



Collaborating To Reach Local Advertisers



OBJECTIVES



1

Learn about Puerto Rico's Local Media Summit collaboration

2

Discuss how premium publishers can win back advertising dollars

3

Find out how Puerto Rico's premium publishers built off their initial collaboration

THE PROBLEM

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

DIGIDAY

NEWS

DIGIDAY +

IP

PODCASTS

EVENTS

AWARDS

CAREERS

THE PROGRAMMATIC MARKETER

'A daily, hourly fight': Digital ad fraud is worse than ever

JANUARY 9, 2019 by [Jessica Davies](#)

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

A new report says digital ad fraud is bigger—and more sophisticated—than prepared to deal with.

ADWEEK

NEWS

EVENTS

WEBINARS

CONNECT

ADWEEK JOBS

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

Devcon says it's found several polyglots

By Marty Swant | 3 hours ago

AD FRAUD



DIGITAL

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

White Ops today reported that a group of Russia-based cybercriminals is stealing \$3 million to \$5 million daily from premium-video-focused advertisers.

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 6, 2019, at 9:16 a.m. ET

CITY OF EDMONTON NEWS

HOME NEWS BUSINESS & POLITICS LIFESTYLE TECH

NEW EVENTS

Full Speed Ahead on Transit Expansion

Edmonton was the first city on the continent with a population of less than a million to institute an LRT system. Public transportation is...


Game Developer Moves Downtown

Studio 99 Opens in Rogers

Green Onion Cakes Find a Home on Alberta Ave

Sprawling Mall

MUST READ

**The Next One**

Motivated Mayor

Edmontech

Something Brewing

YOUR NEWS

Iconic Edmonton Architecture

MORE CHOICE FROM EDMONTON

New daily non-stop flights to Kelowna.

TELL ME MORE

EIA

AIR CANADA

Less Physical. More Digital.

+ Secure. + Simple. + Efficient.

Digital Transformations.


Learn More

alibaba SYSTEMS

Albany DAILY NEWS

FRONT PAGE NEWS POLITICS FOOD ENTERTAINMENT SCIENCE & TECH


Navigating History: For Albany's Streets, What's in a Name?



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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

Fat Finger Fraud

Ads that try to trick users to click on them so that the device has a recorded click

Click Injection

Malicious apps that generate clicks in the background – sometimes sending users to the app store, other times in the silently.

Stacking Ads

A user clicks on a single ad, but “underneath” it are many ads -- each for a different advertiser, many clicks sent to MMP

Click Spamming

Sending clicks for known device IDs or IP ranges to fool the attribution system (human hasn’t clicked on ad).

Taking credit for installs that would have happened anyway by generating “clicks” on as many devices as possible

The New York Times

TECHNOLOGY

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.



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March 5, 2019

We have fixed the most recent update by YouTube. All of our FAST and SLOW views are working. Remember if you order 10,000 views or more you will get speeds of *10,000-50,000 views per day*. If you order under 10,000 views the speed will be *300-500 views per day*.

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Where the \$19B stolen is reinvested by bad actors...

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**DEFUND
JOURNALISM**

**CIVIL
UNREST**

**SOCIETAL
DIVIDE**

**ELECTION
TAMPERING**

NATIONAL SECURITY

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

December 17, 2018 - 12:55 PM ET

Heard on [All Things Considered](#)

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](#)



