



614  
GROUP

**TAG FRAUD SNAPSHOT:  
ASIA-PACIFIC**  
APRIL 2020



In conjunction with **The 614 Group**, TAG has issued an annual Fraud Benchmark Report in the United States and Europe to measure the effectiveness of working with TAG Certified partners in fighting IVT. Past research in the US and key European markets demonstrates that such actions remove up to 94% of IVT versus industry averages.

As part of its ongoing research on fraud in the Asia-Pacific region, The 614 Group analyzed more than 3.2 billion campaign impressions that flowed through TAG Certified Channels. TAG Certified Channels are channels in which multiple entities involved in the transaction – such as the media agency, buy-side platform, sell-side platform and/or publisher – have achieved the TAG Certified Against Fraud Seal. These campaigns ran during the fourth quarter of 2019 in Asia-Pacific, including India, Japan, New Zealand, Australia, Singapore and Indonesia. The 614 Group also interviewed marketers from across the region for their insights and experiences.

For agencies and advertising, the data showed clear benefits to purchasing inventory via TAG Certified Channels in this region:

**Inventory from TAG Certified Channels had an average 0.82% IVT rate in the region, a 91% improvement over the global industry average**

When agencies and advertisers opt to purchase via TAG Certified Channels, they have access to the cleanest inventory in the reviewed Asia-Pacific markets. The rate of IVT within TAG Certified Channels across the markets analyzed was just 0.82% -- a 91% improvement over the global industry average of 9.2%<sup>1</sup>. While the results of initial TAG Channels are promising, the 5.3% measured rate of IVT on desktop media demonstrates that this issue exists within the region and there is still work to be done.

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<sup>1</sup>The analysis blended IVT rates from several MRC-accredited measurement vendors. These rates were delivered directly to TAG, including Moat's IVT Report for H1 2019 and DoubleVerify IVT Reporting from September through December 2019. Additionally, fraud rates were combined with the publicly available ANA/White Op's 2019 Bot Baseline Report and the IAS Media Quality Report for H1 2019.

The **Trustworthy Accountability Group (TAG)** is a global industry non-profit organization, representing more than 650 member companies across 26 countries, whose focus is combating criminal activity in the digital advertising campaign. **TAG's Certified Against Fraud Program** sets rigorous standards for companies to identify and remove Invalid Traffic (IVT) from the digital advertising supply chain.

There are two types of invalid traffic: General Invalid Traffic (GIVT), and Sophisticated Invalid Traffic (SIVT). These are described by the Media Rating Council (MRC) in the following ways:

- **General Invalid Traffic (GIVT)** includes traffic identified through routine and list-based means of filtration—such as bots, spiders, other crawlers; non-browser user agent headers; and pre-fetch or browser pre-rendered traffic.
- **Sophisticated Invalid Traffic (SIVT)** includes traffic identified through advanced analytics, multipoint corroboration, human intervention—such as hijacked devices, ad tags, or creative; adware; malware; misappropriated content.

## About This Report

The 614 Group analyzed data from the ongoing and annual TAG Global Research Report to measure the impact of TAG Certification in reducing fraud in actual campaigns and to assess the industry's perception of both TAG and the fight against fraud in markets across Asia-Pacific. This snapshot focused on discovering rates of both General Invalid Traffic (GIVT) and Sophisticated Invalid Traffic (SIVT).

### Report Parameters

<b>Inventory Type</b>	<b>Desktop, Mobile Web, Mobile In-App Display, Video</b>
<b>Types of Fraud Examined</b>	<b>GIVT SIVT</b>
<b>Volume of Impressions Examined</b>	<b>3.2 billion</b>
<b>Study Duration</b>	<b>Q4 2019</b>
<b>Markets Examined</b>	<b>India, Japan, New Zealand, Australia, Singapore and Indonesia</b>
<b>Data Contributors</b>	<b>Publicis, Omnicom Media Group</b>
<b>Interviewees for Qualitative Analysis</b>	<b>Jonathan Mackenzie Managing Director Publicis Media Precision APAC Publicis</b>  <b>Peter Angelis Director of Digital Operations APAC Omnicom Media Group</b>  <b>Jenni Chase VP Sales, Solutions &amp; Operations Mediacorp</b>  <b>Pierre-Yves Riou Assistant Vice President, Yield Management &amp; Marketing Mediacorp</b>

