



Media Quality in the Age of AI

North America

 2026 Global Insights



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Media Quality in the Age of AI



Welcome

So, here we are.

The digital advertising industry has been expecting this moment for quite some time. Now it has arrived: The year generative AI transforms the open web.

This unprecedented technology presents never-before-seen advertising opportunities that are still emerging. There are already conversational/chatbot ads in beta that deliver ultra-personalized marketing directly tied to consumer intent. Soon these ads will scale. And AI agents that make purchase decisions on a user's behalf will become an entirely new and separate audience for ecommerce ads.

Methodology

Data for this report comes from proprietary metrics culled from campaigns DV measured post-bid in 2025, additional DV data and our annual commissioned surveys of marketers and consumers. To enable an accurate comparison, global averages are weighted by region.

[See the full methodology](#)

The emerging platforms and audiences made possible by AI have incredible promise. But not everyone is on board. In North America, more than any other region we measure, consumers and marketers alike are wary of AI tools and AI-generated content.

Faster, Cheaper, More

AI is also creating new media quality challenges. It threatens brand suitability by churning out Made for Arbitrage/Advertising (MFA) sites and content cheaply, at breakneck speed and staggering scale. It is also flooding the open web with malicious bots that mimic human behavior.

Along with providing you with comprehensive media quality information, this report will deep dive into the nuances and complexity of AI, and why North American advertisers should care.

We hope you find it useful and illuminating.

Jason Kreiter

*Managing Director, Sales
U.S. and Canada*



Jason Kreiter

AI Changes Everything



Consumer Sentiment

Does AI improve the online experience? Do people like it? Globally, consumers surveyed for this report are warming up to the technology. A majority uses AI tools or platforms frequently, and most say AI-powered tools improve their online experience.

In North America, the mood is strikingly different. Consumers do use AI tools often, but they're much more likely to say these tools have made their online experience worse, not better.

Definitions

AI ingests and analyzes vast amounts of data to learn language, logic and patterns. This allows it to “understand” a user’s prompt and do what the user is asking.

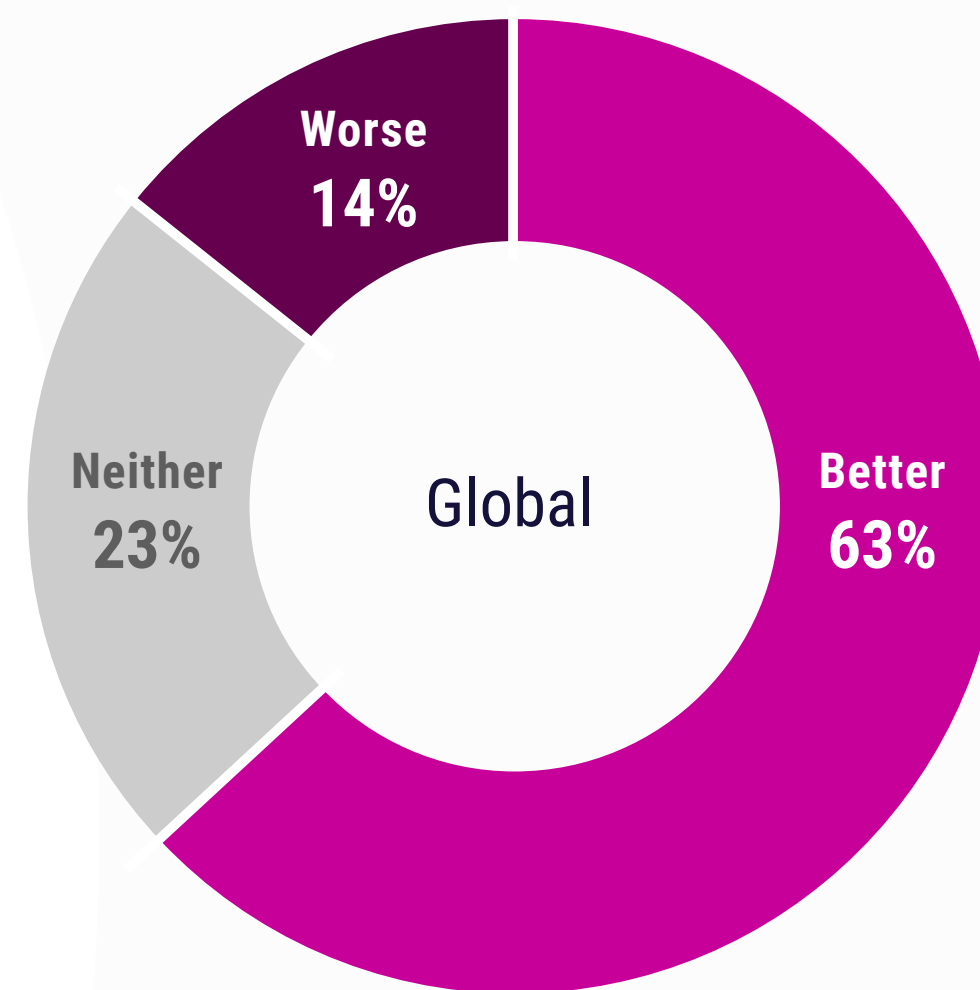
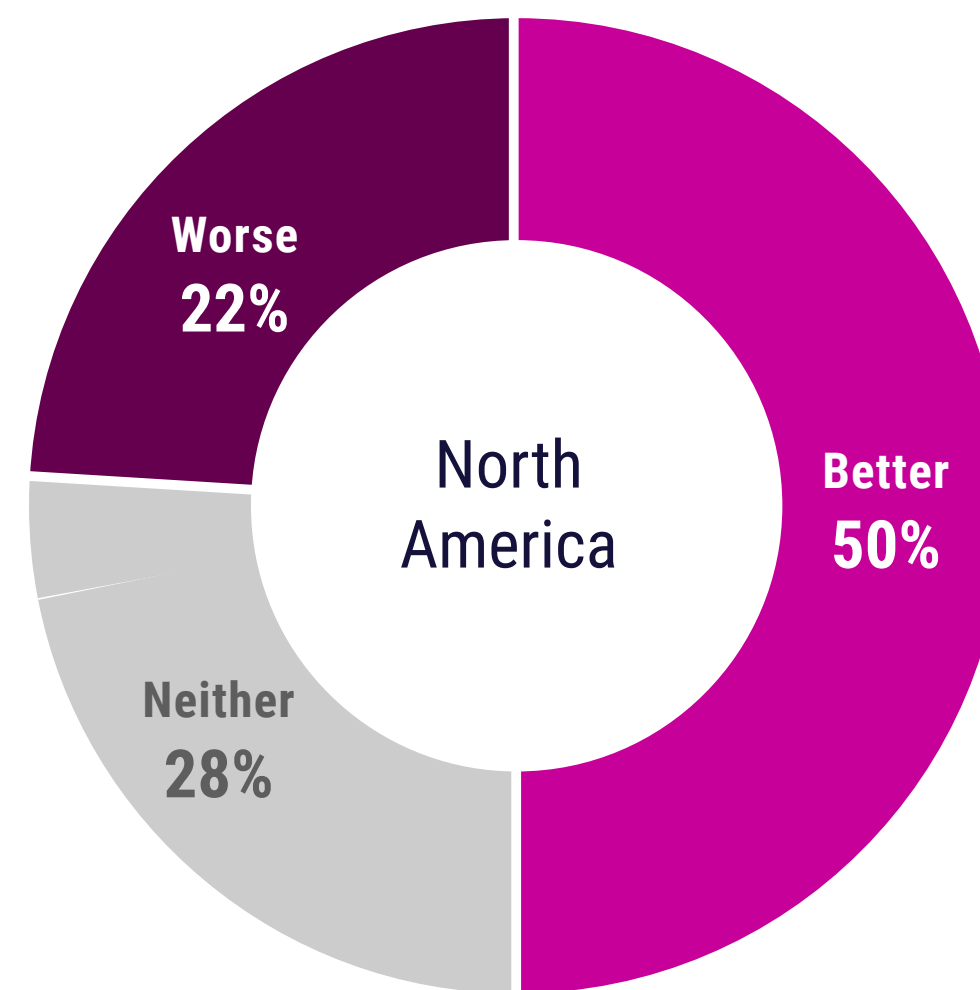
Generative AI (“GenAI”) can autonomously create written and visual content based on a user’s prompt.

An **AI agent** (or “agentic AI”) goes a step further. It can make decisions and execute complex tasks, such as processing a merchandise return or building a travel itinerary.

[See the full methodology](#)

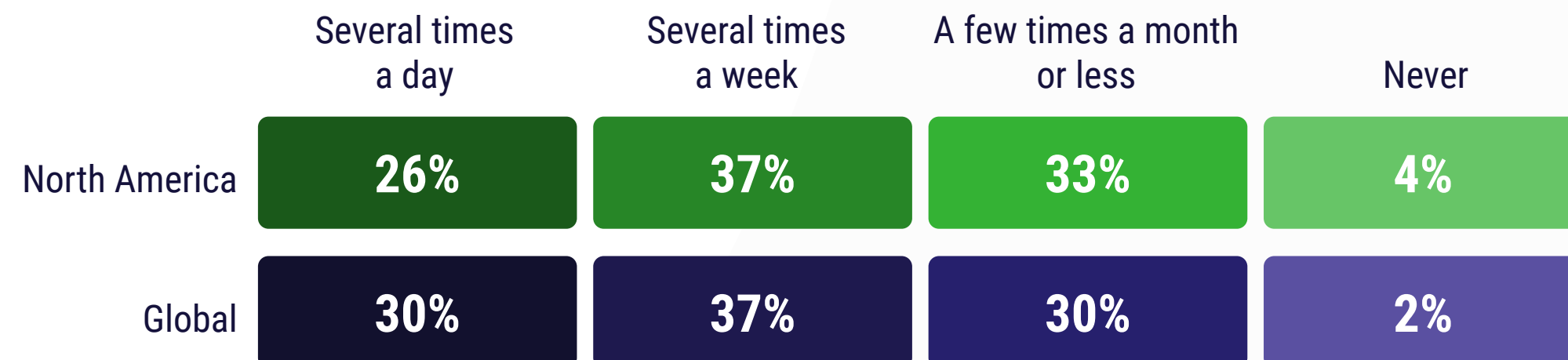
CONSUMERS

Do AI tools make your online experience better or worse?



