TS DIGITAL AUDIT REPORT

This report is issued by TS Digital Nordic powered by comScore. It contains measurement and audit results of Viewability, Fraud and Brand Safety on a per campaign basis measured via comScore's vCE® (Validated Campaign Essentials™) solution and audited by TS. The report is part of the TS Ad Measurement and Audit Programme. The purpose is to bring increased transparency and trust to the digital advertising market.

The first phase of the TS Digital Ad Measurement and Audit Programme is this report. The validation process, conducted by TS Digital includes examination of measurement tag deployment and review of impressions level data collection for the campaigns under audit.

The second phase is the creation of a public whitelist of those publishers participating in the programme. By agreeing to audit ad campaign impressions across their sites and applications TS Digital members will be included on a whitelist for publishers that meets the agreed industry minimum Viewability and Human Impressions rate.

AUDIT CHECKLIST

The Audit results list represents the steps that have been completed by TS Digital. Green means that the campaign conformed to the industry agreed standard or that a specific step has been completed.

Real time testing of campaign

Random impression, faking bots and humans has been generated during the campaign period to control that the system is not excluding any data. During the campaign tag deployment has been controlled and the difference between Ad Server Impressions Count and impressions measured by VCE is not bigger than X%.

Deployment of campaign

The publisher deployed the campaign tag correctly for the channels under measurement.

IAB Spiders & Bot list audit

IAB Spider & Bots list for filtering invalid browsers has been applied for Generel Level Invalid Traffic Filtration. Further Sophisticated filters have been applied and the results are reported in the Fraud nad Bots table.

Viewability rate

The industry-agreed Viewability rate for Premium media in Sweden is XX%. The measured campaign results is present in the summary on page 2.

Invalid Traffic Rate

The industry-agreed Human Impression rate for Premium media in Sweden is XX%. The measured campaign results is present in the summary on page 2.

In Geo rate

The industry-agreed standard for In-Geo rate is XX%

AUDIT SUMMARY

Summary of campaign audit and measurement by TS Digital. 475 008 impressions were served across all devices and tag types without IAB recommended filtration (Invalid Browsers, IAB robotlist and Internal Traffic) and 464 933 Gross Impressions were measured (Impressions across all devices and tag types with IAB recommended filtration).

89%
Gross Impressions
Impressions across all devices and tag types with IAB recommended filtration (percentage in relation to total impressions).

95%
Measured Impressions
Number of impressions where viewability was measured accurately (percentage in relation to Gross Impressions).
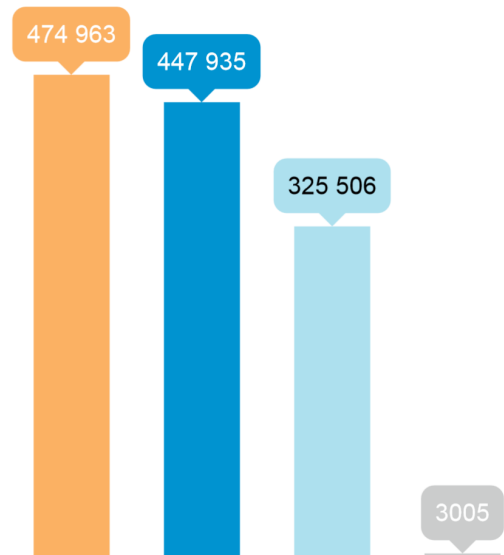
72%
Viewability 👁
Impressions that were viewable for at least 50% for 1 second or more (Display) or 2 seconds or more (Video) (percentage is in relation to Mesaured Impressions).
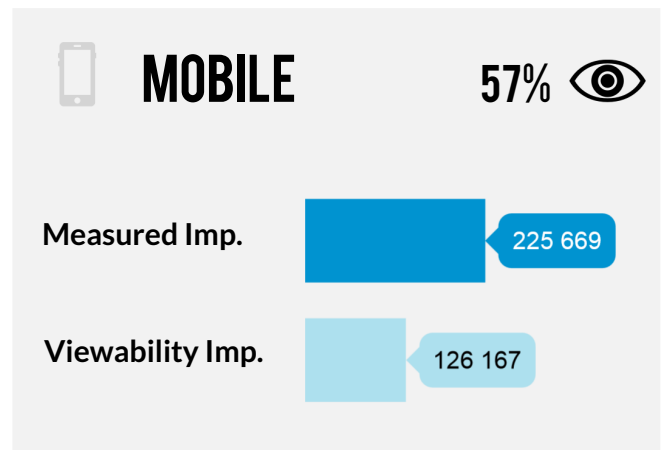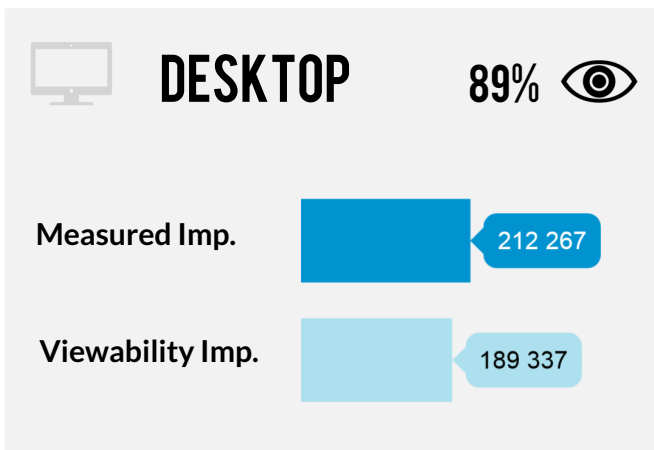
3%
Invalid Traffic Impressions 🚫
Impressions with IAB recommended filtration and Non-Human Traffic removed (percentage in relation to Gross Imp).

