



Alliance for  
Audited Media

# Innovation & Growth

Betting On Your High-Quality Audience



April 2024

# Session Topics

The Need For  
Quality Media

Cashing In On  
Quality



**A casino is a casino**

**.....right?**





Share this:



# Triple Zero Roulette is Pretty Much Everyflippingwhere in Las Vegas

By [Scott Roeben](#), on September 22 2020  
3 min read 24 comments

Gambling Las Vegas Las Vegas Casinos Roulette





Hit me.

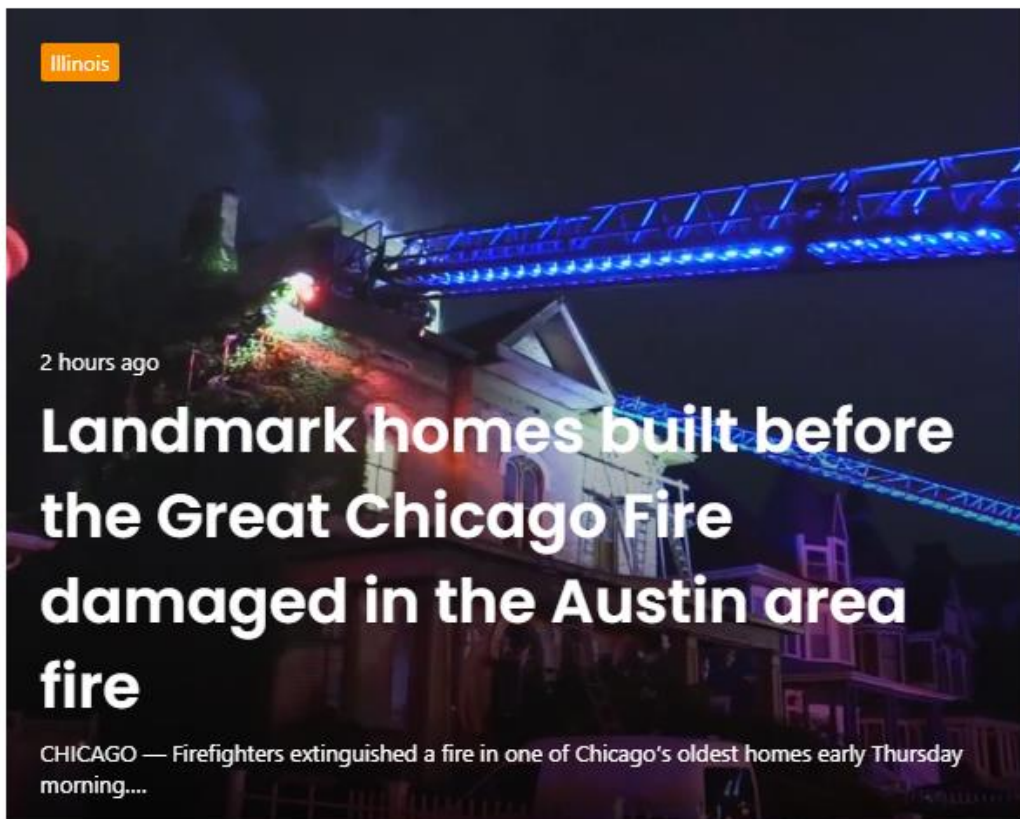
# ILLINOIS NEWS LIVE

BREAKING NEWS

ILLINOIS US & WORLD AUTO BUSINESS EDUCATION ENTERTAINMENT HEALTH LIFESTYLE SPORTS TECH

Search for

Illinois



2 hours ago

## Landmark homes built before the Great Chicago Fire damaged in the Austin area fire

CHICAGO — Firefighters extinguished a fire in one of Chicago's oldest homes early Thursday morning....