CONSUMERS

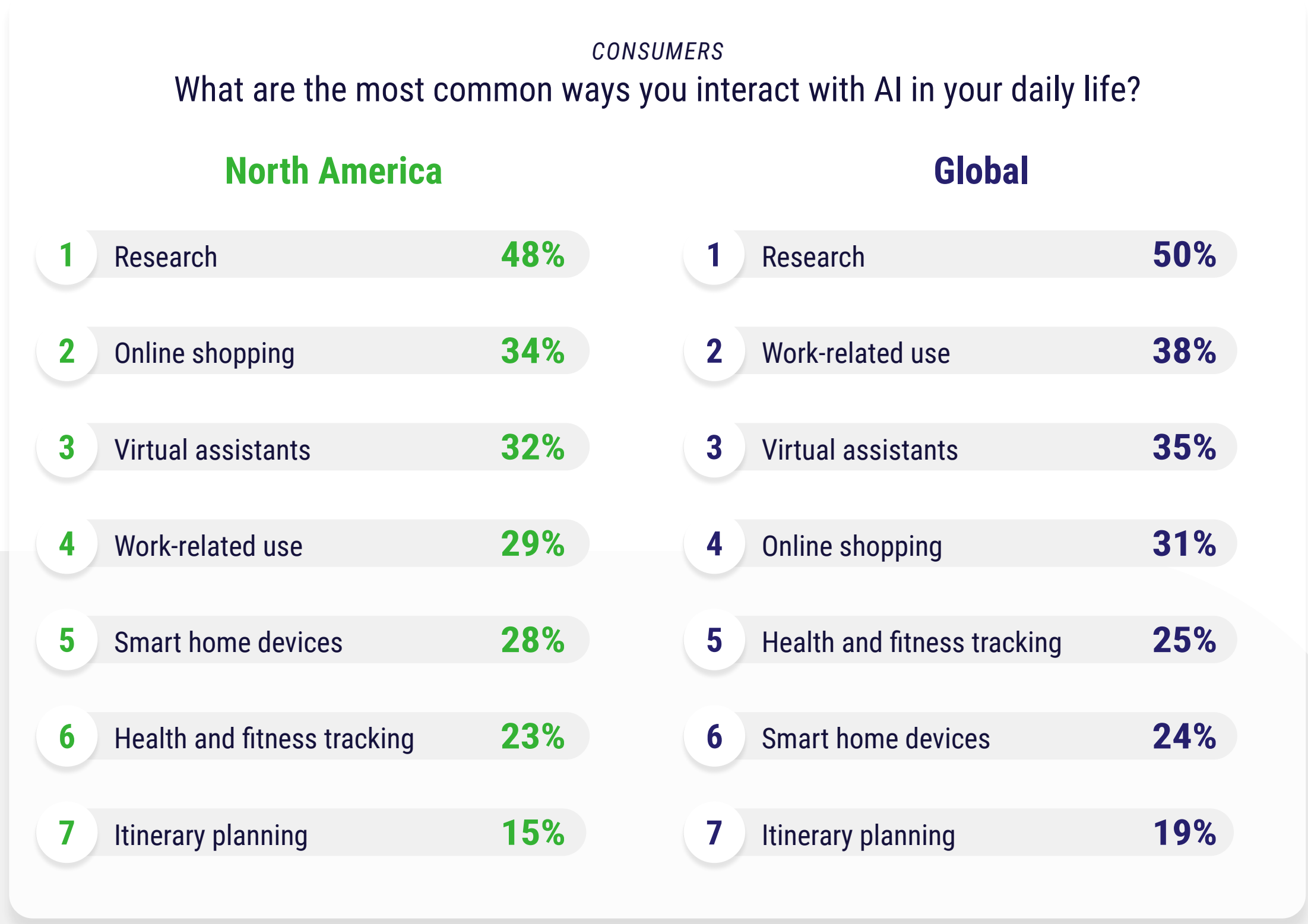
How frequently do you use AI tools or platforms?



AI CHANGES EVERYTHING

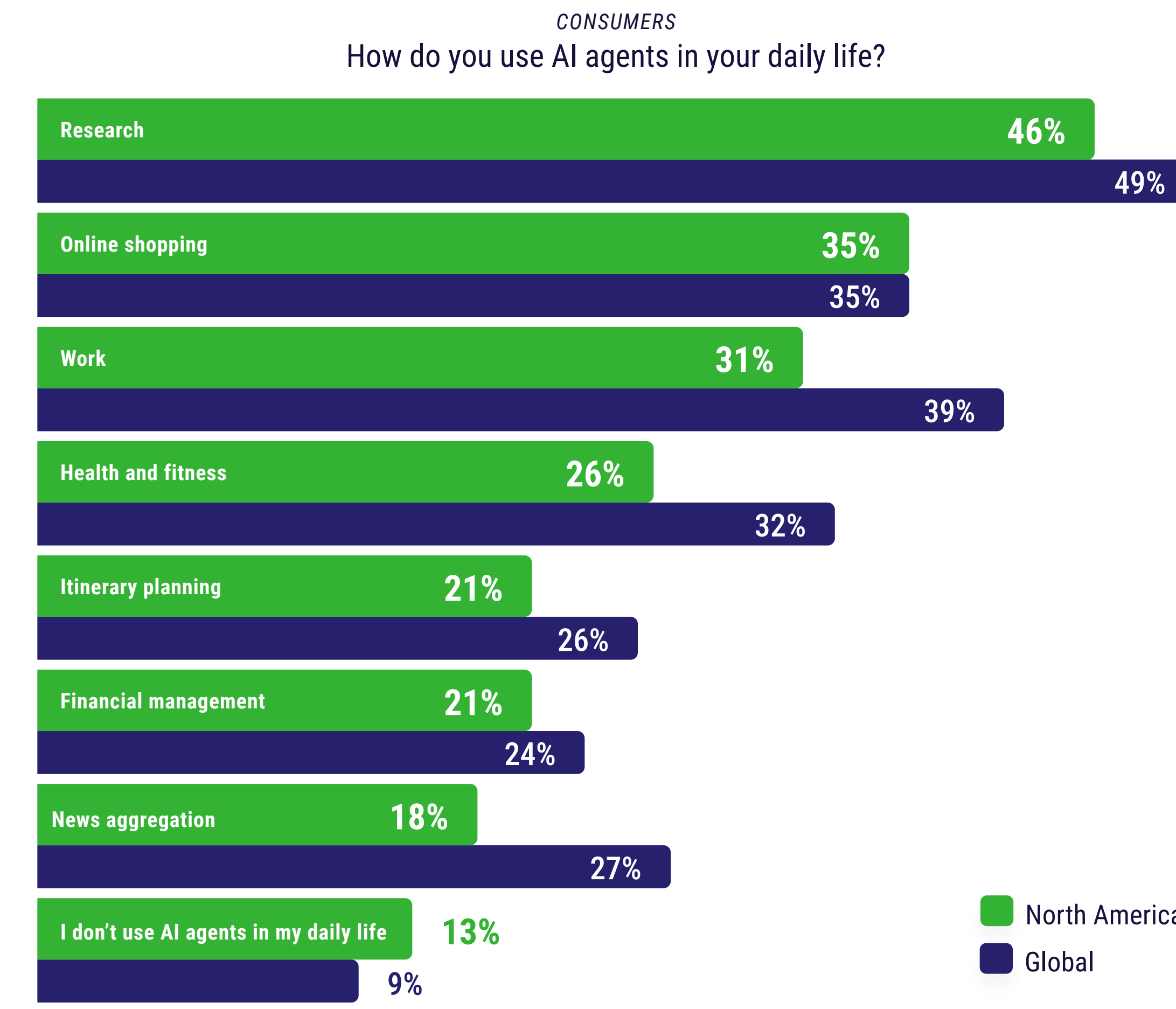
How Consumers Use AI in General

Consumers who interact with AI in their daily lives use it in different ways: for research and planning, to track their activity and monitor smart home devices, or during chats with virtual assistants.



How Consumers Use AI Agents in Particular

Those who use GenAI agents commonly use them to research topics such as recipes and travel, to shop online, and for tasks related to their work.



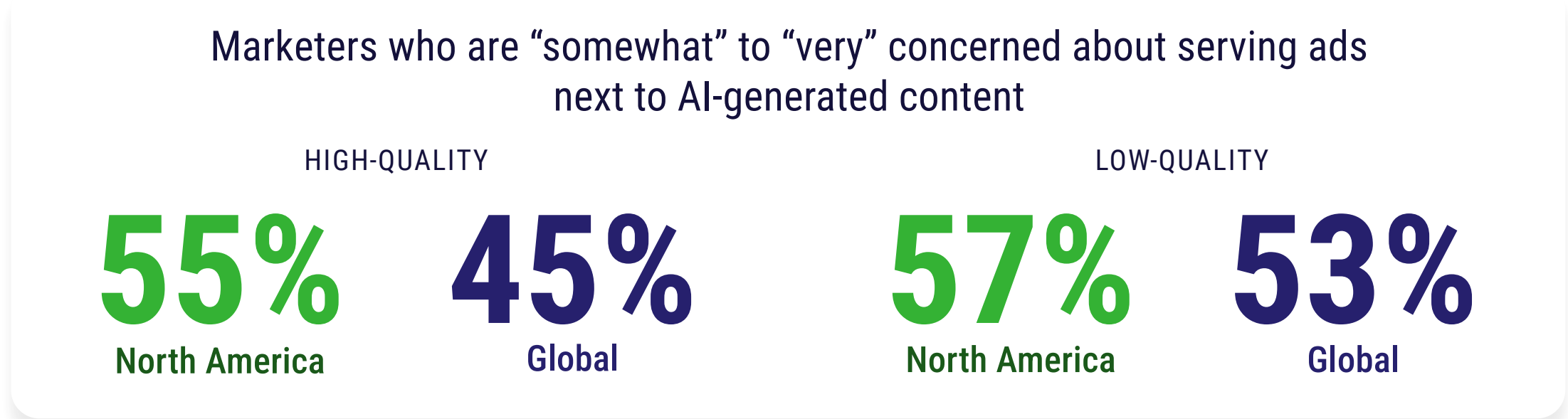
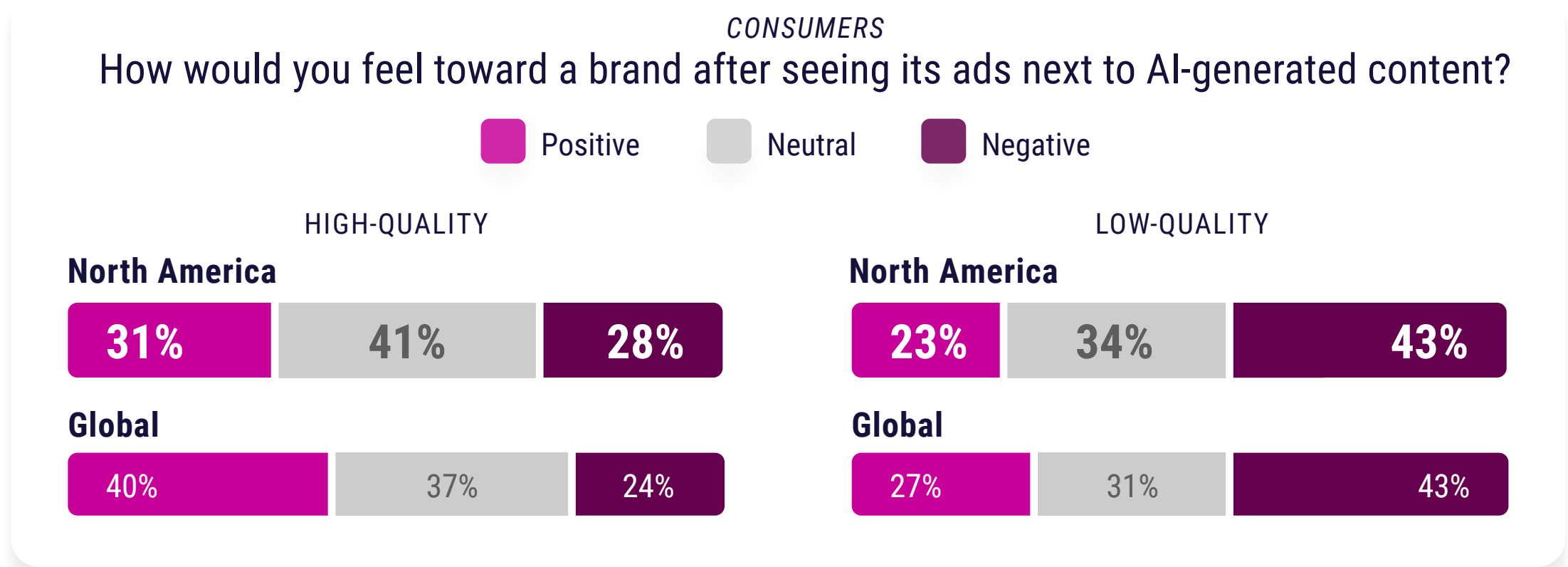
AI CHANGES EVERYTHING

How Consumers View AI Content

Consumers in North America are pretty sure they know when content is AI-generated. Most of them believe they can identify synthetic content always, most of the time or some of the time.

