Code of Practice on Disinformation – Report of **DoubleVerify** for the period 1/1/24 - 31/12/24

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Executive summary

Since pioneering verification in 2008, DoubleVerify (DV) has consistently led the industry with innovative solutions that drive media efficiency and performance for global brands. But innovation alone isn't enough. DV also provides advertisers with the tools and support to achieve the optimal balance between protection and scale.

One notable example of this is DV's 'Inflammatory Politics & News' Category, which first launched in 2016.

DV's "Inflammatory Politics and News" category is powered by a combination of scalable AI solutions (including DV's Universal Content Intelligence engine and through partnerships such as Storyzy) and manual classification by DV's internal subject matter experts.

Our internal teams are continuously monitoring evolving narratives and new sites, leveraging information from specialized technological, research and global fact-checking partners. This combination ensures our classifications are scalable, accurate and evolving along with the fast-moving news cycle, online behaviours and client sensitivities.

Guidelines for filling out the report

Reports are detailing how signatories have implemented their Commitments under the Code and signatories commit to provide regular reporting on Service Level Indicators (SLIs) and Qualitative Reporting Elements (QREs). The reports and data provided should allow for a thorough assessment of the extent of the implementation of the Code's Commitments and Measures by each signatory.

Reporting period

The reporting period to be covered in the reports is 12 months for signatories who are not offering very large online platform services. Signatories shall submit reports outlining policy updates and actions taken to implement the Commitments and Measures they signed up to under the Code. All data and policy updates should be reported for a 12 months period from the submission of last reports.

Adjusting the reporting template

Signatories who are not offering very large online platform services can adapt the template to specific commitments and measures they subscribed to. This may include adapted wording for commitments, measures, QREs and SLIs. Relevant signatories will report only on commitments and measures they subscribed to and provide Member State-level data only if feasible.

Reporting per Service

When filling in a report for several services, use colour codes to clearly distinguish between services. At the beginning of the report, clarify what colour is used for which service.

Reporting in text form

Reporting in the form of written text is required for several parts of the report. Most of them are accompanied by a target character limit. Please stick to the target character limit as much as possible. We encourage you to use bullet points and short sentences. When providing information to the QRE, please make sure that your answer covers all the elements of the associated commitment and measure. Links should only be used to provide examples or to illustrate the point. They should not be used to replace explanations or to provide data in the forms. All relevant explanations and data must be included in the report directly, in written form.

Reporting SLIs and data

Reporting on SLIs requires quantitative information to be reported on in this harmonised reporting template.

· Where relevant and feasible, SLIs should be reported on per Member State.

· If no data is available on Member State level, SLIs might, instead, be exceptionally reported on per language. (NB that signatories agreed to revisit this issue after the first reporting, to ensure harmonised and meaningful reporting.)

· Please report data in the format provided by the harmonised reporting template, not through external links. Please use the Member State/language template provided in the harmonised reporting template. Where the table asks for "Other relevant metrics", please name the metric that you would like to report on in addition to the ones already provided. You may include more than the number of additional fields provided where necessary; in that case, please adjust the table as needed.

· Please contextualize all data as much as possible, i.e. include baseline quantitative information that will help contextualize the SLIs (e.g. number of pieces of content labelled out of what volume of content).

· If there are no relevant metrics to report on, please leave the respective columns blank.

Reporting on TTPs

If subscribed to Commitment 14, Integrity of Services, we ask you to report on each identified TTP individually. The number of identified TTPs may vary per service. Where more than one TTP are reported under the same action, clarify the reasoning in the methodology. Where input is not provided, keep the placeholder for the relevant TTP and explain reasons and planned remedial action. Additionally, as with all other SLIs, data can be provided per Member State for each individual TTP.

Missing Data

In case that at the time of reporting there is no data available yet, the data is insufficient, or the methodology is lacking, please outline in the dedicated field (i.e. in the field about further implementation measures planned) how this will be addressed over the upcoming six months, being as specific as possible.

