

Media Guard

Building trust. Expanding your reach.

When it comes to deciding what kind of advertising top-tier publishers will allow on their sites, they like to play it safe. Without a way of ensuring that all ad creatives have been classified appropriately, they set broader restrictions on what can serve in order to protect users from any unwelcome surprises. This can severely limit a campaign's reach.

Media Guard will change all of that. Media Guard is the Right Media Exchange's ad creative classification and regulation system. Every single creative in the exchange is scrutinized by an automated and human review process and categorized with an unprecedented level of detail and accuracy.

Creating a set of objective and uniform classification standards that aligns all buyers and sellers, Media Guard builds trust in the exchange. Publishers **ease their broad restrictions** with the confidence that ads have been properly categorized and the ability to ban/approve ad types more granularly. Advertisers get **broader, better-quality distribution** as a result.

OLD CLASSIFICATION

Creative specs	
Creative properties	
Accept ActiveX creatives	<input checked="" type="checkbox"/>
Accept distracting creatives	<input type="checkbox"/>
Accept suggestive creatives	<input type="checkbox"/>
Accept violent creatives	<input checked="" type="checkbox"/>
Accept expandable/video/rich media	<input type="checkbox"/>
Accept deceptive creatives	<input checked="" type="checkbox"/>
Accept political creatives	<input type="checkbox"/>
Accept textlinks	<input type="checkbox"/>
Accept creatives with audio	User initiated <input type="button" value="v"/>
Accept third party tags	<input checked="" type="checkbox"/>
Accept web site pops	<input checked="" type="checkbox"/>
Accept banners open pops	<input type="checkbox"/>
Accept exit pop	<input checked="" type="checkbox"/>

Publisher bans "deceptive" category broadly, cutting out a number of different types of creatives

MEDIA GUARD CLASSIFICATION

MediaGuard Targeting	
Banned Tags	
Deceptiveness	
- Physical	
<input type="checkbox"/>	False buttons (expand/minimize/close)
<input type="checkbox"/>	False pull down menus
<input type="checkbox"/>	False buttons/windows/hypertext (general)
<input type="checkbox"/>	False error messages
<input type="checkbox"/>	False "downloading" messages
<input type="checkbox"/>	Mimic Windows/Mac/Unix dialogue boxes
<input type="checkbox"/>	Difficult to close or exit offer (more than one-click needed/spawns popups)
- Language	
<input type="checkbox"/>	"You have been chosen to win a free..." (or similar representations)
<input type="checkbox"/>	"Free" and similar representations with NO disclosure language
<input type="checkbox"/>	"Free" and similar representations with disclosure

With Media Guard, publisher bans with granularly within the "Deceptiveness" category, allowing more creatives to run.

Extensive Benefits

Media Guard gives advertisers broader access to better quality inventory. Top-tier publishers, which are generally the most sensitive, ease broad banning restrictions with:

- trusted ad classification standards
- detailed and accurate classification

Media Guard simplifies operations by:

- categorizing creatives for advertisers
- streamlining the creative approval process

Extensive Classification

Each creative in the exchange goes through a robust two-stage review process:

1. Automated Creative Tester

Creative Tester looks for questionable technical attributes in a creative, such as whether it opens an exit pop, initiates Active X, rotates multiple creatives, contains a virus, etc. If it does, the creative is not classified as "Media Guard audited" and does not go on to human review. Creative tester also determines if a creative has been changed since the point of initial assessment. If so, the creative loses its approved status until a human reassesses it.

2. Human Review

If the creative meets the above technical standards, two separate Media Guard team members review and classify its content and offer attributes. There are **159 categories** of attributes to help the team classify creatives to the utmost detail. If advertisers feel that a creative has been misclassified, they can request a re-audit of the creative.

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Stay Tuned!

Phase II of Media Guard will apply the same standards to classifying publisher content to ensure that advertisers' campaigns serve only to the kinds of sites they target.

For more information about Media Guard, please contact your advocate or Amy Kang at 212 561 6493.