



MEDIA QUALITY REPORT

MAY 2025

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FOREWORD FROM THE CEO

Digital media continues to evolve at a rapid pace, shaped by new technologies, shifting consumption habits, and increasing complexity in global markets. As we enter a new era defined by AI innovation, the need for transparency, precision, and protection has never been greater. At Integral Ad Science (IAS), we remain committed to equipping marketers with the actionable insights needed to navigate these changes with confidence.

I'm pleased to introduce the 20th edition of the Media Quality Report (MQR), our most robust benchmark report — powered by insights from more than 280 billion digital interactions captured each day. As a barometer of excellence in digital media quality, the MQR is a trustworthy tool designed to help marketers like you navigate an ever-evolving digital landscape.

As always, the MQR serves as a gold standard for measuring media quality and performance. Viewability rates have stabilized as marketers begin to prioritize newer metrics like attention. At the same time, ad fraud reached a four-year high for non-optimized campaigns, highlighting the growing threat bad actors pose to the ecosystem.

Despite these challenges, the data also reinforces the power of protection. Campaigns using fraud mitigation strategies were largely shielded from elevated risk, demonstrating the effectiveness of proactive optimization in driving safer, more impactful advertising.

At IAS, we remain steadfast in our mission to be the benchmark for trust and transparency in digital media quality. The MQR is a vital part of that mission — helping advertisers, publishers, and platforms worldwide drive superior results with clarity and confidence.



LISA UTZSCHNEIDER

Chief Executive Officer
Integral Ad Science

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 tips for how to best use MQR insights and benchmarks to assess your campaign health and set performance goals.

HOW TO LEVERAGE KEY TRENDS

1. Explore and consider the global media quality trends summarized in this report.
2. Use the global trends highlighted in this report as comparison points against your 2024 campaigns.
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 captures more than 280 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 database of global trends 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 Media Quality Report: 20th Edition features global benchmarks available in a [companion workbook](#) alongside regional deep-dives for the Americas, APAC, and EMEA, as well as country-level metrics for display and video ad formats across desktop, mobile web, mobile app, and connected TV (CTV) environments.

The MQR remains the gold standard for understanding digital media performance, providing the industry’s most actionable data to drive superior results.

KEY TRENDS: HIGHLIGHTS

- 1

Ad fraud increased in 2024 — but campaigns with fraud mitigation strategies were protected from this heightened risk.
- 2

While overall brand risk declined, the risk of offensive language and hate speech are on the rise, especially in the United States.
- 3

Viewability rates stabilized as advertisers have begun to prioritize other media quality measures, such as attention.

GLOBAL MEDIA QUALITY SUMMARY (2024)

% Change	Ad Fraud (Optimized)	Ad Fraud (Non-Optimized)	Viewability	Time-In-View	Brand Risk
Vs. 2023	-9.8%	+19.0%	+1.6%	-5.2%	-10.6%
Vs. 2021	-13.8%	+33.6%	+5.3%	-15.8%	-39.0%

DEFINITIONS

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 COMPLETION

Represents the share of viewable video ad impressions that remained in view through each quartile of the advertisement play time.

BRAND RISK

Impressions on open web pages that are flagged for posing various levels of harm to brand image and/or reputation through association, based on eight core content categories: Adult, Alcohol, Gambling, Hate Speech, Illegal Downloads, Illegal Drugs, Offensive Language, and Violence.

TIME-IN-VIEW

Time-in-view is the average duration that a viewable impression remains in view. Impressions that are not viewable according to the Media Ratings Council (MRC) standard are not included in this calculation.

AD FRAUD

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 — resulting in financial or opportunity loss by the advertiser and/or publisher in a particular transaction.

OPTIMIZED FRAUD

Optimized fraud benchmarks represent campaigns that were executed with a fraud mitigation strategy.

NON-OPTIMIZED FRAUD

Non-optimized fraud benchmarks represent campaigns that did not incorporate a form of fraud mitigation strategy. These benchmarks reflect a global average.



KEY TREND #1

NON-OPTIMIZED AD FRAUD RATES ARE ON THE RISE

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KEY TREND #1

HIGHLIGHTS

1. Fraud rates for campaigns that were not protected against fraud (non-optimized) in 2024 increased 19.0% year-over-year.
2. Protected campaign ad fraud (optimized) rates stayed low in 2024 in the face of increased risk.
3. Despite the value of protecting campaigns from fraud, the global volume of non-optimized campaigns rose in 2024.

