



Johanna Wahlroos
VP, Global Client Strategy

Trends to Watch

From Insights to Actions



**Content
consumption
soars; quality
issues
remain**

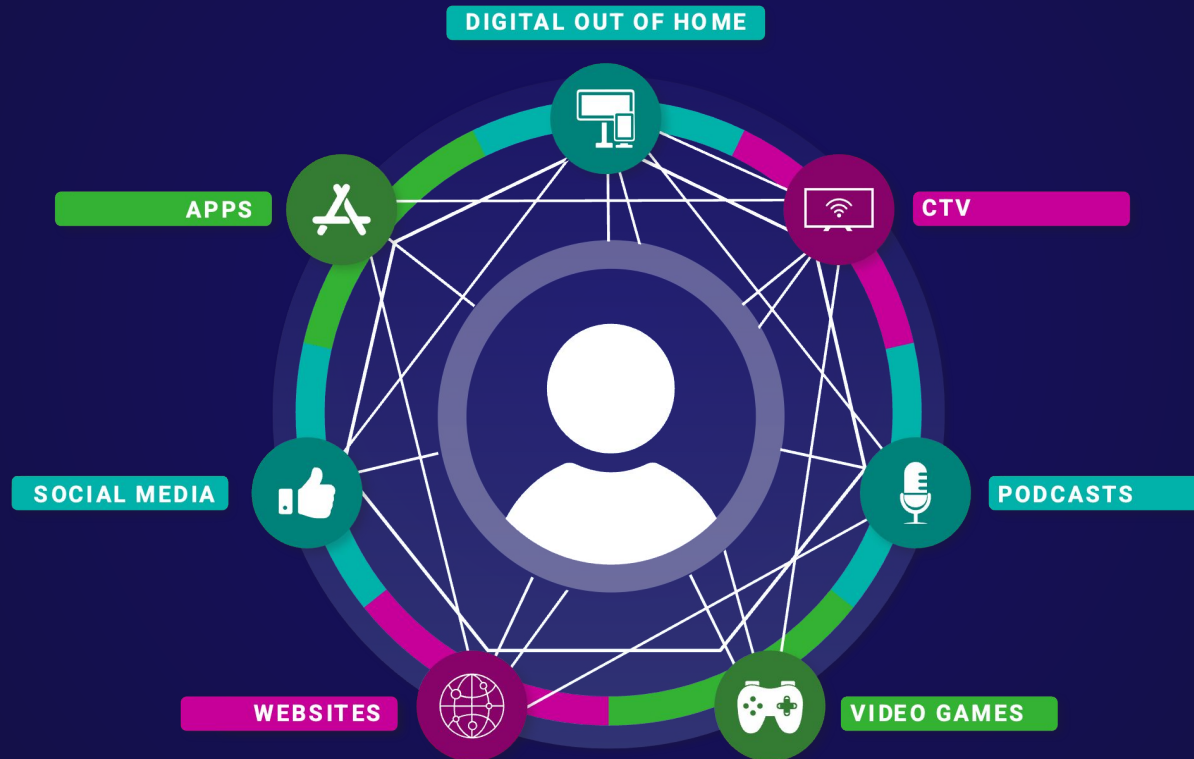
**The Rise of
Values-Based
Marketing**



**The Attention
Challenge:
Seizing the
Opportunity**



Consumers Are Always On



The Speed Is Only Accelerating

Time Taken to Reach 1 Million User Mark

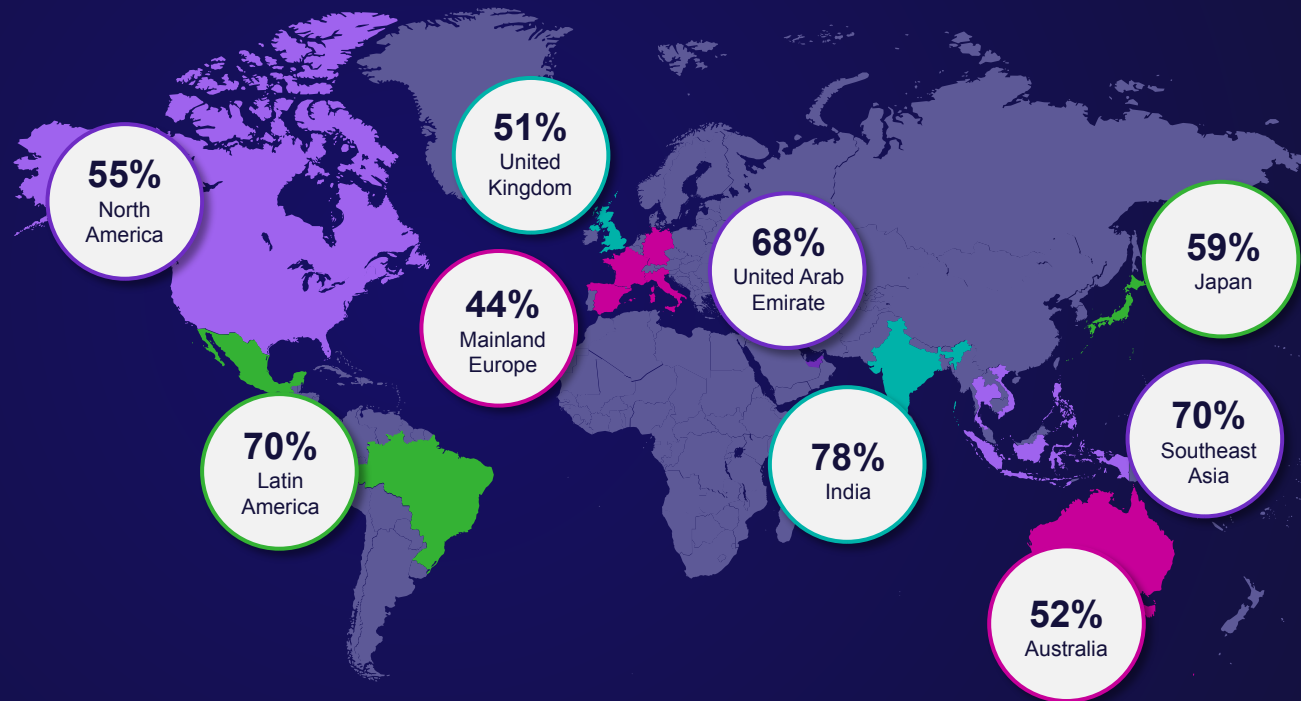


Source: [Statista 2023, Threads Shoots Past One Million User Mark at Lightning Speed](#)- Refers to one million backers (Kickstarter), nights booked (Airbnb), downloads (Instagram/ Facebook)
*Threads reached 2M sign ups in 2 hours

Content Consumption Is Growing in the Post-Pandemic World

53%

of respondents globally
report spending more
time consuming content
now than pre-pandemic



...Also in Finland

91%
of Finns use
Digital Media

72%

watch online
videos



89%

weekly reach of online
news



57%

rely on Internet as their main source
of news



Source: AudienceProject. (February 22, 2022). Share of individuals watching traditional TV weekly in Finland from 2017 to 2021 [Graph]. In Statista. Retrieved August 08, 2023, from <https://www.statista.com/statistics/1070563/share-of-individuals-watching-traditional-tv-weekly-in-finland/>; Media-alan tutkimussäätiö. (June 30, 2023). Weekly reach of traditional and online media news in Finland from 2015 to 2023 [Graph]. In Statista. Retrieved August 08, 2023, from <https://www.statista.com/statistics/540527/weekly-reach-of-traditional-and-online-media-news-in-finland/>; <https://www.statista.com/forecasts/1188105/most-used-media-services-in-finland/>; <https://www.statista.com/statistics/626794/share-of-media-as-the-main-news-source-in-finland/>; Statistics Finland. (November 30, 2021). Share of people watching videos via online video sharing services in Finland in 2021, by age group [Graph]. In Statista. Retrieved August 10, 2023, from <https://www.statista.com/statistics/554367/online-video-sharing-service-usage-by-age-group/>

