

BRAND



QUALITY PLACEMENTS  
SAFETY



## SPOTXCHANGE PROTECTS YOUR BRAND

Every day SpotXchange monitors more than 50 million video ad calls from hundreds of publishers and tens of thousands of URLs from all over the world to ensure complete brand protection and transparency for our advertisers. We not only use a full-time brand safety team to manually review ad placements, but we also have partnered with third-party media verification firms AdXpose, DoubleVerify, Peer39 and Telemetry to audit campaigns and prevent invalid placements in real-time.



### SPOTXCHANGE PROTECTS BRANDS BY:

- Serving ads only to publishers that are systematically integrated into our platform to provide the best control over ad placements
- Monitoring publishers' sites with live viewing of ad placements to verify video ads are playing correctly
- Using technology from third-party media verification partners to audit campaigns, prevent invalid placements, and help classify inventory
- Applying white and black listing technologies to ensure ads run only on pre-authorized sites
- Reviewing SpotXchange and IAB Quality Assurance Guidelines (QAG) and initiatives with all publishers to ensure compliance
- Segmenting and categorizing our inventory by numerous descriptors including: User Generated Content, Privacy Policies, Site Rating, Auto-Initiated vs. User-Initiated and Content Type



SpotXchange is committed to being the most transparent video advertising marketplace in the industry. We were among the first video ad networks in the industry to complete self-certification and training for IAB's Networks & Exchanges Quality Assurance Guideline (QAG). Our brand safety team continues to actively take part in IAB initiatives by being an active part of the working groups that developed the video ad and mobile ad addendums to the QAG. We are members of the Digital Advertising Alliance's Self-Regulatory Program for Online Behavioral Advertising to protect consumer privacy.



## HOW DO WE DETERMINE IF A VIDEO AD PLACEMENT IS ACCEPTABLE WITHIN THE SPOTXCHANGE MARKETPLACE?

- Ads must be playing above the fold
- Sites with violent, hateful, pornographic, extreme or illegal content are not accepted
- Players are session capped so that ads do not constantly loop
- In-stream ads must start with sound, and play either before or after content (e.g. video, game, application)
- In-banner ads must start muted and play without content following the ad (e.g. user-initiated sound)

As a market leader in brand protection and transparency, SpotXchange is fully committed to ensuring your video ads only appear on pre-authorized sites while meeting the necessary requirements for valid placements within our marketplace. Backed by our daily brand safety initiatives, and media verification partnerships, we guarantee the highest level of brand protection in the industry.

BRAND



303.345.6650 • [INFO@SPOTXCHANGE.COM](mailto:INFO@SPOTXCHANGE.COM)  
DENVER • NEW YORK • LONDON • SYDNEY • CHICAGO • ATLANTA • LOS ANGELES • SAN FRANCISCO

QUALITY ASSURANCE  
PROTECT