STAYING PROTECTED AGAINST FRAUDULENT ACTORS

Ad fraud is a drain on advertising budgets, siphoning an estimated \$100 billion of ad spend in 2024, while reducing ad efficacy and chipping away at publisher revenue.¹ Running campaigns without fraud protections is risky — and leaves campaigns increasingly vulnerable to bad actors.

Fraud rates for non-optimized campaigns have been on the rise since the first half of 2023. In 2024, fraud rates rose 19.0% from the year prior, reaching a four-year high of 10.9% by the end of 2024.

Ad fraudsters can drive up the fraud rate because they are adaptive and opportunistic, jumping on new technologies and media consumption trends to follow digital media ad dollars. Popular environments like CTV have been targeted, with fraud rates surging alongside impression volume.² Fraudsters also have ramped up in recent years by leveraging AI to create websites that mimic legitimate publishers to deceive advertisers.³

+19%

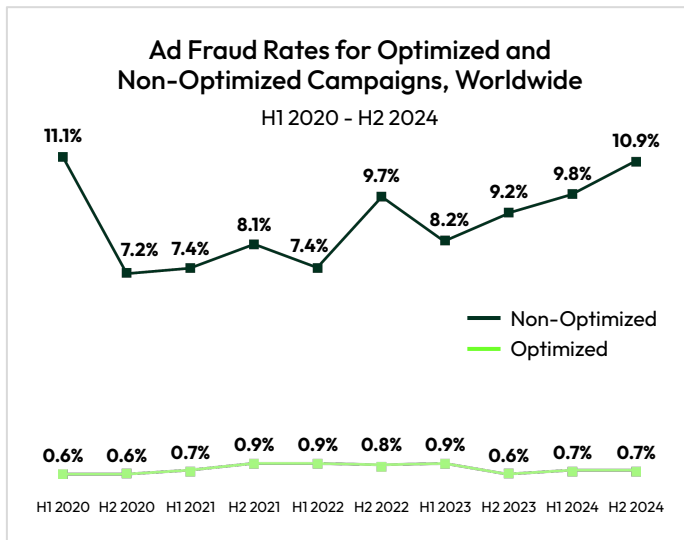
Increase in fraud rates
from 2023 to 2024 for
campaigns not optimized
against fraud

NON-OPTIMIZED AD FRAUD RATES ARE ON THE RISE

KEY TREND #1

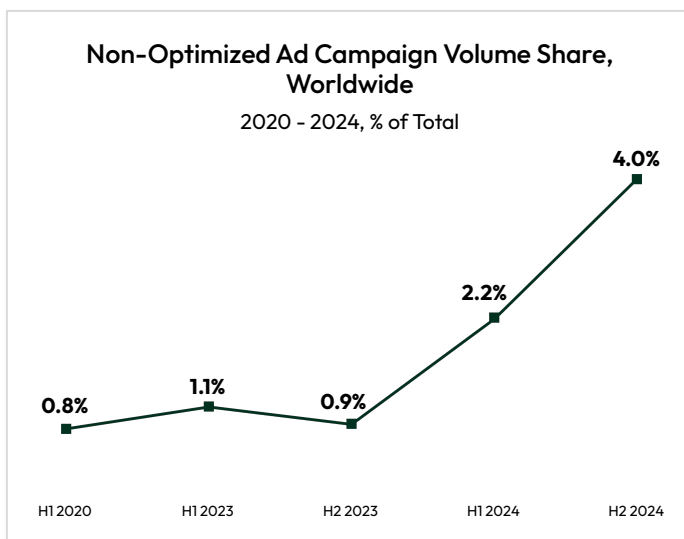
GLOBAL FRAUD RATES FOR CAMPAIGNS OPTIMIZED AND NOT OPTIMIZED AGAINST AD FRAUD

Despite the importance of protecting campaigns from fraud, **the share of global campaigns running without protection against invalid traffic increased for the second year in a row** (2023 and 2024). The global volume of non-optimized campaigns jumped 81% annually, pushing their share of campaigns monitored by IAS worldwide from 2.2% in 2023 to 4.0% in 2024. APAC has the most room for growth in adopting fraud protections, with 6.8% of campaigns in the region running unprotected, followed by EMEA (4.2%) and the Americas (3.6%).



