

Marketer's Guide

▶ Innovative thinking to make a lasting impact on your business growth.

The Illusions of the Internet

Uncovering the Fallacies & Realities of Audience, Advertising & Content



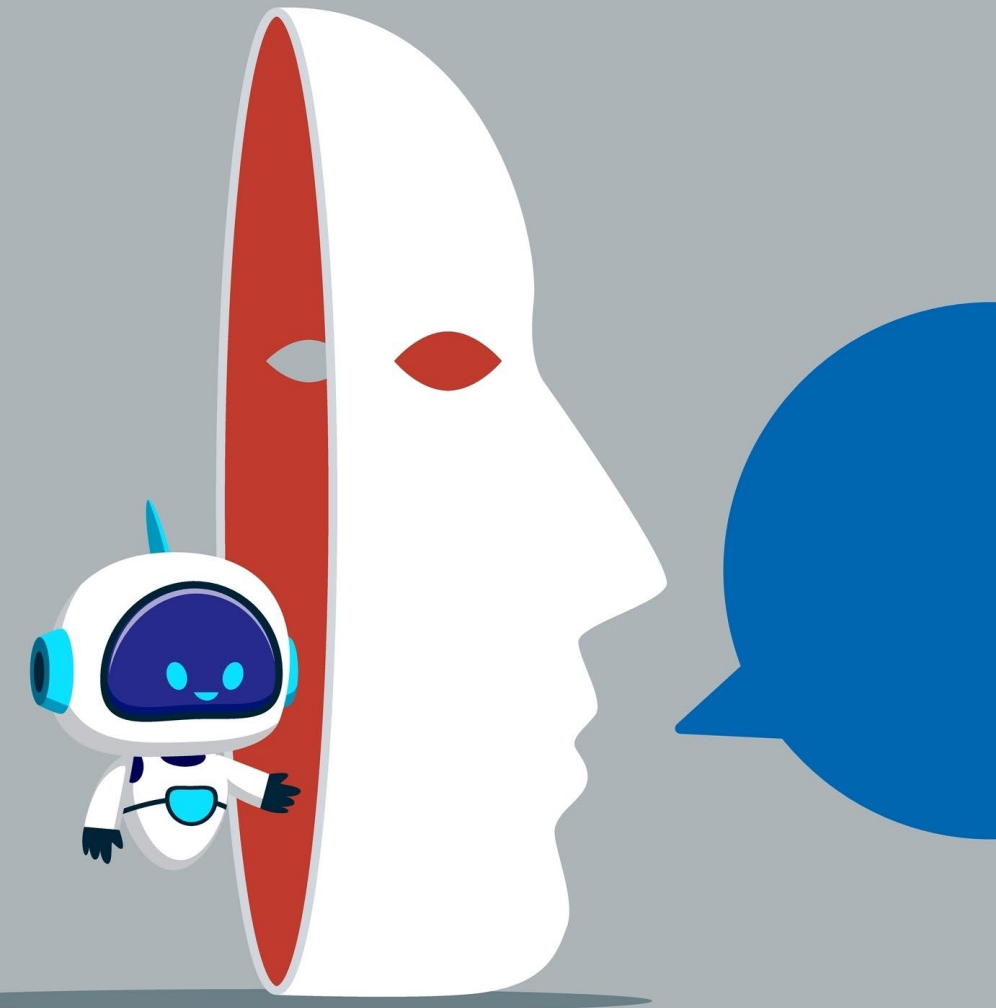
The internet is facing a crisis of reality

Much of what is online today - whether its audiences, advertising, products & services and even content itself - **is not real**.

Bot-driven traffic, ad fraud, fake products, consumer scams and low-quality AI-generated material shape large portions of the online landscape and create an illusion of scale while fostering questionable ad environments even among the largest digital platforms.

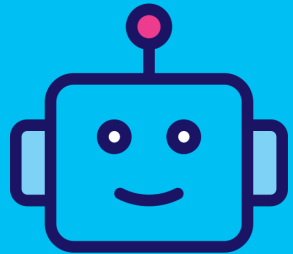
Brands and consumers are both deeply affected by the persistent issues on the internet including massive deceptions and online fraud, which collectively adds up to over \$100 billion in losses to bad actors, scammers and criminals across websites and social media platforms.

In a world where audiences, advertising, products & services and content can be manipulated or artificially manufactured, marketers need trusted environments rooted in transparency, accountability and real human audiences. **Multiscreen TV stands apart by offering clarity and authenticity through premium video content within a media** landscape that often feels increasingly unreal.



A Crisis of Reality: When It Comes to the Internet, How Much of it is Fake?

1



Audience

How many people online are fake?

2



Advertising

How much ad inventory is fake?

3



Products & Services

How many products, services and ads online are fake?

4



Content

How much online content is fake?

Uncovering 20 Realities Across the Four Main Components of the Internet

1

Audience

How many people online are fake?

Bots & 'Bad Bots'

Proliferation of 'Bad' Bots

Fake Accounts on Social Media

2

Advertising

How much ad inventory is fake?

Opaque Ad Placements

Cost of Digital Ad Fraud

Ad Fraud Impact on Brands

Programmatic Ad Fraud

App Store Ad Fraud

Ad Blocking

3

Products & Services

How many products, services and ads online are fake?

Consumer Scam Impact

Cost of Social Media Scams

Social Media Scam Ads

Platform Revenue from Scams

Counterfeit Goods

Online Marketplace Scams

4

Content

How much online content is fake?

Scams and Spam

AI Slop

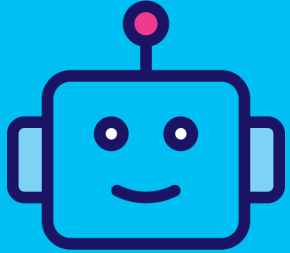
Deepfakes

'Made-For-Advertising' Sites

Pirated Content

Audience: How many people online are fake?

1



Audience

How many people online are fake?

2



Advertising

How much ad inventory is fake?

3



Products & Services

How many products, services and ads online are fake?

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Content

How much online content is fake?

Over half of internet traffic comes from non-human sources, with much of that invalid traffic coming from 'bad bots'

51%
of internet traffic comes from **non-human sources**

37%
of internet traffic comes from **'bad bots'** that are prone to a host of **malicious activities***

What is General Invalid Traffic (GIVT)?
Traffic generated from **non-threatening sources** such as measurement and analytics crawlers, data and brand safety bots or traffic from unknown (but real) browsers.

What is Sophisticated Invalid Traffic (SIVT)?
Malicious web traffic generated to click/view ads to increase ad revenue, hijack devices, manipulate location data, spoof domains and more.

Source: Imperva, *Bad Bot Report 2025*, April 2025. *Bad bots execute tasks like data scraping, credential stuffing, account takeovers, transaction fraud, denial-of-service attacks and other security, performance and business outcomes.

