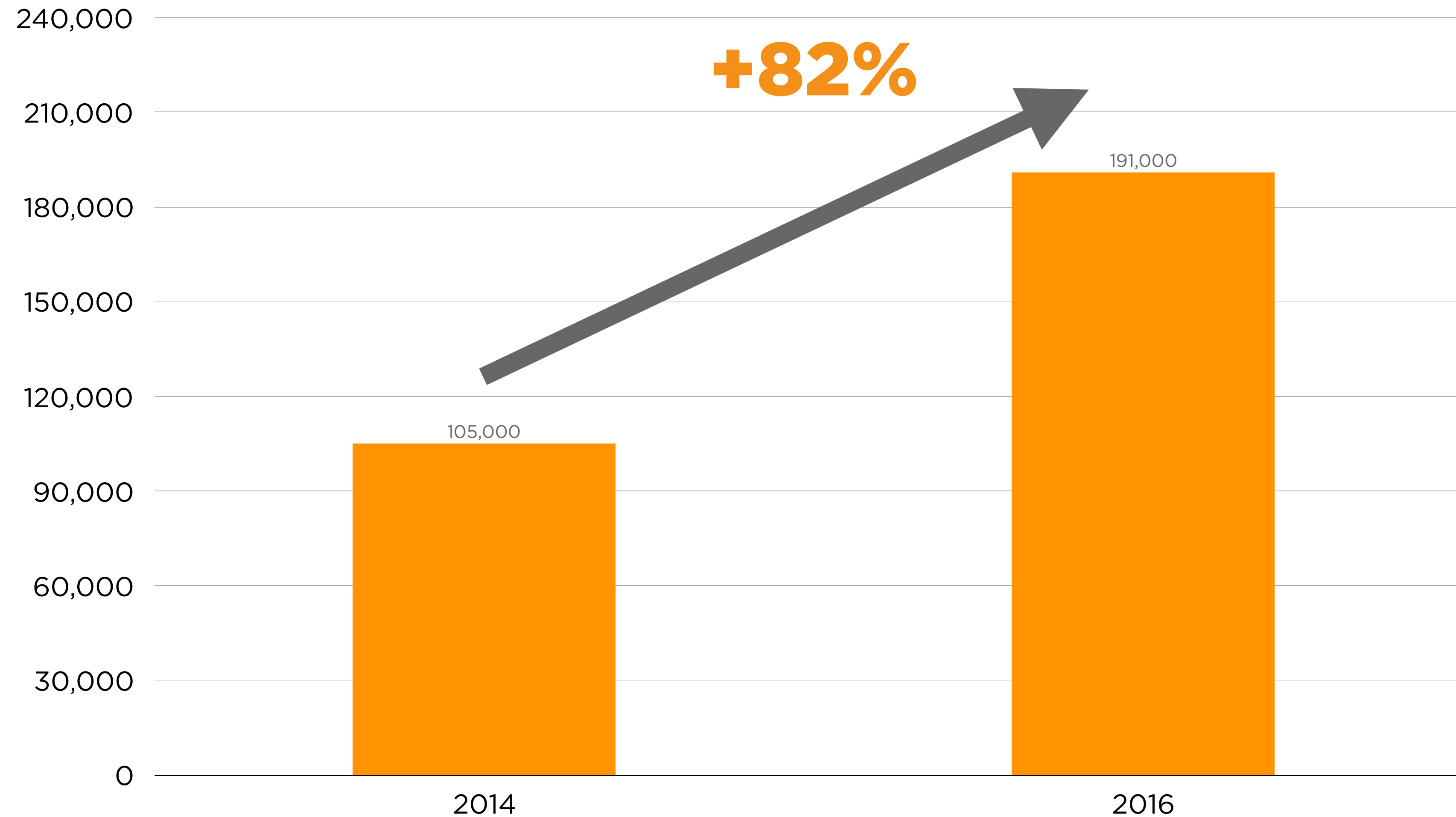
TV WORKS



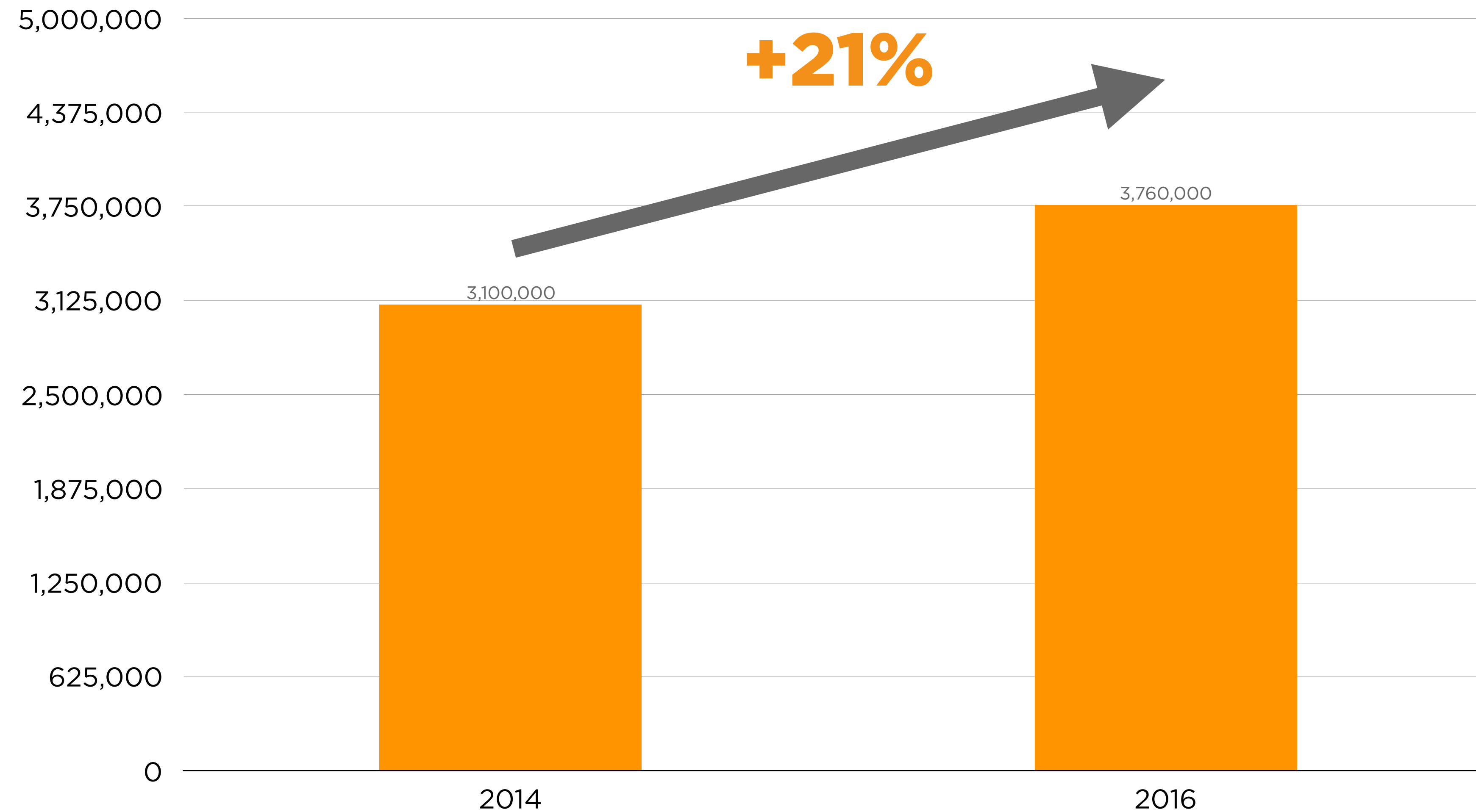
CONSUMER BEHAVIOR IS CHANGING



Canada Cord Cutter Households

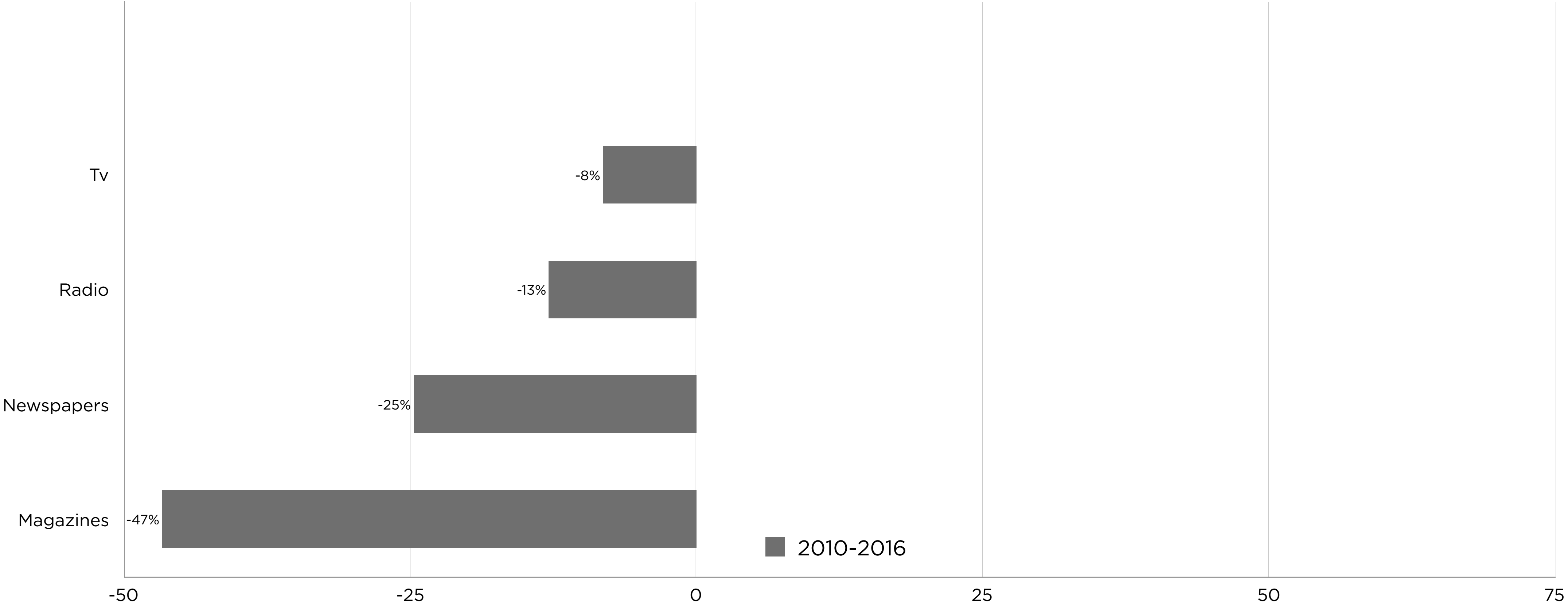


Canada Cord **Never** Households

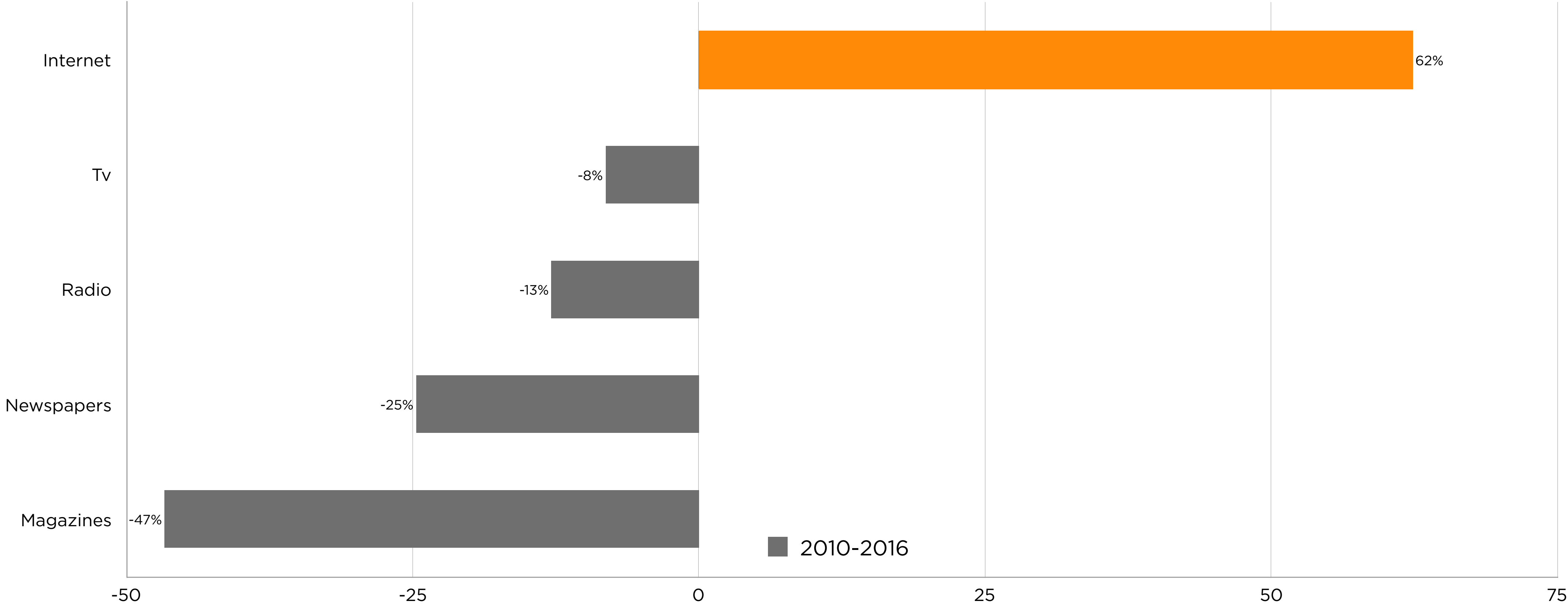


We don't watch
scheduled TV
in the same way we once did

Change in Average Daily Media Consumption



Change in Average Daily Media Consumption



Digital has **foundational** challenges

AD VIEWABILITY



BRANDING ONLINE



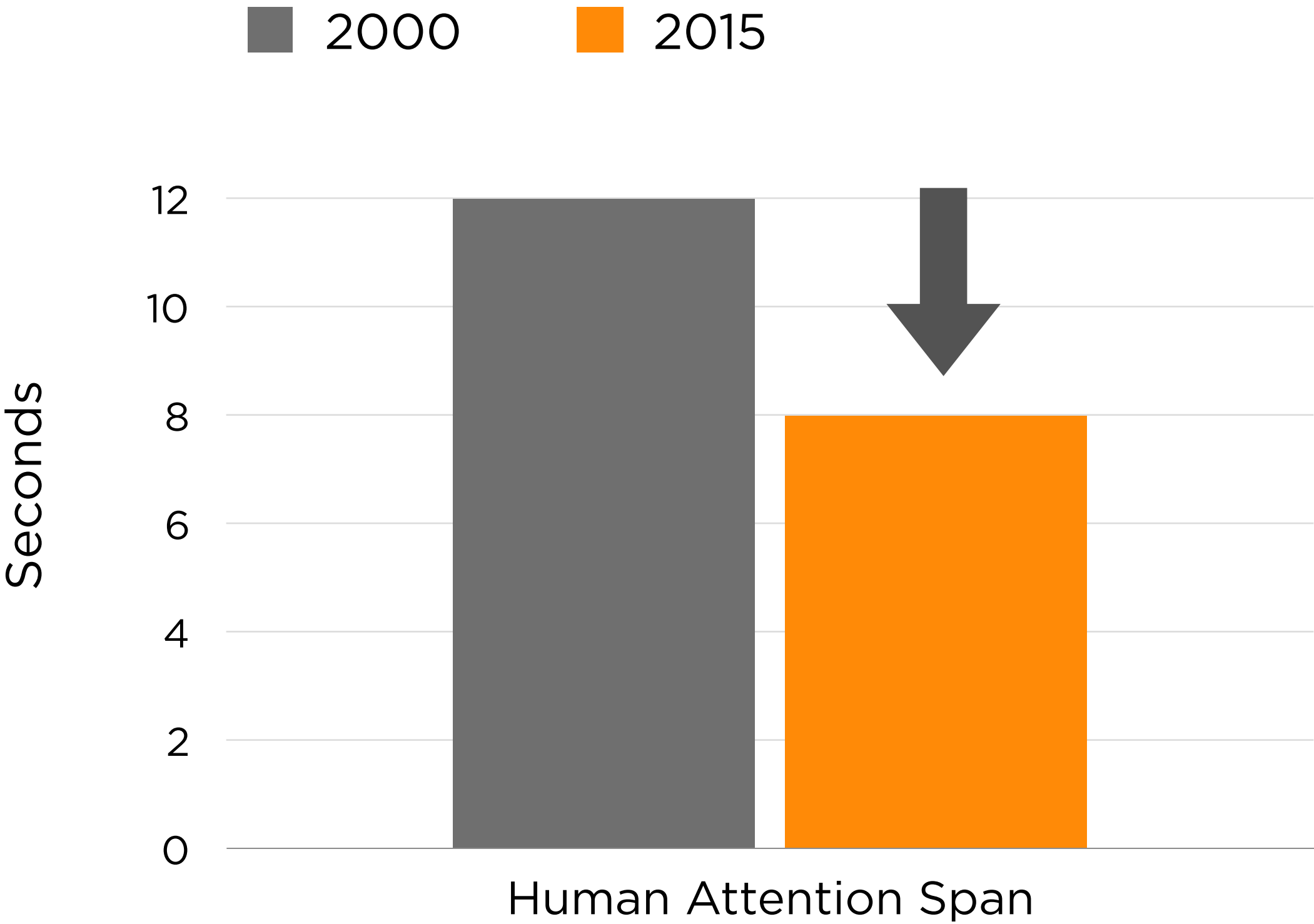
ATTENTION



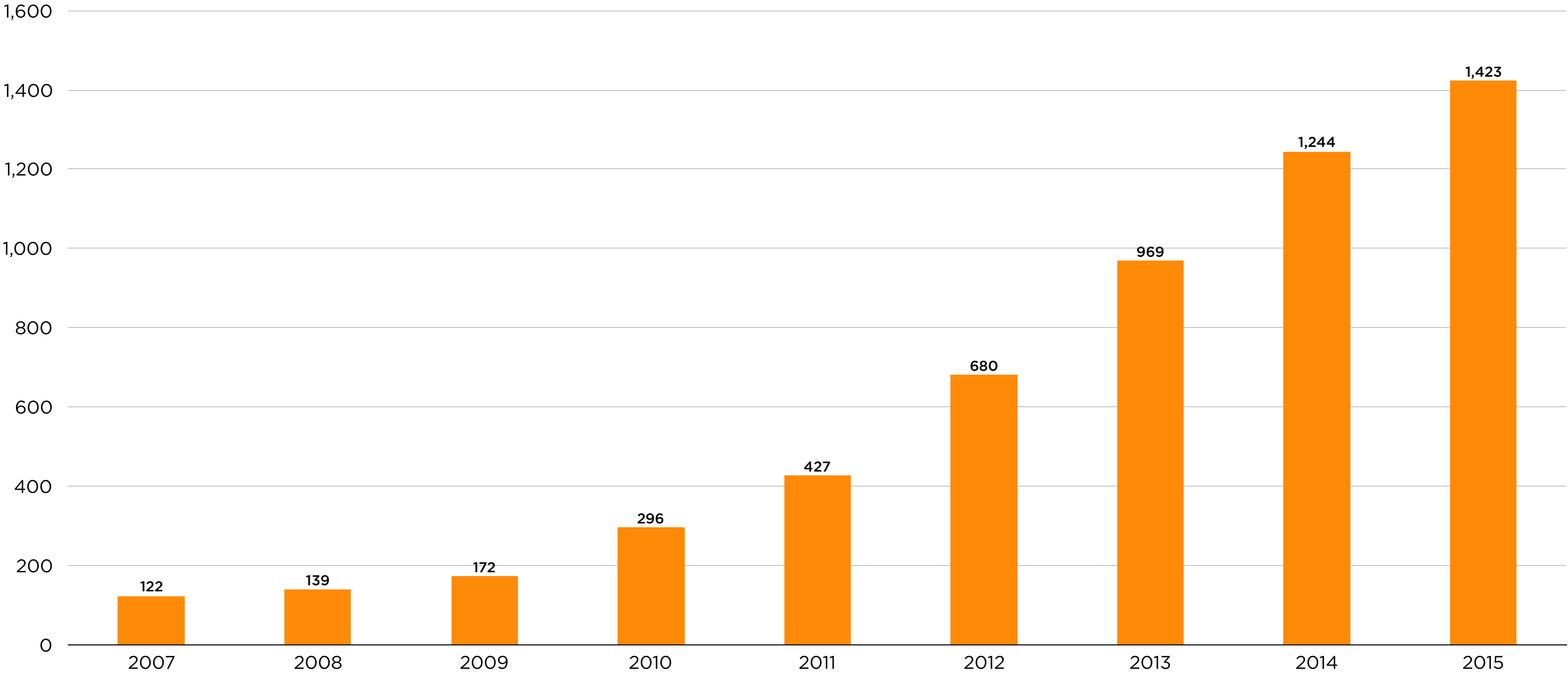
at·ten·tion

/ə'tenSHən/

Noticing something; consideration
with a view toward action



Smartphones Sales (Millions)



Source: Gartner

GOLDFISH HAVE MORE ATTENTION



We begin with
viewability



DUNDAS SQUARE



SHARP
Technology leaders for all aspects of life.
sharp.ca

MITTY

ROBOCOP
FEBRUARY 13

Honestly
I can work where I want.

Surface 2 | \$449
Available at Best Buy[™]
and Future Shop[®]

Windows

Jump ahead.

XBOX ONE