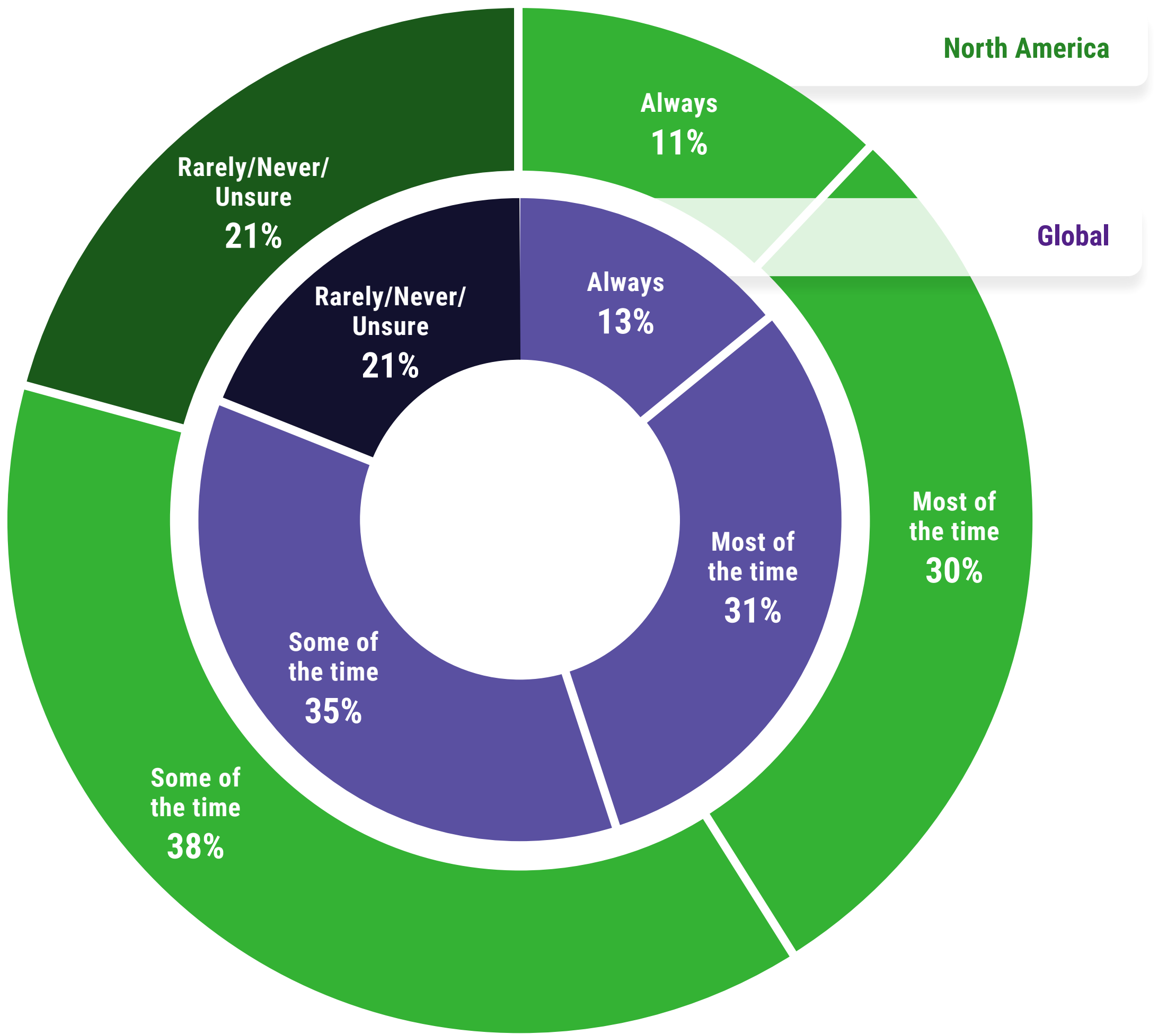
Compared with global consumers, North Americans are not as positive about ads in high-quality content and just as negative about ads in low-quality content. Marketers in North America are also concerned about serving ads in both content types.

The takeaway? In North America especially, approach AI content carefully.



CONSUMERS

To what extent do you believe you can tell if content is AI-generated?



AI CHANGES EVERYTHING

AI-Generated Ads: Serve With Caution

North American marketers are much more reluctant than global marketers about using AI to generate ad copy and creatives.

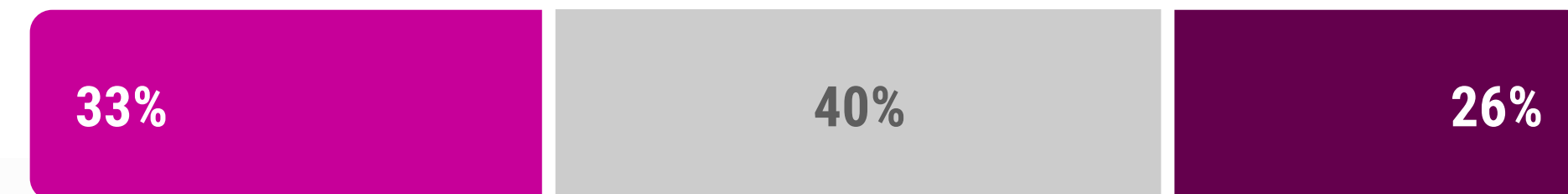
That instinct mirrors consumer sentiment. While about a third of North American consumers would feel positive toward a brand that used AI to generate ads that look “polished and professional,” the good vibes don’t extend to ads that look low-quality, uncanny or strange.

CONSUMERS

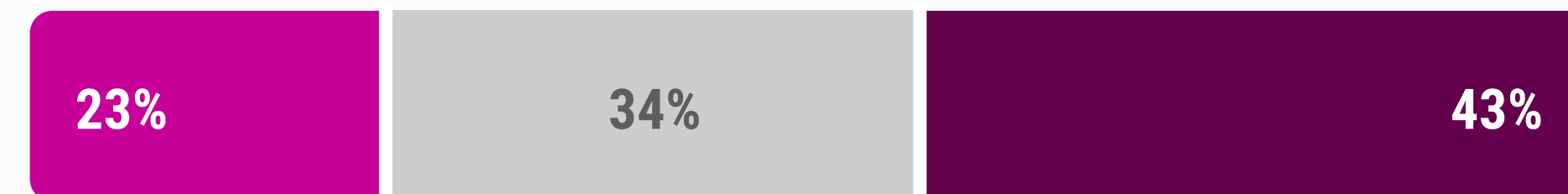
How would you feel toward a brand if it used AI to create ads that looked...?

