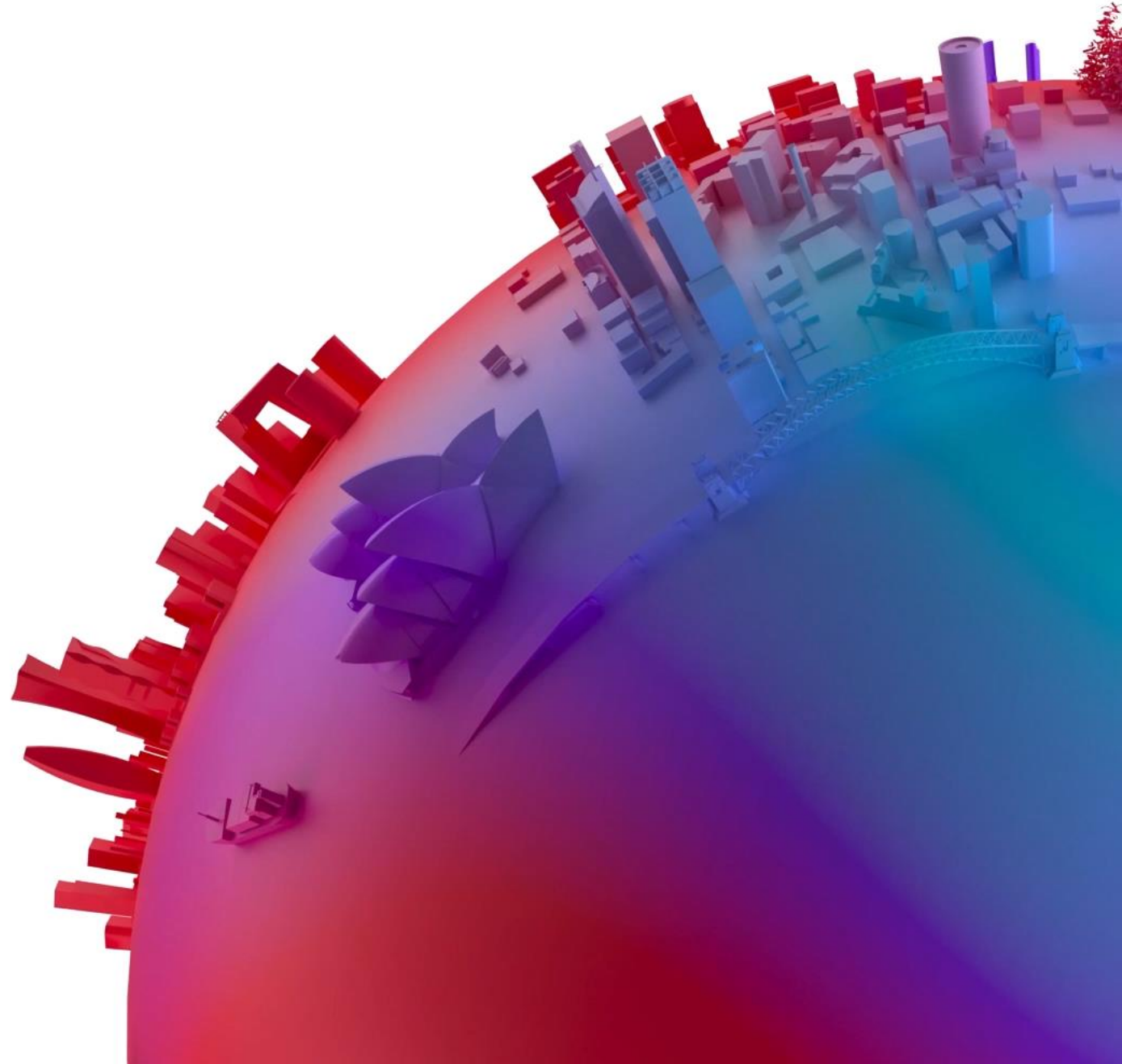


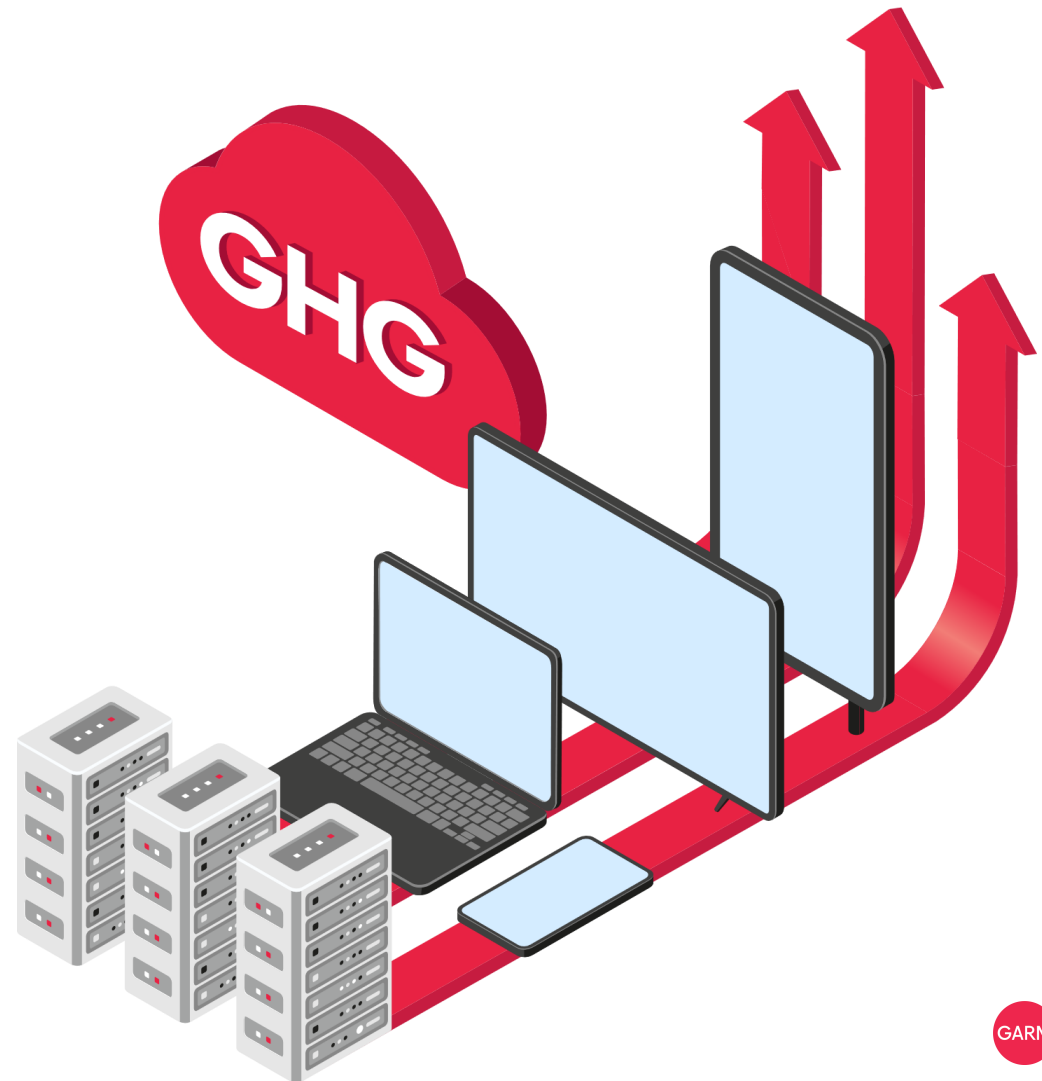
WFA Media Forum

RESPONSIBILITY

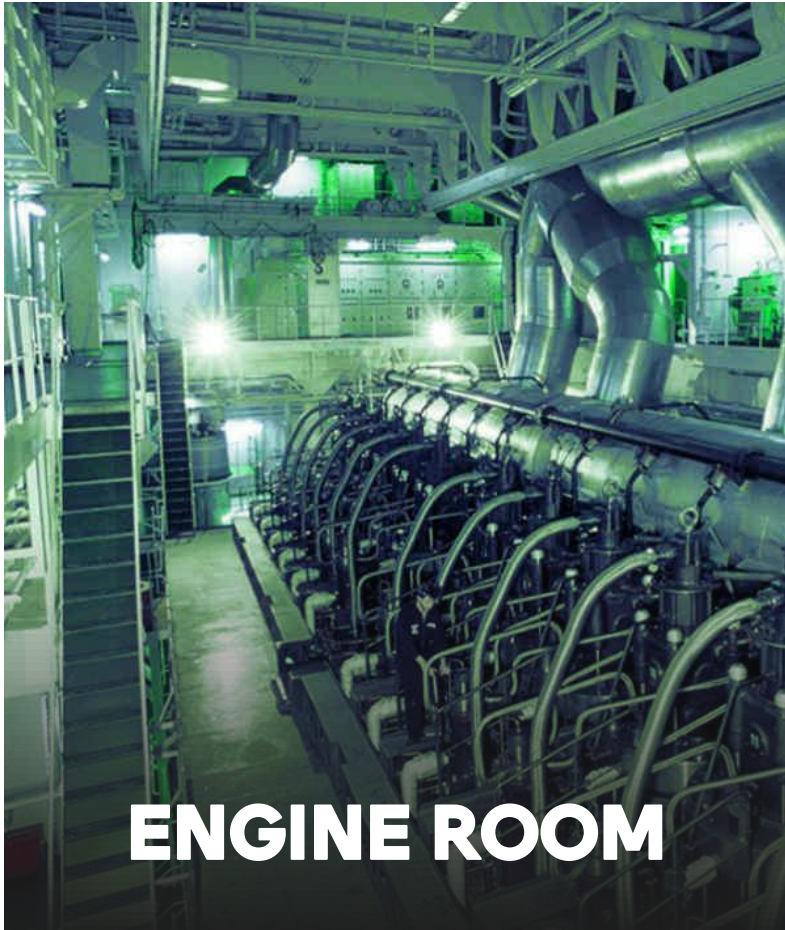
15th May 2024



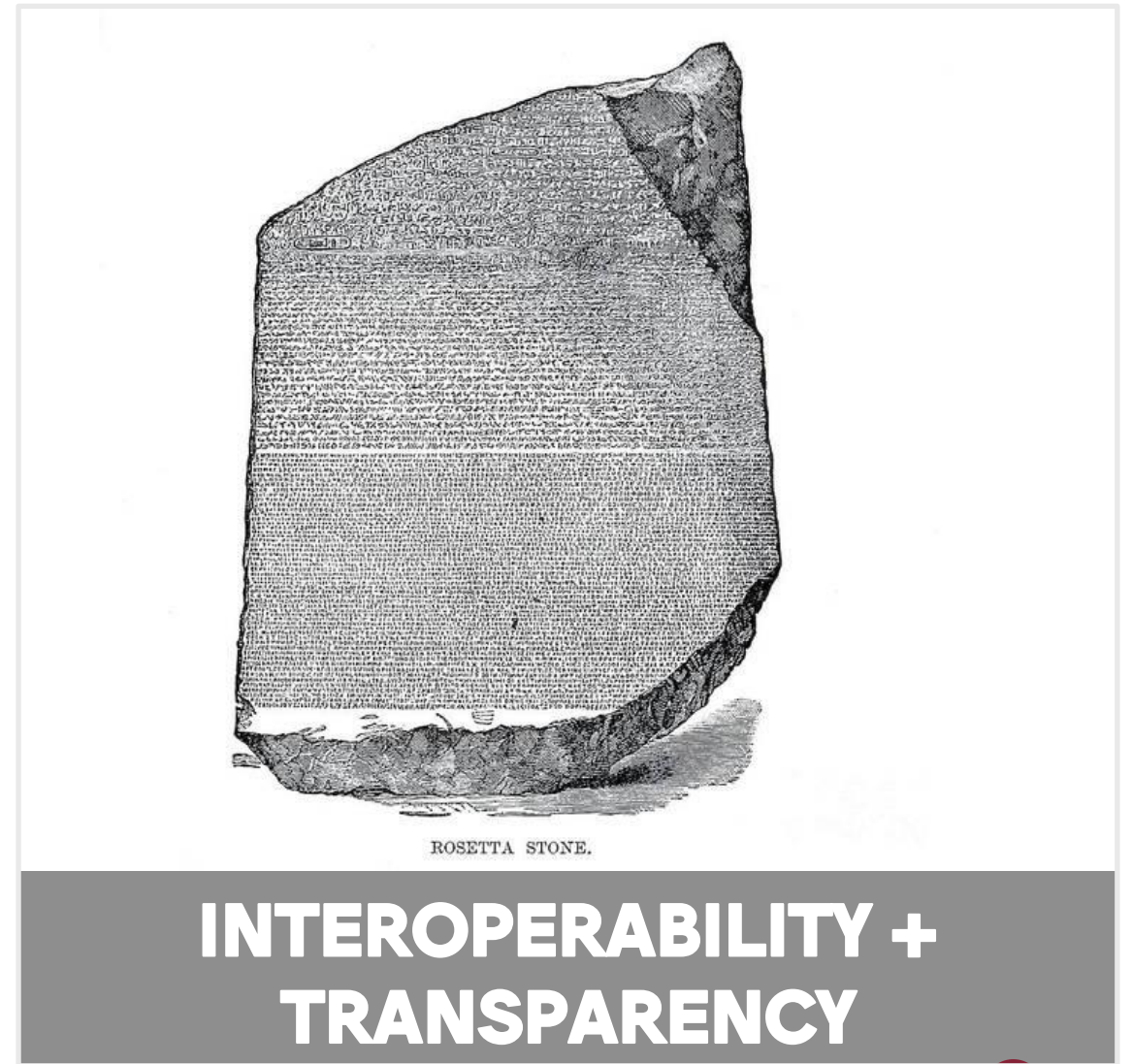
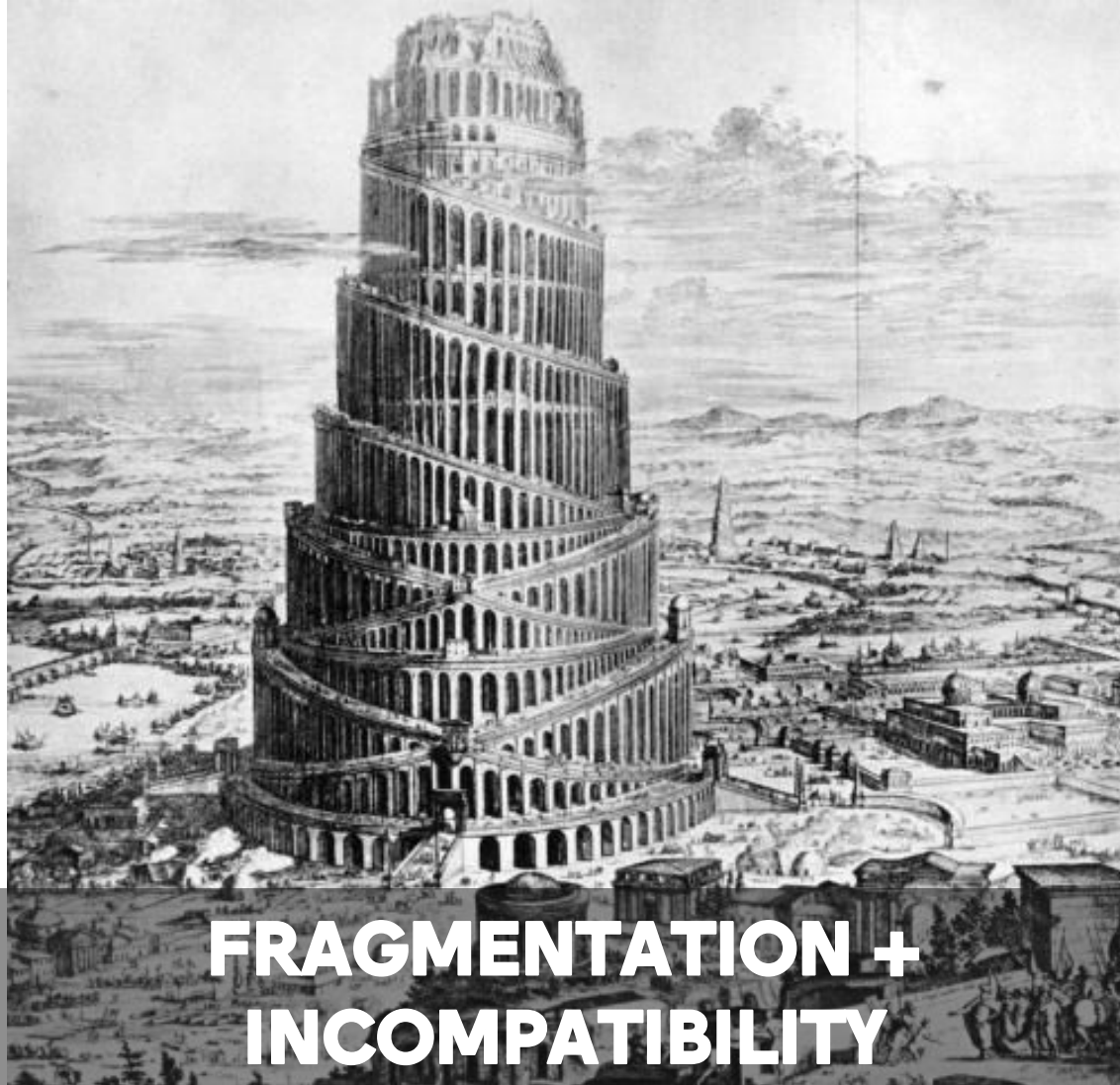
Brand Safety and now Media Sustainability



GARM's work addresses issues that span 3 rooms



Uncommon Collaboration: Our essential transformation



What's coming + how to use it: Brand Safety

| | | | |
|--------------------------|---|---|---|
| Standards + Definitions | Transparency on Moderation, Standards on Monetization | Transparency on Ads Policies Gen AI transparency + best practices Gen AI brand safety standards | More informed selection and consistent buying controls |
| Measurement + Oversight | Consistent reporting on platform content and advertising safety | Vol 7 of the Aggregated Measurement Report Exploration of adtech supplier data | Informed selection via tracking industry and content category trends + progress |
| Tools + Adjacency | Interoperable approaches that help advertising safety controls | Youth Safety x Targeting + Content Safeguards Solutions Developers Shared Source Pilot | Tools that make brand suitability controls consistent |
| Audit + Verification | Third party audit of platform and ad tech standards | Product-level audit status transparency GARM transparency forms: | Media partner consideration in upholding of voluntary standards |
| Education + Mobilization | Training and educational resources | eLearning x BSI Best practices: DEI Gen AI Elections | Key input for training talent + people |

