

GARM Brand Safety Floor + Suitability Framework

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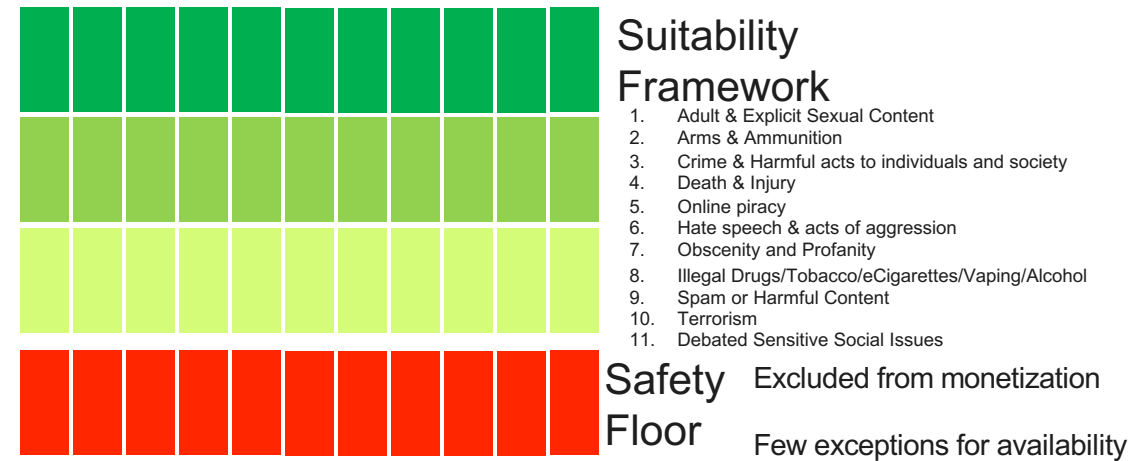


Advancing Shared Language + Definitions: How it works conceptually

Sets a series of 11 topic areas

Establishes a Safety Floor – a limit that is not suitable for advertising support

Creates a Suitability Framework – graded definitions of topic treatments for advertising support



Safety Floor [1 of 2]

Category [Video/Audio/Text]	Brand Safety “Floor”
Adult & Explicit Sexual Content	Illegal sale, distribution, and consumption of child pornography Explicit or gratuitous depiction of sexual acts, and/or display of genitals, real or animated
Arms & Ammunition	Promotion and advocacy of Sales of illegal arms, rifles, and handguns Instructive content on how to obtain, make, distribute, or use illegal arms Glamorization of illegal arms for the purpose of harm to others Use of illegal arms in unregulated environments
Crime & Harmful acts to individuals and Society and Human Right Violations	Graphic promotion, advocacy, and depiction of willful harm and actual unlawful criminal activity – Explicit violations/demeaning offenses of Human Rights (e.g. human trafficking, slavery, self harm, animal cruelty etc.), Targeted harassment of individuals and groups
Death, Injury or Military Conflict	Promotion or advocacy of Death or Injury Murder or Willful bodily harm to others Graphic depictions of willful harm to others Incendiary content provoking, enticing, or evoking military aggression Live action footage/photos of military actions & genocide or other war crimes
Online piracy	Pirating, Copyright infringement, & Counterfeiting
Hate speech & acts of aggression	Unlawful acts of aggression based on race, nationality, ethnicity, religious affiliation, gender, or sexual image or preference Behavior or commentary that incites such hateful acts, including bullying



Safety Floor [2 of 2]

Category [Video/Audio/Text]	Brand Safety “Floor”
Obscenity and Profanity, including language, gestures, and explicitly gory, graphic or repulsive content intended to shock and disgust	Excessive use of profane language or gestures and other repulsive actions with the intent to shock, offend, or insult.
Illegal Drugs/Tobacco/e-cigarettes/Vaping/Alcohol	Promotion or sale of illegal drug use – including abuse of prescription drugs. Federal jurisdiction applies, but allowable where legal local jurisdiction can be effectively managed Promotion and advocacy of Tobacco and e-cigarette (Vaping) & Alcohol use to minors
Spam or Harmful Content	Malware/Phishing
Terrorism	Promotion and advocacy of graphic terrorist activity involving defamation, physical and/or emotional harm of individuals, communities, and society
Debated Sensitive Social Issues	Insensitive, irresponsible and harmful treatment of debated social issues and related acts intended to demean a particular group or incite greater conflict



Suitability Framework [1 of 2]