Conversely, optimized campaigns have remained safe against fraudsters even in the face of surging fraud risk. Worldwide ad fraud rates for campaigns running with fraud protection dropped 9.8% year-over-year, to a steady rate of 0.7% throughout 2024.

The rate of **fraud violations for non-optimized campaigns was 15x higher** than optimized, showing that anti-fraud technologies and strategies work even during periods of high fraud activity.





KEY TREND #2

OFFENSIVE LANGUAGE AND HATE SPEECH ARE ON THE RISE

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KEY TREND #2

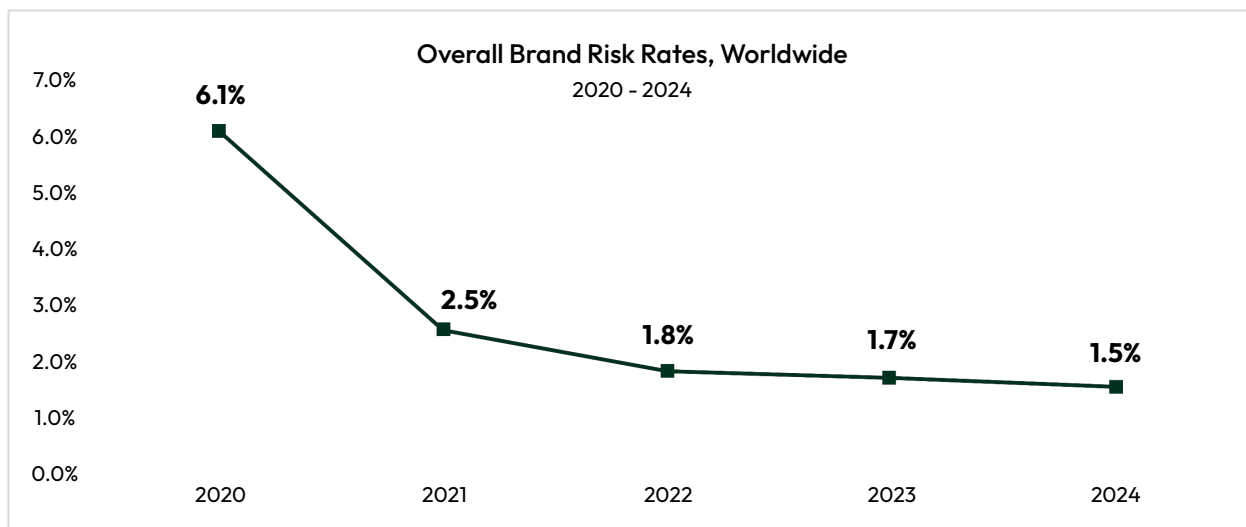
HIGHLIGHTS

1. Overall brand risk rates decreased in 2024 to record low levels — but the breakdown of content shifted towards specific types of risks: offensive language, controversial content, and hate speech.
2. Offensive language, controversial content, and hate speech increased to the highest global rates seen since 2020.
3. The United States saw consistent increases in offensive language, controversial content, and hate speech throughout the year.

THE SHIFT IN BRAND RISK

Protection from brand risk is important. Advertising adjacent to content that your brand deems risky or offensive can be detrimental to reputation and the bottom line. Consumers agree, with 68% of them believing it's inappropriate for brands to advertise next to hate speech or aggressive content and 51% saying they would stop using a brand if its ads ran next to inappropriate content.⁴

Worldwide brand risk decreased for the third year in a row, dropping 10.6% from 2023 to a record low of 1.5%. This is a testament to advanced brand safety and suitability technologies that effectively protect digital campaigns even during times of exaggerated risk.