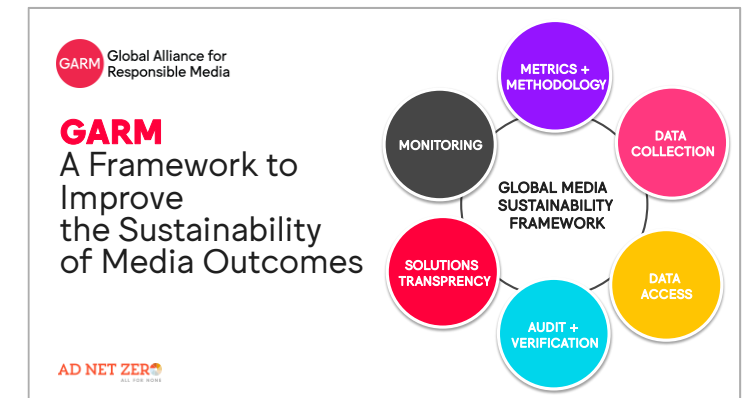
Media sustainability: GARM ANZ paving the path forward



ALIGNED
APPROACH
FEB 2023



BEST PRACTICES
IDENTIFIED
JUNE 2023



VOLUNTARY
STANDARDS JUNE
2024

What's coming: Media Sustainability

METRIC + METHODOLOGY

Consistent framework
to measure GHG across
6 media types

1. We have validated our frameworks align with the GHG protocols
2. We have Channel Emissions Frameworks ready for Cannes
3. We will have 3 formulae ready (Digital, TV, OOH) that address 90% of So\$

DATA REQUEST

Efficient mechanism to
collect first party
emissions data

1. We have a common request form that will address fragmentation
2. We have buy-in from the agency holdcos + media sustainability specialists
3. IPG Media Brands are piloting it already

DATA ACCESS

Efficient system to
transfer emissions data

1. We have a data architecture to have current providers help implement
2. We have a long-term ambition to help develop lifecycle assessment databases globally, locally
3. We will have a system that brings together private and NGO approaches

What's coming: Media Sustainability

GHG SOLUTIONS TRANSPARENCY

Consistent framework to disclose services, data sources, and scientific oversight

1. We have a common framework to report on solutions
2. We will issue this ahead of Cannes and start posting them as transparency forms become available

AUDIT + VERIFICATION

Validation of accurate use of media GHG data

1. We have secured AAM, MRC, CESP, ABC to help identify scopes for audit
2. We have secured their agreement to conduct an immersion, develop scopes and pilot them

MONITORING

Overview of adoption of GARM ANZ solutions

1. We have a framework to track implementation of GARM ANZ Media Sustainability standards

Evolving our media approach to Brand Responsibility

Brand Safety + Attention + Sustainability

Jay Altschuler SVP, Global Media



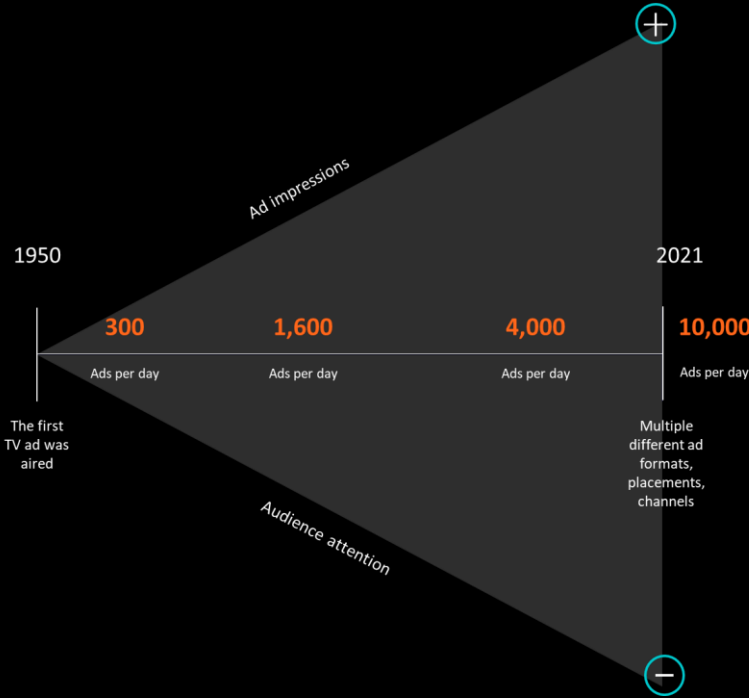
Consumer trust with Brands is at an all time low

BRAND SAFETY

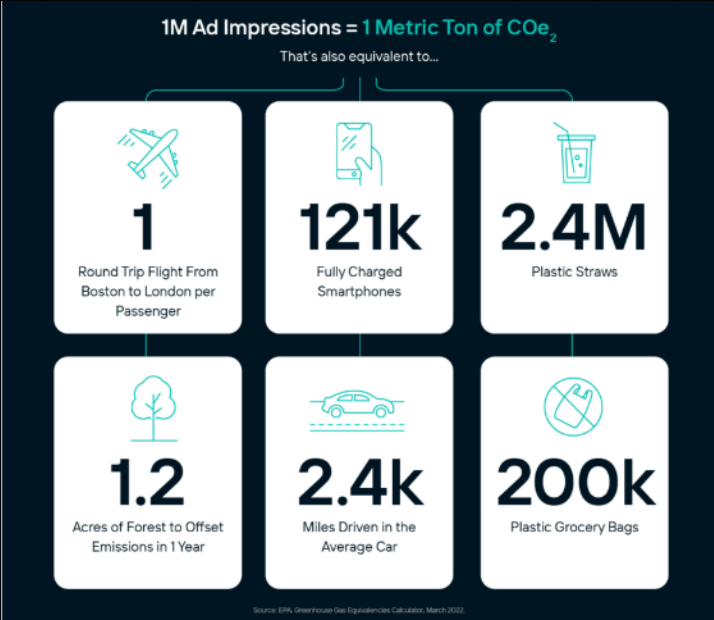
69%
of consumers say the amount of inappropriate content online has increased or increased substantially over the past year

