



IAB Canada Barometer Report

The State of Trust in the Digital Supply Chain

February 2020

Introduction to 2020 Digital Supply Chain Barometer

Scope significantly expanded from 2019's 'State of Brand Safety' survey.

Seven areas probed in 2020:

Ad Blocking: *i.e. via browser ad filters, etc*

Brand Safety: *i.e. compatible content, no fake news/influencers, etc*

Data Integrity: *i.e. accuracy, relevance*

Fee Transparency: *i.e. no hidden rebates/markups*

Legally Compliant: *i.e. data confidentiality / identity theft protection: collected according to privacy legislation e.g. PIPEDA/GDPR*

Valid Traffic: *i.e. human, not machine; legitimate sites*

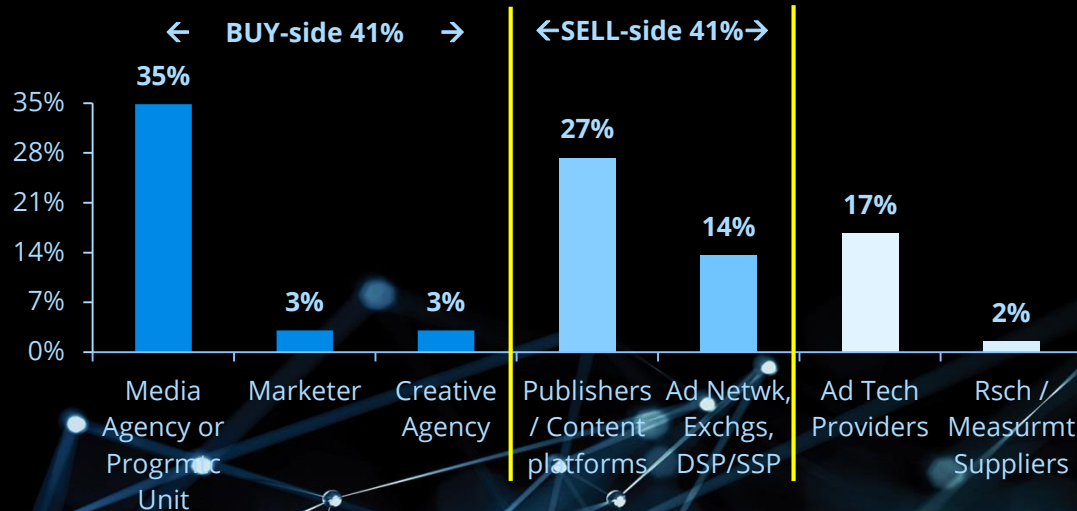
Viewability: *i.e. not gamed via pixel stuffing*

41% Buy Side and 41% Sell Side

Balanced Buy-side / Sell-side Sample Sizes:

(in-field Jan 15/Feb 7, 2020)

Type of company you work for (one answer only)



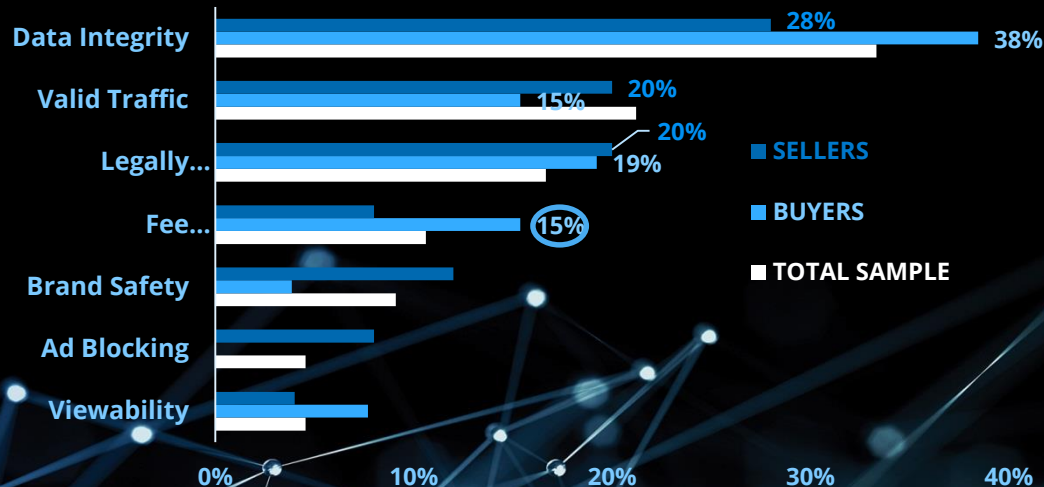
Top Challenges to Supply Chain

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Data Integrity is top challenge to Supply Chain

Next most challenging among Buyers and Sellers alike are Valid Traffic and Legal Compliance. Fee Transparency top-four concern among buyers only.