### Data Collection and Processing

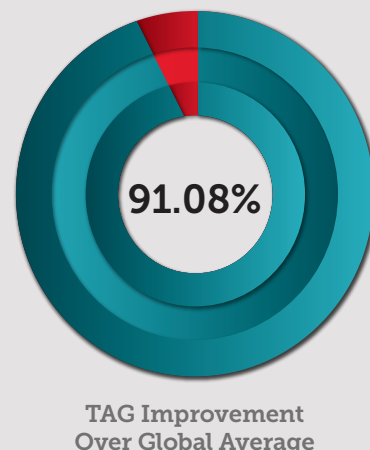
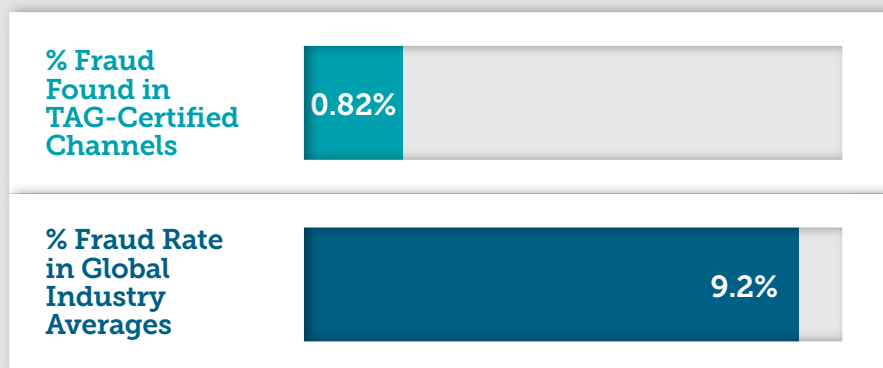
The 614 Group partnered with agency holding companies and their MRC-accredited technology partners to review data from campaigns that ran in six countries India, Japan, New Zealand, Australia, Singapore and Indonesia. Working with the holding companies' MRC-accredited measurement vendors, The 614 Group collected and aggregated all impressions for campaigns that were executed during the period of Q4 2019. These campaigns included display media and video ads in desktop, mobile web and in-app environments. The study did not use sampling of any kind: 100% of all TAG Certified Against Fraud impressions given to The 614 Group were included in the measurement. Upon receipt, all data was aggregated within a secure database in order to create the proper reporting.

## Key Qualitative Findings: Highlights

During the research, interviews with local brand safety experts from both the buy and sell sides of the Asian-Pacific marketplace were conducted. Below are some of the key insights from those industry leaders:

- There is an urgent need for a widely accepted, independent benchmark to help establish aggressive, yet achievable, IVT thresholds across the region.
- Education is needed regarding the effectiveness of anti-IVT measures available today.
- At present, there is no easy way for agencies to identify diligent anti-IVT partners, a situation the TAG Certified Against Fraud Program can address.

### Quantitative: Findings Overview Media Type: All Media



### Expanded Quantitative Results

	TAG Certified Impression Total	Fraud Rate in TAG Certified Channels <sup>2</sup>
All Traffic	3,172,754,200	0.82%
Desktop Combined	295,960,519	5.33%
Mobile Web	973,181,250	0.42%
Mobile In App	1,903,612,431	0.32%

<sup>2</sup>Combined SIVT/GIVT fraud rates.



## Key Qualitative Findings:

In addition to the data analysis, senior level executives at media holding companies and publishers throughout the region were interviewed regarding the challenges they face daily. Critical insights from those interviews include:

- **There is an urgent need for a widely accepted and independent benchmark**

Advertising agencies expressed the need for an independent benchmark to serve as a standard for the region. At present, agencies rely on a variety of studies and benchmarks from private companies, making it difficult to establish an acceptable threshold for IVT across markets and campaigns. Complicating matters further, benchmarks aren't available across all inventory types. For instance, there is no accepted benchmark for mobile or video.

- **There is a need for industry education around effective anti-IVT measures**

Publishers and advertising agencies alike are struggling to convince advertisers of the economic benefits to be gained from IVT-free inventory. There is therefore a need to educate markets on what is achievable in terms of ensuring cleaner traffic. Additionally, the differences between SIVT and GIVT need to be explained to the marketplace, including which of the two types of IVT should receive the most focus. As one executive said, "while some IVT expected, SIVT is what we want to avoid."

- **The market needs an easy way to identify diligent anti-IVT partners**

For advertising agencies, the main goal is to identify and eliminate sources of unsafe traffic, but there is no easy way to identify the most effective partners. Executives report that they have an abundance of weapons in the arsenal – white lists, pre-bid and post-bid analytics, ads.txt, dashboarding, and automation – but that it's still largely a "game of cat-and-mouse," as one put it.









### A Special Thank You to Participants:

The 614 Group would like to specially thank Scott Cunningham, who is the owner of Cunningham.Tech Consulting and is Founder of the IAB Tech Lab, for his work specifically on the data review and industry comparison studies. .

**CUNNINGHAM.TECH Consulting**

Digital Publishing, Advertising and Data Strategies by the Founder of the IAB Tech Lab

### About the Trustworthy Accountability Group

The Trustworthy Accountability Group (TAG) is the leading global certification program fighting criminal activity and increasing trust in the digital advertising industry. Created by the industry's top trade organizations, TAG's mission is to eliminate fraudulent traffic, combat malware, prevent Internet piracy, and promote greater transparency in digital advertising. TAG advances those initiatives by bringing companies together across the digital advertising supply chain to set the highest standards. TAG is the first and only registered Information Sharing and Analysis Organization (ISAO) for the digital advertising industry. For more information on TAG, please visit [tagtoday.net](http://tagtoday.net).



### About The 614 Group

The 614 Group is a results-driven digital advertising infrastructure consultancy, providing strategic and tactical services to our clients. With unparalleled experience, a global network, and talent, the firm generates the ideal blend of visionary and operational support services which can be completely customized to each client's capabilities and goals. Through our original content, live events, and research, we empower the industry-at-large, with cutting-edge education and resources. Based in the U.S., the firm works with more than 40 consultants across three top global markets.

