



> FROM THE TOP

GETTING OUR MONEY'S WORTH

A plan to fix the digital media supply chain

By **Bob Liodice**, President and CEO, ANA

One of the great emerging tragedies emanating from the rush to digital advertising is the inherent breakdown of control. While technology has been the great enabler, it has also spawned a disease that is leading to an erosion of the phenomenal potential of digital marketing platforms.

What we now have is a less-than-trustworthy digital media supply chain. The chain is becoming increasingly fraught with issues that result in less than 50 cents of every digital dollar actually reaching the publisher. The underlying core issues are:

- **Fraud** (largely influenced by the proliferation of bots)
- **Viewability** (ads that have no opportunity to be seen by the consumer)
- **Piracy** (ads that are unknowingly retargeted to rogue sites)
- **Transparency** (multiple concerns related to the complexity and density of the supply chain)

The cumulative value of these issues is at least \$10 billion. And those wasted dollars serve no other purpose than to line the pockets of people not intended to have those valuable resources. It is absolutely atrocious, and only now is the marketing ecosystem waking up to the issue.

The ANA is stepping up to the plate to combat these issues in three ways:

1. ANA Media Transparency Task Force

A recent ANA/Forrester study indicated that nearly half of advertisers cite

concerns about transparency between the client and its media agency. The ANA has assembled a task force to dig deeper into the transparency arena. The task force agreed to devote the first round of the study to the proliferation of media rebate issues.

2. ANA/White Ops Bot Fraud Study

This effort with nearly 40 marketer members will:

- Determine the level of bot fraud, including sources and types of bots.
- Provide actionable data that advertisers can use to assess and reduce bot fraud.
- Establish a credible and repeatable national benchmark for fraud levels.

3. Collaboration with the Interactive Advertising Bureau and the 4A's

Two principal avenues are being pursued simultaneously:

- Engineer an industrywide, sponsored study to define the scope of the problem and identify core fraudulent issues that need to be addressed.
- Create an industrywide coalition that will produce digital advertising quality-assurance guidelines. These will serve to innovate and standardize processes for reducing known fraudulent practices.

This is a huge industry concern. So let's all be vigilant and do what we can to restore the faith and confidence in the quality of our digital media spend. ■

> 2014 ANA INDUSTRY EVENTS CALENDAR

November 5–7

BAA/PMA Marketing Law Conference
Chicago, Ill.

November 9–11

ANA Multicultural Marketing & Diversity Conference
Miami, Fla.

December 2

Mobile First, Mobile Everywhere Conference
New York, N.Y.

Visit www.ana.net/events for our complete list of industry and members-only conferences.

AFE: A FAMILY BUSINESS

In 1998, a small group of marketers launched the Family Friendly Programming Forum in partnership with the Association of National Advertisers. It was an ambitious effort to protect television advertising efficiency, where viewership was fracturing. In 2010, the coalition changed its name to the ANA Alliance for Family Entertainment (AFE) and expanded its mission to address a changing media ecosystem.

With a membership whose combined ad dollars represent \$20 billion in annual U.S. spend, the group is influencing today's media landscape in many ways. The AFE partnered with broadcast networks on their 2014–15 prime-time family pilot concepts; worked with digital leaders YouTube, Twitter, and Tumblr; continues to work with Will Smith/Overbrook Entertainment on a scriptwriting contest for unrepresented writers; and provides members with exclusive insights on media habits.

Families may have changed, but the AFE's commitment to modern family entertainment remains strong. For more information, email three-cw@ana.net.