Media Filter

Fast and comprehensive real-time ad quality solution blocks malware, sensitive ad content, heavy ads, high-risk platforms, and more

⚠ Protect audiences and deliver high-quality ad experiences

It's never been more important for publishers to forge tight relationships with their audiences—and nothing destroys those relationships like bad ads. As malvertising, scams, and controversial and offensive ad content proliferate across the digital media ecosystem, publishers need advanced controls to both protect audiences from malware attacks and ensure high-quality ad experiences.

Executing in under 50 milliseconds, Media Filter shuts down a wide variety of malware—including redirects, backdoors, phishing, and scams—before they hit user screens. Publishers can also block custom domains (e.g., competitors) and halt heavy ads that impact site-loading time. In addition, Media Filter leverages a groundbreaking AI-human hybrid categorization system to block or notify on a diverse range of contentious ad content.

2,700+	20+	<50
New threats neutralized daily	Sensitive ad content categories available	Milliseconds to execute script

Block or notify on a wide range of malicious and unwanted ads

Innovative framework enables publishers to manage extensive blocklists for programmatic and native campaigns.

- **Malware** based on original-source data curated 24/7 by The Media Trust's Digital Security and Operations team

- **High- and Medium-Risk Ad Platforms** that have brought significant risk to the advertising ecosystem

- **Sensitive Ad Content Categories**, including Alcohol, Gambling, Marijuana, Nudity, Pharmaceuticals, and more

- **Scams and Deceptive content** that make fraudulent claims or solicit PII for dubious purposes

- **Heavy Ads** that negatively impact user experience by using large amounts of device resources.

Simple to set up with intense precision

Media Filter's intuitive configuration screen makes ad quality management straightforward. Lists for malware, sensitive categories, user experience, and custom domains can be easily turned on and off, along with a simple toggle to switch between notifying or blocking on each list. Custom configurations can be made for each publisher site or for multiple properties, and publishers can instantly grab an updated Media Filter script for on-page or creative wrapper integrations. In addition, the Ad Sentry creative gallery enables precision blocking by allowing publishers to single out specific creatives in sensitive and regulated categories.

Define violations to action on

ⓘ You can define various violations for the configuration to take action on such as malware, sensitive categories, or custom.

Malware	Sensitive Categories	Experience	Ad Sentry	Custom

Status	Action	List	Description
On	Block	Malware	Triggers attacks against consumers including Backdoors, Phishing and e-skimming attacks.
On	Notify	High-Risk Ad Platforms	Ad-serving entities bringing significant risk to digital advertising ecosystem and consumers.
Off	Notify	Medium-Risk Ad Platforms	Ad-serving entities bringing above-average risk to digital advertising ecosystem and consumers due to specific malicious actors.
On	Block	Scams	Uses false claims to promote products or services, or solicits PII from consumers for dubious purposes.

Primed for all your ad quality needs

Flexible deployment
Multiple integration points and compatibility with all major ad servers

Enhanced security
Redirect Deterrent freezes malicious code upon arrival on-site

Tailor to your needs
Easily upload custom domain blocklists and edit within the interface

Revenue recovery
Call back a new ad when a creative is blocked or enter custom ad recall code

Insights delivered
Malleable reporting by blocklist and actions with demand source attribution

Comprehensive solution
Continuous, real-time analysis via Media Scanner® captures emerging threats

Complementary products:

▶ Malware Prevention
▶ Digital Vendor Risk Management
▶ Compliance Insights

THE MEDIA TRUST

Powering Digital Trust & Safety for publishers, AdTech platforms, e-commerce and more

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