

The background of the slide features a composite image. The upper right portion shows a close-up of a bridge's steel truss structure, illuminated with warm lights against a dark blue twilight sky. The lower right portion shows a city skyline, likely New Orleans, with various skyscrapers lit up and reflected in the water below. The sky transitions from a deep blue at the top to a warm orange and red near the horizon. Large, black, geometric shapes, resembling triangles, are overlaid on the image, creating a modern, abstract design.

**media**xchange

**AUDIENCE DEVELOPMENT**

# Monetizing with High-Integrity Metrics

Tom Drouillard  
Dr. Augustine Fou  
Dan Schaub

April 30 - May 3, 2017  
New Orleans, LA

**NEWS MEDIA**  
ALLIANCE

# Today's Panelists



Tom Drouillard

CEO, President and Managing Director  
Alliance for Audited Media (AAM)



Dr. Augustine Fou

Cybersecurity and Ad Fraud Researcher  
Marketing Science Consulting Group, Inc.



Dan Schaub

Corporate Director of Audience Development  
McClatchy

# Today's Topics

- Transition from Circulation to Relationships
- Telling your Story
- Connecting Buyers and Sellers
- Protecting the Buyers' Investment



# Modern Day Media Company

## A Rich History – Newspaper Circulation



- Superior Brand Recognition
- Deep Community Roots
- Trust and Reverence



# Modern Day Media Company

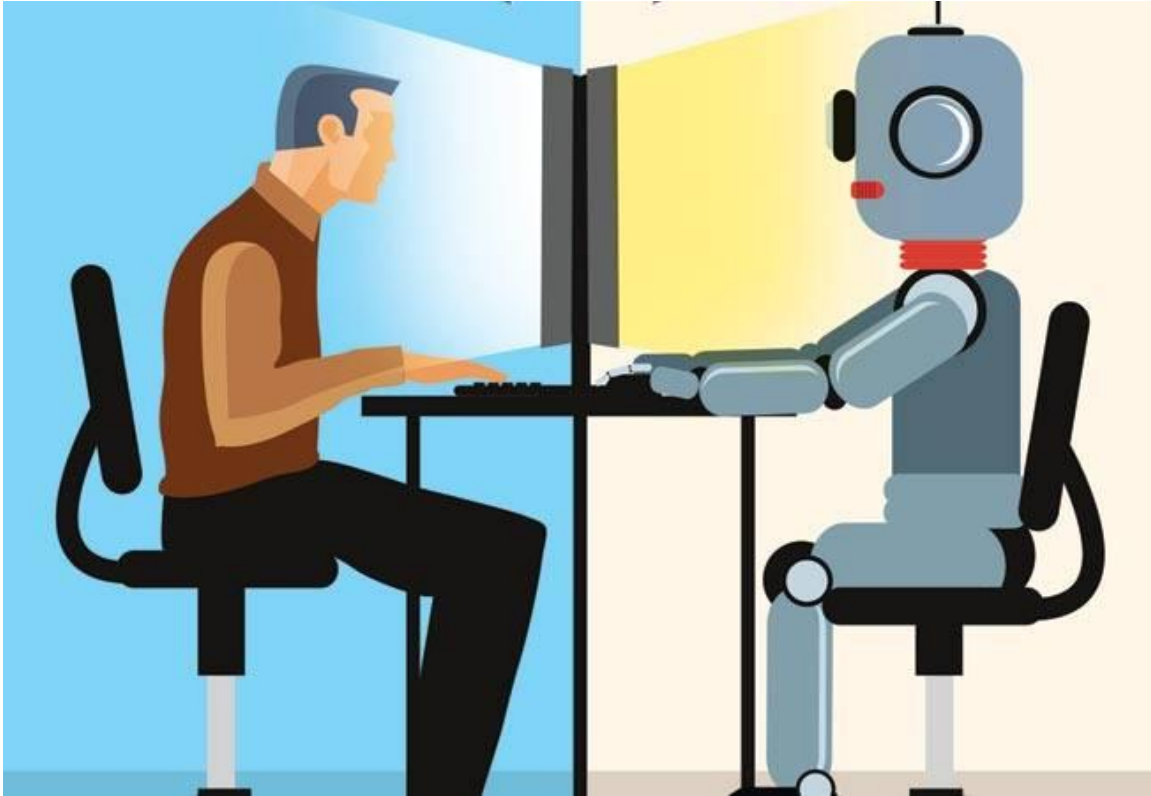
## Transformation - Media Company and Audience



- Trusted Content Providers
- Multiple Product on Multiple Platforms
- Extended Reach – Mass and Targeted

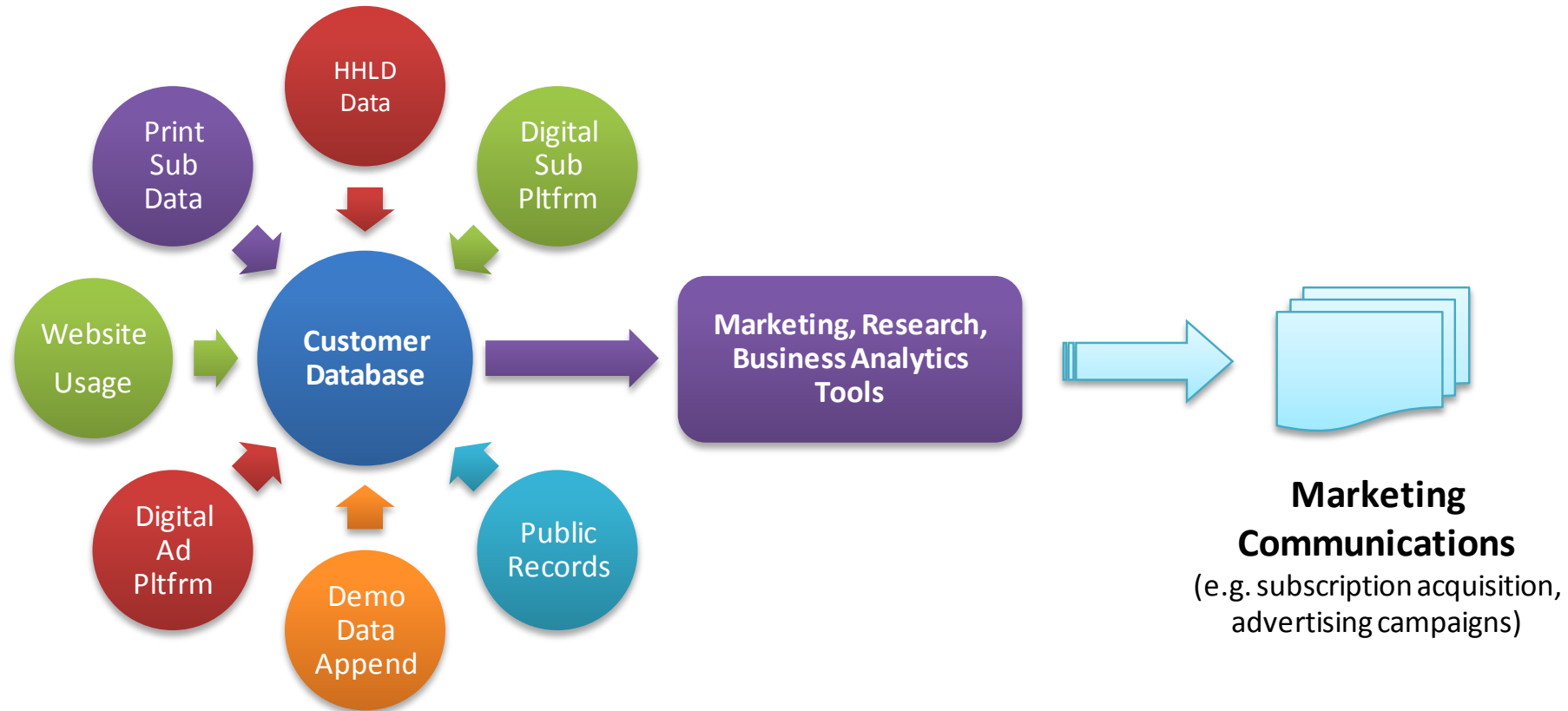
# Modern Day Media Company

## Leveraging Deep Connection - Relationships



- Real People Real Connection
- Local Business to Business Connections
- Local Business to Consumer Connections

