

## **Brand Safety at Sky UK**

Comcast is a global media and technology company with more than 190,000 employees worldwide, and three primary businesses: Comcast Cable, NBCUniversal, and Sky.

Sky is one of Europe's leading media and entertainment companies, connecting customers to a broad range of video content through its pay television services. It also provides communications services, including residential high-speed internet, phone, and wireless services. Sky operates the Sky News broadcast network and sports and entertainment networks, produces original content, and has exclusive content rights. Our business units require resources from around the world, and as such, we partner with manufacturers spanning the Americas, Asia, Australasia, Europe and Africa.

We give our ongoing commitment to ensuring through our policy of safety that you can use the Sky Site with confidence

### **Ofcom Brand Safety Harm and Offence Category**

As a broad rule any content which might fall into the 'harm and offence' Ofcom category (2.3)

**2.3** In applying generally accepted standards broadcasters must ensure that material which may cause offence is justified by the context (see meaning of "context" below). Such material may include, but is not limited to, offensive language, violence, sex, sexual violence, humiliation, distress, violation of human dignity, discriminatory treatment or language (for example on the grounds of age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation, and marriage and civil partnership). Appropriate information should also be broadcast where it would assist in avoiding or minimising offence.

### **Brand Safety Standard Blocking List**

Please find the following standard blocking list for improper, sensitive content and topics:

Adult & Explicit Sexual Content, Arms & Ammunition, Crime & Harmful acts to individuals and Society and Human Right Violations, Death or Injury, Online Piracy, Hate speech & acts of aggression, Military conflict, Obscenity and Profanity, Illegal Drugs, Spam or Harmful Content, Terrorism, Tobacco and Sensitive Social Issues.

### **Advertiser & Creative Provisions**

The Advertiser and Creative must also comply with any additional technical requirements set out at:

- **T&Cs** - <https://q7h8x4g8.stackpathcdn.com/wp-content/uploads/2018/07/2018-Sky-Media-Digital-Standard-Terms-and-Conditions-with-DPA-NEW.pdf>
- **Ad Specs** - <https://www.skymedia.co.uk/ad-specs/>

## **Handling Ad Takedown Requests**

As soon as we spot an ad where it compromises our T&Cs and/or SLA's, the following procedures are then actioned:

- If we spot the ad ourselves, we use our debugging tools to find out about the ad. If we have been informed internally or a 3<sup>rd</sup> Party, we request a screenshot and click through URL.
- If it is indeed a direct campaign running, then we immediately pause the line item and reach out to the relevant party/agency with an explanation as to why we paused the ad.
- If it is a 3<sup>rd</sup> party Programmatic campaign, we send across an email to all vendors concerned with a screenshot of the page and the click through URL asking them to remove the ad from their ad-server and until they do that and confirm they have, we pause all their activity.
- Once we hear back from the vendors and it is their ad, we ask for a confirmation that the ad has been removed and then we switch back on their line item. In some cases, we do re-test their tags on our test environment depending on the severity of the number of ads that are against our T&Cs/SLAs.
- The site(s) are regularly monitored and checked for all ad formats and how they are working from loading up to site latency to the content. Same applies to all VOD formats too.

## **Block Lists in Place**

Another way we ensure bad advertisers or adverts are blocked we have the following in place in our ad server.

We have 3 Protection Rules in place –

- Advertiser Rule
- Everything Rule: Content Block
- Everything Rule: Mobile Block

Each Rule has criteria's where we can block bad Advertisers URLs, Sensitive Categories and General Categories, for Desktop and Mobile (please refer to **Brand Safety Standard Blocking List** above)

## **Handling Complaints**

Once we receive a complaint, the following procedures are followed.

- Sky Media respond back to the email with the receipt of the complaint with a timeframe of resolving the issue
- Sky Media to inform relevant Teams if they can assist
- Sky Media to regularly keep everyone involved updated until resolved
- Once the issue is resolved, Sky Media to offer a resolution and further information on how we can do better, with supportive questioning and answering

## **Response Timeframes**

Rating	Response	Completion	Definition
<b>Critical</b>	1 hour	8 hours	Immediate risk to the business continuity, brand safety and customer experience
<b>Urgent</b>	4 hours	24 hours	Immediate risk to failure of platform and devices, staff resource and project KPI's, business continuity, brand safety and customer experience
<b>Important</b>	8 hours	48 hours	Impending risk to non-urgent failure of brand safety, platform and devices, non-urgent lack of staff resource and non-urgent project KPI's
<b>Routine</b>	24-48 hours	3-5 days	No discernible impact to brand safety and customer satisfaction and research and learning activities within a specified timeframe

<b>Response</b>	The passage of time from the point at which the task was accepted by Sky Media Team to the point at which the attempt is made resolving the issue. This response is made by Sky Media Team with the skills and/or authority to initiate the service
<b>Completion</b>	<p>The measurement of time from the acceptance of the task to the time at which the task is completed or has reached the point of practical completion.</p> <p><b>Critical &amp; Urgent Tasks</b> – Tasks classified as critical or urgent will be considered first and completed within the designation when the status of the task can be safe and is no longer a business-critical threat</p> <p><b>Other categories</b> -Tasks will be completed within the designated completion time in accordance to the table above</p>

### **Reviewing Procedures**

- Sky Media have regular meetings with the Head of Development Team and the Editorial Team
- Reviewing and updating internal processes and policies
- Delegating and confirming responsibilities and roles
- Regular refresher sessions on debugging tools
- Regular site monitoring – looking for out of place ads or bad content
- Weekly checks on the Ad Review Centre in Google Ad Manager – Blocking and Approving Ads via AdEx

## **Escalation Contacts**

Shasta Mir	Digital Controller	<a href="mailto:shasta.mir@sky.uk">shasta.mir@sky.uk</a>
Renos Maxoutis	Ad Ops Manager	<a href="mailto:renos.maxoutis@sky.uk">renos.maxoutis@sky.uk</a>
Jeet Matharu	Ad Tech Product Lead	<a href="mailto:jeetinder.matharu@sky.uk">jeetinder.matharu@sky.uk</a>

\* Please note our business hours are Mon-Fri between 9:00am to 5:30pm. Our escalation points of contact will endeavour to respond within the agreed times outside of these hours.