



Transparency Report on Advertising Service Quality

Yahoo Japan Corporation
December 2022

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About this report

Yahoo! JAPAN undertakes several procedures that improve the quality and transparency of our services.

The "Transparency Report on Advertising Service Quality" summarizes our practices that improve the quality of advertising services. We continue shedding light on our practices and providing assurances to our users.

Ad account review

About ad account reviews

To prevent inappropriate advertisements, Yahoo! JAPAN reviews each "ad account" at the time of application.

This review is done based on the **"Yahoo! JAPAN Ads Account Review Guidelines"**

*(hereinafter referred to as the "Account Review Guidelines") released in April 2022.

Accounts are reviewed not only when a new account is created, but also at all times after the account is created, 24 hours a day, all year, by our review staff and system.

Together with the Account Review Guidelines release, we have also released an explanatory video to help advertisers better understand. In addition to these educational activities, we will continue to implement revisions of related laws and regulations and necessary reviews in line with social conditions.

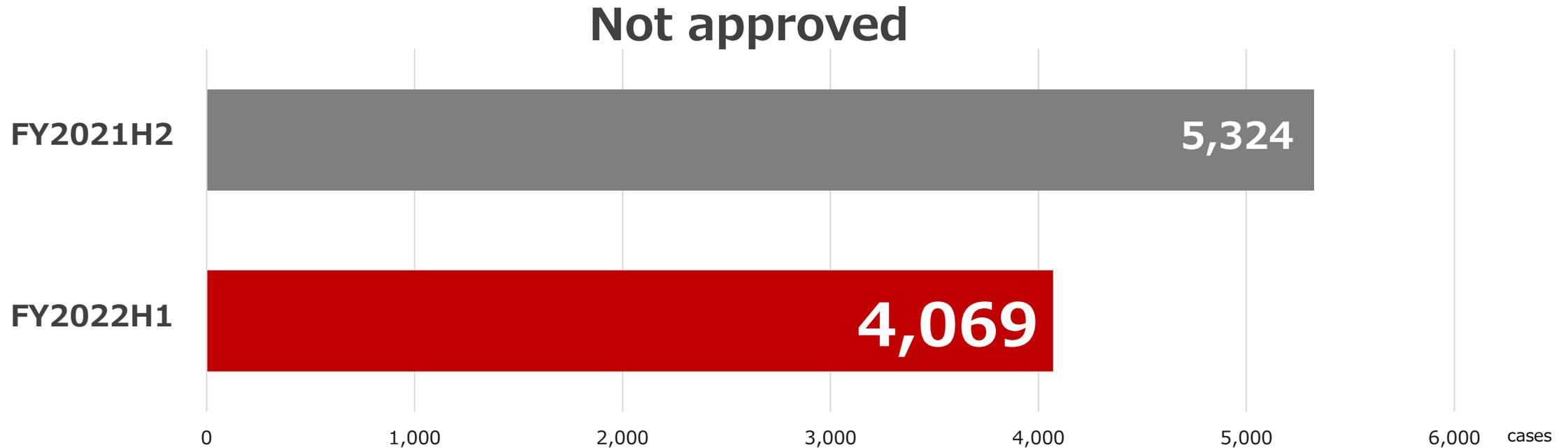
*Yahoo! JAPAN Ads Account Review Guidelines

Guidelines: https://s.yimg.jp/images/listing/pdfs/en_accountreviewguidelines.pdf

Help page: <https://ads-help.yahoo.co.jp/yahooads/middlecategory?lan=en&cid=1112&o=default>

Explanatory video (available in Japanese): <https://ads-promo.yahoo.co.jp/online/accountreview.html>

Results of ad account review



In the first half of FY2022, **4,069** accounts* were disapproved (accounts were rejected or suspended due to violations of Account Review Guidelines). By making the Account Review Guidelines public, it is easier for advertisers to anticipate in advance what will be disapproved.

*Total number of disapprovals that violated Yahoo! JAPAN Ads Account Review Guidelines

Breakdown of reasons for disapproval based on account review (review before creating accounts)



- A. Unable to display in a normal environment
- B. Those with a record of severe violations in advertising expression
- C. Accounts that use improper advertising expressions or methods
- D. Registration preferences
- E. Languages used in websites
- F. Others

The review before creating accounts in the first half of FY2022 was marked by **"Unable to display in a normal environment"** disapprovals, such as sites that are unable to display in a normal environment, or viewing is controlled by ID or password.