TRUST
70%
of consumers say they would trust a brand less if they advertised near inappropriate content online

ATTENTION



SUSTAINABILITY



Developing a better model for paid media

Creating an approach for Mastercard to gain **more for less**





BRAND SAFETY

Importance of Responsible Media

- Pledges that the Mastercard's content and messaging harmonize seamlessly with its values, objectives, and envisioned image
- Accurately upholds the diligently crafted Mastercard equity of being the #9 Brand in the world.
- Results in cost-effective measures and enhances overall performance
- Directs investments towards premium media, steering clear of resource depletion and channels funds into our chosen media endeavors
- Media activation standards act as essential guardians, averting undesirable brand affiliations, reducing resource waste, and optimizing the likelihood of success



Brand Safety: Ensuring Mastercard advertising appears alongside appropriate content and is seen by real people.

Three areas of focus:



Brand Safety + Suitability

Verifying ads do not appear in context that could damage a brand.



Fraud + non- Human traffic

Preventing any fraudulent activity that attempts unlawful financial gain from the digital advertising ecosystem.



Viewability

Tracking impressions that have the opportunity to be seen by humans.

Mastercard enforces a minimum 99% Brand Safe commitment with all Partners

- Mastercard **does not pay** for unsafe media, as verified by accredited 3rd party Verification Partners
- Monitoring and Blocking tags are **mandated** unless otherwise approved by Global Media



Globally, Mastercard has established processes to mitigate risk

1. Formalized definitions across channels & risk tolerance:

Brand Safety – Recommended Level

| | 0 | 1 | 2 | 3 | 4 |
|----------------|--|--|------------------|--|--|
| | No Brand Safety | Low Brand Safety | Mid Brand Safety | High Brand Safety | Tolerance Brand Safety |
| TV | Adherence to all applicable laws, regulations, and industry standards. | Adherence to applicable laws, regulations, and industry standards. | N/A | Adherence to applicable laws, regulations, and industry standards. | Adherence to applicable laws, regulations, and industry standards. |
| Radio | Adherence to all applicable laws, regulations, and industry standards. | Adherence to applicable laws, regulations, and industry standards. | N/A | Adherence to applicable laws, regulations, and industry standards. | Adherence to applicable laws, regulations, and industry standards. |
| Print | Adherence to all applicable laws, regulations, and industry standards. | Adherence to applicable laws, regulations, and industry standards. | N/A | Adherence to applicable laws, regulations, and industry standards. | Adherence to applicable laws, regulations, and industry standards. |
| OOH | Adherence to all applicable laws, regulations, and industry standards. | Adherence to applicable laws, regulations, and industry standards. | N/A | Adherence to applicable laws, regulations, and industry standards. | Adherence to applicable laws, regulations, and industry standards. |
| Digital | Adherence to all applicable laws, regulations, and industry standards. | Adherence to applicable laws, regulations, and industry standards. | N/A | Adherence to applicable laws, regulations, and industry standards. | Adherence to applicable laws, regulations, and industry standards. |

2. Only authorized agencies can purchase media for Mastercard:

CARAT
dentsu
McCANN (Brazil)

3rd party vendors cannot purchase on Mastercard’s behalf

Limited Mastercard direct media buys

3. Category exclusion (“do not run”) & inclusion (“only run”) lists in place

Media purchased internationally must leverage Exclusion and/or Inclusion list of destination market

4. 3rd Party tracking appended to all digital activity:

