



PROTECT AND CONTROL YOUR ONLINE VIDEO CAMPAIGNS

Safety

Transparency

Quality



THE **ONLY** BRAND SAFETY SOLUTION THAT CAN LOOK INSIDE THE VIDEO

SAFESTREAM™ GIVES YOU CONTROL

SEE WHAT VIDEOS YOU ARE ADVERTISING AGAINST
PREVENT ADS FROM RUNNING ON UNSAFE CONTENT
VERIFY PERFORMANCE AND DELIVERY OF YOUR CAMPAIGN

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YOUR AD ON SAFE, TARGETED VIDEOS

SAFESTREAM™ OFFERS:

- REAL-TIME REPORTING
- RATINGS FOR OBSCENITY
- RATINGS FOR VIDEO QUALITY
- RATINGS FOR VIOLENCE
- RATINGS FOR PAGE CONTENT
- FULL PUBLISHER INTEGRATION

Affine SYSTEMS
POWERED BY VISION

Learn about targeted video advertising today.

Home Campaign Summary Create Channel Add Assets Create Campaign Logout

General Keywords Publishers Categories Targeting

Reset Targeting

People Network Topic

Name	Videos	Plays
50 Cent	68	294,522
Andy Garcia	53	58,689
Angelina Jolie	1,295	22,841,793
Anne Hathaway	396	4,595,472
Avril Lavigne	7,911	379,328,709
Barack Obama	5,294	52,168,213
Ben Stiller	292	2,561,699
Beyonce	1,230	37,721,331
Bill Murray	145	418,793
Bill O'Reilly	2,376	46,447,948
Britney Spears	3,321	159,737,868
Bruce Willis	175	159,723
Carmen Electra	100	1,131,892
Chris Rock	841	58,893,008
Christian Bale	188	3,817,165

Production Quality Brand Safety

Channel Sample (page 2)

23,322 Videos Found

Prev 1 2 3 4 5 6 7 8 9 ... Next

- The Twiddlebugs New Stamp (fast)
- Sesame Street - The Twiddlebugs and the
- The Mulberry Bush
- Sesame Street - The Twiddlebugs go to the
- Twiddlebugs: Caterpillar
- Twiddlebugs Postage Stamp
- Twiddlebugs Family Picture
- Twiddlebugs: Paperclip
- Sesame Street - Was Bert captured by
- Sesame Street - Martians Find a Fan
- I Interview Martians on Camera!!!
- Sesame Street: Martians Find the

THE SAFESTREAM CONSOLE PROVIDES:

VIDEO RATINGS

SafeStream™ users have access to Affine's Video Index, which contains automatic ratings for all of the video impressions available for advertising through our partners. The index has ratings for both the video content and the surrounding page.

