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# DoubleVerify Launches Industry-First Streaming TV Products to Drive Greater Transparency and Elevate CTV Advertising Quality

*New products, including Verified Streaming TV activation and measurement and “Do Not Air” Automation, empower advertisers to avoid the estimated 15%+ of Streaming TV spend wasted in low-quality environments and streamline better contextual alignment at a program level*

*Additionally, DoubleVerify is leveraging unique data and popularity metrics from IMDb to fuel AI-driven contextual insights of streaming content*

NEW YORK--(BUSINESS WIRE)-- DoubleVerify (“DV”) (NYSE: DV), the leading software platform to verify media quality, optimize advertising performance and prove campaign outcomes, today announced the launch of new industry-first streaming TV offerings designed to give advertisers greater transparency, control and efficiency across their streaming TV investments. In addition, DoubleVerify is leveraging unique, licensed IMDb data to fuel AI-driven classification of streaming content, with new capabilities planned to launch in early 2026.

Advertisers are demanding stronger safeguards to ensure their campaigns are delivered in premium environments and avoid content that doesn't align with their brand values. According to DV research, an estimated 15% of U.S. programmatic direct, programmatic guaranteed (PG) and Private Marketplace (PMP) deals in CTV actually serve outside streaming video content—on environments such as gaming apps, music streaming services or other CTV utility apps—resulting in more than \$1 billion in misplaced ad spend each quarter.

To address this issue, DV is launching several new products: Verified Streaming TV™ pre-bid segments and measurement and “Do Not Air” Automation.

“As streaming TV grows, advertisers are contending with new challenges—from opaque, resold inventory and questionable ad placements wasting billions in media spend, to a lack of automation that inhibits contextual alignment,” said **Todd Randak, GM of CTV at DoubleVerify**. “Our new Streaming TV products directly address these pain points, giving advertisers the ability to verify media quality and maximize their investments across devices and platforms.”

**Verified Streaming TV Pre-bid Segments and Measurement.** Powered by DV's AI-driven content classification technology, this first-to-market capability helps advertisers verify that their campaigns run in premium streaming environments that deliver the quality and engagement of traditional TV.

With Verified Streaming TV, advertisers can:

- Align impressions with premium streaming TV player environments across leading programmatic platforms, including **The Trade Desk, Teads, StackAdapt, Microsoft Invest and Index Exchange**
- Verify that ads appear in branded players alongside high-quality media—not extension networks—and measure the scale and quality of those placements
- Maximize media investments and prevent overspending on non-streaming TV inventory

**“Do Not Air” Automation Via DV Authentic Brand Suitability®.** Advertisers have long relied on “Do Not Air” lists—policies outlining where their ads should not appear—to meet regulatory, contractual and brand alignment requirements. Historically, these lists were managed manually via spreadsheets and email, a process ill-suited for programmatic.

Integrated into DV’s Authentic Brand Suitability, an AI-powered pre-bid product that helps advertisers avoid unsuitable content before a bid is placed, “Do Not Air” Automation modernizes this process with intelligent automation. The new capability automates list activation and enforcement across streaming environments.

With “Do Not Air” Automation, advertisers can:

- Eliminate manual list management while maintaining precise control over content alignment
- Curate streaming inventory leveraging DV normalized data across genres and maturity ratings
- Activate lists at the point of transaction using a single segment ID aligned with their DV Authentic Brand Suitability settings

Advertisers will have early access to “Do Not Air” Automation for programmatic open market and PMP buys through The Trade Desk, with more platforms to follow soon.

“Transparency in streaming has never been more critical,” said **Dave Morgan, Founder and CEO of Simulmedia**. “Advertisers need proof that their dollars are going toward premium, TV-like inventory, not hidden resells or low-quality placements. Offerings like Verified Streaming TV give the market the clarity and control it’s been missing.”

**DV Leverages IMDb Data to Enrich Streaming Contextual Insights.** DV is licensing comprehensive data and popularity insights from IMDb, the world’s most popular and authoritative source for information on movies, TV shows, and celebrities, to enhance DV’s AI-powered analysis and classification of streaming TV content. By integrating unique IMDb data, including Parents Guides, Meters, and Ratings, DoubleVerify can deliver more granular and precise contextual insights to help global brands improve media quality, with new products slated to launch in early 2026.

“As streaming TV continues to mature, the definition of media quality is becoming more sophisticated,” said **David Goddard, SVP of Business Development, DoubleVerify**. “We are excited to leverage data and insights from IMDb to enrich our AI-powered analysis with even more contextual signals.”

“IMDb licenses authoritative data and unique insights from our global audience of more than 250 million monthly visitors, powering content discovery and advanced analytics for businesses all over the world,” said **Nikki Santoro, CEO of IMDb**. “We’re delighted that DoubleVerify has selected IMDb to power its new suite of products and help advertisers reach their target audiences.”

DV’s Verified Streaming TV and “Do Not Air” Automation offerings are key components of **DV’s Media AdVantage Platform**, which combines AI-powered media verification, ad optimization and campaign outcomes measurement to maximize media performance and return on ad spend. As part of media verification, these products help advertisers better align with professionally produced TV content

across devices.

To learn more, visit [www.doubleverify.com](http://www.doubleverify.com).

### **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 powering media efficiency and performance, DV strengthens the online advertising ecosystem, preserving the fair value exchange between buyers and sellers of digital media. Learn more at [www.doubleverify.com](http://www.doubleverify.com).

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