

Fraud/Brand Safety Concerns? No need to worry...

“Investments in digital audio platforms, both streaming and podcasting, are among the **safest digital media investments** an advertiser can make today”

IAB Report

*Digital Audio's Role in the Brand Safety Conversation:
Protecting Marketers' Investments*

BRAND SAFE

- Digital audio is driven by intentional and engaged listening
- Experiences are both customizable and personalized
- FCC monitoring of radio streaming
- Spoken keyword transcription

FRAUD FREE & AUDIBLE

- Publisher filtration
- Server-side ad insertion (virtually no IVT in server side)
- 90% In-App
- Non-skippable
- Ads baked directly into the content stream for 100% SOV

Our Contracts Demand Safety!

Directly from our Inventory Agreement.

1.16 “Prohibited Content” means content that (i) promotes or contains libelous or defamatory materials, false or deceptive materials, hate speech, pornography or sexually explicit materials, violence, the use of firearms, discrimination of a protected group (whether based on race, skin color, sex, religion, nationality, disability, sexual orientation, age, or similar category), or any illegal activity (including trafficking or use of illegal substances); (ii) contains obscene language or any subject matter that a reasonable person would consider highly objectionable, (iii) promotes, facilitates or enables the illegal downloading of videos, music and other copyrighted material, (iv) contains, links to, uses or otherwise transmits or causes the downloading of any malicious code (including JavaScript) that contains or executes any viruses, Trojan horses, worms or could otherwise delay, disrupt or damage any software, computers or websites, (v) uses a botnet or other automated or manual means of generating fraudulent clicks or impressions, (vi) otherwise incents or attempts to encourage impression, click or engagement behavior solely for the purpose of increasing advertising revenue, or (vii) directed to users under 13 years of age or collects information from users actually known to be under 13 years of age.

Our Ad Server is TAG Certified!

Our Adserver, AdsWizz, was recently awarded the TAG “Certified Against Fraud” Seal by the Trustworthy Accountability Group. The TAG seal has become a baseline expectation for fraud prevention in the advertising industry, and it reassures buyers that we are following anti-fraud best practices to combat fraudulent, invalid traffic and promote greater transparency in the advertising supply chain. We needed to complete the following in order to be awarded this certification:

Complied with [MRC's IVT Detection and Filtration Guidelines](#);

Implemented domain threat filtration, which includes a monthly process of identifying suspicious referral domains and removing traffic they refer from ad reporting;

Implemented Data Center Suspicious IP Filtration, which involves ingesting a list of suspicious IPs identified by TAG and supplementing with a list of IPs identified on a monthly basis; and

Implemented and honored Ads.txt, enabling us to be more clearly identified on DSPs and enabling us to demonstrate what inventory is covered by Ads.txt, in line with the [IAB Tech Lab's Ads.txt Specification](#)

Audibility Certified!

“Audibility” is the digital audio equivalent of display & video’s viewability metric. The audibility standard was standard developed by the Media Rating Council (MRC) and adopted by IAB Tech Lab in OM SDK to ensure that audio ads served are actually being heard. To classify as an “audible” ad, the audio ad must play for two seconds with the player un-muted.

Audiology’s Ad Server has been certified by the IAB Tech Lab as Open Measurement Software Development Kit (OM SDK) compliant. It marks the first time an audio ad-tech provider has had their SDK certified for OM SDK compliance, enabling “audibility” verification of audio ads.



Spoken Keyword Targeting

Improve the Podcast Advertising Experience.



