

# BUYING PREMIUM VIDEO: A DEFINITIVE CHECKLIST

At [Targetoo](#), we're committed to upholding premium standards, exemplified by our Premium Video Checklist. Our rigorous approach guarantees top-notch content quality, which translates to an unparalleled viewing experience. You can rely on us to deliver excellence, backed by our unwavering commitment to high-quality standards.

Premium video is content delivered transparently, in a trusted brand-safe environment, seen by real people within a high-quality viewing experience. These are factors that should be considered as standards as buyers and sellers transact on premium video:

## THE QUALITY OF ENVIRONMENT

Survey data reveals that more than 60% of advertisers consider viewer experience as a crucial factor in TV and video ad campaigns. High-quality settings, minimal clutter, and improved viewing experience can lead to better retention and an engaged audience.

### To maintain audience trust and uphold standards:

- ✓ The ad experience, like the material around it, should be premium, with high-quality audio and video, as well as relevant creative.
- ✓ To ensure confidence and reliable delivery, partners should use programmatic tools designed for premium transactions rather than outdated display.
- ✓ Ad amount should correspond to content length, with little disturbance, low latency, proportional ad breaks, and properly designed ad loads.

## BRAND SAFETY

superb creatives deserve a superb atmosphere. There is risk when your brand is associated with inappropriate content; it is critical to have the proper safeguards in place, particularly in non-premium contexts.

### Taking Partners to Account:

- ✓ Partners must meet brand standards, preserve category exclusivity, and sustain competitive differentiation.
- ✓ Partners should verify that no placements include undesirable content or audiences.
- ✓ Legitimate verification mechanisms should be in place to determine what is purchased and sold.

## TRANSPARENCY AND LEGITIMACY

Clear visibility into a campaign's location and the validity of impressions is crucial. It ensures that nobody pays for invalid impressions and maintains the value of the campaigns.

### Know What You Are Buying:

- ✓ Creative should run where it is intended to, in the appropriate environment.
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