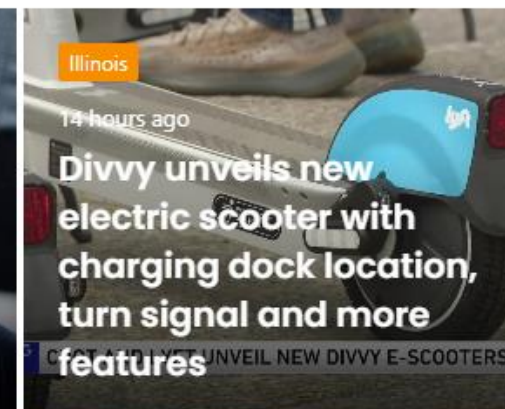
Illinois



8 hours ago

## Bill Cosby Sued by Nine More Nevada Women Over Decades of Sexual Assault | Wagon Radio 720

Illinois



14 hours ago

## Divvy unveils new electric scooter with charging dock location, turn signal and more features

CHICAGO — DIVVY UNVEIL NEW DIVVY E-SCOOTERS

Illinois



20 hours ago

## Olympic ski jumper dies in motorcycle accident

Illinois



1 day ago

## Long-awaited Vietnam energy plan aims to boost renewables, but fossil fuels still in the mix | Wagon Radio 720



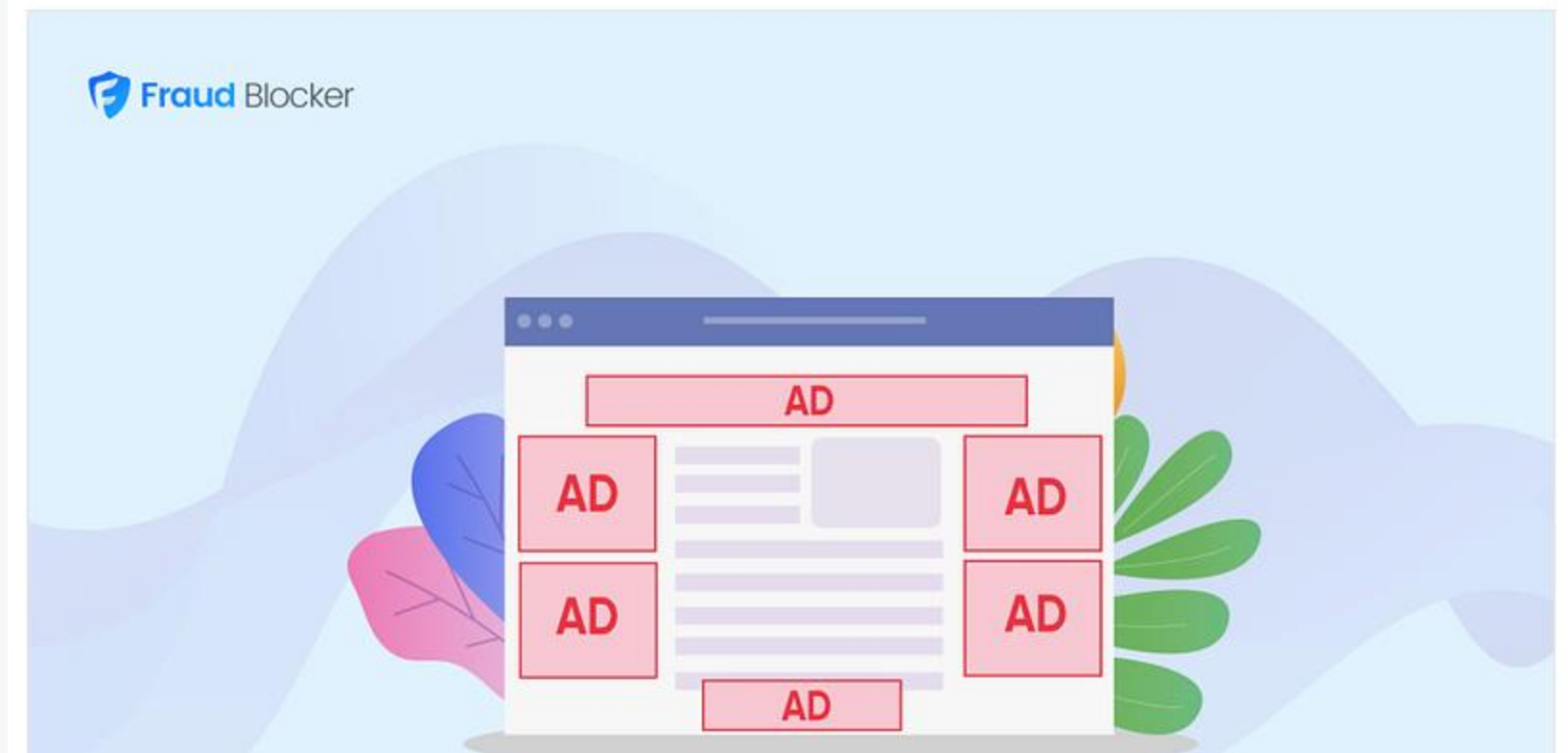
93 ads identified  
on the page

The screenshot shows the website nonstopnostalgia.com with a navigation bar at the top. A red box highlights the number '93' in the top right corner, indicating the total number of ads identified. A large red bracket on the right side of the page indicates that only 7 ads are visible. The main content area features an article titled 'These Netflix Shows Have Recently Been Canceled (And Renewed)' with a 'BEGIN SLIDESHOW' button. Below the article is an advertisement for 'alo' featuring a grid of clothing items. To the right of the article is another advertisement for 'alo' featuring a grid of clothing items. At the bottom of the page, there is an advertisement for 'Intercom' with the text 'Start supporting with Intercom.' and a 'View Demo' button. The footer contains links for 'Home', 'Contact Us', 'Privacy Policy', and 'About Us'.

But only 7 ads  
are visible

# Made-For-Advertising Websites Are Still Harming Advertisers (Exclude These 280+ Sites Now)

June 3, 2022



# Cashing In On A Quality Audience



# AI-Created Fake News

The screenshot shows a web browser displaying the website [celebritiesdeaths.com](http://celebritiesdeaths.com). The browser's address bar and tabs are visible at the top. The website has a dark navigation bar with links for [Contact Us](#), [Privacy Policy](#), [Terms of Service](#), and [Who We Are](#). A search bar is located on the right side of the page.

The main content area features several articles:

- Article 1:** "This One Simple Trick That Us Windows Users Didn't Know" by Safe Tech Tips. The image shows a hand pointing at a tablet screen.
- Article 2:** "Simple Method 'Ends' Tinnitus - Stops Ringing Ears (Watch)" by Renew Hearing. The image shows a man holding a small bottle to his ear.
- Article 3:** "Oak Park Shooting in Sacramento Results in Fatalities today." Posted on June 15, 2023. The image shows a dark background with the text "Oak Park Shooting in Sacramento Results in Fatalities today." The article text reads: "Passed Away - Dead - Died - Cause of Death News. In Sacramento, a shooting occurred on Thursday that resulted in one fatality, making it the 16th homicide in the city this..."
- Article 4:** "Dead - Death - Obituary News : False News: Yasin Cengiz, Turkish Influencer and TikToker". The image shows a dark background with the text "Dead - Death - O".

The right sidebar contains a search bar, a menu with links to [Contact Us](#), [Privacy Policy](#), [Terms of Service](#), and [Who We Are](#), and an archives section listing months from June 2023 to January 2023.



YouTube Search

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**OZY** The Carlos Watson Show ✓  
@carlos 109K subscribers 380 videos  
Welcome to the Carlos Watson Show: a new breed of talk show where we'r... >

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**CARLOS WATSON SHOW** **MATT DAMON: AGING GRACEFULLY IN HOLLYWOOD** **COMING UP: BEHIND THE SCENES OF NEW MOVIE 'STILLWATER'**

2:30 / 23:41

Matt Damon Talks Making 'Stillwater,' Politics and Bennifer

**OZY** The Carlos Watson Show ✓ 109K subscribers **Subscribe** 447 Share ...

832K views 1 year ago #MattDamon #CarlosWatsonShow  
We kick off our new episodes with a very special conversation with Oscar-winning writer, actor and producer Matt Damon.

swish nothing but net would you ever run

**COVID-19 vaccine**  
Get the latest information from the CDC. [Learn more](#)

See more resources on Google

Dr Fauci Weighs in on Vaccines, Lockdown Trade-Offs, COVID Communication ... and the Next Pandemic