Signatories are encouraged to provide insights about the data/numbers they provide by inserting possible explanations in the boxes of the template "*Methodology of data measurement & insights on data provided*". This should aim to explain the why of what is being reported, for instance - *Are there trends or curiosities that could require or use contextual explanation? What may be driving the change or the difference in the number?* Please also indicate inconsistencies or gaps regarding methodology in the dedicated box.

Attachments

We ask you not to enclose any additional attachments to the harmonised reporting template.

Crisis and elections reporting template

Relevant signatories are asked to provide proportionate and appropriate information and data during a period of crisis and during an election. Reporting is a part of a special chapter at the end of the harmonised reporting template and should follow the guidelines:

· The reporting of signatories' actions should be as specific to the particular crisis or election reported on as possible. To this extent, the rows on "Specific Action[s]" should be filled in with actions that are either put in place specifically for a particular event (for example a media literacy campaign on disinformation related to the Ukraine war, an information panel for the European elections), or to explain in more detail how an action that forms part of the service's general approach to implementing the Code is implemented in the specific context of the crisis or election reported on (for example, what types of

narratives in a particular election/crisis would fall into scope of a particular policy of the service, what forms of advertising are ineligible).

·   Signatories who are not offering very large online platform services and who follow the invitation to report on their specific actions for a particular election or crisis may adapt the reporting template as follows:

o   They may remove the "Policies and Terms and Conditions" section of the template, or use it to report on any important changes in their internal rules applicable to a particular election or crisis (for example, a change in editorial guidelines for fact-checkers specific to the particular election or crisis)

o   They may remove any Chapter Section of the Reporting Template (Scrutiny of Ads Placement, Political Advertising, Integrity of Services etc.) that is not relevant to their activities

·   The harmonised reporting template should be filled in by adding additional rows for each item reported on. This means that rather than combined/bulk reporting such as "Depending on severity of violation, we demote or remove content based on policies X, Y, Z", there should be individual rows stating for example "Under Policy X, content is demoted or removed based on severity", "Under Policy Y, content […]" etc.

·   The rows should be colour-coded to indicate which service is being reported on, using the same colour code as for the overall harmonised reporting template.

Reporting should be brief and to the point, with a suggested character limit entry of 2000 characters.

Uploading data to the Transparency Centre

The reports should be submitted to the Commission in the form of the pdf via e-mail to the address CNECT COP TASK FORCE CNECT-COP-TASK-FORCE@ec.europa.eu within the agreed deadline. Signatories will upload all data from the harmonised reporting template to the Transparency Centre, allowing easy data access and filtering within the agreed deadline. It is the responsibility of the signatories to ensure that the uploading takes place and is executed on time. Signatories are also responsible to ensure that the Transparency Centre is operational and functional by the time of the reports' submission that the data from the reports are uploaded and made accessible in the Transparency Centre within the above deadline, and that users are able to read, search, filer and download data as needed in a user-friendly way and format.

II. Scrutiny of Ad Placements	
Commitment 1	
Relevant signatories participating in ad placements commit to defund the dissemination of disinformation, and improve the policies and systems which determine the eligibility of content to be monetised, the controls for monetisation and ad placement, and the data to report on the accuracy and effectiveness of controls and services around ad placements. [change wording if adapted]	
Measure 1.1	[insert wording if adapted]
QRE 1.1.1 [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters]
SLI 1.1.1 – Numbers by actions enforcing policies	Methodology of data measurement [suggested character limit: 500 characters]

