IAS

MQR 21st Edition

MEDIA QUALITY REPORT

JULY 2026

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INTRODUCTION

The internet continues to evolve at extraordinary speed shaped by the rapid maturation of artificial intelligence, democratization of digital media creation, continued growth of video consumption, and increasing complexity of a global advertising environment operating across trillions of impressions, formats, and locales. In this context, the need for precision, transparency, and objective measurement has never been more important. The mission of Integral Ad Science (IAS), remains unchanged: to be the global benchmark for trust and transparency in digital media quality.

We are proud to introduce the 21st edition of our Media Quality Report (MQR) which is powered by insights drawn from more than 300 billion digital interactions captured each day. As always, the MQR is designed to serve as an indispensable resource for marketers worldwide, providing the requisite data and benchmarks to help them make smarter decisions around their hard earned advertising investments.

The 2025 data tells a story of meaningful, broad-based improvement in media quality: Viewability climbed, and Brand safety and suitability, as well as MFA, improved. This reflects the ongoing commitment of our industry to raise the quality bar for digital advertising.

However, despite these advancements, the rapid evolution of digital environments occurring around each of us every day also reveals something more nuanced: media quality improvement is not evenly distributed. Risk concentrated in specific and increasingly novel environments has diverged across regions and verticals. The advertisers who performed best in 2025 were those who understood that a global benchmark is a starting point, not a destination. Effective media quality strategy requires vigilance and a willingness to optimize.

That level of actionable, granular insight is what our MQR report provides. And it is what IAS is designed to deliver, not just as an advanced media quality partner, but as our industry's most trusted solution provider that helps advertisers Protect their brand, Perform towards their most critical KPIs, and Accelerate the outcomes that matter most for their bottom line.

INSTRUCTIONS FOR USE

The Media Quality Report (MQR) provides the industry's most actionable benchmarks to help marketers navigate the complex and ever-evolving digital media landscape. Leveraging this report and the **MQR Companion Workbook**, you can access key trends and global benchmarks that set the standard for media quality in your digital campaigns.

Here are some helpful tips for how to leverage MQR insights to assess your campaign health and inform performance goals.

HOW TO LEVERAGE KEY TRENDS

1. Explore and consider the global media quality trends highlighted in this report.
2. Use the global trends highlighted in this report as comparison points against your 2025 campaigns and to inform 2026 campaign analyses and planning.
3. When working with advertiser clients, use these trends and analyses to inform campaign decisions.

HOW TO LEVERAGE BENCHMARKS

Access the **MQR Companion Workbook**.

1. To find benchmarks for your campaigns, identify relevant data cuts based on duration, region, environment/format, and purchase method.
    - If your country or region is not represented in the companion workbook, we recommend looking at data at the regional or worldwide level.
2. From the companion workbook, pull reported metrics from media quality indicators (e.g., viewability) that you measure to identify areas for improvement.
    - **RETROSPECTIVE:** Compare your own performance metrics during the same timeframe to the benchmarks that you have access to.
    - **PROSPECTIVE:** Use these metrics as performance goals, measuring them moving forward to monitor campaign performance over time.
    - **OPTIMIZATION:** If you are underperforming relative to the reported benchmarks, consider IAS optimization technologies you can implement.

EXECUTIVE SUMMARY

IAS analyzes more than 300 billion digital interactions daily, keeping a finger on the pulse of media trends across the globe. The annual Media Quality Report (MQR) leverages this vast dataset to provide both advertisers and publishers with benchmarks against which to measure the quality of their digital advertising campaigns and inventory across the open web.

The MQR: 21st Edition features global benchmarks available in a companion workbook alongside regional deep-dives (e.g., North America, APAC, etc.) as well as country-level and vertical-level metrics for display and video ad formats across desktop and mobile web.

The MQR remains the gold standard for the world's leading brands and marketers to understand digital media insights, providing the industry's most actionable data to drive superior results for their business.

KEY TRENDS: HIGHLIGHTS

1. At large, media quality broadly improved in 2025, however, risk concentrated in certain environments, including mobile web display which accounts for 45.1% of impressions and drives a disproportionate share of major risk metrics.

2. Video outperformed display in viewability, posting an 11.8 percentage-point advantage, and continuing to widen the gap as attention becomes a defining currency of ad performance.

3. At a global level, brand suitability and safety improved, however, risk diverged by region, vertical, and content type, underscoring the importance of tailored media quality strategies.

DEFINITIONS

BRAND SAFETY

Brand safety refers to the strictest level of content protection, ensuring ads do not appear adjacent to content that poses clear and unambiguous harm to brand reputation — such as illegal content or graphic violence. Brand safety fail rate measures the share of impressions served against content that violates these absolute thresholds. Within this report, Brand safety fail rates are shown as multiples of their respective reference baselines.