On the other hand, **the proportion of disapproved cases for the reasons of "advertising expressions that have a history of serious violations" and "improper advertising expressions or methods"** reversed from the previous term.

Improper advertising expressions or methods include cases of displaying "X minutes until campaign ends" or "X people are watching now" on the website without any factual basis, which tended to increase compared to the previous period.

Breakdown of reasons for disapproval based on account review (review after creating accounts)



- A. Accounts that may perform unauthorized advertising judging from account registration preferences
- B. Repeatedly creating accounts that have a history of violations
- C. Create ads that violate Chapter 4 of Yahoo! JAPAN Advertisement Editorial Guidelines
- D. Creating a large volume of ads that violate Yahoo! JAPAN Advertisement Editorial Guidelines
- E. Others

The number of disapprovals for the review after creating accounts in the first half of FY2022 decreased significantly based on the **“Accounts that may perform unauthorized advertising judging from account registration preferences.”** One of the reasons for the decrease in the number of accounts requesting re-opening after account disapproval is that we have reviewed our review process in accordance with the Account Review Guidelines.

On the other hand, **disapprovals under the Guideline of “Repeatedly creating accounts that have a history of violations” increased significantly.** This is due to the disapproval of numerous accounts by certain advertisers that violate this Guideline.

Ad review

About ad reviews

Yahoo! JAPAN reviews each ad to prevent inappropriate ads.

In this review, based on Yahoo! JAPAN Advertisement Editorial Guidelines (*hereinafter referred to as the "Editorial Guidelines"), in addition to ads that violate laws and regulations such as false and exaggerated advertisements and fraudulent advertisements, advertisements that may cause discomfort or anxiety to users will also be rejected.

We constantly revise these Guidelines to reflect changes in laws and social conditions.

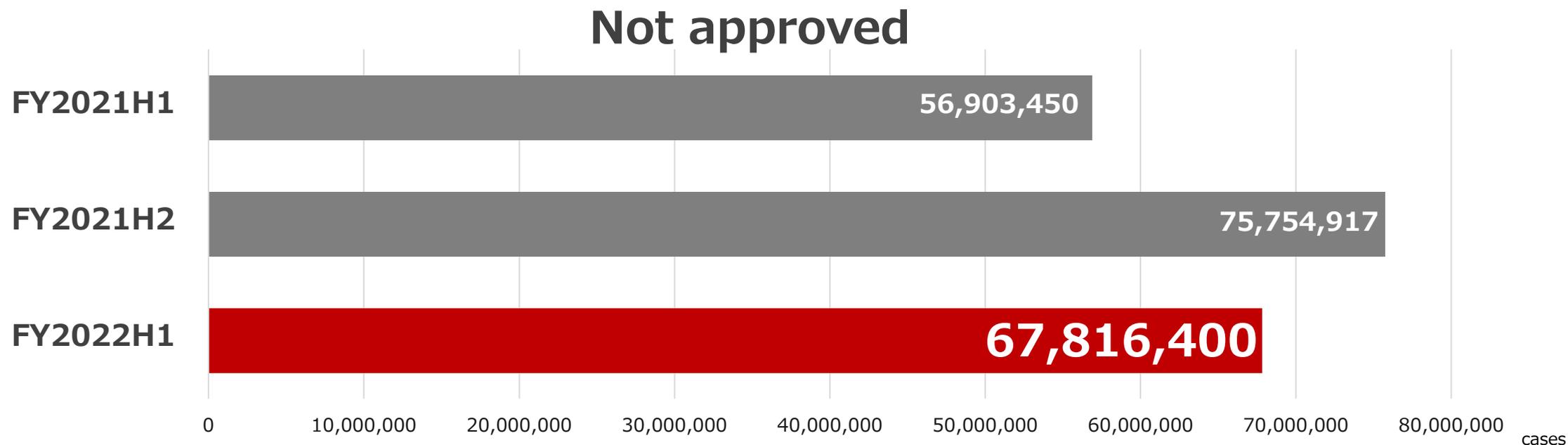
Our trained staff and systems review the ads 24 hours a day throughout the year based on the Editorial Guidelines from before the ad is created to after the ad delivery starts.