above (specify if at page and/or domain level) [change wording if adapted]	Type of Action 1 [linked to the policy mentioned in QRE]	Type of Action 2 [linked to the policy mentioned in QRE]	Type of Action 3 [linked to the policy mentioned in QRE]	Type of Action 4 [linked to the policy mentioned in QRE]
Level	Page/Domain	Page/Domain	Page/Domain	Page/Domain
Data				
Member States [example, insert only if feasible]				
Austria				
Belgium				
Bulgaria				
Croatia				
Cyprus				
Czech Republic				
Denmark				
Estonia				
Finland				
France				
Germany				
Greece				
Hungary				
Ireland				
Italy				
Latvia				
Lithuania				
Luxembourg				
Malta				
Netherlands				
Poland				
Portugal				
Romania				
Slovakia				
Slovenia				
Spain				
Sweden				
Iceland				
Liechtenstein				
Norway				
Total EU				
Total EEA				
This additional Service Level Indicator provides an estimated financial value of the actions taken by Signatories to demonetise disinformation sources (under SLI 1.1.1). It is based on media metrics available to Signatories (query/bid[1] or impression[2]) and applying an agreed-upon conversion factor provided by a third party designated by the Task-force of the Code (Ebiquity plc.).				

| **SLI 1.1.2 - Preventing the flow of legitimate advertising investment to sites or content that are designated as disinformation** [change wording if adapted] | IPN Brand Suitability Violations - Definitions and Caveats

Brand Suitability Reporting Methodology:

DoubleVerify's (DV) methodology provides property-level protection against categories, languages, app metadata and URL keywords deemed unsuitable or unsafe by DV clients at a page, site and app level. References to "content" indicate only that DV reviews the content on the page, within the site, and across an app. We then apply categories and make determinations at the property level (page, site and app) based upon those categories.

Inflammatory Politics & News (IPN):

News or political content associated with or exhibiting inflammatory points of view; potentially fake, unreliable or unsubstantiated information; significant political intolerance, hateful or threatening rhetoric; or other significantly controversial elements.

IPN Brand Suitability Violations:

IPN Brand Suitability Violations is a blended metric that reflects the total count of post-bid filters, incidents and requests from ads on apps, sites or pages that served or were prevented from being served (i.e. blocked or filtered) because the site or content was categorized as IPN.

NOTE: the number of violations does not include instances where DV's pre-bid solutions prevented advertisers from bidding on IPN inventory, therefore also preventing DV's tag from even firing.

Country Breakout Caveat:

The country specific breakout we provide in our data deliverable is based on the brand market, which is the same location associated with where ad campaigns are being managed from (vs. the country where the ad is delivered). This is aligned with how DV calculates industry benchmarks.

Additionally, our reporting rolls up the following countries into subregions as indicated below:

- **Baltics:** Estonia, Lithuania and Latvia
- **Balkans:** Bulgaria, Croatia, Greece, Romania, Slovenia
- **Benelux:** Belgium, Netherlands, Luxembourg
- **Nordics:** Denmark, Finland, Iceland, Norway, Sweden |

If you see a particular country or subregion row captioned with zeros (eg. Malta, Baltics, etc.), that means there were no campaigns being managed from within that country that we could monitor.

Media Value:

Media value is the calculated cost associated with total IPN Brand Suitability Violations. This figure is derived by multiplying the number of violations per country by the coinciding blended "cost-per-mille" (CPM), which reflects the cost per 1,000 impressions. However, for subregion calculations we use the highest blended CPM among the included countries as our multiplier.

CPMs

CPM data is compiled by Ebiquity Plc using a series of proprietary thresholding, deduction, and estimation processes. The CPM Data, derivatives of the CPM Data, or anecdotal descriptions of the CPM Data, shall be kept strictly confidential and will under no circumstance be shared with any external party. The CPM data shall be used and referenced exclusively for the purpose of the periodic Code Of Practice review by the European Commission.

