<table>
<thead>
<tr>
<th>DIRTY DOZEN</th>
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<tbody>
<tr>
<td>Military conflict</td>
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<tr>
<td>Adult content</td>
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<tr>
<td>Illegal drugs</td>
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<tr>
<td>Obscenity</td>
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<tr>
<td>Firearms</td>
</tr>
<tr>
<td>Crime</td>
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</tbody>
</table>
BRANDS ARE VULNERABLE

- Fake news
- Malgorithm
- Extremist sites
- YouTube gone bad
- Bot traffic
87% of consumers feel that brands bear the responsibility for ensuring their ads run adjacent to content that is safe.

Source: DoubleVerify / Harris Poll Survey
WHAT CAN PUBLISHERS DO?

- Provide balanced content

- Educate brands and publishers alike:
  Brand safety is a shared responsibility

- When we preach to buy direct, make sure our house is in order. Trust is everything.
INSPIRING BRANDS
ACROSS INTEGRATED PLATFORMS

PRINT
The Star
Kuntum
Life Inspired
Stand Up
Nie

RADIO
988
Suria

DIGITAL & VOD
Star Online
Star TV
RAGE
Star Urban
ILTV dimsum
StarProperty
iBilik
StarCarSifu
Kuali
myStarjob.com

EVENTS & EXHIBITIONS
perfect livin’
StarCarSifu Auto Fair 2019
Starwalk Penang
Starwalk UPO
Star Golden Hearts Awards
SME

WAN IFRA
### 20 Million Reach Across Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Monthly Online Users</th>
<th>Weekly Listeners</th>
<th>Time Spent Listening</th>
<th>Social Media Reach</th>
<th>Followers</th>
<th>Video Views</th>
<th>YouTube Subscribers</th>
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</thead>
<tbody>
<tr>
<td>The Star</td>
<td>9.9 million</td>
<td></td>
<td>5 hr 22 min</td>
<td>2.7 million</td>
<td>394,000</td>
<td>1.2 million</td>
<td>548,000</td>
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<tr>
<td>988</td>
<td>1.9 million</td>
<td></td>
<td>5 hr 43 min</td>
<td>2.4 million</td>
<td>244,000</td>
<td>1 million</td>
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<tr>
<td>SURIA</td>
<td>2.3 million</td>
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<tr>
<td>mStar</td>
<td>5.6 million</td>
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<td>dimsum</td>
<td>1 million</td>
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</table>

Royal Caribbean turns 50 with special offers at Matta Fair
DEEPFAKE IS HERE
A couple of days after demonstrating his deepfake technology at an MIT conference on Sept 18, Hao Li affirmed to CNBC that ‘perfectly real’ and ‘virtually undetectable’ deepfakes are as little as six months away.
DEEPFAKE
IS HERE
Citizen "Journalist" Hits Apple Stock With False (Steve Jobs) Heart Attack Rumor

Erick Schonfeld  /  11:36 pm +08 • October 3, 2008
Fake Starbucks Ad Tries to Lure the Undocumented With Discounted Coffee

Users on 4Chan, the anonymous bulletin board, created a sham campaign to persuade undocumented immigrants to go the coffee chain.

By Will Yakowicz  Staff writer, Inc.  @WillYakowicz
Fake Starbucks Ad Tries to Lure the Undocumented With Discounted Coffee

Citizen "Journalist" Hits Apple Stock With False (Steve Jobs) Heart Attack Rumor
Digital advertising that works
THANK YOU
andreas.vogiatzakis@thestar.com.my