OFFENSIVE LANGUAGE AND HATE SPEECH ARE ON THE RISE

KEY TREND #2

BRAND RISK ACROSS THE GLOBE

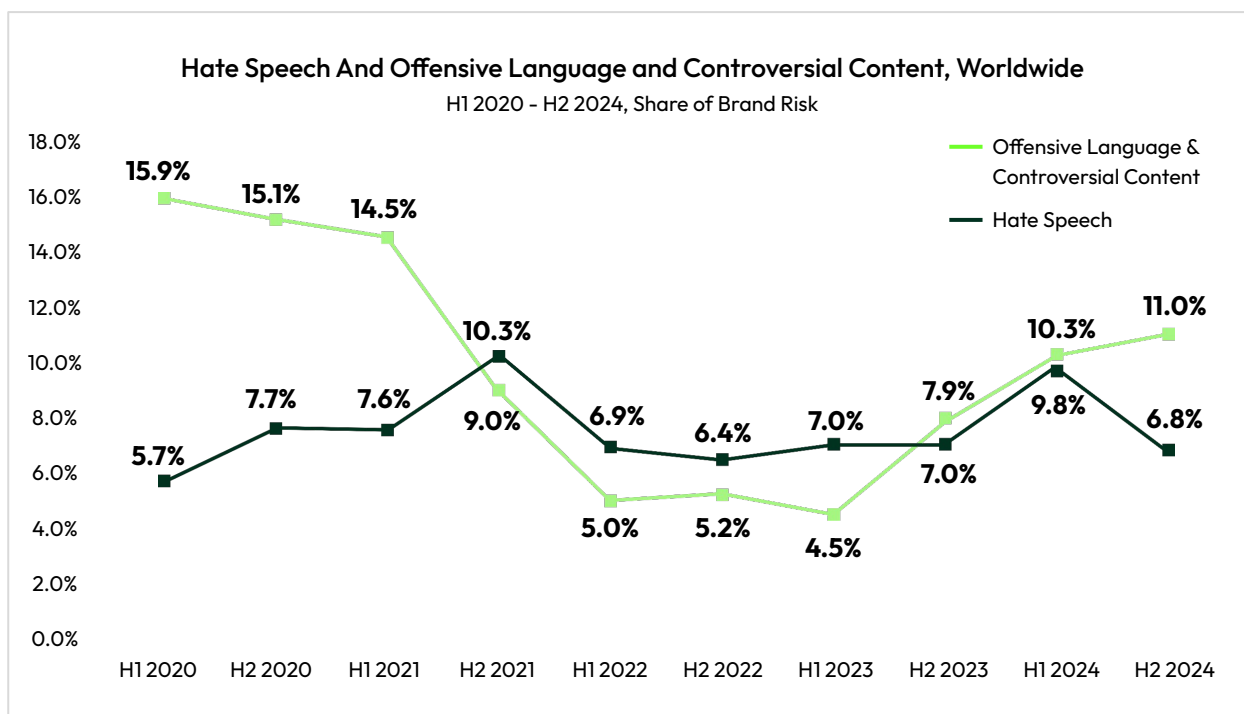
While overall brand risk decreased, some types of risky content are increasing. **Hate speech, offensive language, and controversial content** grew to represent larger shares of brand risk in 2024.

Globally, the share of offensive language has been on an upward trajectory since the first half of 2023. In 2024, the share of offensive content rose 72% year-over-year to the highest levels since 2021. Major regions like the U.S. contributed to this growth due to emerging risks to brand safety, such as increases in polarizing discourse and expanding use of AI.⁵

+72%

Increase in the share of offensive content from 2023 to 2024

Hate speech rose in H1 2024 worldwide to represent 9.8% of brand risky content. However, it fell again in the back half of 2024, following trends in EMEA.



