RESPONSIBLE
Media Guide

05 BRAND SAFETY

V1

March 2025

SECTION 5:

Brand safety

Ensuring brand safety is an essential practice for advertisers to ensure that their ads are placed in a media context that does not put the brand at risk. This includes aligning with a brand's values and avoiding investing in media with harmful or inappropriate content including hate-speech, illegal content or violent material.

WHAT IS BRAND SAFETY?

Practicing brand safety, directly and / or with agency and supply chain partners, protects brand reputation, builds consumer trust, and prevents public backlash.

The opportunity for damage to brand reputation is arguably increased given the scale of much of programmatic trading and placement, versus a curated media plan.

This isn't a new discussion; the quality and suitability of media placement has always been questioned in all channels. However, the rise of digital and the scale and nature of online advertising, including at international levels, has put brand safety and suitability at the top of advertisers' agendas for responsible media and is now a routine aspect of planning and buying media which includes using specialist ad verification services.

ISBA'S ROLE IN BRAND SAFETY

ISBA has a long history of working with industry bodies, the government and the wider ecosystem to promote best practice and raise awareness of media placement issues to brands. For instance, ISBA drove the development of cross-industry brand safety guidance when ad placement adjacent to illegal and unsafe content became the focus of UK media coverage in 2017. ISBA was also one of the founders of JICWEBS (now TAG – Trustworthy Accountability Group[1]) which created the first certification programme for brand safety.

ISBA also regularly develops and publishes industry guidance with its members and cross-industry partners (much like this document). This is often then fed into the Media Services Framework[2] which members and their suppliers such as agencies, use to set the parameters of their agreements.

The best practices outlined in this document are entirely voluntary. ISBA and its members have never sought to influence the editorial or content or moderation policies of media owners, publishers and tech platforms. However, it is expected that these policies are made clear and provide assurance that they are implemented effectively to enable advertisers to make their own individual investment choices. We believe that monetisation decisions against these policies and effectiveness of these rules must also be clear at all times. The framework exists to help guide brands around these challenging issues, but it is always the advertiser's decision whether to apply it.

NOTE: This brand safety information is for ISBA members. It is intended to support UK advertisers planning and buying media in the UK.

WHAT'S THE DIFFERENCE BETWEEN BRAND SAFETY AND BRAND SUITABILITY?

Brand safety refers to measures taken to protect a brand's reputation by avoiding placements in environments that are illegal, harmful or damaging. This includes avoiding legal content that is violent, hateful, or otherwise inappropriate. The goal is to prevent any association with content that could negatively impact all brands' reputations and images.

Brand suitability, is a broader consideration for individual brands which are seeking specific context and appropriateness of content that reflects unique values and target audiences. It involves a more nuanced approach to ad placement, ensuring that the content aligns with the brand's identity and

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[1] https://www.tagtoday.net/

[2] https://www.isba.org.uk/knowledge/media-services-framework-2021

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messaging. This means not only avoiding harmful content but also selecting environments that are a good fit for the brand's image and objectives. For example, it's likely that baby-care brands would choose not to advertise alongside certain adult content (e.g. 18+) that would otherwise be appropriate for other products such as alcohol and some personal care products.

A brand safety floor & brand suitability framework

A Brand Safety Floor lists common categorisations of sensitive or harmful content. Comprised of ten content categories, it defines a threshold where ads should not appear.

This provides advertisers with an industry-accepted floor to apply to their planning and activation operations in order to avoid harmful, illegal or otherwise inappropriate content. These are the categories which are further exemplified in the full document in **Appendix 1**:

- Adult & explicit sexual content

- Arms & ammunition

- Crime & harmful acts to individuals and society, human right violations

- Death, injury or military conflict

- Online piracy

- Hate speech & acts of aggression

- Obscenity and profanity, including language, gestures, and explicitly gory, graphic or repulsive content intended to shock and disgust

- Illegal drugs, tobacco, e-cigarettes, vaping, alcohol

- Spam or harmful content

- Terrorism

The **Brand Suitability Framework** creates an articulation and delineation of different risk levels, expressed as high, medium, low, against the same ten categories (see **Appendix 2**). This maps to the inventory filters created by and applied by the major online platforms within their own brand safety tools.

Brands can match their risk tolerance using this framework and apply ad verification tools to inventory meeting their suitability requirements.

Adjacency Framework

Recognising and managing the adjacency of an ad to its surrounding content is the objective of much Brand Safety and Suitability activity. It's important that a brand's agency and relevant supply chain partners fully understand an advertiser's brand safety floor toleration (i.e., zero ads) and / or its suitability criteria. You can review the full Framework in **Appendix 3**.

