

# Cleaning Up the Digital Ocean with Media Filter



Every day at The Media Trust, our malware blocking solution filters the digital ocean for malicious code and quality issues. Here are the amazing results we saw in one year

## OVERVIEW

### Our People

30+ new clients

#### TOP INDUSTRIES

- Publishers
- eCommerce
- Real Estate
- Broadcasting

### Our Results

Filtered 100+ billion ad impressions

6 blocks per thousand impressions

#### BLOCKLIST SIZE

20,000+ domains

#### VIOLATION ACTIONS

70% block  
30% notify

### Our Impact

#### MALWARE BLOCKED

45.3% fake software updates  
25.5% phishing redirects  
20.10% suspicious behavior

#### QUALITY ISSUES BLOCKED

48% competitor domains  
10.5% Violating partners



## MALWARE AND QUALITY CONTROL

### Malware

#### TOP VIOLATIONS

- Ransomware
- Phishing
- Mobile redirects
- Ad stuffing

### Quality Issues

#### TOP VIOLATIONS

- Retargeting campaigns
- Low-quality top-level domains (TLDs)
- Fake news, surveys and polls
- Customer and client complaints

Average Latency  
<50ms

## BLOCKING FREQUENCY

### Geographic

#### IMPRESSIONS BY REGION

- Europe: 57.6%
- North America: 11.2%
- Middle East: 8.5%
- Asia: 6.8%
- South America: 6.4%
- Other: 9.5%

### Websites

#### AREAS BY MALWARE

- Homepage: 4.9%
- Internal pages: 95.1%

#### AREAS BY QUALITY ISSUES

- Homepage: 7.7%
- Internal Pages: 92.3%

### Time of Week

#### HIGHEST BLOCKS

Saturday  
Monday  
Friday

#### LEAST BLOCKS

Sunday

## SMOOTH SAILING

### Features for Ease of Use

#### DASHBOARD METRICS

- Property
- Partner
- URL

- Custom Rules: wildcard, regex, competitors, geography and more
- Easy-to-generate script and paste to production
- Mobile SDK - iOS



THE MEDIA TRUST  
We know digital security.

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