Positive Neutral Negative

Polished and Professional

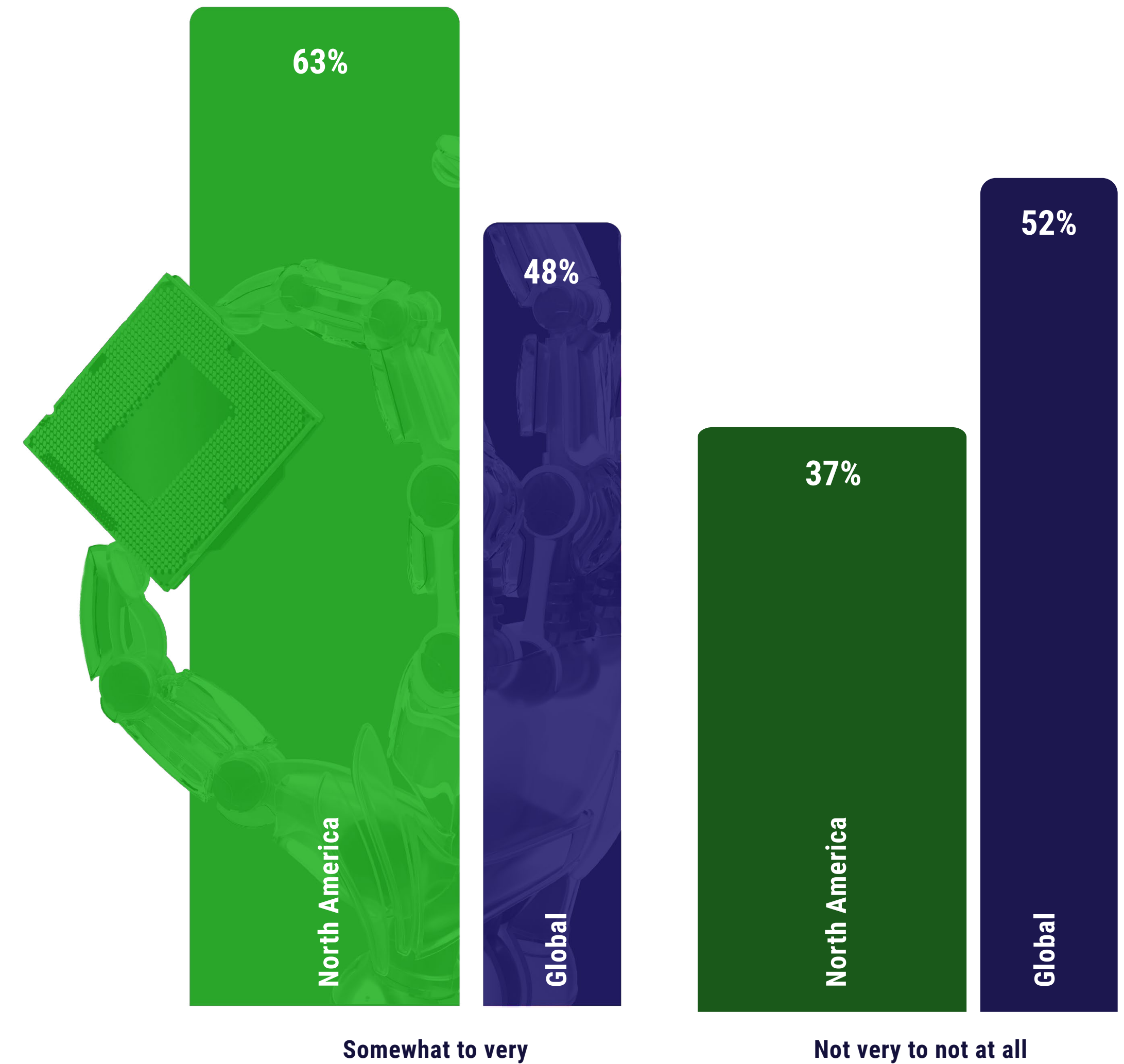


Low-Quality, Uncanny or Strange



MARKETERS

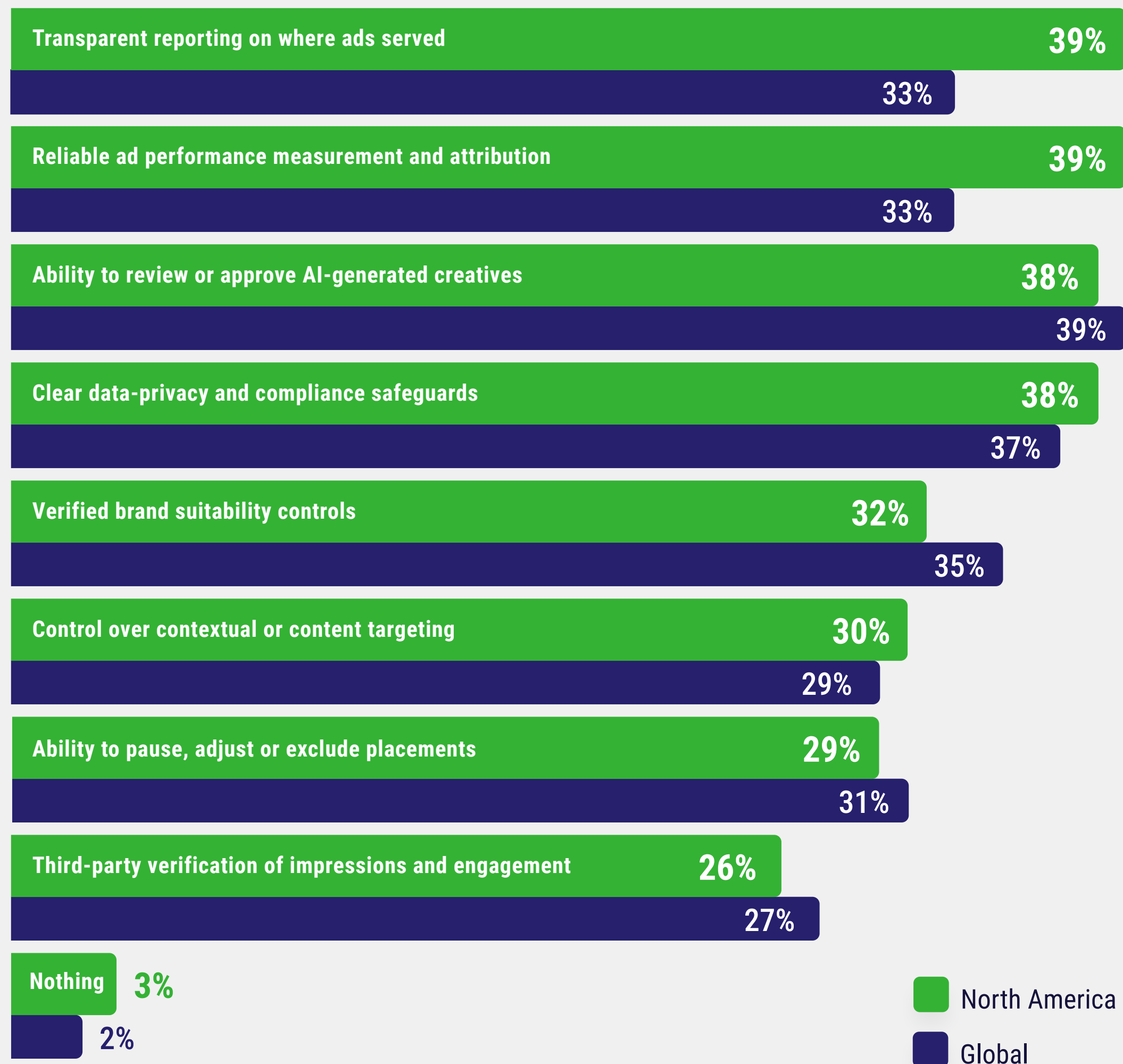
How concerned are you about using AI for ad creatives?



AI CHANGES EVERYTHING

MARKETERS

Which of the following would make you feel more comfortable about serving ads within AI platforms?



Emerging Formats: Ads on AI Platforms

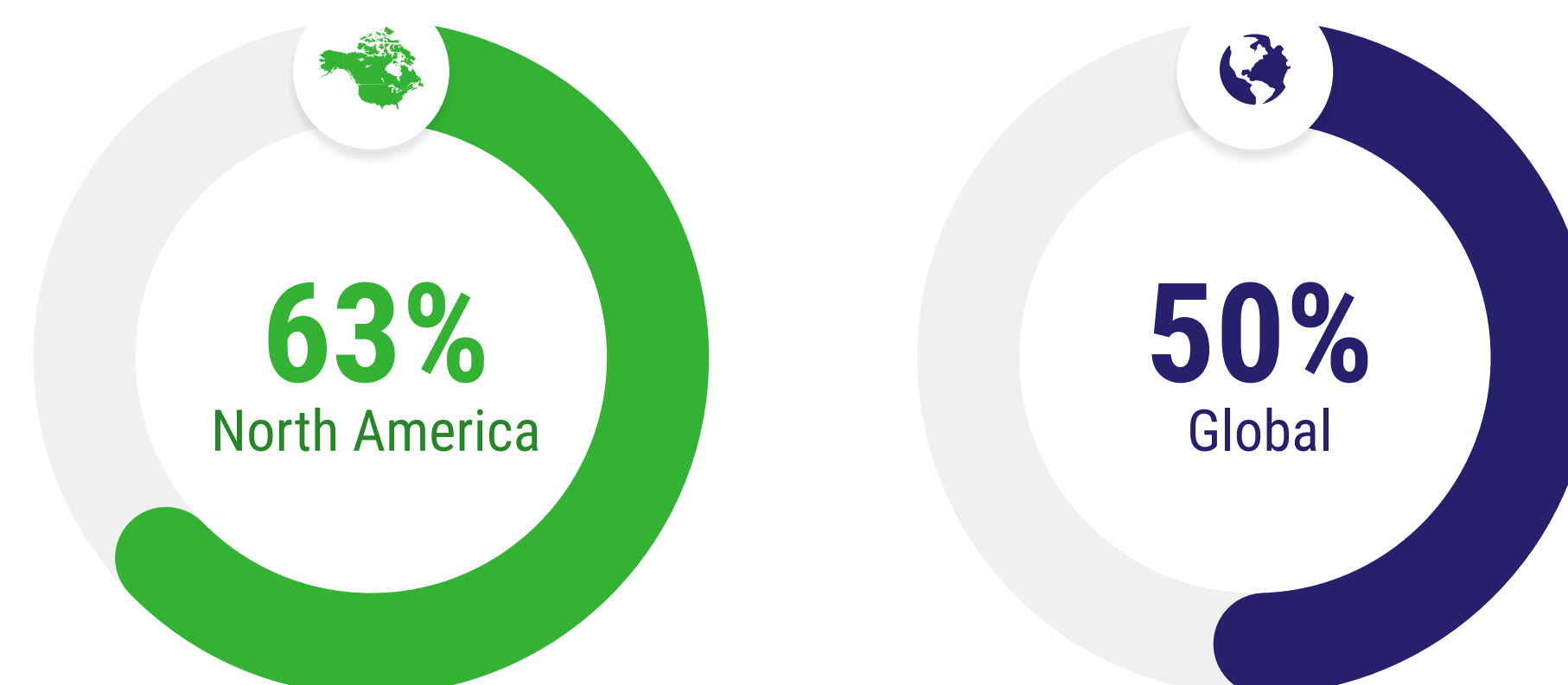
In early 2026, OpenAI began testing ads within ChatGPT. While the concept of AI chat ads was mostly hypothetical when we surveyed marketers and consumers for this report, they were already forming opinions about it.

As with other AI-related topics, North Americans were skeptical and cautious.

Marketers in the region were more concerned than global marketers about advertising in chat platforms.

As for the assurances they would need to feel more comfortable, North American marketers put a premium on transparency and reliable performance metrics, while marketers elsewhere were concerned with creative control and data privacy.

Marketers who are “somewhat” to “very” concerned about serving ads within AI platforms



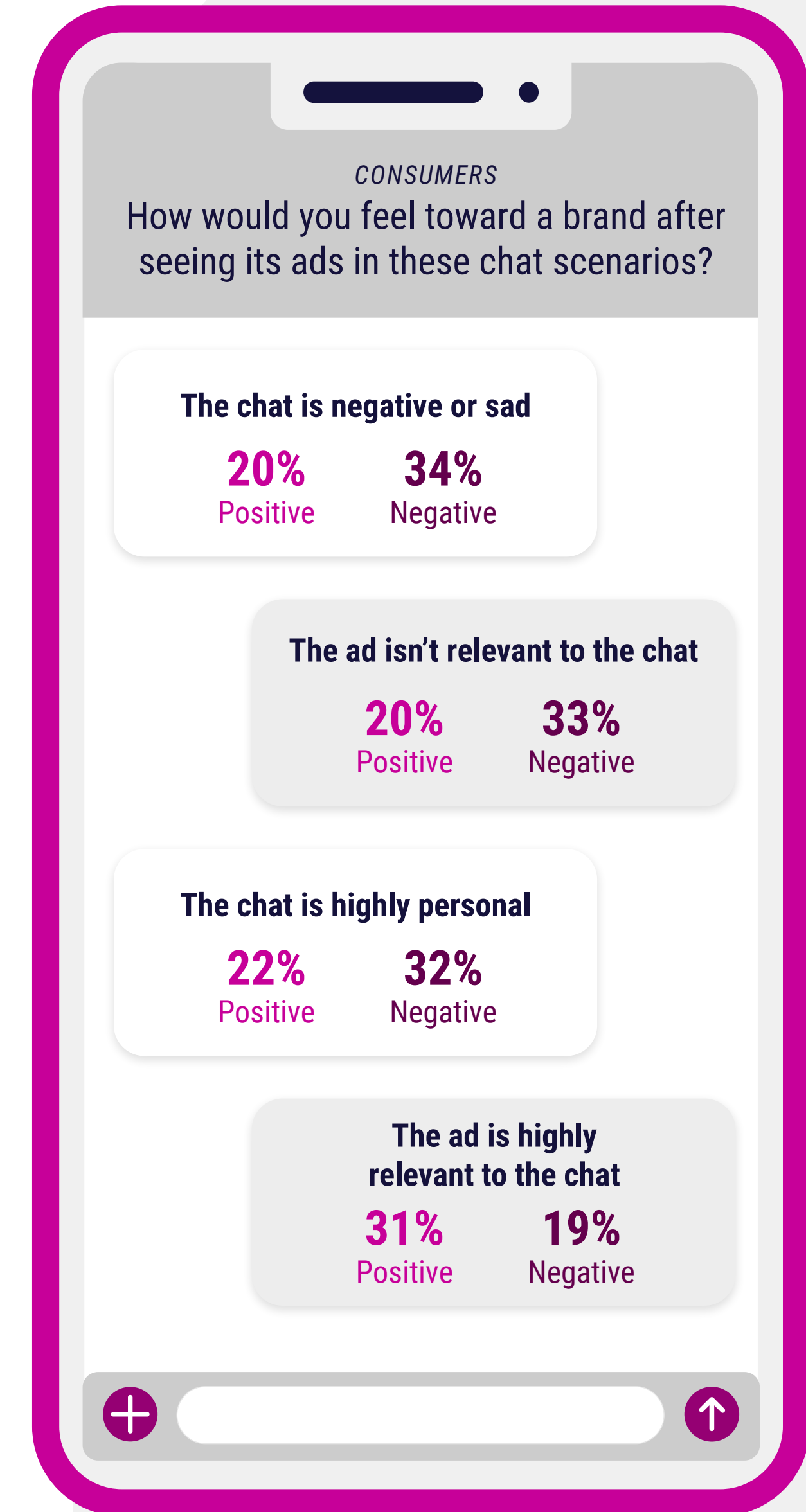
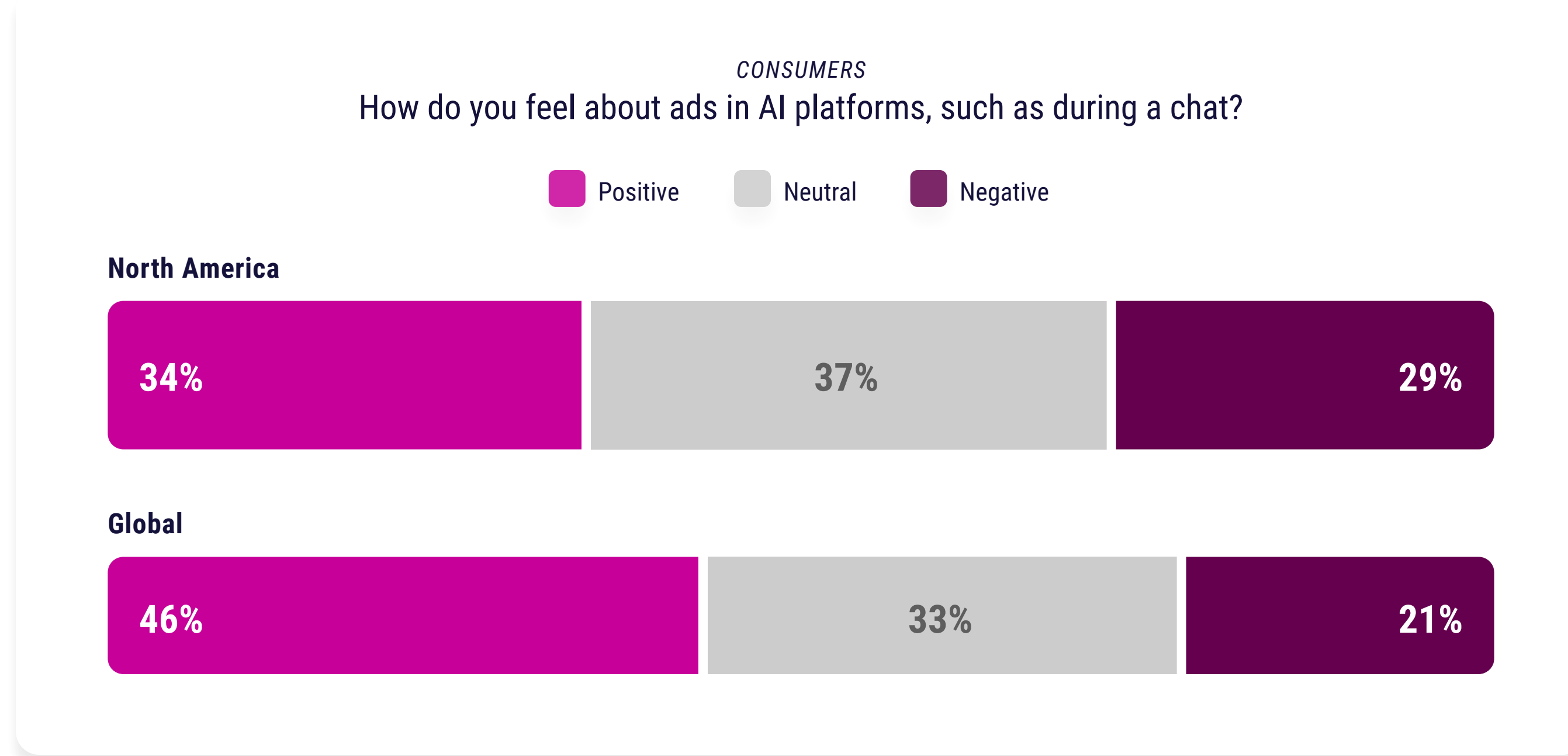
AI CHANGES EVERYTHING

