From the beginning of 2017, the AOP has structured its activities to more actively support members in solving the problems they face, through collective action. To achieve this, we have created campaigns and explorations which have run throughout the year and focused on key industry subjects.

**AOP Campaigns**
We campaign to devise a solution and involve all the relevant industry stakeholders to make it happen.

**AOP Explorations**
Explorations are areas that have been identified as an opportunity for growth that require investigation, understanding and development.
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Premium Content is King

Our process of defining campaigns and explorations at the end of 2016 gave us six areas to tackle, ad blocking, data, ad UX, mobile, publisher ventures and off platform publishing. As we began defining objectives and actions we also recognised that our campaigns were based on key industry issues defined by our Members and that there was a need to campaign on AOP’s fundamental purpose, the advocacy of premium content.

The need to pursue this goal with focus, to apply the correct resources and expertise and the opportunity to raise the status of premium content creators requires us all to come together.

As we have said in the InsideOut Program “the world has never needed premium content creators more than it does today, but does the world know it?”

What are AOP going to do about it?

With platforms mediating content and monetisation, Publishers are being disconnected from users and advertisers. With anyone able to disseminate “news and information” and become a “publisher”, Premium Content Creators are less easily recognised and appreciated. Our fundamental belief is that the world today needs Premium Content, delivered with integrity, more than it ever has. Therefore we are embarked on this central campaign with a showcase opening at Inside Out and a series of events, studies and content throughout the end of 2017 and 2018.

We were expecting high quality answers to these questions at Inside Out, findings are summarised as follows:

Nic Newman’s piece gave a very clear perspective on how people view premium publishing and on what basis they are prepared to exchange value.

Nic pointed out that there is a fundamental issue of trust; with UK trust levels particularly low when compared to say Scandinavia. Whilst trust is not the only driver (availability of alternative content sources is another) there is a significant correlation between trust and a person’s willingness to pay for services or for example their tendency to use ad blockers.

So, at some level the Industry needs to act on Trust.

With that said, the session was generally quite optimistic for the opportunities available to enterprising publishers. For those exploring paid content it was shown that younger people (specifically 25-34 year olds) are more ready to pay for content than others. Netflix and Spotify are the bar and in short “we need to think about creating journalism products that contain as much or more value than Netflix or Spotify.”

The discussion made it clear that “binary thinking” was counterproductive - Juan Señor implied:

- Advertising is dead
- Paid content is the future
- Turn away from social networks
- Specialist content is the only future for paid content
- The future is dark
- Ad blockers are a problem

All assertions that believe the fact that Publishers are the bar and in short “we need to think about creating journalism products that contain as much or more value than Netflix or Spotify.”

Don’t leave the functional experience to Facebook - customisation, convenience, frictionless payment journeys, the sense of being known, they all offer value.

Easy availability is key - multi devices and easy access to other services e.g. service bundling.

The value of the brand is central - superior writers, distinctive tone.

Deliver Plurality - could you aggregate more sources?

His final point on value exchange can prepare the path for many Publishers: The Industry needs to explain its existential funding crisis because most people perceive Premium Publishers as wealthy and powerful entities.

And two crucial factors are far more effectively solved collectively.

- Speak more clearly about the problems of the news industry - and internally about success
- Differentiate what a trusted brand looks like in social networks (verification and better branding)

The conclusion is that there is great opportunity within the complexity and that opportunity can be supported by some clear actions required at an industry level.
Ad Blocking: Success is pure additional revenue

The two workshops for the AOP ad blocking campaign have revealed some important issues and clarified some opportunities.

It was generally agreed at our first Workshop that whilst a significant number of those in the room were trying to combat the threat, many found that it is an issue that is not seen as a priority by senior management, who generally felt that the problem had reached a plateau; the idea of which was strongly rejected by those who had inspected the trends in more detail.

The AOP was tasked with creating a survey to quantify the revenue losses Members experienced due to ad blocking.

The AOP also agreed to create an information piece that would set out these revenue losses, highlight the likely growth of ad blocking and cover strategies to recover revenues lost in the hope that this would provide a useful tool for teams trying to convince senior management of the problem.

A group of Members with brands in the automotive space also put forward the following hypothesis... “We believe that our efforts to opt ad block users into advertising are hampered by the presence of other alternative auto sites that the user can visit. We submit the idea that, if all those sites were to offer a similar UX to ad block users, then opt in rates would increase. We would also like to explore the idea that opt in rates would further increase if we could find a way to allow users to consent across the group of sites from one opt in offer.”

