
MediaCom and GroupM unveil brand safety partnership with OpenSlate

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Deal lets clients see exactly where their ads appear
across Google properties.

MediaCom parent company GroupM has signed a partnership with [OpenSlate](#) to expand its brand safety measures for clients using YouTube.

The deal enables all MediaCom clients to access OpenSlate's brand safety analytics and reporting tools, helping clients better define the type of content that should be excluded from their YouTube media buys and understand where their ads appear across YouTube. This is an industry first.

GroupM and its agencies have led the industry on previous initiatives on brand safety and this new partnership provides a new level of reassurance. It will provide advertisers with

reports on where their ads ran, and provide a greater understanding of the role that YouTube plays in their media mix.

The partnership has been aided by Google's decision to enable OpenSlate tools to cover the whole of the Google Preferred environment. Previously, they were only available on auction-based inventory purchased via AdWords or DoubleClick Bid Manager.

MediaCom clients and advertisers that use other GroupM agencies will be the first to have access to brand safety tools of any kind across the Google Preferred environment.

The solution will roll out initially in the US and UK, with additional markets and languages to follow.

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