Euro value of ads demonetised

DoubleVerify

Date	Country	Display	Total Display & Video	
		IPN Brand Suitability Violations	Media Value	
	Austria	3,249,308	€	20,332.52
	Balkans	15,548,438	€	63,955.71
	Baltics	114,834	€	392.28
	Benelux	760,873	€	6,510.85
	Czech Republic	2,130,019	€	24,175.69
	France	1,896,185	€	8,223.38
	Germany	2,584,301	€	15,157.00
Jan 2024 -	Hungary	8,626,626	€	19,100.80
Dec 2024	Ireland	39,850	€	279.80
	Italy	6,129,149	€	23,964.22
	Nordics	743876	€	3,470.04
	Poland	5,175,727	€	9,554.36
	Portugal	25,185	€	74.90
	Slovakia	76,153	€	233.09
	Spain	7,268,816	€	26,830.96
	Total	**54,369,340**	**€**	**222,255.60**

Baltics	Estonia, Lithuania and Latvia
Balkans	Bulgaria, Croatia, Greece, Romania, Slovenia
Benelux	Belgium, Netherlands, Luxembourg
Nordics	Denmark, Finland, Sweden

Note: If you have questions regarding the metrics captioned above, please consult the accompanying "IPN Brand Suitability Violations - Definitions and Caveats" document.

Data	
Measure 1.2	[insert wording if adapted]

QRE 1.2.1 [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters]

SLI 1.2.1 [change wording if adapted]	Methodology of data measurement [suggested character limit: 500 characters]			
	Nr of policy reviews	Nr of update to policies	Nr of accounts barred	Nr of domains barred
Data				

Measure 1.3	[insert wording if adapted]
QRE 1.3.1 [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters]
Measure 1.4	[insert wording if adapted]

QRE 1.4.1 [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters]
Measure 1.5	[insert wording if adapted]
QRE 1.5.1 [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters]
QRE 1.5.2 [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters]
Measure 1.5	Outline relevant actions [suggested character limit: 2000 characters]
QRE 1.5.1 [insert wording if adapted]	DV first gained Media Rating Council accreditation in February 2013 for ad verification, IVT and desktop display viewability. Since then, we have been granted continued accreditation 2015, 2017, 2018, 2020, 2021, 2022 and 2024. As of 2024, we are accredited for the following services: ● Display and Video Impressions in Desktop, Mobile Web, Mobile In-App and Connected TV (CTV) environments ● Display Viewable Impressions and related viewability metrics, GroupM, PMX (Display and Video Active Impressions), Video, Audibility, Video Completion and Quartile, Video Filtering, and other ancillary metrics in Desktop, Mobile Web and Mobile In-App environments ● Video Viewable Impressions and related viewability metrics along with Video completion-based metrics (including on-screen metrics) in the CTV environment ● Sophisticated Invalid Traffic (SIVT) filtration in Desktop, Mobile Web, Mobile In-App and CTV environments ● Property Level Ad-Verification metrics in over 70 languages for page-level and domain classification in Desktop, Mobile Web and Mobile In-App environments, and in nine languages for CTV environments ● Video completion-based metrics (including on-screen metrics) in CTV environments ● Display and Video Authentic Attention® metrics within Desktop, Mobile Web and Mobile In-App ● DoubleVerify's processing and reporting of Meta Display and Video Impressions, Viewable Impressions and related viewability metrics within Desktop, Mobile Web and Mobile In-App environments (reported Net of GIVT), for advertising content served to Meta measured and accredited placements in Facebook and Instagram feeds only ● DoubleVerify's processing and reporting of Google's Ads Data Hub (ADH) YouTube measurement data from the Google Ads, Display & Video 360 (DV360) and YouTube Reserve services for Google measured and accredited YouTube video placements (Skippable In-Stream, Non-Skippable In-Stream, Standard In-Stream, In-Stream Select

