New Peer39 Report Finds Gaps in CTV Safety Put Brands at Risk

Research shows how incomplete program data and unverifiable traffic can leave buyers with less certainty than a “safe” classification suggests

NEW YORK, NY, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- Peer39 today released The Brand Safety Illusion: Why Web-Level Verification Doesn’t Travel to CTV, a report finding that CTV impressions can receive brand safety classifications even when the information describing the program on screen is incomplete or self-declared.

> “A partial genre tag can't tell the full story, and an impression that can't be verified shouldn't be treated the same as one that has been cleared. Buyers need those distinctions before they spend.”
>
> *Mario Diez, CEO of Peer39*

Brand safety tools built for the web can read the page surrounding an ad. CTV has no page to scan, so buyers rely on fields such as title, genre and rating supplied with a bid request. Those fields can be partial or absent, limiting what a safety classification can tell buyers about the content behind an impression.

Among the findings:

- Peer39 compared bid requests for "Man of Steel" with authenticated information about the film. None of the observed requests carried the complete set of genre and mood descriptors. In 58% of cases, the bid requests supplied only one genre, “Fantasy”; roughly 11% had no content object at all.

- In a separate 45-day analysis of CTV placements, 3.8% of impressions showed direct evidence of invalid traffic. Another 10.7% could not be confirmed as either valid or invalid using the available signals.

“When a buyer sees ‘safe,’ they should know what was actually checked,” said Mario Diez, CEO of Peer39. “A partial genre tag can't tell the full story, and an impression that can't be verified shouldn't be treated the same as one that has been cleared. Buyers need those distinctions before they spend.”

The report also examines the limits of film and television ratings, how web-based suitability rules

can misread CTV genres, and the questions buyers can ask to determine what their current controls verify. It recommends making authenticated program and traffic signals available before a bid is placed, when they can inform the buying decision.

Download the report: The Brand Safety Illusion: Why Web-Level Verification Doesn't Travel to CTV — https://insights.peer39.com/peer39-ctv-truths-the-brand-safety-illusion

About Peer39

Peer39 provides the verified environmental intelligence layer for modern media buying. It independently verifies and connects the signals that help advertisers, agencies, platforms, and publishers evaluate media quality and optimize suitability and performance, across CTV, digital video, display, audio, mobile, social, and other environments. Peer39 modernizes traditional verification and safety metrics with its own performance signals, giving buyers the media governance to drive results and providing AI systems with cleaner data for smarter decisions. Media buyers get more transparent, more measurable, better-performing media, on the buying platforms they already use. https://www.peer39.com.

Joseph Zappa
Sharp Pen Media
+1 516-477-1617
email us here

This press release can be viewed online at: https://www.einpresswire.com/article/944678795

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.