



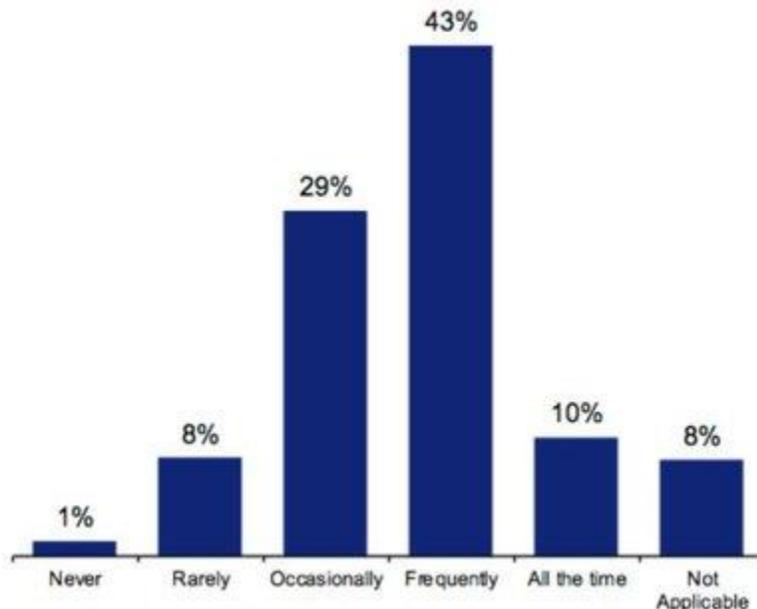
September 18, 2018

Report Finds Digital Ad Discrepancies Remain High, Straining Credibility Among Clients

More than 33% of digital ad agencies say their digital ad insertion orders do not run according to their plans, at least some of the time. The finding, part of a study of 300 advertiser and agency executives conducted by Advertiser Perceptions, comes from a **report on the potential for blockchain technology** to reduce or remove errors in the digital supply chain.

Twenty-nine percent of the executives said their orders "occasionally" do not run as planned, while 8% said they "rarely" do. One percent said they "never" run as planned.

Frequency that digital insertion orders are delivered to plan



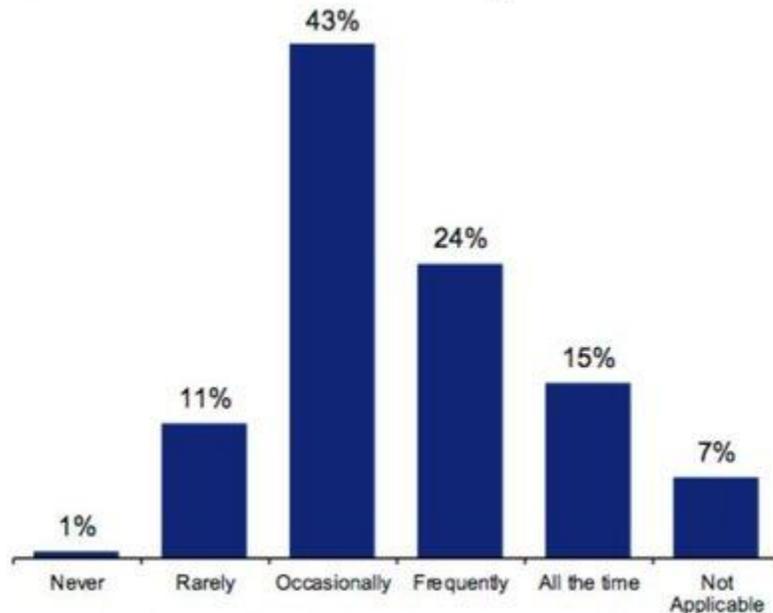
Source: Advertiser Perceptions. Base = 300 online interviews conducted with advertiser and agency executives in May 2018.

As troubling as that finding might seem, it's not entirely new for digital media-buying overall, as many factors contribute to errors, especially manual processes. But the study also suggests that the problem isn't getting better and the digital industry is facing credibility and ethics issues.

Equally troubling is another finding that the vast majority of respondents said they experience discrepancies between what their ad servers report and what the publishers they do business with provide in their delivery reports.

Forty-three percent of the execs said that occurs "occasionally," while 24% said it happens "frequently," and 15% said it happens "all the time."

Discrepancies between ad server & publisher delivery reports



Source: Advertiser Perceptions. Base = 300 online interviews conducted with advertiser and agency executives in May 2018.

So... what does this mean for Radio?

Radio provides clients with verified affidavits of performance which solidifies our credibility and the professional performance results we deliver to our clients. We urge all clients to be sure they “get what they paid for” when buying non-Radio digital platforms as the above disturbing information about digital performance should give all astute clients a healthy dose of skepticism and concern.

In the end, credibility and performance matter, as it always has for Southern California Radio.

