

VÍCE PENĚZ DO INTERNETU SKRZE ADMONITORING

JIŘÍ VÍTEK

MINDSHARE







Global brands shun Google

Big brands fund terror

Household names unwittingly pay extremist supporters and pornographers as adverts dumped online

TIMES INVESTIGATION

Alex Moustros Head of Investigations
Some of the world's biggest brands are unwittingly funding Islamic extremists, white supremacists and pornographers by advertising on their websites. The Times can reveal.

Advertisements for hundreds of large companies, universities and charities, including Mercedes-Benz, Waitrose and Marks & Spencer, appear on hate sites and YouTube videos created by supporters of terrorist groups such as Islamic State and Combat 18, a violent pro-Nazi faction.

The practice is likely to generate tens of thousands of pounds a month for extremists. An advert appearing alongside a YouTube video, for example, typically earns whoever posts the video \$760 for every 1,000 views. Some of the most popular extremist videos have more than one million hits.

Big advertising agencies, which typically place commercials on behalf of clients, have been accused of pushing brands into online advertising to boost their own profits.

Companies are concerned that they are paying huge mark-ups for digital promotion and receiving "crappy advertising" in return. Leaked documents from one "agency" show that about 40 per cent of its advert-buying income in 2015 came from hidden kickbacks as well as from "other income". One source said this mainly derived from mark-ups applied to digital commercials.

Analysis by The Times of online extremist content reveals that blacklists designed to prevent digital adverts from appearing next to it are not fit for purpose.

On YouTube, an advert for the new Mercedes E-Class saloon runs next to a pro-Islam video that has been viewed more than 85,000 times. The commercial appears a few seconds after the start of the video, which plays a song praising jihad over a picture of an Isis flag and an anti-aircraft gun. A commercial for the



Adverts for Sandals, the luxury holiday operator, and Mercedes-Benz appear on YouTube videos promoting jihad

F-Force SUV from Jaguar, the British carmaker, runs next to the video.

Sandals Resorts, the luxury holiday operator, is advertised next to a video promoting al-Shabab, the East African jihadist group affiliated to al-Qaeda. Last night a Sandals spokeswoman said that it made "every effort" to stop its adverts appearing next to inappropriate content. It said that YouTube had "not properly categorised the video" as sensitive.

Adverts for Honda, Thomson Reuters, Halifax, the Victoria & Albert museum, Liverpool university, Arco, Churchill Retirement and Waitrose also appear on extremist videos posted on YouTube by supporters of groups that include Combat 18.

After The Times informed Google,



which owns the social media platform, it took down some of the videos. It is understood that in some cases advertising revenues had gone to the rights holders of songs used in the videos rather than to the video owner.

Several brands have accused agencies of not acting in their best interests. Marc Pritchard, chief brand officer at P&G, the world's biggest advertiser, warned last week: "We have a media supply chain which is murky at best and fraudulent at worst. We need to clean it up."

Many of the companies said that they were unaware of and "deeply concerned" by their presence on the sites. They blamed programmatic advertising, a system using complex computer technology to buy digital adverts in the milliseconds that a webpage takes to

Continued on page 6, col 1

Isis uses terror attack to sign up YouTube recruits

Google: we won't remove video that attacks Jews

Google lets antisemitic videos stay on YouTube

Expayers fund extremism

Vývoj celkových výdajů do internetové inzerce v roce 2008 až 2016 a 2017* v mld. Kč

Zadavatelé v roce 2016 využili internetovou reklamu v objemu 19,7 miliard korun. Je to o 31 % více než v roce předchozím a potvrzuje se nadále rostoucí trend ve využívání online forem inzerce. Nárůst je částečně způsoben metodickou změnou dopočtu reálných cen na cenikové u části display reklamy (více o důvodech v metodice). Bez tohoto dopočtu by meziroční růst 2016/2015 byl 25 %. Pro letošní rok je odhadován 14% růst, což znamená celkem 22,4 mld. do internetové inzerce.



