

DoubleVerify Launches Transparency Center to Fuel Industry Education and Foster Digital Trust

Launched at Cannes Lions 2024, the DV Transparency Center is breaking open the 'black box' of digital media verification by providing comprehensive educational resources, tackling industry misconceptions, and shedding light on trending topics

NEW YORK--(BUSINESS WIRE)-- [DoubleVerify](#) ("DV"), the leading software platform for digital media measurement, data, and analytics, today announced the launch of the DV Transparency Center. This new educational portal is designed to augment understanding and trust in media verification by providing greater insight and clarity into DV's technology and measurement solutions. The launch coincides with Cannes Lions 2024, highlighting DV's commitment to driving industry education at one of the world's most prestigious gatherings of marketing and online advertising leaders.

The DV Transparency Center serves as a resource for advertisers, agencies, and other industry partners, offering comprehensive educational materials that clarify the intricacies of digital ad verification and the wider measurement space. At a time when transparency is more crucial than ever, DV's Transparency Center initiative aims to demystify key aspects of its technology and showcase its steadfast commitment to enhancing industry standards.

"It's time to break open the perceived 'black box' and take on some of the misperceptions surrounding the digital ad space. Trust and transparency are foundational to a robust and thriving digital ecosystem," said Dan Slivjanovski, DoubleVerify CMO and leader of Industry Education at the company. "With the DV Transparency Center, our goal is to equip our partners with the knowledge they need to maximize the benefits of our state-of-the-art technology and navigate the dynamic digital advertising landscape more effectively."

"As brands navigate a hyper-political environment, brand safety and transparency become even more top of mind for marketers," said Deva Bronson, EVP, Global Head of Brand Assurance at dentsu Media. "We are proud to partner with DoubleVerify, and support their commitment to advancing industry transparency."

At launch, the DV Transparency Center will offer a collection of resources tailored to enhance understanding of DV and the verification category and address key trending topics. These include an exploration of Made for Advertising (MFA) sites according to DV's measurement standards, detailed insights into the mechanics of independent social media measurement, and discussions on brand safety and suitability on social platforms. The center will also provide explainers on how DV ensures impartial publisher measurement and enables more effective publisher monetization. The DV Transparency Center will be updated regularly to keep pace with evolving market needs and ongoing advancements in ad verification.

Also, DoubleVerify is expanding its educational outreach by partnering with key industry players The AdTech Forum, a Marketecture Media company, and U of Digital, a leading educational platform for the adtech sector.

“DoubleVerify's leadership in verification is well-established, and their commitment to advancing industry knowledge through the DV Transparency Center aligns very well with our goals,” said Jeremy Bloom, Co-founder of Marketecture Media. “We are excited to collaborate with a partner who prioritizes education and transparency in digital advertising.”

“Education is crucial in digital advertising, and DoubleVerify recognizes that,” said Shiv Gupta, Founder of U of Digital. “Investing in educational initiatives sets a strong example for how, through learning, companies can contribute to the ongoing growth and improvement of the fast-evolving ad tech space.”

To explore the DV Transparency Center, please visit: <https://doubleverify.com/transparency-center/>

About DoubleVerify

DoubleVerify (“DV”) (NYSE: DV) is the industry’s leading media effectiveness platform that leverages AI to drive superior outcomes for global brands. By creating more effective, transparent ad transactions, DV strengthens the digital advertising ecosystem, ensuring a fair value exchange between buyers and sellers of digital media.

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