

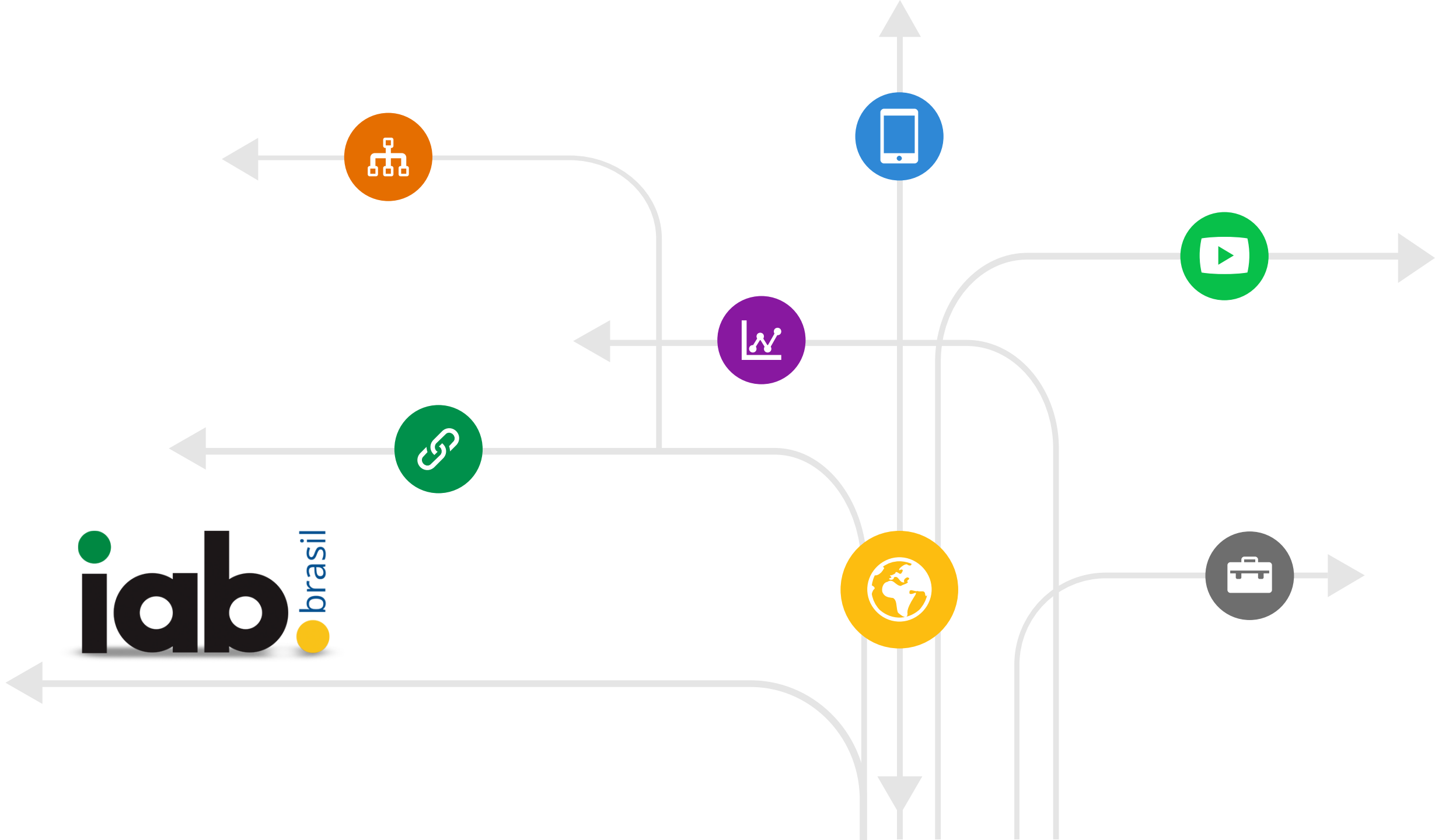
# Promoting Brand Safety

**Cristiane Camargo**, Executive Director, IAB Brazil

**Eric Warburton**, Vice President, Ad Operations,  
Horizon Media

**Mike Zaneis**, President and CEO, Trustworthy  
Accountability Group (TAG)

**iab** brasil



*Fraud detection and  
Brand safety.*  
**BRAZILIAN JOURNEY**



# THIS IS A LONG JOURNEY

**ALM -2015  
WE NEED TO  
TALK!**

**2015 / 2016  
WE DONT HAVE TO  
TALK**

**2016  
OK, LETS TALK**

What is fraud?  
Truth or Myth?

Best practices  
Guide/ Webinar  
Event – Mike Zaneis  
Road show / Press

**2017  
ITS NOT ME!**

Best practices - REVIEW  
Guide / Webinar

**Partnerships**

**Focused Training**  
(Advertisers/ Agencies  
Publishers/ Adtechs)

**2017  
I ALREADY KNOW!**

New committee  
structure  
Guide / Webinar  
Video

**Advertisers  
closed session  
Re-start!**

**2018  
KNOWLEDGE LEVEL**

Our Goal

How the iab changed  
your attitude?

Re-start!



## *Key Messages:*

- Resilience*
- Multi functional groups*
- Different formats*



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