Ads on AI Platforms, Continued

Consumers had thoughts, too. North Americans were much less positive than global consumers about ads in their AI chats. They particularly disapproved of ads in negative, sad or personal chats, as well as of ads that are irrelevant to the chat topic.

The only scenario in which positive sentiment beat out negative sentiment: “The ad is highly relevant to the chat.”

To maintain positive sentiment, brands should continue to insist that ads appear in appropriate contexts.



AI CHANGES EVERYTHING

Suitability Showdown: Ads in AI Chat

Like beauty, “brand-suitable” is in the eye of the beholder. Consumers can have different opinions than marketers, and regional consumers can think differently than global consumers.



North American Consumers vs. Marketers

In North America, consumers are more concerned about the appropriateness of ads in AI chats than marketers are.



North American Consumers vs. Global Consumers

North Americans are also less likely to approve of ads in AI chats than are their global counterparts.

MARKETERS AND CONSUMERS How suitable for ads are chats within AI platforms?

■ Suitable ■ Neither ■ Unsuitable

MARKETERS

North America

62%

20%

18%

Global

62%

20%

18%

CONSUMERS

North America

33%

39%

27%

Global

39%

37%

24%

Media Quality Keeps Improving



Quality Control Measures Are Paying Off

More ads are viewable, fraud-free and brand-suitable. Attention is close to benchmark.

These are media quality numbers worth celebrating, and they didn't just happen. They're the accumulated result of smart choices and direct actions taken by DV advertisers in North America.

Increasingly, advertisers understand that while it's critical to measure impressions after the fact to find out what went wrong, it's smart business to proactively address campaign performance as well.

More and more, they're safeguarding their media investment and brand equity by taking control over where their ads show up in the first place.

They're incorporating viewability standards into their buying strategies and deploying pre-bid protections to automatically bypass fraudulent, low-quality and unsuitable content and environments.

VIEWABILITY

+5%

↑ Improved

Authentic Viewability Rate

A positive change in viewability is positive news.

FRAUD

-41%

↓ Reduced

Fraud/SIVT Violation Rate

The less fraud and sophisticated invalid traffic, the better.

BRAND SUITABILITY

-10%

↓ Reduced

Brand Suitability Violation Rate

Fewer violations means higher suitability.

ATTENTION

97

DV Attention Index™

Attention is close to benchmark.

North America, 2025 vs. 2024

MEDIA QUALITY KEEPS IMPROVING

Media Quality Matters

High-quality media maximizes the value of every ad dollar, minimizes wasted impressions and protects brand equity.

Without media quality protections, advertisers risk paying for impressions that at best provide no value and at worst erode consumer trust.

The data in this report includes impressions that were blocked before they could serve in low-quality environments, as well as post-bid measurement of those that got through.

With three consecutive years of improvements to core media quality metrics, North America has a lot to be proud of.

How DV Defines Media Quality

A high-quality impression meets the following criteria:



The ad has the *opportunity to be seen*



In a *brand-suitable environment*

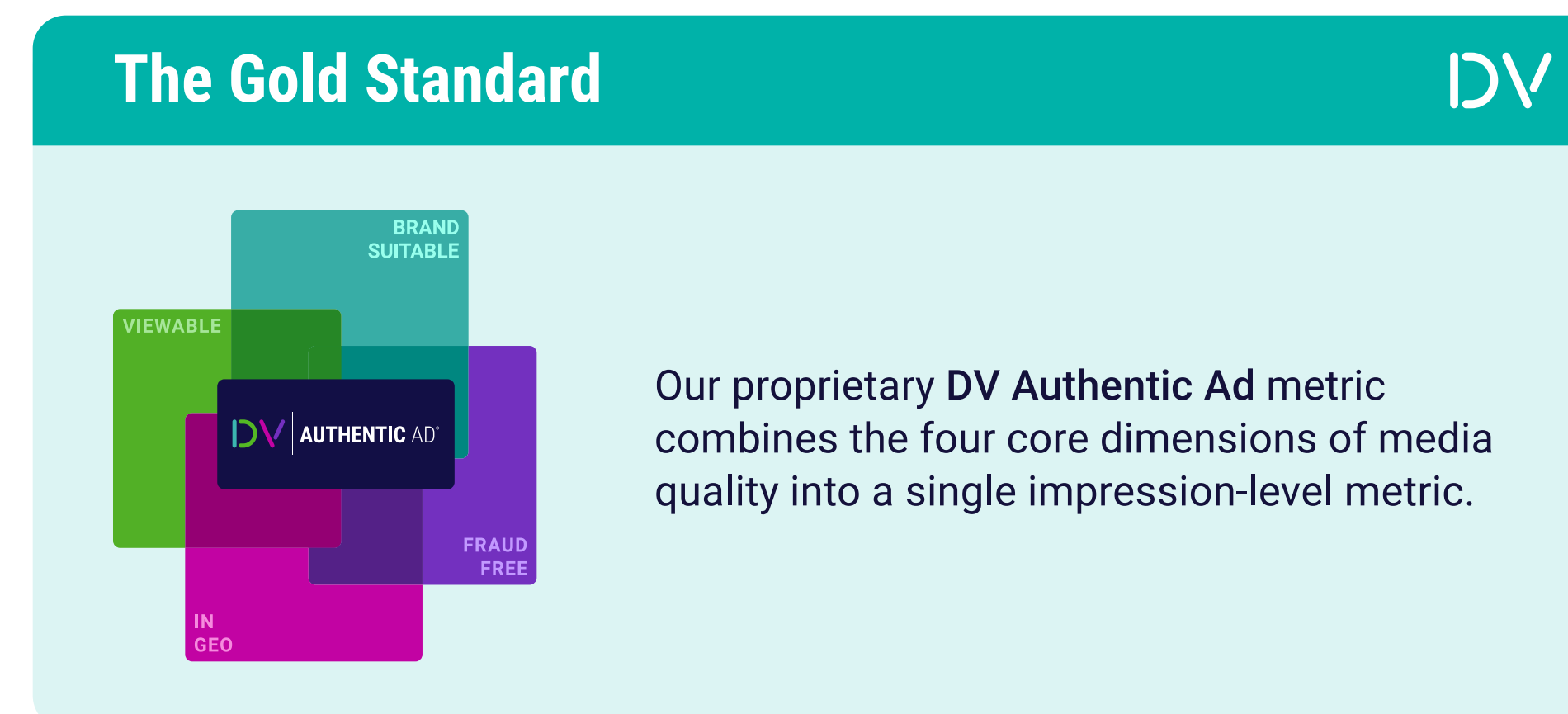
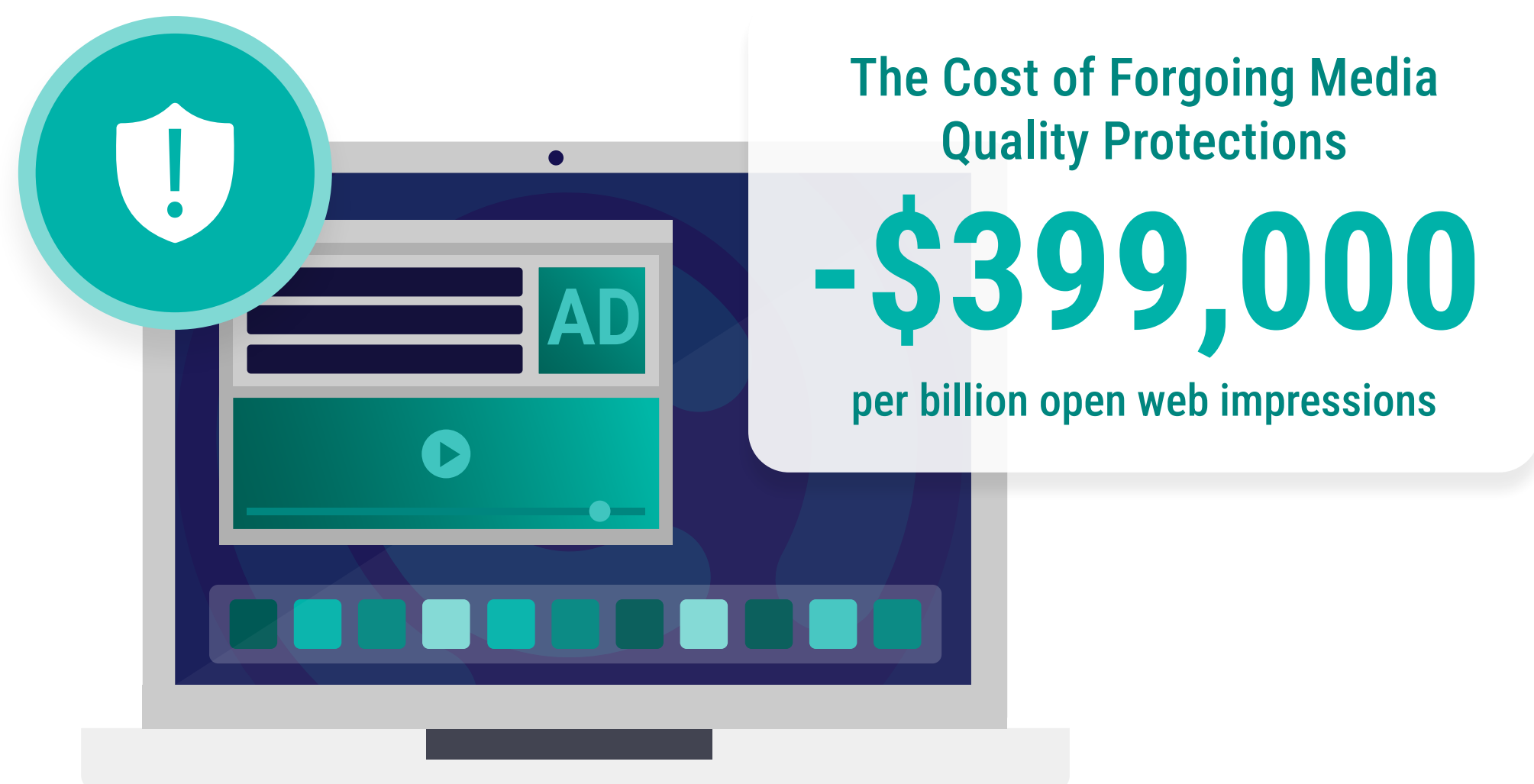