Zdroj: SPIR, MEDIAN, ppm factum, únor 2017

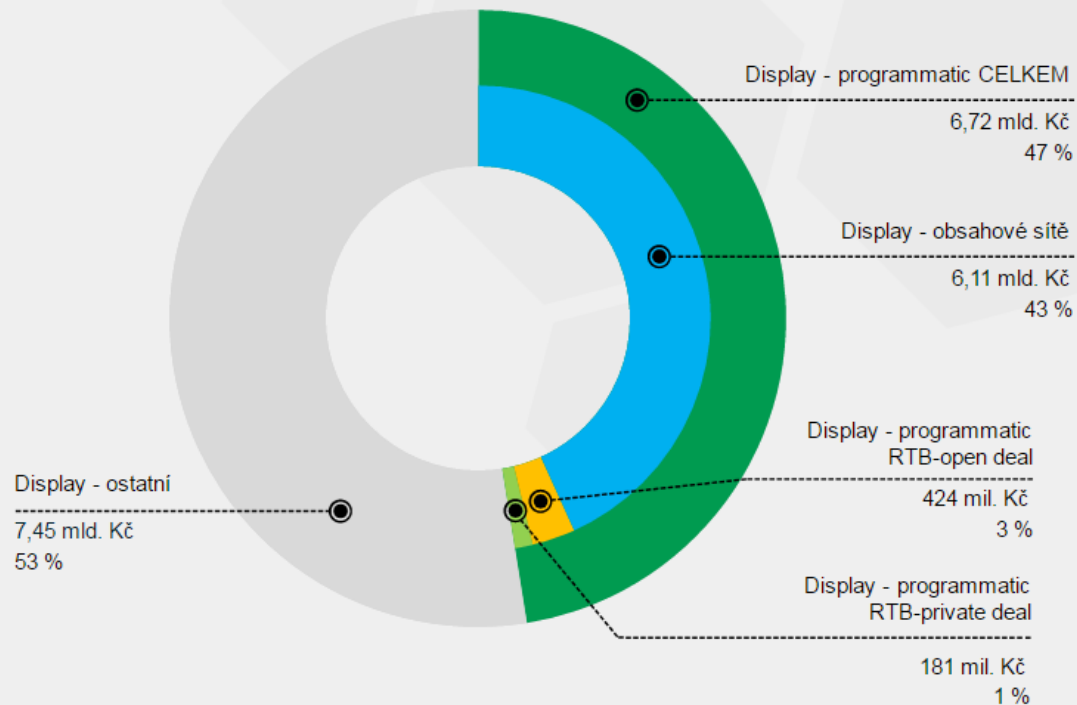
* odhad; součty nezahrnují SMS, MMS
- do roku 2015 mix cenikových a reálných cen
- od roku 2016 cenikové ceny

PRŮZKUM INZERTNÍCH VÝKONŮ SPIR

- Každoroční sběr dat
- Založeno na deklarácích subjektů trhu a datech Admonitoringu

ROZDĚLENÍ DISPLAY REKLAMY PODLE FORMY NÁKUPU

- Poprvé za rok 2016 v jedné kategorii
- Nově odhad v ceníkových cenách
- Je zřejmý nárůst programatického nákupu
- Informace o podílu RTB



Zdroj: SPIR, MEDIAN, únor 2017

* ceníkové ceny (gross)

MINDSHARE



ANALÝZA KONKURENCE V KATEGORII „DEVELOPERSKÁ ČINNOST“

AKTUÁLNÍ SITUACE NA TRHU

Market Overview

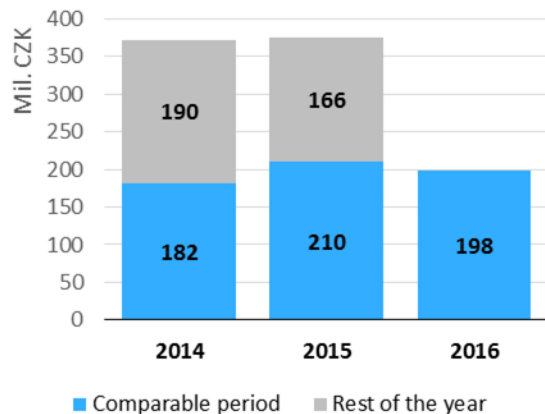
Source: Nielsen Admosphere

Category: Development activities, Development activities – sales, Development activities – construction, Construction of buildings

