



Press Release
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ABC once again delivers verification for online brand safety to Quantcast

quantcast[®]

Today we announce that Quantcast, one of the world leaders in applying the power of big data and analytics to digital and mobile advertising has once again been verified to the JICWEBS Digital Trading Standards Group (DTSG) Good Practice Principles by independent industry auditor ABC. The aim of the Good Practice Principles is to inject greater transparency into the UK digital display market, ultimately giving brands greater reassurance that their advertising is more likely to reach the right audience and is not associated with content that could jeopardise brand reputation.

By renewing their DTSG seal Quantcast has demonstrated its continuing commitment to transparency and helping the industry work towards greater online brand safety. For more information on ABC UK's Verification Service please go to:
www.abc.org.uk/dtsg.

"As programmatic advertising grows there are more processes that must be put in place to protect clients from ad misplacement, while providing quality inventory to protect brands and providing marketers high performance," commented **Matt White, UK Managing Director at Quantcast**. "We are confident that we are using the best methods and working with the best technology to ensure our brands can trust us. The certification by the ABC underscores our ongoing commitment to protect our clients and ensure our systems and processes meet the UK standard."

"Jerry Wright, ABC Chief Executive, said: "We are delighted to have verified Quantcast as compliant with JICWEBS Digital Trading Standards Group Good Practice Principles.

ABC's verification service gives our industry confidence about compliance with JICWEBS industry-agreed standards and raises the bar in the important area of brand safety, a key milestone in the evolution of digital display advertising."

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About Quantcast

Quantcast processes real-time data at the intersection of commerce and culture, providing useful, actionable insights for brands and publishers. Through Quantcast Measure, we have unlocked the data generated by more than 100 million digital destinations, helping publishers and creators understand and grow their businesses in ways never before possible. With Quantcast Advertise, adaptive modeling and intelligent machines are utilized to help thousands of marketers around the world find and interact with customers anywhere they connect to the digital world. Our more than 600 employees are driven by the potential for big data to radically improve everyone's connected experiences and transform the way we all make sense of the world.

About ABC

ABC inspires confidence in the market across the media world by delivering a valued 'stamp of trust'.

ABC underpins the way billions of pounds worth of advertising budgets are traded across the converging media landscape in the UK and beyond. It has two roles:

1. To bring the industry together to agree standards that define media measurement and determine best practice.
2. To offer independent audit and compliance services, delivering certification which verifies that data and processes meet the industry-agreed Reporting Standards.

ABC is governed by the industry, for the industry. ABC's board consists of advertisers, media agencies, media owners and trade bodies. They represent the differing interests of the media industry and meet regularly to agree new standards and make strategic decisions as to how ABC is run. With Board consensus, ABC has the ability to provide certification for any platform. As advertising platforms develop, ABC continually innovates and evolves to ensure its portfolio of products and services delivers to the media industry's needs.

ABC UK was established in 1931 and is a founder member of the International Federation of ABC (IFABC), of which ABC UK CEO, Jerry Wright, is secretary. Richard Foan, Group Executive Director of Communication & Innovation, ABC UK, also chairs the IFABC Web Standards Group, which works to deliver global standards and establish digital good practice across the world.

For further information please visit www.abc.org.uk or contact David Cohen or Isabel Napier-Wilson at Eulogy! on 0203 077 2000/ abc@eulogy.co.uk

About JICWEBS

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JICWEBS www.jicwebs.org is the Joint Industry Committee for Web Standards. This industry-owned organisation meets 4 times a year to ensure independent development and ownership of standards for underpinning online ad trading. This provides credibility, comparability and transparency, which is particularly important for advertisers who then have a universally recognised set of principles to work with. ABC audits digital media and systems to these industry-agreed standards and verifies that the principles have been applied.

Representatives on JICWEBS encompass all areas of the digital industry including advertisers, agencies, media owners and technology providers from the following trade bodies: IPA, IPA digital, ISBA, AOP, IAB, NS, NPA.

Many of the JICWEBS standard definitions have been adopted by all IFABC (International Federation of Audit Bureaux of Circulations, www.ifabc.org) members. The IFABC World Wide Web Standards Group reviews these global metrics every year to make sure they remain relevant to the people spending money on online advertising

For more information please visit www.jicwebs.org

About the Digital Trading Standards Group (DTSG)

The DTSG comprises representatives from the following sectors of the digital display trading ecosystem: advertisers, agencies, agency trading desks (ATDs), demand side platforms (DSPs), advertising networks, sales houses, advertising exchanges, supply side platforms (SSPs) and publishers.