Speech-to-text Transcription

Accurately Converting Audio to Text



Extract Key Topics & Themes

Intelligent Categorization & Dynamic Category Matching



Expand Targeting

Ads Serve Over Specific Topics At Scale Across All Podcasts



Avoid Controversial

Label and Blacklist Inappropriate Content

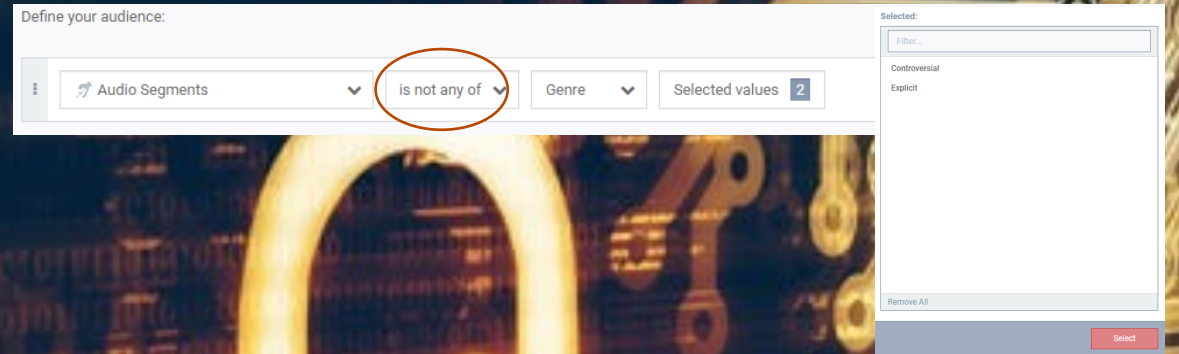
✓ **Enhanced Brand Safety**

✓ **Targeting Transparency**

✓ **Relevant Listening**

Technology that helps: Spoken Keyword Targeting

In addition to layering on IAS or DV onto your tags, Podcasting can have many concerns about inappropriate content or wording (i.e. cursing and discussion topics) within specific programs. Audiology offers programmatic media buyers premium and 100% brand safe audio environments. Our curated list of premium audio services includes 8 of the top 10 publishers with well-known brands such as iHeart Radio, Midroll, Radio.com, Podcast One, Tune In, Revolver, Cumulus and Cox Media Group. All publishers and podcasts in the Audiology marketplaces, have been fully vetted for brand safety and we only offer a pre-approved list of programs. All programs are vetted at least twice, once by the publisher themselves and again by our team when we onboard a new publisher. Ongoing monitoring of content is done by the publishers themselves and is required to remain a part of our marketplaces. In addition, our settings allow us to exclude “controversial and/or explicit” content from any supply package thus further insuring all inventory runs in brand friendly environments. Finally and most recently, we have introduced a new product that allows us to transcribe the content of individual shows onto a webpage and then scroll the text in order to flag and block inappropriate content as deemed by ComScore and the IAB. See screens included.



Extracted Segments



IAB Tech Lab Content Taxonomy (1,480 Taxonomies)

Ex: Flower Shopping, Chemistry, New Radio,
and Painting



Geographic & Weather Segments

Ex: Rain, Hospital, Flood, Baltimore,
California, Storm, Santa Barbara



IPTC NewsCodes (245 categories)

Category Examples: Media Topic, Scene, Subject,
World Region. Code Examples: N1TS, G2KI, RDFX



IPTC Concepts (1,180 categories)

Ex: Country Music, Marine Science,
Emergency Response, Diplomacy



Core Vertical Segments (22)