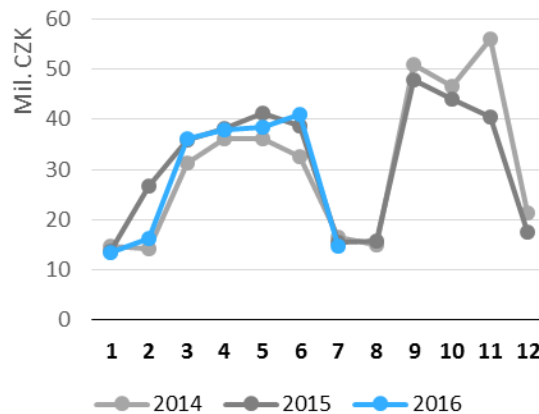
Period: 1/2014 – 7/2016

Units: CZK Net Net

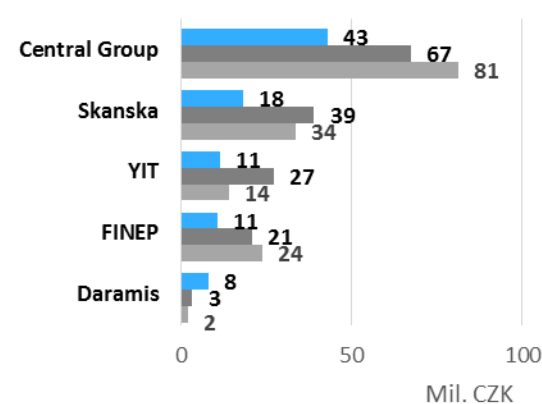
MEDIA INVESTMENT



SEASONALITY



TOP 5 BRANDS



Mediamix Overview

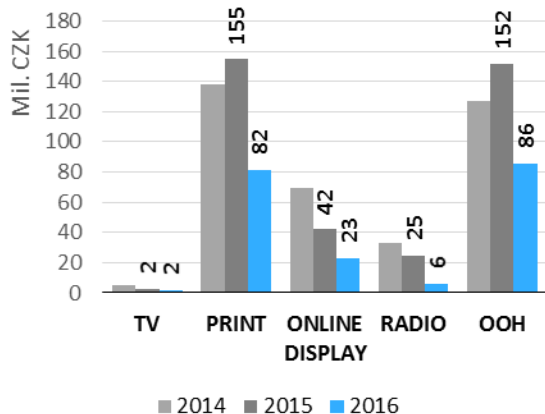
Source: Nielsen Admosphere

Category: Development activities, Development activities – sales, Development activities – construction, Construction of buildings