Advertisers Follow Consumers

CTV Consumption and Quality Verification Grows Globally
Year-Over-Year Growth In CTV Ad Impression Volume

↑ **62%**

CTV consumption and
quality verification
growth globally

252%
UK

74%
Germany

273%
France

215%
Spain

But With Growth Come Growing Pains: CTV Spotlight


1/3

impressions serve to environments that fire ads when the TV is turned off

Verification as a Security System





Always-On Protection Across Social Platforms



FRAUD & SIVT

Detecting invalid traffic from your analytics and reporting


Supports



VIEWABILITY

Objective and universal impression quality verification

Supports



SAFETY & SUITABILITY

Comprehensive and precise brand safety & suitability

Supports



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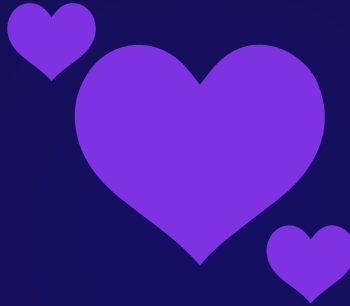
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Consumers Care About Values and Authenticity

63%

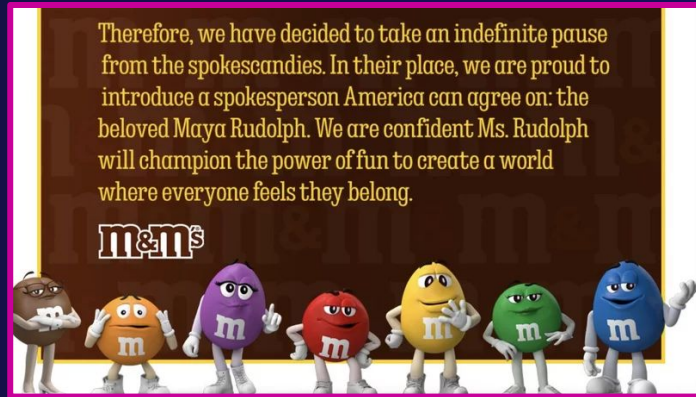
Consumers globally prefer companies that share their values



69%

of global consumers agree: “Companies that are genuine and authentic appeal to me”

Why Authenticity is Key



Bud Light loses top US beer spot after promotion with transgender influencer

Sales dropped by almost 25% on last year after brand featured Dylan Mulvaney in social media



Kanye West's ugly break-up with Adidas and Gap shows the risks of celebrity partnerships

By Nathaniel Meyersohn, CNN Business
Updated 3:25 PM EDT, Tue October 25, 2022



Ads by major brands including Innocent Drinks, Oatly, Hyundai and Shell have been ruled 'greenwashing' by the Advertising Standards Authority (ASA), as the watchdog continues to crack down on misleading environmental claims, saying it "won't hesitate to take action against any ads that break our rules."

The Drum™

Values-Based Marketing: Factors to consider



A brand's suitability profile should be calibrated to reflect these nuances.

Intro: Background of Our Research



Introducing new DV research - **the first of its kind in the industry** - to help advertisers understand the factors that should be considered as they seek to create a more nuanced approach to brand safety and suitability.