This test continues to be constructed.

Our 2nd Workshop saw the involvement of Oliver Von Wersch who, having implemented ad blocking strategies for a select group of major German publishing groups, had this to say “success is pure additional revenue”.

Our review of the estimated revenues lost to ad blocking showed the maximum loss that a publisher had declared was just under £2.1 million in a year. The median - as there was a big range - was fractionally under half a million a year. Other members are not losing much, in part because their portfolio of brands is not skewed to young, techie adults or sits more in the B2B space, where there is less ad blocking.

Whilst the bulk of publishers are losing revenues in the hundreds of thousands, some are losing millions. This higher figure equates to the losses incurred by larger publishers, while the average cost of ad blocking for publishers is close to $500,000 per year. Ad blocking is not an issue the industry can afford to ignore.

At the 2017 Inside Out convention, we made the following observations:

The ad blocking session highlighted some significant threats but was encouraging for the opportunity to recover revenue and for the ecosystem level efforts now taking effect.

50% of Members surveyed estimated losses to ad blocking of over $200,000 per annum.

All Members of the panel expect ad blocking to grow and the key further recognition is that “ad blocking” actually now attempts to block all scripts that aim to track user data with the following consequences:

- All revenue streams are compromised
- Audience measurement is lost
- More difficult to measure true extent and effect of blocking

AOP research, anecdotal feedback from the room and AOP Group sessions suggests that ad blocking should in some cases, be a higher priority for publishers and that AOP should continue to:

- Provide Members with data and tools to highlight the revenue recovery opportunity
- Make clear the initial simple actions to begin recovering revenue
- Continue to enable sharing of the more advanced initiatives that are emerging
- Interact with the industry to drive access ecosystem level action

In this respect the ecosystem level efforts of Chrome filtering and BetterAds revealed by Thomas Schreiber from Google are welcome and his invitation for Publishers to offer more active feedback to the process was received with open arms.

The AOP publication on AdBlocking goes into more detail on this subject - available in digital or printed form.

Mobile: redressing the monetisation imbalance

Mobile has been our most challenging campaign/exploration because it combines a number of problems and challenges into one exploration.

Our first workshop showed that almost everyone experiences the same challenge of majority audience mobile, majority revenue desktop.

Unfortunately, there is no simple solution with issues in:

- Data - safari issue, from cookies to devices & people, GDPR
- Format - viewability, impact both harder to generate in mobile
- Agency practices - 80% of their 80% is mobile, they have already addressed mobile

We came out with a plan. Our goal - to redress the monetisation imbalance.

How?

- By working on the collective mobile sell
- By working on the collective mobile product

By the time of our second workshop we had realised that our efforts in other campaigns were working towards reducing some of the complexity of the mobile challenge.

Our Data campaign was revealing methods to move from cookies to people and developing the cross-device solution, as well as shedding light on the influence of GDPR.

Our Ad UX campaign had shown that Members were keen to implement BetterAds standards across the Industry to reduce page load times and that the formats on offer were manageable and clearly defined.

Further, the AOP Ad Quality Charter would create an advantage for Members in the debate on viewability, fraud and brand safety.

The group took the decision to bring these threads together at InsideOut, where we’ll be presenting a clear and unique USP for The Premium Publisher Ad Offer evidenced by the innovations publishers are creating in these areas. The AOP is continuing to work to bring advertisers and publishers closer together.

A summary of the proposed next steps from the discussions at the Inside Out convention are as follows:

The Premium Publisher Ad Offer Upgraded

Judging from this session, the shift in emphasis from purely mobile challenges to showcasing the progress publishers are making is one that needs to continue.

Why? Because the Agency and Client side is crying out for a more unified premium publisher option that can be considered at the same level as Facebook, Google and Amazon. Note, it is clear that this option doesn’t need to be as all encompassingly powerful or even as completely unified as the platforms but it does need to offer greater scale, better data and clearer ways to understand and access the benefits.

Yes there are still specific mobile problems to solve but most of the solutions involve developing a better offer, in closer partnership with agencies and clients.

And to that end we presented the progress that Members are making in some key areas:

Premium Content is King - the vibrant growth of innovative publishers

Data - the success of publisher data partnerships and the potential for a more collective approach

GDPR - preparing for a world where Publishers can legally and ethically share data

Ad Quality - a Charter, developed in partnership with the industry, that solves quality problems and establishes AOP Members as the definitive goto place for brand safety and ad quality. With this in mind, the session went on to look at ways forward.