474 963
447 935
325 506
3005

DEVICE LEVEL

Summary of on device level distribution between desktop and mobile devices. Desktop includes all desktop and laptop impressions. Mobile includes mobile and tablet impressions.

DESKTOP   89% 👁
Measured Imp.   212 267
Viewability Imp.   189 337

MOBILE   57% 👁
Measured Imp.   225 669
Viewability Imp.   126 167
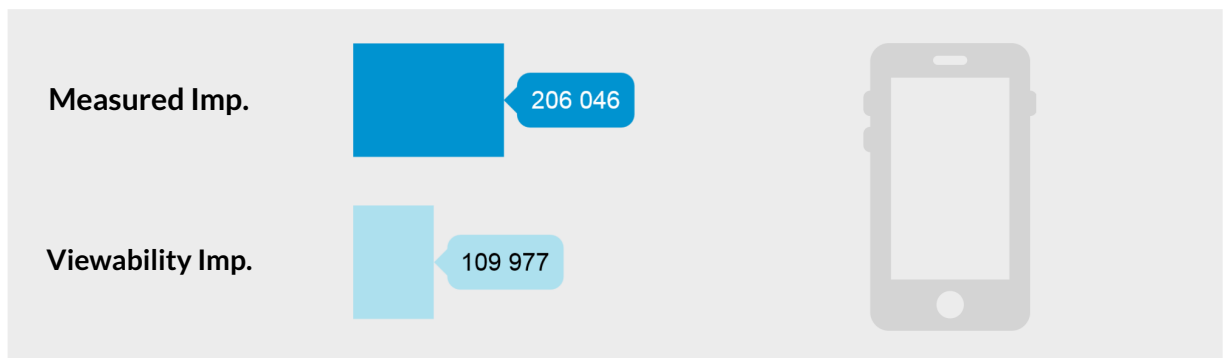
comSCORE   TS DIGITAL NORDIC

PLACEMENTS AUDIT

Summary of TS Digital audit on ad placements. The names corresponds to the placement names set by the publisher.