*Yahoo! JAPAN Advertisement Editorial Guidelines

Guidelines: https://s.yimg.jp/images/listing/pdfs/Advertisement_Editorial_Guidelines.pdf

Help page: <https://ads-help.yahoo.co.jp/yahoads/middlecategory?lan=en&cid=757&o=default>

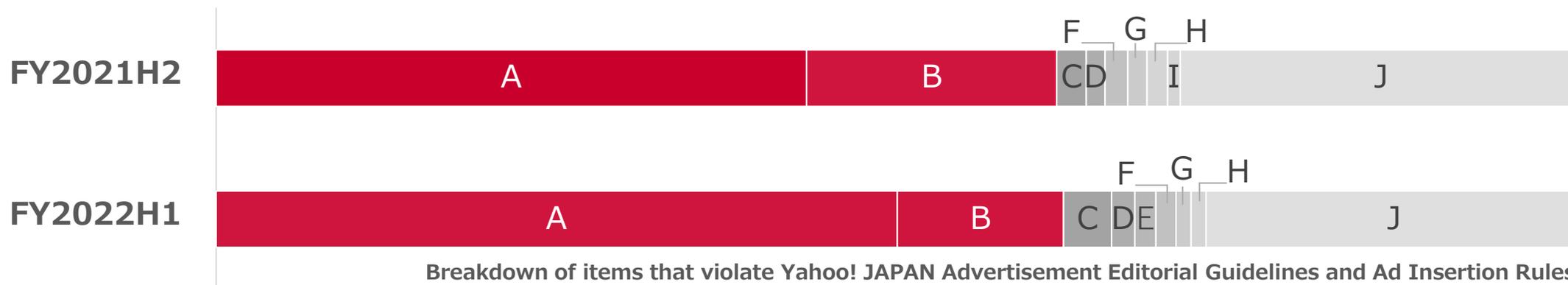
Results of ad review



In the first half of FY2022, we rejected approximately **67 million** ad creatives* (refused ad delivery because the ads violate the Editorial Guidelines). The number of disapprovals decreased compared to the previous period (second half of FY2021), but increased compared to the first half of FY2021.

*The total number of titles, descriptions, images, destination website, and keywords that were rejected due to violation of Yahoo! JAPAN Advertisement Editorial Guidelines, Ad Insertion Rules, and Sales Restrictions.

Breakdown of reject reasons



- A. Representations that suggest superlative or number one
- C. Relevancy of advertisements
- E. Incorrect ad format
- G. Cigarettes and electronic cigarettes
- I. Expressions that may cause uncomfortable feelings for users

- B. Medical cosmetics (quasi-drug), cosmetics
- D. Medical institutions
- F. Prohibition of advertisements that are against users' intention
- H. Foods, health foods
- J. Others

In the first half of FY2022, there was an increase in disapprovals under the **“Representations that suggest superlative or number one expression”** Guideline.

When using the superlative expression in ads, the source of the data, the name of the research organization, and the year of the research are required to be stated as objective evidence so that users can make appropriate product selection.

On the other hand, disapprovals under the Editorial Guideline for **“Medical cosmetics (quasi-drug), cosmetics”** decreased.

There has been an improvement in expressions, due in part to an improved understanding of laws (PMD Act*) and Editorial Guidelines by advertisers.

*PMD Act: Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices

Breakdown of reject reasons by ad creatives



Breakdown of items that violate Yahoo! JAPAN Advertisement Editorial Guidelines and Ad Insertion Rules

- A. Representations that suggest superlative or number one
- B. Medical cosmetics (quasi-drug), cosmetics
- C. Incorrect ad format
- D. Prohibition of advertisements that are against users' intention
- E. Ads that may be contrary to social norms or public order and morals, and infringe the rights of others, etc.
- F. Adult sites
- G. Clear indication of advertisers
- H. Advertisements that Yahoo! JAPAN considers inappropriate
- I. Expressions that may cause uncomfortable feelings for users
- J. Expressions which may give a false impression
- K. Expressions that can increase a user's susceptibility to targeted advertising
- L. Others

In titles, descriptions, and images, the majority of disapprovals were based on the guideline **"representations that suggest superlative or number one expression."** **In videos,** disapprovals based on the guideline **"expressions that may cause uncomfortable feelings for users"** stood out. Examples of expressions that may cause uncomfortable feelings were found in the promotion of cosmetics and health food products, in which some physical features were described as complex, thereby causing uncomfortable feelings for users.

Breakdown of reject reasons

The following table shows the top ranked ads for the first half of each fiscal year in terms of percentage of each reason for disapproval based on ad review. **“Superlative or number one expression”** and **“medical cosmetics (quasi-drug), cosmetics”** are always at the top of the list. But the percentage of **“medical institutions”** increased in the first half of FY2022.

