



## IAB Brand Safety Council releases Online Traffic Fraud white papers for the digital advertising industry

Arms Australia marketers, agencies and publishers with simple steps to address fraud

21st August 2014: With online traffic fraud dominating recent global news and claims being made that bot-generated activity comprises as much as 25 percent of views of some worldwide campaigns, IAB Australia's Brand Safety Council has issued two white papers to better guide the digital advertising industry on issues around online traffic fraud.

"Traffic Fraud: Best Practices for Reducing Risk to Exposure" provides much needed guidance to the digital advertising industry and includes critical advice for buyers, publishers and networks to defend against traffic fraud and improve the digital ecosystem. "Understanding Online Traffic Fraud" defines and summarises the issue, and provides a simplified version of steps that can be taken to minimise risk. Both papers are available on the IAB website([www.iabaustralia.com.au](http://www.iabaustralia.com.au)).

The release of these two papers coincides with the launch last week of the IAB-MFA Agency Advisory Group (IMAAG) which will assist the IAB Brand Safety Council on future initiatives.

Since its formation in April 2014, the Brand Safety Council, which represents publishers, agencies, technology partners and clients, has been working on resources to educate the digital advertising industry about how best to tackle Australia's online traffic fraud problems. In the coming months it will conduct a study to quantify traffic fraud and brand safety risks within the Australian programmatic space.

Operations director at Xaxis and Brand Safety Council member Timothy Whitfield commented "It's time for key contributors to come together as a single voice and find collective solutions. Brand safety and ad fraud is a war that can be fought and won. I am pleased to be able to work alongside some of the brightest people in the country to tackle the problems head on."

Alice Manners, CEO of IAB Australia said "Brand safety is a global and highly topical issue. One of our key priorities is to educate and generate awareness for responsible marketers and publishers while contextualising the size of the issue for the Australian marketplace."

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### About the Interactive Advertising Bureau

The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia and was incorporated in July 2010. As one of over 40 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to support and enable the media and marketing industry to ensure that they thrive in the digital economy.

IAB Australia's board includes representatives of Carsales.com, Fairfax Media, Google, Mi9, Network Ten, News Australia, REA Group, Telstra Media Group, TressCox Lawyers and Yahoo!7. It has four objectives: To be the 'big tent' for the entire digital advertising industry and define the future of digital advertising To deliver the benefits of ad funded interactive experiences to Australians To develop, coordinate and promote industry standards and guidelines that make interactive advertising a simpler and more attractive medium for agencies, advertisers and marketers To prove and promote the effectiveness of interactive advertising to advertisers, agencies, marketers and the press For further information about IAB Australia please visit: [www.iabaustralia.com.au](http://www.iabaustralia.com.au)

For further information please contact:

Alice Manners  
CEO - IAB Australia  
T: 0408 107 399  
E: [alice.manners@iabaustralia.com.au](mailto:alice.manners@iabaustralia.com.au)

Pru Quinlan

Einsteinz Communications

T: (02) 8905 0995

E: [pru@einsteinz.com.au](mailto:pru@einsteinz.com.au)