

# Audit services for digital content advertising

Enhancing transparency, compliance, and revenue accuracy within the programmatic advertising ecosystem

Programmatic advertising is the cornerstone of revenue generation for media organizations monetizing content across digital platforms including CTV, vMVPD, OTT, third-party websites, and their own web properties and streaming services.

This complex and rapidly evolving ecosystem presents significant challenges impacting content providers' advertising rate integrity and revenue accuracy.

- › **Complex stakeholders:** Multiple parties, including DSPs, SSPs, distribution platforms, and other intermediaries all claim a percentage of spend, reducing revenue shares by an unknown amount
- › **Lack of transparency:** Ad revenue reporting is aggregated and obfuscated by design, making it difficult to understand and validate performance
- › **Revenue calculation:** Cannibalization of direct agency/sales efforts is hard to quantify, with diverse business models and varying revenue shares
- › **Inconsistent methodology:** Advertiser, brand, and agency representation methodology are non-standardized, impacting the ability to consistently identify which ads are running on which platform
- › **Non-compliance:** Undetected discrepancies, compliance issues, and contractual misinterpretations may result in undetected revenue leakage and inaccurate payments
- › **Revenue recognition:** Constant oversight is required to validate, reconcile, and fully collect payments owed

## Why audit with SymphonyAI Media?

- › We deliver the revenue verification you need to improve financial transparency in today's rapidly evolving programmatic advertising landscape
- › We ensure advertising revenue is consistent with the terms and conditions of agreements and that these agreements are performing to full expectations
- › We offer independent, unbiased, third-party contractual compliance review and validation, including both economic and non-economic terms

### Mitigate revenue leaks

**Our experts meticulously review materials to detect payment issues and validate compliance**

- › Contractual obligations
- › Interpretation of terms
- › Payment discrepancies
- › Under/non-reported data

### Strengthen negotiations

**Findings documentation is provided to support immediate and future negotiations**

- › Defensible 3rd-party reports
- › Brand/agency activity map
- › Clear, user-friendly formats
- › Issues explained in full

### Recognize revenue

**Partner with our experienced team post-audit to successfully resolve issues identified**

- › Strategic consulting
- › Media organization familiarity
- › Collectability defense
- › Complete confidentiality

## What does a SymphonyAI Media audit deliver?

- › Auditor independence to the advertising partners, platform, and media organization
- › Detailed advertising revenue verification and reconciliation
- › Post-audit support of findings until an audit is satisfactorily resolved
- › Our audit footprint covers North and Latin America, Europe, Asia, Middle East, and Africa
- › Audit fees are retainer-based or project-based. We are not compensated based on audit findings, or on any other type of contingency basis agreements.
- › All information and data provided to SymphonyAI Media during and after an audit is maintained under strict confidentiality
- › All audits are performed in accordance with the Generally Accepted Audit Standards (GAAS) as prescribed by the American Institute of Certified Public Accountants (AICPA)

## About SymphonyAI Media

Founded in 1985, SymphonyAI Media serves over 300 media and entertainment companies, making us the leading media industry contract compliance firm globally.

We process data for \$39 billion of revenue for over 100 million subscribers annually across 1000 distribution platforms. Our expertise spans advertising, subscriber, billing, and conditional access systems; subscriber and transaction reporting; license fee, revenue assurance, royalty payment calculations, and contract compliance.

## Maximize your revenue with our expertise

<b>38</b> Years in Media & Entertainment	<b>100M</b> Subscribers' data managed	<b>\$39B</b> Revenue processed per year	<b>300+</b> Media & Entertainment industry clients
<b>1000</b> Distributors managed globally	<b>90%</b> U.S. industry reach	<b>\$11B</b> Directly managed annual revenue	<b>2300</b> Audit reports generated annually