By a *human*



In the *intended geography*

When all the boxes are checked, we designate the impression as a DV Authentic Ad®.



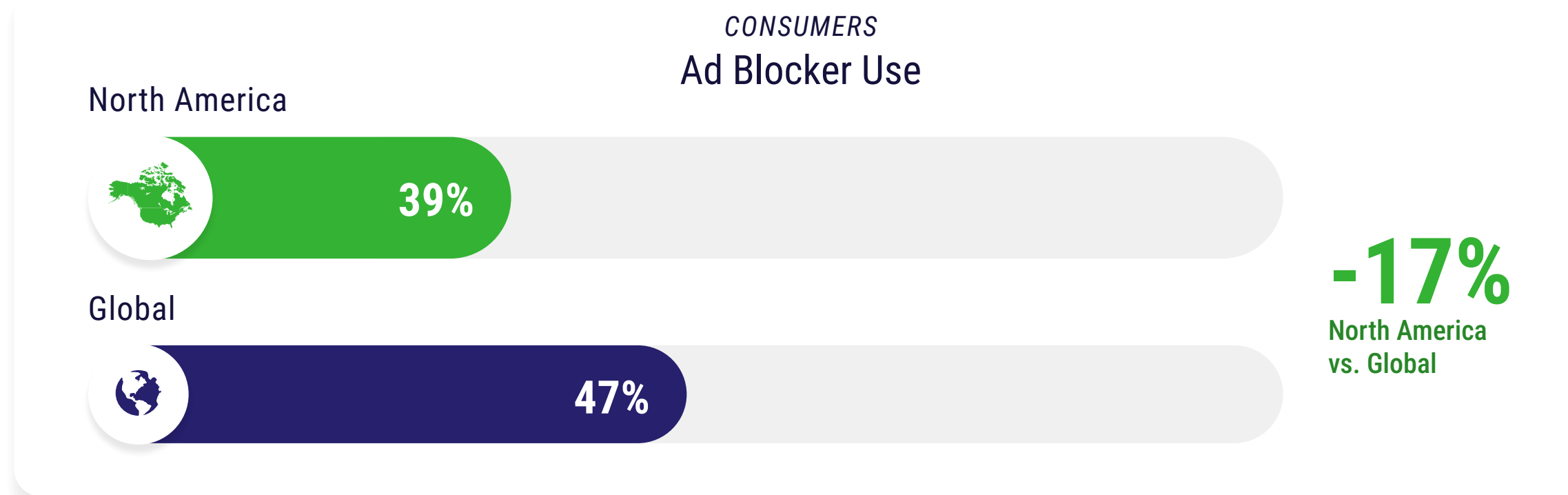
MEDIA QUALITY KEEPS IMPROVING

Don't Track Us, Please

When it comes to privacy, North American consumers seem to behave in extremes. They were the least likely of any region we surveyed to say they use ad blockers, but the majority said they opted out of cookie tracking.

In other words, they're fine with seeing your ads, but not fine with being followed all over the internet.

That makes contextual relevance especially critical.



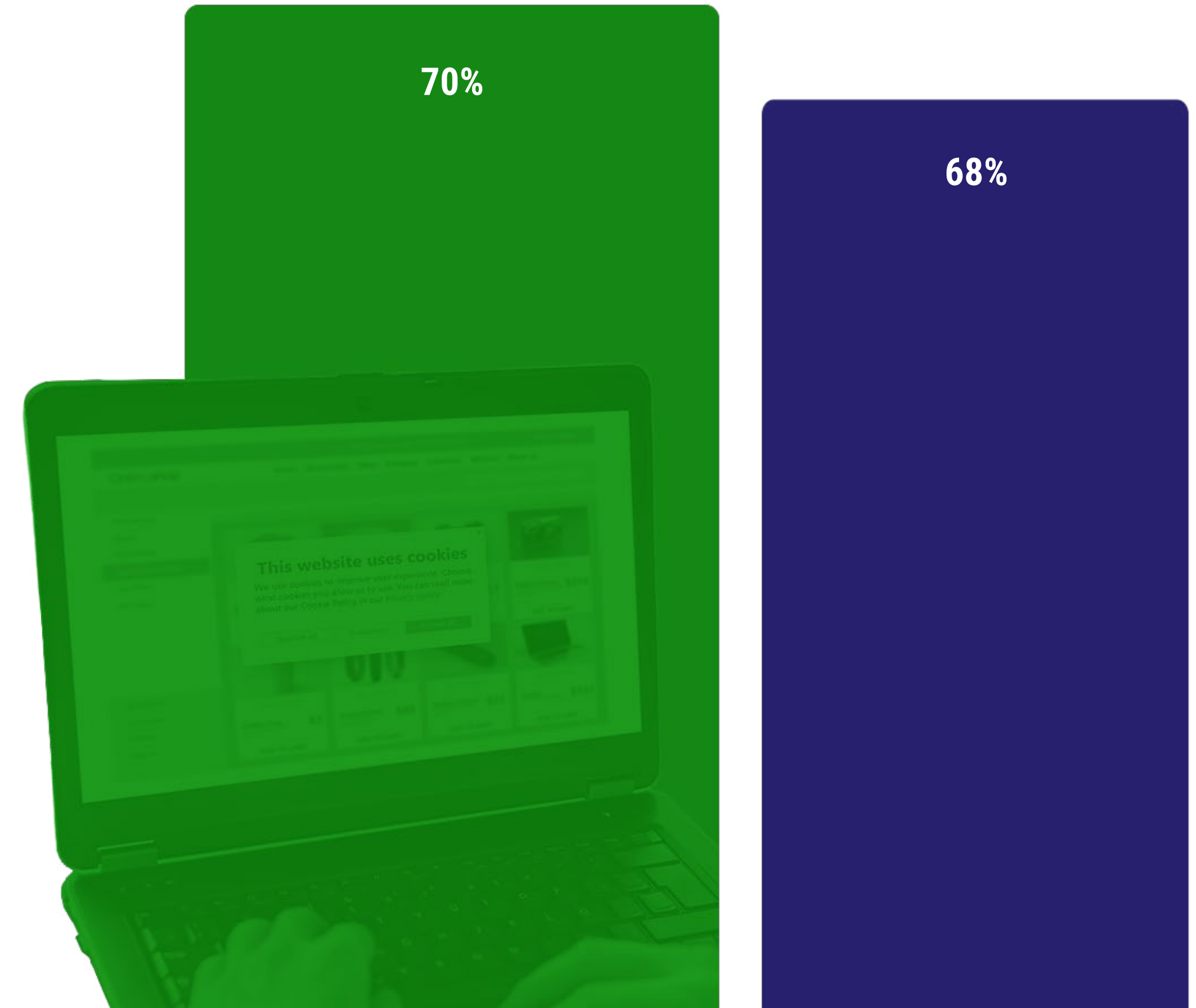
Superior Content Classification



To give advertisers better control over brand suitability and contextual alignment, DV combines deterministic rules (for consistent, trusted decisioning), machine learning (for pattern recognition) and LLMs (for contextual interpretation and emerging topics).

This hybrid architecture, informed by DV's massive proprietary data, delivers highly accurate content classification.

CONSUMERS
Cookie Tracking Opt-Out Use



North America

Global



MEDIA QUALITY: VIEWABILITY

Did Your Ad Have the Opportunity to Be Seen?

An ad has to be seen to be effective. If an impression serves below the fold, or if the user immediately scrolls past it, that's a wasted impression you may still be paying for.

DV's pre-bid viewability segments help advertisers prioritize inventory in which ads are more likely to be seen. Campaigns with these segments have higher viewability than campaigns without them.

In North America, video viewability improved robustly, especially in the United States. Display viewability also improved modestly.

+4%
Overall Viewable Rate,
2025 vs. 2024

Viewable Rate by Market

2025 vs. 2024

	Video	Display
United States	88% +10%	74% +1%
Canada	84% +4%	74% +2%
North America	87% +10%	74% +1%
Global	87% +9%	73% +1%



MEDIA QUALITY: FRAUD

Did a Bad Actor Prevent Your Ad from Being Seen by a Human?

A fraud/SIVT violation occurs when a monitored ad serves — or was blocked from serving — to non-human activity or invalid traffic.

DV derives this rate through post-bid measurement of protected campaigns. The rates are higher for campaigns without our pre-bid protections.

Though its Fraud/SIVT Violation Rate dropped sharply in 2025, North America remains the region with the highest rate, mostly due to the United States.

On its own, Canada’s rate aligns with the regional rate in Asia Pacific; Europe, Middle East and Africa; and Latin America.

Most violations were either data center traffic violations, which were more prevalent in display inventory, or bot fraud, which was more prevalent in video inventory.

-54%

Non-Human Data Center
Traffic Rate, 2025 vs. 2024

-18%

Bot Fraud Rate, 2025 vs. 2024

Fraud/SIVT Violation Rate by Market

2025 vs. 2024

United States	0.6% -41%
Canada	0.4% -52%
North America	0.6% -41%
Global	0.6% -42%

Fraud/SIVT Violation Rate by Campaign Protection Level

Unprotected



2.8%

Protected



0.6%

+384%

Unprotected vs. Protected Campaigns

MEDIA QUALITY: FRAUD

Bot Check

While testing DV AI Verification™, which launched in late 2025, the DV Fraud Lab gained deeper visibility into how various bots are shaping media performance.

