



DIGITAL CONTENT NEXT

Digital Content Next

- ① DCN's Unique Role
- ② Seeking Trust
- ③ How We Succeed Together

Intelligence of a Think Tank with the Voice of a Trade Association

DIVERSITY OF MEMBERSHIP



BUSINESS
INSIDER

THE EW SCRIPPS
COMPANY

NewsBeat
SOCIAL

REFINERY29

telegraphmediagroup

VOX MEDIA

THE DAILY CALLER

IJReview

Newsday

RODALE

v|c|cativ



Twelve new members in one year.

Advancing the Future of Trusted Content



A. H. Belo Corporation

Aol News.



Bloomberg

BUSINESS INSIDER



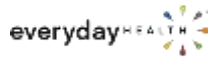
CONDÉ NAST

ConsumerReports.org



THE DAILY CALLER

digitalfirst MEDIA



Forbes



GANNETT



HEARST corporation

IJReview



NBCUniversal

New York | nymag.com

The New York Times
nytimes.com



Newsday



Purch



Slate



The Telegraph

Time Inc.



VIACOM MEDIA NETWORKS

vocativ

VOX MEDIA



The Washington Post



WebMD



The Trust Principle: Digital Content Can't Thrive Without Trust

September 17, 2014 | By [DCN](#)



Digital media has three major stakeholders: consumers, marketers and publishers. None of them are happy. Marketers are frustrated by fraud, a lack of measurability and questionable attribution. Consumers are increasingly distrustful in the face of clickbait, privacy leaks and ethical lapses in journalism. Publishers are faced with piracy, copyright infringement and a world in which brand advertising for content companies has barely grown since 2010.

Shots Heard Round the Marketing World

AdAge

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56% of Digital Ads Served Are Never Seen, Says Google

Report Comes as Industry Confronts Fraud

By Alex Kantrowitz. Published on December 03, 2014.

94

Shares

An incredible 56.1% of ads on the internet are never seen by humans, according to [new research](#) by Google.

"With the advancement of new technology, the industry is facing a new challenge: how to ensure that ads are seen by the right people at the right time."

ZDNet



MENU



US

Advertisers to lose \$6.3 billion to fraud in 2015

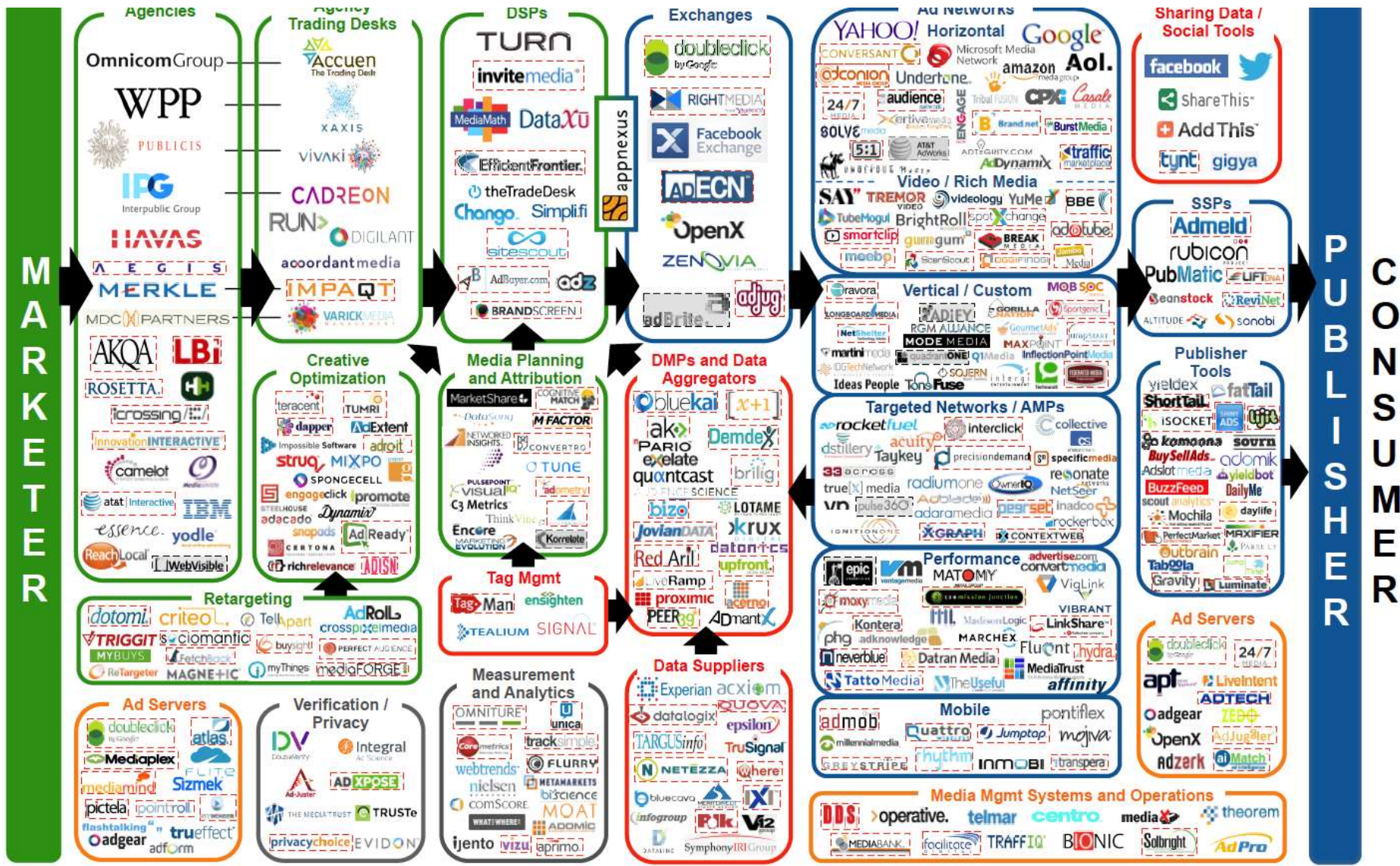
According to new research, advertisers are being swindled out of billions by cybercriminals looking to cash in on Internet advertising.