# Building Relationships



# Building Relationships

Home

Main

List Generator

Undo

Redo

Insert

Refresh

Print

Original View

Edit

Share

Download

Full Screen

Match Rate

Single Breakout (Last 30)

Totals Cross Breakout (Last 30)

List Breakout (Last 30)

List Generator

List Generator (Last 30 Days)

Page Views	Article Page Views	Unique Days	Cookies	Ad Revenue	Impressions	Complaints	Avg. Minutes on Site	Avg. Price	Last 7 Days	Match Type	Engagement Group	Status		
12thelcom.	228	133	17	1	\$20.18	1,621	0	1,763	\$0.00	2016-06-20	(All)	(All)		
firdingjail.	129	44	14	1	\$6.62	628	0	181	\$0.00	2016-06-20	In Subscriber File	Engagement Group (Previous)	Frequency of Delivery	
2brothermy.	275	114	22	3	\$16.56	1,641	0	676	\$0.00	2016-06-20	In Transactions File	Engagement Change	Epzay	
3p7thelbels.	88	13	24	3	\$7.34	457	0	237	\$0.00	2016-06-20	In Paywall File	Page Views Bucket	Period	
6newcivd.	881	272	30	2	\$9.37	793	0	4,058	\$2.62	2016-06-20	In Clients File	Article Page Views Bucket	Age Group	
SRAMARA2.	281	65	28	3	\$12.81	1,500	0	580	\$3.52	2016-06-20	In Prison File	Unique Days Bucket	Income Group	
awerperc.	193	0	1	5	\$0.00	0	0	0	\$0.00	2016-06-20	In Listener File	Unique Interest Bucket	Tenure	
ABEYKJSL.	777	488	19	10	\$46.42	4,327	0	3,170	\$4.99	2016-06-20	Paywall Status	Impressions Bucket	Prizm	
aherendee.	112	17	11	1	\$1.57	218	0	180	\$0.00	2016-06-20	Top Device	Ad Revenue Bucket	Social Group	
ABCKYtVYA.	36	3	6	1	\$6.27	23	0	11	\$2.44	2016-06-20	Top Content Area	Cookies Bucket	Life Stage Group	
ACLESMD.	1	0	1	1	\$0.00	0	0	0	\$1.38	2016-06-20	Top Locality	Minutes on Site Bucket	New Email Address	
acornatreci.	5	5	5	1	\$6.56	28	0	48	\$0.00	2016-06-20	Top Author	Complaints Bucket	Last Login Date	
acorpqibz.	140	37	20	2	\$1.36	380	0	489	\$0.00	2016-06-20			5/10/2016	8/22/2016
ACPERZB.	208	75	21	3	\$10.11	1,502	0	470	\$8.00	2016-06-20				
afem.azeeb.	111	56	24	1	\$2.73	658	0	558	\$0.00	2016-06-20				
ateknknc.	551	233	25	3	\$12.18	2,489	0	1,878	\$0.00	2016-06-20				
atehazp.	12	8	6	2	\$0.56	85	0	16	\$0.00	2016-06-20				
ADG.LADG.	219	22	26	3	\$9.79	809	0	675	\$6.16	2016-06-20				
atehazp.	1,188	594	27	37	\$81.48	7,163	0	7,146	\$2.00	2016-06-20				
atehazp.	287	106	18	6	\$4.36	478	0	1,055	\$0.00	2016-06-20				
AEOQBEL.	224	86	23	3	\$12.37	1,757	0	1,078	\$5.59	2016-06-20				
AEOXMANI.	7	3	2	1	\$6.53	53	0	19	\$5.27	2016-06-20				
afesomnag.	439	164	26	5	\$16.73	1,100	0	1,380	\$0.00	2016-06-20				
ATFLMqACL.	139	76	18	8	\$5.26	651	0	226	\$4.99	2016-06-20				
afomaznec.	240	97	24	1	\$11.08	1,246	0	1,424	\$0.00	2016-06-20				
aherment21.	210	35	29	1	\$11.06	1,620	0	914	\$0.00	2016-06-20				
ajeactjgaw.	43	20	12	1	\$2.81	265	0	62	\$0.00	2016-06-20				
ajpymetf.	32	12	13	1	\$1.54	94	0	94	\$0.00	2016-06-20				
AJEMZCN.	125	71	19	4	\$3.55	574	0	260	\$1.20	2016-06-20				
ajpymetf.	155	67	9	4	\$7.14	772	0	587	\$2.00	2016-06-20				
ajeactjgaw.	9	8	5	2	\$9.38	47	0	32	\$0.00	2016-06-20				
afem.azeeb.	368	68	24	1	\$9.00	0	0	1,188	\$0.00	2016-06-20				
afem.azeeb.	74	28	13	2	\$5.48	368	0	242	\$0.00	2016-06-20				
afem.azeeb.	164	148	25	4	\$26.26	2,373	0	2,931	\$0.00	2016-06-20				

**Relationships +  
Demographics +  
Behaviors**

### Newsletter Recipients

*MVP Subscribers*

### Digital-only Subscribers

### Press Club Members

*Sunday Select Opt-in*

### Newspaper Subscribers

Household Income

## Homeownership

### Employment Status

### Educational Achievement

## Children in the Home

## Website Users

## High Ad-Value Customers

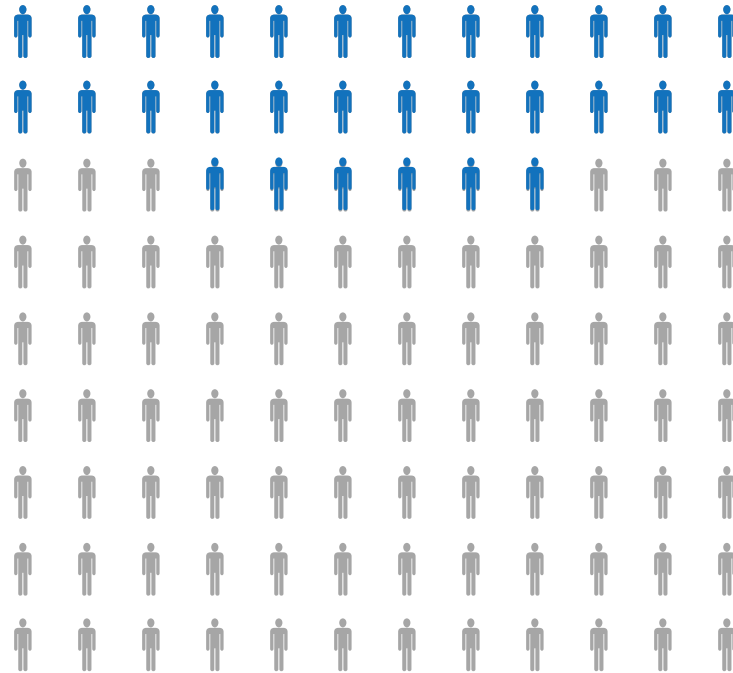
## Video Viewers

## Facebook Likes

## Contest Entrants



# Filling in the Relationship Gap



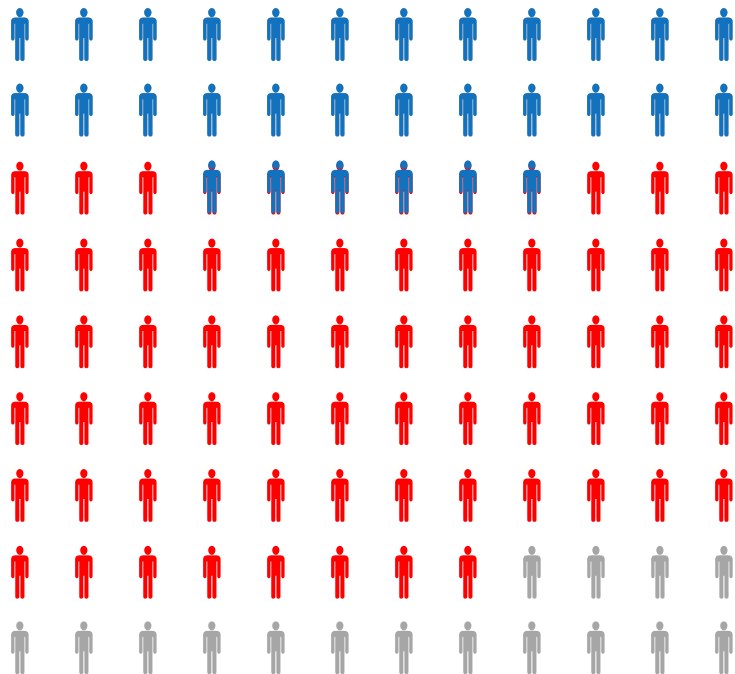
## Known Consumers:

Active print/digital subs and  
Former subs

## Anonymous Consumers:

Online users not registered or  
linked to our databases

# Building Relationships



**Known Consumers:**

Active print/digital subs and  
Former subs

**Known Prospects:**

Users processed through ARD  
gateway are profiled by demos and  
usage behavior, shaping specific  
targeting recommendations

# The Bull's-eye - Relationships



Relationships:  
Making it Personal

# How can publishers monetize those relationships?

1

Verification

2

Visibility

3

Revenue



# Verification:

Critical first step to differentiate your publication, build advertiser trust and generate revenue

**Investment**

**Commitment**

**Accuracy**

**Accountability**

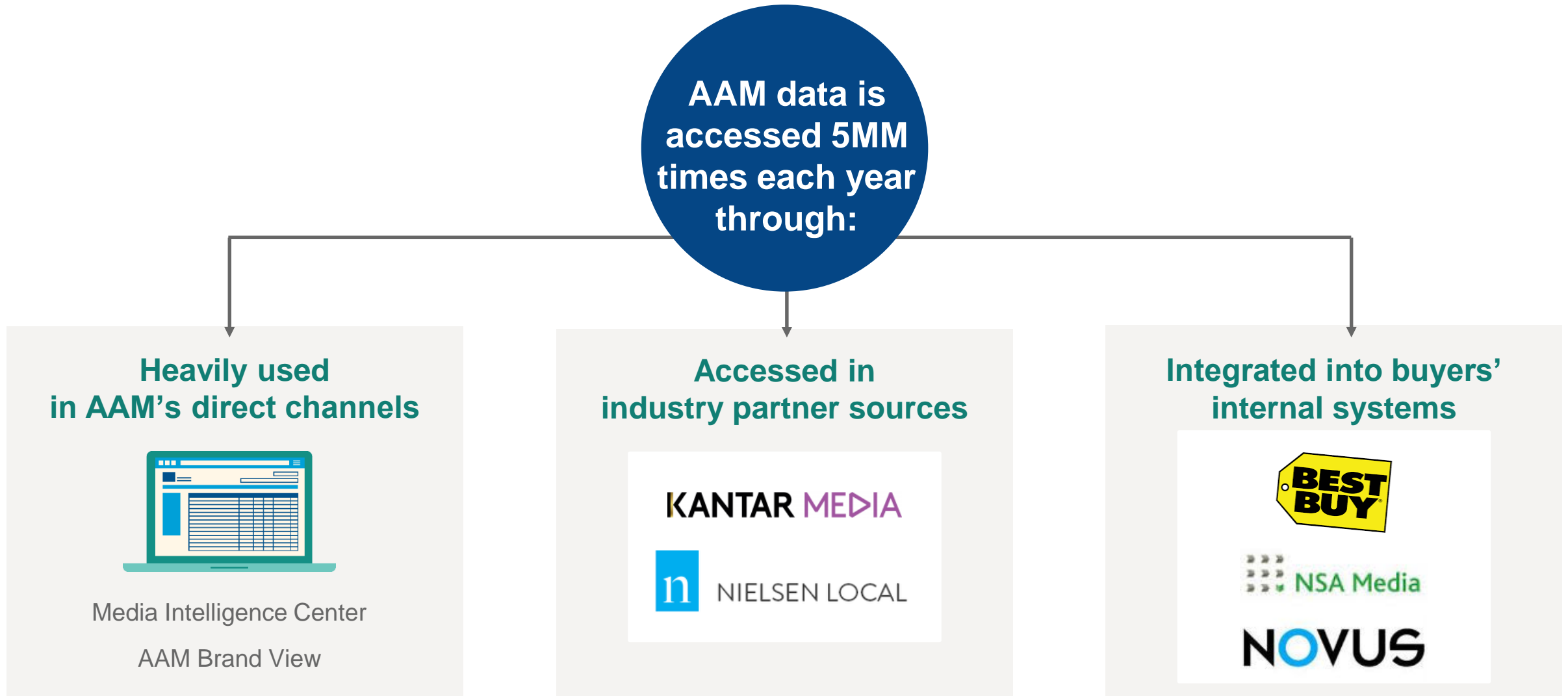
**Courage**

**Trust**

The real power comes from how you can use the audited information to market yourself and how AAM can help you do so.

## Visibility:

Almost all news media advertising is bought through the sources in AAM's data distribution network



# Visibility:

Buyers look for news media data via AAM

## News media data access via AAM in 2016:



**140**

Advertiser and ad agency companies that accessed data



**454**

Individuals from media buyer companies who accessed data



**2,100**

Average weekly buyer interactions with news media information



**80**

Times quarterly ZIP code data is delivered directly via data feeds

# AAMPLIFY your AAM presence

Print

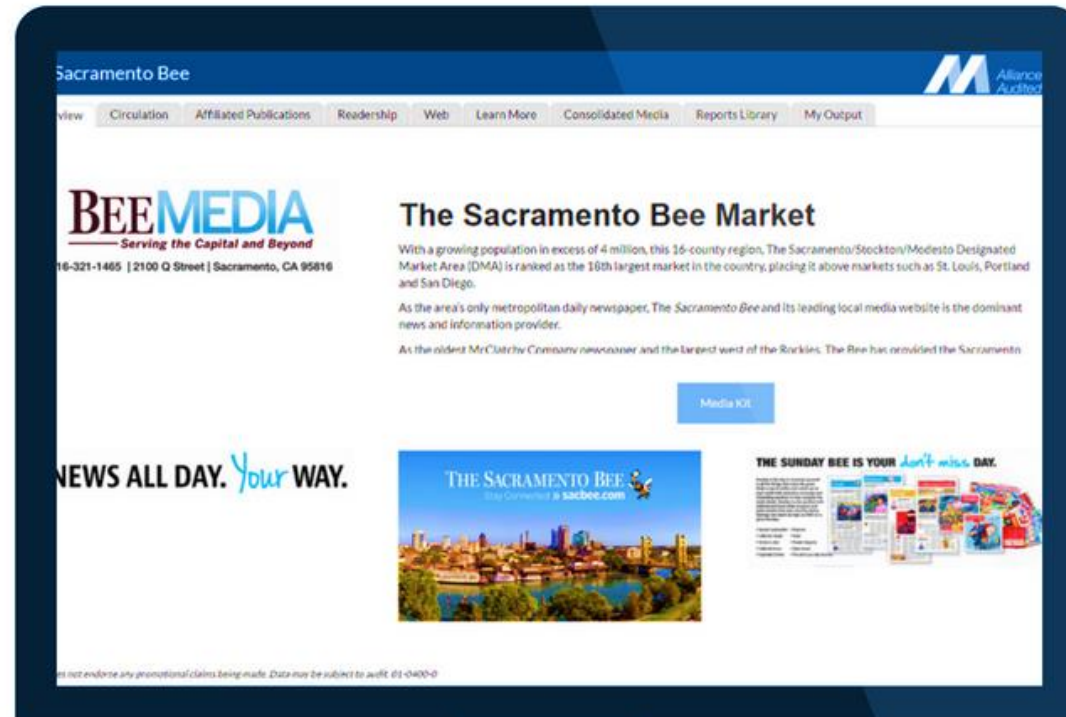
Newsletters

Social media

Website

Affiliated publications

Readership



**AAM Brand View:** Your data. Your story. Your way.

# Brand View example

- Kansas City Star: <http://brandviewbeta.auditedmedia.com/?memberNumber=4lfdvk0VbiY%3d>



