IAB Ireland Publishers Commercial Charter

This Charter applies to the following members of IAB Ireland's Publisher Council: **Distilled SCH, DMG Media Ireland, entertainment.ie, Image, Independent News & Media, Journal Media, Landmark Digital, Maximum Media, Mirror Media, Sheology, Sky Media Ireland, The Irish Times.**

IAB Ireland Publishers' Commercial Charter

Our Pledge to Clients

Our commercial charter sets out the standards we will uphold when we deal with our advertising partners. It clearly explains how we will transact and the level of service you can expect from us.

By publishing this, we wanted to explain what we believe is fair and to demonstrate that we will operate in a transparent and open fashion. We hope that others follow suit.

User acceptance

1.1. Our foremost concern is the experience of our users and maintaining the relationship of trust we have with them. We take measures to protect our user's privacy to ensure that the use of data is appropriate, controlled and the data itself is kept secure.

To maintain a relationship of trust with our readers we will always ensure that advertisements follow IAB guidelines and native advertising content is clearly defined and labeled when a commercial relationship exists.

We will strive to ensure that advertising doesn't obscure content, interfere with a reader's experience or disrupt the functionality of any of our platforms.

Our users' experience is of utmost importance so we will continue to listen to their feedback and adjust our commercial offerings when appropriate.

Viewability

2.1. We support the European Viewability Certification Framework which seeks to minimise discrepancies among the different viewability tools. See more at iabireland.ie

The framework is designed:

1. To raise minimum quality standards in digital advertising measurement for all stakeholders across Europe.
2. To measure digital ad exposure which is deemed a key step to increasing confidence in digital ad trading.
3. To enhance the user experience in the context of changing user expectations
4. To improve confidence in the digital ad environment.

Non-human traffic and fraud

Ad fraud affects the entire online advertising industry. It deprives advertisers of reaching valid audiences and denies publishers revenues which they lose from the purchase of fraudulent inventory.

To minimise the risk of ad fraud and non-human traffic, we commit to the following:

3.1. We do not count traffic we consider to be non-human towards campaigns.

3.2. We will continue to work with technology providers and partners across the industry to identify non-human traffic and exclude it from our reports.

3.3. Unauthorised reselling and domain spoofing is a major scourge in programmatic advertising so we entirely support the IAB ads.txt initiative to help avoid illegitimate sellers that programmatically arbitrage our inventory and spoof our domains. We encourage all agencies and clients using programmatic buying methods to check the validity of the inventory they purchase and ensure it is only being purchased via authorised channels.

Audience segment composition

4.1. We are completely transparent with our commercial partners about how all our digital audience segments are built.

4.2. Our premium audience segments are based on first-party, declared and / or behavioural data.

Brand safety

5.1. We commit to using the best technology available, at the highest settings, to ensure inappropriate contexts are excluded, examples include:

- Independently created blacklists.
- Relevant Brand safety filters in place
- Google DoubleClick Bid Manager content ratings – excludes inventory based on the suggested viewer maturity
- Google DoubleClick Bid Manager sensitive category exclusions – excludes inventory aligned to content which is sensitive or controversial (e.g. gambling, weapons, tragedies).

Reporting and Verification

6.1. We make full reporting – as provided by our ad server (Google DoubleClick for Publishers) – available to our clients for on-site and off-site buys.

6.2. All digital campaign metrics are verified by independent third party technology providers – Viewability by DoubleClick Active View or Moat, CTR by DoubleClick for Publishers.