First and clearest was that the basis of a closer partnership has to be about delivering better results. Of course this immediately becomes complex as we realise that the type of results advertisers are trying to generate vary hugely from short to long term and across categories. The advantage that Facebook and Google have here is that they are able to tick off categories one by one as they apply large scale strategic expertise to each area.

AOP believes that this area requires some sort of unified sell of the premium publisher offer to augment the excellent work being done at an individual publisher level, how to define and deliver that approach is the next step.
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AOP’s April workshop on Ad UX discussed:
1. The buy side push for viewability.
2. The problems caused by slow loading creative.
3. The need to take more control over Ad UX and therefore overall product user experience.

The AOP has created a separate work stream on ad quality to focus on viewability, brand safety, fraud. This has led to the AOP Member Ad Quality Charter which was presented to the Industry at Inside Out.

A further key take-out of Workshop 1 was that site UX is often compromised by slow loading ads and that it was problematic to enforce compliance with LEAN/BetterAds standards.

Since then we have audited member ad format structures and Workshop 2, in September, gave the following key take-outs:
1. We need to treat UX holistically. The product team’s role is to balance content with the increasing number of revenue generating tools to deliver maximum audience engagement with the brand. Ad UX is very important but it is only one of the elements that need to be controlled.

2. There is a collective opportunity for members to improve UX generally by taking control of Ad UX. A Member revealed that they are researching the following hypothesis “anything greater than 70% viewability will not increase ad effectiveness”. It was generally agreed that this would be a useful piece of information to take back to advertisers demanding 100% viewability but that further scale would be required to offer robust proof to the buy side. Members agreed that the best approach would be to allow the initial study and then to adapt if necessary and then to scale out the research into other Publishers to provide the robust data required. It was also agreed that Members should share more of such hypotheses that require further validation at scale, especially those that required understanding and changed practices from advertisers and indeed other commercial partners.

3. There is a need to interact at an Industry level to improve compliance with LEAN/BetterAds standards. Which is an issue AOP is now pursuing. Furthermore the workshop suggested the opportunity to create a dialogue with Google on Chrome’s ability to ensure compliance to standards.

The AOP continues to explore opportunities for our Members to take greater control of their UX.

The following is a summary of the Module discussions at the recent AOP convention:

The goal of this session, following on from previous discussions, was to discuss shared opportunities to build a better overall Publisher UX. The important role of advertising in overall user experience was central to the discussion.

The key issue of slow loading ads is being addressed on two levels:
- Via AOP’s discussions with Google on Chrome Filtering and BetterAds compliance
- AOP’s discussions with the buy side on Ad Quality and through representation on the JICWEBS board.

Therefore this session gave the opportunity to look at how we could co-operate, publisher to publisher and offer robust proof to the buy side. It was also clear that “bottom line” was something to be considered in a deeper way than just clicks, signups and last minute actions.

Reassuringly there is an open door for co-operation to take the measures of what makes a good ad away from potential distractions and first level indicators, like viewability, through to more fundamental measures that will benefit premium publishers.

There is also a viewpoint from certain publishers and tech companies that, we have an opportunity to generate further insight into what makes a good publisher UX with ads as an integrated part of the relationship with a person.

Both opportunities present a chance to distinguish the premium publisher offer but also to learn how to create strong relationships with the people who make up our audiences.

Ad UX: Taking back control of Product UX

Whist buying an audience no doubt has advantages, the main point it offers is lower price but for many advertisers this will be significantly outweighed by the more important need to reach a person when they are in the right frame of mind. Alison made it clear that many enlightened advertisers and buy side planners are eager to explore the deeper audience connection that could be created. The creative opportunities this would enable and the bottom line effect. It was also clear that “bottom line” was something to be considered in a deeper way than just clicks, signups and last minute actions.

Alison Ashworth of Carat made it clear that there is lots of scope to co-operate by taking a more holistic view of a person’s motivations when they encounter an ad.

Why is this interesting? Because the premium publisher environment is one of the best indicators of a person’s motivations and the approach provides a complete contrast to the vogue viewpoint that advertisers should buy “audiences”, a viewpoint that we could take the opportunity to further refute in co-operation with enlightened buy side leaders.
Achieving competitive scale.
No single publisher can approach the scale of Facebook (40m uniques (Comscore)) or Google 46m but combined? Consider this: AOP Member de duped reach is on excess of 40m uniques.