BRAND SUITABILITY

Brand suitability goes beyond binary safety to reflect an advertiser's specific comfort level with different content categories. Impressions on open web pages are flagged for posing various levels of reputational risk through association, based on content categories including Adult, Alcohol, Gambling, Hate Speech, Illegal Downloads, Illegal Drugs, Offensive Language, and Violence. Suitability fail rate measures the share of impressions that fall outside a brand's defined suitability settings. Within this report, Brand suitability fail rates are shown as multiples of their respective reference baselines.

INVALID TRAFFIC (IVT)

Any impressions resulting from a deliberate activity that prevents the proper delivery of ads to real people, at the right time, in the right place which results in financial or opportunity loss by the advertiser and/or publisher in a particular transaction.

MADE-FOR-ADVERTISING (MFA)

Made-for-Advertising sites are properties built primarily to generate ad revenue rather than serve genuine audience needs. These sites typically carry low-quality or auto-generated content, high ad-to-content ratios, and minimal editorial value. MFA rate measures the share of impressions served on MFA inventory.

VIEWABILITY

Per the Media Ratings Council (MRC) standards, a display ad impression is considered viewable if at least 50% of pixels are on screen for at least one second after the ad has rendered. A video ad impression is viewable if the ad is playing while at least 50% of the pixels are on screen for at least two continuous seconds.

AD CLUTTER

Ad clutter refers to environments where an excessive number of ads appear simultaneously, reducing the likelihood that any individual ad will capture meaningful consumer attention. Ad clutter rate measures the share of impressions served in cluttered environments.

KEY TREND #1

RISK IS CONCENTRATING – MOBILE WEB DISPLAY IS A WEAK LINK

IAS

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21st Edition

RISK IS CONCENTRATING – MOBILE WEB DISPLAY IS A WEAK LINK

KEY TREND #1

HIGHLIGHTS

1. Mobile web display represents 45.1% of total impressions but **drives a disproportionate share of every major risk metric:** 54.9% of suitability failures, 71.9% of MFA impressions, and 71.5% of ad clutter impressions.

2. **The suitability fail rate on mobile web display exceeds that of desktop browser display** (Mobile web display was 1.7X higher), and its MFA rate (2.0%) is four times (4.0X) higher than that of desktop (0.5%).

3. **Ad clutter climbed from 0.3% in January '25 to a year-high of 0.8% in December '25**, making it one of only two major metrics (the other being IVT) that moved in the wrong direction in 2025.

THE CONCENTRATION PROBLEM: ONE ENVIRONMENT, OUTSIZED RISK

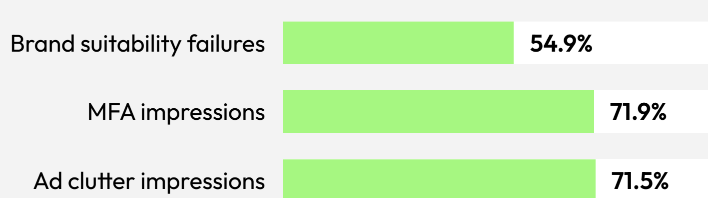
Media quality improved on most major measures in 2025, but that improvement was not felt equally across the digital landscape. One environment stands out as the primary source of concentrated risk: mobile web display.

Mobile web display accounted for

45.1%

of 2025 open web impressions analyzed by IAS - more than any other single media type

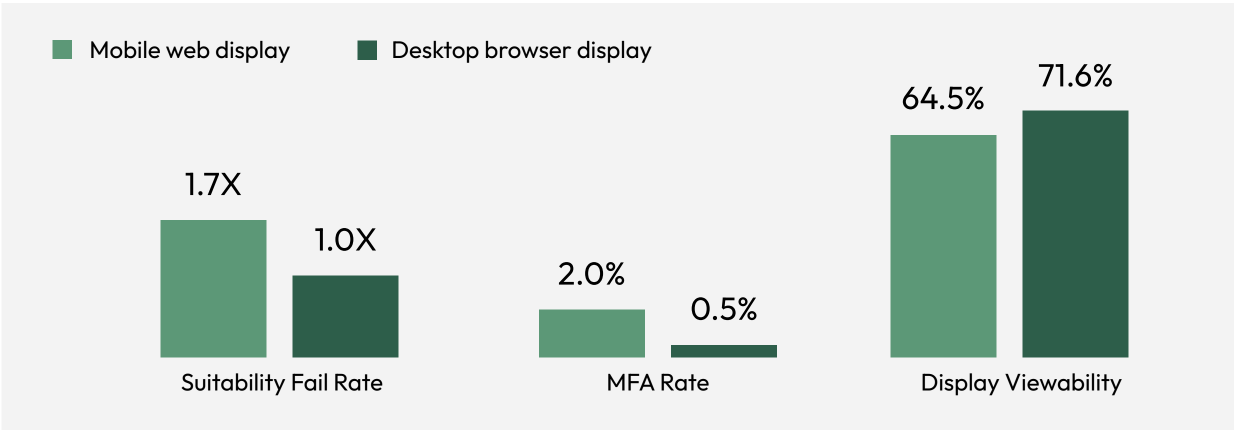
But its share of risk metrics far exceeded its share of volume:



No other environment contributed such a disproportionate concentration of quality risk relative to its impression share

RISK IS CONCENTRATING – MOBILE WEB DISPLAY IS A WEAK LINK

KEY TREND #1



The concentration of risk in mobile web display is not incidental. It reflects structural characteristics of the environment. Mobile web pages are prone to higher ad density, faster scroll rates that compress time-in-view. We expect that this contributes to the proliferation of low-quality inventory that disproportionately surface in this channel.