These Editorial Guidelines are based on the Premiums and Representations Act, PMD Act(*1) and Medical Care Act, and are rigorously reviewed for possible violations of laws and regulations, with emphasis on eliminating risks to the property and physical health of users.

	FY2019H1	FY2020H1	FY2021H1	FY2022H1
No.1	Superlative expression	Superlative expression	Cosmetics	Superlative expression
No. 2	Expressions that may cause uncomfortable feelings	Cosmetics	Superlative expression	Cosmetics
No. 3	Medical institutions	Expressions that may cause uncomfortable feelings	Advertisements against users' intention(*2)	Ad relevance(*3)
No. 4	Cosmetics	Advertisements against users' intention(*2)	Ad relevance(*3)	Medical institutions

*1: Premiums and Representations Act: Act against Unjustifiable Premiums and Misleading Representations
PMD Act: Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices
*2: [Editorial Guidelines Chapter 2, 8.](#) Prohibition of Advertisements that are Against Users' Intention
*3: [Editorial Guidelines Chapter 9, 2.](#) Relevancy of Advertisements

Review of ad places
Review of ad traffics

About review of ad places

Yahoo! JAPAN delivers Yahoo! JAPAN Ads not only to Yahoo! JAPAN sites and applications, but also to various sites and applications of our partner companies.

To properly connect internet users and advertisers and to ensure that Yahoo! JAPAN Ads is safe, we review and patrol the ad places by both human eyes and system, 24-hours every day.

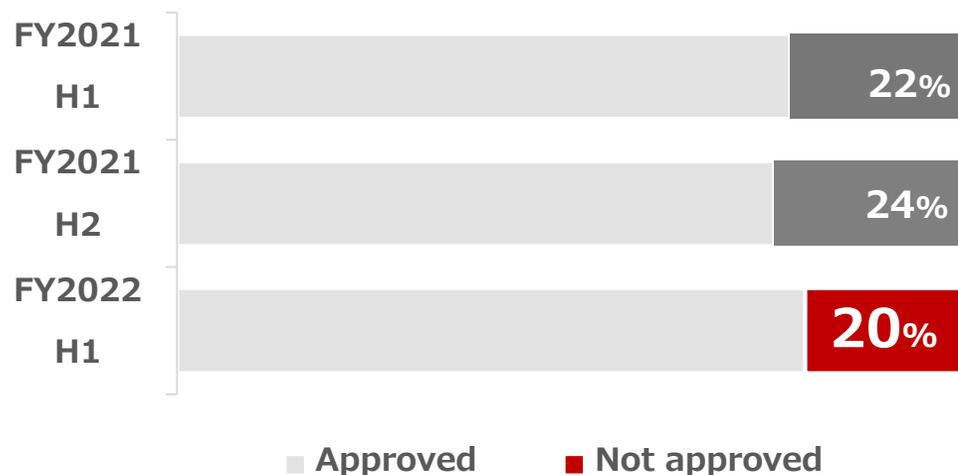
There are two initiatives regarding ad places: one is to detect and eliminate the "**ad fraud**" of access and click on ads by bots to deceive advertising money. The other is "**brand safety**", which prevents ad delivery on illegal sites and other inappropriate content.

In both cases, we take measures through the review in advance of sites and apps where the ads are delivered and continuous patrols after the start of ad delivery.

Review of ad places “Brand safety”

Brand safety: Results of pre-review of ad spaces

Results of pre-review of ad spaces



Review unit: Site domain
Counts are duplicated for the same site with different application routes.

Breakdown of reasons for disapproval of pre-review



- A. Unclear indication of publishers
- B. Unclear indication of a person or business
- C. Point sites
- D. Sexual goods and services
- E. Infringe on copyrights, trademarks and other intellectual property rights
- F. Websites that have inappropriate posts, etc.
- G. Others

In the first half of FY2022, the rate of rejected pre-review of ad spaces was approximately **20%**.

More than half of the reasons for disapproval are "**Unclear indication of publishers**" and "**Unclear indication of a person or business.**" Yahoo! JAPAN is committed to preventing ads from delivering on inappropriate sites that may damage advertisers' brands, and to ensuring the safety of advertisers. For this reason, we have strengthened our pre-review process to prevent the ad delivery on sites with brand damage risks that fall into categories A and B, as was the case here.