CHEVROLET CRUZE TURBO

More than a casino.
FALLSVIEW CASINO
NICHOLAS PARK

XXI

milestones
GRILL + BAR

LOUNGE + RESTAURANT
spring sushi

The Beer Store

SHARK CLUB
SPORTS BAR GRILL

SHOPPERS

GoodLife

25 FAR EAST
TOTO
THEATRE + DANCE + OPERA

BOY + MUSIC + SPORTS

JACK

HAMBUR

Joint Industry Initiative

Making Measurement Make Sense (3MS)

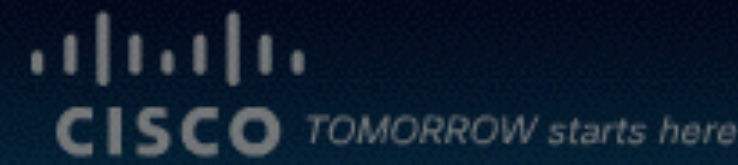


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6:07p **Interview: Geithner Reflects on Crisis**

6:06p **Chipotle Bean Counters Prepare to Raise Prices**

6:06p **Real-Estate Group Grows Even Closer to Cuomo**

Some Freed, Others Killed in Strike at Algeria Site

Governments are seeking information about the fate of their citizens as an Algerian official said some hostages were killed during a strike against suspected Islamic militants. 4:24 PM

- Hostages by Country
- Rewards for Braving Desert
- Firms Boost Security

Florida Voting

Fewer at Morgue

Anonymous Donors Identified



Reuters

Geithner Reflects on Crisis

