

Emediate launches SiteScreen as a standalone product for avoiding online ad misplacements

SiteScreen, the world's first brand protection tool that prevents online ads from running alongside unwanted content, has been re-launched as a standalone product by leading Nordic ad serving solution provider, Emediate. Emediate has also taken over sales, support and marketing of SiteScreen. The product complements its existing brand protection solution which is available as a module within the ad server.

The problem of an ad placement alongside controversial content is a constant thorn in the side of any brand owner. The airline ad alongside a news story of an air crash, the travel ad alongside a story of a natural disaster or the diet ad appearing alongside articles on anorexia, are all examples of misplacements that could have been avoided by applying SiteScreen.

SiteScreen is the brainchild of Professor David Crystal OBE, one of the world's leading linguists. It is based on Crystal Semantics' patented, award-winning content recognition technology - the culmination of more than 10 years of research and development.

Previously, SiteScreen was available on a campaign-by-campaign basis to clients of ad pepper media, the international online advertising network and owner of Emediate. Existing Emediate clients were also able to enjoy the benefits of brand safety embedded within their Emediate ad serving system. However, now customers with no need for a complete ad serving solution can also avoid ad misplacements and gain brand safety.

"We are really excited about this product and the opportunities it brings," says Otto Neubert Block, Managing Director of Emediate. "The new package also includes much more detailed reporting and analytics, right down to URL level, providing complete transparency for anyone wishing to know exactly where their campaign has been running. It's fast, easy-to-use and requires no integration whatsoever."

How does it work?

SiteScreen reads and processes the meaning of Web page content to identify potentially controversial material before serving an ad, thereby effectively preventing ad misplacements. Web page content is rated against 18 categories:

- Accidents & Disasters
- Environmental Issues
- Swearing
- Adult & Nudity
- Extreme Views
- Terrorism
- Alcohol
- File Sharing
- Tobacco
- Civil Unrest
- Gambling
- Unrest, Conflicts & Wars
- Drugs
- Health Issues



- Violence & Crime
- Economic Issues
- Social & Political Issues
- Weapons

Unlike other brand safety advertising solutions on the market, SiteScreen does not fence off sections of the Internet and define them with blanket categorizations of "safe" or "unsafe" for advertisers, but instead allows advertisers to explore the richness and diversity in content across the whole of the Internet without compromising brand safety.

About Emediate

Emediate is one of the Nordic countries' leading suppliers of ad serving solutions. Emediate offers publishers, advertising networks and website owners a complete system for advertising delivery and management. In 2010 SiteScreen, a content vetting and brand protection tool for publishers and agencies that prevents online ads from running alongside unwanted content, was added to the product portfolio. Emediate was founded in 2001 and has offices in Denmark, Sweden and the UK, as well as resellers in Norway, Finland, Germany, Italy, Benelux and Brazil.

Emediate was rewarded as a Gazelle company for the fourth year in a row by the Danish business newspaper Børsen. This acknowledgement is given to Denmark's fastest-growing companies that are both profitable and have at least doubled their annual turnover over the past four years. Find out more at www.emediate.biz.

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