IVT AND AD CLUTTER: THE TWO METRICS THAT MOVED THE WRONG WAY

Two metrics - Invalid Traffic (IVT) and Ad Clutter - worsened over the course of 2025 and warrant close attention moving forward. Fraud and deception in digital advertising remain a persistent and costly challenge for the industry. [1] Invalid traffic (IVT) held broadly stable at 1.1% across 2025 (for perspective, optimized IVT was about 1% on average), with North America posting the highest regional IVT rate at 1.36% and the United States leading major markets at 1.40%. Fraudsters remain adaptive and opportunistic, following digital ad dollars into new environments and leveraging AI to generate fraudulent inventory that mimics legitimate publishers. [2] The threat extends to connected TV (CTV), where fraudulent actors have developed increasingly sophisticated methods to siphon ad spend. [3]

RISK IS CONCENTRATING – MOBILE WEB DISPLAY IS A WEAK LINK

KEY TREND #1

AD CLUTTER RATE: January to December 2025

Ad clutter climbed from 0.3% in January to a year-high of 0.8% in December making it the one major quality metric to deteriorate consistently across 2025. This late-year surge likely reflects increased ad load pressure during the holiday season. Ad clutter is particularly damaging to attention. In environments already crowded with competing messages, even a viewable impression may fail to register meaningfully with a consumer. As advertisers shift focus toward attention-based KPIs, ad clutter represents a growing headwind to media efficiency.

KEY TREND #2

VIDEO IS THE PERFORMANCE ENVIRONMENT — THE GAP IS WIDENING

VIDEO IS THE PERFORMANCE ENVIRONMENT — THE GAP IS WIDENING

KEY TREND #2

HIGHLIGHTS

1. **Video viewability reached 79.7% globally in 2025**, outperforming display (67.9%) by 11.8 percentage points — a consistent advantage that held across every major region.

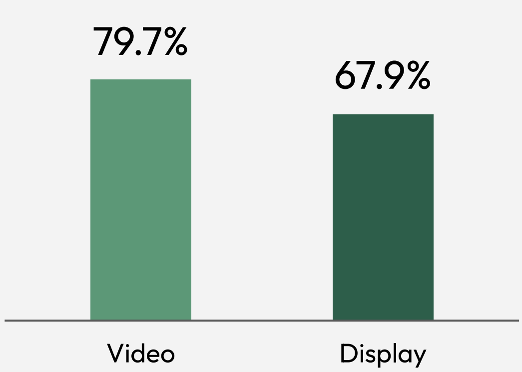
2. Both video and display viewability improved over the course of the year, with **video rising +2.4 pp and display improving +1.9 pp.**

3. Media quality diverged by industry vertical: **CPG posted the lowest IVT (0.9%) and the highest video viewability (83.6%)** of any major vertical, while **Travel & Entertainment** posted **the highest IVT (1.4%)** and **MFA (1.6%)** rates, and the second lowest **video viewability (77.8%)** among the verticals.

THE ATTENTION GAP: VIDEO PULLS FURTHER AHEAD

The case for video as the superior attention environment has never been stronger. In 2025, global video viewability reached 79.7% which represents an 11.8 percentage-point advantage over display viewability of 67.9%. That gap held consistently across all major regions over the course of the year. Consumers are spending an increasing share of their digital time with video content across social platforms, streaming services, and connected TV. [8]

VIDEO VIEWABILITY: 2025 GLOBAL



VIDEO IS THE PERFORMANCE ENVIRONMENT — THE GAP IS WIDENING

KEY TREND #2

THE ATTENTION GAP: VIDEO PULLS FURTHER AHEAD

The shift toward attention-based measurement further amplifies video's advantage. Viewability is a necessary but insufficient condition for attention: an ad must be seen before it can register. As that shift accelerates, video's structural viewability advantage positions it as the high-attention environment of choice for performance-oriented advertisers.[7]

Real-world campaign data reinforces what the benchmark trends indicate.[8]

TURNING ATTENTION INTO BUSINESS IMPACT

IAS + Kimberly-Clark + NCSolutions
NCS is now part of Circana!

CASE STUDY

In a study with Kimberly-Clark and NCSolutions, IAS measured the impact of IAS Quality Attention™ across two campaign tests.[12] Read case study.