Achieving precision.
Our members provide an environment where every interest, professional or personal is signalled in the consumption of premium content.

Precision + scale leads to consumer insight.
Let’s consider a key vertical automotive. AOP has Publisher Members who can define the exact set of models a user is researching, whether they are researching finance and when they come in and out of market but those publishers lack the scale and out-of-market user connection to be able to deliver the volume and brand/sales combination a top tier advertiser needs. If we combine the reach of mass news publications, we can begin to get closer to the advertiser need. We can go further by combining special and broad interests to identify professional interests, lifestyle and personal interests to a point where we could deliver true insight into a Client’s current and potential customers.

This approach relies on two key elements
1. The ability to move from cookies to people, delivering cross device targeting in real time
2. The ability to map publisher user data (without importing/merging and the problems that creates)

Buy side technology and client outcome signals lead to attribution.
It is now clear that the technology exists to deliver the steps previously discussed but also, if a client is willing to share outcome tracking, to deliver sophisticated attribution that goes way upstream from the last click.

When this more holistic approach to attribution is applied, there is a large shift in budget towards earlier communication events that build the pool of prospects rather than last click events which most current attribution models favour. The resulting movement of budgets upstream will strongly favour premium publishers because our environment is where so many interests are pursued and shaped.

Premium Publisher Data offers a unique proposition.
Our environment is the go-to place where many millions of people get informed, get entertained and support, explore and develop their passions, professions and purposes. Any brand that wants to communicate with customers and prospects when and where their ideas and decisions are shaped must select the premium publisher environment.

What are the benefits of this approach?
• Put the publisher back at the Client top table
• Access much larger strategic marketing budgets
• Take back (some) control from “data leaders” (or lose it)
• Raise value of data through combination.
• Raise value of the premium publisher environment

Buy-side leaders indicate that this sort of initiative will be received with open arms by the industry, thus creating a clear partnership opportunity to drive the service rapidly and iteratively forward. The AOP is investigating the opportunity to bring more publishers into flexible data partnerships so that we can lead with consumer insight to deliver, scale, precision and attribution. Any such initiative would have to allow flexible partnership and participation models so the question is now, how can we move this forward?

The following summarises the discussions on data at the 2017 Inside Out convention:
With competition for ad revenue almost wholly driven by the quality of data, AOP believes that, at some point in the future, a Collective Publisher data product will be a familiar part of the landscape. Publishers need resources, time and technology to explore the benefits whilst managing the complexities of competitive interests and delivering significantly enhanced value to advertisers.

It seems clear that large parts of the adtech and agency side are on a route to creating just this type of product (Xaxis Turbine is purely premium publisher based data, GroupM are attempting to push publishers to come together collectively) and so the question is not whether this will happen but how will publishers participate? AOP has celebrated and encouraged the process of publishers coming together to create data partnerships and along the way, we are seeing some of the challenges being solved.

We could summarise those challenges as:
- On what basis and for what reasons should I be working with my competitors?
- How can I share data legally (GDPR, PECR)?
- How can I protect my data?
- How do we fairly divide revenues generated?
- What is the goal of combining data? Insight, scale, precision targeting or better attribution?
- How do we pitch the combined offer?
- What is the role of the agency or players from the wider adtech world?
- What technology to create and deliver the offer?
- How and what to invest?

Of course, all of these questions become more complex as more partners join a group.

AOP believes the exploration of this opportunity could do with more resource and investment so that Publishers can take greater control and greater benefit from the collective product (however it may be structured) the market is clearly going to deliver.

Google DNI funding remains an opportunity and the wealth of agency and adtech interest in developing this idea also creates many options for partnerships. The ball is in the Premium Publishers court.
GDPR

The GDPR workstream has resulted in a Working Group guided by Nick Stringer, formerly of the IAB and instrumental in previous communication with the ICO on GDPR. Further, the working group is supported by Lewis Silkin who have provided meeting space, refreshments and - not least - high level legal expertise to guide the output.

The goal of the Group is to reduce risk by creating good practice guidelines and resources our members can use collectively. Whilst the spiral complexities and contradictions of GDPR remain, our approach is quite simple:

1. Identify the key data use cases
The Working Group has defined six publisher data use cases: advertising; performance marketing; site analytics; ecommerce; network security and content personalisation.