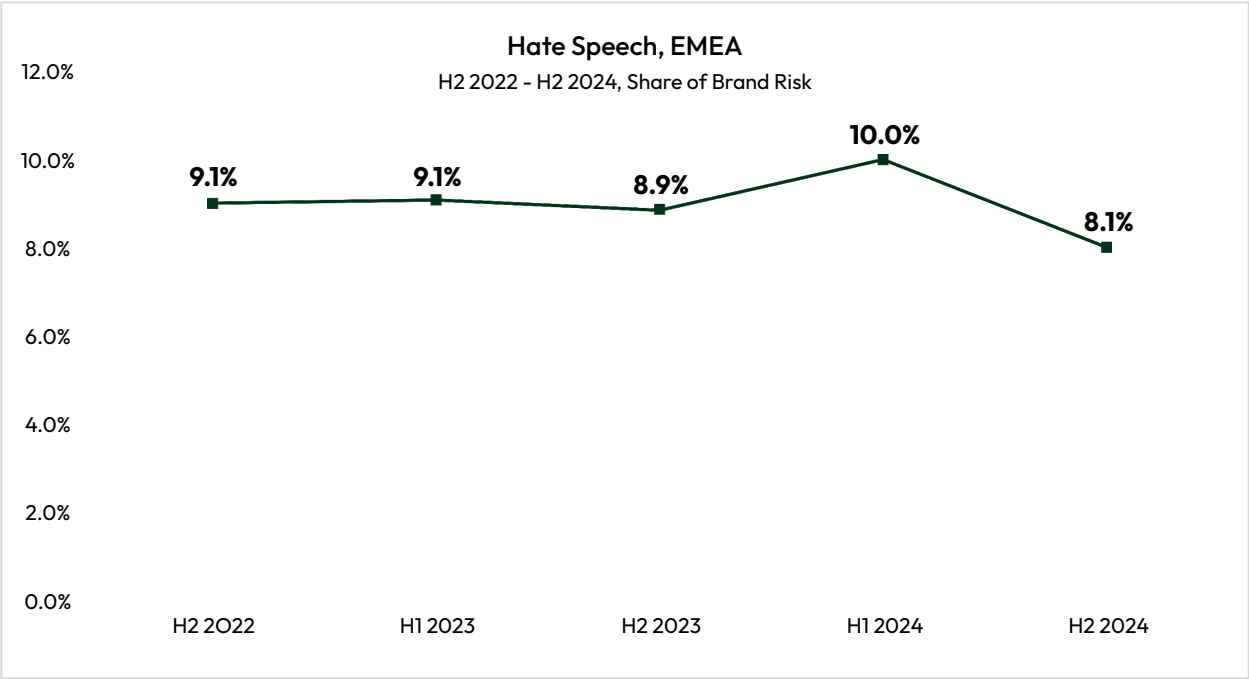
OFFENSIVE LANGUAGE AND HATE SPEECH ARE ON THE RISE

KEY TREND #2

HATE SPEECH TRENDS IN EMEA

Hate speech represents the highest share of brand risk in EMEA of all regions (9.3%), with Ireland (15.8%) and the U.K. (15.7%) reporting the highest rates of risky content attributed to hate speech by country in 2024.

In EMEA, the share of hate speech increased to 10.0% in the first half of 2024. Following the European Parliament cracking down on digital hate speech in the latter half of 2024,⁶ share of hate speech then fell back down two percentage points (pp) — even below previous rates.



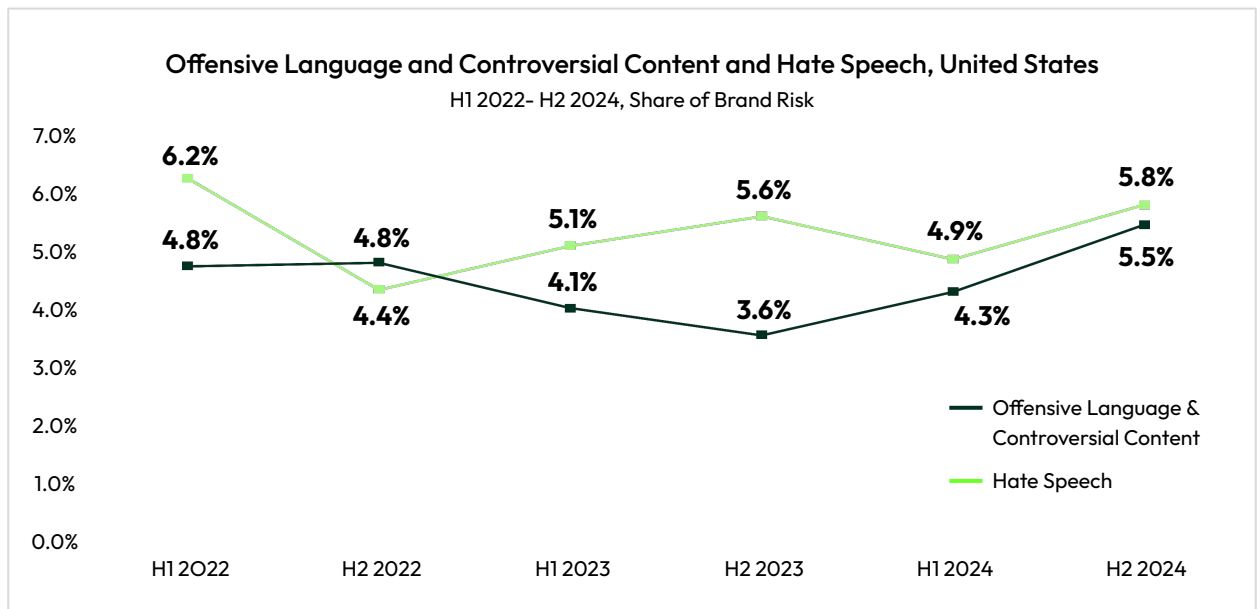
OFFENSIVE LANGUAGE AND HATE SPEECH ARE ON THE RISE