Brand safety: Results of patrolling the ad places

Even when an ad place (media, site) has been approved in the pre-review and ad delivery starts, we continue to patrol the site URL. There are cases in which "themes" that the ad place handles, such as news and entertainment information, are changed to content that violates the guideline after pre-review and the entire domain is disapproved. Also, cases in which there is no problem with the quality of the theme, but some categories or URLs are found to contain offending content and are partially blocked.

FY2022H1
Number of sites disapproved

Approx. 800

*Number of sites that blocked the entire domain
*Number of sites that includes individual blogs, etc.

FY2022H1
Number of URLs blocked

Approx. 110,000

*Number of blocks by dedicated judges

Review of ad traffics

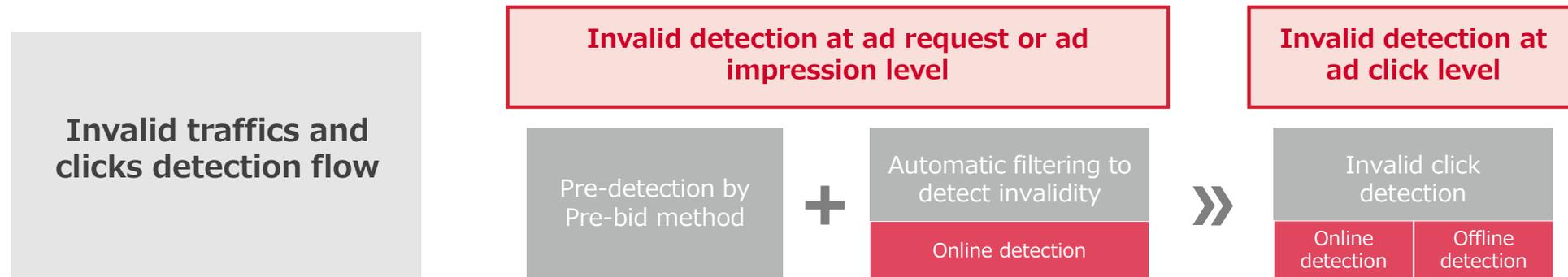
“Ad fraud prevention”

Ad fraud prevention

Yahoo! JAPAN carries out traffic quality management for advertisements by regularly monitoring the entire ad network.

This quality management eliminates invalid traffics (ad requests and ad impressions) and invalid clicks.

Some of the invalid traffic is unintended but it includes "**ad fraud**," such as invalid impression and clicks by bots that deceive advertising cost.



Invalid traffics and clicks detection flow

Invalid detection at ad request*1 or ad impression level

The percentage of invalid ad requests and ad impressions detected by the Pre-bid method*2 and automatic filtering was **1.4%** of the total number of ad requests.

FY2022H1 Percentage of detection by device



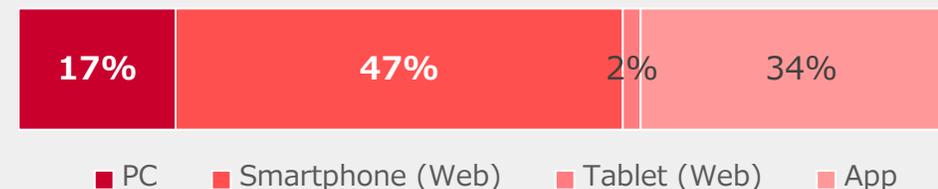
*1: An ad request is a "request to display an ad" that occurs before the ad is displayed on the ad place and becomes visible.

*2: The Pre-bid method is an anti-fraud method that determines invalid traffic at the timing of an ad request and hides the ad if it is invalid.

Invalid detection at ad click level

There were **3.8%** of invalid clicks as a percentage of total ad clicks.

FY2022H1 Percentage of detection by device



The number of invalid clicks detected in advance in the first half of 2022 was approximately **3.9 billion** yen in terms of advertising costs. This amount is processed as non-billing so that it doesn't become a cost to the advertiser.

What is the invalid traffic detected per ad request?

～Introduction of DoubleVerify's Pre-bid detection system～

On the previous page, we reported that the percentage of "invalid detection at the ad request and ad impression level" for the first half of FY2022 was 1.4% of the total. This number includes the portion detected and controlled by Yahoo! JAPAN's proprietary technology and the portion detected and controlled by DoubleVerify's Pre-bid system implemented in December 2021.

The following article shows what kind of content was included in the invalid traffic detected by DoubleVerify's Pre-bid method, based on the results from April to September 2022.

See the following article (available in Japanese) in conjunction with this transparency report.

