BRAND SAFETY.
THAT'S MI

About safety in journalistic environments.

impassioned by
media **impact**

BREAKING NEWS

Negative news and events happen. This must also be informed, because it is an essential part of free, democratic reporting. This "bad news" can lead advertisers to see news portals as **unsafe advertising environments for their brand.**

FACT IS: THE CHOICE OF THE ENVIRONMENT IS A CRITICAL FACTOR IN MEDIA PLANNING. AS A PARTNER OF MEDIA IMPACT, YOUR ADVERTISING TAKES PLACE IN A BRAND SAFE ENVIRONMENT.

WHY: Media Impact complies with applicable laws and advertising guidelines to ensure the legal safety of advertisers. Our advertising environments are legally and brand-compliant.

OUR PREMISE: We create a fair and responsible advertising environment that takes into account both the interests of advertisers and journalistic content.

BUT BEFORE WE GET INTO THE FACTS: LET'S PUT INTO PERSPECTIVE WHAT WE'RE TALKING ABOUT.

DEFINITIONS. WHAT IS ...

...BRAND SAFETY:

refers to the playing out of advertising campaigns in **legally and brand-compliant environments**. It serves to prevent and prevent image-threatening and/or infringing advertising placements within an advertising environment.[1]

...BRAND SUITABILITY:

includes all **individual, i.e. brand-specific security requirements** of advertisers, e.g. based on corporate identity, campaign or communication goals that go beyond legal safety.[1]

ALRIGHT, THE TERMS AND CONDITIONS ARE NOW CLEAR. BUT WHERE DOES IT ALL COME FROM? WHAT IS ACTUALLY HAPPENING IN THE ADVERTISING MARKET?

ADVERTISING LANDSCAPE IN TRANSITION

> **60%**

of the planned advertising measures are digitally oriented.

At the same time,
in the advertising market
CONCERNS about brand safety
in digital platforms are louder.

The warranty
from BRAND SAFETY& BRAND SUITABILITY Measures are gaining relevance and are a critical success factor in the choice of advertising environment.

WHEN CHOOSING BRAND SAFER ENVIRONMENTS CAN BE CONSIDERED UNSAFE.

News portals can be perceived as a risky environment for advertisers because of their reporting. Due to the fear of putting the brand in a negative light, news and political environments are sometimes blocked pro forma. This applies in particular to programmatic bookings.

ADVERTISERS ARE CHALLENGED MORE THAN EVER, *THEY* ASSUME RESPONSIBILITY FOR THE PRESERVATION OF INDEPENDENT, HIGH-QUALITY MEDIA.

WHAT EXACTLY DOES THIS MEAN FOR MY BOOKING? WHY IS MEDIA IMPACT A BRAND SAFER PARTNER?

BECAUSE WE TAKE RESPONSIBILITY:

LEGAL SAFETY

RISK MANAGEMENT

With our quality journalism, we ensure a safe advertising environment by complying with and complying with German legislation.

The following contents, among others, are excluded:
Incitement to violence, pedophilia, sedition, terrorism, illegal gambling, illegal online profit models, phishing, thrash mail, drug trafficking, copyright infringement, and much more.1

Our editorial offices mark particularly critical articles so that they automatically remain ad-free. Such content is marked with the note "NO AD".

With our own Brand Safety Classifier, we classify our content according to the recognized IAB Taxonomy2 and mark "sensitive" content.

1 Whitepaper "Brand Safety" OWM BVWD, September 2024
2 The IAB Content Taxonomy helps publishers categorize and organize content such as "sports" or "wellness" and minimize the risk of sensitive data being derived.

OKAY, UNDERSTOOD. BUT WHAT IF I NEED EVEN MORE SECURITY FOR MY BRAND?

NO PROBLEM! WE WILL FIND INDIVIDUAL, BRAND-SUITABLE SOLUTIONS FOR YOU.

The name suggests it: Brand suitability measures must fit the respective brand. That's why we offer individual, suitable concepts for every brand and every need:

WIDE RANGING PORTFOLIO[1]

& VIELE MEHR

For example, with the MI_ Special-Interest-Portfolio: We cover a wide range of interests in a media-effective manner.

AWAY FROM NEWS & POLITICS

For example, on our "Second Home",
the Sport Home-block on BILD.de

PERSONALIZED TARGETING

For example, through secure target group targeting with the help of custom brand safen/ suitable Keyword Targeting and individual keyword lists.

CLOSE CARETAKE

For example, with our tailor-made consulting – from individual concept development to precise monitoring, to ensure **ideal customer** service.