Most Challenging Aspects of Digital Supply Chain
(percent of sample assigning top-ranked status)

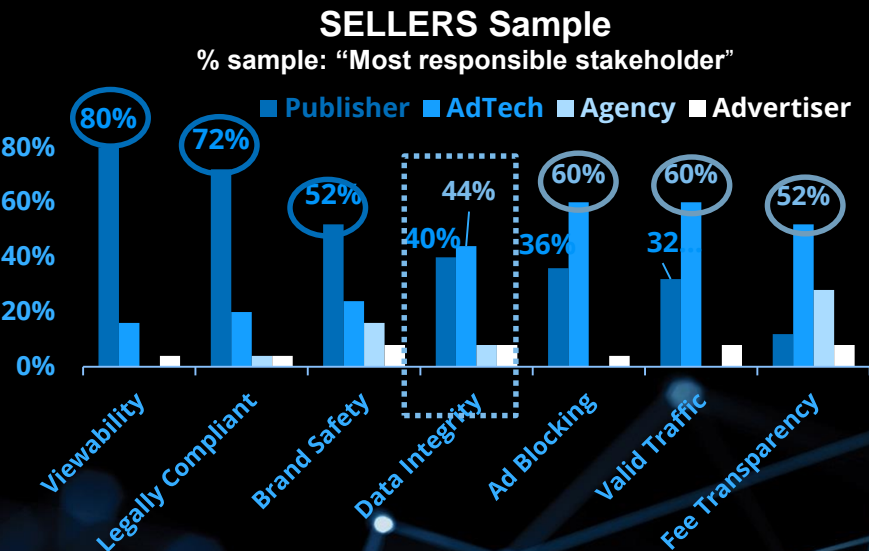


Who's on First?

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Stakeholder Responsibilities Viewed Differently

SELLERS 'own' responsibility for Viewability, Legal Compliance & Brand Safety – assign shared role with AdTech on Data Integrity – pinning the rest primarily on AdTech.



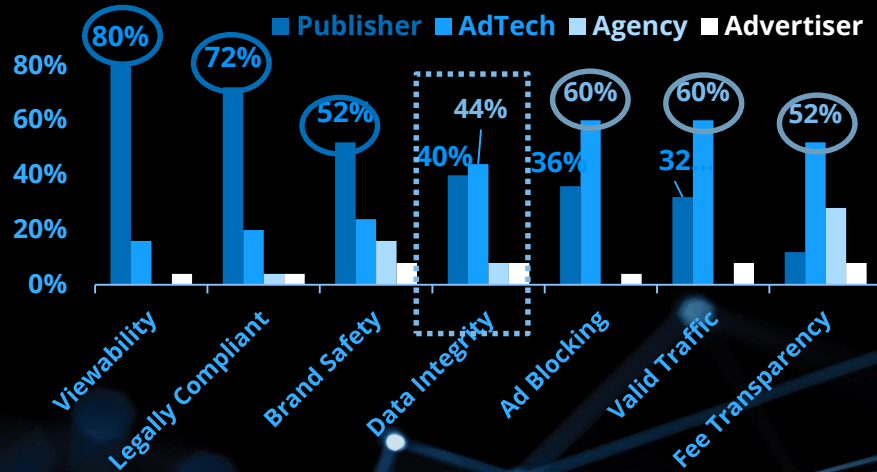
BUYERS 'own' Fee Transparency – *By Agencies*

BUYERS only accept a primary role for agencies on Fee Transparency - a split publisher/client role on Legal Compliance - parceling the rest across Publishers & AdTech.