The persistent proliferation of bots is a problem across nearly every major digital platform including Instagram, WhatsApp, YouTube and Wikipedia

 May 20, 2025

95 Million Bots: One in Ten Instagram Accounts Is Fake

 November 4, 2025

Cybercriminals have built a business on YouTube's blind spots

 Jan 22, 2026

Experts warn of threat to democracy from 'AI bot swarms' infesting social media

 February 12, 2025

A Platform Problem: Hate Speech and Bots Still Thriving on X

 August 5, 2024

WhatsApp bans 6.8m accounts linked to scam

 April 2, 2025

Wikipedia Faces Flood of AI Bots That Are Eating Bandwidth, Raising Costs

 May 28, 2024

How Fake Accounts and Bots Are Ruining Facebook

The problem of bots stands out on Facebook where the number of fake accounts banned annually is equivalent to over half the world's population

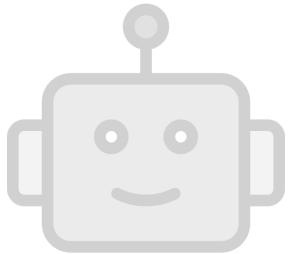
Banned Fake Facebook Accounts' Share of Global Population

	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
Fake Accounts Banned by Facebook	3.34B	6.50B	5.80B	6.50B	5.80B	2.62B	4.33B
Global Population*	7.73B	7.81B	7.89B	7.95B	8.02B	8.09B	8.16B
Fake Accounts Banned % Share of Global Population	43%	83%	74%	82%	72%	32%	53%

Source: VAB analysis of Meta Transparency Center, Fake Accounts – Facebook, Accounts Actioned, as of 5/15/25. *VAB analysis of United Nations, Department of Economic and Social Affairs, Population Division (2024), World Population Prospects: The 2024 Revision, custom data acquired via UN Data Portal – Population Division website. 'Accounts Actioned' refers to fake accounts banned. [To learn more about fake accounts, click here to download 'How Many Fake Accounts Does Facebook Remove Each Year?'](#)

Advertising: How much ad inventory is fake?

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Ad placements masked under ‘audience networks’ or ‘other’ line items make it difficult for marketers to understand what is real in their media buys

Google’s ad revenue from ‘undefined platforms’* is more than global print media spend and much more than outdoor or radio
(Estimated Global Advertising Revenues by Media - 2025)



*Google Network & ‘Other’

\$44.8 Billion



Print

\$43.0 Billion



Outdoor

\$35.9 Billion

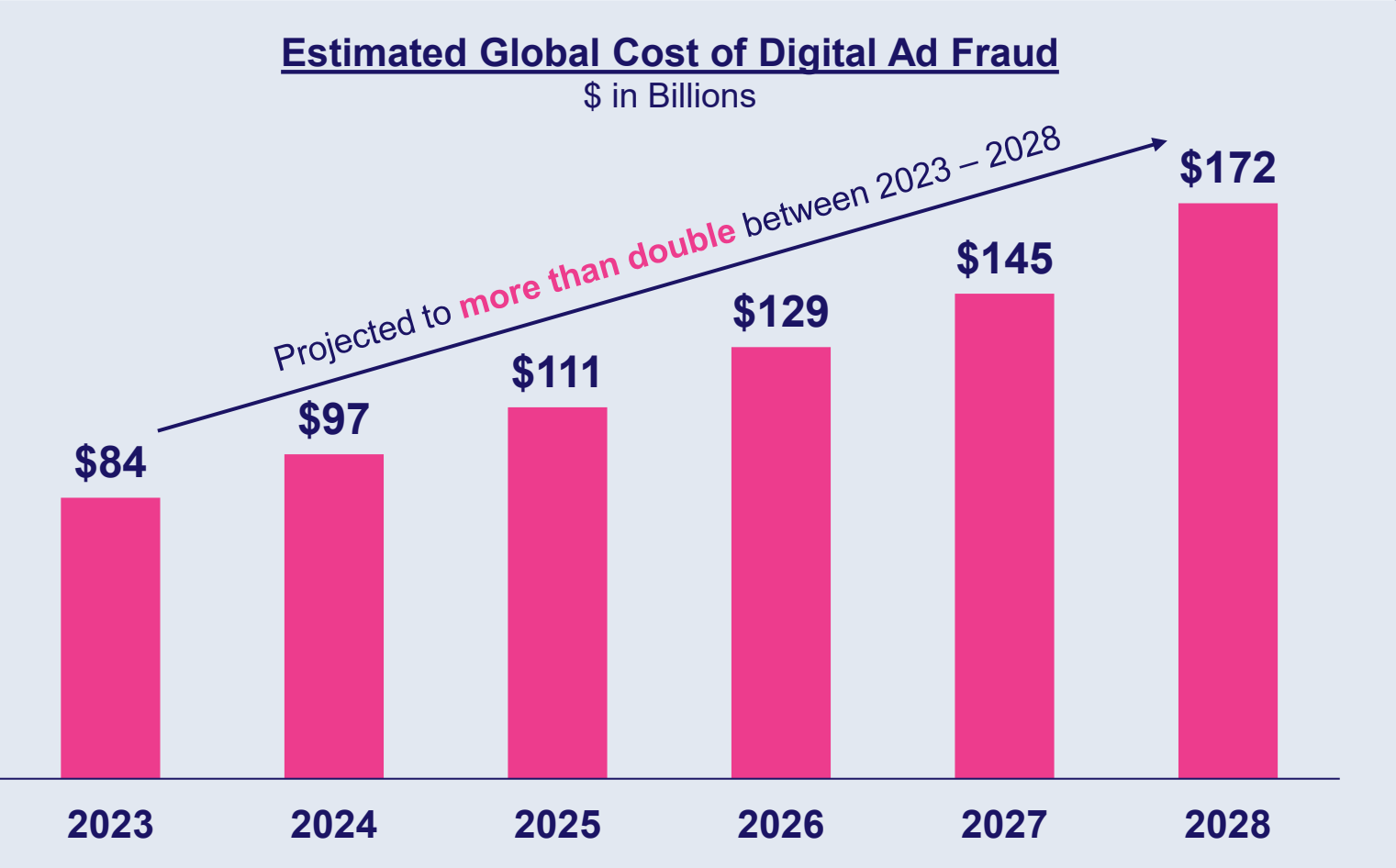


Radio

\$28.7 Billion

Source: Alphabet SEC company 10-K filings via SEC Edgar Search, for fiscal year ended 12/31/25. ‘Google Network’ includes revenues generated on Google Network properties participating in AdMob, AdSense, and Google Ad Manager. Reflects gross revenue which includes the dollars that Google pays in traffic acquisition costs (TAC) to partner sites. Adalytics Research LLC, [‘Does A Lack of Transparency Create Brand Safety Concerns For Search Advertisers?’](#) report, November 2023. Note: ‘Other’ represents the estimated 6.7% of examined Google search campaign ad budget was spent on Google Search Partners & Display Expansion per Adalytics Research. S&P Global Market Intelligence Kagan, *Global Advertising Expenditure Forecasts*, December 2025. [To learn more about opaque ad placements, click here to download ‘Where do ad dollars go when they’re spent with Google?’.](#)

