

## IAS Powers Industry's First Live Media Quality Measurement for CTV

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Available via IAS Signal, new insights help advertisers maximize CTV campaigns

NEW YORK, Jan. 27, 2022 /PRNewswire/ -- Integral Ad Science (Nasdaq: IAS), a global leader in digital media quality, today expanded its IAS Signal reporting platform and launched a new CTV dashboard that delivers highly advanced, live insights on media quality. Now advertisers can measure media quality with CTV data based on device, app, channel, genre, content category, and rating for their campaigns, subject to publisher disclosure – a first for the industry – all within IAS Signal.



"We're transforming the way marketers measure media quality for CTV campaigns with granular insights and greater transparency in IAS Signal that will help bring more dollars from linear to CTV," said Lisa Utzschneider, CEO, IAS. "After acquiring Publica, this is just the first example of how we're building technology to revolutionize CTV advertising, while providing marketers with a new level of data to inform their strategies and budgets."

IAS Signal now offers advanced tools for managing media quality across CTV including:

- A single dashboard to easily view live data for real-time insights and reporting on all CTV campaigns
- Revolutionary transparency on where CTV ads run, based on the device, app, channel, genre, content category, and rating, subject to publisher disclosure
- Real-time media quality alerts based on adjustable risk thresholds for campaign KPIs, making it easier to quickly optimize campaigns based on these metrics

This advanced CTV reporting makes IAS Signal an even more powerful platform for advertisers, delivering the most critical data and insights to easily manage their digital campaigns, with plans to expand these capabilities globally this year. Additionally, IAS is enhancing CTV reporting capabilities for publishers by rolling out access to metrics across invalid traffic and video completion rates for their media within IAS Signal, currently available in beta. IAS also plans to launch content level brand safety and suitability that provides advertisers with even greater control of their CTV campaigns.

### About Integral Ad Science

Integral Ad Science (IAS) is a global leader in digital media quality. IAS makes every impression count, ensuring that ads are viewable by real people, in safe and suitable environments, activating contextual targeting, and driving supply path optimization. Our mission is to be the global benchmark for trust and transparency in digital media quality for the world's leading brands, publishers, and platforms. We do this through data-driven technologies with actionable real-time signals and insight. Founded in 2009 and headquartered in New York, IAS works with thousands of top advertisers and premium publishers worldwide. For more information, visit [integralads.com](https://integralads.com).

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