SELLERS Sample

% sample: "Most responsible stakeholder"

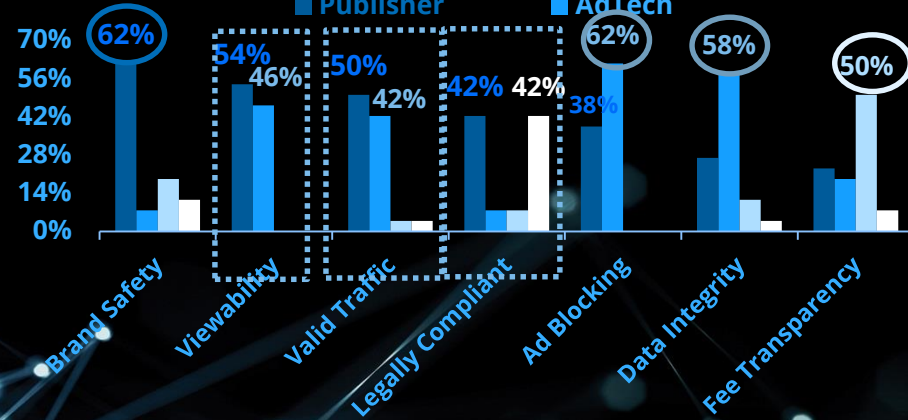
■ Publisher ■ AdTech ■ Agency ■ Advertiser



BUYER Sample

% sample: "Most responsible stakeholder"

■ Publisher ■ AdTech



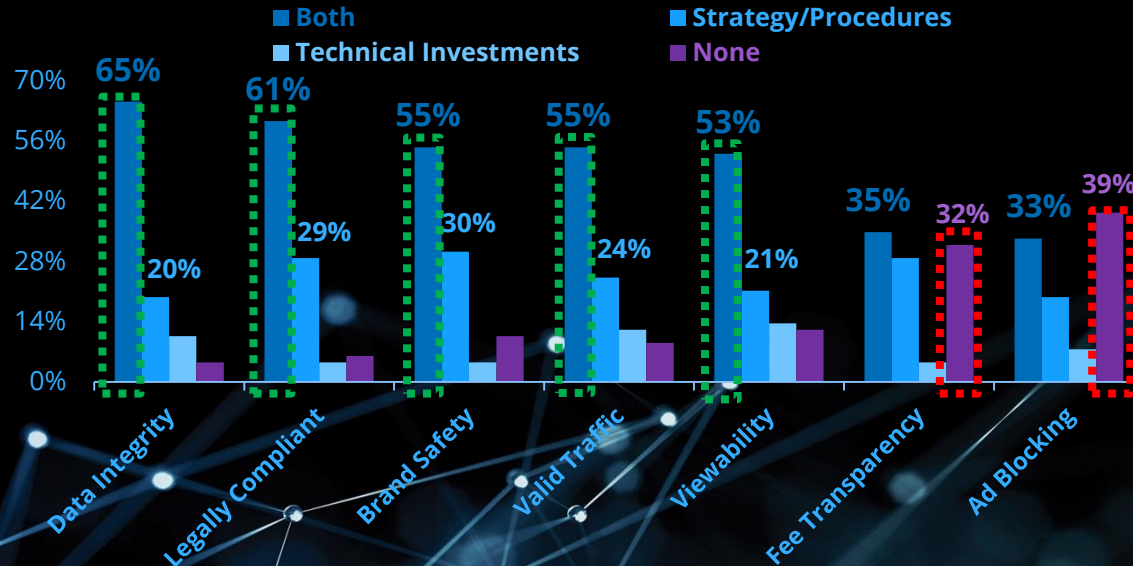
Acting on Preventative Measures

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Up to six-in-ten firms 'active' on both Strategy & Technical Fronts