By Charlie Osborne for Zero Day | December 9, 2014 -- 10:06 GMT (02:06 PST) | Topic: Security



Transparency: Another Shot Coming



Percent of Complete / Somewhat Trust

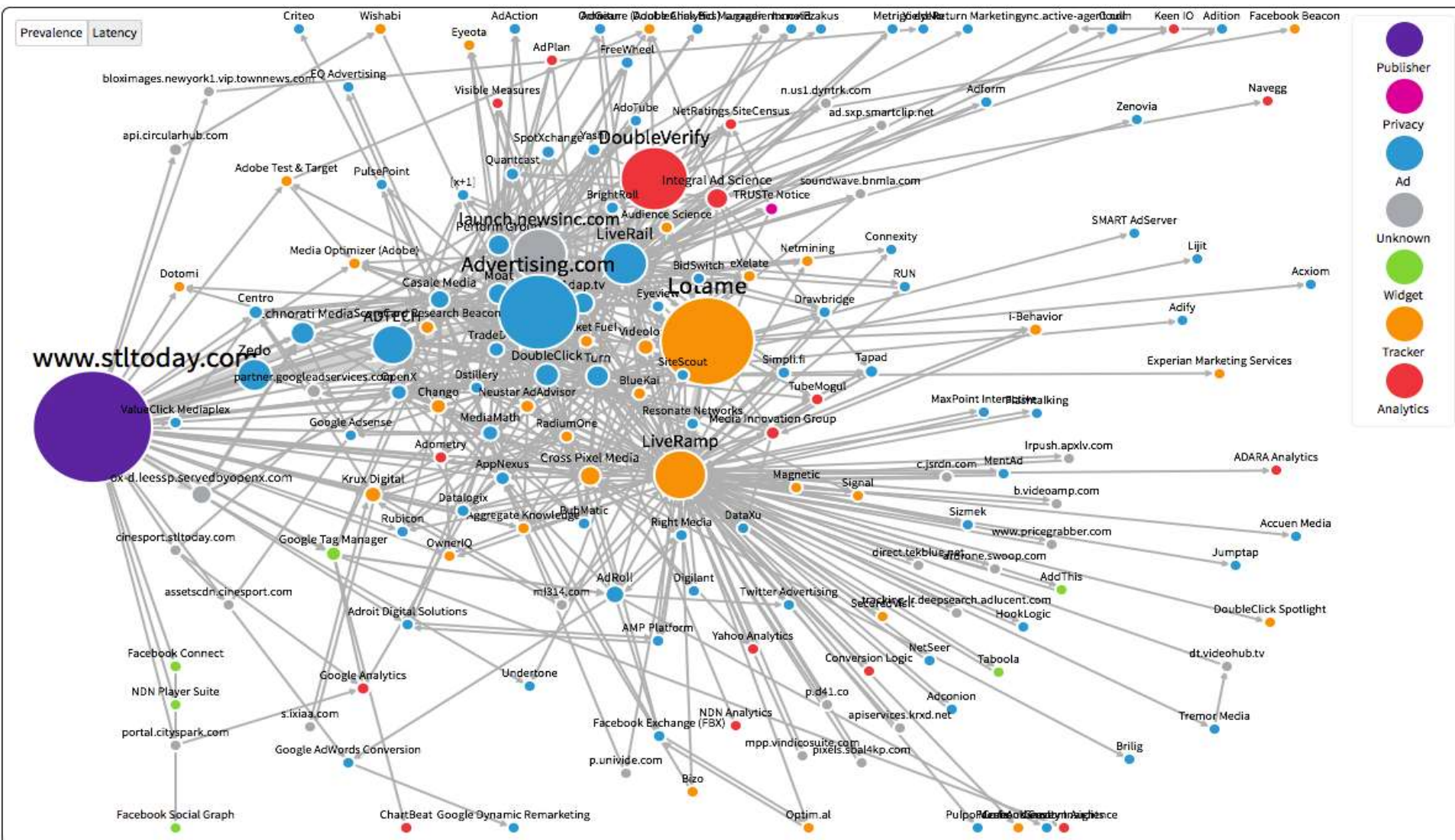
FORM OF ADVERTISING		2013
	Recommendations from people I know	84%
	Branded websites	69%
	Consumer opinions posted online	68%
	Editorial content such as newspaper articles	67%
	Ads on TV	62%
	Brand sponsorships	61%
	Ads in newspapers	61%
	Ads in magazines	60%
	Billboards and other outdoor advertising	57%
	Ads on radio	57%
	Emails I signed up for	56%
	Ads before movies	56%
	TV program product placements	55%
	Ads served in search engine results	48%
	Online video ads	48%
	Ads on social networks	48%
	Display ads on mobile devices	45%
	Online banner ads	42%
	Text ads on mobile phones	37%