Timothy Geithner, in an interview, reflected on the "dark quarter" of its recovery. 3:41 PM

Paulson: Government Faces 'Debt Bomb'

[How to Get More Theme Park Perks](#)

[Photos of the Day](#)

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What's News —

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Technology >

iPhone-Like Hype Builds for Samsung

Speculation for Samsung's next phone, likely called the



Markets >

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Overview [U.S.](#) [Europe](#) [Asia](#) [FX](#) [Rates](#) [Futures](#)

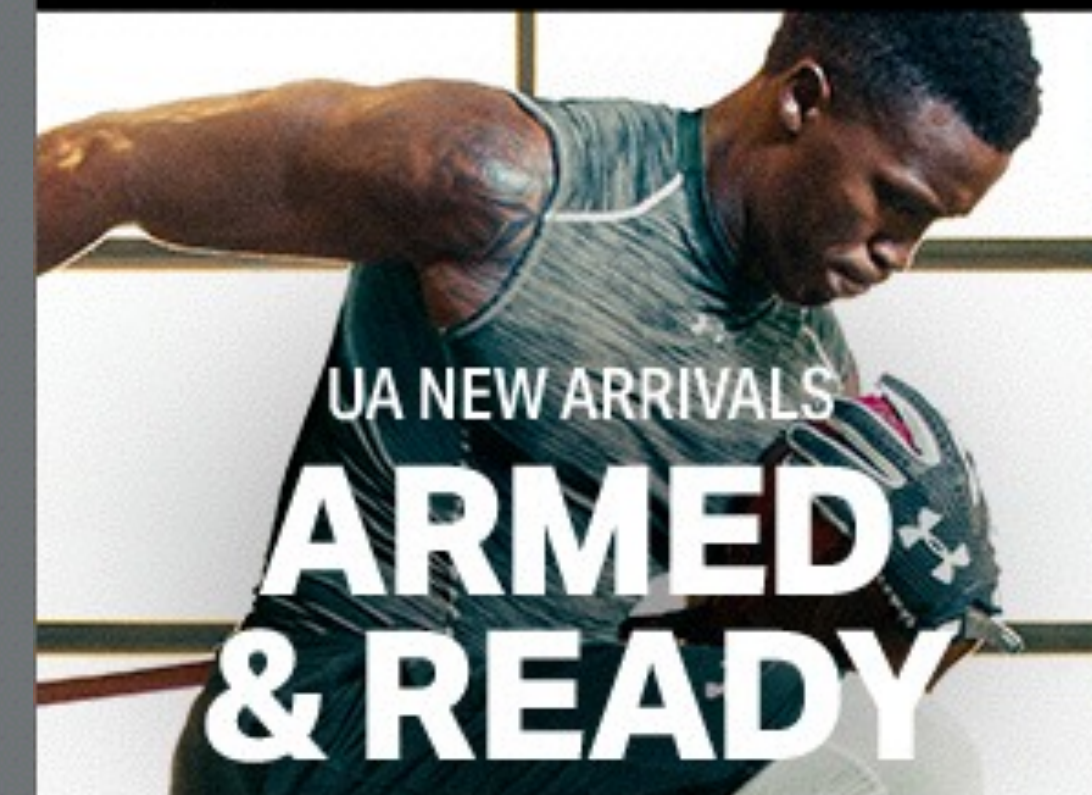
	LAST	CHG	%CHG
DJIA	13596.02	+84.79	0.63%
Nasdaq	3136.00	+18.46	0.59%
FTSE 100	6132.36	+28.38	0.46%
Nikkei	10609.64	+9.20	0.09%
Crude Oil	95.17	-0.32	0.34%
Gold	1687.20	-3.60	0.21%



[Market Data Center](#) »

[MarketBeat](#) | [Customize Your Markets](#)

UNDER ARMOUR.



Opinion >

DANIEL HENNINGER WONDER LAND

Display



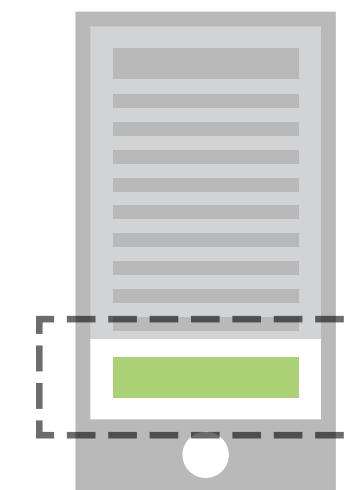
50% for 1
continuous second.

Video



50% for 2
continuous seconds.

Mobile



Same as desktop.