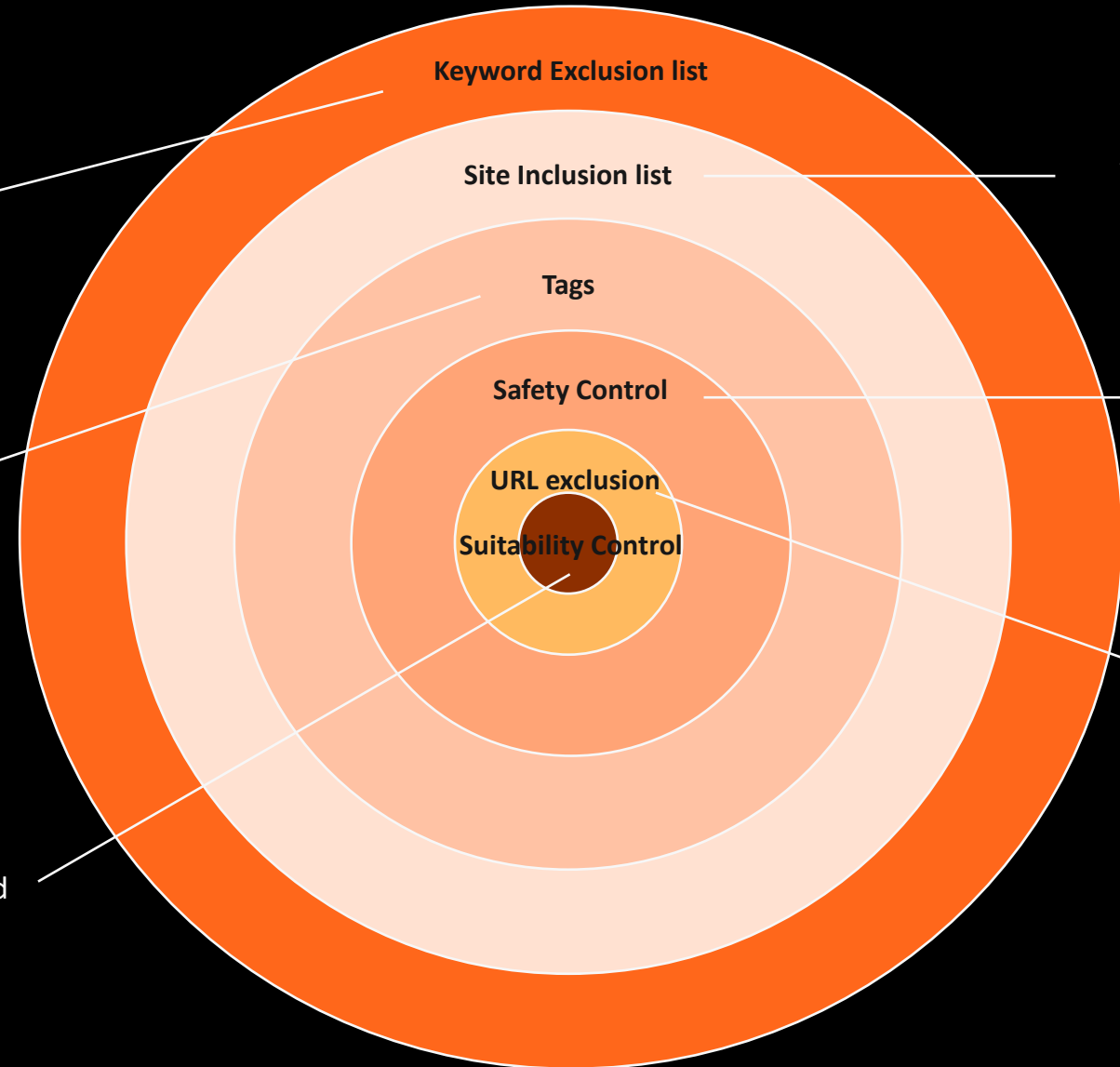


IAS will track & report out on viewability, ad fraud, & brand risk; benchmarked vs. industry averages at the regional level

Quarterly QBR



Brand Safety: Multiple Lines of Defense



Managed by Carat, shared w/ IAS & media partners for execution
 Updated quarterly, reviewed w/ MC Media & Comms teams

- 80 KW on list as of 1/6/22

Programmatic Site Inclusion List
 Ads bought programmatically only appear on approved sites
 Updated quarterly (14,411 sites on Q4'21 list)

Ads appended with IAS Blocking & Monitoring Tags

- Blocking applied where possible; not all sites/tactics accept
- Block or report on impressions identified as un-safe by failing any of 10 parameters, 5 of which are customized for MC

Brand Risk Tolerance Settings
 Risk tolerance is set across each Risk category
 Applied at the account level and campaign level via partner tags

Ads blocked from running on these sites
 List originated from MC/Carat, maintained by IAS; URLs added when requested by Carat/MC

Brand Suitability Settings
 Category segments applied to avoid specific contextually relevant content

- Customized contextually relevant categories – 20+

Ad Served if placement meets all these criteria

Should an error occur we do not pay for any incorrect impressions





ATTENTION

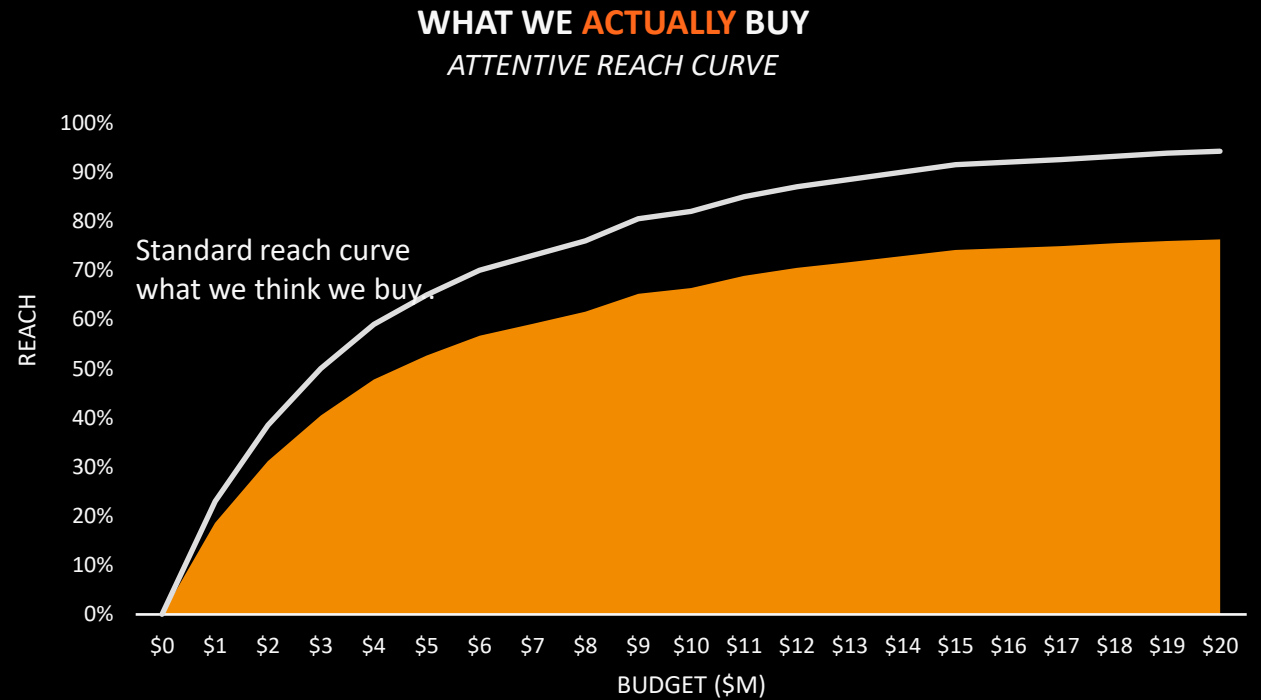
Moving from screen-based measures to people-based measures

Attentive reach redefines how we think about 'reach'

Traditional reach and impressions are reported as GRPs and reflect whether an ad was delivered

They do not guarantee that someone has actually been reached

There is a delta between reach and attentive reach



Source: Dentsu Attention Economy Research



Our application of Attention does not replace reach

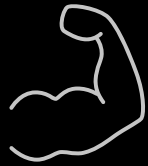
It is a set of **complementary metrics** that can improve the effectiveness of our Reach



Reach is a Driver of Growth

Supporting brands' ability to build penetration

But



Not all Reach is Equal

with channels inherently having different strengths

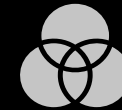


Attention

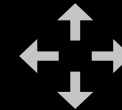
We are able to better understand channel strengths and their ability to deliver on outcomes



Better **predict expected** outcomes



Agnostically **measure and compare** channels



Increasingly Scalable across countries & channels



Future-proofed for **Privacy**



Attention research challenges industry standard of digital viewability and is a more advanced metric to set us up for the future



Large banner showed as 59% viewable but only 17% was attentive

Social (video) has stronger attention metrics vs. its viewability score

Learnings

Ads that are typically thought of as highly viewable and thus effective, may not be “seen” as expected

Viewability helps brands reduce waste on ads that could never been seen but industry standards are a poor proxy for Attention

Implication

Attention is a more advanced representation of how we’re reaching consumers across different media environments



A consistent goal

To bring more sophisticated optimisation criteria, maximise campaign value and drive true business impact.