INDIVIDUAL SOLUTIONS – A BEST CASE

CHALLENGE

A well-known food retailer, one of our largest programmatic customers, experienced inexplicable fluctuations in reach on BILD.de and WELT.de during the booking period. Paradoxically, this did not apply to the bookings in the rest of the portfolio.

APPROACH

Based on monitoring and consulting with our contact persons, it was determined that the brand safety settings in the DSP prevented the customer from advertising in news environments. As a result, more was blocked across the board than was actually necessary and desired by the customer.

OUTCOME

Thanks to the adaptation in the DSP, the customer can now also book successfully and brand-suitably in the messaging environment.

WHAT DO YOU HAVE TO PAY ATTENTION TO?

PROGRAMMATIC BOOKINGS

- Get an overview of your brand safety settings and check where (DSP and/or ad verification providers) they are activated.
- Avoid blanket exclusions from news environments to prevent unnecessary blocking.
- Check the language settings of your keywords to rule out unwanted overlaps (e.g. EN war vs. DE all content with the word war or schiessen (football) vs. schießen (weapon use) .

AD VERIFICATION PROVIDER

It is not clear by what standards the ad verification providers and the DSPs exclude contexts. From there:
Find out which specific keywords are excluded.
Check the blocked domains.
Contact us – we will help you set up a diverse, brand-suitable environment.

CLICK HERE FOR MORE HELP FOR SELF-HELP: OUR **BRAND SAFETY CHECKLIST**

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CONTEXT IS KING

Rely on content-based suitability strategies! In a quality journalism environment, your brand benefits from content with substance and targeted, secure placement. Reach your audience in the right context and leverage high-quality, trusted environments effectively – instead of wasting opportunities through outdated blocking methods.

YOUR NUMBER SAFE

BENEDIKT FÄRBER

CSO & GF Media Impact Berlin

+49 151 64 17 30 34

benedikt.faerber@axelspringer.com

⌖ Berlin

EMILY NEUMANN

Director Sales

+49 151 44 04 71 27

emily.neumann@axelspringer.com

⌖ Region Nord/ Ost

BIRGIT SANTORO

Director Sales Retail

+49 151 52 85 00 43

birgit.santoro@axelspringer.com

⌖ Berlin

SVEN HEINTGES

Lead Agency Sales Digital

+49 211 15 92 68 34

sven.heintges@axelspringer.com

⌖ Düsseldorf

KNUT DÖRING

SVP Premium Gruppe, CSO WELT Gruppe

+ 49 151 16 81 49 51

knut.doering@axelspringer.com

⌖ Berlin

INGO KÖLBL

Director Sales

+49 151 16 15 70 05

ingo.koelbl@axelspringer.com

⌖ Region West

ANETT HANCK

Director Sales Healthcare

+49 151 44 04 77 66

anett.hanck@axelspringer.com

⌖ Region Süd

ALEXANDER WIEGHARD

Director Programmatic Business

+ 49 160 904 55 837

alexander.wieghard@axelspringer.com

⌖ Berlin

PHILIPP MATSCHOSS

Director Sales

+49 151 44 61 98 98

philipp.matschoss@axelspringer.com

⌖ Region Mitte/ Südwest

DANIEL PÖLKEMANN

Director Data & Product

+ 49 175 22 73 110

daniel.pölkemann@axelspringer.com

⌖ Berlin

SASHA MORDEHAI

Director Operations & Technology

+49 151 44 04 73 85

sasha.mordehai@axelspringer.com

⌖ Berlin

DANIEL MAUBACH

Director Sales & Sport Sales

+49 151 12 44 65 77

daniel.maubach@axelspringer.com

⌖ Region Süd

MARCUS BRENDEL

Director Sales Finance & Tourism

+49 173 17 29 990

marcus.brendel@axelspringer.com

⌖ Düsseldorf

impassioned by

media impact __

⌖ **Media Impact GmbH & Co. KG** | Zimmerstraße 50 | 10888 Berlin

🌐 www.mediaimpact.de

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BRAND SAFETY CHECK-LIST

BRIEFING QUESTIONS

1. Are you using brand safety / suitability targeting?
2. Where are you setting those brand safety / suitability targeting up? (DSP, Third Party like IAS or Doubleverify)?
3. Which keywords are blocked?
4. Which categories are blocked?
5. Which domains are blocked?
6. Which level of risk is targeted?