Additionally, digital ad fraud costs marketers over \$100 billion each year, with over \$1 out of every \$5 spent on digital ads being fraudulent



% of Global Digital Ad Spend Lost to Ad Fraud
in 2023, by platform



22%

of **digital** ad spend



30%

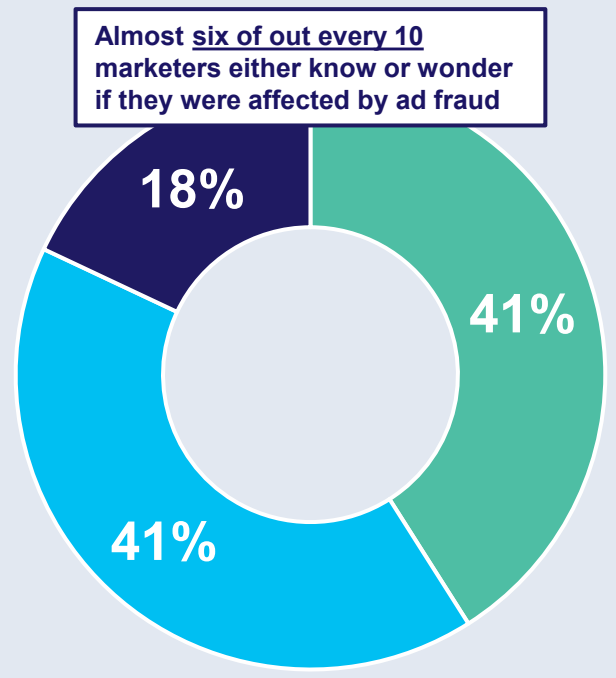
of **mobile** ad spend

Source: Juniper Research, *Quantifying the Cost of Ad Fraud: 2023-2028*, 9/26/2023. To learn more about digital ad fraud, [click here to download 'What is Digital Ad Fraud?'](#). Digital ad fraud includes falsifying engagement across fake clicks, user overcounting, cookie stuffing & domain spoofing.

Over four in ten marketers know their brand has been affected by ad fraud, and the ad industry agrees that social media is the most vulnerable platform

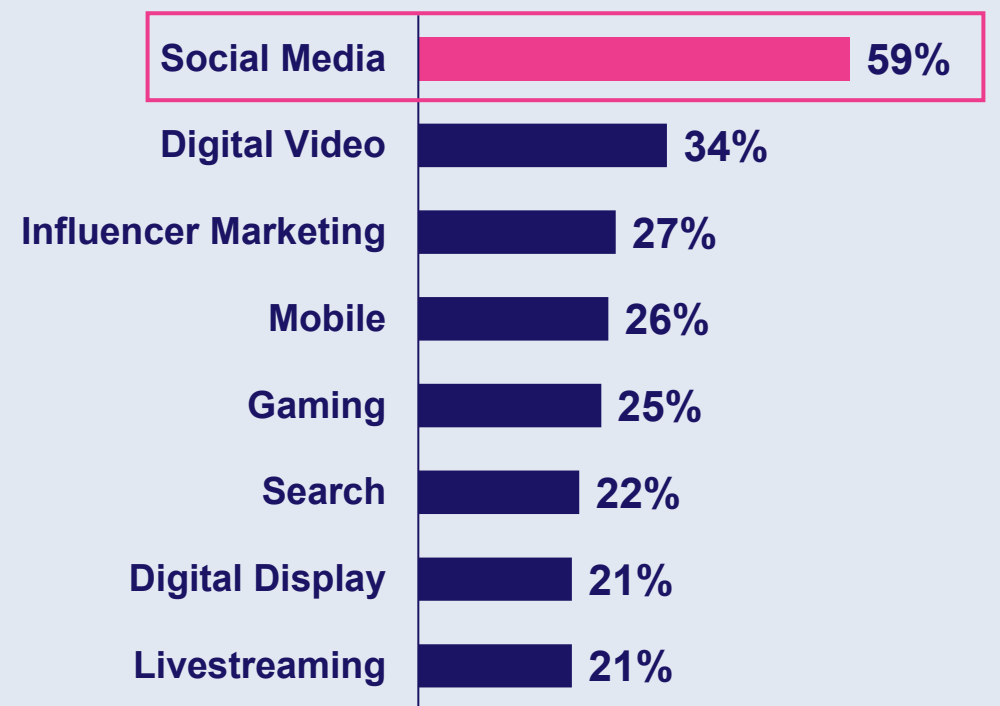
Has digital ad fraud affected [your/your client's] brand?
% of respondents

■ Yes ■ No ■ Not Sure/Don't know



Almost six of out every 10 marketers either know or wonder if they were affected by ad fraud

Media types most vulnerable to ad fraud in the next 12 months*
% of ad-tech, advertiser, agency and publisher experts who agree



Source: VAB / Advertiser Perceptions 'Marketer Sentiment on Ad Fraud' Survey, November 2023. Survey base: Marketer and agency contacts from the Advertiser Perceptions 'Senior Marketer' and 'Streaming Video' online communities. Q7. Had digital ad fraud affected [your/your client's] brand? Base = Total Respondents. *Integral Ad Science, *The 2025 Industry Pulse Report*, Dec 2024. [To learn more about digital ad fraud, click here to download 'Exposed: 5 Inconvenient Truths We Learned From Marketers'.](#)

Opaque supply chains and ad placements are driving significant ad fraud in the programmatic digital advertising marketplace