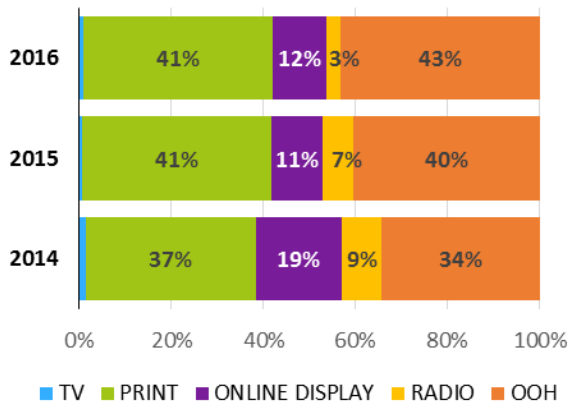
Period: 1/2014 – 7/2016

Units: CZK Net Net

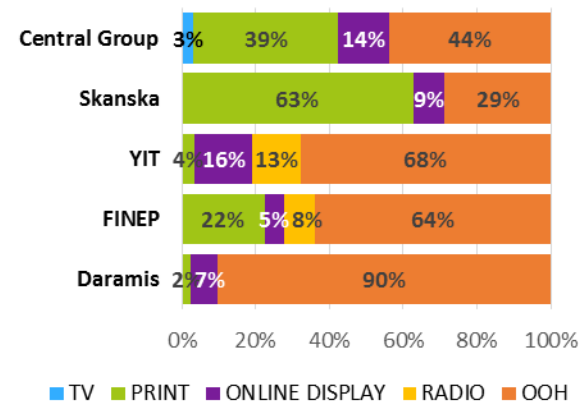
INVESTMENT INTO MEDIATYPES



MEDIAMIX



TOP 5 BRANDS IN 1-7 2016



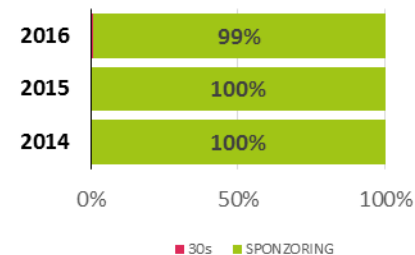
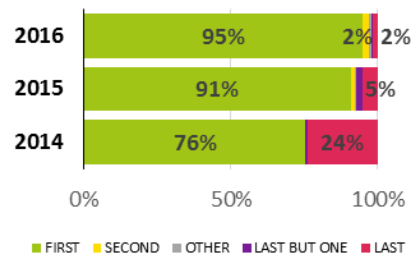
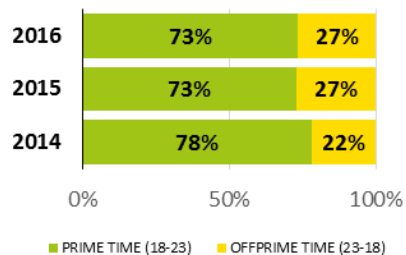
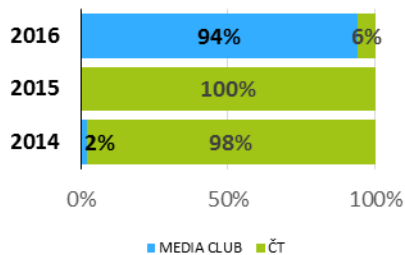
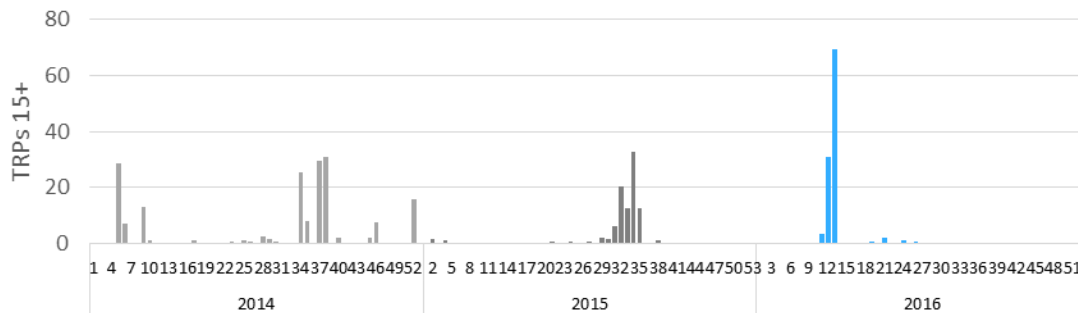
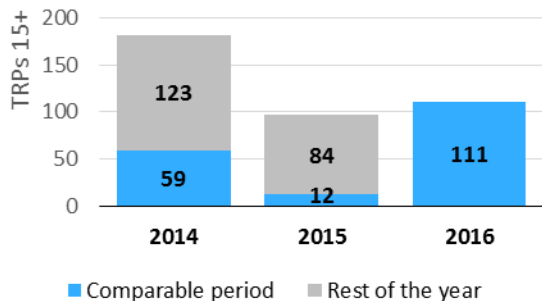
TV Communication

Source: ATO – Nielsen Admosphere

Category: Development activities, Development activities – sales, Development activities – construction, Construction of buildings

Period: 1/2014 – 7/2016

Units: TRPs All 15+





AdMonitoring 2016+

- Deklarování programmatic/RTB
- Audit kampaní
- Standardizace formátů
- Úprava ceníkového centra