**OZY** The Carlos Watson Show ✓ 109K subscribers **Subscribe** 8.6K Share ...

2.1M views 2 years ago #Fauci #CarlosWatsonShow



OZY TV: THE CARLOS WATSON SHOW

### 8Chan Creator Fredrick Brennan on QAnon, Incel Culture and a Trump's Coming "Fascist Coup"

You may not know the name Fredrick Brennan but you have certainly felt his impact. Today, the creator of controversial imageboard 8Chan join the show. Brennan opens up about his difficult childhood in foster care and experience with brittle bone disease, internet "incel" culture and his regrets. Plus, don't miss his deep dive into the dangerous QAnon, who he thinks is behind it, why former President Trump fueled the fire and why he sees a fascist coup still to come.

OZY PODCASTS

#### OZY NEWSLETTER

### presidential daily brief

#### Fatal Blind Spot

It's a shocking finding: 55% of America's police-caused deaths go unreported, according to a study in The Lancet. More than 90 collaborators compared government data with public...

#### Past the Brink

President Joe Biden signed a bill funding the government until Dec. 3, just hours before the end of the fiscal year and a federal shutdown. After weeks of wrangling, the bill...

#### Power Posture

At least they're communicating. But some of the messages come atop a plume of fire, such as the surface-to-air missile North Korea says it tested Thursday. It's the second such...

#### Inflation Fears

Been up so long it looks like down. Markets that surprisingly surged through most of the pandemic suddenly don't look too healthy. If stock futures trading continues to slump...

#### OZY FEATURES



### Hey Neighbor! Imagine a World Beyond Borders

THE NEW + THE NEXT



### The Changing Face of Sport

NEED TO KNOW



### The Wonderful World of Wellness

NEED TO KNOW



### Meet the Man Making Opera History

THE NEW + THE NEXT

28MM newsletter subscribers

Ozyfest: 100k+ tickets sold


50MM unique visitors

\$70MM in funding raised



# Goldman Sachs, Ozy Media and a \$40 Million Conference Call Gone Wrong

The digital media company has raised eyebrows for its claims about its audience size for years. Then came the strange voice on the phone.

 Give this article





 235



OzyFest in Manhattan in 2017. Ozy has had success with the semiregular festival of comedy, music and talks. Bryan Bedder/Getty Images for Ozy Fusion Fest 2017



## Ozy Media's Founder, Carlos Watson, Arrested on Fraud Charges

Mr. Watson had founded the troubled digital-media start-up Ozy, which unraveled after The New York Times examined its business practices.

Give this article



30



Federal prosecutors said Carlos Watson, outside court on Thursday, "engaged in a









# Cashing In On A Quality Audience



**jti** Journalism  
Trust Initiative

REWARDING  
TRUSTWORTHY  
JOURNALISM

Launched May 2021 by Reporters Without Borders

Created to promote trusted journalism and fight misinformation

Funded by Craig Newmark Foundation and European Commission

# Cashing In On A Quality Audience



3 Step Process To Certification

Self Assessment > Transparency Report > Third-Party Audit

# Building Trust

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# E&P

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## Colorado Public Radio becomes 'first U.S. media' to earn unique global trust credential

Posted Monday, August 28, 2023 2:27 pm



**Corey Hutchins | Inside the News in Colorado**

For the past year, Colorado has been a state-based testing ground for an international project seeking to bolster trust in local news.

The **Journalism Trust Initiative**, a project of Reporters Without Borders, seeks to identify credible news sources through a



**NEW**

**E&P REPORTS VODCAST**

**Non-profit startup makes a Lee NC market a 2-paper town**



**Morganon's The Paper**

Episode sponsor **BLOX DIGITAL**



# Building Trust

SWI swissinfo.ch

Swiss perspectives in 10 languages

## Li Keqiang: the ex-Chinese premier who wanted open trade with Switzerland

Oct 27, 2023 • The former Chinese premier died on Friday but his legacy lives on in the form of the historic free trade deal with Switzerland.