Display



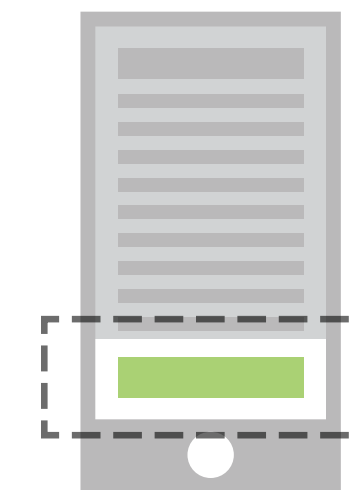
100% on-screen with no
time minimum

Video



100% on-screen for at least
50% of duration with audio
enabled

Mobile



Same as desktop.

52.9%

Moat Canada Q1 2017

Desktop Display
MRC Viewable
Benchmark

Definition:

50% for 1 second

51.1%

Moat Canada Q1 2017

Desktop Display
Agency Viewable
Benchmark

Definition:

100% or large ad, human, no time minimum

49.6%

Moat Canada Q1 2017

Desktop Video
MRC Viewable
Benchmark

Definition:

50% for 2 seconds

21.8%

Moat Canada Q1 2017

Desktop Video
Agency Viewable
Benchmark

Definition:

100% half duration (15 sec cap) with
audio and human

45.2%

Moat Canada Q1 2017

Mobile Web Display
MRC Viewable
Benchmark

Definition:
50% for 1 seconds

45.5%

Moat Canada Q1 2017

Mobile Web Display
Agency Viewable
Benchmark

Definition:
100% or large ad, human, no
time minimum

40.2%

Moat Canada Q1 2017

Mobile Web Video
MRC Viewable
Benchmark

Definition:
50% for 2 seconds

18.7%

Moat Canada Q1 2017

Mobile Web Video
Agency Viewable
Benchmark

Definition:
100% half duration (15 sec cap) with
audio and human

How do local publishers
compare to those
results?

Canadian Publishers

Custom Benchmark of Q1 2017 Display Ad Inventory for:

THE
GLOBE
AND
MAIL

metrolandmedia

QUEBECOR

CORUS.

TORONTO STAR

ROGERS™

CBC

CBC Radio-Canada

LA PRESSE

BellMedia

52.9%

Moat Canada Q1 2017

Desktop Display

MRC Viewable

Benchmark

Definition:

50% for 1 second

52.9%

Moat Canada Q1 2017

Desktop Display
MRC Viewable
Benchmark

Definition:
50% for 1 second

59.3%

Canadian Publishers Q1 2017

Desktop Display
MRC Viewable
Benchmark

Definition:
50% for 1 second

52.9%

Moat Canada Q1 2017

Desktop Display
MRC Viewable
Benchmark

Definition:
50% for 1 second

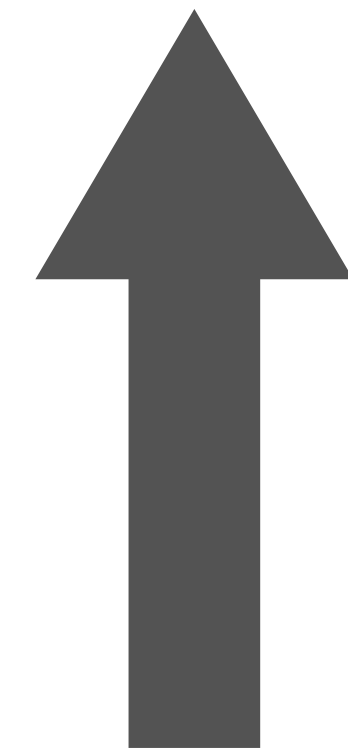
59.3%

Canadian Publishers Q1 2017

Desktop Display
MRC Viewable
Benchmark

Definition:
50% for 1 second

+12%



Difference

51.1%

Moat Canada Q1 2017

Desktop Display
Agency Viewable
Benchmark

Definition:

100% or large ad, human, no time minimum

51.1%

Moat Canada Q1 2017

Desktop Display
Agency Viewable
Benchmark

Definition:

100% or large ad, human, no time minimum

58.4%

Canadian Publishers Q1 2017

Desktop Display
Agency Viewable
Benchmark

Definition:

100% or large ad, human, no time minimum

51.1%

Moat Canada Q1 2017

Desktop Display
Agency Viewable
Benchmark

Definition:

100% or large ad, human, no time minimum

58.4%

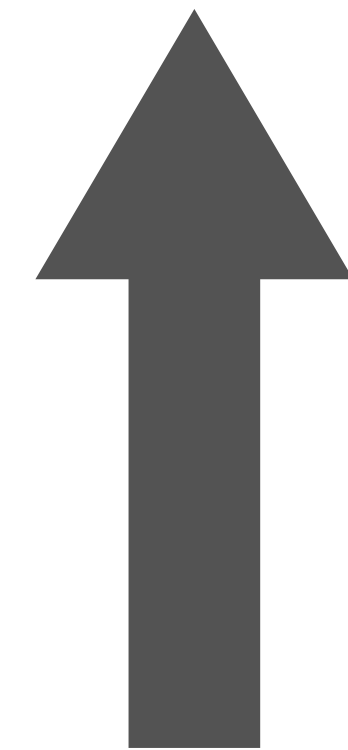
Canadian Publishers Q1 2017

Desktop Display
Agency Viewable
Benchmark

Definition:

100% or large ad, human, no time minimum

+14%



Difference

45.2%

Moat Canada Q1 2017

Mobile Display

MRC Viewable

Benchmark

Definition:

50% for 1 second

45.2%

Moat Canada Q1 2017

Mobile Display
MRC Viewable
Benchmark

Definition:
50% for 1 second

47.8%

Canadian Publishers Q1 2017

Mobile Display
MRC Viewable
Benchmark

Definition:
50% for 1 second

45.2%

Moat Canada Q1 2017

Mobile Display
MRC Viewable
Benchmark

Definition:
50% for 1 second

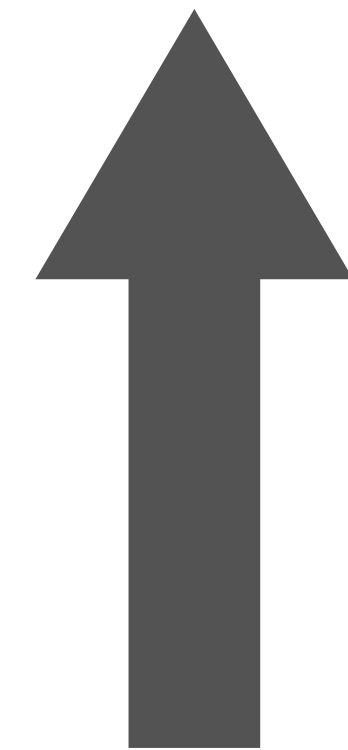
47.8%

Canadian Publishers Q1 2017

Mobile Display
MRC Viewable
Benchmark

Definition:
50% for 1 second

+6%



Difference

45.5%

Moat Canada Q1 2017

Mobile Display
Agency Viewable
Benchmark

Definition:

100% or large ad, human, no time minimum

45.5%

Moat Canada Q1 2017

Mobile Display
Agency Viewable
Benchmark

Definition:

100% or large ad, human, no time minimum

47.5%

Canadian Publishers Q1 2017

Mobile Display
Agency Viewable
Benchmark

Definition:

100% or large ad, human, no time minimum

45.5%

Moat Canada Q1 2017

Mobile Display
Agency Viewable
Benchmark

Definition:

100% or large ad, human, no time minimum

47.5%

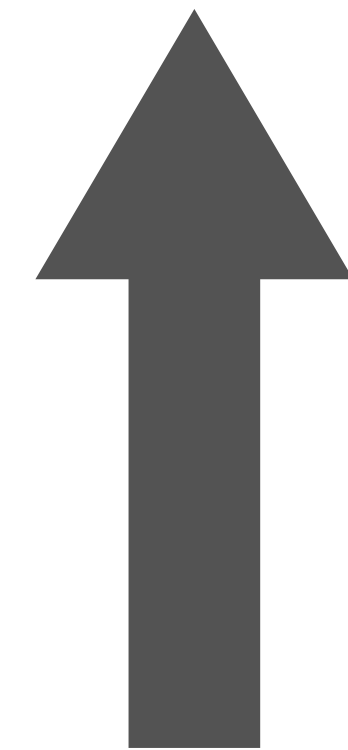
Canadian Publishers Q1 2017

Mobile Display
Agency Viewable
Benchmark

Definition:

