



## **ADSAFE RELEASES Q4 2009 ONLINE DISPLAY ADVERTISING REVIEW** *Report Cites Invisible Traffic, UGC and Hate Speech as Top Risks to Brands*

NEW YORK, NY – January 20, 2010 – AdSafe Media, the rating standard of online media, today released its fourth quarter analysis of the online display advertising industry. The report, available for download at [www.adsafemedia.com](http://www.adsafemedia.com), provides a comprehensive review of the trends and issues in the display advertising industry observed across the AdSafe platform.

The key findings cited in the report are:

- Q409 AdSafe Safety Index was 814
- 58% of network traffic was “invisible”
- 30.05% of objectionable content was Hate Speech
- 29% of traffic was served to sites featuring UGC

The AdSafe Safety Index is an industry-wide metric that provides an objective indication of the overall safety of the online display advertising industry. The AdSafe Safety Index is based on a 0 – 1000 rating scale, with 1000 representing a high degree of brand safety.

According to David Hahn, VP of Product for AdSafe, “Activity for the quarter was relatively positive. The quarterly Safety Index of 814 indicates that the majority of pages we analyzed were suitable for premium brand advertisers. Of concern however, is the large percentage of invisible, UGC and hate speech associated inventory we observed in Q4. Without full visibility of display inventory, brands and agencies are unable to understand the quality or brand appropriateness of inventory. More importantly, large amounts of UGC and hate speech are of significant concern to many of our clients with high sensitivity brands or in high sensitivity industries. As we continue to monitor activity in the display industry, we hope to help the industry as a whole address these issues and provide the safety and security that premium brand advertisers demand, in order to help attract more brand marketers to this channel.”

According to IAB guidelines, “invisible” inventory is defined as inventory which lacks source-level transparency with real time disclosure of exact URL of location of the ad with each ad call.

### **About AdSafe Media**

AdSafe Media is the rating standard of online media With AdSafe’s preventative Brand Protection Firewall, marketers' advertising only appears on sites with content marketers deem to be consistent with their brand’s image, objectives and corporate philosophy. AdSafe protects brand equity by mitigating risk of damaging brand adjacencies, reduces costs and improves response rates to campaigns across the web. For more information, visit [www.AdSafeMedia.com](http://www.AdSafeMedia.com).

###