SUITABLE

VS

UNSUITABLE ?

makuja

ETUSIVU RESEPTIT RUOKALAUTISET RUOKAHUJELMAT GRILLAUS SALAATIT MARJAT MAKEAT LEIVONNAISET HALPA VS. KALLIS HELLAPOLISI >

Jos haluat säästää rahaa kaupassa, tämä arkiruoka on ykkösvalinta: "Nopea, helppo ja hyvin edullinen"



Miten aloittaa sijoittaminen 2023
Jalmafi · 15K views · 2 months ago

← Post

Talouselämä
@talouselama

Kauhuvuokralaisen häätäminen saattaa maksaa vuokranantajalle jopa yli 25 000 euroa ja kestää yli vuoden.
[#asuntosijoittaminen](#)

[Translate post](#)



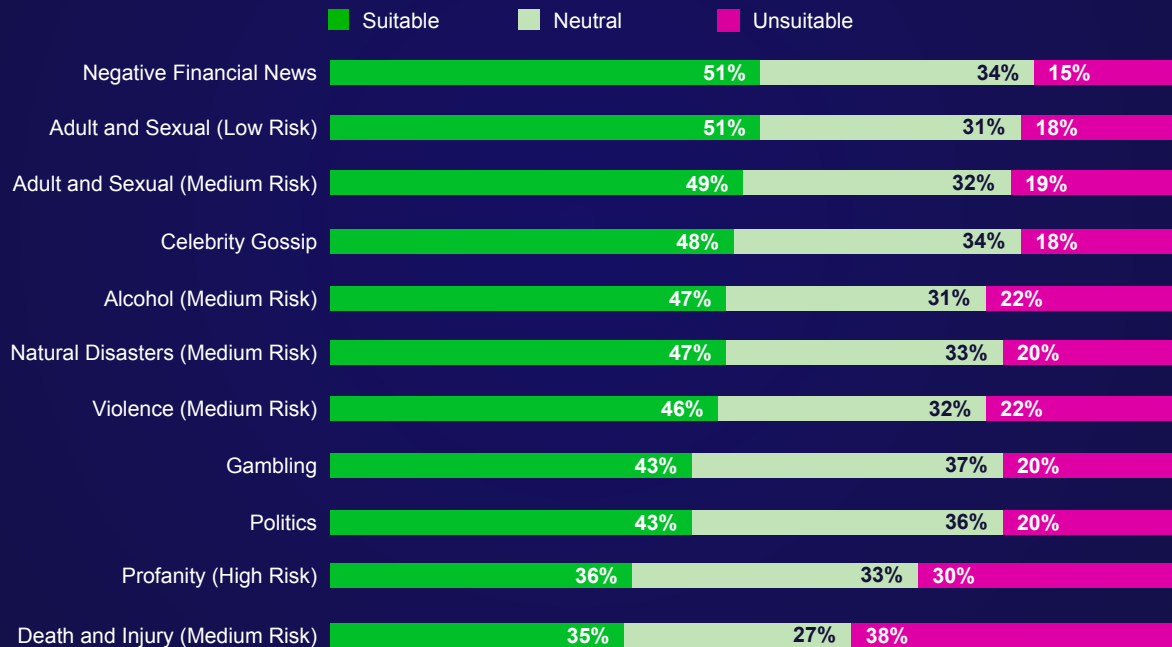
TIKTOK MADE

4 vinkkiä somen aiheuttamaa ostohimoa vastaan

Mimmit sijoittaa
Lue koko juttu osoitteesta [mimmitsijoittaa.fi](#) Vinkkejä varten haastate [more](#)
 Sex and the City (Main Theme)