KEY TREND #2

GROWING HATE SPEECH AND OFFENSIVE CONTENT IN THE U.S.

In the U.S., the share of offensive content increased 28% from 2023 to 2024, reversing its previous downward trajectory to reach a three-year high of 5.5%. The share of hate speech in the U.S. decreased in the first half of 2024, opposing the trend in EMEA, then bounced up 18% in H2 to represent 5.8% of brand risk content.

The rise in these types of content likely stems from political polarization surrounding the U.S. election.⁷ This and other factors, like the rise of AI-generated content, are making U.S.-based advertisers and platforms increasingly vulnerable to these types of brand risks.⁴



KEY TREND #3

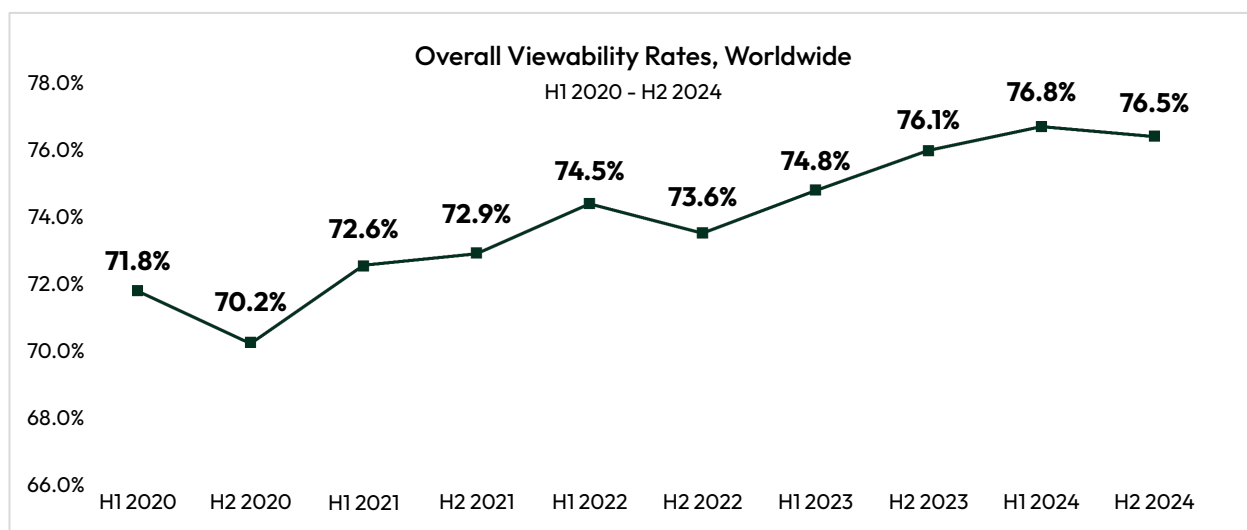
GLOBAL VIEWABILITY HAS STABILIZED

GLOBAL VIEWABILITY HAS STABILIZED

KEY TREND #3

HIGHLIGHTS

1. Global viewability has tapered its multi-year upward trajectory as advertisers shift to media quality metrics beyond viewability.
2. Consistent with increasing consumption of digital video, desktop video viewability climbed in 2024.
3. Subject to ad clutter risk and consumer scrolling habits, mobile app display viewability dropped.