MANAGING ONLINE BRAND SAFETY

Marketers are placing more of their ad spend online and with platforms that package up targeting, creative and measurement capabilities. Some agencies also offer their own PMP (Private Marketplace) for client surety, and it's possible for an advertiser to curate their own media-verse through a combination of inclusion lists and programmatic direct buys working with one or more demand side platforms (DSPs). There are multiple ways to plan, buy and protect, including alternative platforms such as Ozone, for instance which networks premium news and magazine titles in the UK and internationally. However, even the most experienced advertisers that buy programmatically have been affected by brand safety and adjacency issues due to limitations in the controls and placement of ads at scale programmatically, in particular the open marketplace.

Controlling where and how you buy media, involves being armed with the knowledge and the partners who share your objectives in terms of up-to-date intelligence and continuously reviewed inventory.

The major platforms are committed to their Community Guidelines using a combination of AI and human moderation to monitor content for guideline violations. Automated systems detect harmful content such as the categories outlined in the Brand Safety Floor. Users also have tools to report on bad content.

Some platforms also use professional fact checkers while others rely on Community Notes (commentary from users) to establish factual content. Violations may result in warnings, content removal, or account suspensions. Many platforms publish transparency reports on enforcement actions.

You can view platform community standards and their latest transparency reports via these links:

Community standards

Meta (Facebook and Instagram):
https://transparency.meta.com/en-gb/policies/community-standards/

Pinterest:
https://policy.pinterest.com/en/community-guidelines

Snap:
ttps://values.snap.com/privacy/transparency/community-guideline

TikTok:
https://www.tiktok.com/community-guidelines/en

X:
https://help.x.com/en/rules-and-policies/x-rules

YouTube:
https://www.youtube.com/intl/ALL_uk/howyoutubeworks/policies/community-guidelines/

Transparency reports

Meta (Facebook & Instagram):
https://transparency.meta.com/reports/community-standards-enforcement/

Pinterest:
https://policy.pinterest.com/en-gb/transparency-report

Snap:
https://values.snap.com/privacy/transparency/community-guidelines

TikTok:
https://values.snap.com/privacy/transparency

X:
https://transparency.x.com/en

YouTube:
https://transparencyreport.google.com/youtube-policy/

Are made-for-advertising sites safe?

The ANA stated in its 2023 report, [Programmatic Media Supply Chain Study](#)[3], that MFA (made-for-advertising) sites on the 'open web' comprised as much as 21% of impressions and 15% of ad spend.

Its subsequent cross-industry taskforce made up of its members and leading other trade bodies in the US, and ISBA in the UK, produced and agreed this definition of MFAs:

"Made for Advertising (MFA) websites are those created specifically to buy and sell advertising inventory. These sites often use sensational headlines, clickbait, and provocative content to attract visitors and generate page views, which in turn generate ad revenue for the site owner".

It's expected that advertisers will be able to use this definition to avoid such inventory that may, at the very least, prove unsuitable for many brands and unsafe for others.

For more detailed information, you can visit the ISBA [website](#).

CONTENT VERIFICATION

The challenge that advertisers face when ensuring their ads appear against appropriate content, is the sheer size, scale and speed of the programmatic supply chain which can serve billions of impressions an hour around the globe. It takes complex technologies and methodologies to establish systems that identify unsuitable inventory and management processes that work with all partners to accountable standards, explored in this section.

What can advertisers do to ensure brand safe or suitable inventory?

The principal way to manage brand safety is via an ad verification partner such as Adloox, Double Verify, Integral Ad Science, Mantis and Zefr. How these work is described below, but ISBA would always recommend that in addition to all steps above.

Whichever partner you choose or whether you work with an ad verification partner via your agency, you are still in control of what they do for you and how you remunerate them. This is an important and not inexpensive relationship that is yours to shape.

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[3] https://www.ana.net/miccontent/show/id/rr-2023-12-ana-programmatic-media-supply-chain-transparency-study

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Content Verification Technology is used to recognise and categorise the content of an individual webpage. It's used in two ways:

- Publishers use this technology to categorise the content of their webpages and better package their inventory.

- Advertisers use it as an independent verification tool to check that brand safety requirements are being met by their media partners (e.g. not serving ads outside of exclusion or inclusion lists).

In addition to verification, these technologies are able to assess the brand safety risk of content on a webpage, allowing advertisers to manage in which environments their brand messaging appears. It's common for content verification services to also offer additional services such as ad fraud protection and viewability measurement.