	and Bumper Ads) with respect to Video Impressions, Viewable Impressions and related viewability metrics in Desktop, Mobile Web and Mobile In-App (reported Net of GIVT). ● Pre-bid data across all programmatic and enterprise partners, which includes: ○ Authentic Brand Suitability, Brand Safety and Suitability Categories, IAB Contextual Categories, Contextual In-Market and Events Categories, Client-Specific Custom Categories within Desktop, Mobile Web, and Mobile In-App environments for the same languages as described above. ○ Language Inclusion/Exclusion within Desktop, Mobile Web. ○ Site and App Inclusion/Exclusion within Desktop, Mobile Web, Mobile and CTV applications. ○ App Store Categories for CTV and Mobile applications. Note: Audit reports are property of the Media Rating Council, and DV does not have permission to share them. Upon request, DV is able to share the accreditation letters from the MRC that attest to our accreditations.
QRE 1.5.2 [insert wording if adapted]	See response in QRE 1.5.1
Measure 1.6	[insert wording if adapted]
QRE 1.6.1 [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters]
QRE 1.6.2 [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters]
QRE 1.6.3 [insert wording if adapted]	DoubleVerify makes classifications according to detailed classification policies. These policies are the intellectual property of DoubleVerify. In order for advertisers and publishers to understand DoubleVerify's classification of content, DV displays descriptions of content categories in Pinnacle, which is DV's User Interface that can be accessed by both buyers and sellers. Pinnacle descriptions are not intended to be exhaustive and are a general representation of content within a category. DoubleVerify has a formal and documented process for requests, or objections, from publishers, advertisers, agencies or DV personnel about a site or a page's classification. In this process, DoubleVerify sales, account managers or other departments submit a request through JIRA, DV's internal ticketing system, or by emailing the request to classificationrequest@doubleverify.com. External parties may submit requests by email to classificationrequest@doubleverify.com. Requests are handled and documented by the brand safety classification team and policy team according to standard procedure. Once the review has been completed, the outcome is communicated with the reporter. DoubleVerify is constantly reviewing and updating the standard procedures for classification reviews in order to ensure transparency, consistency and fairness as our product offering grows.
QRE 1.6.4 [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters]
SLI 1.6.1 [change	Methodology of data measurement [suggested character limit: 500 characters]
	In view of steps taken to integrate brand safety tools: % of advertising/ media investment protected by such tools:

wording if adapted]	
Data	

II. Scrutiny of Ad Placements
Commitment 3
Relevant Signatories involved in buying, selling and placing digital advertising commit to exchange best practices and strengthen cooperation with relevant players, expanding to organisations active in the online monetisation value chain, such as online e-payment services, e-commerce platforms and relevant crowd-funding/donation systems, with the aim to increase the effectiveness of scrutiny of ad placements on their own services. [change wording if adapted]

Measure 3.1	[insert wording if adapted]
QRE 3.1.1 [insert wording if adapted]	DoubleVerify is the industry's leading media effectiveness platform that leverages AI to drive superior outcomes for global brands. By powering media efficiency and performance, DV strengthens the online advertising ecosystem, preserving the fair value exchange between buyers and sellers of digital media.. Hundreds of Fortune 500 advertisers employ DV's data and analytics to drive campaign quality and effectiveness, and to maximise return on their digital advertising investments – globally. DV values partnerships within the ecosystem, and DV measurement, analytics and protections solutions are supported through partnerships with the majority of digital publishers across the globe. DV services are also available for advertisers to use on the largest social and programmatic platforms. DV provides solutions to allow advertisers and platform partners to make decisions to avoid and/or exclude content.
Measure 3.2	[insert wording if adapted]
QRE 3.2.1 [insert wording if adapted]	DV is proud to contribute to industry bodies, such as IAB, and contribute to the development of and advocate for the adoption of industry best practices.
Measure 3.3	[insert wording if adapted]
QRE 3.3.1 [insert wording if adapted]	To comprehensively identify content within DoubleVerify's 'Inflammatory Politics & News' content category, our team assesses content by looking at the structure, language, rhetoric and several other factors. DV also analyses a range of other inputs and sources including third-party reporting and data from Storyzy, a technology company that offers automated solutions for tracking inflammatory political content and disinformation online, across multiple languages.