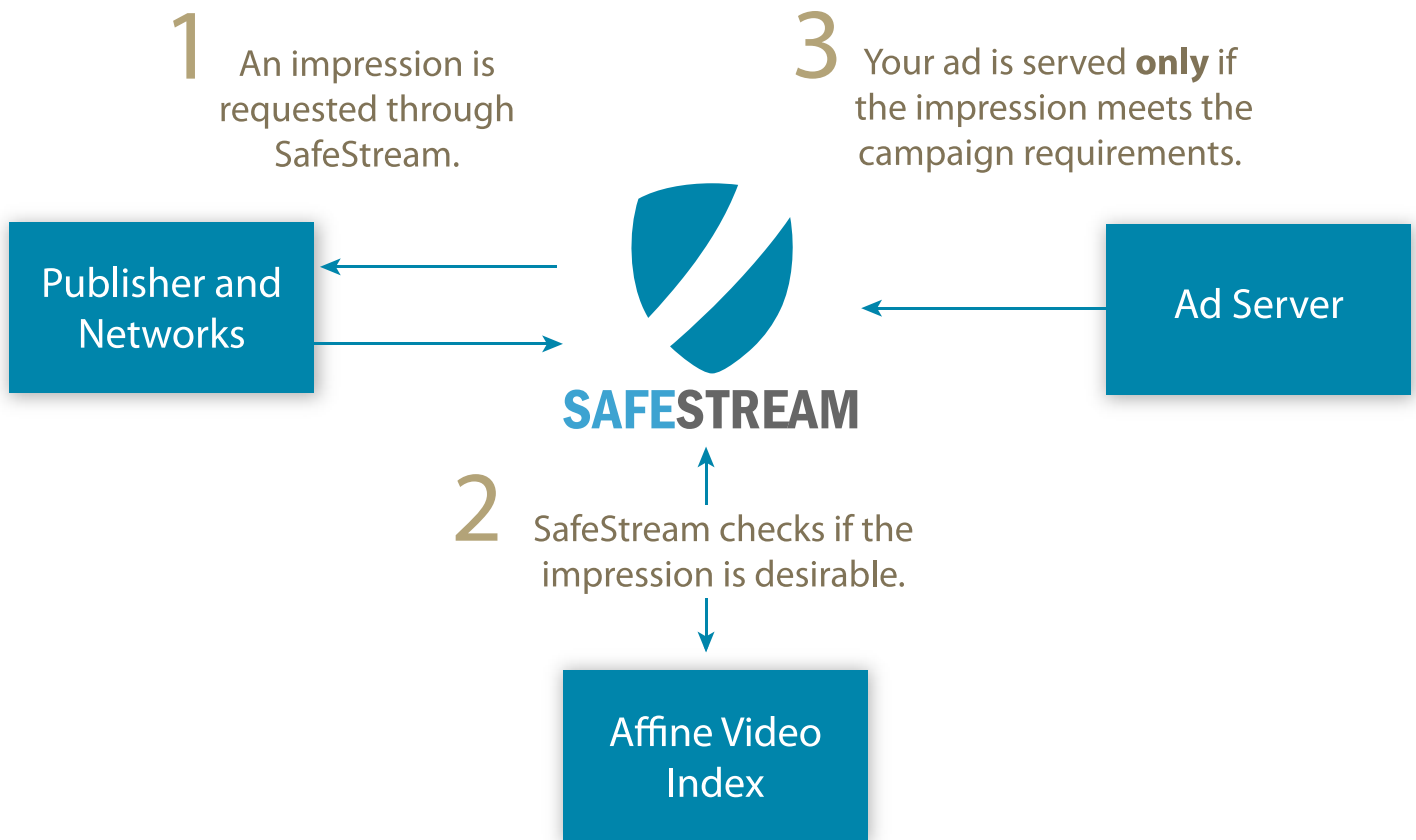
IMPRESSION BLOCKING

SafeStream™ is fully integrated with a host of networks, exchanges and publishers, and will prevent your ad from running outside of the content that you have defined in the SafeStream™ Console.

VIDEO-LEVEL REPORTING

The SafeStream™ Console provides you with a searchable index of all of the videos you have advertised against, and lets you monitor your campaign performance across networks and publishers.

ENABLING UNPARALLELED AUDITING AND CONTROL FOR YOUR ONLINE VIDEO CAMPAIGNS



All activity is logged and managed through the SafeStream™ Console.

AFFINE VIDEO INDEX

THE AFFINE VIDEO INDEX is a comprehensive database of all the videos available for advertising through our partners, organized for ad buying.

AFFINE SYSTEMS builds the index by continually downloading videos from our partners for visual and page-level analysis.

AFFINE'S VISION ENGINE looks inside the videos frame by frame and provides automatic content ratings for brand safety, quality and targeting.

PAGE LEVEL ANALYSIS is performed by your choice of the leading site verification services.

VIDEO RATINGS

Sexuality Ratings

100			1000
Non-sexual	Partial Nudity	Full Nudity	Pornography

Production Quality Ratings

100				1000
Network Content	Broadcast Quality	Professionally Produced	WebCam	Cellphone Home Videos

Violence Ratings

100				1000
Not Violet	Boxing Martial Arts	Guns Knives	Explosions	Carnage

PAGE RATINGS

Our partners provide text-based ratings for:

- Politics/Controversy
- Hate Speech
- Offensive Language
- Alternative Lifestyles
- Gambling
- Fraudulent Activity
- Substance Abuse
- And more ...