AI bots generated

10x

the clicks generated by humans in some campaigns.

The findings showed that in unprotected media, AI bots accounted for a noticeable portion of clicks. In some studies, an ad click was overwhelmingly more likely to be from a bot than from a human.

Bots and scrapers such as these aren't always fraudulent, but they create general invalid traffic (GIVT) that should be removed from campaign metrics.

15%

of clicks were generated by AI bots in unprotected campaigns.

Common Open Web Fraud Types

Adware: Malware that conducts deceptive actions, such as ad injections and unauthorized overlays.

Bot Fraud: Ad requests from computer programs mimicking human viewing behavior.

Hijacked Devices: User signatures that show automated browsing from infected or misappropriated devices.

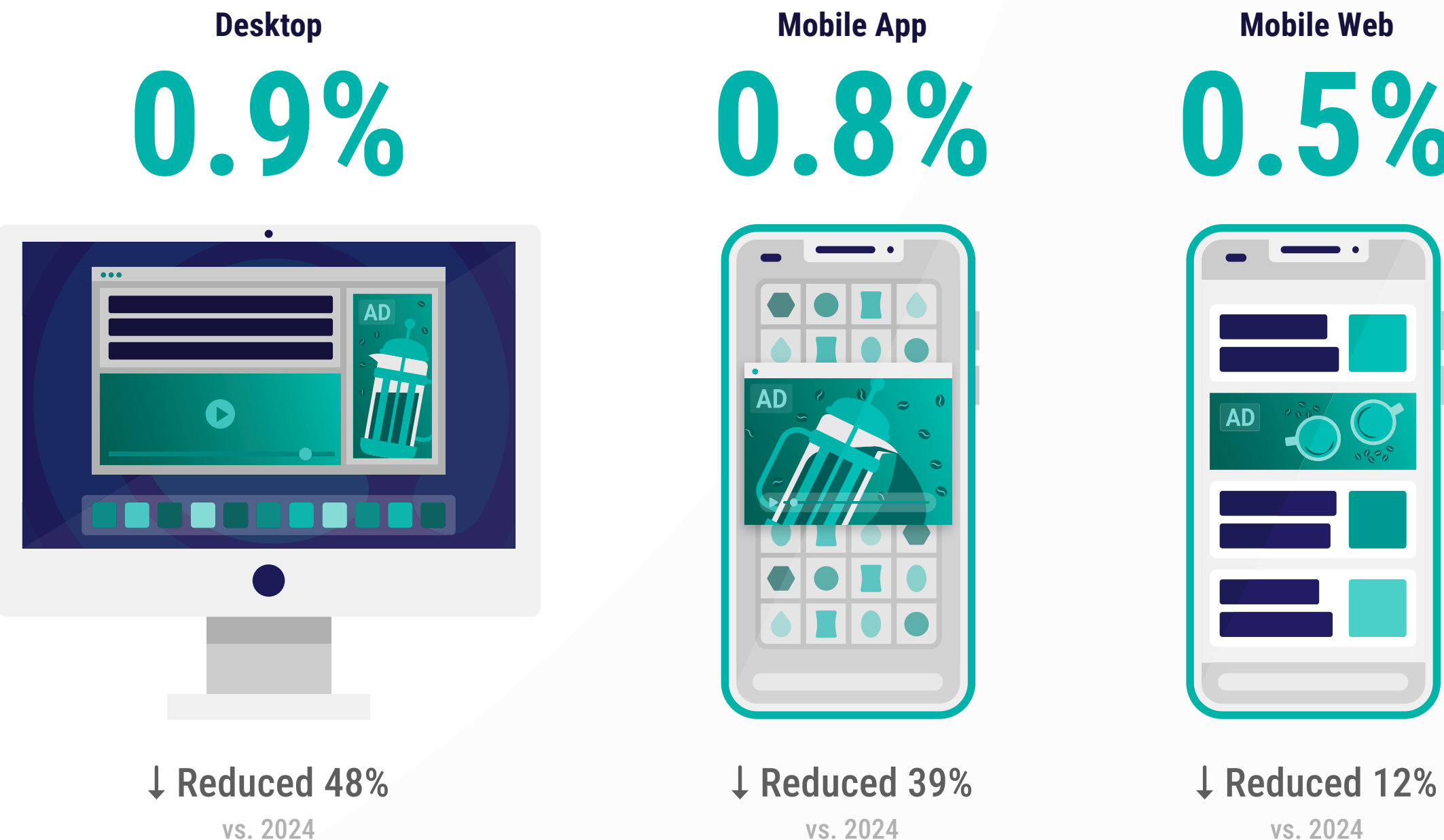
Non-Human Data Center: Fraudulent ad requests that originate from a server facility.

Some Devices Attract More Fraud Than Others

The Fraud/SIVT Violation Rate fell for all devices, particularly desktop, where it plummeted by nearly half.

Still, desktop is the device seemingly most attractive to fraudsters, so advertisers should continue to be vigilant.

Fraud/SIVT Violation Rate by Device



MEDIA QUALITY: BRAND SUITABILITY

Do Your Ads Appear in Content That's Right for Your Brand?

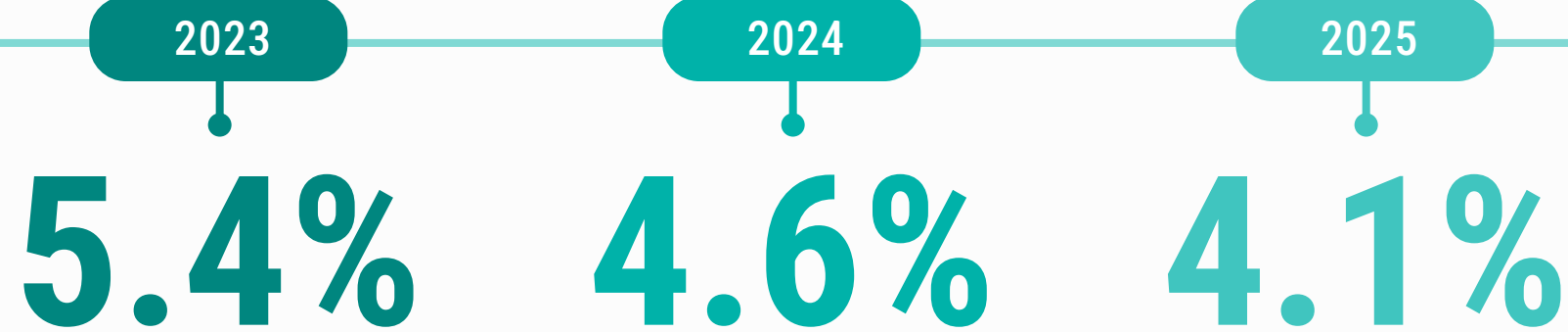
A brand suitability violation occurs when a monitored ad serves — or was blocked from serving — within content that fails to meet the advertiser's brand suitability settings.

These violations occur much more frequently in campaigns without DV protections.

North America outperforms on brand suitability. Its violation rate has dropped for the past three years, is lower than the global average, and is much lower than any other region.

96 out of 100
open web display and video ads
monitored by DV in North America
are brand suitable.

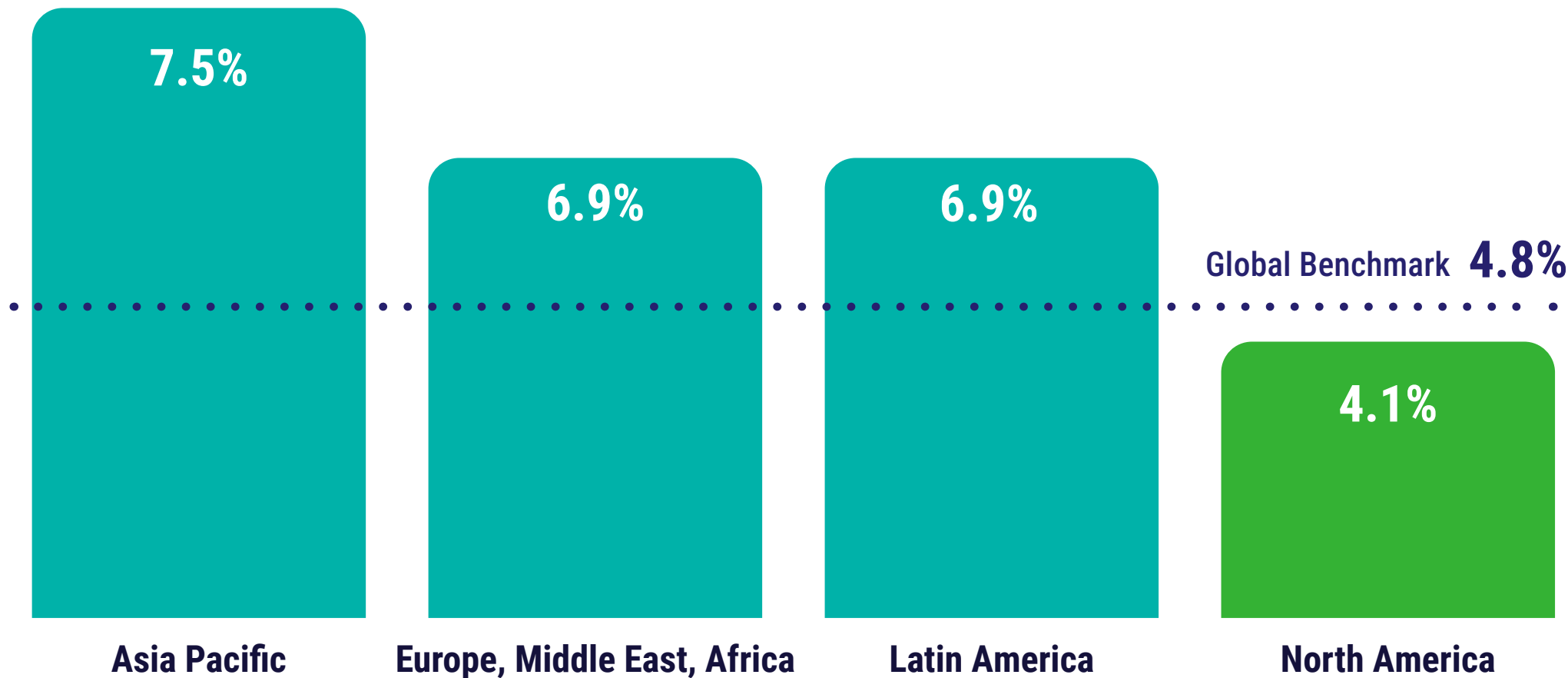
North America Brand Suitability Violation Rate Over Time



