

Does Brand Safety Mean Avoiding the Real World?

AUDIO |

eMarketer Editors

eMarketer principal analyst Nicole Perrin walks us through what could happen to the advertising world as blacklists become more sophisticated and extensive. She discusses the types of content consumers think advertisers should avoid the most and the likelihood of those consumers reducing their spending on a brand that appears next to controversial content. She also talks about which information consumers are sharing less of, the state of radio advertising and why cord-cutting might slow down next quarter.

Who Do Brand Marketers in Europe and the US Think Is Primarily Responsible for Brand Safety?

% of respondents, Spring 2018

	US	Europe	Total
Us, the brand	52%	31%	38%
Demand side platforms /ad tech	11%	31%	24%
Our media buying agency	13%	17%	15%
Ad exchanges/ad networks	10%	12%	11%
Publishers	13%	9%	10%
Don't know/does not apply	2%	1%	1%

Note: n=522

Source: Sizmek, "Marketers Survey Results 2018: An Insider's Look at Media, Brand Safety, and Partnerships," Nov 14, 2018

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