

FOR IMMEDIATE RELEASE

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## **Dentsu and Dentsu Digital Launch Official Management of Tailored Whitelist and Agency Blacklist in Response to Ad Verification Issues in Digital Advertising**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen), and Dentsu Digital Inc. (Head Office: Minato-ku, Tokyo; President: Yoshihisa Suzuki), today launched the official management of two measures, the Tailored Whitelist and the Agency Blacklist, to further strengthen their response to ad verification issues in digital advertising.

An overview of these two measures is as follows.

### 1. Tailored Whitelist:

This measure enables ad distribution with brand safety, ad fraud, viewability and other scores set for each advertiser.

The Dentsu Group considers standards for ad verification to differ by advertiser and brand, so we do not adopt a simple whitelisting method to uniformly rank good and bad distribution destinations.

Our Tailored Whitelist enables advertisers to extract the ad distribution destinations that satisfy their distribution conditions and risk management criteria from a "scored list", which is a list of enormous domains with ad verification scores provided by Dentsu. In terms of cost, it also enables flexible planning in line with scale of budget. Further, the scored list will be created using scores from Oracle's MOAT, the world's leading ad verification vendor, as well as Momentum Inc.\*, a leading vendor in Japan.

### 2. Agency Blacklist:

The Dentsu Group collaborated with Momentum to develop the "Agency Blacklist Dashboard." This dashboard enables the monitoring and detection of highly illegal and malicious domains 24 hours a day, 365 days, a year and automatically excludes these domains from the list of ad distribution destinations.

Domain exclusion is determined based on six categories (R designation, malicious consumer generated media (CGM), copyright infringement, hate speech, points-based reward sites and ad fraud) which can be confirmed in real time on the dashboard.

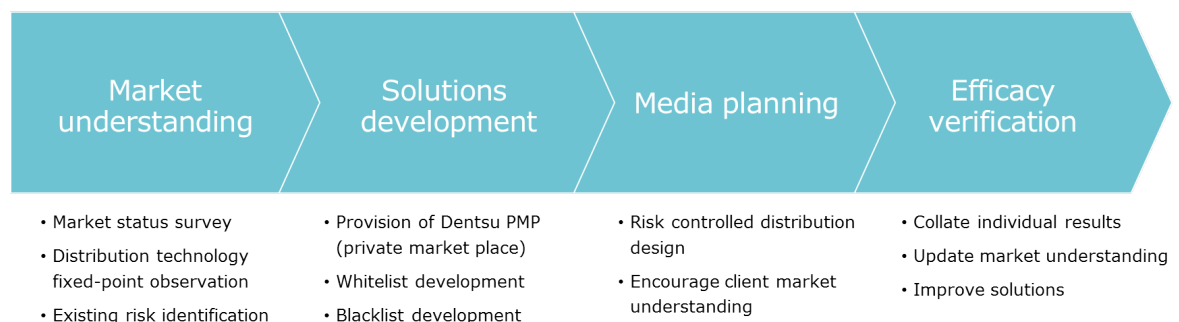
Applying these two measures in all situations as a general rule will ensure fundamental safety against advertiser brand risk, which in the past had been difficult, while realizing optimal digital advertising management in line with advertiser needs.

Further, the management of Dentsu Group measures with regard to digital advertising, namely, the identification of risks and proposals to advertisers of measures maximizing risk control, are based on the Dentsu Group’s action plan “Clear Code” (trademark pending).

\* The Dentsu Group was certified as the first agency in the “Agency Certification Program (ACP)” (announced January 31, 2019) approved by Momentum. Momentum recognizes the Dentsu Group in Japan as a trustworthy ACP partner with a reliable track record of providing highly trustworthy digital advertisement distribution services to advertisers as an advertising agency actively engaged in ad verification efforts aimed at improving digital advertising.

**Reference: Dentsu Group Clear Code Policies and Framework**

The Dentsu Group in Japan advocates Clear Code, a straightforward action plan for the identification of risks and proposals to advertisers of measures maximizing risk control in digital advertising. The framework of this plan is divided into four stages: digital advertising market understanding, solutions development, media planning and efficacy verification, as a strategy for responding to various problems associated with ad verification.



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