THE SHIFT FROM VIEWABILITY TO ATTENTION

Viewability is a valuable metric, but advertisers are beginning to shift to another way to measure an ad's effectiveness: attention. Nearly half (47%) of buy-side decision-makers expect their organization to heighten its focus on attention metrics.⁸ Building off of viewability, attention considers situational factors, like the ad's environment, alongside interactions, like clicks or eye movements. With these additional considerations, attention approximates the extent to which impressions drive brand messaging and business results, allowing advertisers to optimize towards KPIs.⁹

VIEWABILITY BY DEVICE AND FORMAT

KEY TREND #3

BRAND RISK ACROSS THE GLOBE

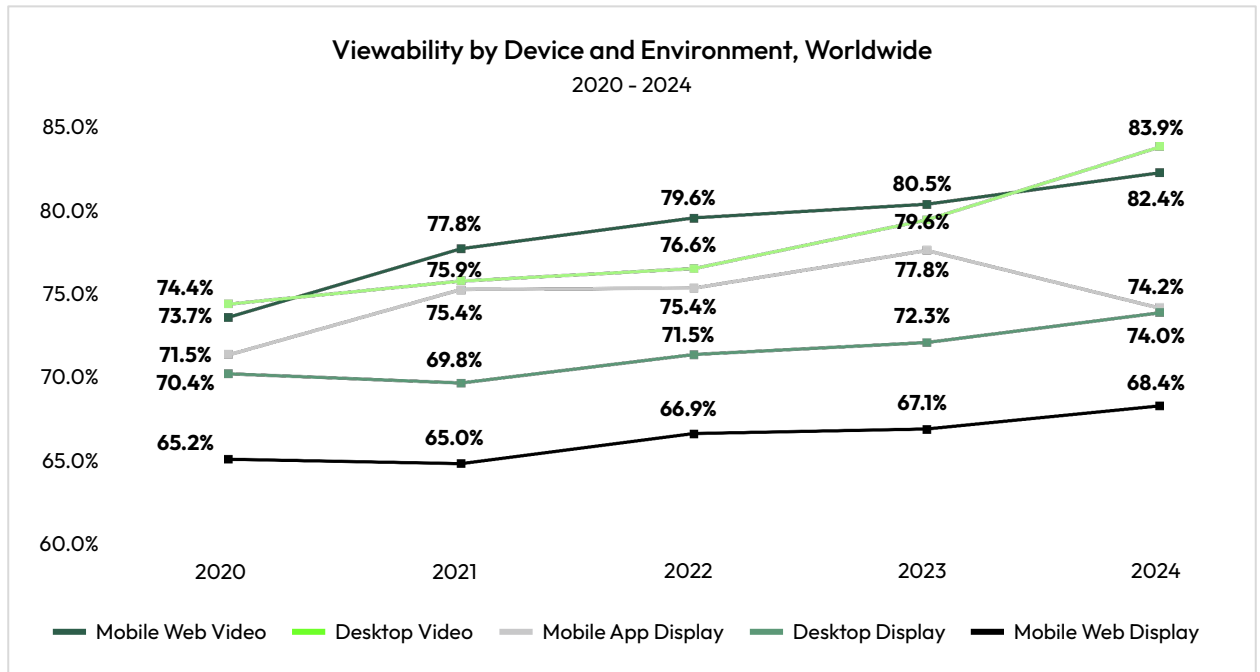
While overall viewability rose only slightly from 2023 to 2024, viewability on individual devices and formats shifted at different rates. In particular, desktop video increased 5.4% year-over-year to a record high of 83.9%. Mobile web video also showed a moderate viewability increase of 2.4% to reach a record high.

Increases in desktop and mobile video viewability may be attributed to consumer behaviors. With videos representing an increasingly large portion of media consumption, video-based ads may blend in with highly sought-after video content, allowing this format to break through.¹⁰

83.9%

Global desktop video viewability rate in 2024, which is a record high

In contrast, mobile app display decreased 4.6% year-over-year to 74.2%, a four-year low. In mobile app environments where ads take up a larger portion of the screen, consumers may be oversaturated with ads and more motivated to scroll past clusters of display ads quickly to get to their desired content.



The background of the entire page is a close-up, high-resolution photograph of green water. The water's surface is covered in intricate, shimmering ripples and reflections of light, creating a textured, organic pattern. The color is a vibrant, slightly translucent green.

LOOKING AHEAD

LOOKING AHEAD

DELIVERING PERFORMANCE AND AD EFFECTIVENESS

The world of brand safety is evolving. No longer just a safeguard, it's now a strategic lever to drive advertising performance. As marketers allocate nearly 70% of their budgets toward short-term brand performance, brand safety is increasingly viewed not merely as an insurance policy but as a strategic tool to enhance advertising outcomes. In fact, according to recent IAS research, more than half of consumers say they are likely to stop using a product or service of a brand whose ad appears near inappropriate content.