# THE KANSAS CITY STAR.

The Kansas City Star, based in Kansas City, Missouri, covers the entire Kansas City area and surrounding region (population 1,904,515), including issues from Missouri and Kansas. The KC area is well-known for its barbeque, its jazz heritage, and its many fountains that cover the area. The Kansas City Star is an avid supporter of the region, providing dedicated news coverage and producing products and events designed to enrich the lives of the people in the community. The Kansas City Star is one of the most historically rich publications in America, having served as the training ground for many individuals that left their mark in American history: <http://www.kansascity.com/customer-service/about-us/article7948.ece>



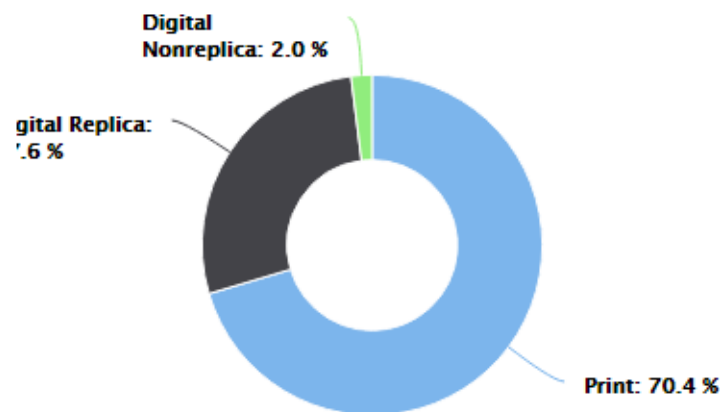
# THE KANSAS CITY STAR.

## The Kansas City Star's reach

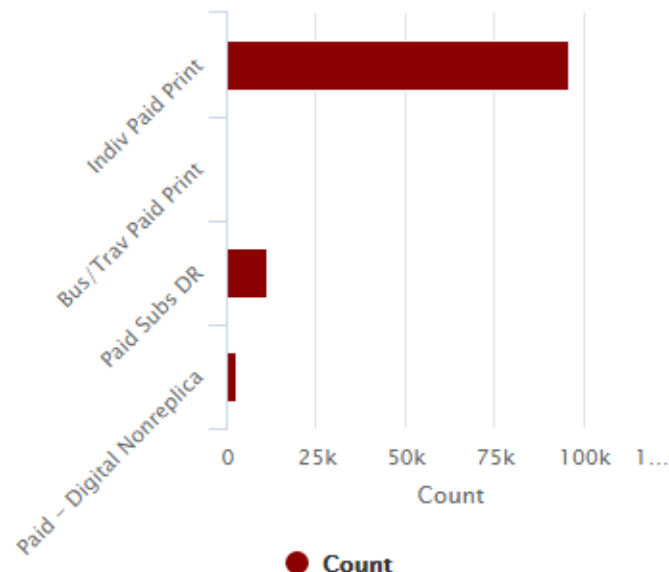
*The Star* was founded in 1880 by William Rockhill Nelson and Samuel Morss. It is the recipient of 8 Pulitzer Prizes. It is noted for influencing the career of President Harry Truman and also for employing Ernest Hemingway. The Kansas City Star was acquired by McClatchy in 2006.

The Kansas City Star's reach covers the xxxx area. it is available seven days a week both in print and online (e-edition), and via an app. Read more here: <http://www.kansascity.com/customer-service/about-us/>

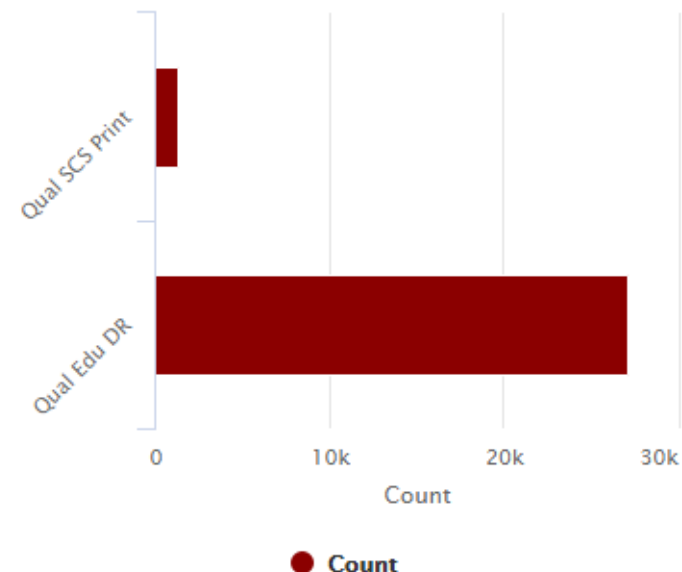
Total Circulation – Weekday



Paid Circulation – Weekday



Qualified Circulation – Weekday



Overview

Circulation

Affiliated Publications

Readership

Web

Learn More

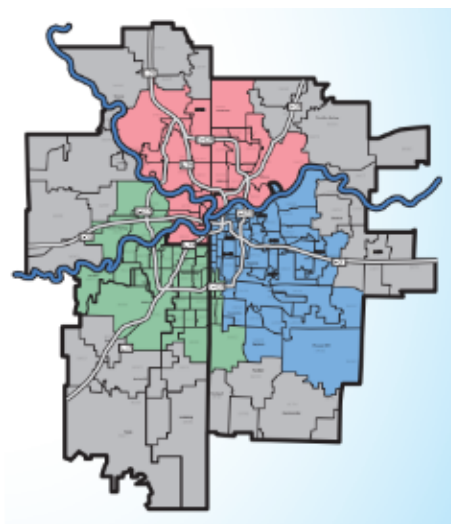
My Output



## Kansas City Star-Ink

Weekday Circulation: 44,835

Ink magazine and inkkc.com serve as Kansas City's premier lifestyle and entertainment publication and website for young professionals.



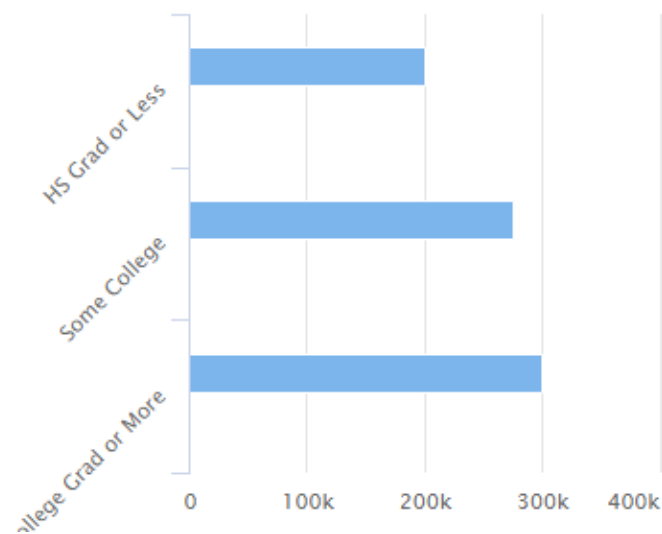
# The Kansas City Star readers

With over 870,000 DMA readers - print and online - per week, the Kansas City Star reaches the greater Kansas City area. We have more than 5 million unique visitors per month.