2. Populate the use cases with information on data source, type of data, uses of data and data sharing destinations and purposes

3. Overlay GDPR obligations with each use case, develop guidance and thereby help with AOP member compliance efforts.

We have currently finalised steps 1 and 2 above, please contact us if you want to find out more or get involved.

The benefits of a collective approach are many:
- Tap into expertise of other Publishers, not everyone is covering the same ground in the same detail
- Share thinking to test validity
- A collective approach could allow interaction with the ICO on the grounds of the activities being classed as "general industry practice"
- Interaction with other major organisations offers guidance
- Shared approach to contractual terms with certain partners offers greater leverage

The next meeting of the Working Group is in December and whilst we acknowledge the enormous challenge this legislation represents, member response suggests that this approach offers fundamental value in finding the best ways forward.

Publisher Ventures

In our research into Publisher needs it became very clear that there was a demand from our Members to be able to explore revenues beyond advertising at a collective level. The goals for the AOP are to create a platform for Members to share their different approaches: what is working, what isn’t, what are the barriers, how can they be overcome, what do we need from the industry and how can we generate progress?

Our first workshop was a deep dive on ecommerce. Pete Wootton, MD at Dennis Digital, brought a case study on Buyacar that very openly (but under agreement that sensitive information would not leave the room) shared the progress, pitfalls and success that has been achieved. Whilst Buyacar is currently a unique example of Publisher investment in owned ecommerce, many members are exploring the area with different models varying from sophisticated affiliate programs, to owned ecommerce. The discussion went into the essential difference vs advertising in that this revenue stream delivers high revenues per event from a small amount of people as contrasted to the ad model which delivers low revenues per event from a large amount of people - and how this changed the way Dennis integrated product was working.

Whilst the discussion went into great depth on the challenges and opportunities our Members face, the key lesson was that an integrated team with an overview of all brands and control of investment decisions is in the best position to define the right innovation and implementation of growth projects. If you want to see into some of that detail, publisher Members may request the minutes and actions of the meeting.

The group agreed that there was a need to continue sharing and exploring how Members can innovate for growth. The discussion continued at the Convention, with additional insights from Benedicte Autret from Google and Zack Sullivan from Future.

The summary from this module’s findings are as follows:

This session exemplified another theme of the convention, in contrast to a vein of negative PR in the industry, publishers are managing complexity, defying conventions and dynamically innovating new brands, new models and new approaches that deliver growth. Maybe the future is tough but it’s also bright.

The clear message from Pete Wootton and Zack Sullivan was that innovation and entrepreneurial spirit need to be embedded in the organisation but that it can be done in very different ways. Benedict Autret also offered the support of Google’s innovation facilitators to AOP Members as a further area for exploration which we will follow up on.

The two key areas for AOP focus are -
1) Encouraging and supporting innovation
2) Exploring the many and complex revenue streams beyond advertising (and their interrelated nature)
Ad Quality Charter

The charter was officially launched at the AOP’s Inside Out Digital Publishing Convention on 1st and 2nd November. The charter outlines terms supported by the AOP and aims to take the lead in promoting premium verified quality audiences and inventory. Covering many issues currently topping the digital agenda — such as viewability, brand safety, and ad fraud — the terms form best practice guidelines the AOP is encouraging the entire industry to adopt.

The core tenants of the charter centre on applying assessment and verification measures that will provide a better quality media for advertisers and agencies, while also delivering valuable experiences for audiences and enabling publishers to secure their assets.

Richard Reeves, Managing Director at AOP, commented: “The AOP has made significant headway in raising the bar for online media through its integral role with JICWEBS, but to make the shift towards high-quality media permanent, the industry must work together to create standards that go above and beyond minimum requirements. With this charter the AOP hopes to create a more sustainable, accountable, and reliable future for premium digital publishing. If all members of the ecosystem can join forces, agree to ethical trading standards, and better media verification, there will be a real possibility of making this vision a reality and securing the long-term success of digital publishing.”

