

# Media Guard

## Building trust. Protecting your site.

Allowing a world of buyers to compete for your inventory in an open media exchange is the best way to maximize your ad revenue. But that kind of volume and access makes controlling advertising on your site even more critical. Media Guard will help.

**Media Guard** is the Right Media Exchange's ad creative classification and regulation system. Every single creative in the exchange is scrutinized by an **automated** and **human review process** and categorized with an unprecedented level of **detail** and **accuracy**.

Media Guard creates a set of objective and uniform classification **standards** that aligns all buyers and sellers in the exchange. That regulation builds trust in the marketplace, and gives you confidence that you're going to get the advertising you want on your site.

### Extensive Classification

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Each creative in the exchange goes through a robust two-stage review process:

#### 1. Automated Creative Tester

Creative Tester looks for questionable attributes in a creative, such as whether it opens an exit pop, initiates Active X, rotates multiple creatives, contains a virus, etc. If it does, the creative is not classified as "Media Guard auditable" and does not go on to human review. Creative tester also determines if a creative has been changed since the point of initial assessment. If so, the creative loses its approved status until a human reassesses it.

#### 2. Human Review

If the creative meets the above technical standards, two separate Media Guard team members review and classify its content and offer attributes. There are **159 categories** of attributes to help the team classify creatives to the utmost detail. If publishers feels that a creative has been misclassified, they can request a re-audit of the creative.

### Selected Examples of the 159 Creative Attributes and Classifications

Physical	Deceptive	Prohibited	Questionable	Offer Type
<ul style="list-style-type: none"><li>- Expandable/rich media</li><li>- Looping audio</li><li>- Flashing/distracting</li></ul>	<ul style="list-style-type: none"><li>- False buttons</li><li>- Fake dialogue boxes</li><li>- "Free" representation</li></ul>	<ul style="list-style-type: none"><li>- Hate speech</li><li>- Religious attack</li><li>- Racial attack</li></ul>	<ul style="list-style-type: none"><li>- Image of kissing</li><li>- Crude humor</li><li>- Targets children</li></ul>	<ul style="list-style-type: none"><li>- Dating</li><li>- Smiley downloads</li><li>- Credit card</li></ul>

### Extensive Benefits

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Media Guard protects your site from potentially brand-damaging advertising and brings trust to the exchange with:

- a rigorous, third-party creative review process
- detailed and accurate classification
- standardization across the entire exchange, instead of the disorder that can result when advertisers classify creatives themselves

Media Guard simplifies operations by:

- categorizing creatives for advertisers
- streamlining the creative approval process

### Do your part!

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Remember that the system only works if you set up your site profile properly. Determine what you will and will not allow to run on your site in as much detail as possible. Every creative's attributes will be matched against your preferences before it's allowed to bid on your inventory.

*For more information about Media Guard, please contact your advocate or Amy Kang at 212 561 6493.*