1. Indicator of quality

Attention Economy research proved attention to be a better indicator of quality and predictor of outcomes than its predecessors viewability and view through

Can we buy more for the same?

- Fairly industrialised

2. Value validation

Independent measures of performance, brand and sales can be associated in order to prove value at a campaign level

Does buying more, translate to business outcomes?

- Growing

3. Bespoke optimisation

More closely aligning predicted seconds of attention and lifts with business outcome data in order to create bespoke brand models and thresholds

Can we maximise brand effect in the most effective way?

- Nascent

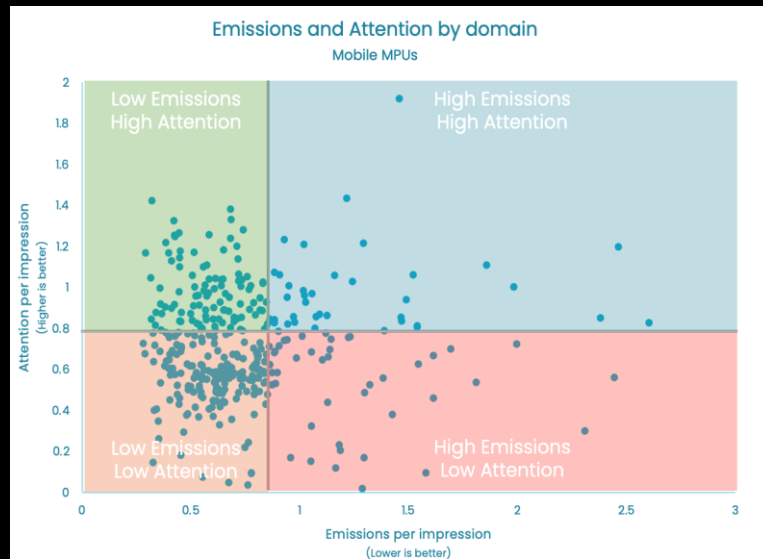




SUSTAINABILITY

Developing an approach against Attention represents an opportunity to reduce our media carbon footprint

More attention drives less waste, higher impact and fewer impressions, together this equals less media carbon



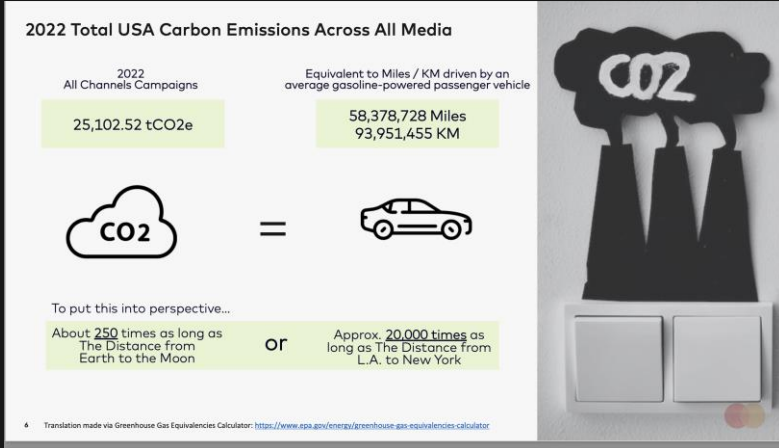
Our tests identify C.25 optimum inventory based on cost, quality and carbon measures*

Unify our approach with our media carbon initiative.
An industry first at this scale and sophistication

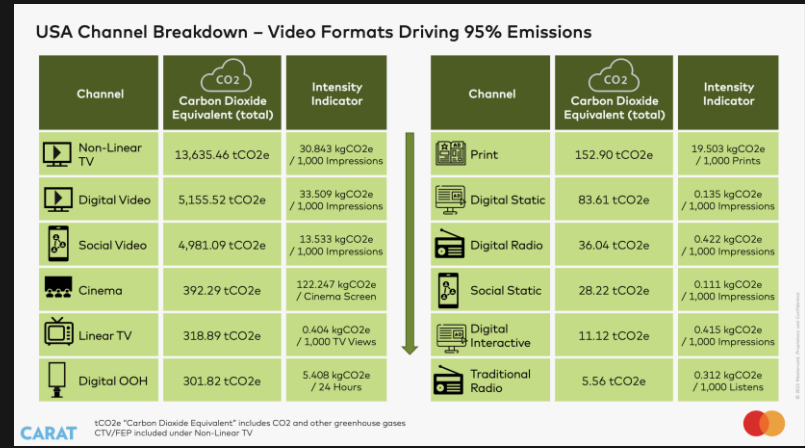


Baseline Example Readout: US

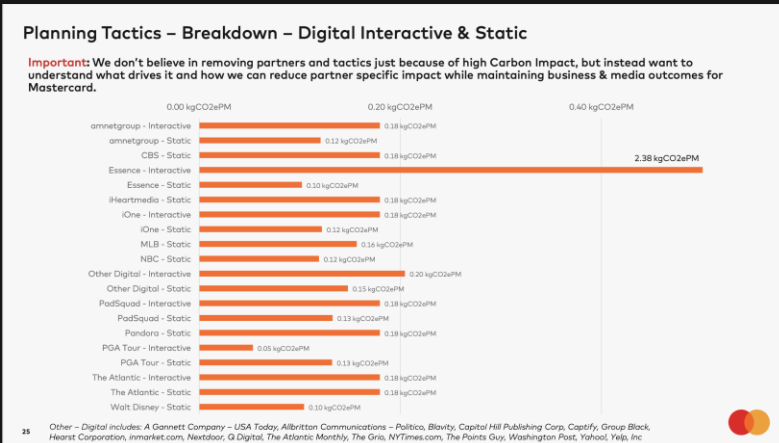
- Each baselined market received a thorough readout of the total CO2 footprint, a deep-dive of CO2 per channel, per campaign, and opportunities for reductions for both the short-term and long-term.