Source: Nielsen Global Survey of Trust in Advertising: 2013

I Wonder Why...

Ghostery TrackerMap™

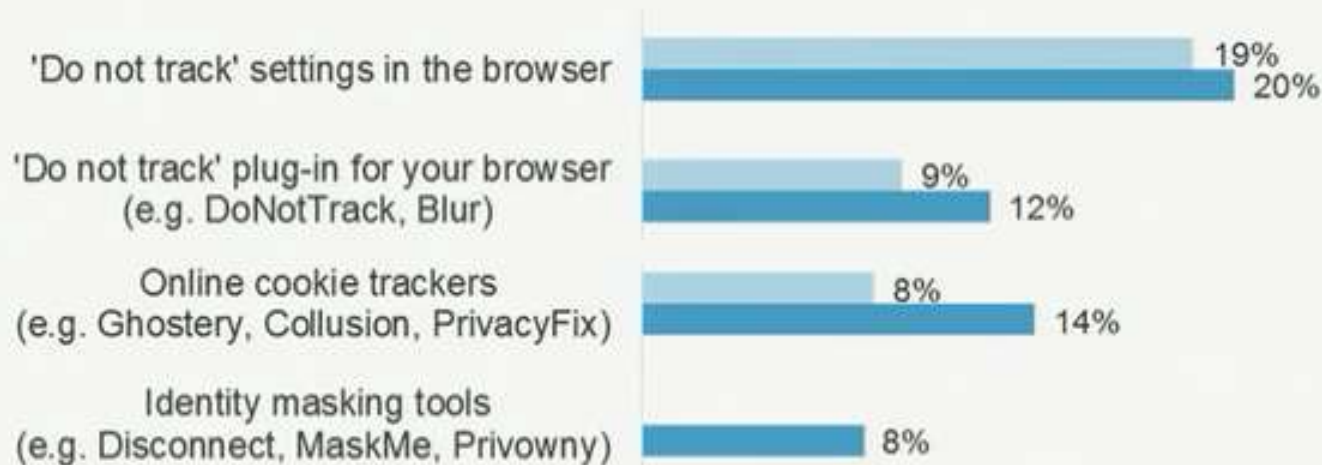
stltoday.com/ for week of 2015-02-22



Consumers Seeking Solutions

So they seek tools to protect themselves

Please indicate which of the following tools you use...