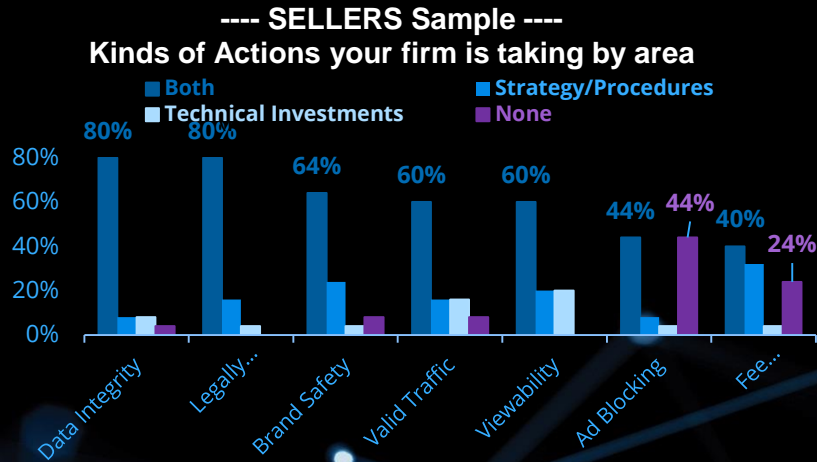
Conversely up to four-in-ten take NO action against Fee Transparency & Ad Blocking challenges.

Kinds of Actions your firm is taking against each area
(percent TOTAL sample)



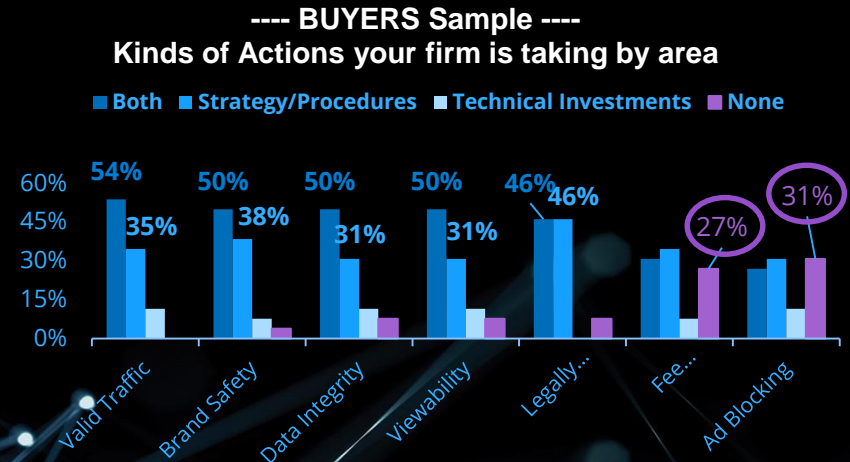
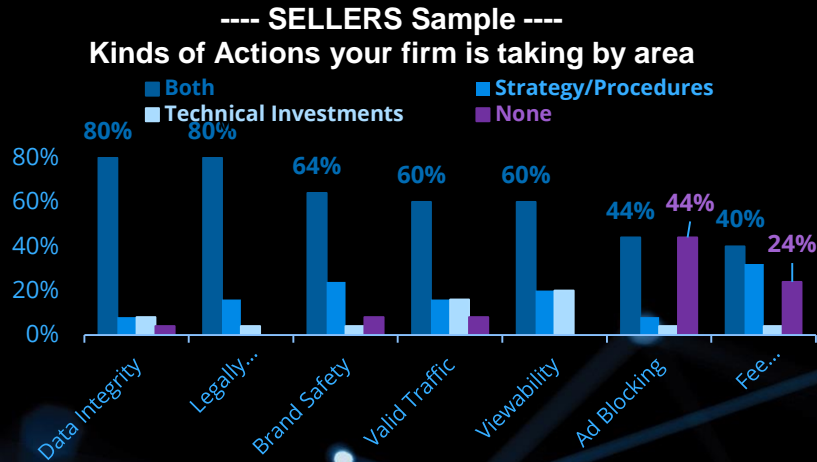
Peering below the surface, SELLERS appear way more active

Up to eight-in-ten SELLERS take strategic/procedural & technical investment actions on most challenges. Fee Transparency/Ad blocking receive least attention.



Many buyers only tackling Strategy/Procedures (lower cost?).

Only five-in-ten BUYERS are active on BOTH strategic & technical fronts, but up to four-in-ten more focus just on strategy/procedures.