Share of Programmatic Ad Fraud



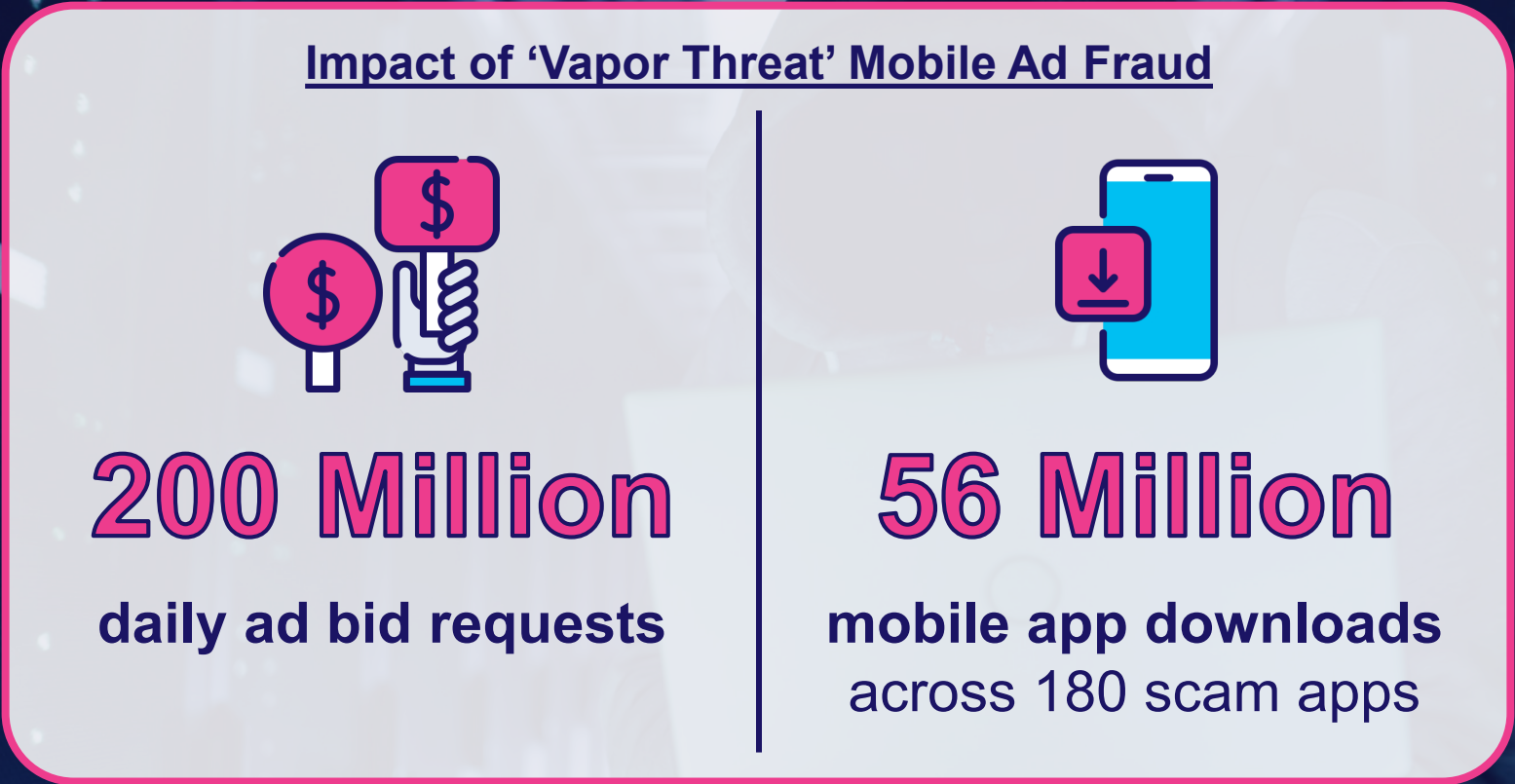
Source: Pivalate, Q3 2025 Global Invalid Traffic (IVT) & Ad Fraud Benchmarks Report, November 2025. *ANA, Programmatic Transparency Benchmark Q3 25, November 2025. Note: Programmatic digital ad spend includes Web, Mobile and 'Other' sources, but excludes CTV.



26%
of programmatic digital ad spend was wasted on **unproductive media placements**
(invalid traffic, non-measurable ads, non-viewable ads and Made-For-Advertising sites/apps)

Criminals have even infiltrated mobile device app stores, scamming marketers and platforms by siphoning off ad spending to fraudulent apps

▶ One example of mobile app advertising fraud known as ‘Vapor Threat’ used fake Android apps to deploy endless and intrusive full-screen interstitial video ads



Source: Integral Ad Science, Vapor Threat Report, March 2025.

Even when a real digital ad can reach a real human, nearly half of online consumers might not see it anyways due to their use of an ad blocker

▶ The widespread usage of ad blockers limits audience reach and obscures digital measurement metrics for marketers



45%

of U.S. consumers have **installed or used an ad blocker** on their **web browser or mobile device**



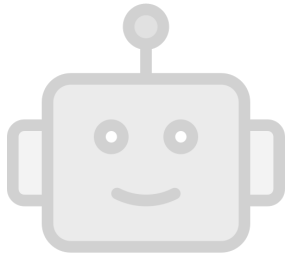
500+ Million

global downloads for AdBlock Plus, not accounting for downloads of other popular ad blockers like AdBlock, uBlock Origin, etc.*

Source: YouGov, 48 market research – Two in five consumers don't use ad blockers, April 2024. *Google Play Store, Adblock Plus - free ad blocker, as of 1/22/26.

Products & Services: How many products, services and ads online are fake?

1



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How much online content is fake?

Nearly three in four American adults have been hit by online scams, exposing deep consumer risks across digital platforms

% of American adults who say they have...



73%

experienced at least one form of **online scam or attack**
(fraud, phishing, scam-product ads, etc.)



32%

experienced such a **scam in the past year**
(2024–2025)

Source: Pew Research, *Online Scams and Attacks in America Today*, July 2025.

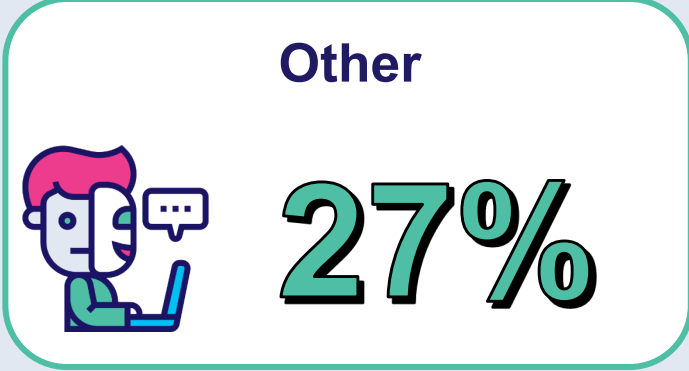
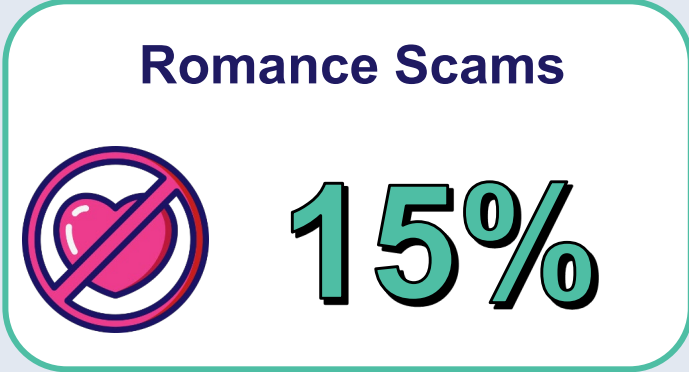
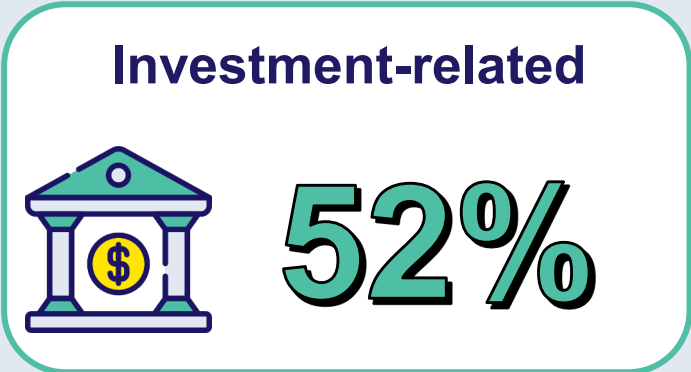
Scams on social media platforms that tug at the wallet, heart and mind of their unsuspecting users cost U.S. consumers nearly \$2 billion annually



\$1.9 Billion

in consumer losses from social media scams in 2024, accounting for the highest overall source of losses to scams

U.S. Consumer Social Media Fraud Losses by Type*
2024



Source: U.S. Federal Trade Commission, *A Scammy Snapshot of 2024*, March 2025. Based on reports to Consumer Sentinel. *U.S. Federal Trade Commission, *All Fraud Reports by Contact Method – Top Subcategories by Total Losses for Contact Method: Social Media*, Q1-Q4 2024, as of 1/30/26.

