

SpotX: Transparency FAQs

Increased transparency in the digital advertising supply chain is important as this makes it easier for buyers to understand which suppliers in the chain add the most value. This set of Transparency FAQs has been developed by a group of IAB UK members from different parts of the industry to help buyers understand more about the companies operating in digital advertising. The questions fall under three different categories - Pricing, Placement and Data.

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Pricing

Correct as of March 2019

What is your business model and how do you make money?

SpotX is the leading global video advertising platform that enables media owners and publishers to monetize premium content across desktop, mobile and connected TV devices. SpotX makes money through revenue share agreements and SAAS fees in place with our customers relating to the sale of their digital video advertising inventory on the platform.

Can you outline the full details of the agreement on a booking form / contract?

Yes. SpotX enters into contractual agreements that explicitly outline all commercial terms agreed between ourselves and our supply and demand side partners.

Will you share who your trading partners are?

You will see a number of partners with whom we trade feature at www.spotx.tv. Where SpotX is not bound by confidentiality agreements, we will share our trading partners.

Please note the answers given are self-declared and are not verified by IAB UK or independently audited, unlike under industry-owned programmes such as JICWEBS. To view the latest JICWEBS Certifications, visit <https://jicwebs.org/certification-process/signatories/>

SPOTX

Placement

Correct as of March 2019

Do you own the inventory you sell?

No.

If you don't own your own inventory then how do you access inventory and which platforms do you use?

SpotX integrates its own proprietary technology directly with media owners and publishers who utilise the platform to best manage and sell their own digital video inventory. When customers opt in, SpotX's Demand Facilitation team sells inventory on their behalf, via the SpotX platform.

Do you specify your media placements and positions?

Yes.

What insights do you provide back to advertisers?

The SpotX Demand Facilitation team work directly with our advertiser, agency and DSP partners not only to surface valuable inventory opportunities and optimise active campaigns, but also to provide insights on activity run based on a variety of available metrics. Buyers typically utilise these insights in conjunction with DSP data to inform their future buying strategies.

Does the inventory you own or access include UGC content?

SpotX does not currently work with and media owners with UGC video content.

What brand safety measures do you use?

SpotX leverages both an in-house team and various third-party verification companies to help combat quality issues.

In-House Team: Our in-house team takes a common sense approach first and foremost, meaning if ad inventory seems too good to be true, it's rejected. This team is 100% focused on brand safety and is responsible for vetting new clients and continual monitoring of live clients. SpotX only works with partners that add value to the ecosystem, cutting out any arbitrage/unnecessary middlemen. Once a media owner is approved, our team consistently reviews several data points and validates live placements to ensure validity.

Verification Vendors: SpotX leverages the following verification partners to help combat brand safety issues

- **DoubleVerify:** DoubleVerify is MRC for Sophisticated Invalid Traffic Detection and Filtration (Desktop, Mobile Web & In-App). SpotX pre-filters any invalid traffic across 100% of transactions. If an impression is served, SpotX also fires another DoubleVerify event to look for spoofing and several other quality indicators. This fires across 100% of impressions on all devices (web, app, and CTV/OTT).
- **MOAT/Oracle:** MOAT is MRC accredited for Video Ad Viewability Metrics (Desktop, Mobile Web, and Mobile In-App) and well as Sophisticated Invalid Traffic Detection and Filtration (Desktop & Mobile Web). SpotX fires MOAT on 100% of impressions where technically feasible. This data is used by media owners to understand viewability, engagement and several attention metrics. SpotX also uses this data for a secondary look into invalid traffic and brand safety metrics (powered by Grapeshot).
- **Zvelo:** Zvelo provides IAB categorization and brand safety metrics for all the properties active on SpotX's platform. Any unsafe properties identified by Zvelo are added to SpotX's blacklist.
- **Similarweb:** Similarweb is used for SpotX's team to understand how a media owner is obtaining traffic and if low-quality traffic sourcing techniques are being used.

Which industry standards have you been certified against?

SpotX is one of the founding members of The Trustworthy Accountability Group (TAG) and is Independently Validated under all programs, including Fraud, Malware, Piracy and the Inventory Quality Guidelines. Prior to TAG, SpotX was a founding member of a similar program called the Quality Assurance Guidelines. TAG and JICWEBS DTSG have recently partnered, as such SpotX is also compliant with JICWEBS DTSG. SpotX's TAG ID is 7842df1d2fe2db34. SpotX is also a member of the IAB and is very active with the IAB Tech Lab in advancing industry standards and initiatives.

Do you have a policy in place for ad-misplacement?

Yes.

Are you happy to share your optimisation tactics?

As SpotX is an ad platform for media owners, the only optimisation that is applied by SpotX is pre-filtering general invalid traffic, sophisticated invalid traffic, unsafe properties, malware and low-quality ad placement prior to a transaction occurring. SpotX provides technology and tools for media owners to optimize their media buys on their own. Buyers have the ability to optimize their campaigns within their preferred buy-side platform.

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Data

Correct as of March 2019

Under GDPR what legal basis are you providing your services under?

SpotX sees itself as a Data Processor rather than a Data Controller based on Article 4 of GDPR: SpotX acts on behalf of and based on the instructions provided by the media owner, the Data Controller. Because SpotX is operating on behalf of the media owner rather than determining what to do with data ourselves, we are a Data Processor, not a Controller. SpotX will act only if requested by the media owner, via an ad request.

If consent is the mechanism then can you prove how you obtained it?

SpotX can only support consent if the media owner provides the information to SpotX in an ad request.

Are you using the IAB Framework?

Yes, we are registered vendor on the IAB Global Vendor List. Our vendor ID is 165.

What other 3rd party data partners require consent for your business to deliver its service?

SpotX is a processor who operates on behalf of our media owners -- who we consider Controllers -- and thus we look to the media owner for guidance on the legal basis to process data for a particular data subject, whether that be consent or legitimate interest. Today, we do not rely on third-party data partners to perform our services. Third-party data providers that are integrated with our platform are responsible for their own processing legal basis, where applicable, to allow our clients to utilize data provider's data in the use of our services.

What do you do with data you obtain from advertiser's campaigns or data tags?

SpotX is operating and processing personal data on behalf of the customer to fulfill our contractual terms and conditions rather than determining what to do with data ourselves.

Are advertisers permitted to appoint their own 3rd party partners for verification and measurement?

Yes.

Will you provide a link to your privacy and data policies?

All of our privacy policies can be found at the following: <https://www.spotx.tv/privacy-policy/>.

Will you share how you build audience, contextual and targeting segments?

SpotX does not build any of our own audience or targeting segments. We are integrated with a number of DMP partners who provide this information for customer use.

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