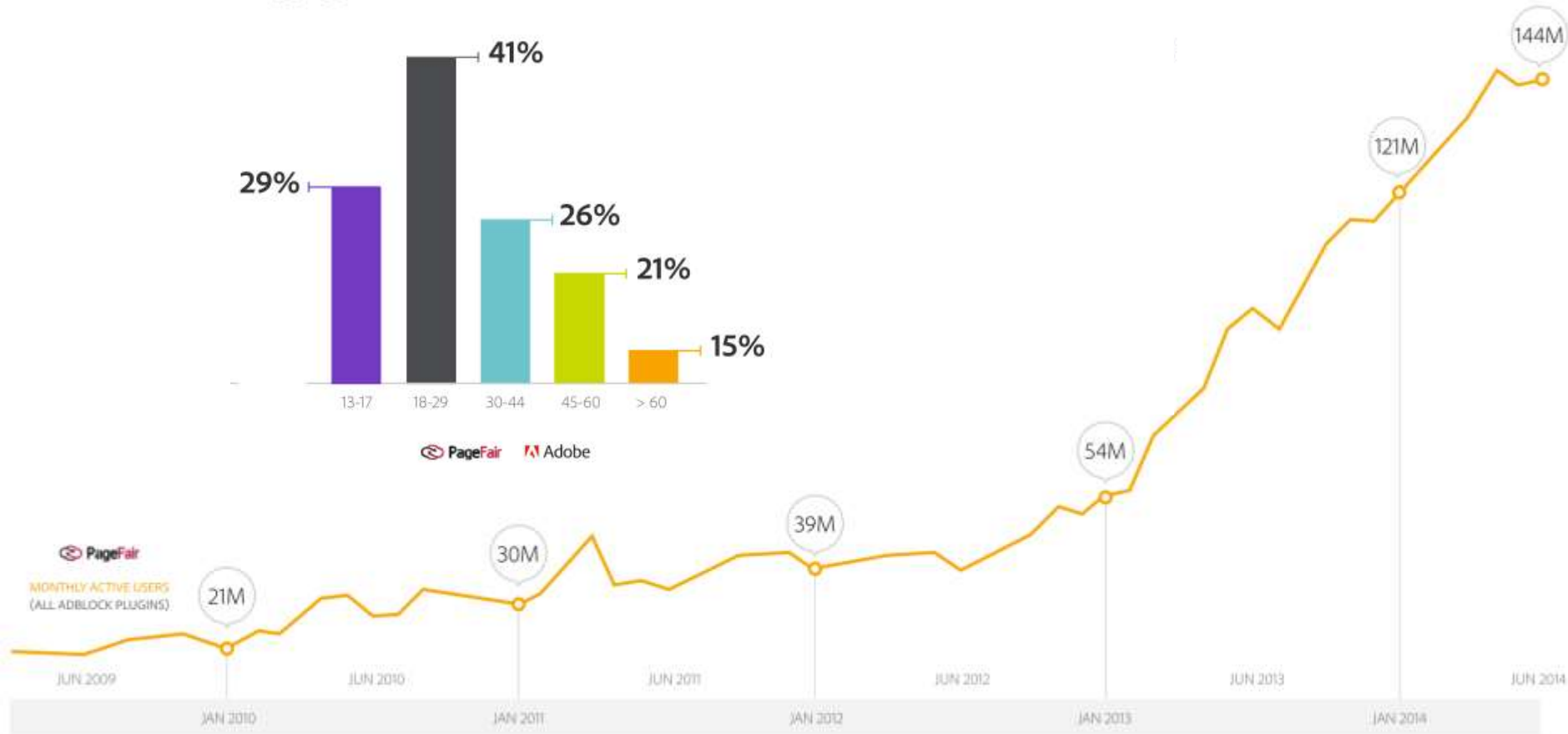
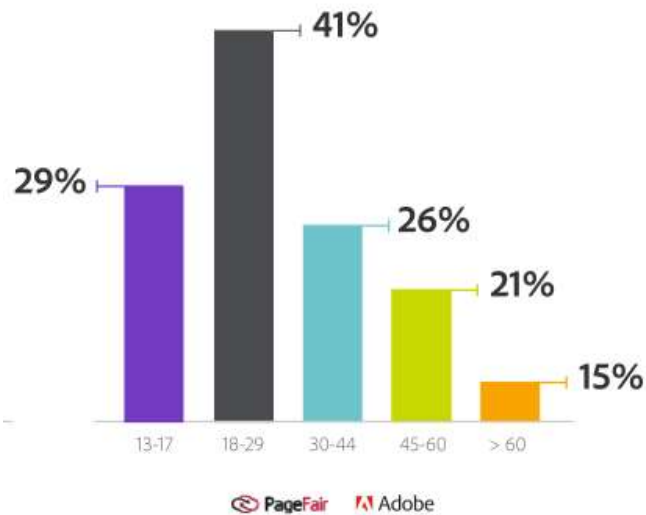


