
NEWS RELEASE

“Quality Media Consortium,” a Group of 30 Leading Media Companies, Announces its Support for the Japan Advertisers Association’s Proposal Against Ad Fraud

The Quality Media Consortium, which is jointly operated by BI.Garage, Inc. (BI.Garage), a subsidiary of Digital Garage, Inc., and 30 leading media companies, announces its agreement with the Japan Advertisers Association (JAA)’s “Urgent Proposal to Address the Growing Social Problem of Fraudulent Advertising on Digital Media.”

“We agree with the Japan Advertisers Association’s proposal against ad fraud”

The “Quality Media Consortium,” formed by 30 media companies, is actively working to resolve quality issues (e.g., ad-fraud, brand safety, viewability, and others) in digital advertising business transactions.

The recent social problem of fake advertisements is a pressing issue that requires us to reexamine the role of digital advertising in society. Advertising represents a means for advertisers to communicate useful information to consumers, as well as a means of supporting quality content media with advertising budgets, thereby ensuring the robust development of the ecosystem.

“Quality Media Consortium” agrees with the Japan Advertisers Association’s (JAA) “Urgent Proposal to Address the Growing Social Problem of Fraudulent Advertising on Digital Media” (Ref. 1).

“Quality Media Consortium” was also one of the first PMP (Private Marketplace) ad networks to join the Japan Joint Industry Committee for Digital Advertising Quality & Qualify (JICDAQ), a third-party certification organization for digital advertising. In addition, with the cooperation of Video Research, we are promoting the “Brand Safety Media Verification Project,” a third-party verification system for participating media companies’ ad screening and management systems, to verify all network participating companies’ ad management and screening systems.

In October 2023, 30 member media companies jointly announced the “Quality Media Declaration,” declaring both inside and outside Japan that they will provide more reliable content and advertising (Ref. 2). We are in a position to offer digital media advertising environment where users are receptive to a better digital content experience and digital advertising. Advertisers can be assured of a secure and effective brand.

From the perspective of Quality Media, the recent problems with digital advertising cannot be ignored, and we are cooperating with related organizations and relevant ministries and agencies in their efforts to resolve the issues. (Ref. 3)

“Quality Media Consortium” will continue to work with advertising partners, related organizations, and government ministries and agencies to realize the above proposal.

NEWS RELEASE

(Ref. 1)

“Urgent Proposal to Address the Growing Social Problem of Fraudulent Advertising on Digital Media” by JAA (in Japanese)

<https://www.jaa.or.jp/information/20240517-912/>

“Urgent Seminar - Issues in Digital Advertising What Advertisers Need to Know and Work on” by JAA (in Japanese)

<https://www.jaa.or.jp/seminar/20230403-792/>

(Ref. 2)

Related press release: “Quality Media Declaration”

<https://www.garage.co.jp/en/pr/release/20231017/>

(Ref. 3)

“Seminar on the Necessity of Digital Advertising “Reform of the Purchase Method” that Management Should Also Be Aware of” by “Ministry of Economy, Trade and Industry (in Japanese)

<https://digi-ad.meti.go.jp/seminar/seminar-2023-12-06.html>

“Study Group on How to Ensure the Health of Information Distribution in the Digital Space” by Ministry of Internal Affairs and Communications (in Japanese)

https://www.soumu.go.jp/main_sosiki/kenkyu/digital_space/02ryutsu02_04000437.h