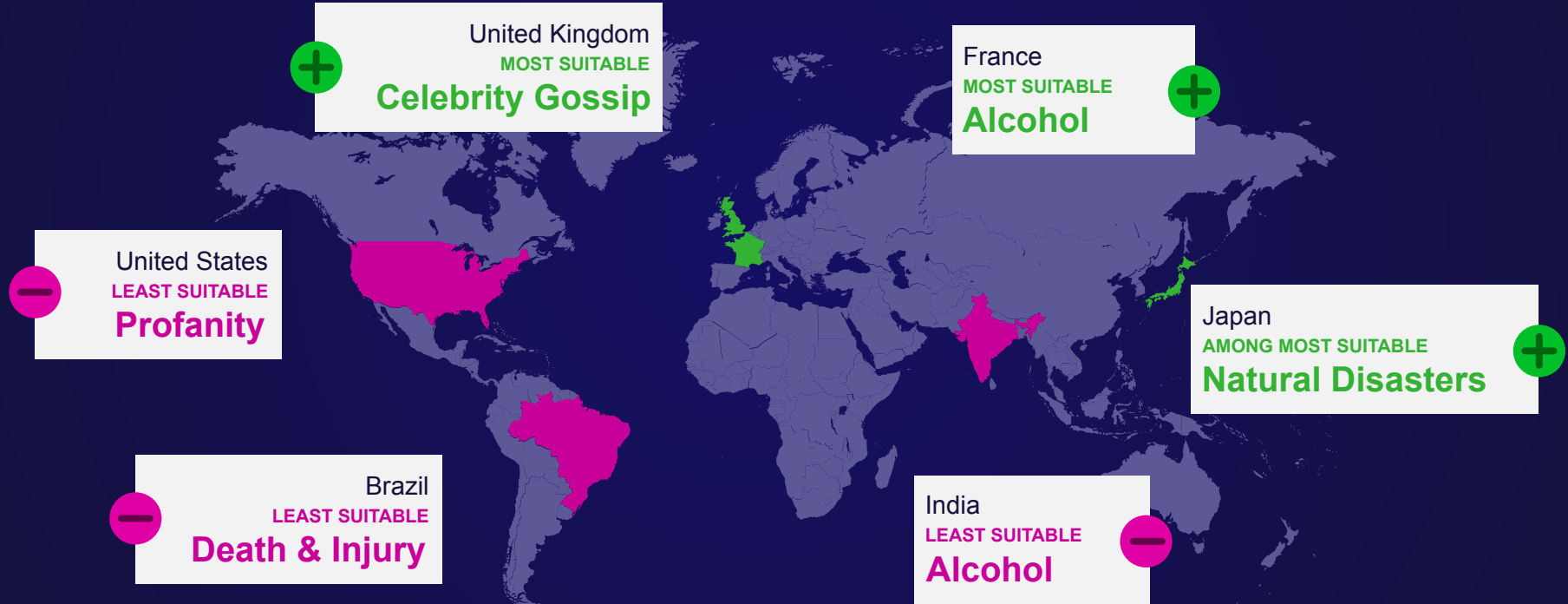
The Majority of Content We Tested Ranked Suitable or Neutral

“How suitable is it for this content to have any ad next to it?”



Understanding The Audience: Country Differences

Here are some examples of how the most and least suitable content categories varied across countries:



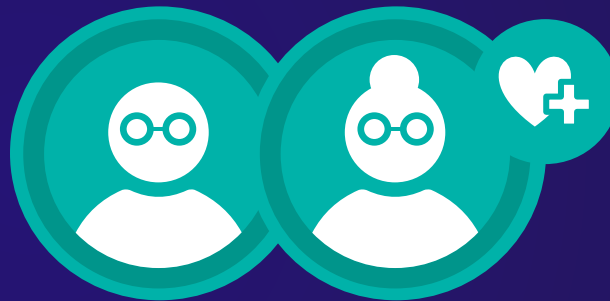
Audience Matters: Who Views the Ad Plays a Role In Consumer Perception

Men generally less sensitive



On average, male-identifying respondents rated content 8% more suitable than female-identifying respondents.

Older adults more sensitive...Especially on Social Media



33%

More older respondents found Profanity and Violence content to be unsuitable compared with younger respondents

These ads were all on social media.

Developing a Nuanced Strategy



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How Many Ads Do You Estimate You See in a Day?

