

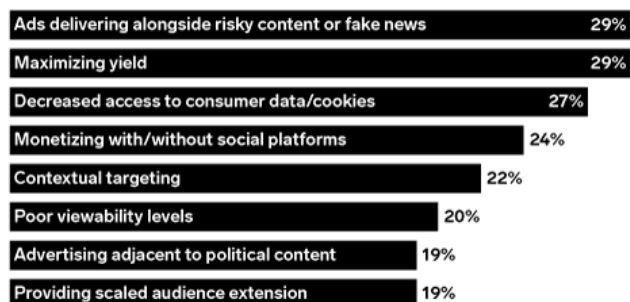
US publishers rank brand safety issues among top media challenges

Article



Top Media Challenges Among US Publishers, Sep 2023

% of respondents



Note: top 3 responses

Source: Integral Ad Science, "The 2024 Industry Pulse Report," Dec 18, 2023

284285

Insider Intelligence | eMarketer

Key stat: Ads delivering alongside risky content or fake news and maximizing yield are the biggest media challenges facing US publishers, according to a September 2023 study from Integral Ad Science and YouGov.

Beyond the chart:

- **Brand safety** is a major issue for marketers, exacerbated by the potential for fraudulent, AI-generated content and lack of oversight and control over automated ad placements.
- Challenges related to **consumer data and cookie deprecation** also ranked high.
- Issues of targeting and control over content resonate throughout programmatic advertising, which will be a \$157.35 billion market in the US this year, per our December 2023 forecast.

Use this chart:

- Identify challenges related to programmatic advertising.
- Benchmark business hurdles across industries.

More like this:

- **What is the difference between brand suitability and brand safety?**
- **US ad buyers, publishers use a combo of performance, attention metrics**
- **2023 saw a number of AI scandals, demonstrating the need for clearer guidelines for brands and publishers**

- **FAQ on Third-Party Cookie Deprecation and ID Resolution** (*Insider Intelligence subscription required*)

Note: Respondents were asked, "Which of the following will be major digital media challenges for your organization in the next 12 months? (Select up to three)"

Methodology: Data is from the December 2023 Integral Ad Science "The 2024 Industry Pulse Report." 262 US digital media professionals were surveyed during September 2023 by YouGov. Respondents were digital media experts who use programmatic advertising and include ad tech, brands, agencies, and publishers.