In anticipation of continued emphasis on performance into 2025, IAS is focused on innovations that tightly couple media quality with measurable results. Our commitment to delivering actionable insights is exemplified by our pioneering of the Quality CPM (qCPM) metric, which has proven that lowering qCPM leads to more efficient outcomes.¹¹ Building on this success, we are expanding our industry-first Total Visibility Supply Path Optimization solution to incorporate Made-For-Advertising (MFA) and Attention metrics, as well as insights into Connected TV (CTV) environments in 2025.

Leveraging performance insights gleaned from Total Visibility, IAS launched Dynamic Performance Profiles. This product automatically targets high-performing and cost-efficient contextual segments, driving ongoing improvements in business results. Additionally, we're enhancing and broadening our data strategy, concentrating on integrating new signals from third parties with existing data to create Audience Enhanced contextual targeting segments.

As the industry shifts towards performance-driven strategies, IAS is empowering advertisers with the tools and insights needed to achieve and surpass their campaign goals.

LOOKING AHEAD

SHORT AND LONG-FORM VIDEO IS EXPLODING

The video landscape is undergoing a significant transformation. As the global average **time spent on social media** reaches nearly two and a half hours daily, consumer demand for video content — both short and long-form — is driving substantial growth in video ad spending. In the U.S. alone, video ad expenditure is **projected to surge** 55% by 2028, underscoring the shift toward video-centric platforms such as social networks and Connected TV.

To keep pace with these evolving trends, IAS is committed to pioneering video-first innovations. Our advanced Multimedia Technology, which utilizes machine learning for frame-by-frame analysis, integrates image, audio, and text signals to ensure precise content classification for brand safety and suitability across social and video platforms.

A recent highlight includes our collaboration with a major social platform to launch Social Optimization, enabling advertisers to automatically avoid unsuitable content across the platform utilizing their dynamic, tailored brand suitability profile.

We look forward to launching Social Optimization on several other platforms and enhancing our offering to provide advertisers the ability to avoid specific video content beyond the industry standard frameworks.

As video continues to dominate the digital landscape, IAS remains at the forefront, providing advertisers with the tools they need to navigate and leverage the expansive opportunities presented by video content.

LOOKING AHEAD

INNOVATING IN MEDIA EFFICIENCY

AI is rapidly transforming the digital advertising landscape, with projections indicating it will contribute a **staggering** \$15.7 trillion to the global economy by 2030. Marketers are already reaping the benefits, reporting a 6.6% **improvement** in sales productivity as of Fall 2024 due to AI advancements.

AI's evolution is reshaping core aspects of the industry, from content creation to audience targeting and analytics. At IAS, AI has been driving our innovations for years, powering our Brand Safety, Ad Fraud, Made-for-Advertising, Attention, and more products. For example, we regularly refine our fraud models with machine learning and AI to protect advertisers from new threats.

IAS is committed to maintaining leadership in this rapid technological development. Our ongoing AI-driven innovations in 2025 are a testament to this commitment. AI powers our recent tech advancements such as our Multimedia Classification and our Dynamic Performance Profiles, which enhance content analysis and targeting accuracy.

Additionally, as digital engagement increasingly moves toward AI-powered platforms and natural language interfaces, IAS is integrating generative AI to enhance media quality and drive superior results. By enabling conversational campaign insights through our Signal platform and incorporating advanced large language models for content classification, we are redefining how advertisers interact with data, optimize campaign performance, and protect brand equity.

Looking ahead, IAS will further invest in AI-driven innovation, empowering our partners and customers to seamlessly integrate IAS capabilities into their agentic media planning, buying, and optimization workflows, ensuring they remain ahead in a rapidly evolving media landscape.

ABOUT IAS

Integral Ad Science (IAS) is a leading global media measurement and optimization platform that delivers the industry's most actionable data to drive superior results for the world's largest advertisers, publishers, and media platforms. IAS's software provides comprehensive and enriched data that ensures ads are seen by real people in safe and suitable environments, while improving return on ad spend for advertisers and yield for publishers. Our mission is to be the global benchmark for trust and transparency in digital media quality. For more information, visit integralads.com.

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