



Brand Safety

Premium scalable content with brand safety at the forefront

DAX Audio is made up of a **diverse range of environments, reaching diverse audiences**. DAX takes a tailored approach to each environment, to ensure brand safety across all content.

DAX is **IAB Gold Standard** accredited and meets **TAG brand safety guidelines**.



Home to trusted voices and quality content

Radio Streaming



For Global's radio stations and websites, broadcast content is **produced under an Ofcom licence**. This means all of Global's content available via DAX is subject to the same strict broadcast regulations as on-air content.

DAX third-party broadcast partners must **also meet the same regulations**, and third-party online partners are manually vetted before being accepted into DAX. These partners have their own strict regulations and **make investments into brand safety**.

dax Streaming

Music Streaming



DAX partners with market-leading streaming services including **SoundCloud** and **Deezer**, maximising premium content and audiences at scale.

SoundCloud uses **content moderation technology** to analyse uploads, removing flagged content that doesn't meet their community guidelines and terms of service. This is also **combined with human moderation**, ensuring that DAX only monetises specific pre-approved content.

TuneIn have a **24/7 Network Operation Centre**, which reviews content against their own classifications.

And with Deezer, content flagged as explicit is **then automatically filtered out from advertising**.

dax Podcasts



DAX focuses on a **curated slate of top-quality podcasts**, rather than a long-tail of thousands of titles – which can become unwieldy from a content moderation perspective.

DAX Podcasts go through a **4-step process to ensure brand safety**:

1. Podcasters must flag any explicit or contentious material when uploading.
2. Publishers must then check content before it goes live on their platforms.
3. The DAX team conducts spot checks on podcasts across all categories.
4. AI is used to transcribe, segment, and categorise DAX's podcast portfolio.

Brand-safety is built in by-design to Global Original Podcasts. This approach means DAX **can be absolutely confident** that the **highest standards of broadcast quality** are applied to podcast content.

dax Mobile Gaming



DAX partners with **Odeeo** to focus on a **curated slate of premium mobile games**.

All mobile games must be approved by the Apple App Store or Google Play Store.

All games are **compliant with the Children's Online Privacy Protection regulation (COPPA)**. These are strict US regulations which DAX voluntarily follows as best practice.

DAX then **manually vets all games and publishers** to ensure brand safety.

96% of the mobile games that are available via DAX are rated as **4 stars** or above across the iOS/Android app stores.



For more information talk to your Global or DAX contact or drop us a line at: dax@global.com

