Media Filter

The fastest, most precise, and flexible security solution for publishers to guard against malvertising, redirects/hijacks, and improve ad quality issues.

Block bad ads—*not* revenue

Bad ads—from redirects and malware to UX annoyances, like heavy ads—affect a publisher's ability to monetize their websites and mobile apps while also destroying viewability. The right monitoring and blocking toolset will help you identify and eliminate bad ads at their source without introducing unacceptable latency.

Media Filter blocks malicious and other bad creatives in real-time before they serve to the page or mobile app and negatively affect the user experience. By harnessing high-fidelity data sourced from our continuous scanning of the world's digital advertising ecosystem, Media Filter identifies ads with active security and client-specific quality violations, and replaces them with compliant ads so that you don't miss out on hard-earned revenue.

140B+	20,000+	<30
Impressions Safeguarded	**Block list size**	**Seconds to identify threats**

Capitalize on an unprecedented view into the digital ecosystem

Derived from 15+ years of monitoring the digital ecosystem, our proprietary technology generates a block list that is:

- **Continuous**: 24/7 client-side scanning of 10M+ website and mobile apps, and 30M+ ad tags.

- **Comprehensive**: 100+ device, operating system, and browser combinations.

- **Global**: 500+ geo locations in 100+ countries.

- **Unique**: 1000+ real-user behavior combinations used for targeting digital content in formats such as display, audio, video, native, etc.

- **Credible**: 1st Trustworthy Accountability Group (TAG) Certified Against Malware Program scanning provider.

Adopt an easy-to-implement solution to block ads with quality and security issues

With one line of code, Media Filter helps you control your revenue stream and avoid overblocking.

- **Expansive**: Scans all ads on a page, including SafeFrames, regardless of depth.
- **Real-time data**: Updates the block list every 15 minutes or less with proprietary malware data generated from continuous monitoring of the digital ecosystem.
- **Customized**: Supports client-specific parameters, i.e., block competitors, data trackers.
- **Vendor Agnostic**: Supports a variety of tags (Google Publisher Tags, Google Tag Manager, AppNexus Sellers Tag) and servers including Google Ad Manager and AppNexus Publisher Ad Server.
- **Attribution**: Directly communicates blocked information to the upstream serving partner via a one-of-a-kind Digital Vendor Network and API.
- **Reporting**: Provides detailed information including impressions, actions, partners, Line Item ID, Creative ID, Query ID and affected url of blocked content.
- **In-app support**: Offers an iOS SDK to developers integrating blocking capabilities directly into their app.

Works 24/7, so you don't have to

Actionable
Access real-time and trend reports by time frame and multiple data sets

Flexible
Opt to be alerted to violations in addition to blocking violating content

Accurate
Safeguard 100% of impressions, not a sampling

Inclusive
Covers more than 20 security and IAB quality specs

Comprehensive
Pair with Media Scanner® to verify malicious content doesn't get to your page

Lightweight
Avoid adding unacceptable latency to your page script

Complementary Products:

- Malware Prevention
- Malware Attack Data
- Digital Vendor Risk Management

THE MEDIA TRUST

Creating better digital ecosystems to govern assets, connect partners and enable digital risk management.

mediatrust.com