## Our population:

- Median age 37.3 years
- Median household income \$59,288
- Millennials 422,011; Gen X 507,628, Boomers 394,533

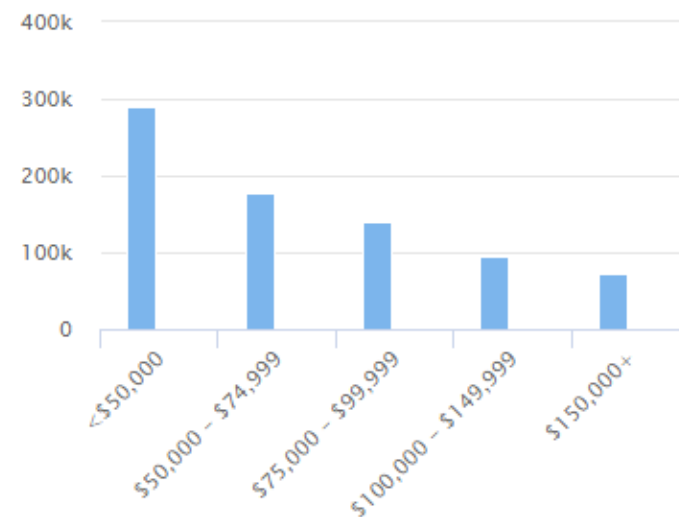
Reach by Education Level



Percentage by Gender Type



Reach by Income Level

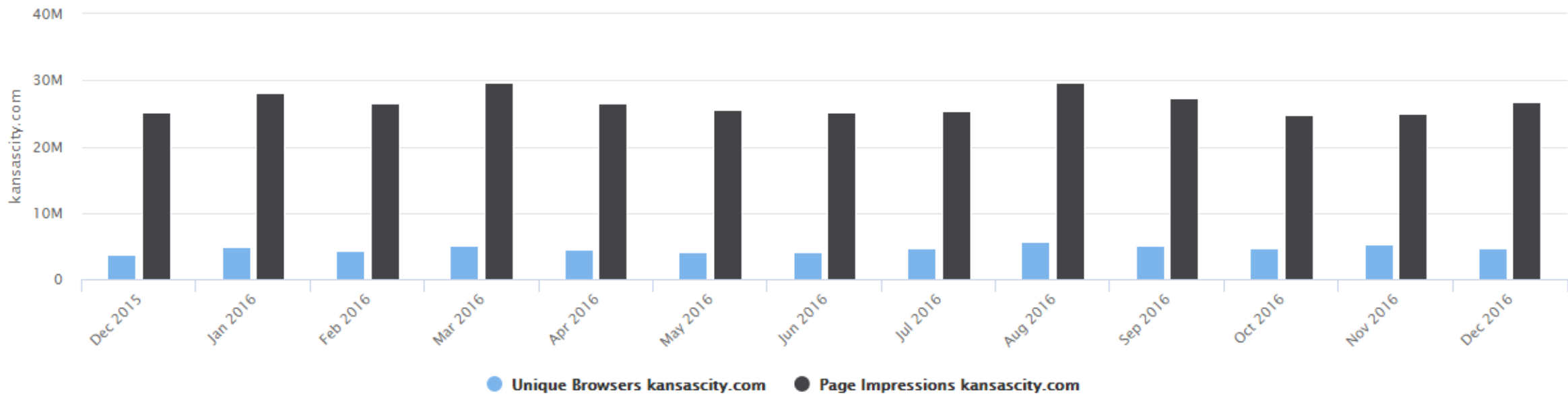


# THE KANSAS CITY STAR.

kansascity.com

kansascity.com is Kansas City's leading news site for local and breaking news, sports, entertainment, business, weather and politics. The website is updated throughout the day. It features videos, photo galleries, blogs and polls.

Unique Browsers & Page Impressions





**How to contact us:** [starmediakc.com/connect/](http://starmediakc.com/connect/)

## At the heart of the community we serve

We do more than cover stories that matter – our talented staff members work hard to be an essential part of the community. We created Ink magazine and [inkkc.com](http://inkkc.com) to serve as Kansas City's premier lifestyle and entertainment publication and website for young professionals. Ink, along with The Star, is also the creator and producer of the [Middle of the Map](#) festival. The festival is dedicated to celebrating and cultivating the unique arts and creative culture of the Midwest, bringing together local and national talent.

We hold [KC Weddings Bridal Spectacular](#) twice a year.

With [Project Warmth](#), started by The Kansas City Star in 1982, we collect new and gently used coats and blankets as well as cash donations to help people in need during extremely cold weather.

*Also - Focus, GastroClub, FirstBite?*

## Other publications

Kansas City Spaces

KC Weddings

Lee's Summit Journal

## McClatchy: Genuinely local, always relevant

The Kansas City Star is one of McClatchy's premier brands. McClatchy's markets span the nation, from California to Florida. Each market in the McClatchy family was selected for its strength and its potential. The communities we serve are growing, and we're proud to provide our readers and local businesses the tools they need to grow smarter, every day. For more information, please go to: [mcclatchy.com/our-impact/markets](http://mcclatchy.com/our-impact/markets)

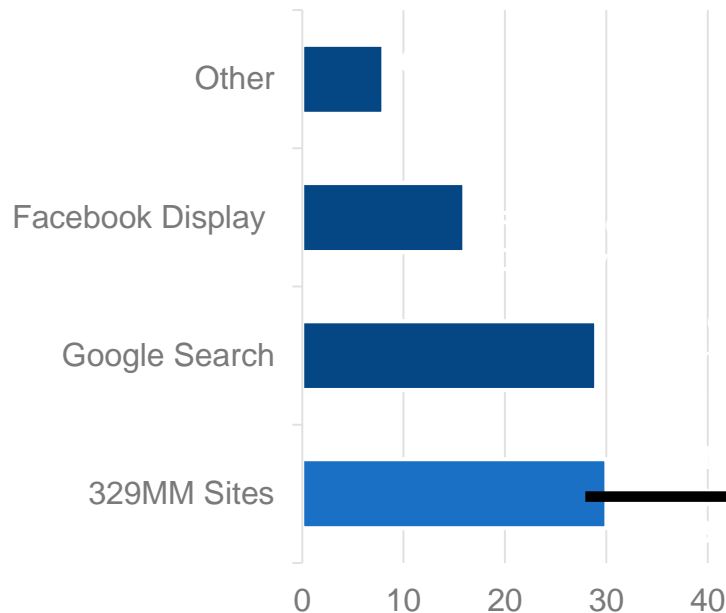
# Revenue:

AAM helps you differentiate based on quality

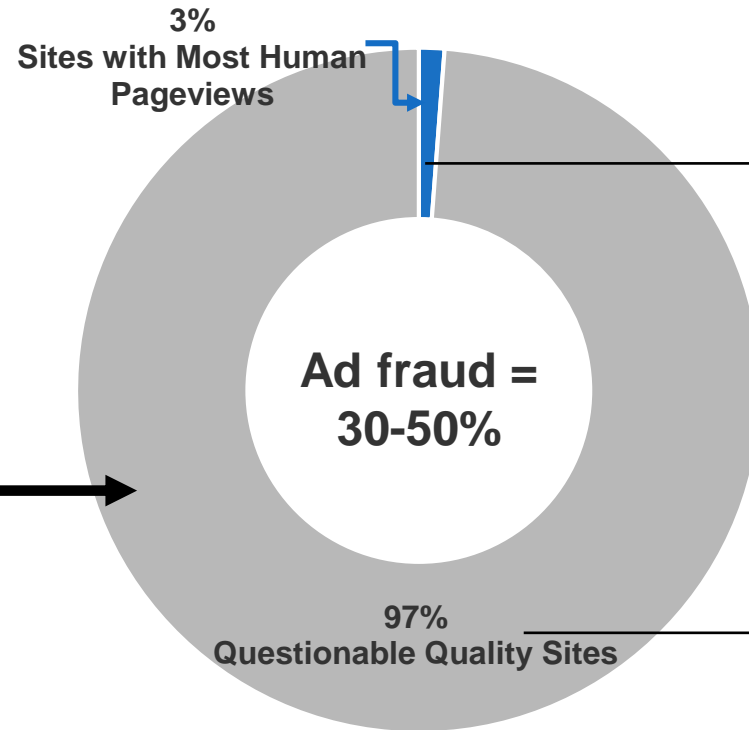
## Situation:

As Digital Ad Spend Increases, So Does the Need for Transparency

2017 U.S. Digital Ad Spend at \$83B\*



Top 3% of 329M Sites Get Most Human Pageviews\*\*



### 11MM Estimated Legitimate Sites

Host content that humans want to read

<a href="#">ajc.com</a>	<a href="#">philly.com</a>
<a href="#">bizjournals.com</a>	<a href="#">realsimple.com</a>
<a href="#">chicagotribune.com</a>	<a href="#">people.com</a>
<a href="#">economist.com</a>	<a href="#">sacbee.com</a>
<a href="#">elle.com</a>	<a href="#">silive.com</a>
<a href="#">espn.com</a>	<a href="#">stltoday.com</a>
<a href="#">fitnessmagazine.com</a>	<a href="#">theglobeandmail.com</a>
<a href="#">forbes.com</a>	<a href="#">tennessean.com</a>
<a href="#">macleans.ca</a>	<a href="#">usatoday.com</a>
<a href="#">nytimes.com</a>	<a href="#">washingtonpost.com</a>

### 318MM Estimated Questionable Sites

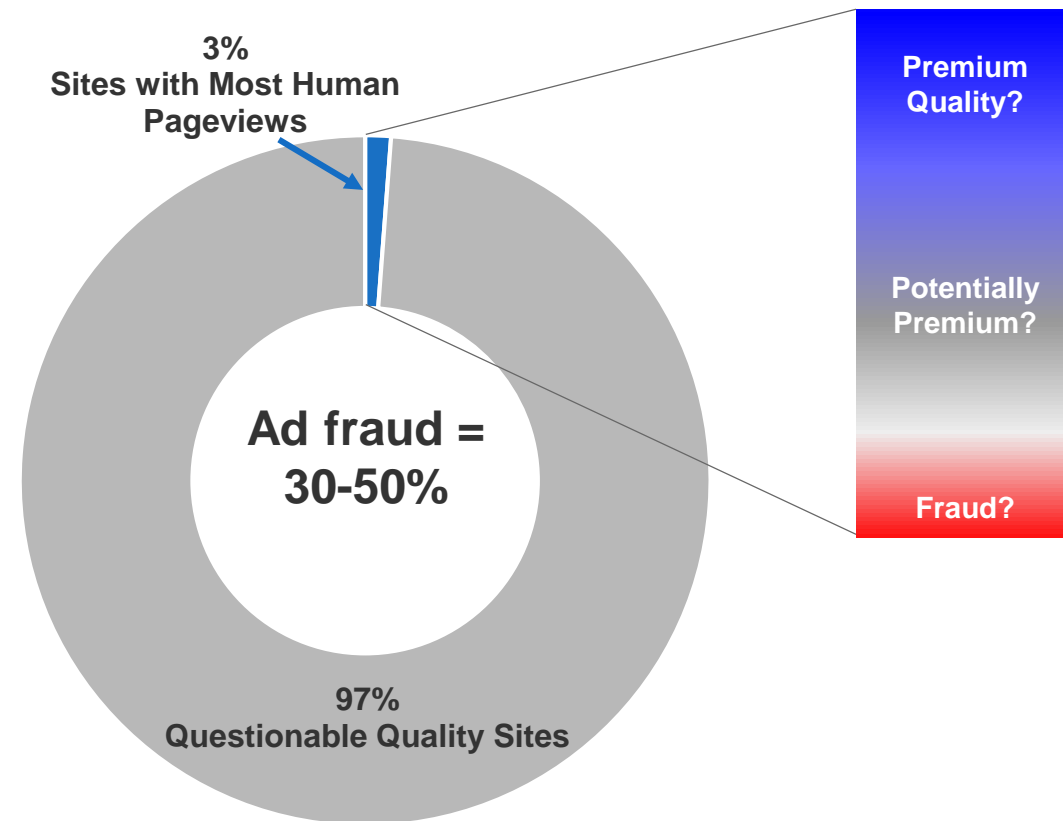
<a href="#">000000.com</a>	<a href="#">000au000.com</a>
<a href="#">0000000.com</a>	<a href="#">000auction000.com</a>
<a href="#">00000000.com</a>	<a href="#">000audio000.com</a>
<a href="#">000000000.com</a>	<a href="#">000augusta000.com</a>
<a href="#">0000000000.com</a>	<a href="#">000aurora000.com</a>
<a href="#">00000000000.com</a>	<a href="#">000aus000.com</a>
<a href="#">000000000000.com</a>	<a href="#">000austin000.com</a>
<a href="#">0000000000000.com</a>	<a href="#">000australia000.com</a>
<a href="#">00000000000000.com</a>	<a href="#">000austria000.com</a>
<a href="#">000000000000000.com</a>	<a href="#">000auto000.com</a>
<a href="#">0000000000000000.com</a>	<a href="#">000autocraft000.com</a>
<a href="#">00000000000000000.com</a>	<a href="#">000autoglass000.com</a>

## Problem:

Estimated 30-50% of Ad Spend Across 329MM Sites Wasted on Fraud

- Ads shown to bots will never convert for buyers, who question their investments and trust of publishers.
- Ad fraud sends money to criminals instead of good publishers who have real human audiences and could earn much more if the market was clean.
- Race toward low CPMs poisons the market, creating ill will between buyers and sellers.

### Quality of Top 3% Not Verified Today



# How ad fraud harms good publishers



# Countless fake sites, humans never visit

# Alphanumeric domains

# Identical sites made by template

[wkhychiklhdgppaeyvnvtkublzeczy](#)  
[cdqmevghqrwinofutpcepbaheadusc](#)  
[hvukouhckryjudrawwylpboxdsonj](#)  
[xhojlvfznietogsusdiflwxpkfhixbg](#)  
[vfnvsvlglxbvndhqqoghgdccprvx](#)  
[xhqilhrfrkoecllmthusrpycaogrfive](#)  
[dkrhsftochvzqryurlptloayhlpftkog](#)  
[tmdcfkxcckvqgbqbxszbdfjgusfzy](#)  
[gpbznagpormpyusuxbvlpbuejqzw](#)  
[dwentymqplvrizqhieugzkozmqjxr](#)  
[htllanmhrnjrbestmyabztlacc](#)  
[zlbdtqoayesloeazgxkuecdzad](#)  
[rhfvzboqkjmabakkxvrls](#)  
[sjpexaylsfjinopulpgkbqtkziezcdts](#)  
[pxarwmerpavfmomfyjwuuinxaipktnan](#)  
[mopvkjodhcwscyudzftqjuwvpzpgzuw](#)  
[farkkbndawtxcozilrrunxflspkyowishacduel](#)  
[xswutjimmznesinsltpekfjifvchyqiinnorwih](#)  
[hyvsquazvafrmmmcfpqkabocwpjuabojoycniphsmwyhizxgebu.com](#)