Social media platforms have created a breeding ground for product scams, where they have been given leeway to ripoff consumers and businesses



70%

of newly active advertisers on Instagram and Facebook were promoting scams, poor quality products or illicit goods



8 to 32

financial fraud strikes* are allowed for Meta advertisers before their account is banned



4,400 ads

were found impersonating a real business' name and phone number on Instagram and Facebook, while the original, legitimate business purchased only 15 ads across those two platforms

Source: New York Times, [Meta Battles an 'Epidemic of Scams' as Criminals Flood Instagram and Facebook](#), 5/15/25. *Strikes on Meta for advertisers are a punitive, step-by-step enforcement system applied when ads or connected pages violate Community Standards or Advertising Policies.

In 2024, 10% of Meta’s total revenue (\$16 billion) reportedly came from ads promoting scams and banned goods across their platforms

\$16 Billion

of Meta’s revenue came from ads promoting scams and banned goods in 2024, estimated at 10% of total revenue

15 Billion

‘higher risk’ scam advertisements daily on Meta platforms in 2024

“It is easier to advertise scams on Meta platforms than Google.”


Meta Internal Review
via Reuters (11/6/25)

"Scams don't just harm individual victims, they undermine trust in our entire advertising ecosystem, which is the very foundation of our business model."

Meta Newsroom
(12/3/2025)

 December 15, 2025

Meta’s \$3 Billion Fraud Problem: How Chinese Advertisers Exploited Facebook and Instagram

 December 15, 2025

Meta tolerates rampant ad fraud from China to safeguard billions in revenue

 December 3, 2025

Meta's detection systems identified and disrupted nearly **12 million accounts across Facebook, Instagram, and WhatsApp** in the first half of 2025 associated with **criminal scam centers.**

Source: Reuters, *Meta is earning a fortune on a deluge of fraudulent ads, documents show*, 11/6/25. Estimates from Meta internal projections.

Online marketplaces and social media are a hotbed of activity for counterfeit products and services which negatively impacts brands and consumers



59%

of online **counterfeit cases** detected were found on **marketplaces**



21%

of online **counterfeit goods** cases now start on **social media**

Source: Red Points via HomePage News, *SPECIAL REPORT: Red Points Study Highlights Escalating E-Commerce Counterfeit Threat*, October 2025.

Fake products are proliferating across online marketplaces, including Chinese companies that have been accused of misleading U.S. consumers



November 7, 2025

TikTok Shop faces deluge of 70 million products that violate its terms. AI is partly to blame.



August 6, 2025

How TikTok Shop and Social Commerce Are Fueling Counterfeits



December 3, 2025

Arizona AG sues Temu over allegations of data collection, ripping off businesses



March 28, 2024

Brands report a rise in imposter advertisers on platforms like Meta & TikTok



July 8, 2025

Shein fined \$47 million for controversial practices



November 4, 2024

Most Facebook Marketplace rental listings appear to be scams



February 18, 2022

US adds AliExpress and WeChat to online fraud and piracy list

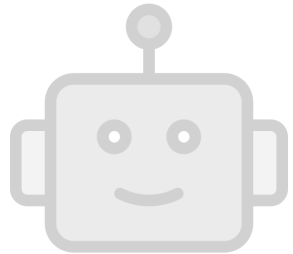


September 4, 2024

7 Common Temu Scams and How to Avoid Them

Content: How much online content is fake?

1



Audience

How many people online are fake?

2



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How many ad inventory is fake?

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YouTube exemplifies the breadth of scams that exist in online content based on what they are forced to remove from their platform each year

YouTube Removals for 'Spam, Misleading and Scams'

Six Year Time Period: 2019-2024

Videos



33 Million

videos removed for spam, misleading and scams

Accounted for **18%** of total removed videos

Accounts



126 Million

accounts removed for spam, misleading and scams

Accounted for **91%** of total removed accounts

Comments



16 Billion

comments removed for spam, misleading and scams

Accounted for **71%** of total removed comments

Source: VAB analysis of Google Transparency Report, YouTube Community Guidelines enforcement, as of 7/8/25. *Note: Aggregated removals by topic are estimated based on the percent of topic by total removals per quarter within the time period. To learn more, [click here to download 'Deleted Scenes: Analyzing How Much 'Unsafe' Content YouTube Removes From Their Platform'](#).

AI has ushered in a new era of risky online content, with the advent of low-effort 'slop' that is ruining consumers' trust and experience with platforms



What is AI Slop?

Low-quality, mass-generated content produced by AI that feels generic, repetitive, or poorly fact-checked.

It often lacks originality, nuance, or human relevance and is typically **created in high volume with little oversight**, leading to a flood of mediocre or misleading content across the internet.

the Current September 10, 2025

YouTube's AI slop problem might be too big to stop

The New York Times. December 8, 2025

A.I. Videos Have Flooded Social Media. No One Was Ready.

December 5, 2025

Expert's urgent warning about YouTube 'AI slop' that could rewire your child's brain

October 23, 2025

More Articles Are Now Created by AI Than Humans

WIRED December 5, 2025

AI Slop Is Ruining Reddit for Everyone

science alert* September 6, 2025

'AI Slop' Is Turning Up Everywhere. An Expert Explains What's at Stake.

August 28, 2025

'AI slop' videos may be annoying, but they're racking up views — and ad money

Futurism March 11, 2025

The Entire Internet Is Being Polluted by AI Slop

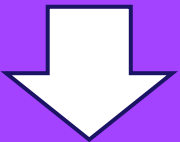
Forbes February 17, 2025

YouTube Is Flooded With AI Slop — And It Will Get Worse

The use of 'Deepfake' AI videos, which feature the likeness of famous people to cause misinformation and scam consumers, is also proliferating

33%

of consumers believe they have been the target of a deepfake scam



27%

of those consumers were scammed successfully

Tech Transparency Project_ October 1, 2025


Meta Awash in Deepfake Scam Ads

 Surfshark® January 27, 2026

Facebook led in deepfake-related fraud in 2025

 March 4, 2025


Scammers seem to be using deepfake and AI-generated influencers on TikTok to sell you wellness products

 August 4, 2025

How users are losing money to deepfake ads on Instagram

 February 27, 2025

The Threat Of Deepfakes: We Need Collaboration To Combat It

 NEW YORK STATE BAR ASSOCIATION February 3, 2025

The Deeply Complicated Issues Surrounding Deepfakes

Source: Sift, Q2 2025 Digital Trust Index: Navigating Digital Trust in the Age of AI, August 2025.