Ex: Technology, Business, Politics, Culture,
Science, Sports

Keyword Contextual Targeting

Podscribe™ Contextual Targeting	is any of							
IAB Segments		Careers	Food & Drink>Mexican Cuisine	Health & Fitness>Smoking Cessation	Home & Garden>Interior Decorating	Real Estate>Buying/Selling Homes	Sports>Bodybuilding	Technology & Computing
Arts & Entertainment		Careers>Career Advice	Food & Drink>Vegan	Health & Fitness>Substance Abuse	Home & Garden>Landscaping	Religion & Spirituality	Sports>Boxing	Technology & Computing>3-D Graphics
Arts & Entertainment>Books & Literature		Careers>Career Planning	Food & Drink>Vegetarian	Health & Fitness>Thyroid Disease	Home & Garden>Remodeling & Construction	Religion & Spirituality>Atheism/Agnosticism	Sports>Canoeing/Kayaking	Technology & Computing>Animation
Arts & Entertainment>Celebrity Fan/Gossip		Careers>College	Food & Drink>Wine	Health & Fitness>Weight Loss	Illegal Content	Religion & Spirituality>Buddhism	Sports>Cheerleading	Technology & Computing>Antivirus Software
Arts & Entertainment>Fine Art		Careers>Job Fairs	Health & Fitness	Health & Fitness>Women's Health	Illegal Content>Copyright Infringement	Religion & Spirituality>Catholicism	Sports>Climbing	Technology & Computing>Cameras & Camcorders
Arts & Entertainment>Humor		Careers>Job Search	Health & Fitness>A.D.D.	Hobbies & Interests	Illegal Content>Spyware/Malware	Religion & Spirituality>Christianity	Sports>Cricket	Technology & Computing>Cell Phones
Arts & Entertainment>Movies		Careers>Nursing	Health & Fitness>AIDS/HIV	Hobbies & Interests>Arts & Crafts	Illegal Content>Warex	Religion & Spirituality>Hinduism	Sports>Figure Skating	Technology & Computing>Computer Certification
Arts & Entertainment>Music		Careers>Resume Writing/Advice	Health & Fitness>Allergies	Hobbies & Interests>Beadwork	Law, Gov't & Politics	Religion & Spirituality>Islam	Sports>Fly Fishing	Technology & Computing>Computer Networking
Arts & Entertainment>Television		Careers>Scholarships	Health & Fitness>Alternative Medicine	Hobbies & Interests>Birdwatching	Law, Gov't & Politics>Commentary	Religion & Spirituality>Judaism	Sports>Football	Technology & Computing>Computer Peripherals
Automotive		Careers>Telecommuting	Health & Fitness>Arthritis	Hobbies & Interests>Board Games/Puzzles	Law, Gov't & Politics>Immigration	Religion & Spirituality>Latter-Day Saints	Sports>Freshwater Fishing	Technology & Computing>Computer Reviews
Automotive>Auto Parts		Education	Health & Fitness>Asthma	Hobbies & Interests>Card Games	Law, Gov't & Politics>Legal Issues	Religion & Spirituality>Pagan/Wiccan	Sports>Game & Fish	Technology & Computing>Data Centers
Automotive>Auto Repair		Education>7-12 Education	Health & Fitness>Autism/PDD	Hobbies & Interests>Chess	Law, Gov't & Politics>Politics	Science	Sports>Golf	Technology & Computing>Email
Automotive>Buying/Selling Cars		Education>College Administration	Health & Fitness>Bipolar Disorder	Hobbies & Interests>Cigars	News	Science>Astrology	Sports>Horse Racing	Technology & Computing>Entertainment
Automotive>Convertible		Education>English as a 2nd Language	Health & Fitness>Brain Tumor	Hobbies & Interests>Collecting	News>International News	Science>Biology	Sports>Horses	Technology & Computing>Graphics Software
Automotive>Coupe		Education>Graduate School	Health & Fitness>Cancer	Hobbies & Interests>Comic Books	News>Local News	Science>Botany	Sports>Hunting/Shooting	Technology & Computing>Home Video/DVD
Automotive>Crossover		Education>Homeschooling	Health & Fitness>Cholesterol	Hobbies & Interests>Genealogy	News>National News	Science>Chemistry	Sports>Inline Skating	Technology & Computing>Internet Technology
Automotive>Diesel		Education>Language Learning	Health & Fitness>Chronic Pain	Hobbies & Interests>Getting Published	Non-Standard Content	Science>Geography	Sports>Judo	Technology & Computing>Java
Automotive>Luxury		Education>Special Education	Health & Fitness>Cold & Flu	Hobbies & Interests>Guitar	Non-Standard Content>Extreme Graphic/Explicit V	Science>Geology	Sports>Mountain Biking	Technology & Computing>JavaScript
Automotive>MiniVan		Education>Studying Business	Health & Fitness>Deafness	Hobbies & Interests>Home Recording	Non-Standard Content>Hate Content	Science>Paranormal Phenomena	Sports>NASCAR Racing	Technology & Computing>Mac Support
