

Buyers Struggle to Find Quality Video in the Open Auction

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Increasingly, more buyers are coming to terms with the fact that the open auction is no place for premium video.

Earlier this summer, YouTube faced a backlash from some buyers after research outfit Adalytics found that ads often aired not on YouTube videos themselves, but on the Google Video Partner network. Some buyers redirected their YouTube strategies to ensure their ads would not end up on nefarious GVP content, which could be low quality, including in sound-off, obscured video player placements and on websites full of misinformation, per the report.

But



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