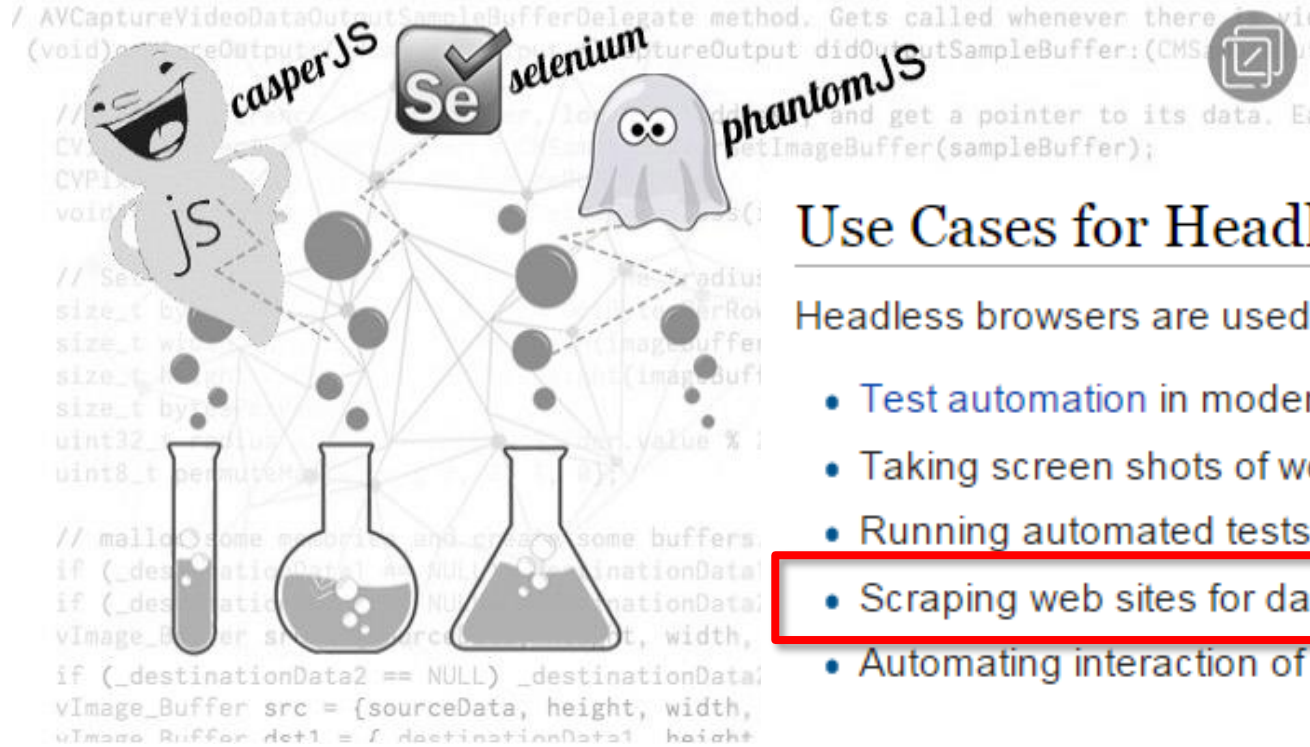
**Source:** [Sadbottletrue.com](http://Sadbottletrue.com)



**100% bot traffic**  
**"fraud sites"**



# Bots are automated browsers used for fraud



## Use Cases for Headless Browsers

Headless browsers are used for:<sup>[4][5]</sup>

- Test automation in modern web applications.
- Taking screen shots of web pages.
- Running automated tests for JavaScript libraries.
- Scraping web sites for data.
- Automating interaction of web pages.

## Malicious Use Cases [\[edit\]](#)

Headless browsers can also be used to:

- Perform DDOS attacks on web sites.<sup>[6]</sup>
- Increase advertisement impressions<sup>[7]</sup>
- Automate web sites in unintended ways<sup>[8]</sup>

*“The equation of ad fraud is simple:  
**buy traffic for \$1 and sell ads for \$10**  
you make \$9 of pure profit.”*

# Publisher myths about ad fraud

---

## **1. Fraud doesn't affect us, there's low bots on our site**

Bots don't come in large quantities to your sites; they just collect a cookie and go elsewhere to create ad impressions

## **2. We have bot protection on our site**

Nice. But what if bad guys pretend to be your site by passing fake data, and put your brand reputation at risk?

## **3. We have high quality traffic**

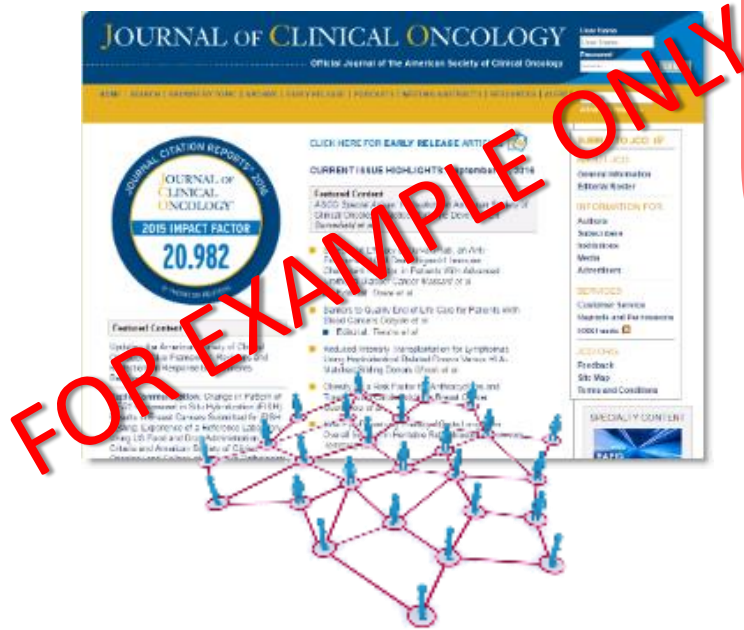
Great. We believe you. But what if bot detection tech accuses you of high bots (falsely)?

# Ad revenue is diverted away to bad guys

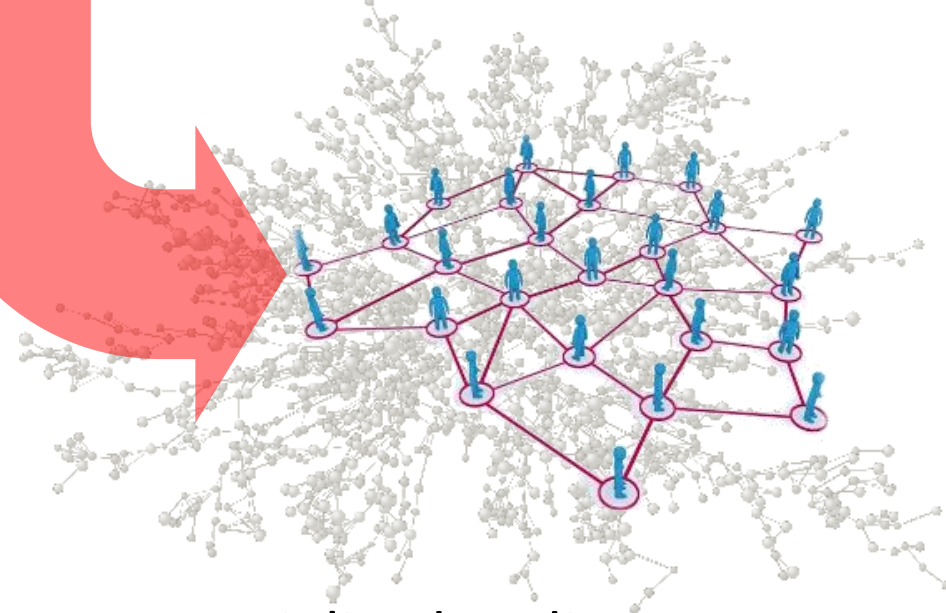
## ad revenue diverted away

Journal of Clinical Oncology

*“cookie matching”*  
(by placing javascript on your site)