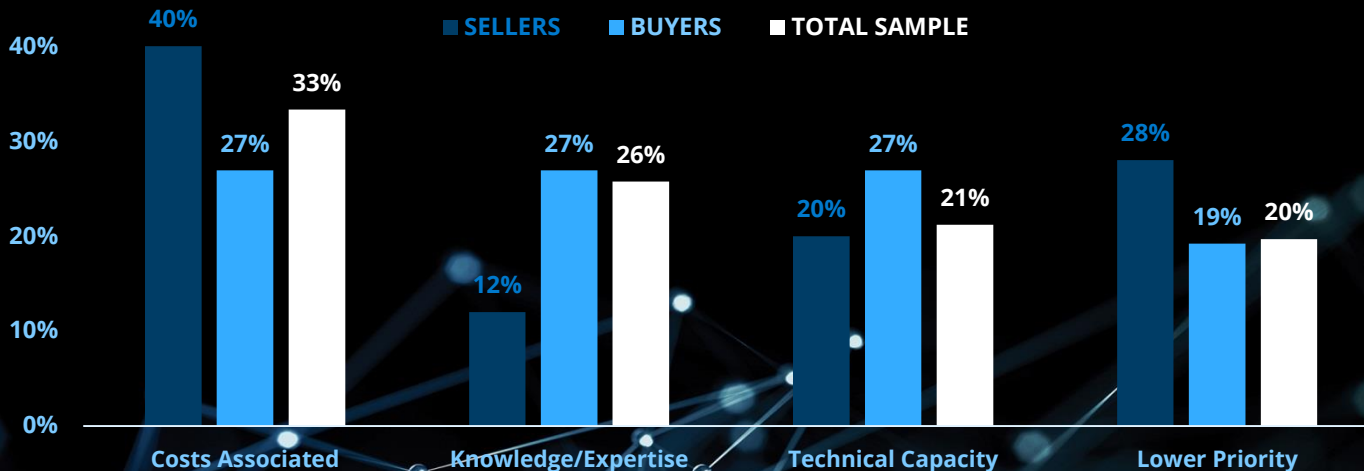
Top Barriers to Taking Action

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Sellers cite COST as Leading Barrier

Conversely Buyers place equal importance on Cost, Expertise and Technical Capacity as ALL standing in the way of a trusted supply chain.

Top Barriers to Ensuring Trusted Supply Chain
(percent of sample assigning top-ranked status)