Content verification technology is complex. However, its misuse can have negative effects. For example, overzealous blocking (particularly based around keyword blocking) will impact advertisers' reach, scale and costs, as well as hinder a publisher's ability to monetise their inventory. It is important that when such technology is used, it is applied effectively and addressing the context and therefore meaning of content so that opportunities to reach valuable audiences are not wasted due to the blunt and broad effect of keyword identification alone.

For example, if you want to protect your brand from appearing against adult content, is there a specific category or setting you should be selecting? If so, is it still necessary for you to include words like "sex" as part of your keyword blocking or would such content already be blocked by selecting that respective category? The answer to this may vary depending on the technology you're using. We recommend working closely with your chosen partner to ensure you understand and implement their technology consistently and effectively.

Reputable content verification companies will be constantly updating their categories to reflect fresh subject matter and news cycles. Your partner plan, whether you or your agency is managing it, needs to incorporate this degree of fluidity needed for changing content environments. It's important to distinguish between pre- and post-bid deployment of content verification services:

- Pre-bid to establish safe and suitable content.

- Post-bid to ensure investment has been made across the correct inventory.

- Post-bid content verification, building up data to fuel pre-bid decisioning and inclusion lists.

Read more on the subject in the cross-industry Ad Verification Guide[4]

CHECKLIST

Questions you and your agency need to ask when choosing a demand side verification vendor:

✔ What channels and formats are you able to measure with your technology? (For example, platforms like YouTube will only allow certain vendors to integrate)

✔ What is your technology able to measure i.e. brand safety, fraud, viewability, audience etc.? Is this different between platforms and major media integrations?

✔ What methods do you use to analyse content? Is this the same across all your service offerings? Do you use a sampling or do you apply verification to 100% of impressions?

    ✔ How many content classifications do you manage and how are these kept updated?

    ✔ Does your system offer multi-language capabilities?

✔ Are you able to classify content beyond text (e.g. video or images – using meta data or image recognition)?

✔ Do you have the ability to block ads or are you monitoring only?

✔ Do I have to pay for blocked impressions?

✔ When blocking, what data-points are you evaluating?

✔ If an impression is blocked, what information do I have access to?

    ✔ Do the publishers/agencies have access to the same data that I do?

    ✔ How are these recorded in my ad server vs. the publisher's ad server?

✔ Will you tell my publishers the campaign monitoring and blocking settings at the start of the campaign? Should I do this?

✔ Have you been accredited by any governing bodies?

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Aside from best practice and reliance on industry guidelines, it's important to be aware of relevant legislation.

UK REGULATION

The [Online Safety Act](#)[5] became law on 26 October 2023, and requires platforms to implement systems and processes to reduce the risk of their services being used for illegal activities. This includes taking down illegal content when it appears. The Act places the strongest protections for children, requiring platforms to prevent children from accessing harmful and age-inappropriate content. It also mandates that platforms provide clear and accessible ways for parents and children to report problems online.

Access the full [Online Safety Act Explainer](#)[6] for a full outline of its coverage and intentions.

ISBA has long advocated for effective and proportionate UK regulation in the area of online safety. We have consistently called for the timely introduction of the Online Safety Act. Following consultation, Ofcom has issued its initial [Illegal Harms Guidance](#)[7].

In addition, in December 2024 Ofcom released its [first policy statement](#) which places a duty on major platforms to assess the risks of illegal harms on their services by mid-March 2025. ISBA looks forward to further Ofcom guidance thereafter and will update this Responsible Media Guide appropriately.

Ofcom has also set out steps providers can take to fulfill their safety duties in codes of practice. These duties are proportionate to factors such as the risk of harm to individuals and the size and capacity of each provider.

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[5] https://www.legislation.gov.uk/ukpga/2023/50
[6] https://www.gov.uk/government/publications/online-safety-act-explainer/online-safety-act-explainer
[7] https://www.ofcom.org.uk/siteassets/resources/documents/online-safety/information-for-industry/illegal-harms/online-safety-enforcement-guidance.pdf?v=391925

OTHER ORGANISATIONS AND RESOURCES

Brand safety certifications, accreditations, training and Organisations in the UK that ISBA is directly involved with:

There are various brand safety certifications and accreditations that advertisers need to be aware of when choosing partners.

ISBA recognises industry efforts to create markers for best practice, although it always remains up to the advertiser how far to apply the initiatives whether by ISBA or others. Where we believe it is essential for brands to apply pressure on specific adoption of technical best practice we make sure to include it in our Media Services Framework:

- **TAG**[8] or the Trustworthy Accountability Group, is an organisation that certifies the processes companies undertake to address brand safety, fraud, and piracy. They release data indicating that TAG-certified companies adhere to these standards. ISBA sits on the Leadership Council of this organisation ensuring that advertisers interests are met and understood within the certification process. TAG has expanded its reach to supply chain transparency through its partnership with Fiducia via TAG TrustNet.