### Latest News

Oct 27, 2023 - 17:46 • Second Swiss parliamentary chamber supports Hamas ban

Oct 27, 2023 - 17:37 • Switzerland and France unite against smugglers

Oct 27, 2023 - 17:25 • Swiss gold refiner leaves umbrella group after row

Oct 27, 2023 - 17:15 • Swiss gold refiner leaves umbrella group after row

the-ex-chinese-premier-who-wanted-open-trade-with-switzerland/48930436

Office 365 DAX365 AAM Dashboards Section 4 - Home Hubspot Winmo Pathmatics Student Dashboard Supernote Cloud

SWI swissinfo.ch

Swiss perspectives in 10 languages

United Nations demand in 2018 for the closure of controversial Uyghur camps in China's Xinjiang region. Talks only resumed this year even though the Swiss parliament voted for closer ties with counterparts in Taiwan.

On the other hand, Switzerland refused to follow the EU in imposing sanctions on some Chinese individuals and companies over alleged human rights abuses targeting the Uyghur population. The Alpine nation has also stuck to its "One China" policy, which mandates keeping diplomatic relations with only one sovereign state recognised under the name of China.

"There are many reasons why Swiss-Chinese relations are more strained and face more challenges today, but one of them is certainly the resurgence of the Communist Party under Xi's leadership as the main power and if necessary, at the cost of the economy, something that Li Keqiang is said to have been more sceptical about," says Weber.

However, Weber warns that while Li prioritised the economy and international trade, he did not seek to fundamentally challenge the leadership of the Communist Party. His reputation as a reformer should be seen in this context.

"The term should not be misread as a 'political reformer' in the sense of advocating democracy in any substantial meaning of the term," says Weber.



In compliance with the JTI standards

More: [SWI swissinfo.ch certified by the Journalism Trust Initiative](#)