'MFA' websites are often filled with spam, clickbait and stolen content which creates negative brand associations and wasted ad dollars



\$1.7B

estimated **ad spend** lost to **MFA sites** in 2025

What Are 'Made-For-Advertising' Sites?

Low-quality websites created primarily to generate ad revenue rather than provide real content.

Unlike legitimate publishers who invest in creating meaningful content and fostering loyal audiences, **MFA sites prioritize ad impressions and clicks, frequently employing low-cost traffic and AI-generated or plagiarized content** to attract users.

Scale of Made-For-Advertising (MFA) in Digital*



18,273
MFA Websites



1,508
MFA Mobile Apps

Source: VAB analysis of ANA, Q3 2025 Programmatic Transparency Benchmark, November 2025 & Emarketer, Total Media Ad Spending – U.S., December 2025. MFA ad spend estimated from 0.4% share of total U.S. ad spend (\$427.45B). *Pixilate, Made for Advertising (MFA) Websites & Mobile Apps Benchmarks Reports - Q3 2025, December 2025.

Online piracy and illegal streaming cost content producers \$30 billion annually which also impacts hundreds of thousands of jobs in the U.S.

\$30 Billion

in lost U.S. revenue from **piracy & illegal streaming**, costing the country up to **250,000 jobs**

Source: Bloomberg, *Streaming Pirates Are Hollywood's New Villains*, January 2024.

Uncovering 20 Realities Across the Four Main Components of the Internet

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Audience

How many people online are fake?

51% of internet traffic is non-human, 37% is 'bad bots'

One in 10 Instagram accounts are fake (95 Million bots)

4.3 billion fake accounts were banned by Facebook in 2024

2

Advertising

How much ad inventory is fake?

\$44.8 billion is spent on 'undefined platforms' through Google

Over \$1 out of every \$5 spent on digital ads is fraudulent

Social media is most vulnerable to fraud, says 59% of ad industry

26% of programmatic digital ad spend is on unproductive media

One fraud led to 50MM mobile app downloads across 180 scam apps

45% of consumers have installed or used an ad blocker

3

Products & Services

How many products, services and ads online are fake?

73% of adults have experienced at least one online scam or attack

\$1.9B in consumer losses from social media scams in 2024

70% of new FB & Insta advertisers were promoting scams or bad goods

\$16 Billion of Meta's revenue came from scam ads and banned goods

21% of online counterfeit goods cases now start on social media

TikTok Shop faces deluge of 70MM products that violated its terms

4

Content

How much online content is fake?

33MM videos removed from YouTube for spam, misleading and scams

Although difficult to quantify, the internet has been flooded by 'AI slop'

33% of consumers believe they have been targeted by a deepfake scam

\$1.7B estimated ad spend lost to 'Made-For-Advertising' sites in 2024

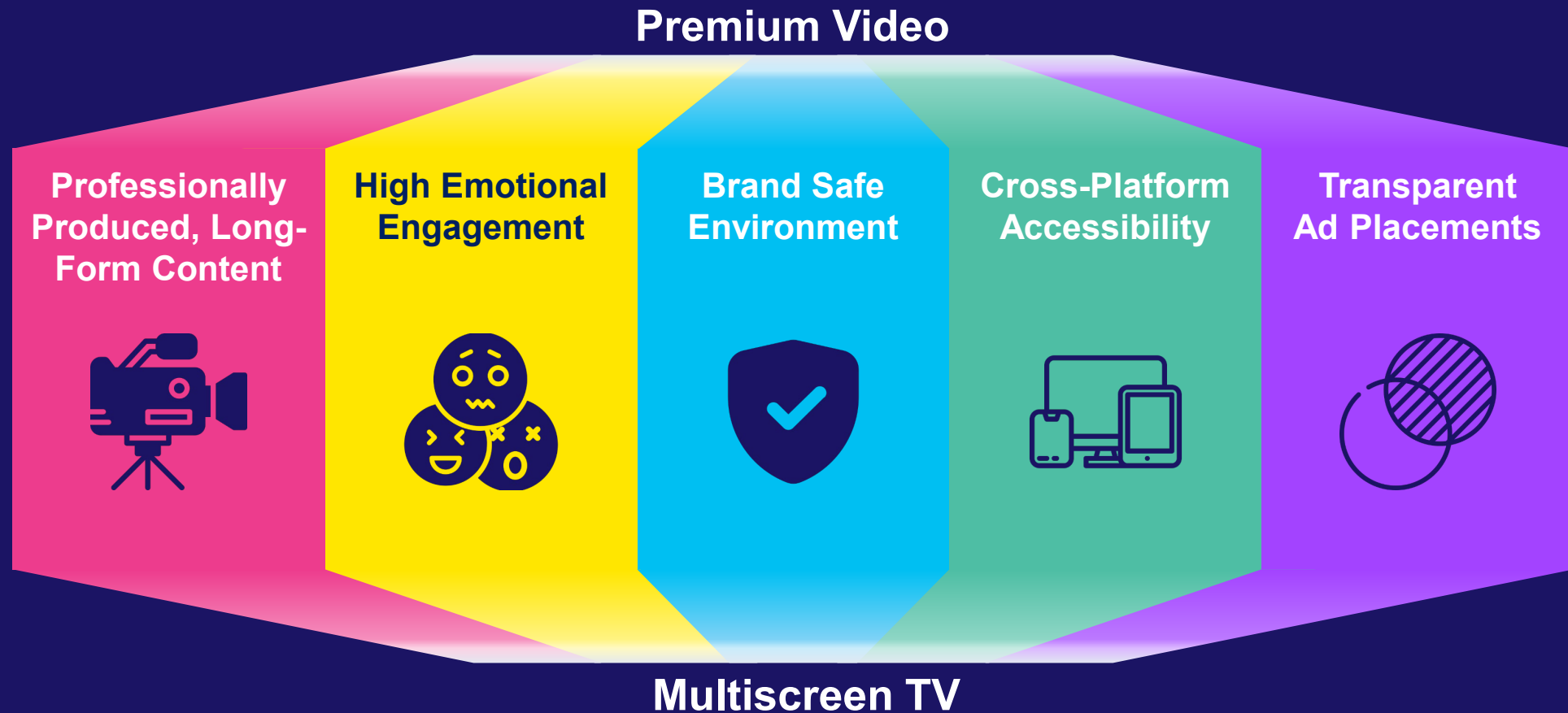
\$30B in lost U.S. revenue from piracy & illegal streaming