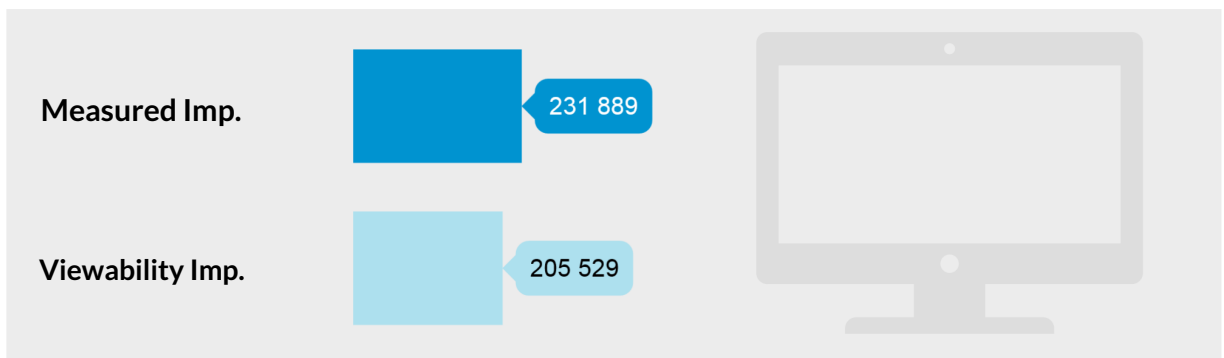## PLACEMENT 1-EXAMPLE.COM 55%

Measured Imp. 206 046

Viewability Imp. 109 977

PLACEMENT 2-EXAMPLE.COM 88%
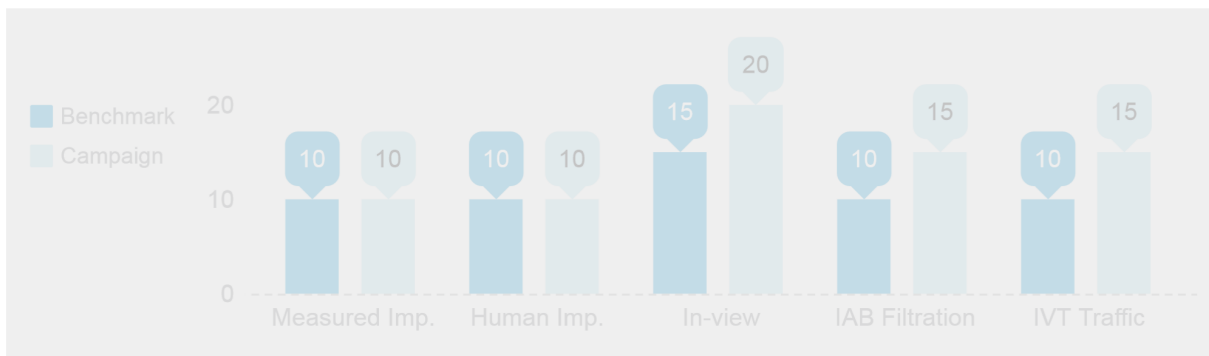
Measured Imp. 231 889

Viewability Imp. 205 529

TS DIGITAL BENCHMARK

Campaign results benchmarked against the average of the audited campaigns the last three months.

SUMMARY

Benchmark
Campaign

	Measured Imp.	Human Imp.	In-view	IAB Filtration	IVT Traffic
Benchmark	10	10	15	10	10
Campaign	10	10	20	15	15