About DoubleVerify and our History

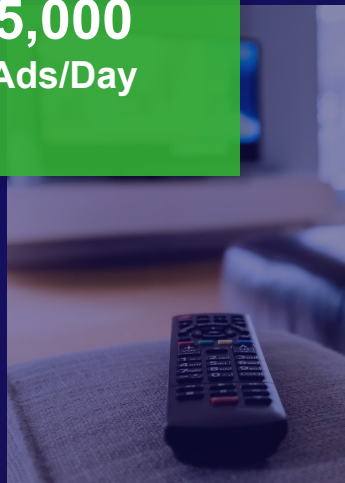
1970

1,600
Ads/Day



2007

5,000
Ads/Day



TODAY

10,000
Ads/Day



How We Measure Attention



Based on 50+ data points calculated in real-time - display and video

Exposure Index

Measurement of Ad Presentation



Viewable
Time



Video
Presentation



Ad Share of
Screen

Engagement Index

Measurement of User Interaction





User
Presence



Ad
Interaction



Attention In Action



Measure
performance to
establish a baseline



Identify trends &
insights based on
attention



Optimize
campaign
performance

Our Recent Announcement Around AI and Attention



AI drives campaign
optimization, performance
and cost management



Scibids

Partnership & acquisition
announced with leading AI
company Scibids

How Fundamental Changes Have Taken Place...