RECOMMENDATIONS

1. Do not block entire domains, but subdomains
2. Check keywords for meaningfulness
3. Check keywords for language (en: war vs de: war)
4. Do not block entire domains, but subdomains
5. Do not block entire news categories,but subcategories
6. Connect with verification service provider

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ARGUMENTATION AIDS SALES

1. OUR CAMPAIGN IS ALSO DIRECTED AGAINST SOCIAL MEDIA, AMONG OTHER THINGS. SO WHY DO WE ALSO ADVERTISE ON THESE CHANNELS? Through editorial control and high journalistic standards, our media offer a particularly "brand-safe" environment in which we can control exactly what content is placed around advertising. Social media complements this as an additional channel: it increases reach and enables targeted targeting, but at the same time requires careful campaign management to ensure brand safety. So, social media helps us expand the target audience without leaving the controlled and trusted framework of our own platforms.

2. HOW CAN IT BE THAT CUSTOMERS ARE PLACED IN AN UNDESIRABLE ENVIRONMENT DESPITE BRAND SAFETY SETTINGS? One main reason is that keywords such as "news" are blocked in the DSP settings. This automatically excludes the entire news environment and thus restricts more playout reach, than could be intended. We should appeal to the customer to align his targeting contextually instead of excluding environments by

keywords. In addition, we can challenge and customize the DSPs created by the ad verification provider with the customer.

3. WHAT IS THE BRAND SAFETY CLASSIFIER? With our Brand Safety Classifier, the editorial team can classify articles directly in the CMS according to the IAB Taxonomy. You can find specific information about the IAB taxonomy here. The information is then passed on to our customers in the bid request. Thus, at the customer's request, we can exclude items that are marked as "sensitive".

4. HOW DOES ADVERTISING ON SOCIAL MEDIA COMPARE TO QUALITY MEDIA? EXAMPLE BILD SEE SLIDES 20-28

EFFECTS OF ENVIRONMENTAL VALENCE ON ADVERTISING IMPACT – A STUDY

CENTRAL QUESTION

1. How does the valence of the environment affect the advertising effect?

2. Does emotionalizing content actually have an influence? Is it negative or can it be beneficial?

STUDY DESIGN & METHOD

Expiration: Online in-context testing with live ad replacement, webcam eye tracking and advertising impact survey

Participating: 1.200

Objects of investigation: BILD.de, Spiegel.de, focus.de

Sources: Eye Square (2018)
Market research Media Impact. (2024). Brand Safety BILD.de Effects of environmental valence on advertising impact. n=1200

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1

NOT AT ALL.

There is **NO PROOF** for different advertising effects for good or bad news.

Users differentiate between news and brand messages: The images are very stable regardless of the environment!

2

YES, BECAUSE

News environments are highly emotional.

The more emotionalizing the content, the higher the attention. This also rubs off on advertising!

The intention to buy is NOT influenced by the tonality of the environment! The more emotional the content, the stronger the advertising effect!

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EFFECTS OF VALENCE: POSITIVE MESSAGES INCREASE THE ATTENTION TO THE ADVERTISEMENT AND THUS ALSO THE PROBABILITY OF PURCHASE, NEGATIVE NEWS LEADS TO A LONGER VIEWING TIME AND THUS TO A STRONGER MEMORY EFFECT.
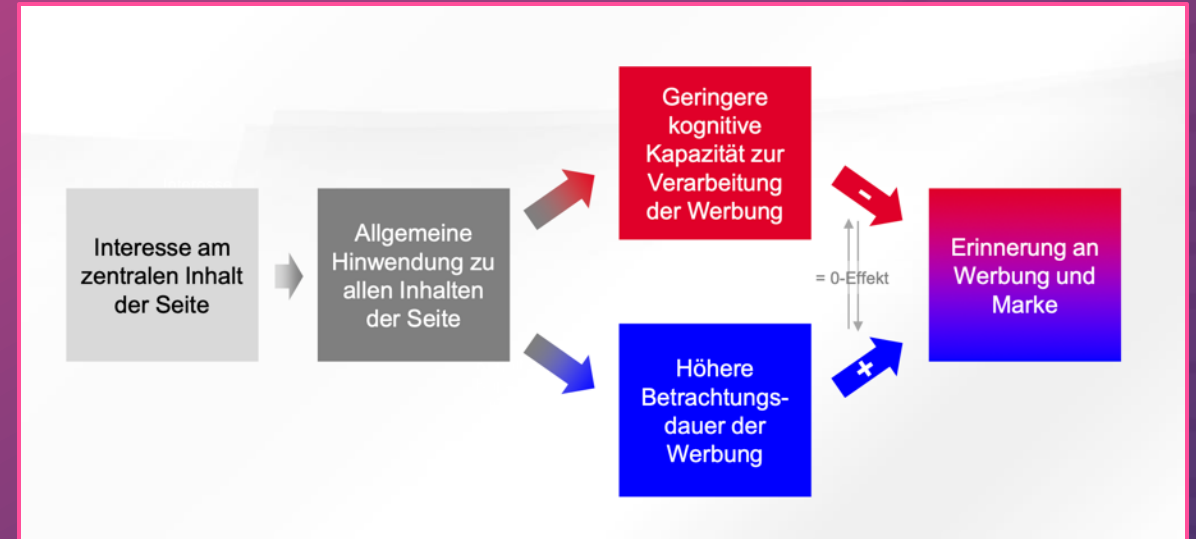
AND WHAT ABOUT THE IMAGE?