By contrast, Premium Video delivers **real audiences in real advertising environments** aligning with **real, professionally-produced content**

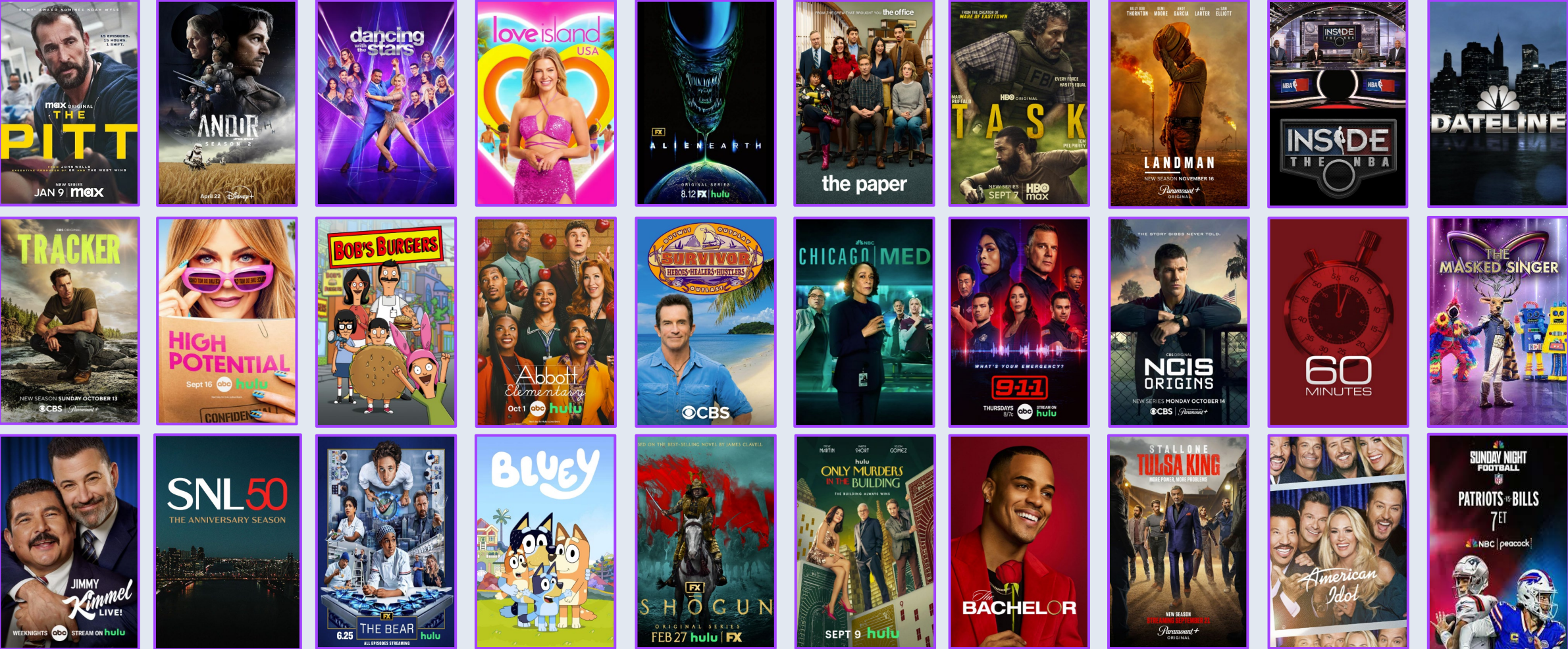


The defining pillars of Premium Video align directly with the marketer benefits of Multiscreen TV

Professionally produced, long-form content with high emotional engagement in a brand safe environment regardless of platform or device and through transparent media partners



Multiscreen TV platforms spend over \$100 billion each year to create truly premium, emotionally engaging video content



Consumers' passion for content on multiscreen TV reflects its ability to foster deep emotional connections and enduring appeal



Adult's Passion for Premium Video Across Screens

A18+



Linear TV

75%

say that they
'just love watching TV'

(A18-34: 74%)



Streaming

75%

say that they
'love streaming TV shows'

(A18-34: 80%)

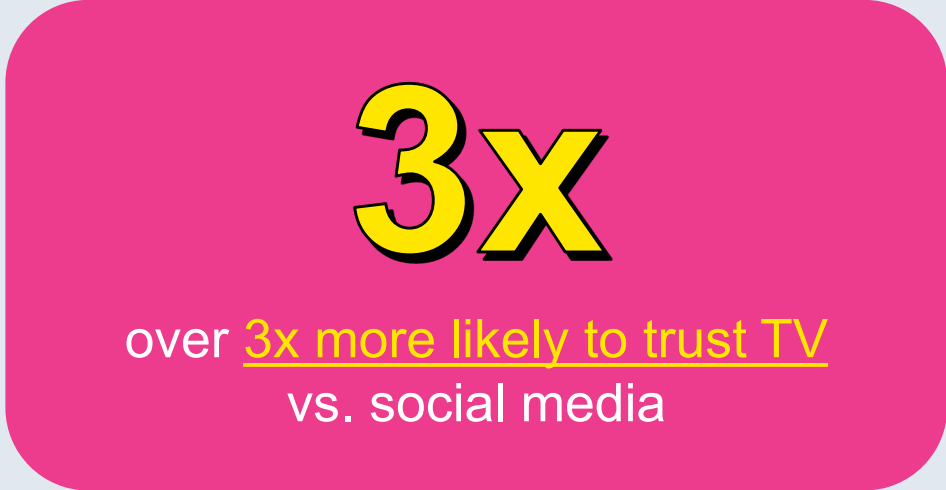
Source: VAB analysis of MRI-Simmons November 2025 Cord Evolution Study. Based on A18+ respondents, 'any agree.'

Multiscreen TV is the most trusted media platform by consumers, who are also three times more likely to trust TV over social media

“Trust is very important for brand marketing. It’s the driver for purchasing behavior for most consumers. A lot of the time, trust is going to play a different role in the relationships consumers have with brands.”

- Matt Prince, Head of PR, Taco Bell
Taco Bell's Matt Prince on how trust ties brands to new consumers, WARC, 9/24/24

TV is the #1 trusted media platform among adults, and they are...



Source: VAB analysis of MRI-Simmons Fall 2025 USA Study, A18+. Q: What is the media you trust the most? (pick one: TV, radio, podcasts, mobile internet, internet on computer, social media, magazines, newspapers).

Multiscreen TV platforms give marketers an opportunity to reach real, verified human audiences at scale in premium environments

Monthly P2+ Viewers and Reach % on Ad-Supported TV

National Broadcast & Cable TV, December 2025

249 Million

P2+ viewers

77%

P2+ reach

Source: VAB analysis of Nielsen, NPower Reach & Frequency Time Period Report, 12/1/25-12/31/25, Updated Big Data + Panel, Live+7, P2+, Sources: Ad-Supported National Broadcast & Cable TV.