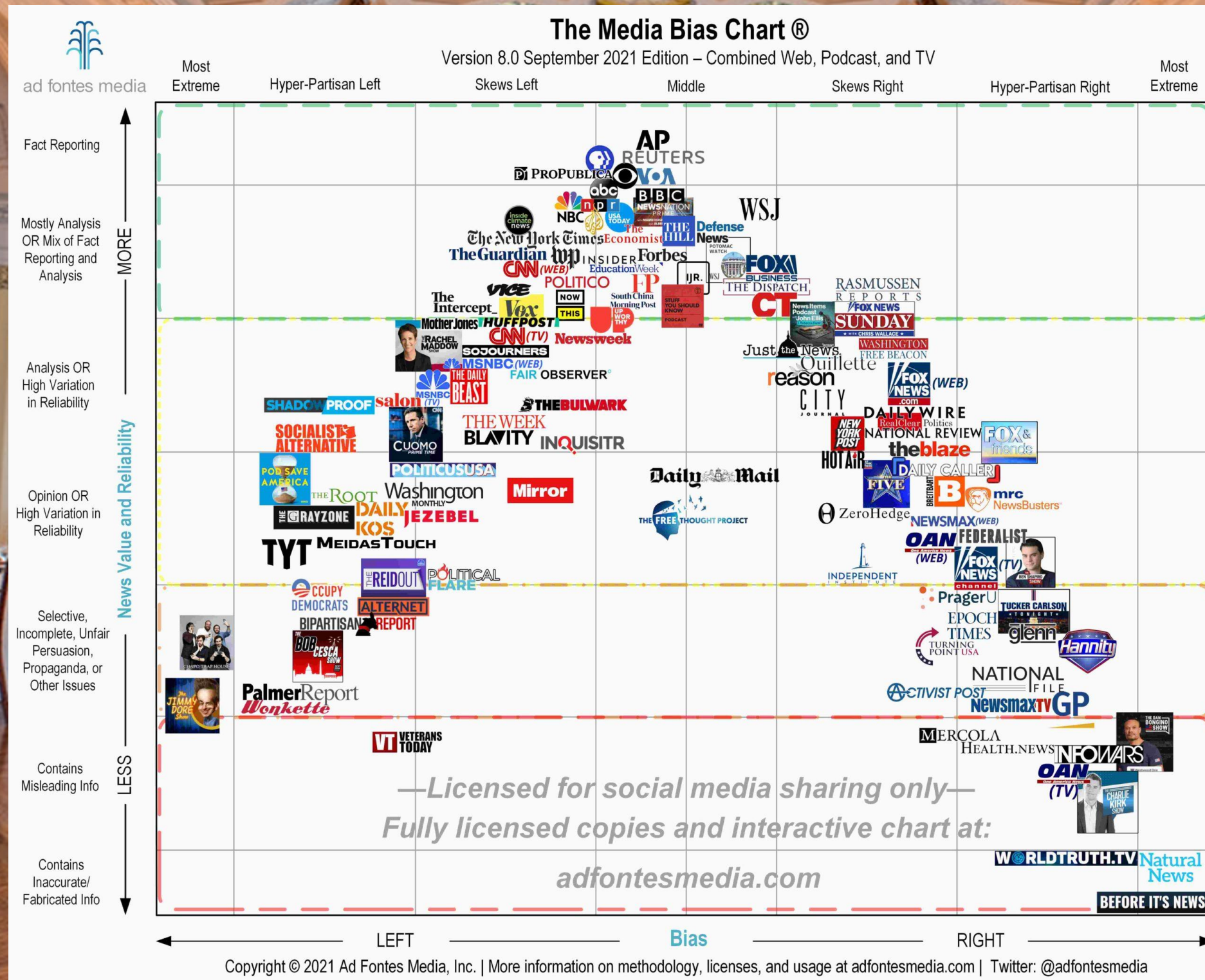
# Building Trust

**jti** Journalism  
Trust Initiative

 Microsoft

**Through this collaboration, RSF will help Microsoft integrate and pilot data from RSF's Journalism Trust Initiative (JTI) to various products to support and elevate news organizations that comply with JTI criteria.**

# Cashing In On A Quality Audience





# Cashing In On A Quality Audience



ad fontes media

## Ad Fontes Media Publisher Partnerships: 4 Pillars

### Auditing

Ad Fontes Media rates the reliability and political bias of every single article & URL. D

Publisher partners receive a detailed audit, each day, outlining how their content rated across all properties. These ratings are then used to inform editorial decisions and standards.

These Article/URL level ratings also serve as the seed data for the Ad Fontes Media Activation PMPs

### Advocacy

Ad Fontes Media shares the same mission as all quality news publishers: to bring trust & advertising revenue back to quality news, while snuffing out misinformation, MFA and heavy political bias. Our team collaborates w/our publisher partners for: Sales/"Up front" type events, Thought leadership, Webinars, Press, Joint case studies, Sales promotion, etc.



### Activation

Ad Fontes Media curates and packages publishers most reliable, minimally biased articles/URLs into bespoke PMPs for their clients and prospects.

 theTradeDesk

 PubMatic Magnite

 xandr Curate

### Media Bias Chart" License & Competitive Intelligence

Interactive UI for viewing the ratings of 11,000+ news sources across websites, TV shows, podcasts & social handles.

Provides clients the ability to build reliability/bias competitive storylines.

Includes usage of Ad Fontes Media trademarks, logos, badges and "Media Bias Chart" screenshots for sales/marketing purposes.

