



Safeguard Valuable CTV Investments

Prevent fraudsters from launching a barrage of bot attacks aiming to steal a piece of the growing Connected TV pie

Even the Most Secure CTV Platforms are At Risk

Viewers are flocking to CTV due to the proliferation of streaming services and devices. As a result, technology providers and advertisers are vying for access to these growing audiences. However, as ad spend increases, so does the threat of bad actors trying to steal some of that spend for themselves.

The pace of these emerging technologies and platforms has left the ecosystem with industry-wide adopted standards while the limited inventory and rapidly increasing spending has raised the value of the impressions. This combination makes the CTV ecosystem ripe for fraud, leaving even the most secure platform is vulnerable to fraudsters using spoofing (such as SSAI spoofing) and other sophisticated tactics to siphon revenue from the ecosystem.

Protected Attack Surfaces



DESKTOP



MOBILE WEB



MOBILE APP



CTV/OTT

Prevent Connected TV Fraud

Developing shared standards and more accurate device identification, as well as collective protection, allows HUMAN clients and partners to stay ahead of bad actors to protect their valuable CTV investments. HUMAN collaborates with the CTV industry to develop industry standards while building MediaGuard's proactive fraud monitoring and real-time prevention solutions.

MediaGuard uses a multilayered detection methodology that establishes hard technical evidence to prove fraud. This enables MediaGuard to detect and mitigate today's sophisticated bots and advanced spoofing techniques with unmatched scale, speed, and precision to ensure that only real humans are interacting with your CTV investments.

Pain Points

Compromised Inventory

When CTV inventory is infiltrated by fraud, it lowers the overall quality and causes demand partners to pay less for it.

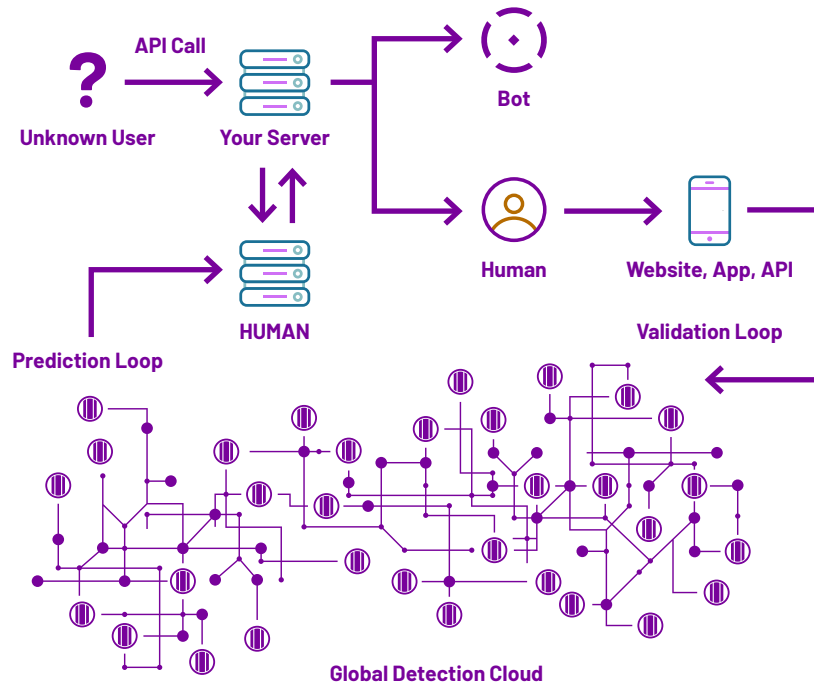
Evolving Threats

The growth of CTV is being powered by quickly evolving technology, but this is also leaving it especially vulnerable to new threats not protected by most existing solutions.

Diminished ROI

CTV is particularly vulnerable to loss from fraud due to the high value of individual impressions and inconsistent industry standards adoption.

How MediaGuard Works



The HUMAN MediaGuard Advantage



Increase Trust

Serve Ads to Real Humans

Prevent fraud in pre-bid environments across desktop, mobile and connected TV (CTV) to improve demand partner trust in programmatically traded media.



Improve Quality

Strengthen your Reputation

Eliminate fraud before it enters your platform with greater transparency of supply and stop wasting resources - time, people, technology and money - on remediation and clawbacks.



Optimize Return

Gain Control and Maximize ROAS

Deliver only verified human impressions for more valuable and better performing inventory to gain increased value and revenue from demand partners.

Powered by the Human Verification Engine™

MediaGuard is powered by the Human Verification Engine, which combines technical evidence, machine learning, and continuous adaptation to deliver 'human or not' decisions with unmatched scale, speed, and precision to safeguard your applications and services.

Every week, we verify the humanity of over 15 trillion interactions by leveraging our distinct observability advantage established by analyzing over a decade's worth of data to provide continuously adaptive and collective protection to our customers, who include the world's top internet platforms.

Our Satori Threat Intelligence and Research Team takes down multiple large-scale attack networks every year, proactively identifying and reverse engineering new threats to inform our detection techniques with new indicators against emerging automated attacks.