



# Global Media Charter

Advertisers' principles for partnership in the digital media advertising ecosystem

Co-created by WFA members including both corporate global advertisers and national advertiser associations.



**Gerhard Louw**  
International Media Management & Digital Transformation



WFA Media Forum co-chair

*“The WFA Global Media Charter draws an important line in the sand. It identifies, in no uncertain language, what steps the industry needs to take to rebuild trust. This is not the start, nor the end, of this journey. But if these actions are not addressed now, this will not end well. I hope that each and every player in the ecosystem takes this Charter as seriously as we as Advertisers are taking it. Let us jointly take responsibility and actively drive the change we need in our industry. Time is running out.”*

# Executive summary



**Luis Di Como**  
EVP Global Media



*“Whether it be viewability, measurement, ad fraud or brand safety, we must work collectively to drive quality and transparency for our consumers and ourselves as advertisers. The Global Media Charter builds on Unilever’s Responsibility Framework and is an essential step on the journey to a better digital ecosystem for the industry and society.”*

We have identified eight areas where advertiser concerns are most magnified and where we believe there are the greatest opportunities to re-balance the way we operate with our ecosystem partners. Our ‘principles for partnership’:



## 1. Zero tolerance to ad fraud with compensation for any breach

The industry is taking considerable steps to address ad fraud but it remains a threat. Any media investment committed by advertisers (and associated fees) found to be associated with invalid traffic / non-human impressions should be automatically refunded.



## 5. Third party verification and measurement as a basic

Advertisers seek media inventory which is viewable, fraud free and brand safe. Verification of whether these criteria have been met should be received from an impartial third-party source. We do not accept self-reported data.



## 2. Strict brand safety protection

This is the fastest rising media issue on WFA members’ agendas. For advertisers to invest with confidence, comprehensive and rigorous safeguards are required, with responsibility assumed by platforms for the content carried on their sites.



## 6. Addressing ‘walled garden’ issues

In addition to the above ‘walled gardens’ issues, advertisers seek to use the licensed third-party buying platform of their choice in any and all environments. Limitations placed upon inventory and/or data access, based on the DSP used, are not acceptable.



## 3. Minimum viewability thresholds

Advertisers should be able to trade against whatever viewability level delivers the required outcome for the business, including 100% in-view for full duration, if desired.



## 7. Improving standards with data transparency

The way data is collected and used by some in our industry has played a part in reducing trust in online advertising. We need a fundamental shift towards an ecosystem built on trust, control and respect for people’s data.



## 4. Transparency throughout the supply-chain

Complete transparency throughout the media supply-chain (digital or otherwise), is critically important to advertisers. Full disclosure is required for pricing & trading, fees & costs, placement, data, and other areas.



## 8. Improving the user experience

Consumers are increasingly frustrated with ads that disrupt their experience, interrupt content and slow browsing. Advertisers require platforms and publishers to optimise towards the ad formats found by the Coalition for Better Ads to be less intrusive.

*“The value that the major digital platforms, our partners, offer to advertisers is clear. But the spirit of partnership from these companies is not always on display. Behaviours which seek to limit the access of our technology or to withdraw our data are totally unacceptable. Rejecting third-party, impartial measurement standards is inadmissible. We need to define a new set of expectations and thresholds, globally, to define partnership in digital media today. This Charter goes a long way to providing that.”*



**Jerry Daykin**  
Head of Global Media Partnerships  
**DIAGEO**