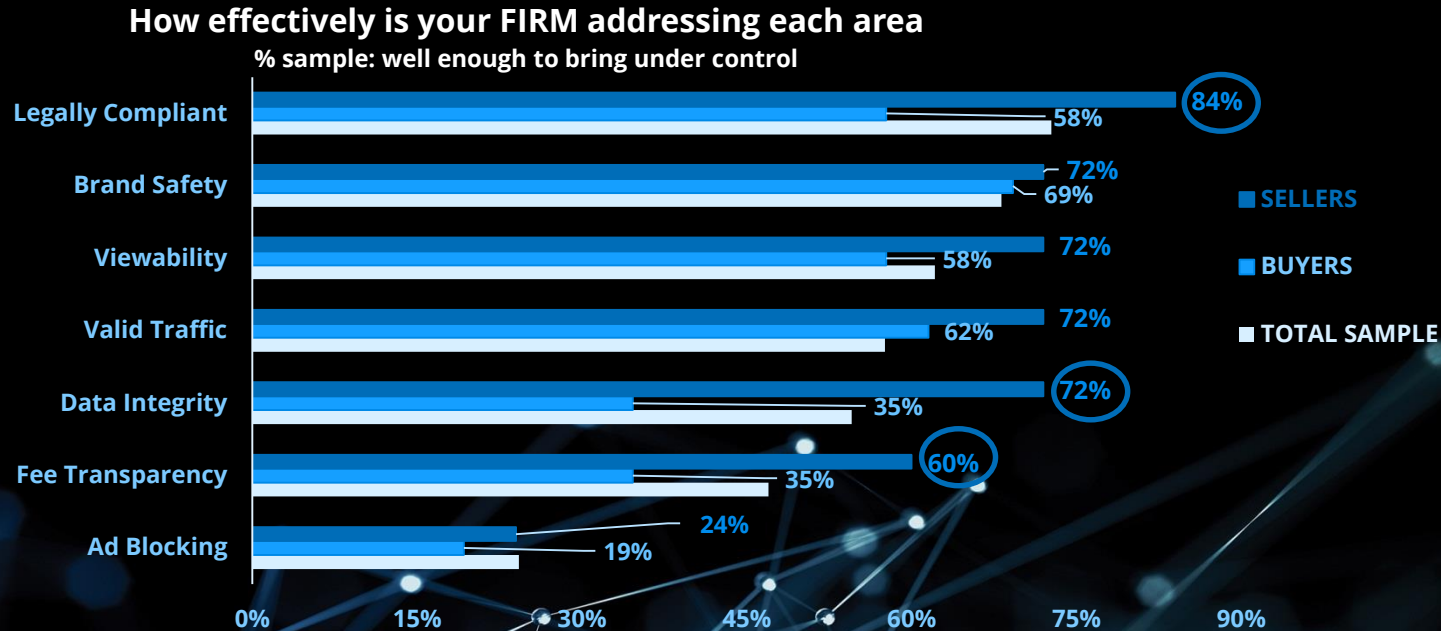


Efficacy of Remedial Measures

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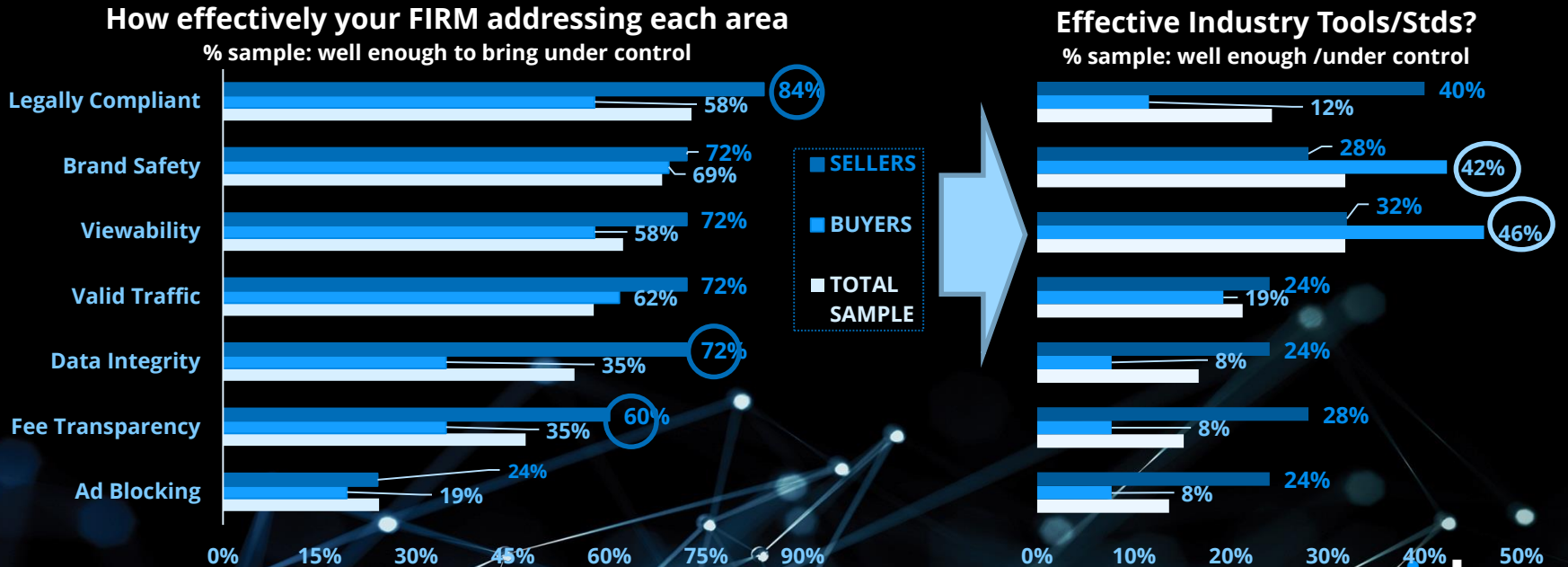
Sellers more bullish on Efficacy Measures Taken

Lower BUYER scores suggests a significant disconnect; more collaboration needed with SELLERS, especially on Legal Compliance, Data Integrity Fee Transparency.