Key elements of the charter include:

**Brand safety**
To minimise the risk of ad misplacement, publishers should:
- Be independently verified for brand safety through the Digital Trading Standards Group (DTSG) Good Practice Principles
- Use accredited Content Verification (CV) tools to screen 100% of impressions
- Deploy custom blacklists and whitelists as requested by advertisers or agencies
- Implement the Infringing Website List (IWL) from the City of London Intellectual Property Crime Unit (PIPCU)
- Rebate any activity confirmed to be misplaced and remove any ads that breach brand safety rules

**Fraud**
Continually reduce and work to stamp out fraudulent activity in the following ways:
- Commit to being independently verified by the Anti-Fraud Good Practice Principles for business trading digital display advertising
- Use Fraud Detection/Non-Human Traffic tools verified under the JICWEBS Anti-Fraud Tools principles
- Commit to 0% fraud as measured by independent third-party verification tools, billing only for human traffic

**Viewability**
Ensure ads have the opportunity to be seen and raise the viewability threshold by:
- Either upholding the minimum MRC standards — 50% of display ads viewable for one second and two seconds for video — or exceeding them by ensuring 100% of display and native ads are viewable for one second (two for video)
- Deliver bespoke viewability metrics defined by advertisers or agencies
- Maximise viewability of advertising by optimising in-page placement based on user behaviour and content consumption

The following is a summary from Inside Out convention 2017:

This session offered clear action and opportunity towards one of the Industry’s most pressing issues. AOP believes its Members offer the most clearly defined and brand safe ad environment in the supply chain. We also believe that these ad quality standards are the start of a process that will lead to closer interaction with buy side and Clients that this closer interaction and partnership will help to:
- Determine what the best standards for quality are.
- Keep developing and improving the quality standards.
- Cut through the pain points and barriers that slow progress.

The panel consisting of Paul Astbury, Bethan Crockett, Richard Reeves, Danny Spears and Steve Chester were fully supportive of this approach and mapped out a set of next steps that would include:
- Identifying key issues to be resolved (buying through authorised points, identifying bad actors reconciling conflicting measurements, better definitions of brand safety vs values etc)
- Finding suitable resolutions to those issues
- Finally formalising the Ad Quality Charter (Q1 2018)

The net result, developed in partnership with the buy and Client side, will be an Ad Quality Charter that distinguishes AOP Member inventory as the highest quality standard available in the market but also delivers a closer relationship and involvement with the industry as these key issues are addressed.
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With more than 400 million auctions per day, SpotX is the largest global marketplace of video ad inventory reaching 120 million unique visitors in more than 50 countries each month. SpotX connects thousands of publishers with advertisers, agencies, trading desks and ad networks, measurement. Well there is and UKOM is it! UK Online Measurement is the industry body that sets and governs the UK industry standard for online audience measurement. Owned by IAB and AOP, and with board representation from IPA and ISBA, UKOM is the entire industry coming together and, with our current partner ComScore, providing an independent and objective audience measurement capability across PC, smartphones and tablets. The use of UKOM endorsed audience data from ComScore provides the reassurance and objectivity the industry demands.

What do we do?
We get videos seen, shared and loved for brands that want to move people, not just reach people. We fund awesome, independent publishers by creating a better ad experience for consumers and great brand outcomes for advertisers.

How we do it.
We bring emotional intelligence to digital advertising. Our emotional OS helps brands make unforgettable ads, mapped to the people who love them most and shown politely on sites that people trust.

Why do we do it?
We believe in brave. It’s easy to be cynical, easy to play it safe. We’re for publishers of conviction, contributing to a vibrant, open internet. We’re for brands with purpose, the love. So let’s step up. Let’s be brave. Let’s be Unruly.

Verve, the leading location-based mobile platform globally, provides advertisers and publishers alike with a full end-to-end service and solution, providing true first-party mobile location data to expand the potential of their digital media. The company’s proprietary location intelligence, patented technology, premium inventory, analytics capabilities and expert team empower marketers to identify, reach and engage consumers with compelling advertising experiences. Their location-smart intelligence builds the connective thread between people, places and purpose. Verve have direct location-smart SDK integrations with premium inventory partners, identifying a complete view of the consumer journey.

San Francisco, Los Angeles, London, Germany, Eastern Europe, India and Southeast Asia.

For more information, visit vervemobile.com
Want to speak to our team? Email uk@vervemobile.com

Vibrant Media is the leader of contextual marketing, making it easy for brands to deliver advertising that is relevant to what people care about in that very moment. Vibrant’s premium products top the industry for viewability and are delivered across devices, within safe, high quality editorial content, reaching over 450 Million Unique Users Per Month. Publisher’s partner with Vibrant Media to drive sustainable and incremental revenue, while maintaining a great user experience.