Multiscreen TV platforms offer trillions of opportunities to connect annually with real audiences through placements in transparent media environments

P2+ Impressions on Ad-Supported TV
National Broadcast & Cable TV, CY 2025

5.0 Trillion
Reported P2+ Impressions
(Equivalentized)

Source: VAB analysis of Nielsen AdIntel, 1/1/25-12/31/25, C3, Panel Only, P2+, Sources: Network TV, Spanish Language Network TV, Cable TV, Spanish Language Cable TV & Syndicated TV. Excludes Promos and PSAs. Impressions are equivalentized.

Multiscreen TV platforms attract over 12,500 legitimate brands nationally which builds and enhances the reputation of other TV advertisers

Advertisers on Ad-Supported TV

National Broadcast & Cable TV, CY 2025

12,699 Brands

Sampling of Top U.S. National TV Advertisers



Source: VAB analysis of Nielsen Ad Intel, Brand Variants, 12/1/25-12/31/25. Sources: Network TV, Spanish Language Network TV, National Cable TV & National Spanish Language Cable TV.

The Realities of Multiscreen TV's 'Premium Advantage' for Marketers

Uncovering 20 Realities Across the Four Main Components of the Internet

1	2	3	4
<u>Audience</u> How many people online are fake?	<u>Advertising</u> How much ad inventory is fake?	<u>Products & Services</u> How many products, services and ads online are fake?	<u>Content</u> How much online content is fake?
51% of internet traffic is non-human, 37% is 'bad bots'	\$44.8 billion is spent on 'undefined platforms' through Google	73% of adults have experienced at least one online scam or attack	33MM videos removed from YouTube for spam, misleading and scams
One in 10 Instagram accounts are fake (95 Million bots)	Over \$1 out of every \$5 spent on digital ads is fraudulent	\$1.9B in consumer losses from social media scams in 2024	Although difficult to quantify, the internet has been flooded by 'AI slop'
4.3 billion fake accounts were banned by Facebook in 2024	Social media is most vulnerable to fraud, says 59% of ad industry	70% of new FB & Insta advertisers were promoting scams or bad goods	33% of consumers believe they have been targeted by a deepfake scam
	26% of programmatic digital ad spend is on unproductive media	\$16 Billion of Meta's revenue came from scam ads and banned goods	\$1.7B estimated ad spend lost to 'Made-For-Advertising' sites in 2024
	One fraud led to 50MM mobile app downloads across 180 scam apps	21% of online counterfeit goods cases now start on social media	\$30B in lost U.S. revenue from piracy & illegal streaming
	45% of consumers have installed or used an ad blocker	TikTok Shop faces deluge of 70MM products that violated its terms	

Multiscreen TV's 'Premium Advantage'

\$100+ Billion annual investment in *truly premium* video content

75% of all adults say they *love watching TV and streaming* content

The #1 *most trusted* media platform by consumers

Habitually *reaches real, verified human audiences* at scale every day

Massive opportunities to reach real audiences in *transparent media environments*

Advertising environment provides a '*halo effect*' that uplifts brand reputation

Marketers should always ask questions of their media partners to ensure their ads are placed in trusted, transparent and accountable platforms

A graphic with a dark blue background and a pink-to-purple gradient triangle on the left containing the word "Know" in white. The rest of the triangle is filled with a pattern of smaller triangles.

Know precisely where your video ad campaign is running and exactly who is watching it.

A graphic with a dark blue background and a yellow-to-green gradient triangle on the left containing the word "Stop" in white. The rest of the triangle is filled with a pattern of smaller triangles.

Stop considering any ad video “premium” that lacks a fully transparent ad process.

A graphic with a dark blue background and a teal-to-cyan gradient triangle on the left containing the word "Insist" in white. The rest of the triangle is filled with a pattern of smaller triangles.

Insist on campaign transparency from all your video ad partners.

A graphic with a dark blue background and a light blue-to-cyan gradient triangle on the left containing the word "Trust" in white. The rest of the triangle is filled with a pattern of smaller triangles.

Trust multiscreen TV to always be fully transparent, accurate and accountable.

Key Marketer Takeaways

- ▶ Bot-driven traffic, ad fraud, fake products, consumer scams and low-quality AI-generated material shape large portions of the online landscape, creating an illusion of scale and fostering questionable ad environments even among the largest digital platforms
- ▶ Brands and consumers are both deeply affected by the persistent issues on the internet including massive deceptions and online fraud, which collectively adds up to over \$100 billion in losses to bad actors, scammers and criminals across websites and social media platforms
- ▶ By contrast, the premium video environments of multiscreen TV creates unrivaled consumer and advertiser trust by delivering real, emotionally engaged audiences in real advertising environments that are aligned with professionally produced content where platforms spend over \$100 billion each year to provide truly premium video programming

Looking for more data, insights and takeaways? Check out this related content on **media transparency** & **the power of Premium Video**

Transparency



Exposed
5 Inconvenient Truths We Learned From Marketers



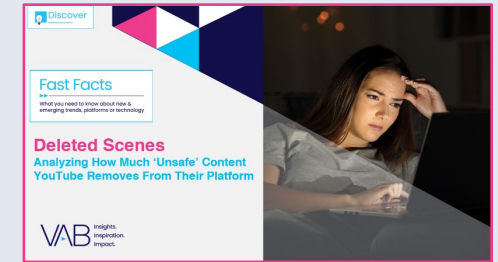
Where do ad dollars go when they're spent with Google?



Hidden Costs
Three Critical Business Ramifications of Digital Ad Fraud



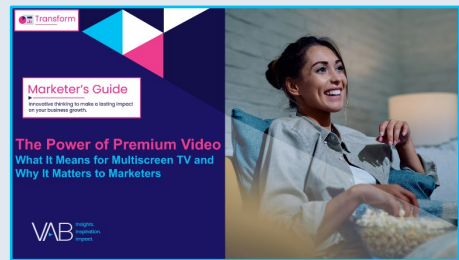
How many fake accounts does Facebook remove each year?



Deleted Scenes
Analyzing How Much 'Unsafe' Content YouTube Removes From Their Platform

Visit our [Transparency & Brand Safety Hub](#) to learn more about the importance of a transparent, accurate and competitive video advertising marketplace.

Premium Video



The Power of Premium Video
What It Means for Multiscreen TV and Why It Matters to Marketers



Best in Show
Five Advantages of Multiscreen TV, From Brand to Performance



You Oughta Know
Why All Impressions Aren't Created Equal & What It Means for Video Measurement



The Consumer Connection
Understanding the Effect of Quality Across Media Platforms



Bigger, Bolder & More Ad-Supported
25 Streaming Trends That Are Impacting Marketing Plans

Visit our [Upfront Planning Resources Hub](#) to stay informed on topics like convergent TV, cross-platform measurement and audience-first buying strategies.

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access** at theVAB.com.