▲ 36%

Rise in average attention scores expanding browser display to **video and mobile in-app**

▲ 313%

Higher sales lift than campaigns exposed to below-average attention

▲ 78%

Improved ROAS versus display-only baseline

IAS + DANONE ONE PLANET. ONE HEALTH

CASE STUDY

The case for activating based on attention, instead of just measuring it, is equally compelling. When Danone applied IAS Quality Attention™ pre-bid targeting to their Activia Yogurt programmatic campaign in 2025, attention scores increased by 56%, which was 57% higher than predicted.[13] Read case study.

▲ 56%

Increase in attention scores **after pre-bid segment was activated**

VIEWABILITY BY VERTICAL — CPG LEADS, TRAVEL & ENTERTAINMENT LAGS

KEY TREND #2

VIEWABILITY AND MEDIA QUALITY BY VERTICAL (2025)

CPG

0.9%
IVT RATE
LOWEST

0.8%
MFA RATE
SECOND LOWEST

TRAVEL & ENTERTAINMENT

1.4%
IVT RATE
HIGHEST

1.6%
MFA RATE
HIGHEST

CPG advertisers benefited from strong media quality discipline and a media mix aligned with higher-performing formats.

The combination of elevated fraud and suitability signals suggests that Travel advertisers face particular media quality challenges that may require additional mitigation strategies.

Auto and Retail both posted strong performance within their respective footprints, however, Retail carried the highest suitability fail rate of any major vertical at 1.6X. Finance posted the lowest suitability fail rate of any named vertical, reflecting category-level content controls that limited adjacency to risky content.

Vertical	Display Viewability	Video Viewability	IVT Rate	MFA Rate	Suitability Fail
CPG	73.76%	83.55%	0.92%	0.80%	1.2X
Finance	70.59%	78.66%	1.30%	1.19%	1.0X
Retail	69.19%	81.34%	0.98%	0.88%	1.6X
Auto	66.06%	80.13%	1.11%	0.93%	1.4X
Technology & Telecom	64.35%	76.59%	1.10%	0.66%	1.5X
Travel & Entertainment	61.02%	77.82%	1.40%	1.56%	1.2X

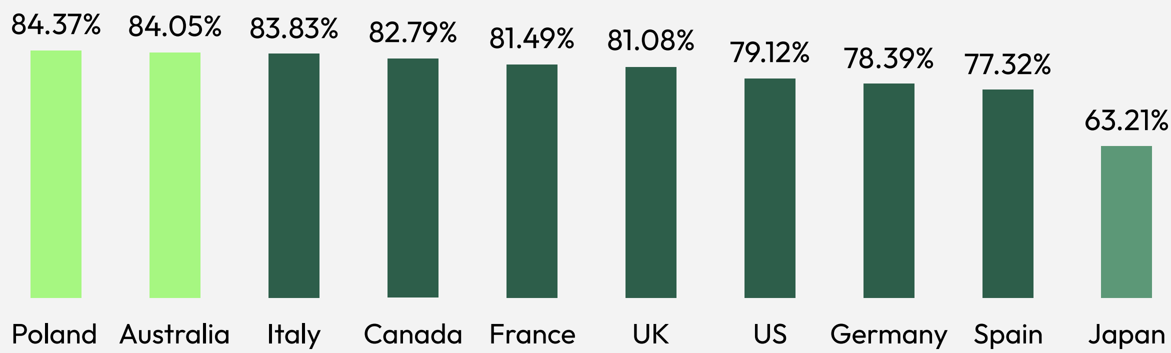
**Note: Brand Suitability Fail rate is shown as a multiple of the baseline*

VIEWABILITY BY COUNTRY — POLAND AND AUSTRALIA LEAD, JAPAN LAGS

KEY TREND #2

VIDEO VIEWABILITY BY COUNTRY (2025)

VIDEO VIEWABILITY: Top 10 Markets



POLAND

84.37%

VIDEO VIEWABILITY

HIGHEST

AUSTRALIA

84.05%

VIDEO VIEWABILITY

SECOND HIGHEST

JAPAN

63.21%

VIDEO VIEWABILITY

LOWEST

Among the ten largest markets by impression volume, Poland and Australia delivered the highest video viewability in 2025 at 84.37% and 84.05%, respectively, to outperform the global video average by 4.7 and 4.4 percentage points, respectively.

Japan presented the weakest viewability environment in the top 10, posting 63.21% video viewability.

These country-level disparities illustrate that regional averages can mask significant variation at the market level, and that advertiser viewability benchmarks should be calibrated to the specific markets where campaigns run.

KEY TREND #3

MEDIA QUALITY IMPROVED — BUT RISK IS UNEVEN BY REGION AND VERTICAL

IAS MQR 21st Edition

MEDIA QUALITY IMPROVED — BUT RISK IS UNEVEN BY REGION AND VERTICAL

KEY TREND #3

HIGHLIGHTS

1. At large, brand safety fail rates also declined over the year, however, regional risk profiles diverged significantly: **EMEA posted the highest suitability fail rate of any region (1.5X of North America), while North America led on both IVT (1.4%) and MFA (1.5%).**

2. **Vertical suitability risk was similarly uneven.** Among major verticals, Retail had the highest relative suitability fail rate vs. baseline (1.6X), followed by Telecom (1.5X) and Auto (1.4X), while Finance (1.0X) remained the lowest of major verticals and represented the vertical baseline.

