



Brand Safety Concerns Hurt Display Ad Growth

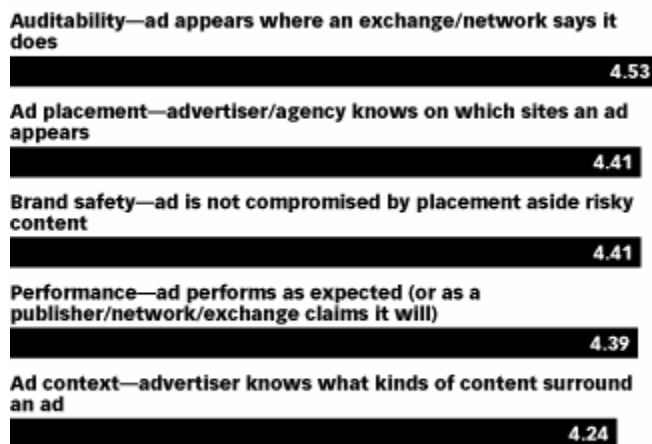
APRIL 27, 2010

Marketers not satisfied with transparency

When marketers rely on ad networks and other aggregated media buying platforms, they lose some control over the content their display ads appear against. To allay fears that ads could appear next to inappropriate or undesirable content, transparency is critical, according to the [Winterberry Group](#).

According to the firm's white paper "Beyond the Grey Areas," ad agencies recognize that ad placements must be auditable and that advertisers must be able to verify and know where ads are appearing, as well as to feel safe about their brand.

Importance of Transparency for Select Online Display Advertising Concerns According to Ad Agencies in North America, March 2010 (scale of 1-5*)



Note: *1="less critical for this concern" and 5="more critical for this concern"
Source: Winterberry Group, "Beyond the Grey Areas: Transparency, Brand Safety and the Future of Online Advertising," April 14, 2010

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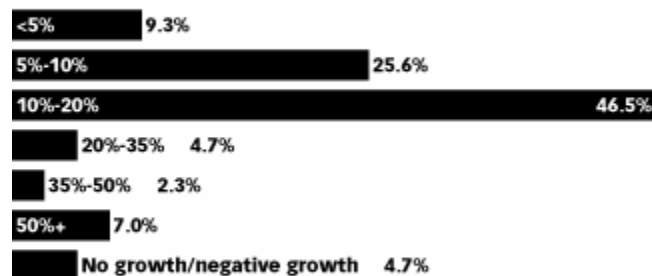
But despite rating all those concerns above a 4 on a scale from 1 to 5, agencies admit they don't deliver the transparency that brand marketers need. They rated the degree of auditability as only 2.67 on the same scale. General brand safety received a rating of 2.8.

"Anecdotally, marketers tell stories of botched campaigns, disastrous brand

exposures and quick, last-minute media plan revisions,” the paper said. “What they report far less often, though, is the extent to which they *deflect* ad dollars from the digital display channel—or hold back from committing spending in the first place—because of anticipated challenges with regard to risky placement.”

According to the advertisers surveyed by Winterberry, the deflected spending adds up. Nearly one-half of respondents said their display ad spending would grow by 10% to 20% if they felt a greater degree of safety in working with ad networks.

Amount Online Display Advertising Spending Would Grow if Brand Safety Issues Were Successfully Addressed According to Advertising Professionals in North America, March 2010 (% of respondents)



Note: numbers may not add up to 100% due to rounding
Source: Winterberry Group, "Beyond the Grey Areas: Transparency, Brand Safety and the Future of Online Advertising," April 14, 2010

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That could add up to about \$2 billion annually, by Winterberry's estimate of \$9.3 billion in US display ad spending this year.

eMarketer's more conservative estimate of \$7.9 billion in online display advertising for 2010 would still suggest that hundreds of millions of display ad dollars could be left on the table because of brand safety concerns.