Automotive>Motorcycles		Family & Parenting	Health & Fitness>Dental Care	Hobbies & Interests>Investors & Patents	Non-Standard Content>Incentivized	Science>Physics	Sports>Olympics	Technology & Computing>Net Conferencing
Automotive>Off-Road Vehicles		Family & Parenting>Adoption	Health & Fitness>Depression	Hobbies & Interests>Magic & Illusion	Non-Standard Content>Pornography	Science>Space/Astronomy	Sports>Paintball	Technology & Computing>PC Support
Automotive>Pickup		Family & Parenting>Babies & Toddlers	Health & Fitness>Dermatology	Hobbies & Interests>Needlework	Non-Standard Content>Profane Content	Science>Weather	Sports>Power & Motorcycles	Technology & Computing>PDAs
Automotive>Sedan		Family & Parenting>Daycare/Pre School	Health & Fitness>Diabetes	Hobbies & Interests>Painting	Non-Standard Content>Under Construction	Shopping	Sports>Pro Basketball	Technology & Computing>Portable
Automotive>Trucks & Accessories		Family & Parenting>Eldercare	Health & Fitness>Epilepsy	Hobbies & Interests>Photography	Personal Finance	Shopping>Comparison	Sports>Pro Ice Hockey	Technology & Computing>Shareware/Freeware
Automotive>Vintage Cars		Family & Parenting>Family Internet	Health & Fitness>Exercise	Hobbies & Interests>Roleplaying Games	Personal Finance>Credit/Debt & Loans	Shopping>Couponing	Sports>Rodeo	Technology & Computing>Web Search
Automotive>Wagon		Family & Parenting>Parenting teens	Health & Fitness>GERD/Acid Reflux	Hobbies & Interests>Scrapbooking	Personal Finance>Financial Planning	Society	Sports>Rugby	Technology & Computing>Windows
Business		Family & Parenting>Pregnancy	Health & Fitness>Headaches/Migraines	Hobbies & Interests>Screenwriting	Personal Finance>Hedge Fund	Society>Dating	Sports>Running/Jogging	Travel
Business>Advertising		Food & Drink	Health & Fitness>Heart Disease	Hobbies & Interests>Stamps & Coins	Personal Finance>Insurance	Society>Ethnic Specific	Sports>Sailing	Travel>Adventure Travel
Business>Agriculture		Food & Drink>American Cuisine	Health & Fitness>Holistic Healing	Hobbies & Interests>Video & Computer Games	Personal Finance>Investing	Society>Gay Life	Sports>Saltwater Fishing	Travel>Africa
Business>Biotech/Biomedical		Food & Drink>Barbecue & Grilling	Health & Fitness>IBS/Crohn's Disease	Hobbies & Interests>Woodworking	Personal Finance>Retirement Planning	Society>Marriage	Sports>Scuba Diving	Travel>Air Travel
Business>Business Software		Food & Drink>Cajun/Creole	Health & Fitness>Incest/Abuse Support	Home & Garden	Personal Finance>Stocks	Society>Senior Living	Sports>Skateboarding	Travel>Australia & New Zealand
Business>Construction		Food & Drink>Chinese Cuisine	Health & Fitness>Incontinence	Home & Garden>Appliances	Pets	Society>Teens	Sports>Skiing	Travel>Bed & Breakfast
Business>Forestry		Food & Drink>Cocktails/Beer	Health & Fitness>Infertility	Home & Garden>Entertaining	Pets>Aquariums	Society>Weddings	Sports>Snowboarding	Travel>Europe
Business>Government		Food & Drink>Coffee/Tea	Health & Fitness>Men's Health	Home & Garden>Gardening	Pets>Birds	Sports	Sports>Surfing/Bodyboarding	Travel>France
Business>Green Solutions		Food & Drink>Desserts & Baking	Health & Fitness>Nutrition	Home & Garden>Home Repair	Pets>Cats	Sports>Baseball	Sports>Table Tennis/Ping-Pong	Travel>Greece
Business>Human Resources		Food & Drink>Dining Out	Health & Fitness>Orthopedics	Home & Garden>Home Theater	Pets>Dogs	Sports>Bicycling	Sports>Tennis	Travel>Honeymoons/Getaways
Business>Logistics		Food & Drink>Dining Out	Health & Fitness>Panic/Anxiety Disorder		Pets>Large Animals	Style & Fashion	Sports>Volleyball	Travel>Hotels
Business>Marketing		Food & Drink>Food Allergies	Health & Fitness>Pediatrics		Pets>Reptiles	Style & Fashion>Accessories	Sports>Waterski/Wakeboard	Travel>Italy
Business>Metals		Food & Drink>French Cuisine	Health & Fitness>Physical Therapy		Pets>Veterinary Medicine	Style & Fashion>Beauty	Sports>World Soccer	Travel>Japan
		Food & Drink>Health/Lowfat Cooking	Health & Fitness>Psychology/Psychiatry		Real Estate	Style & Fashion>Clothing	Sports>World Soccer	Travel>Mexico & Central America
		Food & Drink>Italian Cuisine	Health & Fitness>Sexuality		Real Estate>Apartments	Style & Fashion>Fashion	Style & Fashion>Accessories	Travel>National Parks
		Food & Drink>Japanese Cuisine			Real Estate>Architects	Style & Fashion>Jewelry	Style & Fashion>Beauty	Travel>South America
							Style & Fashion>Clothing	Travel>Theme Parks
							Style & Fashion>Fashion	Travel>Traveling with Kids
							Style & Fashion>Jewelry	Travel>United Kingdom