THE OVERALL IMPROVEMENT STORY

Protection is working. Across 2025, the global brand safety and suitability picture improved — a testament to the maturation of brand safety technology and the increasing adoption of proactive protection strategies by advertisers worldwide. [4,5]

The global brand safety fail rate declined over the course of 2025 (falling from 3.7X in January to 1.0X in December) — a clear signal that the most severe content adjacency risks are being caught and blocked with growing reliability. Brand suitability fail rate, which reflects a broader set of content risk categories beyond absolute safety thresholds, also improved, dropping approximately -0.3X from January (1.3X) to December (1.0X).

Brand safety and suitability are not just compliance obligations — they are direct drivers of performance.

MEDIA QUALITY IMPROVED — BUT RISK IS UNEVEN BY REGION AND VERTICAL

KEY TREND #3

REGIONAL BREAKDOWN: RISK PROFILES DIVERGE

EMEA

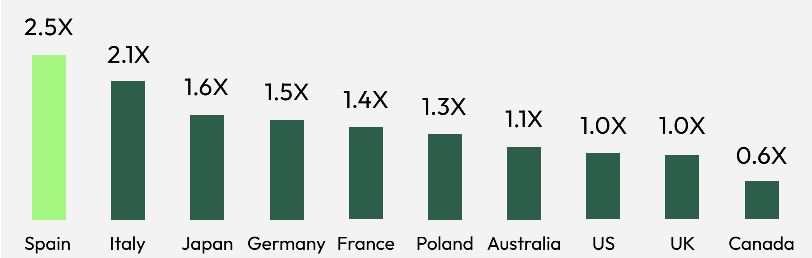
While the global suitability picture improved, regional risk profiles diverged in ways that matter for advertisers operating across markets. EMEA posted the highest suitability fail rate of any region at 1.5X vs. baseline (US). This reflects both the volume of content across European markets and the complexity of multi-language suitability classification. At the country level, Spain recorded the highest suitability fail rate of any top-10 market at 2.5X vs. baseline (US).

EMEA

Highest suitability fail rate of any region at

1.5X

SUITABILITY FAIL RATE VS BASELINE (US): Top 10 Markets



NORTH AMERICA

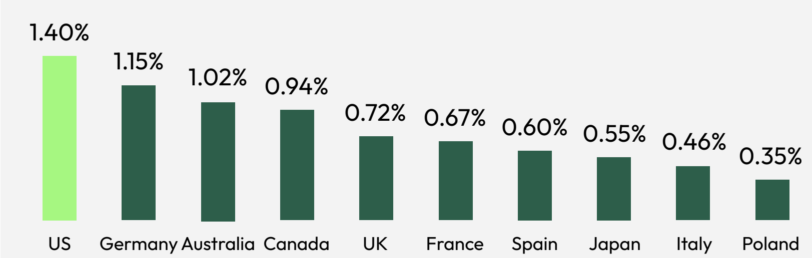
North America presented a different risk profile, posting the lowest suitability fail rate of 1.0X but the highest IVT rate (1.36%) and MFA rate (1.50%) of any major region. The United States specifically led the top-10 markets on IVT at 1.40%. These patterns reflect the concentration of programmatic ad spend in North America which is a larger and more open marketplace and one that creates more opportunities for fraudulent actors to participate.

NORTH AMERICA

1.36% Highest IVT Rate

1.50% Highest MFA Rate

IVT FAIL RATE: Top 10 Markets



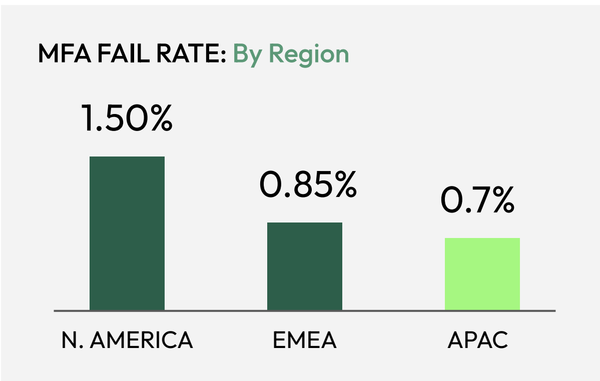
**Note: Brand Suitability Fail rate is represented as a multiple of the baseline*