100% or large ad, human, no time minimum

+4%



Difference



Precision, accuracy, and trust matter

97%

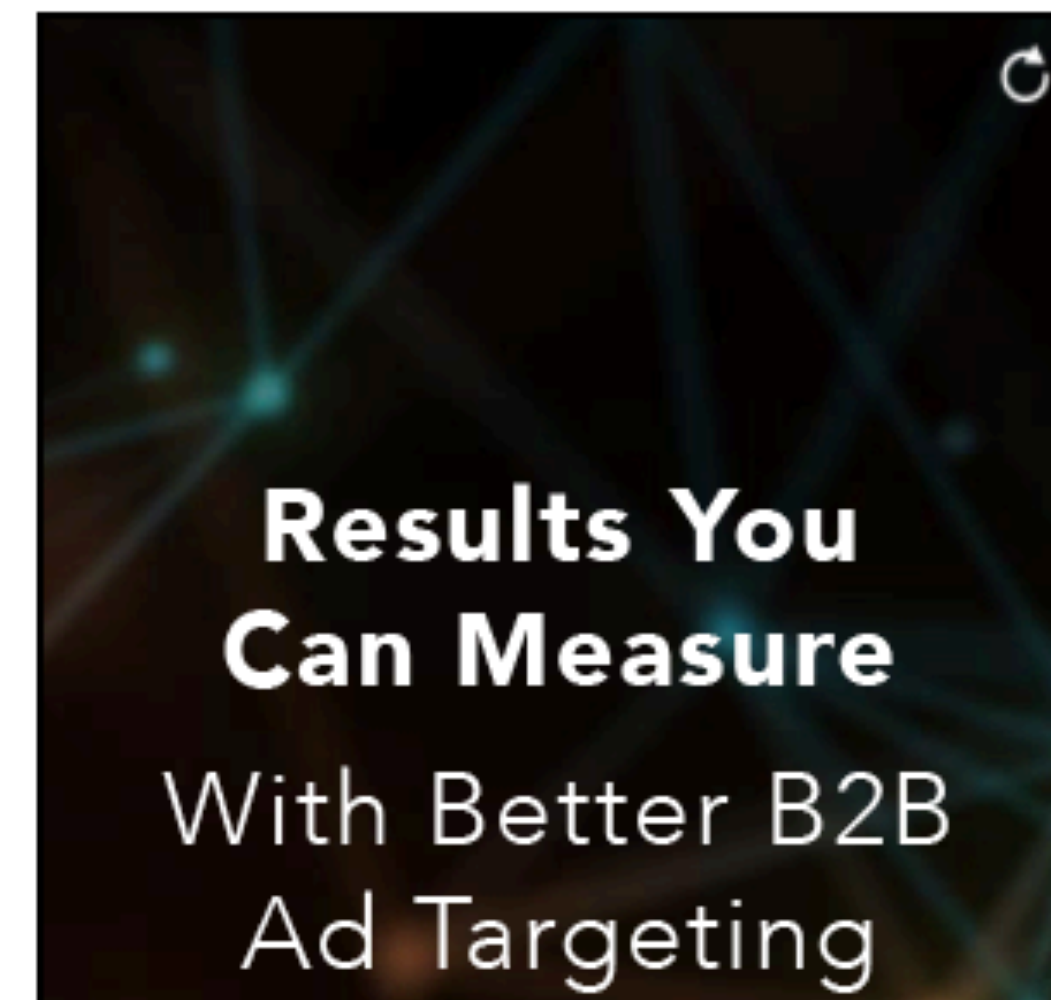
of marketers believe digital media owners
should be measured by a third party



Brands to Publishers: Let Us Check Your Viewability Rates or We'll Stop Buying Ads

Kellogg Has Stopped Buying YouTube Ads Over Viewability Verification Issue

By [Tim Peterson](#). Published on May 26, 2015.



**Results You
Can Measure**

With Better B2B
Ad Targeting

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Facebook Overestimated Key Video Metric for Two Years




Branded Emojis Coming to Messaging Apps



Japan's Dentsu Apologizes for Ad Overcharges



CMO Today: Facebook Artificially Inflated Average Video Viewing Time



Big Launch Their A

>



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Facebook Overestimated Key Video Metric for Two Years


Social network miscalculated the average time users spent watching videos on its platform




Recommended Videos

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Great Wall of China Repairs Provoke Outrage


2.


Charlotte Protests: Family Wants Video Made Public


3.


Police Release Footage of Deadly Tulsa Shooting


4.

Police Discuss Release of Video of Charlotte Shooting


5.


Scientists Reveal Biblical Text From Ancient Scroll



Most Popular Articles

1.

Hillary Clinton Proposes 65% Top Rate for Estate Tax



ADVERTISINGMore : [SAI](#) [Enterprise](#)

Google has been suspended from a key accreditation service advertisers use to measure their ads

■ LARA O'REILLY | 0 | OCT 13, 2016, 12.11 AM

A number of Google's ad services have been suspended from the Media Rating Council (MRC) - a key accreditation service advertisers use to verify that their ads are being properly measured - over "non-compliance" issues related to the way in which it counts its ad impressions.



Moat measures viewability on **Twitter**

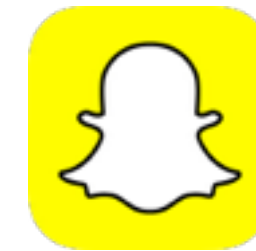


Moat measures viewability on Facebook



Moat measures viewability on YouTube

MOAT



Moat measures viewability on **Snapchat**



Moat measures viewability on **Pinterest**

“...transact on these metrics using Moat Currency.”

InMobi Partners with Moat to Allow Brands to Transact on Viewability

InMobi Exchange has enabled Moat Currency allowing Brand Advertisers to leverage MRC Accredited Mobile Video Metrics

NEWS PROVIDED BY

[InMobi](#) →

Oct 27, 2016, 14:36 ET

SHARE THIS ARTICLE



SAN FRANCISCO, Oct. 27, 2016 /PRNewswire/ -- [InMobi](#), the world's largest independent mobile advertising and discovery platform, today announced a partnership with [Moat](#) to offer brand advertisers mobile video measurement and currency through both InMobi Exchange and the InMobi network. The partnership will enable advertisers to measure, among other metrics, "human and viewable" and "human, viewable, and audible" (sound, sight and motion) viewability and attention metrics across all mobile ad formats including mobile video and native advertising, as well as transact on these metrics using Moat Currency.

“Industry leader, Moat, has been selected to power the currency for the marketplace”

DCN Launches Premium Digital Advertising Marketplace, TrustX

CBS Interactive, Condé Nast, ESPN, Hearst and News Corp to anchor the cooperative of more than 25 magazine, TV, newspaper and native digital brands

NEWS PROVIDED BY
Digital Content Next →
Sep 26, 2016, 08:00 ET

SHARE THIS ARTICLE



NEW YORK, Sept. 26, 2016 /PRNewswire/ -- **Digital Content Next** (DCN), the only trade association exclusively dedicated to trusted, high-quality digital content brands, today announced the creation of a cooperative digital advertising marketplace, TrustX, designed to address the industry's trust, transparency and accountability challenges in digital advertising. This unique marketplace will be a subsidiary of DCN and will operate as a public benefit corporation (B Corp) for the sole purpose of creating a sustainable future for trusted advertising. Founding companies include DCN members CBS Interactive, Condé Nast, ESPN, Hearst and News Corp.



Half of the ads on the internet are not viewable

HUMANITY MATTERS



THE WALL STREET JOURNAL.

WSJ.com

January 27, 2015, 2:52 PM ET

Web Advertising Analytics Firm Moat Says It Can Track Viewable Ads and Fake Traffic

By Mike Shields



Agence France-Presse/Getty Images

Online advertisers these days have pretty straightforward, but fundamentally crucial concerns. They want to [make sure their ads are viewable](#)—i.e. that people can actually see them. And

3.1%

Moat Canada Q1 2017

Desktop Display
Invalid Traffic
Benchmark

1.5%

Canadian Publishers Q1 2017

Desktop Display
Invalid Traffic
Benchmark

3.1%

Moat Canada Q1 2017

Desktop Display
Invalid Traffic
Benchmark

1.5%

Canadian Publishers Q1 2017

Desktop Display
Invalid Traffic
Benchmark

1.1%

Moat Canada Q1 2017

Mobile Web Display
Invalid Traffic
Benchmark

0.2%

Canadian Publishers Q1 2017

Mobile Web Display
Invalid Traffic
Benchmark

-51%

Lower Desktop
Display IVT Rate

Canadian Publishers Q1 2017

-51%

Lower Desktop
Display IVT Rate

Canadian Publishers Q1 2017

-82%

Lower Mobile Web
Display IVT Rate

Canadian Publishers Q1 2017

Moat IVT Analytics

Invalid Traffic Detection

General

- data center traffic
- bots and spiders
- activity based
- list based
- non-browser UA
- pre-fetched traffic
- unknown browsers

- real-time
- transparent approach
- impression level
- front-end raw signals
- back-end algorithm

VS.

Sophisticated

- hijacked devices
- malware
- invalid proxy traffic
- false measurements
- false viewable
- cookie stuffing
- location manipulation

- real-time
- transparent approach
- impression level
- front-end raw signals
- back-end algorithm

2.4%

Moat Canada Q1 2017

Desktop Display
Data Center Traffic
Rate

0.1%

Moat Canada Q1 2017

Desktop Display
Spider
Rate

0.1%

Moat Canada Q1 2017

Desktop Display
Excessive Activity
Rate

0.7%

Canada Publishers Q1 2017

0.1%

Canada Publishers Q1 2017

0.4%

Canada Publishers Q1 2017

1.0%

Moat Canada Q1 2017

Mobile Display
Data Center Traffic
Rate

<.1%

Moat Canada Q1 2017

Mobile Display
Spider
Rate

<.1%

Moat Canada Q1 2017

Mobile Display
Excessive Activity
Rate

0.1%

Canada Publishers Q1 2017

<0%

Canada Publishers Q1 2017

<0%

Canada Publishers Q1 2017

0.2%

Moat Canada Q1 2017

Desktop Display
Automated Browser
Rate

1.1%

Moat Canada Q1 2017

Desktop Display
Incongruous Browser
Rate

0.4%

Moat Canada Q1 2017

Desktop Display
Invalid Proxy
Rate

<.1%

Canada Publishers Q1 2017

0.4%

Canada Publishers Q1 2017

0.3%

Canada Publishers Q1 2017

<.1%

Moat Canada Q1 2017

Mobile Display
Automated Browser
Rate

0.4%

Moat Canada Q1 2017

Mobile Display
Incongruous Browser
Rate

0.2%

Moat Canada Q1 2017

Mobile Display
Invalid Proxy
Rate

<.1%

Canada Publishers Q1 2017

.1%

Canada Publishers Q1 2017

<.1%

Canada Publishers Q1 2017

\$7.2 billion

in ad fraud losses in 2016 according to the ANA

4%

in digital 'ad fraud' losses

\$28 trillion

total annual global credit card sales

0.05%

in credit card losses

80x

higher rate of losses in digital than to credit cards

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Omnicom Earnings
Shed Light on
Advertisers' ...



