

BUYING PREMIUM VIDEO: A DEFINITIVE CHECKLIST

The FreeWheel Council for Premium Video and the VAB have partnered to advocate for the value of premium standards.

Premium video is content delivered transparently, in a trusted brand-safe environment, seen by real people within a high-quality viewing experience.

These are factors that should be considered as standards as buyers and sellers transact on premium video:

QUALITY OF ENVIRONMENT

2/3 of advertisers say viewer experience is important when planning TV and video ad campaigns. High-quality environments increase recall for ads. Less clutter and an optimal viewing environment lead to an engaged audience.

Uphold Audience Trust and Standards:

- The ad experience should be premium like the content around it – with quality audio and video and relevant creative.
- Partners should use programmatic tools that are built for premium transactions vs. legacy display, ensuring transactions are rooted in trust, and delivery isn't compromised.
- Ad quantity should be in line with content length, with minimal disruption, low latency, proportional ad breaks, and carefully crafted ad loads.

BRAND SAFETY

Quality creative deserves a quality environment. There's risk when your brand is associated with objectionable content; it is important to have the right controls in place, especially in non-premium environments.

Hold Partners Accountable:

- Partners should meet brand requirements, uphold category exclusivity, and maintain competitive separation.
- Partners should ensure no placements with objectionable content – or objectionable audiences.
- Legitimate verification processes should be in place to understand what is being bought and sold.

TRANSPARENCY AND LEGITIMACY

All impressions are not created equal. Value decreases when there's a lack of clear visibility into where campaigns run. Know exactly what is being bought and sold and where an ad is running – nobody should pay for invalid impressions.

Know What You Are Buying:

- Creative should run where it is planned to, in the right context.
- Buyers and sellers should agree on the kind of impressions purchased – ads should run adjacent to or within the right content and be viewed by real people. They should not run on MFA sites or be delivered to bots.
- Ads should be viewable, not out-streamed, muted, auto-played, or hidden. Non-viewable impressions should be removed from reporting.