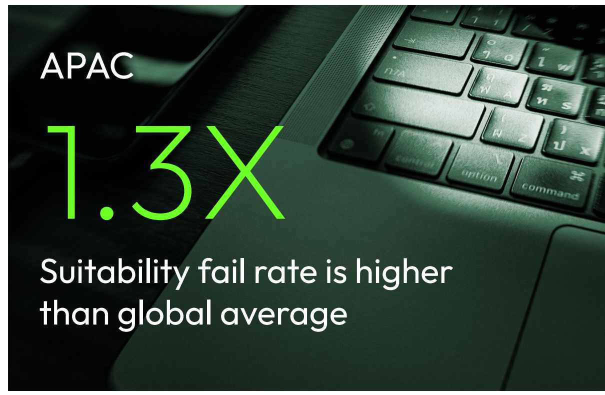
MEDIA QUALITY IMPROVED — BUT RISK IS UNEVEN BY REGION AND VERTICAL

KEY TREND #3

APAC

APAC delivered a more balanced quality profile. It posted lower MFA (0.7%) than either North America or EMEA, though its suitability fail rate (1.3X) was above the global average.





Rest of World

The rest of world (ROW) segment, while small at 2.5% of impressions, showed the highest MFA rate of any region at 2.3%, suggesting more aggressive MFA activity in markets where inventory quality is less established.

REGIONAL BENCHMARKS (2025)

Region	Display View.	Video View.	Suitability Fail	IVT Rate	MFA Rate
N. America	70.3%	79.3%	1.0X	1.4%	1.5%
EMEA	64.5%	80.6%	1.5X	0.7%	0.9%
APAC	63.4%	80.2%	1.3X	1.1%	0.7%
Rest of World	65.2%	81.9%	1.1X	0.7%	2.3%

**Note: Brand Suitability Fail rate is shown a multiple of the baseline (N. America)*

MEDIA QUALITY IMPROVED — BUT RISK IS UNEVEN BY REGION AND VERTICAL

KEY TREND #3

VERTICAL SUITABILITY: RETAIL LEADS, FINANCE FOLLOWS

Suitability risk varied more across verticals than any other dimension in 2025. Retail posted the highest named-vertical suitability fail rate at 1.6X vs. Finance, which recorded the lowest suitability fail rate at 1.0X and was the baseline. The Retail result likely reflects the broad content adjacency strategy that retail advertisers often employ, accepting wider content exposure in pursuit of reach and scale. Finance, by contrast, operates with more conservative suitability controls that limit adjacency to content categories associated with reputational risk. [4]

Technology & Telecom carried the second-highest suitability fail rate at 1.5X vs. baseline (Finance) suggesting that Technology & Telecom advertisers are running broad reach campaigns in environments where suitability exposure is higher.

RETAIL	TECHNOLOGY & TELECOM	FINANCE
1.6X	1.5X	1.0X
SUITABILITY FAIL	SUITABILITY FAIL	SUITABILITY FAIL
HIGHEST	SECOND HIGHEST	LOWEST

Travel & Entertainment presented the most challenging overall quality profile: with near-median suitability (1.2X vs. Finance baseline), but the highest IVT (1.4%) and MFA (1.6%) rates. For Travel & Entertainment advertisers, a comprehensive quality strategy that addresses fraud, MFA, and suitability simultaneously — rather than optimizing for any single metric — is essential.

TRAVEL & ENTERTAINMENT

1.2X	1.4%	1.6%
SUITABILITY FAIL	IVT RATE	MFA RATE
MEDIAN	HIGHEST	HIGHEST

MEDIA QUALITY IMPROVED — BUT RISK IS UNEVEN BY REGION AND VERTICAL

KEY TREND #3

VERTICAL SUITABILITY AND FRAUD PROFILE (2025)

Vertical	Suitability Fail Rate	IVT Rate	MFA Rate
Retail	1.6X	1.0%	0.9%
Technology & Telecom (TT)	1.5X	1.1%	0.7%
Auto	1.4X	1.1%	0.9%
Travel & Entertainment (TE)	1.2X	1.4%	1.6%
CPG	1.2X	0.9%	0.8%
Finance	1.0X	1.3%	1.2%

**Note: Brand Suitability Fail rate is shown as a multiple of the baseline (Finance).*

LOOKING AHEAD

LOOKING AHEAD

SURFACES OF GROWING ENGAGEMENT: SOCIAL, CONNECTED TV & AUDIO

The media quality imperative that defines open web advertising is rapidly extending to the environments where audiences and marketing budgets are moving towards. Social, Connected TV (CTV), and streaming Audio are no longer emerging bets; they are core channels.

IAS's proprietary frame-by-frame classification technology analyzes image, audio, and text signals simultaneously, enabling increasingly tailored brand safety and suitability controls across major platforms.

Paired with IAS Social Optimization, advertisers can enhance monitoring to proactive pre-bid filtering, steering spend toward high-quality inventory before an impression is ever purchased.

The results across verticals are consistent: suitability fail rates fall sharply, wasted spend is recaptured and redeployed, and engagement improves when ads land in contextually aligned environments.