specialized audience:  
oncologists

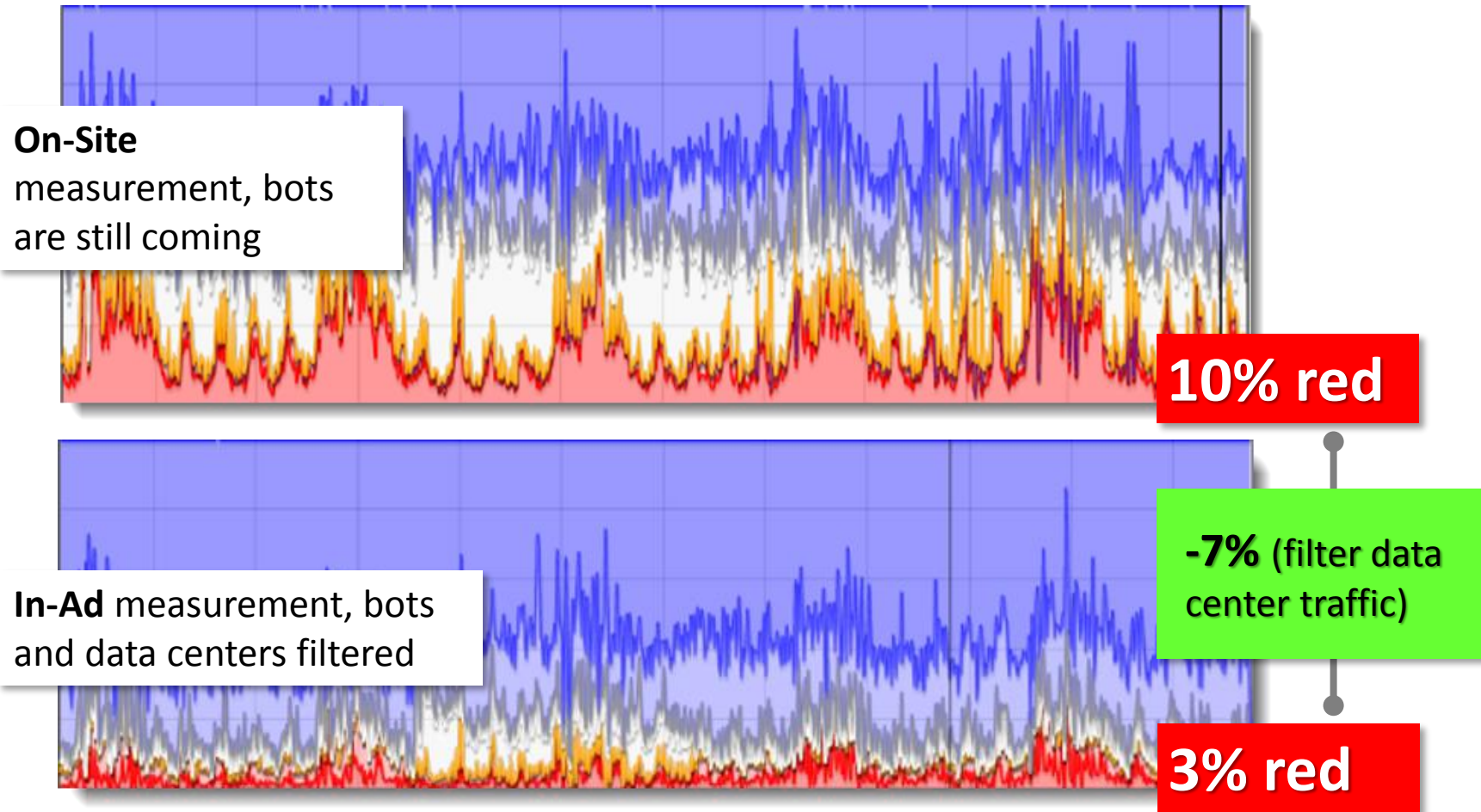


specialized audience can  
be targeted elsewhere



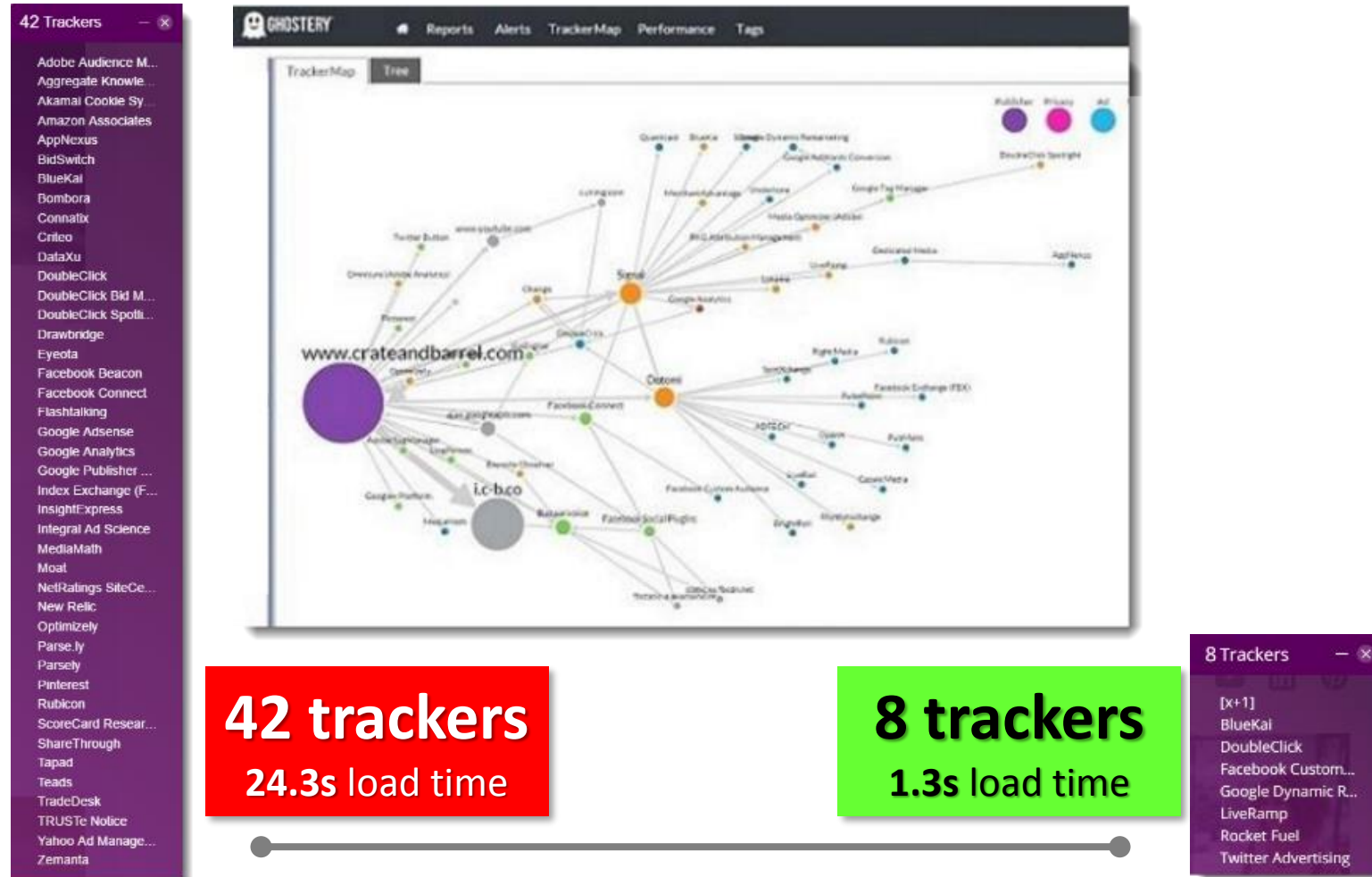
# Good publishers protect advertisers

*“Filter data center traffic and not call the ads”*



# Good publishers protect users

*“minimize 3<sup>rd</sup> party javascript trackers on pages”*





**What can be done  
to help good publishers win?**

## Opportunity:

Redirect Advertiser Dollars to Publishers with Highly Human Audiences

Identify and focus spend on sites that are truly “premium” through AAM Quality Certification.



# AAM Quality Certification is a validation of high-quality audiences



## 3-Step Publisher Certification Process

- Business process review to validate business practices used to manage audience traffic
- Technology employed to validate quantities of third-party website analytics
- Technology employed to validate that business practices are working properly to deliver high-quality audience

Q&A

The background of the slide features a nighttime photograph of a bridge with illuminated steel trusses and a city skyline with lit-up skyscrapers reflected in water. The image is partially obscured by large, dark, geometric shapes that create a modern, abstract design.

# mediaXchange

**AUDIENCE DEVELOPMENT**

## Thank you!

See us today & tomorrow  
at table talks

April 30 - May 3, 2017  
New Orleans, LA

**NEWS MEDIA**  
ALLIANCE