- **IAB UK Gold Standard**[9] – The Gold Standard is a programme for members of IAB UK and brings together several industry initiatives, including TAG's Brand Safety Certification, ads.txt for (domain spoofing) ad fraud and the Coalition for Better Ads' (CBA) & LEAN principles for a better ad experience. The certification process is audited by an independent third party, ABC (Audit Bureau of Circulation).

- **MRC**[10] – A US based body the Media Ratings Council independently audits and accredits media measurement products and data sources across various media channels, including ad verification vendors. ISBA sits on the MRC's Board of Directors spearheading global industry efforts to ensure transparency and accountability in media measurement and advertising practices.

- **The Conscious Advertising Network (CAN)**[11] is a network of 190 members challenging outdated norms and taking bold steps to ensure advertising works for everyone. Advertising should inspire, innovate, and drive real results—but not at the expense of our rights and freedoms. By tackling waste and fraud, safeguarding society and the environment, and championing supply chain transparency, we unlock new opportunities for growth and innovation.

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[8] https://www.tagtoday.net
[9] https://www.iabuk.com/goldstandard
[10] https://mediaratingcouncil.org
[11] https://www.consciousadnetwork.com

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These organisations are always looking for more brand support and involvement so if you would like to know more about joining or supporting these groups please reach out to Dan Larden, ISBA's Head of Media, danl@ isba.org.uk.

- **The Brand Safety Institute (BSI)**[12] is an organisation dedicated to promoting brand and people safety within the advertising industry. BSI aims to create a healthy and sustainable advertising ecosystem by raising awareness of safe practices through thought leadership, community engagement, education, and certification. They offer certification programs for brand safety professionals, provide resources and training, and foster a community of practice for brand safety. ISBA members receive one free licence to the BSI Brand Safety Officer Certification programme and a discounted rate for additional licences as part of our partnership with them.

- **The Influencer Marketing Code of Conduct**, developed by ISBA and the Influencer Marketing Trade Body (IMTB), plays a crucial role in ensuring brand safety in influencer marketing. This Code of Conduct aims to raise standards of conduct in influencer marketing and advertising, improve relationships between brands, talent agencies, and influencers, and ensure compliance with regulatory frameworks set out by the Advertising Standards Authority (ASA) and Competition and Markets Authority (CMA).

  Brand safety in influencer marketing involves protecting a brand's reputation by avoiding associations with harmful or inappropriate content. The Code of Conduct addresses this by promoting transparency, ethical standards, and responsible practices in influencer marketing. It includes sections on preventing harm that might be caused by the content or placement of influencer ads, ensuring that influencer campaigns align with a brand's values and do not erode consumer trust.

  For more details, access ISBA's Influencer Marketing Code of Conduct[13].

[12] https://www.brandsafetyinstitute.com
[13] https://www.isba.org.uk/knowledge/isba-imtb-influencer-marketing-code-conduct-version-4com

ISBA includes these links for information only. As an independent trade body, ISBA does not endorse any position taken, or not taken, by these other bodies. It remains the sole discretion of ISBA members whether to follow their recommendations.

APPENDIX 1: Brand Safety Content Floor: category descriptions

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 • Glamorisation of illegal arms for the purpose of harm to others • Use of illegal arms in unregulated environments
Crime & Harmful acts to individuals and Society	• Graphic promotion, advocacy, and depiction of wilful harm and actual unlawful criminal activity • Harassment or bullying of individuals and groups
Death, Injury or Military Conflict	• Promotion, incitement or advocacy of violence, death or injury • Murder or Wilful bodily harm to others • Graphic depictions of wilful 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	• Content that incites hatred, promotes violence or dehumanises groups or individuals based on race, ethnicity, gender, sexual orientation, gender identity, age, ability, nationality, religion, caste, victims and survivors of violent acts and their kin, immigration status, or serious disease sufferers.
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 that shock, offend, or insult.
Illegal Drugs/Tobacco/e- cigarettes/ Vaping/Alcohol	• Promotion or sale of illegal drug use – including abuse of prescription drugs. • 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 the calculated use of violence or threat of violence to inculcate fear.