DoubleVerify導入後 | ヤフーが検知している無効トラフィックとは

(Available in Japanese)

<https://yahoo.jp/IYHt1i>



Announcement of JICDAQ certification renewal

In November 2022, Yahoo! JAPAN completed renewal of [JICDAQ](#)*1 certifications for "**Brand Safety**" and "**Anti-Invalid Traffic**" in two of our business areas, as an advertising transaction intermediary (Yahoo! JAPAN Ads) and an advertising seller (Yahoo! JAPAN and other media businesses) following last year.

[JICDAQ](#) is a certification organization established by three advertising-related organizations, JAA*2, JAAA*3, and JIAA*4, with the aim of solving quality issues in the digital advertising market, thereby ensuring the healthy development of digital advertising and making it beneficial to both businesses and society.

Yahoo! JAPAN agrees with the purpose of the system and has been certified since its establishment in 2021 to clearly demonstrate that we, as an ad network operator and advertising media operator, will take more responsibility and continue to improve the quality of our advertising services in the future.



*1 JICDAQ: Japan Institute for Certification of Digital Advertising Quality

*2 JAA: Japan Advertisers Association

*3 JAAA: Japan Advertising Agencies Association

*4 JIAA: Japan Interactive Advertising Association

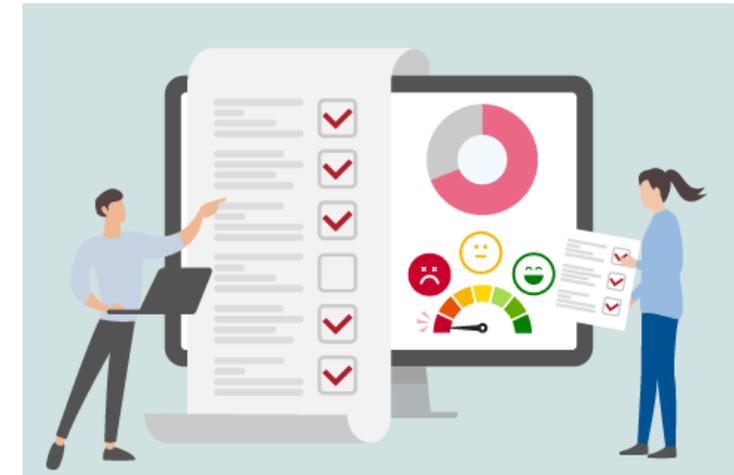
Other initiatives

Conduct quality evaluation surveys for advertisers and users

To objectively evaluate our efforts to maintain and improve the quality of our advertising services, **Yahoo! JAPAN periodically conducts a survey of approximately 1,000 advertisers.**

We receive evaluations of the appropriateness of each Guideline's content, the level of trust from advertisers, and the clarity of reasons for disapproval in ad review, in areas such as ad review, brand safety, and ad fraud prevention, and we analyze them for improvement.

Most recently, with the aim of incorporating multiple perspectives, we also conducted an inter survey of approximately **3,000 Internet users on the quality of Internet advertising and analyzed** the conditions under which users can contact ads without stress.



Conduct quality evaluation for advertisers and users

Some of the results of the survey of advertisers and users are published in the following articles (available in Japanese).

今こそ知っておきたいブランドセーフティとYahoo!広告の対策 Yahoo! マーケティングソリューション
<https://marketing.yahoo.co.jp/strength/quality/diamond/brandsafety/>

今こそ知っておきたいアドフラウドとYahoo!広告の対策 Yahoo! マーケティングソリューション
<https://marketing.yahoo.co.jp/strength/quality/diamond/adfraud/>

出稿の判断基準に影響大！ 7割以上の広告主が意識していること Yahoo! マーケティングソリューション
<https://marketing.yahoo.co.jp/blog/post/2022060730302993.html>

ユーザーはストレスを感じている？ インターネット広告の体験品質向上のためにいまずべきこと AdverTimes. (アドタイ)
<https://www.advertimes.com/20220929/article396033/>

7割のユーザーが感じている！ 広告ストレスをなくすためのヤフーの取り組み Yahoo! マーケティングソリューションブログ
<https://marketing.yahoo.co.jp/blog/post/2022083030335386.html>

In October 2022, Yahoo! JAPAN Ads became subject to "legal" regulation, but we will continue to listen to the voices of advertisers as well as users and focus even more on information disclosure, including the establishment of appropriate guidelines and activities to promote understanding.

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