# Cashing In On A Quality Audience

## Ad Fontes Media Teams with The Trade Desk to Bring Ad Dollars to Quality Journalism

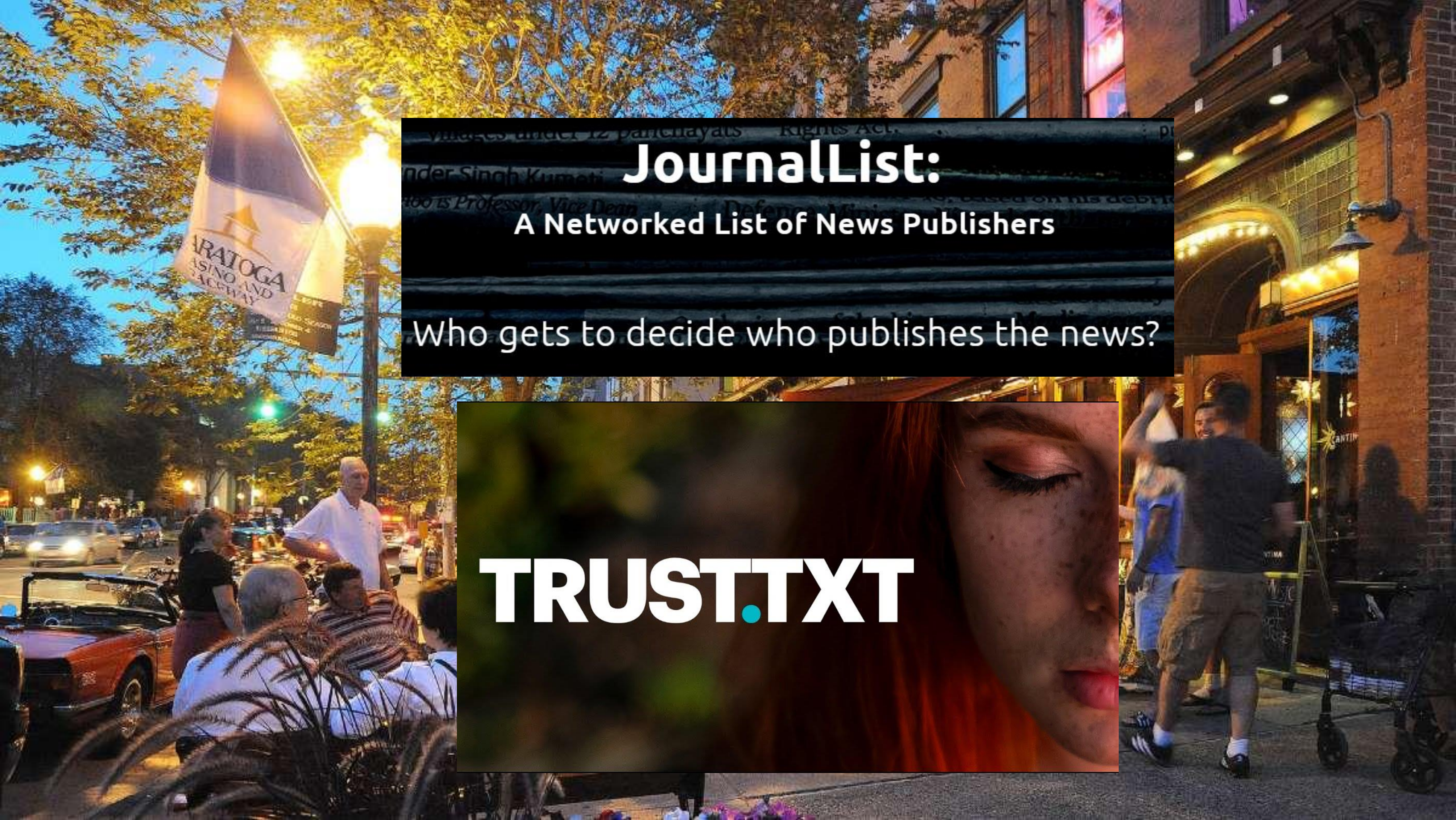
MTS By MTS Staff Writer — On Feb 21, 2024

NATIVE & PROGRAMMATIC ADVERTISING AI/ML

 theTradeDesk®



ad fontes media



Villages under 12 panchayats Rights Act. PI  
nder Singh Kumari  
60 is Professor, Vice Dean Def... based on his debt

# JournalList:

## A Networked List of News Publishers

Who gets to decide who publishes the news?

# TRUST.TXT

# How it Works

The JournalList system relies on the existing networks of publishers

1

## Gather

Groups of publishers come together in any form. Think anything from the members of the Associated Press to the Wyoming Press Association.

2

## Groups Join

Those associations join JournalList, and then encourage their members to do the same.

3

## Publishers Join

Anyone who publishes news on a URL and belongs to any association will want to join on this site. This will help advertisers, platforms and more know that you are who you say you are.

