Collaborating To Reach Local Advertisers
<table>
<thead>
<tr>
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<th>OBJECTIVES</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Learn about Puerto Rico’s Local Media Summit collaboration</td>
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<tr>
<td>2</td>
<td>Discuss how premium publishers can win back advertising dollars</td>
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<td>3</td>
<td>Find out how Puerto Rico’s premium publishers built off their initial collaboration</td>
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Ad fraud and Brand Safety are very serious issues when we're talking about the digital ecosystem, however, some advertisers & agencies don't seem to be fully aware of the impact it can cause to their brand's reputation & their budgets and continue publishing their digital campaigns in non safe environments with non human traffic.

Additionally, clients continue comparing local media prices and performance vs Facebook & Google, decreasing their digital investments with local premium publishers.
State of Digital Advertising

Cybersecurity Firm Finds Increasingly Complex and Common Malware Inside of Ad Networks

Devcon says it's found several polyglots

You're being used to steal $50 billion in digital advertising

A new report says digital ad fraud is bigger—and more sophisticated—than ever

By Marty Swant | 3 hours ago

Russian Ring of Digital Ad Crooks Is Reportedly Making Over $3 Million a Day

While last Friday reported that a group of Russian-based cybercriminals is stealing $3 million to $5 million daily from premium video networks.
Ad fraud on such a massive scale...

These Hugely Popular Local News Sites In The US And Canada Are Fake

A network of fake local news sites in Albany, Edmonton and elsewhere generated millions of pageviews as part of an ad fraud scheme, researchers say.

Craig Silverman
BuzzFeed News Reporter

Posted on November 8, 2019, at 9:16 a.m. ET

Navigating History: For Albany’s Streets, What’s in a Name?
# Uber Sues Mobile Agency Alleging Ad Fraud

Lawsuit also accuses Fetch Media of not returning rebates and misrepresenting effectiveness of mobile ads.

## How attribution fraud works... just a few examples

<table>
<thead>
<tr>
<th>Fat Finger Fraud</th>
<th>Click Injection</th>
<th>Stacking Ads</th>
<th>Click Spamming</th>
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<tbody>
<tr>
<td>Ads that try to trick users to click on them so that the device has a recorded click</td>
<td>Malicious apps that generate clicks in the background — sometimes sending users to the app store, other times in the silently.</td>
<td>A user clicks on a single ad, but “underneath” it are many ads -- each for a different advertiser, many clicks sent to MMP</td>
<td>Sending clicks for known device IDs or IP ranges to fool the attribution system (human hasn’t clicked on ad)</td>
</tr>
</tbody>
</table>

Taking credit for installs that would have happened anyway by generating “clicks” on as many devices as possible.
The Flourishing Business of Fake YouTube Views

Plays can be bought for pennies and delivered in bulk, inflating videos’ popularity and making the social media giant vulnerable to manipulation.
Where the $19B stolen is reinvested by bad actors…

DEFUND JOURNALISM

CIVIL UNREST

SOCIETAL DIVIDE

ELECTION TAMPERING

New Reports Detail Expansive Russia Disinformation Scheme Targeting U.S.

How Russia used social media to divide Americans

Russian trolls and bots focused on controversial topics in an effort to stoke political division on an enormous scale - and it hasn't stopped, experts say

by Tom McCarthy
New Assurance Solution: Differentiate Quality Publishers with a Third-Party Audit

Publisher audits separate the universe of quality sites that invest in high-quality advertising environments from others, redirecting billions back to quality publishers.

QUESTIONABLE SITES
- FRAUDULENT
- LEGITIMATE (BUT SOURCING TRAFFIC)

Detected and undetected invalid traffic

$6B* - 42B**

AAM AUDITED SITES
- LEGITIMATE (WITH GOOD PRACTICES)
- Valid traffic

*ANA: Report From ANA And White Ops Shows War On Ad Fraud Is Succeeding
**Juniper Research: ADVERTISING FRAUD LOSSES TO REACH $42 BILLION IN 2019, DRIVEN BY EVOLVING TACTICS BY FRAUDSTERS
THE SOLUTION

We’ve always stressed the importance of advertising next to premium, local and relevant content, but the message has not been strong enough since agencies continue spending their clients' dollars in non-safe environments.

By launching our first Local Media Summit, targeted to advertisers, we will be able to uncover the ugly truth of where their digital investments may be going.
“Alone we are strong. Together we are stronger.”

Walter Payton
LOGISTICS

- Core Team in charge of organizing event
- Bi-weekly meetings to discuss progress of event and reach agreements.
- Location: Local Movie Theater
- Target Audience:
  - Agencies
  - Local Advertisers
  - Partners
• Introductions by notable Puerto Rican celebrities
• Digital/Attitudinal study results
  • Emerging demographics
  • Digital advertising trends
  • 7 out of every 10 digital advertising dollars leaving Puerto Rico
• Risks of spending advertising budgets in the digital ecosystem
• Rewards of partnering with premium local media
2019 SME Digital & Mobile Behavioral Study

- Data Presented
  - Internet adoption
  - Trends by mode (mobile, desktop, etc.)
  - Digital demographics
  - Categories (social media, entertainment, news media, etc.)
  - Local premium publisher reach
  - Digital trends
  - Brand safety
  - Trust
  - Digital spend in market
Question & Answer Session
THE OPPORTUNITIES

Source of the True Premium U.S. Hispanic audience network.
Thank you

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Augusto@DigoHispanicMedia.com
Kevin.Rehberg@auditedmedia.com