

The Ad Platform: Checking in on media quality on CTV and beyond

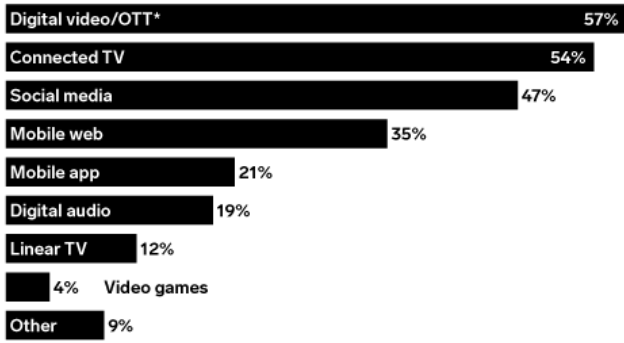
Audio

Digital advertisers know that media quality isn't a given with fraud and other nonviewable impressions plaguing the market for years. Tony Marlow, CMO at measurement firm Integral

Ad Science, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss the company's latest media quality benchmarks, what the industry's top priorities are for the year, and how viewable video is across devices.

Leading Media Priorities According to US Digital Media Professionals, Oct 2020

% of respondents



Note: in the next 12 months; top 3 responses; *excludes connected TV
Source: Integral Ad Science (IAS), "The 2021 Industry Pulse Report: US Edition," Dec 8, 2020

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