■ 2013 - Base: 5,012 US Online Adults

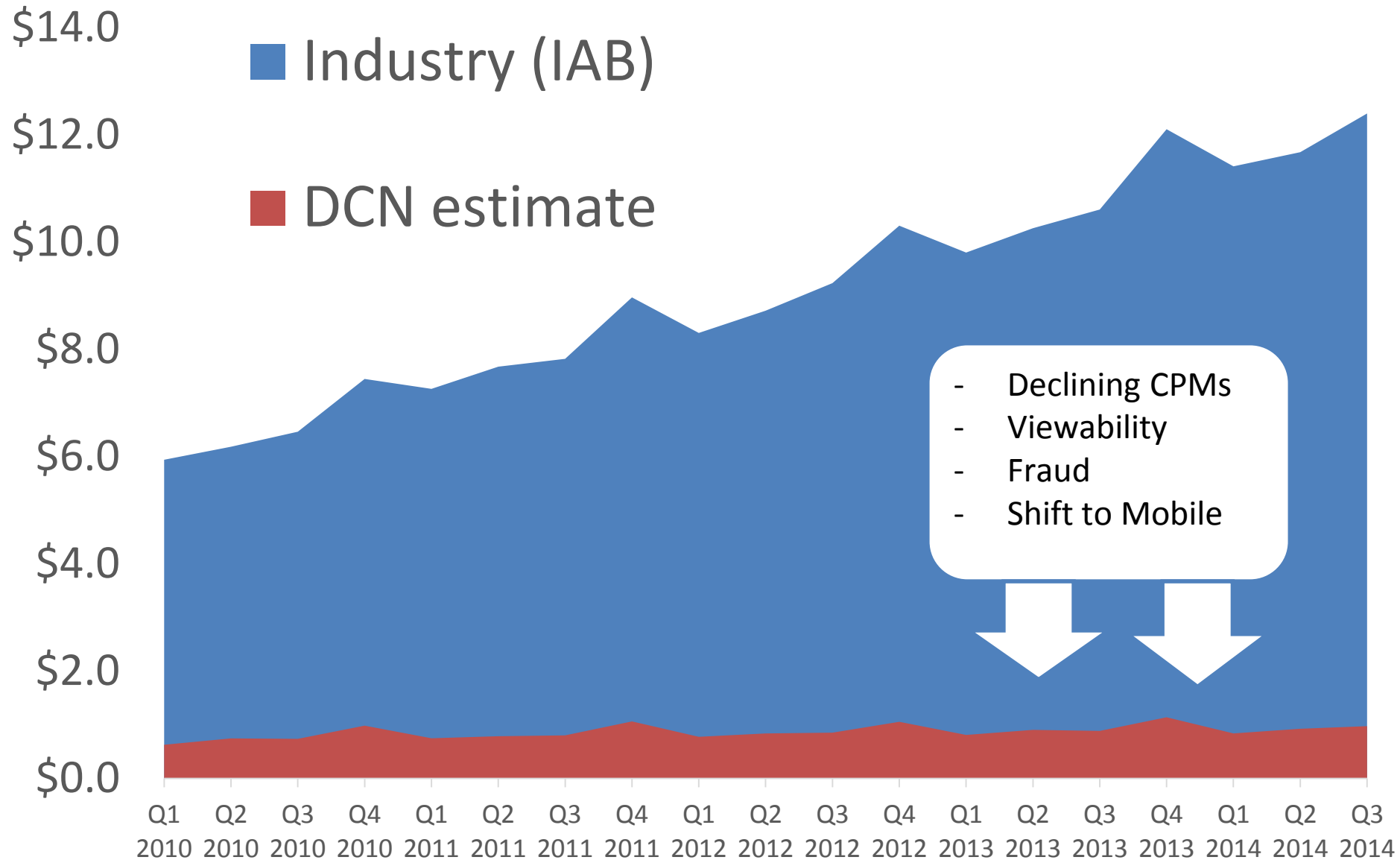
■ 2015 - Base: 6,743 US Online Adults (not all answers shown)

A Worst Possible Outcome

Adblocking growth



Display Ad Market Pressures Continue



Last 12 months: 25+ Op-Eds



Summary

①

DCN Has Momentum

②

Trust Drives Opportunity

③

Together We Can