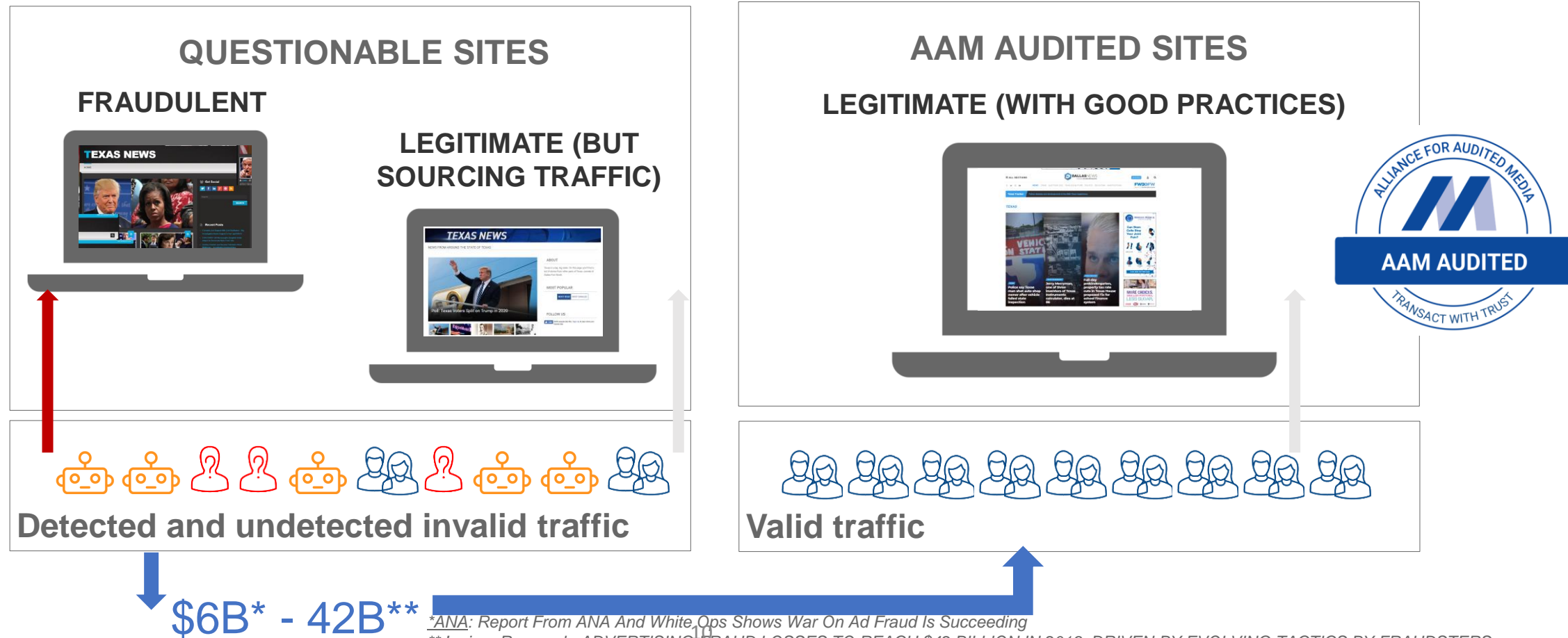
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New Assurance Solution: Differentiate Quality Publishers with a Third-Party Audit

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



*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

PARTICIPATING MEDIA COMPANIES





Juan Mario Alvarez
CEO, GFR Media



José Cancela
President & GM, Telemundo
Puerto Rico



Javier Maynulet
GM, Wapa Televisión



Luis Soto
President, Uno Radio Group



Salvador Hasbun
President, El Vocero

LOCAL
MEDIA
SUMMIT



Ramon Pineda
GM, Univision Local Media



Felix Caraballo
CEO, Metro Puerto Rico



Victor Roque
GM, SBS Puerto Rico



Herman Dávila
Director de Programación, La-X

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

EVENT AGENDA

LOCAL
MEDIA
SUMMIT



- 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

Digital advertising market in Puerto Rico

Market estimate based on information from the media that participated in the exercise



Estimated investment in local media:
\$ 22,500,000 to \$ 25,500,000

Pause translation

in global media and sites: \$ 52,500,000 to \$ 59,500,000





Question & Answer Session



THE OPPORTUNITIES



Source of the **True Premium**
U.S. Hispanic audience network.



LOCAL
MEDIA
SUMMIT

Thank you

Aisha.Burgos@GFRMedia.com

Augusto@DigoHispanicMedia.com

Kevin.Rehberg@auditedmedia.com