ADVERTISING ON BILD.DE

IS RATED MORE POSITIVELY

Regardless of the tonality of the content, ads on BILD.de compared to Spiegel.de or Focus.de better rated, as BILD.de more emotionalized!

ADVERTISING ON BILD.DE

WORKS ABOVE AVERAGE

Users of news services want honest news and BILD offers just this.

INSTAGRAM & TIKTOK

## WITH HARDLY MEASURABLE ADVERTISING IMPACT

Despite the most advertising contacts, 99% of the advertising that is played out on social media does not stay in your head!

Results of the **Screenforce Study „Into the Wild"**

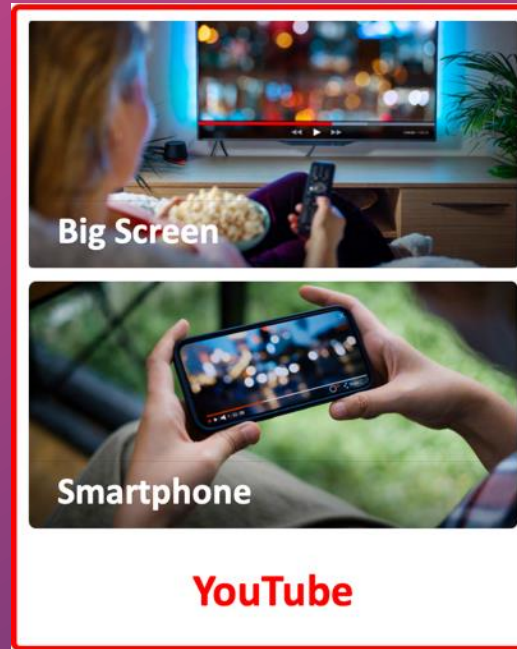**Key question:** How do advertising contacts work in the real world?

Channels: Total Video (Lineares TV & BVOD), YouTube, Social Media

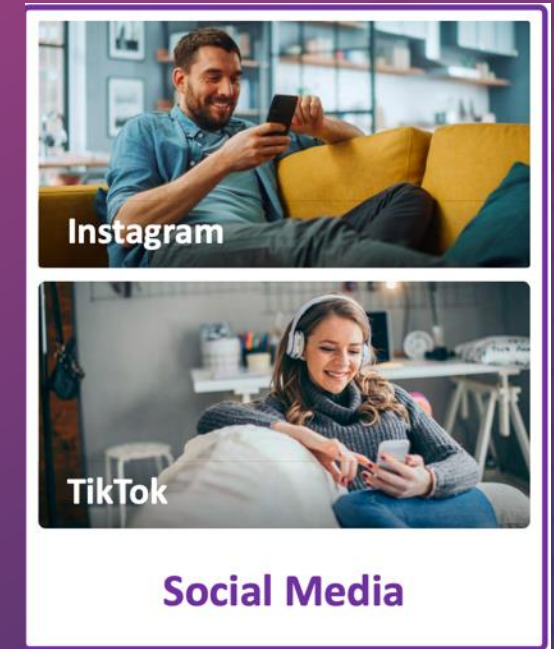# EXTREMELY HIGH AD-LOAD ON TIKTOK AND INSTAGRAM
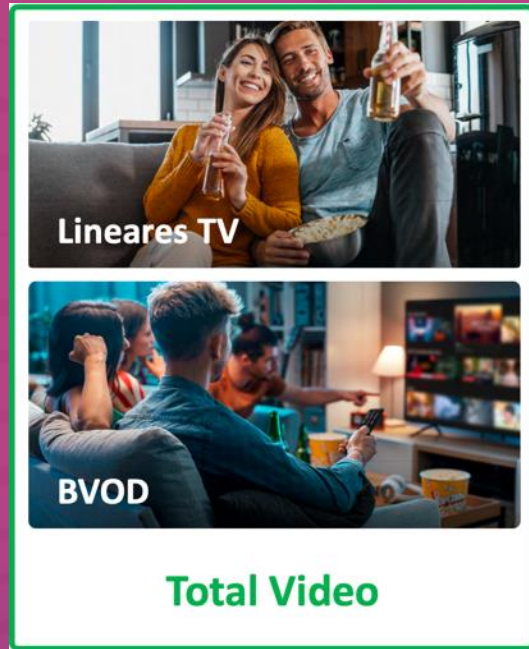
Ø 19