Brand Suitability by ComScore

Brand Suitability by Comscore

Adult Sexual Explicit Content (High Risk)	0.35 USD
Adult Sexual Explicit Content (Low Risk)	0.35 USD
Adult Sexual Explicit Content (Medium Risk)	0.35 USD
Alcohol (High Risk)	0.35 USD
Alcohol (Low Risk)	0.35 USD
Alcohol (Medium Risk)	0.35 USD
Arms & Ammunition (High Risk)	0.35 USD
Arms & Ammunition (Low Risk)	0.35 USD
Arms & Ammunition (Medium Risk)	0.35 USD
Crime & Violence (High Risk)	0.35 USD
Crime & Violence (Low Risk)	0.35 USD
Crime & Violence (Medium Risk)	0.35 USD
Death or Injury (High Risk)	0.35 USD
Death or Injury (Low Risk)	0.35 USD
Death or Injury (Medium Risk)	0.35 USD
Epidemic (Low Risk)	0.35 USD
Hate Speech & acts of Aggression (High Risk)	0.35 USD
Hate Speech & acts of Aggression (Low Risk)	0.35 USD
Hate Speech & acts of Aggression (Medium Risk)	0.35 USD

Illegal Drugs (High Risk)	0.35 USD
Illegal Drugs (Low Risk)	0.35 USD
Illegal Drugs (Medium Risk)	0.35 USD
Military Conflict (High Risk)	0.35 USD
Military Conflict (Low Risk)	0.35 USD
Military Conflict (Medium Risk)	0.35 USD
Obscenity and Profanity (Low Risk)	0.35 USD
Obscenity and Profanity (Medium Risk)	0.35 USD
Terrorism (High Risk)	0.35 USD
Terrorism (Low Risk)	0.35 USD
Terrorism (Medium Risk)	0.35 USD
Tobacco/eCigarettes/Vaping (High Risk)	0.35 USD
Tobacco/eCigarettes/Vaping (Low Risk)	0.35 USD
Tobacco/eCigarettes/Vaping (Medium Risk)	0.35 USD
Violation of Human Rights (High Risk)	0.35 USD
Violation of Human Rights (Low Risk)	0.35 USD
Violation of Human Rights (Medium Risk)	0.35 USD

Brand Safety & Profanity by ComScore

Brand Safety by Comscore

Accidents	0.35 USD
Alcohol	0.35 USD
Crime Violence	0.35 USD
Drugs	0.35 USD
Epidemic	0.35 USD
Gambling	0.35 USD
Health Issues	0.35 USD
Low Epidemic	0.35 USD
Manga	0.35 USD
Negative News	0.35 USD
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NSFW	0.35 USD
Offensive	0.35 USD
Online Illegal	0.35 USD
Pornography	0.35 USD
Terrorism	0.35 USD
Tobacco	0.35 USD
Weapons	0.35 USD

Profanity (explicit)

clean	0.1 USD
false	0.1 USD
no	0.1 USD
true	0.1 USD
yes	0.1 USD

Frequency Capping Options

Add Frequency Capping ?

Deliver maximum impressions per listener every Minutes ▼

Minute

Hour

Day

Week

Month

+ Add Frequency Capping rule ▼