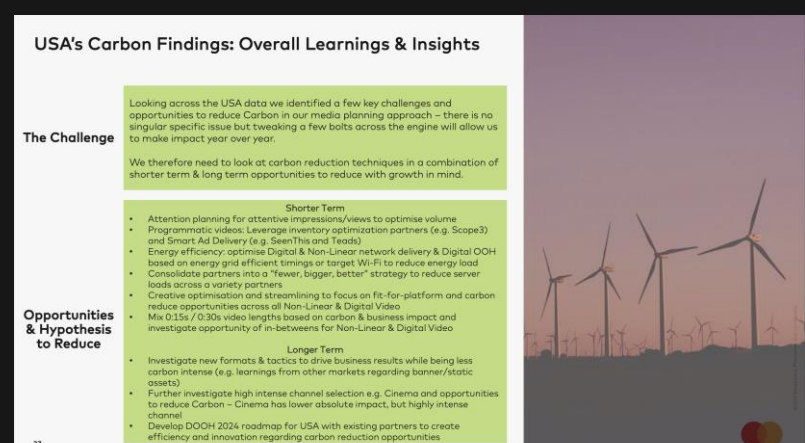
Total carbon footprint of all media campaigns with equivalents to provide perspective



CO2 broken out by channel with insights that 95% of emissions are generated from video



CO2 broken out by partners helps us investigate what's driving the CO2 and challenge the industry to start pushing publishers for CO2 reduction & optimization

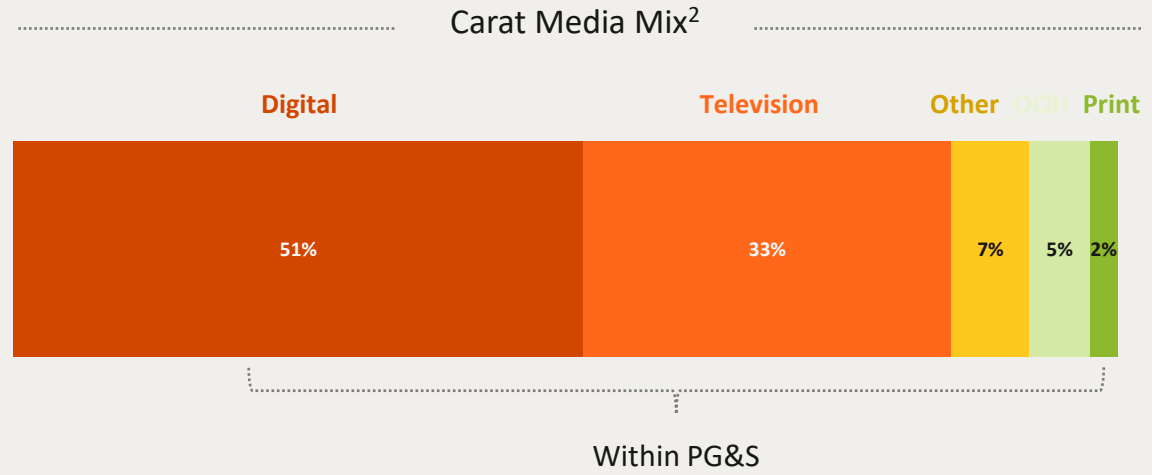
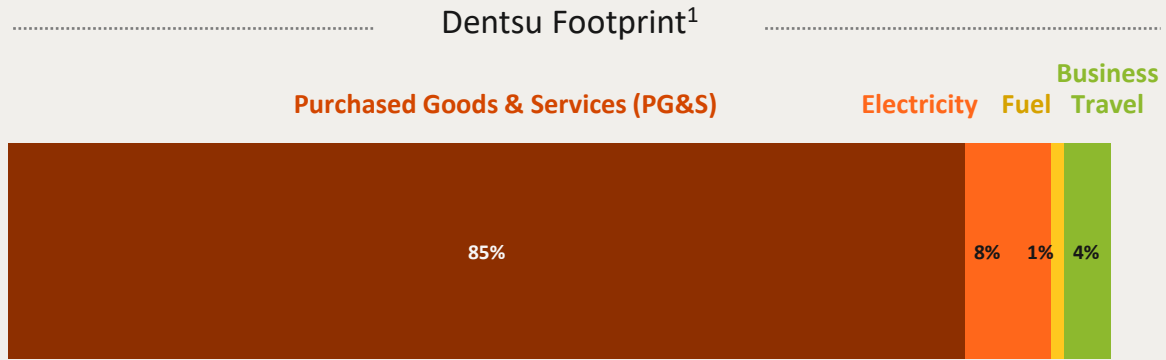


Short-term and long-term opportunities for reduction provided based on the market's learnings



Action Plan | Media

- We must focus on digital media activities, specifically digital video and social video
- Scale adaptive streaming technology from partners like SeenThis and Teads
- We are reliant on industry changes to make meaningful change



How to decarbonize

Digital

Prioritize opportunities to **reduce digital media file sizes**

Leverage **adaptive streaming** to reduce energy consumption associated with **viewing content on devices**

Shift from data center to cloud to facilitate internet transmission of digital media

Adjust media mix in ways that reduce our carbon footprint

Television

Prioritize networks that promote efficiency and use **100% renewable energy**

Electricity

Power operations through **100% renewable energy**

Business Travel

Limit business travel to essential resources

Rent electric, hybrid or fuel-efficient vehicles for agency professionals





Thank You!

World Federation of Advertisers

London, Brussels, New York, Singapore

wfanet.org

info@wfanet.org

+32 2 502 57 40

 [@wfamarketers](https://twitter.com/wfamarketers)

 [/wfamarketers](https://www.youtube.com/wfamarketers)

 [/company/wfa](https://www.linkedin.com/company/wfa)