Category [Video/Audio/Text]	High Risk	Med Risk	Low Risk
Adult & Explicit Sexual Content	Suggestive sexual situations requiring adult supervision/approval or warnings Full or liberal Nudity	Dramatic depiction of sexual acts or Sexuality issues presented in the context of entertainment Artistic Nudity	Educational, Informative, Scientific treatment of sexual subjects or sexual relationships or sexuality
Arms & Ammunition	Glamorization /Gratuitous depiction of illegal sale or possession of Arms Depictions of sale/use/distribution of illegal arms for inappropriate uses//harmful acts	Dramatic depiction of weapons use presented in the context of entertainment Breaking News or Op-Ed coverage of arms and ammunition	Educational, Informative, Scientific treatment of Arms use, possession or illegal sale News feature stories on the subject
Crime & Harmful acts to individuals and Society and Human Right Violations	Depictions of criminal/harmful acts or violation of human rights	Dramatic depiction of criminal activity or human rights violations presented in the context of entertainment Breaking News or Op-Ed coverage of criminal activity or human rights violations	Educational, Informative, Scientific treatment of crime or criminal acts or human rights violations News feature stories on the subject
Death Injury, or Military Conflict	Depiction of death or Injury Insensitive and irresponsible treatment of military conflict, genocide, war crimes, or harm resulting in Death or Injury Depictions of military actions that glamorize harmful acts to others or society	Dramatic depiction of death, injury, or military conflict presented in the context of entertainment Breaking News or Op-Ed coverage of death, injury or military conflict	Educational, Informative, Scientific treatment of death or injury, or military conflict News feature stories on the subject
Online piracy	Glamorization /Gratuitous depiction of Online Piracy	Dramatic depiction of Online Piracy presented in the context of entertainment Breaking News or Op-Ed coverage of Online Piracy	Educational, Informative, Scientific treatment of Online Piracy News feature stories on the subject
Hate speech & acts of aggression	Insensitive and irresponsible treatment or depiction of harm or insult from hateful speech/acts	Dramatic depiction of hate speech/acts presented in the context of entertainment Breaking News or Op-Ed coverage of hate speech/acts	Educational, Informative, Scientific treatment of Hate Speech News features on the subject



Suitability Framework [2 of 2]

Category [Video/Audio/Text]	High Risk	Med Risk	Low Risk
Obscenity and Profanity, including language, gestures, and explicitly gory, graphic or repulsive content intended to shock and disgust	Glamorization /Gratuitous depiction of profanity and obscenity	Dramatic depiction of profanity and obscenities presented in the context of entertainment by genre Breaking News or Op-Ed coverage of profanity and obscenities Genre based use of profanity, gestures, and other actions that may be strong, but might be expected as generally accepted language and behavior	Educational or Informative, treatment of Obscenity or Profanity News feature stories on the subject
Illegal Drugs/Tobacco/e-cigarettes/Vaping/Alcohol	Glamorization /Gratuitous depictions of illegal drugs/abuse of prescription drugs Insensitive and irresponsible content/treatment that encourages minors to use tobacco and vaping products & Alcohol	Dramatic depiction of illegal drug use/prescription abuse, tobacco, vaping or alcohol use presented in the context of entertainment Breaking News or Op-Ed coverage of illegal drug use/prescription abuse , tobacco, vaping or alcohol use	Educational, Informative, Scientific treatment of illegal drug use/prescription abuse, tobacco, vaping or alcohol News feature stories on the subject
Spam or Malware	Glamorization /Gratuitous depiction of Online Piracy	Dramatic depiction of Spam or Malware presented in the context of entertainment Breaking News or Op-Ed coverage of Spam or Malware	Educational, Informative, Scientific treatment of Spam or Malware News feature stories on the subject
Terrorism	Depiction of terrorist actions that are disturbing, agitating or promotes harmful acts to others or society Terrorist content requiring a viewer advisory Insensitive and irresponsible treatment of terrorism/ related crimes	Dramatic depiction of terrorism presented in the context of entertainment Breaking News or Op-Ed coverage of acts of terrorism	Educational, Informative, Scientific treatment of terrorism News feature stories on the subject
Debated Sensitive Social Issues	Depiction or discussion of debated social issues and related acts in negative or partisan context	Dramatic depiction of debated social issues presented in the context of entertainment Breaking News or Op-Ed coverage of partisan advocacy of a position on debated sensitive social issues	Educational, Informative, Scientific treatment of debated sensitive social issues and related acts News feature stories on the subject