Advertising contacts per hour
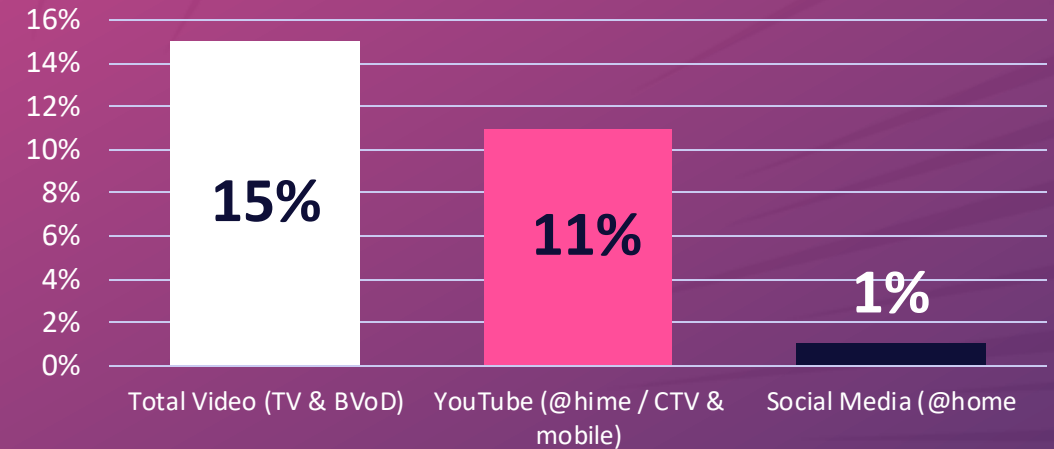
Ø 12
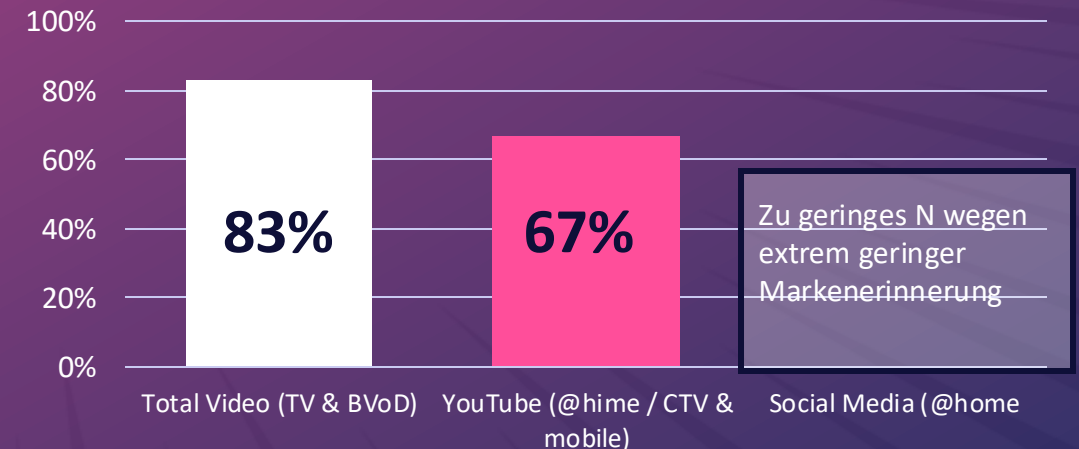
Advertising contacts per hour

Ø 41

Advertising contacts per hour

NO DETAIL REMINDER
ADVERTISING ON SOCIAL MEDIA

FREE BRAND RECALL IN %

15%	**11%**	**1%**
Total Video (TV & BVoD)	YouTube (@hime / CTV & mobile)	Social Media (@home

DETAILED REMINDER IN %

83%	**67%**	Zu geringes N wegen extrem geringer Markenerinnerung
Total Video (TV & BVoD)	YouTube (@hime / CTV & mobile)	Social Media (@home