U.S. RETAILER

▼ 65%
Suitability fail rates in two months

▲ 2x
ROI on technology investments

TELECOM BRAND

▼ 57%
Suitability fail rates

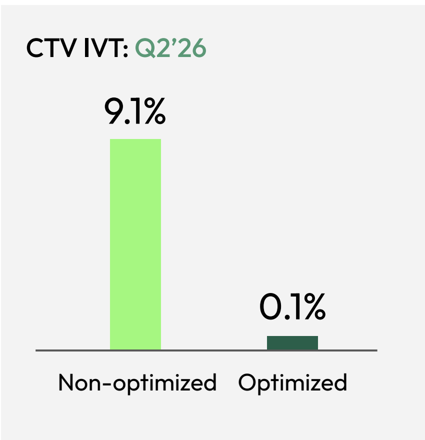
▲ 3x
ROI from reduced wasted spend

See social performance data.[14] The ability to act on suitability and not just measure it after the fact is a meaningful advancement marketers can now implement with ease .

LOOKING AHEAD

SURFACES OF GROWING ENGAGEMENT: SOCIAL, CONNECTED TV & AUDIO

CTV represents the next frontier for performance-oriented measurement and optimization



Q2 2026 IAS data shows that CTV IVT risk is real but can be materially prevented through optimization.

IAS Total TV brings consistent measurement and optimization across streaming CTV environments, giving advertisers the same analytical rigor they apply to the open web, only now enabled on the biggest screen in the household.

As CTV viewership has expanded and ad-supported tiers have proliferated across major streaming platforms, advertisers can now access a unified view of quality, reach, and performance that doesn't stop at the browser. IAS Total TV delivers that continuity: one measurement framework, consistently applied, regardless of where in the video ecosystem an impression is served.

Streaming Audio and Podcast advertising is scaling rapidly

On audio, marketers often lack the brand safety and measurement infrastructure that exists on video and display. IAS is actively expanding support to cover livestream and downloaded podcasts on platforms, as well as enabling pre-bid filtering through leading DSPs, bringing the same standards brands expect elsewhere to one of the last major gaps in omnichannel coverage.

The throughline across all these surfaces is the same: for global advertisers with omnichannel investments, the value of consistent measurement compounds with coverage breadth. Every format added means more of the total investment is not only protected, but evaluated and optimized against a consistent media quality standard. The emerging surfaces are where the next performance gains will be unlocked through comprehensive coverage.

PROTECT: THE THREATS ARE EVOLVING

RAISING THE FLOOR ON MEDIA QUALITY ACROSS EVERY ENVIRONMENT

The 2025 data confirms a fundamental truth about the digital advertising ecosystem: the **threat is never static.** Even as brand safety and suitability broadly improved at the global level, ad clutter climbed from 0.3% to 0.8% over the course of the year, and mobile web display continued to concentrate the majority of quality risk. Bad actors are adaptive, opportunistic, and increasingly leveraging AI to generate fraudulent inventory that mimics legitimate publishers. The fight for media quality is not won - it is ongoing. Brands and marketers that leverage the most innovative tools will have the greatest opportunity to deliver more effective media outcomes.

Mobile web display remains the environment where the protection gap is most acute. With a suitability fail rate of 1.7X (well above the desktop browser display) and an MFA rate four times (4.0X) higher, mobile web display requires more active and precise quality management than any other media type. IAS's comprehensive suite of fraud detection, MFA identification, and brand safety and suitability technologies is designed specifically to close this gap and ensure that the environments where the most impressions run are held to the same quality standard as the best-performing environments.

LOOKING AHEAD →

IAS continues expanding its protection capabilities to address the environments and threats where risk is concentrating.

LOW QUALITY GENAI CONTENT

- Detection and avoidance
- Identify and filter made-for-advertising (MFA) inventory before it enters the supply path

SUPPLY PATH OPTIMIZATION

- Reduce exposure to intermediaries that cannot demonstrate quality, and enable informed reinvestment to maximize working media spend

MEDIA CLASSIFICATION ENHANCEMENTS

- IAS Multimedia Understanding Model (MuM) is the industry-leading media classification engine, purpose-built to scale with proliferation of digital content
- Frame-by-frame content analysis across image, video, audio, and text

The imperative for advertisers in 2026 is clear: protection strategies must be as granular as the risk itself. Global benchmarks are a starting point; environment-specific, region-specific, and vertical-specific controls are what close the gap between average and optimal.