DESKTOP

Benchmark
Campaign

	Measured Imp	Measured Views
Benchmark	10	15
Campaign	10	20

MOBILE

Benchmark
Campaign

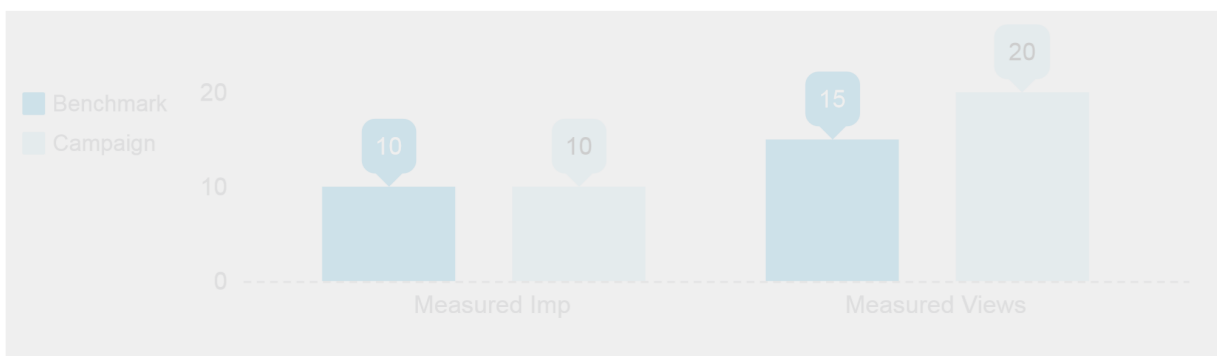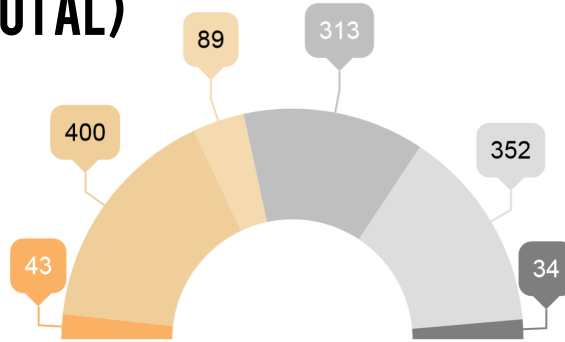|	Measured Imp	Measured Views
Benchmark	10	15
Campaign	10	20
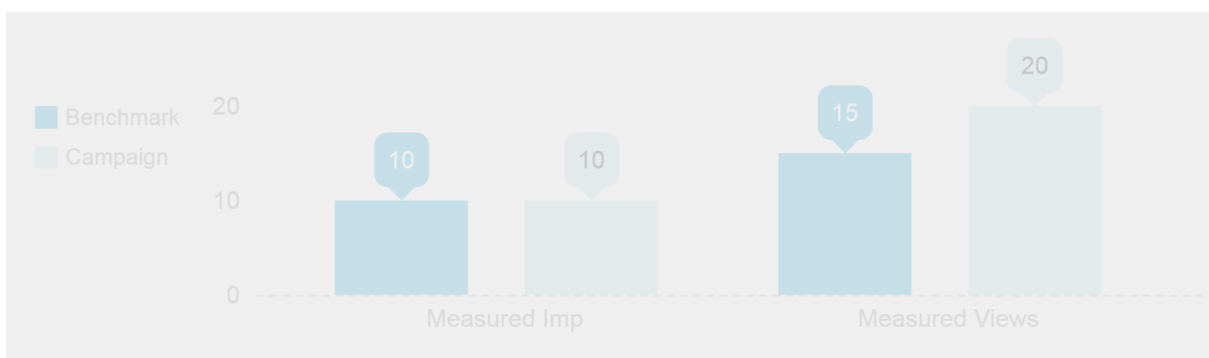
FRAUD AND BOTS AUDIT

Non-Human traffic impressions report with both IAB Filtration and comScore General and Sophisticated Invalid Traffic filtration applied.

3005 IMP. (3% OF TOTAL)

- Spider & Bots (IAB Filtration)
- Invalid browsers (IAB Filtration)
- Internal traffic (IAB Filtration)
- IVT: Invalid user characteristics
- IVT: Non-human behavior
- IVT: Anomalous Traffic Trends

FRAUD AND BOTS DEFINITIONS

IAB Recommended Filtration

IAB recommended filtration consists of the IAB Spider & Bots list, the IAB Valid Browser list (filter for invalid browsers) and Internal traffic. More information about the lists is available at https://www.iab.com/guidelines/iab-abc-international-spiders-bots-list/

IVT: Invalid User characteristics

Software applications that run automated tasks designed to replicate the browsing tasks and behavior of a human user. Detected by comScore's direct filters at the impression and user level. Includes specific user characteristics that are non-human, impossible in a normal web browsing environment, or which do not align with expected human configurations.

IVT: Non-human behavior

Traffic driven by user engagement deemed to be inconsistent with normal browsing behavior. Detected by comScore's direct filters at the impression and user level.

IVT: IVT Anomalous Traffic Trends

Traffic trends that deviate from global user and site norms as detected by comScore's proprietary indirect filters. This invalid activity is often more nuanced and sophisticated than methods detected by direct filters.