Room for Industry Improvement

Effectiveness scores drop significantly when it comes to Industry measures. However, BUYERS are confident about Brand Safety & Viewability.



Prognosis for 2020 and Beyond

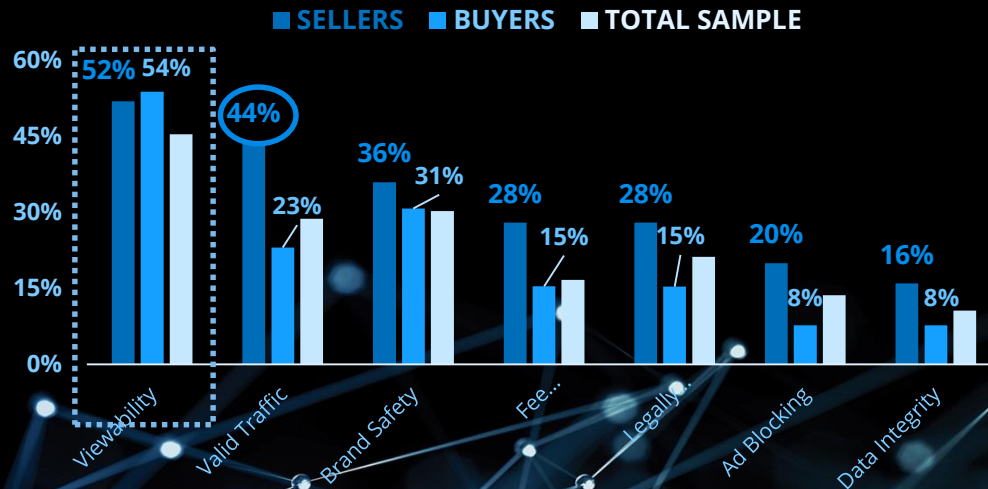
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Data Integrity – a longer term Problem

While viewability seems to be addressed, there is a lack of confidence in data integrity, fraud and compliance from the buy side

Industry Confidence in Supply Chain for 2020

(% sample: "very to extremely confident")



Data Integrity is top challenge to Supply Chain

IAB Tech Lab Data Transparency Initiative



1. Who

Provided the data segment

3. How

The segment was constructed

Data Transparency Facts

Data Distributor Name: Data Company
Data Distributor Contact: DataSolutionTeam@data.com
Data Provider Name: Leasing Company
Data Provider Contact: DataAccounts@leasingco.com

Audience Snapshot

Branded Name Auto Intenders – Six Months

Standard Name Auto Intenders

Audience Description Households likely in the market to purchase a new vehicle in the next six months

Geographies USA

Audience Construction

Audience Count 6,500,000

Precision Level Households

Activation ID(s) Cookies

Audience Expansion Yes

Cross-Device Expansion Yes

Last Refresh Date 02-Jan-2018

Event Lookback Window 60 Days

Data Source

Source ID Description Dealer-reported names and postal codes of individuals who requested test drives

Source ID Contribution 1,130,000

Precision Level Individual

ID Key Name and Postal

Source Event Transactions

Inclusion Method Observed

Seed Size (if modeled) -

Source Refresh Frequency Quarterly

Event Lookback Window 180 Days

This Data Transparency Label has been developed by members of ANA's Council for Data Integrity and IAB Tech Lab's Data Transparency Working Group, with the support of CIMA, The ARF and IAB's Data Center of Excellence. For more information, please visit datalabel.org.