Broadcast TV
Upfront Sees Gains
After Several Years of
Slump



Ads on 'Premium'
Websites Prove More
Effective, comScore
Says



EU Files
Additional Formal
Charges Against
Google



CMO Today
Gets Serious About
Potential Investor



165



BUSINESS | MEDIA & MARKETING | CMO

Bogus Web Traffic Continues to Plague the Ad Business

Trade group finds no improvement in the amount of online ad fraud that exists on the web

By **SUZANNE VRANICA**

Jan. 19, 2016 7:00 a.m. ET

0 COMMENTS



Recommended Videos

1. U.K. Prime Minister Assembles Brexit Cabinet



2. Sen. Tim Scott Describes Experiences as Black American



3. America's Olympic Judo Queen



4. David Cameron's Last Laugh as U.K. Prime Minister



5. The F-35 Roars Into Action at Farnborough



Human and Viewable
is the first step

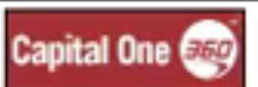
But we must go further



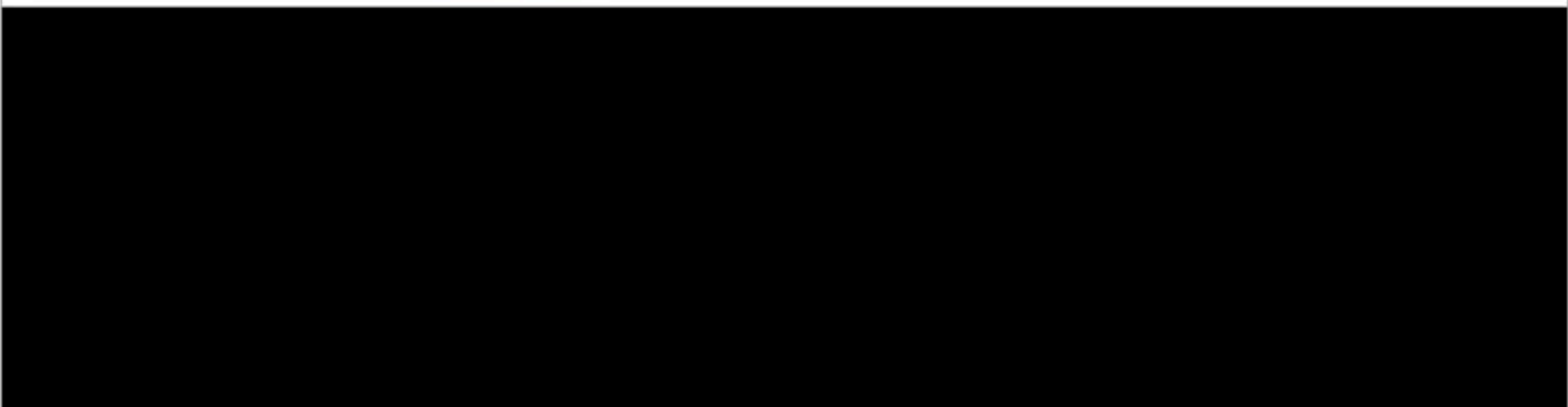
The New York Times

Friday, October 11, 2013 Last Update: 1:07 PM ET

PRE-ORDER
MARC JACOBS.COM
RESORT 2014

 Search

Follow Us Shop the NYT Store | Personalize Your Weather



Collapse Ad

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- U.S.
- POLITICS
- NEW YORK
- BUSINESS
- DEALBOOK
- TECHNOLOGY
- SPORTS
- SCIENCE
- HEALTH
- ARTS
- STYLE
- OPINION

- Autos
- Blogs
- Books
- Cartoons
- Classifieds
- Crosswords
- Dining & Wine
- Education
- Event Guide
- Fashion & Style
- Home & Garden
- Jobs
- Magazine
- Media
- Movies
- Music
- Obituaries
- Public Editor
- Real Estate
- Sunday Review
- T Magazine
- Television

FISCAL CRISIS

Progress Seen in Talks on Stopgap Deal in Fiscal Crisis

By MICHAEL D. SHEAR, ASHLEY PARKER and PETER BAKER
11:50 AM ET

President Obama and House Republicans failed to agree on a six-week extension of the nation's borrowing authority, but the proposal from Republicans was seen as an opening step toward resolving the standoff.

- Media Equation: When Our News Is Gerrymandered, Too
- Hard-Core Conservatives Split Over Health Law Strategy

Ryan in Forefront, Again, for the G.O.P.

By JONATHAN WEISMAN

The budget impasse has offered Paul D. Ryan, who had receded into the shadows after his vice-presidential defeat, an opening to reassert himself.

374 Comments

Beset With Legal Costs, IBM



Doug Mills/The New York Times

FROM THE MAGAZINE

A Final Insult in the Bush-Cheney Marriage

By PETER BAKER

George W. Bush's refusal to pardon I. Lewis Libby at the end of his presidency caused Dick Cheney to lash out: "You are leaving a good man wounded on the field of battle."

62 Comments

Chemical Arms Monitors Win Nobel Peace Prize

By ALAN COWELL 11:51 AM ET

The honor for the Organization for the Prohibition of Chemical Weapons, which is destroying Syria's arsenal, was seen as capping a startling rise to prominence.

108 Comments

Syrian Rebels Accused of Massacre in August

By ANNE BARNARD

Human Rights Watch said rebels had "systematically" targeted civilians in an attack that left 600 people dead.



Do Sports Ruin Childhood?

As S.U.V.'s race from soccer games to gymnastics meets, some parents ask why.



MORE IN OPINION

- Editorial: An Inadequate Offer From the House
- Egan: Lapsed, but Listening to Pope Francis
- Latitude: Gay People Have Children, Too

The Opinion Pages

THE STONE

Dangers of Pseudoscience

What's the harm in believing in Chinese medicine's theory of Qi if its remedies seem to help?



OP-ED COLUMNISTS

- Cohen: Experience as It Once Was
- Krugman: Dealing With Default
- Douthat Blog: The Costs of Fantasy Politics

MARKETS »

At 1:26 PM ET

S.&P. 500	Dow	Nasdaq
1,701.19	15,221.53	3,788.76
+8.63	+95.46	+28.01
+0.51%	+0.63%	+0.74%

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WEEKEND ARTS »

ART REVIEW

Global Extravaganza

The 2013 Carnegie International exhibition includes just 35 artists and collectives from 19 countries and almost no work that