PROTECT:
THE THREATS ARE EVOLVING

RAISING THE FLOOR ON MEDIA QUALITY ACROSS EVERY ENVIRONMENT

Sustainability measurement is a priority for many advertisers in early 2026: Good-Loop open web carbon measurement adoption is available to all IAS customers globally, at no extra charge.*

IAS + Good-Loop

CASE STUDY

▲ **37%**

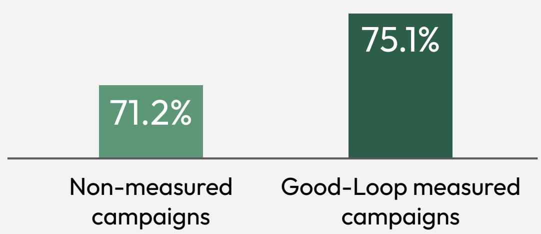
Total volume of measured impressions increased by 37% between January '26 and March '26, particularly in EMEA and specifically among CPG, Auto, and Finance advertisers

TRAVEL & ENTERTAINMENT

+8.7%

QUALITY IMPRESSIONS RATE

EMEA QUALITY IMPRESSIONS RATE



The data suggests that advertisers prioritizing carbon transparency may apply broader media quality discipline as part of a more mature and accountable media investment strategy.[9]

Again, the imperative for advertisers in 2026 is clear: protection strategies must be as granular as the risk itself. Sustainability learning reinforces that while Global benchmarks are a good starting point; more specific controls are needed for advertisers to go from average to optimal.

*Good-Loop is a member of AdNetZero and is driving usage of the Global Media Sustainability Framework across the digital media industry.

PERFORM:
ATTENTION IS THE NEW FRONTIER

TURNING MEDIA QUALITY GAINS INTO MEASURABLE BUSINESS OUTCOMES

Video's 11.8 percentage-point viewability advantage over display in 2025 is not simply a channel preference. **It is a signal that the industry's center of gravity is shifting.** As consumers spend increasing time with video content across social platforms, streaming services, and CTV, the ad formats across those environments are structurally better positioned to capture and hold attention that drive business results.[6]

Viewability is foundational, attention is the destination. IAS's attention measurement capabilities build on viewability to incorporate the full context of an ad's environment. This includes factors like ad position, page clutter, adjacent content quality, and consumer interaction signals. These richer attention signals allow advertisers to move beyond binary seen/not-seen measurement toward a more complete understanding of whether an impression is actually working. [7,8]

LOOKING AHEAD →

The connection between media quality and genuine business outcomes has arrived:

IAS +

IAS Sales Outcomes, powered by Mastercard spend insights, closes the performance loop, full circle.

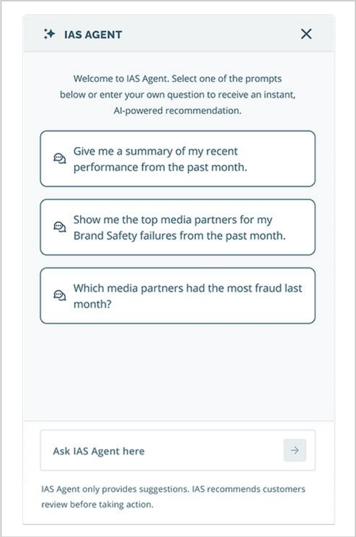
By linking IAS media quality signals directly to closed-loop sales measurement to connect impression quality to actual consumer behavior IAS Sales Outcomes gives advertisers the proof that media quality investments translate into measurable business results.

INCREMENTAL SALES IMPACT	HIGHER SALES LIFT	PROJECTED ROI
▲ 9x	▲ 246%	▲ 133%
for campaigns optimizing toward ≥70% media quality	for impressions with stronger Quality Attention™ score	for high-quality impressions

ACCELERATE:
AI-POWERED CAMPAIGN INTELLIGENCE IS HERE

FROM DATA TO DECISIONS, FASTER THAN EVER BEFORE

The 2025 MQR data illustrates a fundamental challenge for advertisers: quality is not uniform. It varies by environment, region, vertical, market, and month. Optimizing for that complexity — across thousands of campaigns, hundreds of publishers, and dozens of markets simultaneously — is now available in near-real time. [10, 11]



IAS Agent, released globally for IAS clients in Q1 2026, brings AI-powered campaign intelligence directly to advertisers and their teams.

IAS Agent enables customers to interact with their campaign data through natural language — surfacing actionable insights, identifying anomalies, and recommendations in near-real time with increased ease. The agent unlocks the depth of IAS data signals and insights, helping make every marketer an expert.

LOOKING AHEAD →

Building for the future of media effectiveness: solutions such as IAS Agent, IAS Sales Outcomes, and novel capabilities (e.g., IAS Audience Enhanced Targeting segments on leading DSPs) represent IAS's commitment to the full performance cycle: protecting budgets from waste, optimizing toward outcomes that matter, and accelerating results through AI-driven intelligence at scale.

As media buying continues to evolve and AI increasingly automates planning, buying, and optimization workflows, IAS is building the infrastructure that ensures media quality signals travel seamlessly into those workflows to continuously maximize the effectiveness of marketing investments.

ABOUT IAS

Integral Ad Science (IAS) is a leading global platform that connects AI-powered media quality to real business outcomes — from brand perception to sales lift. We empower brands, agencies, and publishers to drive transparency, reduce waste, and unlock growth across the open web, social, CTV, and audio. By transforming massive data scale into actionable intelligence, IAS helps marketers optimize global campaigns in real-time to maximize the return on every media dollar invested. Learn more at integralads.com.

CONTACT US

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