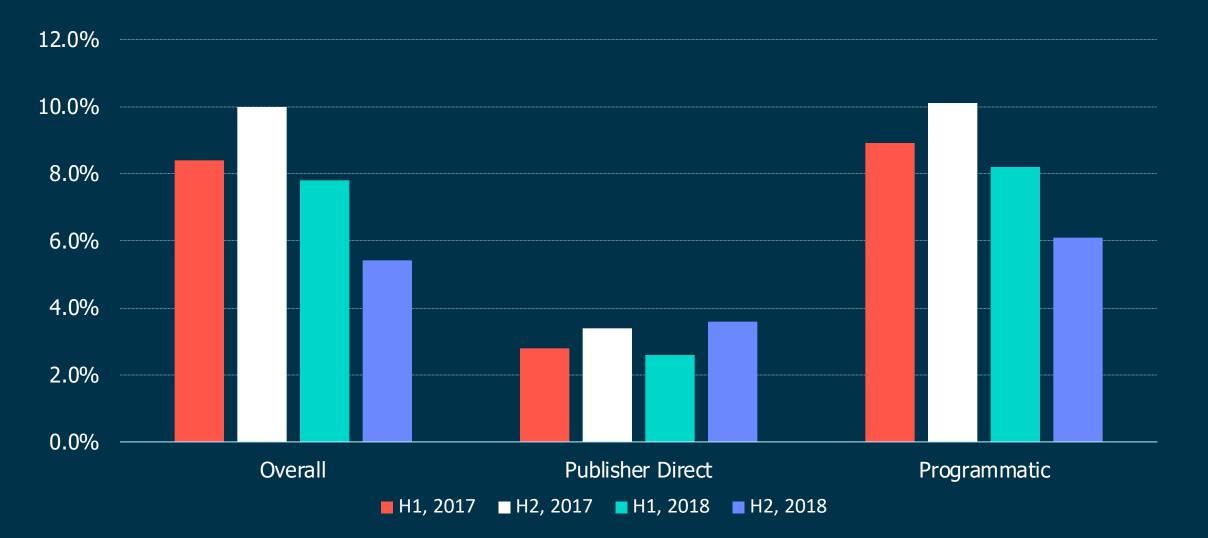
What does brand safety mean for publishers?

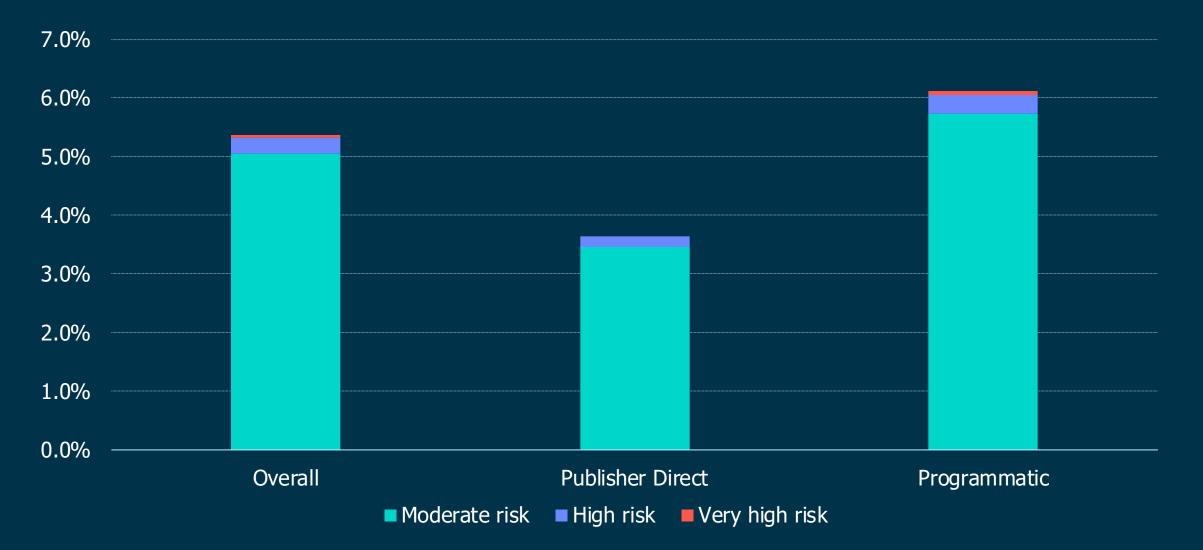


Is Canadian brand safety improving?





Brand safety or brand suitability?





Brand safety or brand suitability?





Brand safety or brand suitability?





What can publishers do?



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