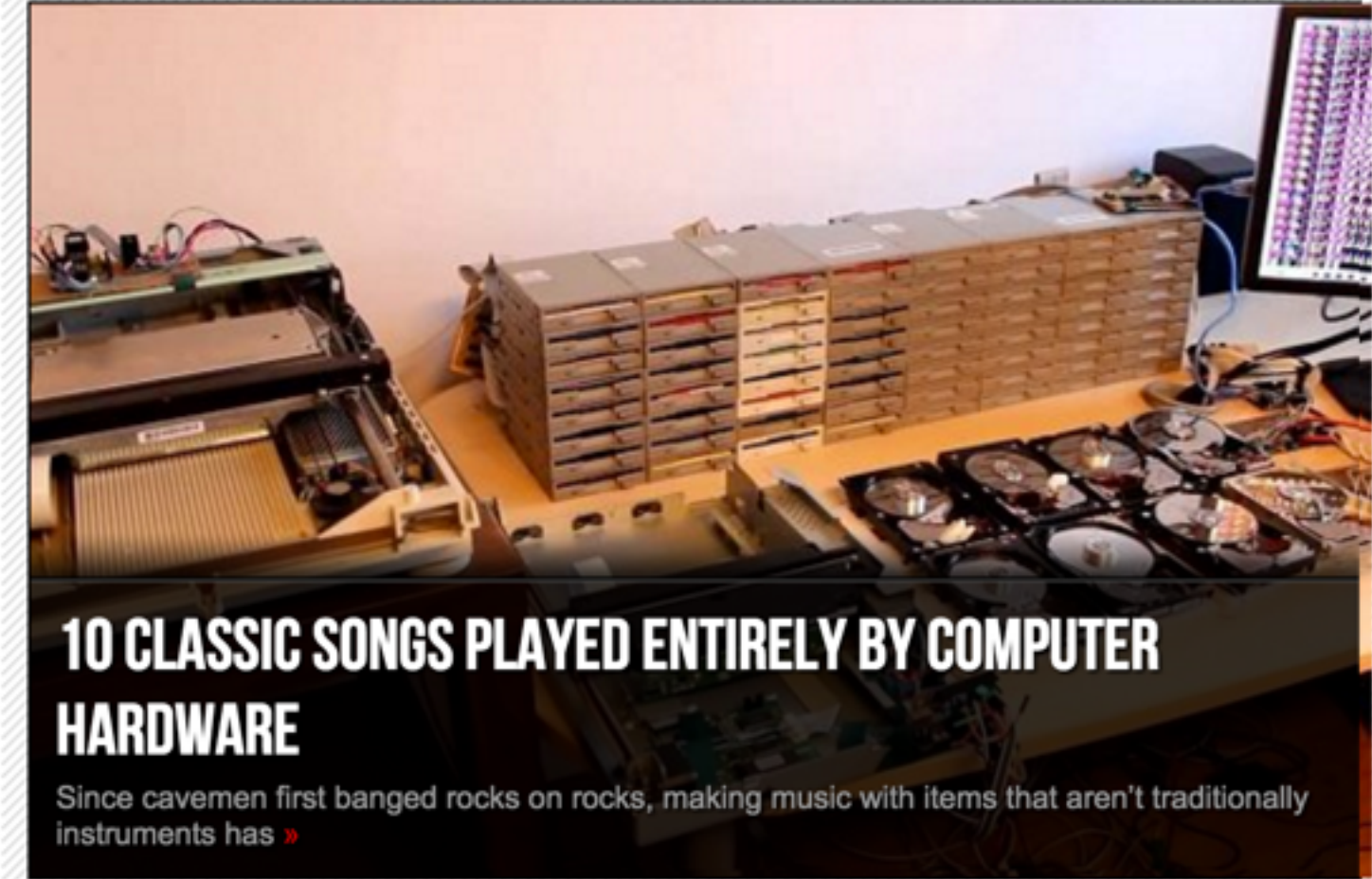
ART REVIEW

Reliving a Show

"The Armory Show at 100: Modern Art and Revolution" looks back at an exhibition from 1913.

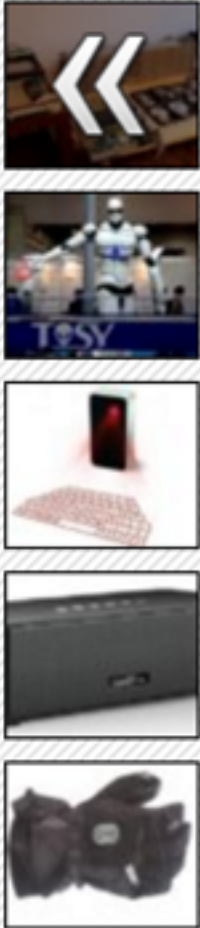


Attention
is the key to branding



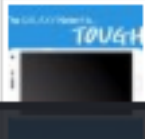
10 CLASSIC SONGS PLAYED ENTIRELY BY COMPUTER HARDWARE

Since cavemen first banged rocks on rocks, making music with items that aren't traditionally instruments has »



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Samsung Subjects Galaxy Note 4 to All
Kinds of Durability Tests [VIDEO]



Samsung Galaxy Note 4 Fails Bend Test
[VIDEO]

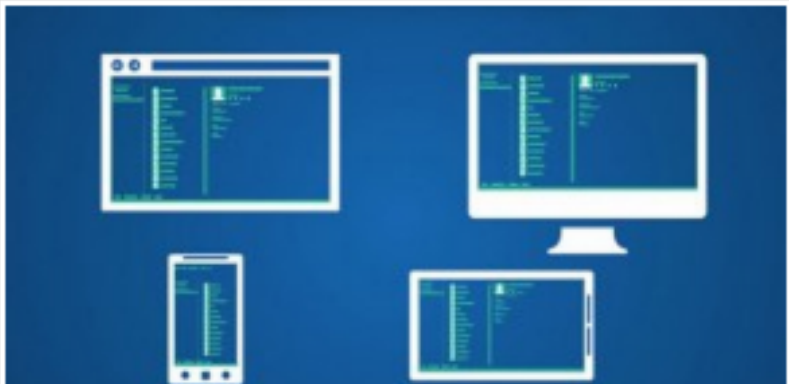
, No Comments

SHARP AQUOS CRYSTAL REVIEW [VIDEO]

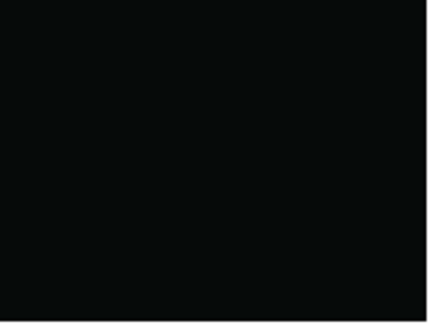
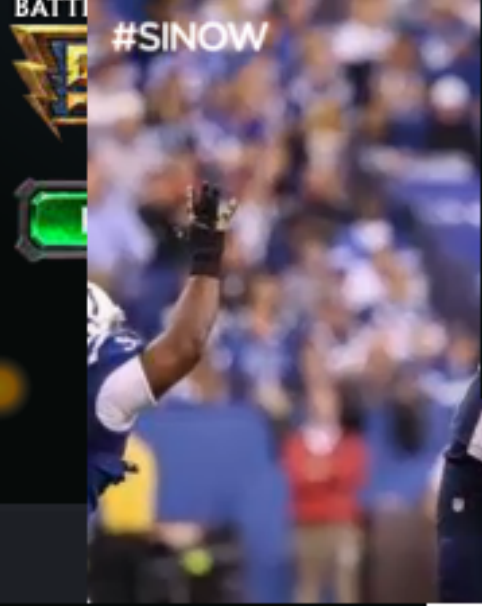
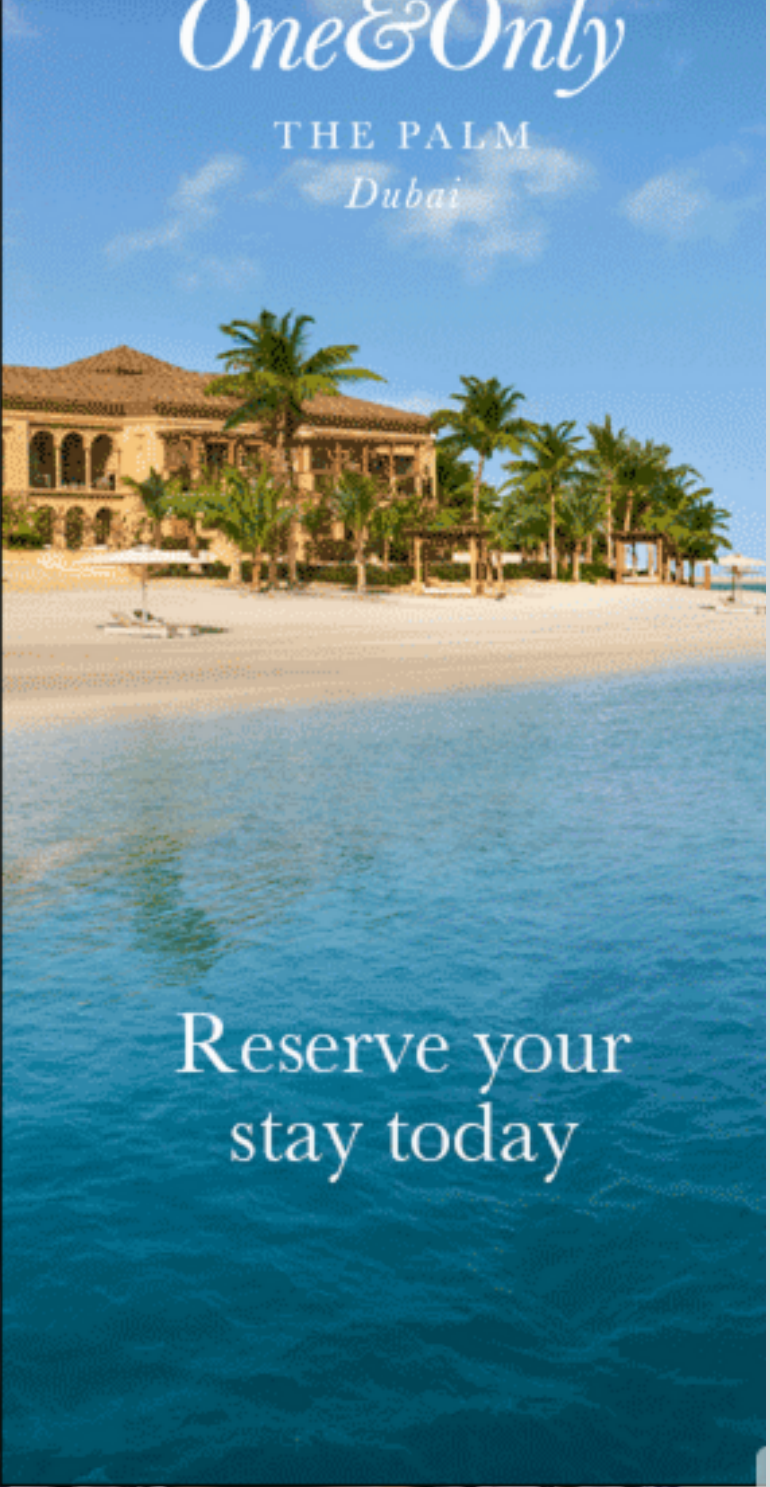
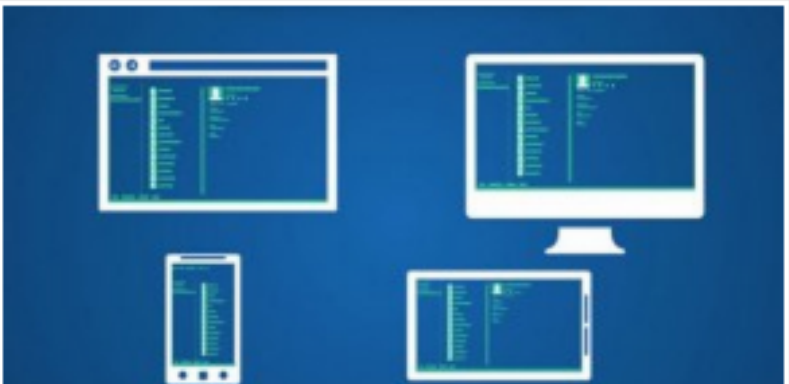
, No Comments

The Sharp Aquos Crystal is certainly no iPhone 6 Plus
or Samsung Galaxy Note 4, ...

