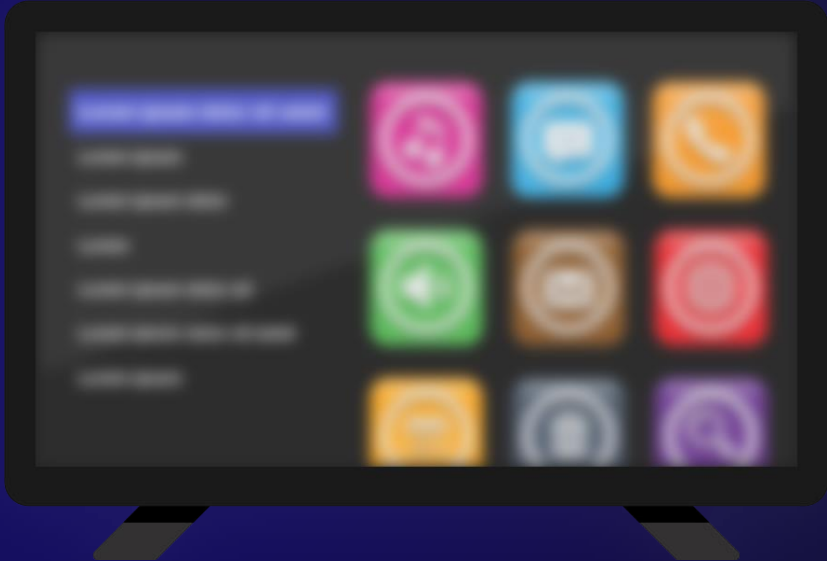


La trasparenza è il problema principale nella CTV

Linear TV	Connected TV
Seller	Seller
Publisher	Publisher
Channel	App
Show	Show
Episode	Episode
Timing	Timing

Typically Available

Usually Unavailable



Other Challenges Include: Audience Network Extensions

Connected TV: i miti da sfatare sulla qualità

“It’s **fraud**
free”

“Ads are
viewable by
default”

“Naturally **brand**
safe
environment”

L'offerta di DoubleVerify nella Connected TV

La più ampia gamma di soluzioni disponibili sul mercato accreditate MRC

CTV Impressions

Accredited across devices



MRC Accredited

CTV Fraud

Pioneered fraud protection



MRC Accredited

Fully On-Screen

Measurement and quartile completions



MRC Accredited

Brand Suitability

Accredited in 9 languages



MRC Accredited

Pre-Bid Avoidance

For fraud



MRC Accredited

DV Video Filtering

A DV invention that filters ads even if blocking isn't supported



MRC Accredited