**Gutenberg: Information
Revolution**



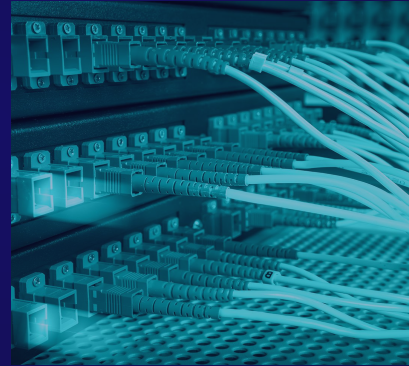
1400s

**Spinning Jenny: Industrial
Revolution**



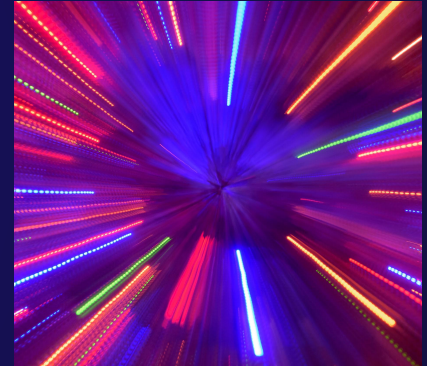
1700s

**Birth of www.
The Age of Internet**



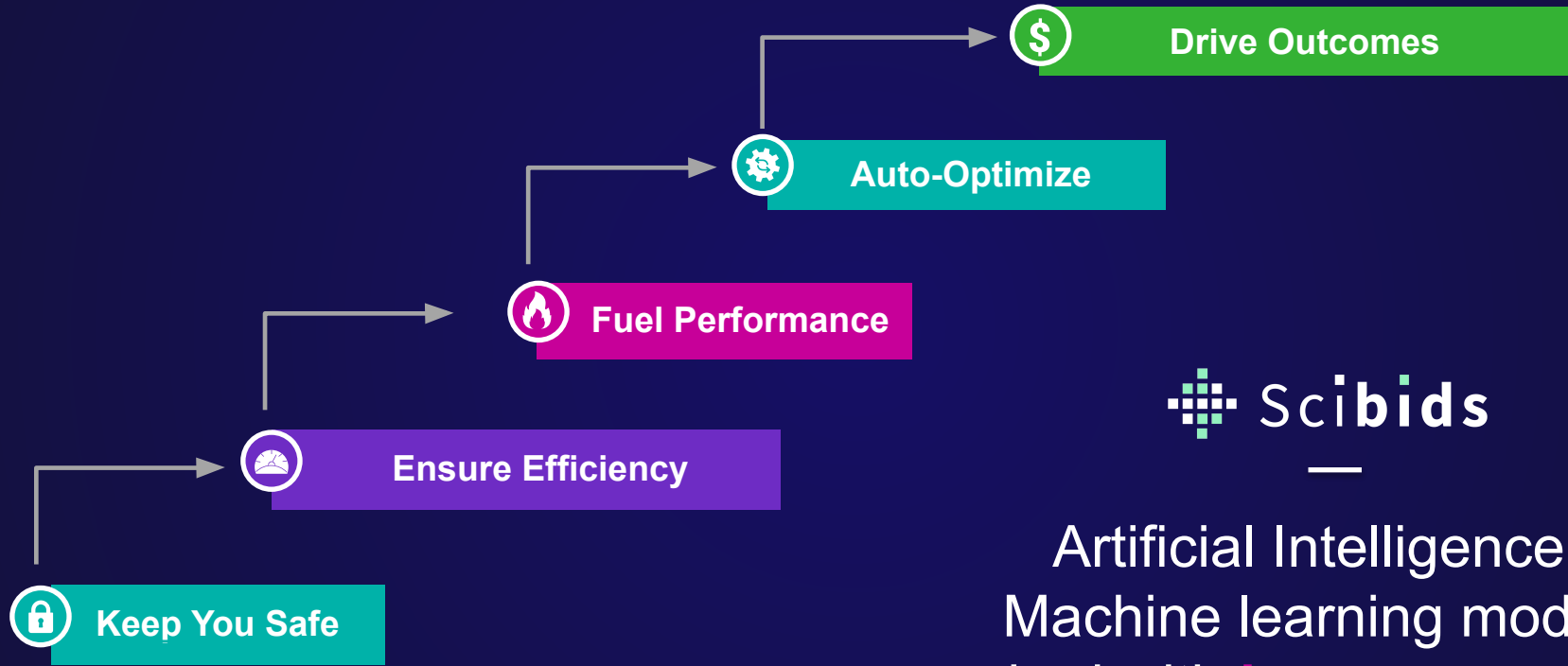
1990s

**Explosion of
Programmatic Advertising**



2010s

Continuing The Path Forward

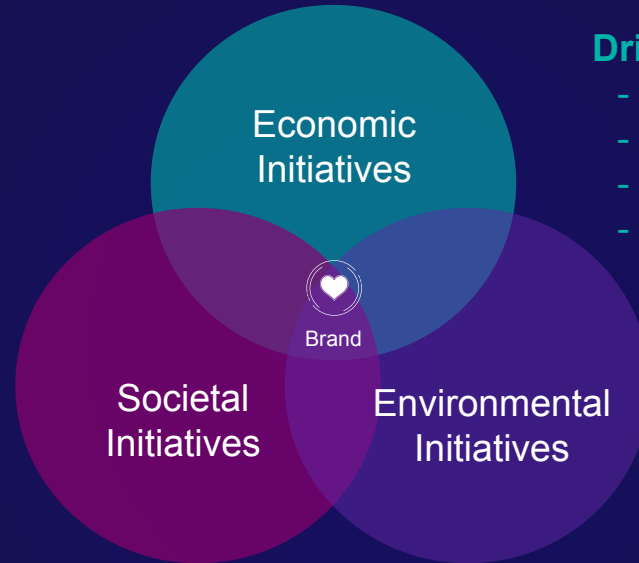


Artificial Intelligence /
Machine learning models
paired with **human oversight**

How We Are Here to Help

Driving Social Outcomes

- Avoiding dis/misinformation
- Avoiding hate speech
- Aligning to relevant content
- Supporting minority voices



Driving Financial Outcomes:

- Avoiding Low Quality Inventory
- Fortifying Media Strategy
- Minimize Budget Waste
- Maximize Budget Impact

Driving sustainability outcomes

- Measuring carbon emissions
- Enabling carbon-aware decisions
- Innovating in sustainable advertising

UNIFIED MEASUREMENT ACROSS MEDIA BUYS

CONSISTENCY

TRANSPARENCY

SCALE

Thank You!



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