4

## Publish

JournalList will compile the data, and publish it in a machine-readable format the advertisers and platforms will love.

← → ↻ 🏠 auditedmedia.com/trust.txt

📱 Apps 🌐 Google 📰 AAM @ @AAM @ @AAM - Database...

```
# trust.txt for Alliance for Audited Media (AAM).
# these are Publisher members.
# non-publisher members are not included.
member=https://aarp.org
member=https://abqjournal.com
member=https://achrnews.com
member=https://adn.com
member=https://advisor.ca
member=https://adweek.com
member=https://aecc.com
member=https://afar.com
member=https://aframnews.com
member=https://agriculture.com
member=https://agriculture.com/family/living-the-country-life
member=https://agupdate.com/iowafarmertoday
member=https://agupdate.com/missourifarmertoday
member=https://agweb.com
member=https://ahwatukee.com
member=https://ajc.com
member=https://al.com/birmingham
member=https://al.com/birmingham
member=https://al.com/mobile
member=https://alaforveterans.org
member=https://alamogordonews.com
member=https://allrecipes.com
member=https://allure.com
member=https://altoonamirror.com
member=https://amarillo.com
member=https://americanhandgunner.com
member=https://americanhunter.org
member=https://americanmotorcyclist.com
member=https://americanrifleman.org
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member=https://appliedclinicaltrials.com
member=https://aquamagazine.com
member=https://archaeology.org
member=https://architecturaldigest.com
member=https://architecturalrecord.com
member=https://arkansasonline.com
member=https://ashrae.org
member=https://asla.org
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member=https://autonews.com
member=https://autoserviceworld.com/carsmagazine
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member=https://avenuemagazine.com
member=https://aviationweek.com
member=https://avma.org
member=https://azcentral.com
member=https://bajoelsol.com
member=https://bakersfield.com
member=https://baltimoresun.com
member=https://baltimoresun.com/maryland/baltimore-county/caton
```

← → ↻ 🏠 ap.org/trust.txt

📱 Apps 🌐 Google 📰 AAM @ @AAM @ @AAM - Database...

```
#Associated Press trust.txt file
belongto=https://www.journallist.net/
belongto=https://www.iptc.org/

social=https://www.facebook.com/APNews
social=https://www.instagram.com/apnews/
social=https://www.instagram.com/ap_politics/
social=https://www.instagram.com/reportersreporting/
social=https://www.instagram.com/apstylebook/
social=https://www.instagram.com/apphotoarchive/
social=https://twitter.com/ap
social=https://www.linkedin.com/company/associated-press
social=https://www.youtube.com/ap

control=https://apnews.com
control=https://apimages.com
control=https://aparchive.com
control=https://newsroom.ap.org
control=https://apvideohub.ap.org
control=https://elections.ap.org
control=https://interactives.ap.org
control=https://hosted.ap.org
control=https://collegefootball.ap.org
control=https://pro32.ap.org
control=https://collegebasketball.ap.org
control=https://racing.ap.org
control=https://summergames.ap.org
control=https://wintergames.ap.org
control=https://developer.ap.org
control=https://api.ap.org
control=https://aphelp.ap.org
control=https://insights.ap.org/
control=https://blog.ap.org/
control=https://apimagesblog.com/

contact=https://www.ap.org/contact-us/
```

# Premium Publisher Accreditation: New Products > New Solution

## Upstream Validation

## Midstream Validation

## Downstream Validation



# Premium Publisher Accreditation

- Audit once, apply to many
- Combines upstream, mid-stream, and downstream validation solutions
- Reduces publisher lift
- AAM assumes filing responsibilities
- Reduces manual transactional checks
- Works for all media channels
- Addresses emerging buyer concerns
- Places more publisher data in front of media buyers (AAM Media Intelligence Center)



1. Media Company Level Accreditation

2. Channel Level Certification

3. Accreditation, Certification and Data Distribution

Leave a tip?

15%

20%

25%

Custom



Alliance for  
Audited Media



# Questions?

[Kevin.Rehberg@auditedmedia.com](mailto:Kevin.Rehberg@auditedmedia.com)

(224)366-6401



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