2. What

Audience segment the label describes

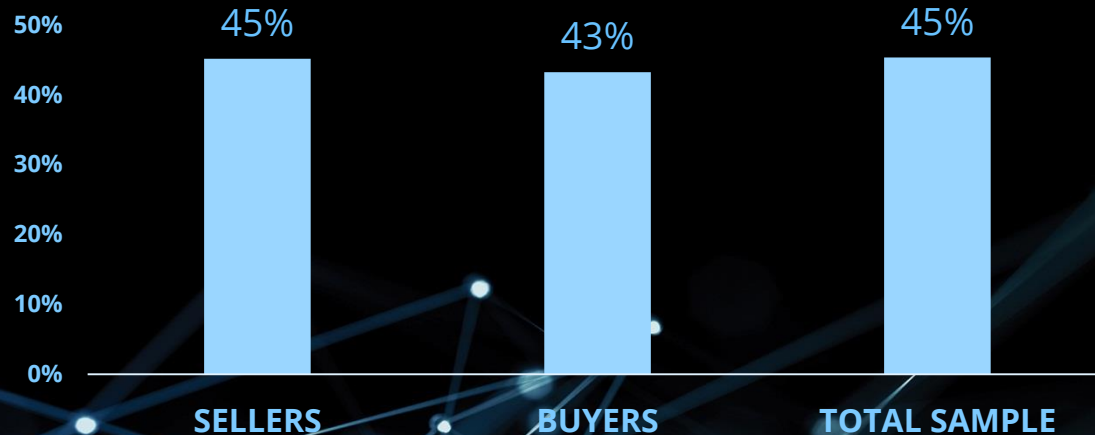
4. Where

The original data components were sourced

Respondents willing to invest incremental +45%.

A consensus appears to exist among the main stakeholders, on the shared value of incremental investments in achieving the trusted supply chain.

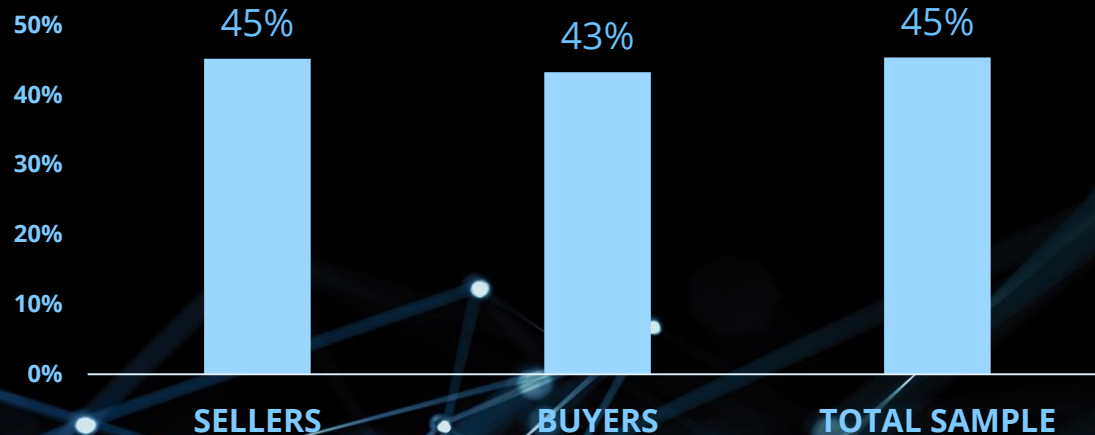
Percent incremental investment willing to invest
(average)



Free (or at cost) Industry Resources are Available

Fraud - (ads.txt, spiders and bots list), Viewability and Compliance (ad standards)

Percent incremental investment willing to invest
(average)



Summing up - State of Supply Chain Trust

1. **Data Integrity** leads Top-3 challenges cited by Buyers/Sellers
2. **Fee Transparency** – still an issue on the agency/client side
3. Stakeholders have **differing views on 'who owns'** primary responsibility for what
4. Up to **60% of firms active** on multiple supply chain challenges
 - Sellers more active on Technical Investments, but cite cost as leading barrier
 - Buyers focus more on Strategy/Procedures (lower cost?).
5. **Industry needs to do more** - more bullish on efficacy of corporate measures vs industry tools & standards.
6. **Sellers much more confident** than buyers on the future

In the Meantime...

The Industry forges ahead:

- Ad Tech Transparency white paper updated for 2020 – completed and available
- VAST/DAAST 4.1 – ready for adoption addressing verification & open measurement
- DataLabel.org – explore it
- New MRC Fraud detection guidelines released for public commentary
- IAB Canada is kicking off “Gold Standard” discussions that take on an open-sourced baseline approach to acceptable ad inventory – lessening the confusion and the tyranny of choice
- oh right...cookies are dying...*we're on it!*

Thank you for supporting IAB Canada

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