



Brand Safety Task Group

Request for information

February 2020

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Preface

About IAB Poland

The Association of Internet Industry Employers IAB Polska is an organization of over 230 major companies on the Polish Internet market, including the largest Internet portals, advertising networks, media houses and interactive agencies.

Its main goal is broadly understood market education in the use of the Internet as an effective tool for doing business and promotion. It promotes effective e-marketing solutions, creates, presents and implements quality standards. Prepares reports and online market research, including Strategic Report, AdEx whose results are the basis for advertising expenditure analysis.

It is the organizer of conferences (IAB Forum, IAB HowTo), industry competitions (IAB MIXX Awards), as well as workshops. One of the flagship projects of IAB Polska is DIMAQ - the international standard of e-marketing qualifications.

IAB Polska has been operating since 2000, is part of the structures of IAB global organizations and a member of IAB Europe, the Association of Associations Advertising Council and the Polish Chamber of Commerce.

In our organisation, we are working within task groups. These groups bring together industry leaders and experts to connect and collaborate on initiatives to support the growth and development of digital marketing and advertising in Europe to deal with the industry's most essential and pressing issues like brand safety.

The IAB Polska Brand Safety group resumed its operations at the end of 2019 after a short break. Currently, we are focusing on the preparation of the Good Practice Code for the brand safety area.

Simultaneously we are focusing our forces on the market education to finally recommend and offer the ultimate solution either as a certification of the brand safety or a set of recommendations and indicators supported with optional tools.

The subject of the inquiry

Introduction and the general situation

As previously mentioned, Brand Safety task groups resumed its operation at the end of 2019, as a result of the growing demand for regulations in this area incoming from all sides of the market, especially clients', but not only. After the infamous issues related to brand safety concerning the largest portals, this area became extremely important for publishers as well.

As the brand safety field is getting more and more complex, with various definitions of the issue and modes of action, we as a task group try to penetrate this area as accurately as possible, stay in touch with the other IAB offices, but also by learning about the existing solutions that companies dealing with this matter, have and which they propose for publishers, marketers and media agencies.

Market overview

The Polish online advertising market was worth over 1 billion euro in 2018. In the first quarter, 2019 market expenditure on the internet in the whole advertising cake exceeded television (43% online vs 40% TV). According to forecasts, the television advertising market will be more than a third smaller

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than the online advertising market within five next years. The most significant driving forces on the digital market are mobile, programmatic video advertising.¹ Digital victories over traditional media impose additional obligations for entities operating on this market. However, the brand safety issue concerns all touchpoints where a client meets the brand.

“The number of Internet users in Poland in November 2019 was a total of 28.2 million, generating almost 53 billion page views, on over 8 500 sites. Personal computers and laptops (personal computers used at home and work) - 23.4 million Internet users, and on mobile devices (smartphones and tablets) 23.8 million.”²

Challenges

Due to the burgeoning amount of content on the Internet together with its growing availability, including the one generated by users, the challenge is to designate common and accepted by all, standards, measures and tools that could ensure the safety of individual users on the network, but as well for brands, companies and corporate users. We are sure that without setting clear rules and sans cooperation between all market's parties, its stable growth may be disturbed. The automation of the sales process and new advertising solutions far exceed the capabilities of their control and management. We perceive brand safety as a continuous process of adjustment and changes, and we want to prepare the market and ourselves for this constant improvement.

The subject of the inquiry

The Internet continually evolves as well as the surfers' behaviour. We are more and more keener on mobile surfing and on sharing our own lives online. Ways of consumptions are changing, and the amount of data is growing. With this inquiry, we are asking invited companies to present us their solutions that might help us harness the powers of technology to orient these changes for the better.

Currently, there is no common brand safety strategy in the Polish market. If entities operating in the economy chain obey the rules of operation regarding brand safety, the policies are often transferred from global to the local level, or individually created for a given company.

With this inquiry, we want to lay the foundations for the market strategy that we hope will become a guidepost for further activities.

As this is not yet a request for proposal, we would like to receive information as accurately as possible describing your solutions towards:

- Your definitions of brand safety
- Categories defined as safe or unsafe
- What are the roles and responsibilities for media houses/publishers/clients and yourself within the solution provided by you
- What are the most common remuneration models for different market setups and solutions provided
- What are your proposals for:
 - Marketers/brand owners
 - Media houses

¹

<https://iab.org.pl/badania-i-publikacje/iab-polskapwc-adex-wydatki-na-reklame-w-internecie-wieksze-od-telewizyjnych/>

² <http://pbi.org.pl/badanie-gemius-pbi/polski-internet-w-listopadzie-2019/>

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- Publishers
- Others
- What are solutions offered (if any) regarding:
 - Publishers' text content
 - Publishers' video content
 - Users' generated content text (comments, blogs)
 - Users' generated content text (video)
- Solutions for pre and post evaluation of environment's brand-safety
- Cases of existing solutions based on your products
- Certifications, audits, control methods,

Other information

As a first step, we would like to gather presentations and invite you to present the proposal for our group on the previously agreed date. Meetings can be in the form of seminars at the IAB headquarters or through remote communication.

Offers might be proposed and presented in Polish or English. Each provider will have 25 min for presentation.

Service providers are requested to submit their questions by e-mail.

Timeline

February, 21 - collecting responses from interested vendors

February, 29 - questions and consultations

March, 27 - proposed date for presentation

If you require any further information, please contact us:

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