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APPENDIX 2: Brand Suitability Framework: Sensitive content appropriate for advertising supported by enhanced advertiser controls

Content Category	High Risk	Medium 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	• Glamorisation / 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 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	• Depictions of criminal/ harmful acts	• Dramatic depiction of criminal activity presented in the context of entertainment • Breaking News or Op-Ed coverage of criminal activity	• Educational, Informative, Scientific treatment of crime or criminal acts • 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	• 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	• Glamorisation /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

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Content Category	High Risk	Medium Risk	Low Risk
Hate speech & acts of aggression	• Depiction or portrayal of hateful, denigrating, or inciting content focused on race, ethnicity, gender, sexual orientation, gender identity, age, ability, nationality, religion, caste, victims and survivors of violent acts and their kin, immigration status or serious disease sufferers, in a non- educational, informational, or scientific context	• 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
Obscenity and Profanity, including language, gestures, and explicitly gory, graphic or repulsive content intended to shock and disgust	• Glamorisation /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 behaviour	• Educational or Informative, treatment of Obscenity or Profanity • News feature stories on the subject
Illegal Drugs/ Tobacco/ e- cigarettes/Vaping/ Alcohol	• Glamorisation /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

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Content Category	High Risk	Medium Risk	Low Risk
Spam or Harmful Content	• Glamorisation /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 promote harmful acts to others or society • Terrorist content requiring a viewer advisory • Insensitive and irresponsible treatment of terrorism	• 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

APPENDIX 3:

The Brand Adjacency Framework

The Brand Adjacency Framework is an additional advertiser control, recognised and applied by platforms, that addresses the distance an ad can appear adjacent to other content in a newsfeed environment.
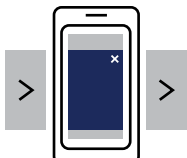
These standards will then be used in solutions by platforms (first party tools) and via independent providers who have integrations with media platforms and publishers (third party tools).

Some key terms and notes on this framework:

❶ **FORMATS COVERED:** The formats identified and included here are based on current media format availabilities and investment levels: Feed, Stories, Video In-Stream, Audio In-Stream.

NOTE: Livestream Audio and Livestream video are being developed and when available this content will be updated.

❷ **STANDARD:** Denotes how ad adjacency is evaluated within respective Format environments, and at current is based on "spatial" evaluation (e.g. units of space between ad and content on a screen) or temporal evaluation (e.g. units of sequence in which ads and content appear on-screen)".

❸ **ADJACENCY UNIT:** This is the actual "unit of measurement" proposed to identify what content should be evaluated and categorised based relation to an ad's placement. This is treated an industry standard and a minimum upon which providers and platforms can provide additional spacing/separation should they need to.

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FORMAT		ADJACENCY STANDARD	MINIMUM ADJACENCY UNIT	NOTES
Feed	This covers content (text, video, image, audio) that is featured in a newsfeed or timeline environment irrespective of the screen being mobile or computer.	Spatial	+/- 1	• Adjacency controls should apply to individual and group feed and timeline (e.g., lists and groups that are public and/or private) • Comments on videos are not a focus for suitability controls – but platform must be able to uphold • Floor on videos
Stories	This covers sequenced content from a single creator in a carousel environment, where ads may appear within or between such segments.	Spatial	+/- 1	• Comments on stories are not a focus for suitability controls – but platform must be able to uphold Floor on videos
Video: In-stream	This is pre-recorded video content that is uploaded to a website or platform that features ads before, in between or after specified video content	Temporal	+/- 0 Directly Adjacent	• Adjacency solutions and controls should apply to Pre/Mid/Post and Parallel ad units • Comments on videos are not a focus for suitability controls – but platform must be able to uphold Floor on videos
Audio: In-stream	This is pre-recorded audio content that is uploaded to a website or platform that features ads before, in between or after specified video content.	Temporal	+/- n Same as ad unit length (n = ad length)	• Adjacency controls should apply to Pre/Mid/Post and Parallel ad units • Comments on content are not a focus for suitability controls – but platform must be able to uphold Floor on audio content

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As an independent trade body, ISBA does not endorse any position taken, or not taken, by these other bodies. It remains the sole discretion of ISBA members whether to follow their recommendations.

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ISBA is the only body that represents **brand owners advertising** in the UK. We empower them to **understand the industry and shape its future** because we bring together a powerful community of marketers with common interests; lead decision-making with knowledge and insight; and give a **single voice to advocacy** for the improvement of the industry.

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The Aperto Partnership is a trusted advisor to leading advertisers and is at the forefront of creating positive change in the media industry.

With client, agency trading and media planning backgrounds, the team has specialist expertise in the strategic and commercial use of media as a source of competitive advantage, driving real business outcomes.

We believe in creating smarter partnerships that are built on openness, transparency, responsible practices, effective measurement and a fair value exchange.