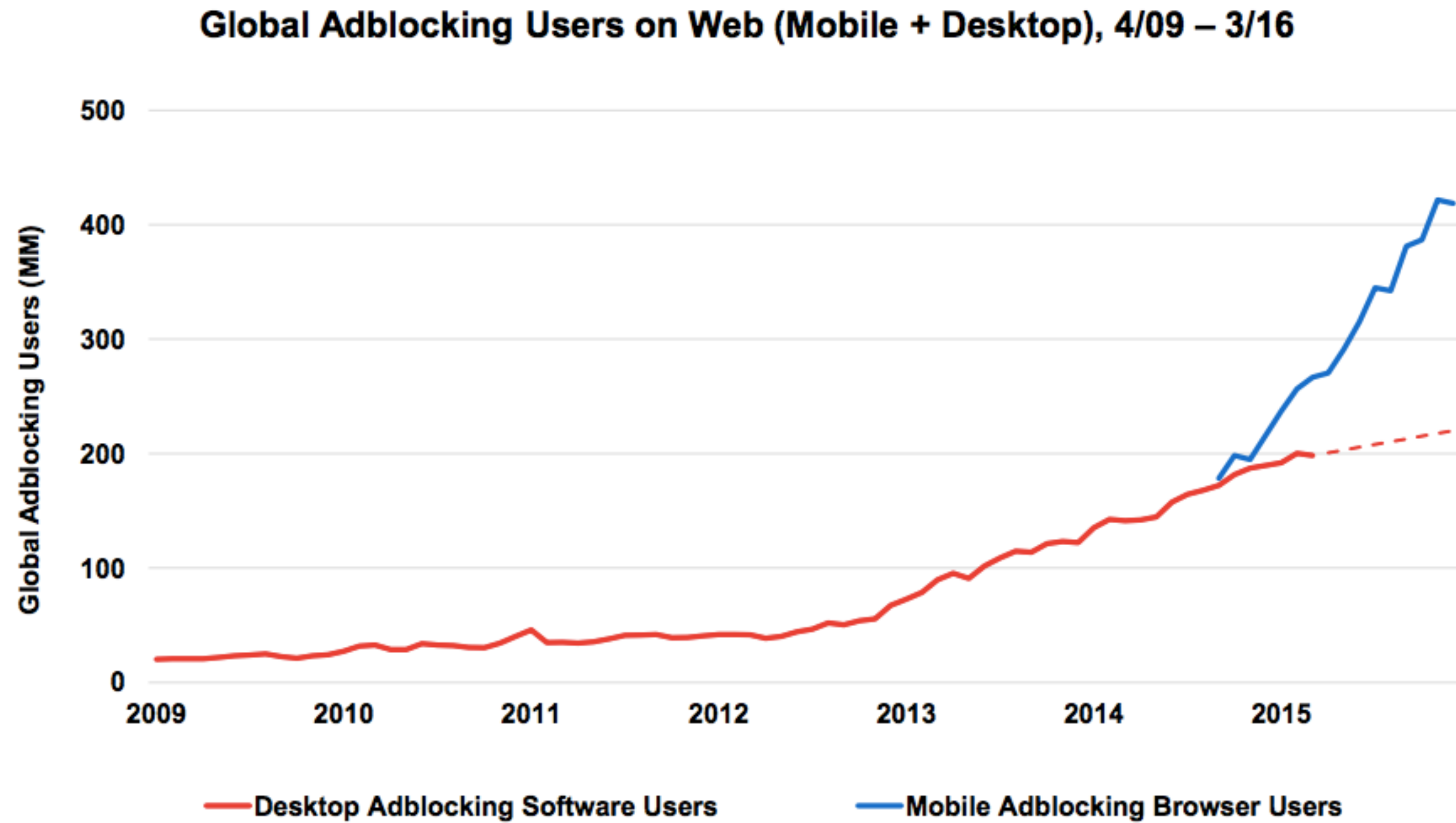
COMPUTER SOFTWARE »



NEW TECHNOLOGY »



Consumers are voting
on user experiences
by installing ad blockers



Better Consumer Experience

Ads and Content
should feel seamless

Ads **Are** Content

Attention
is the key to branding

How do you measure
human attention?

WALKED BY



WALKED IN



SPENT TIME



ACTIVE TIME OR NOT



INTERACTED



CHECKING OUT



Huffington Post

NASA shows off the design

Jonah

www.huffingtonpost.com/section/business

EDITION US

THE HUFFINGTON POST

INFORM • INSPIRE • ENTERTAIN • EMPOWER

NEWS

POLITICS

ENTERTAINMENT

WELLNESS

WHAT'S WORKING

VOICES

VIDEO

MOAT

Please select an element

UPGRADE TO A NEW PC
POWERED BY INTEL


Start Now

AdChoices

BUSINESS

KEEP TALKING

Roger Ailes Is Desperate To Silence Gretchen Carlson



50+
Attention
Metrics



Display, Video,
Mobile & Native

50.6%

Moat Canada Q1 2017

Desktop Display
Active Page Dwell Time
Benchmark

Definition:

Average time spent on page with window in-focus

56.2%

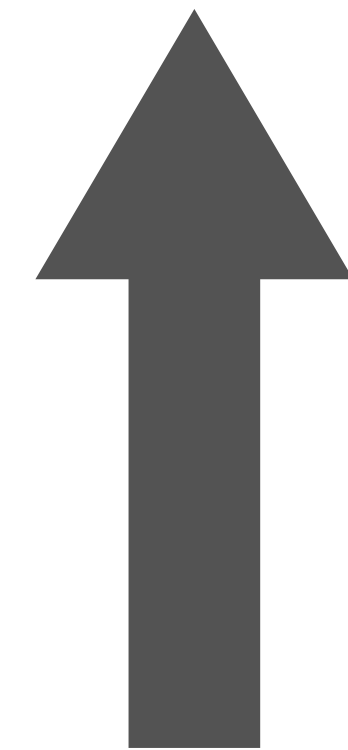
Canada Publishers Q1 2017

Desktop Display
Active Page Dwell Time
Benchmark

Definition:

Average time spent on page with window in-focus

+11%



Lift

9.4%

Moat Canada Q1 2017

Desktop Display
Hover Rate
Benchmark

Definition:
User entered frame of the ad

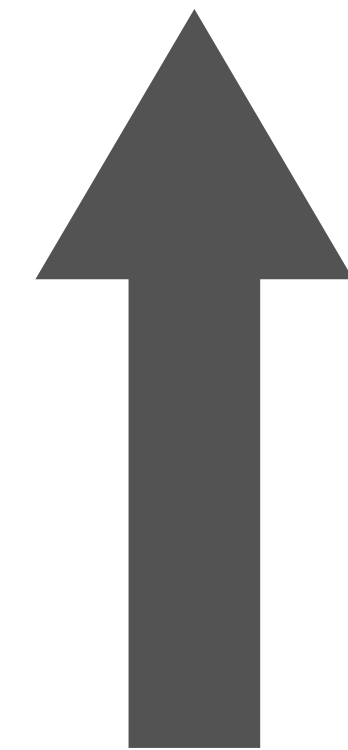
10.3%

Canada Publishers Q1 2017

Desktop Display
Hover Rate
Benchmark

Definition:
User entered frame of the ad

+10%



Lift

12.0%

Moat Canada Q1 2017

Desktop Display
In-View Time > 30s
Benchmark

Definition:
50% for 30 seconds

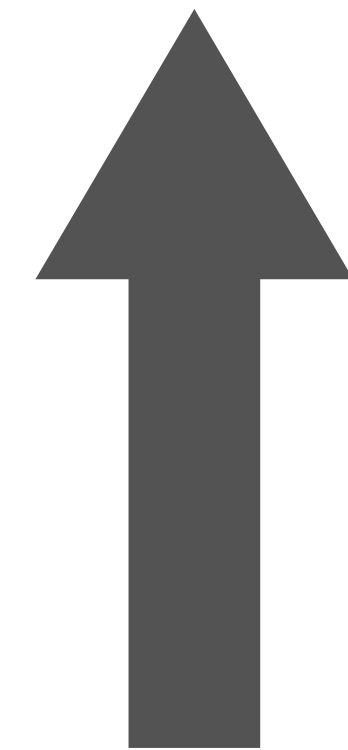
14.0%

Canada Publishers Q1 2017

Desktop Display
In-View Time > 30s
Benchmark

Definition:
50% for 30 seconds

+17%



Lift

The Attention Shift is Happening

➤ **ATTENTION**
IS THE CURRENCY



Attention
is the currency

MOAT