



BRAND SAFETY VIDEO

How we guarantee
secure video environment
for your ads

BRAND SAFETY

With so much video contents and sources online, it's more important than ever to place your message in the right environment.

At IP Belgium, we work unconditionally to offer you premium contexts and contents in line with yours brands.

With IP Belgium's comprehensive brand safety capabilities, you can :

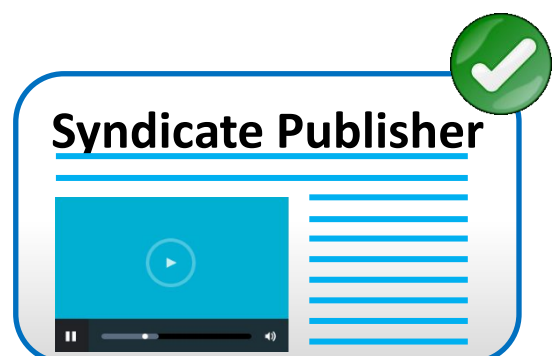
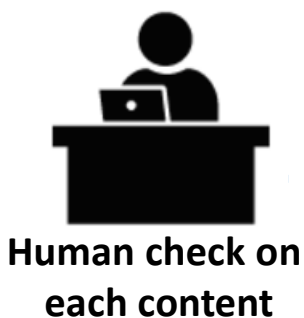
- Ensure that your ads are featured next to high quality video content
- Protect your brand by publishing your videos on validated domain
- Reassure that our videos are validated before their publication on the basis of strict rules.

We don't believe that automatic (engine) brand safety solution can be better than a human validation

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Advertising is disabled by our video editors on

- Any explicit or gory images
- Images with identification « not for sensitive viewers »
- Content around tragic disasters or accidents
- Reports around fear, threat or suffering of someone (death, illness, ...)
- Sensitive issues (terrorism, child abuse, ...)
- Events with possible victims
- Violence behavior
- Bad news around children
- Every visually shocking images but also content that generates a feeling of disgust or bewilderment





STRAIGHT TO THE HEART

IP