Brand Suitability Violation Rate by Campaign Protection Level



Brand Suitability Violation Rate by Region



MEDIA QUALITY: BRAND SUITABILITY

Market Differences

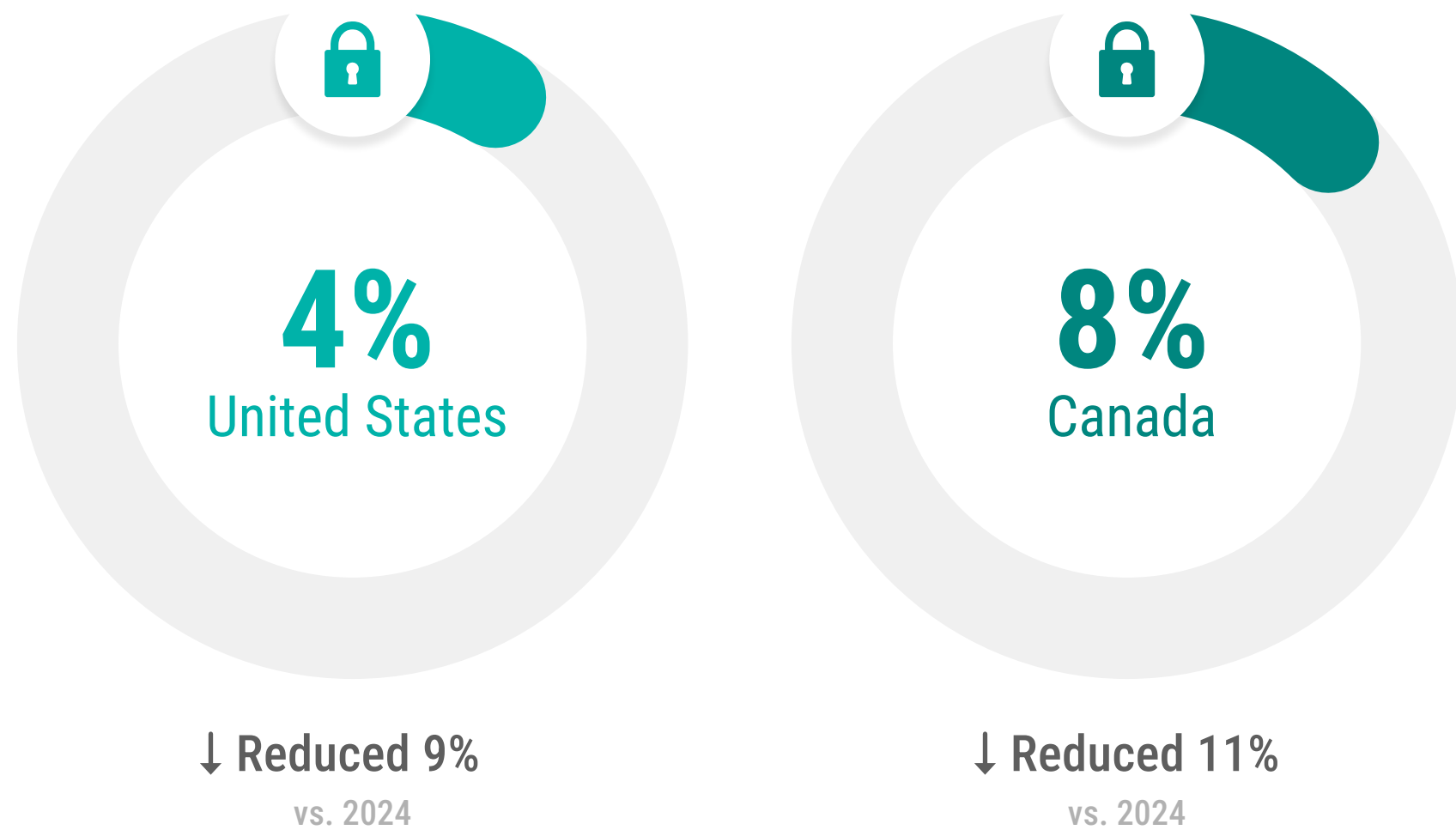
But within North America, the simple regional average doesn't tell the most accurate story.

When you separate the two markets, the violation rate in the United States is much lower. Advertisers pay a premium for U.S. inventory. It stands to reason that they'd be more likely to protect their investment with advanced pre-bid protections.

Canada's violation rate is double that of the United States and well above the other regions.

The good news? It dropped dramatically last year.

Brand Suitability Violation Rate by Market



The Industry-Leading Suitability Product



DV Authentic Brand Suitability® lets advertisers create a centralized, highly customized set of content controls based on their own contextual needs, brand suitability definitions and reach-vs.-quality requirements.

These controls automatically deploy on multiple platforms and campaigns, with perfect pre-bid and post-bid mapping.

With the most content categories, the most DSP integrations and the only fully matched pre-bid avoidance and post-bid suitability settings, it's the media effectiveness industry's best-in-class product.

100+
Unsuitable Content Categories

30+
DSPs

CASE STUDY

Kroger Precision Marketing

Brand suitability incident rates plummeted after the retail media network activated DV Authentic Brand Suitability to protect its advertisers' campaigns.

Brand Suitability Incident Rate

-44% One month in
-79% 12 months in

MEDIA QUALITY: BRAND SUITABILITY

Suitability Showdown: Content Types

North American opinions about the appropriateness of various types of content can differ from global opinions and between marketers and consumers.



North American Consumers vs. North American Marketers

North American marketers lean toward “suitable for ads” more than consumers do for all types of content.

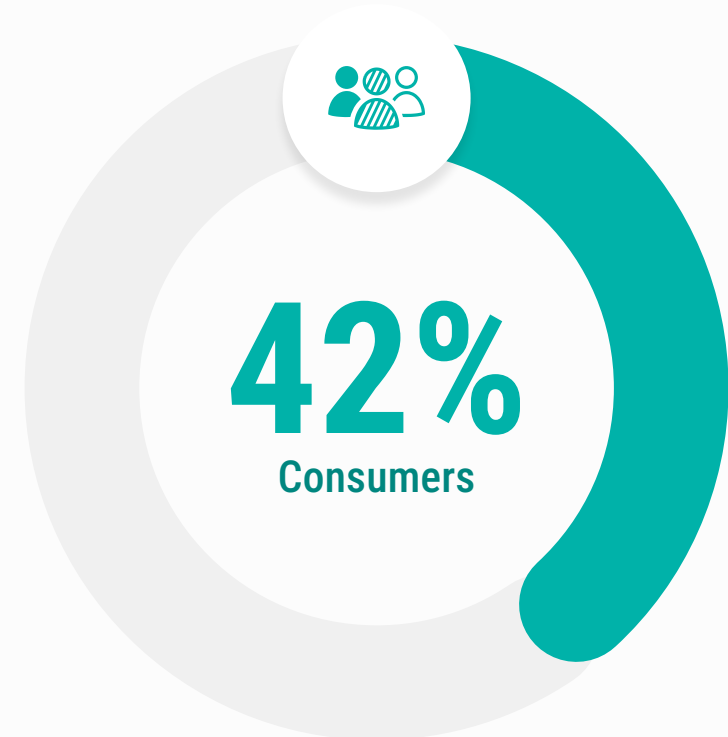


North American Marketers vs. Global Marketers

Global marketers are less comfortable with advertising on a site or app with “news content exhibiting inflammatory points of view.”

One thing everyone agrees on: Sites and apps with “fake, unreliable or unsubstantiated information” are a no-go.

Fake, unreliable or unsubstantiated information is unsuitable for ads.



MARKETERS VS. CONSUMERS

How suitable are the following types of content?

Suitable

Neither

Unsuitable

Family and lifestyle



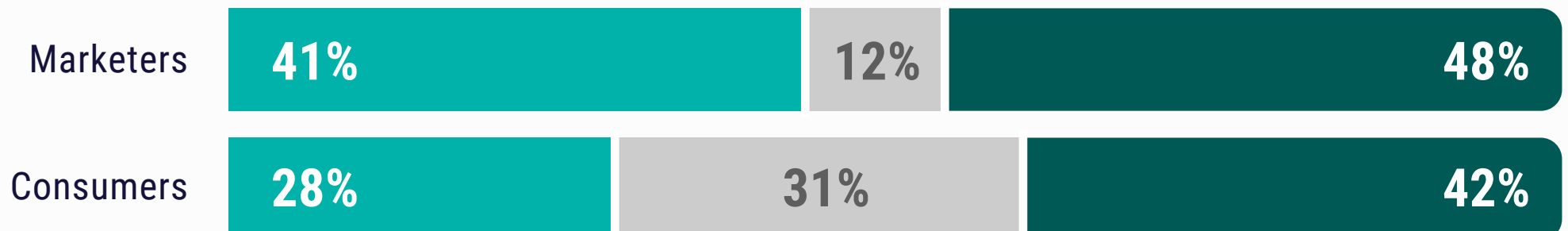
Arts and entertainment



Inflammatory news



Fake, unreliable or unsubstantiated information



MEDIA QUALITY: BRAND SUITABILITY

AI Slop Is All Around Us

Some marketers try to dodge low-quality AI-generated content by avoiding certain content categories they believe attract more slop than others.

But DV’s post-bid content classification data reveals that AI slop shows up within many categories. Because the distribution is not predictable, we recommend avoiding AI slop universally. At DV, it’s as simple as selecting the “Low-Quality GenAI” category in your advertiser profile.

In North America, we find the highest volume of AI slop in the “Violence” content category. But there’s plenty in “Travel,” “Youth Entertainment” and “Sports” too.

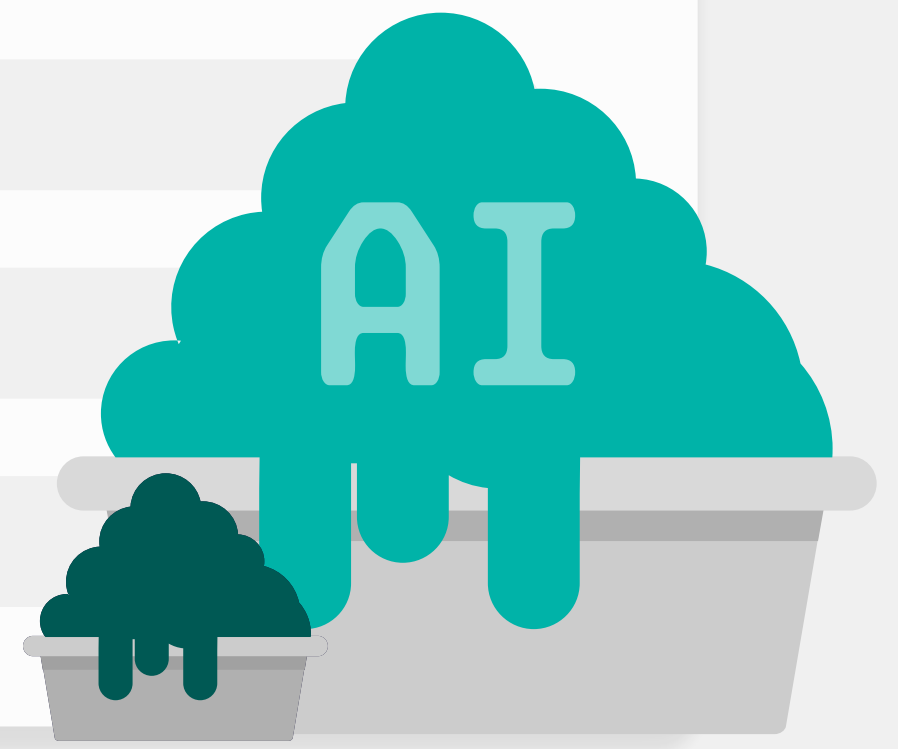
Stop That Slop

DV’s AI SlopStopper™ is an AI fix for an AI problem. It identifies and blocks low-quality GenAI sites and content in real time to help protect your brand equity and your media spend, and to help ensure that your ads support legitimate publishers.

500M+
Impressions Blocked or
Monitored, 1H 2026

The “Slop 10”: Content Categories With the Most AI Slop

- 1 Violence
- 2 Travel
- 3 Vehicle Disasters
- 4 Youth Entertainment
- 5 Technology and Computing
- 6 User-Generated Content
- 7 Video Gaming
- 8 Violent Video Games
- 9 Sports
- 10 Terrorism



MEDIA QUALITY: DV AUTHENTIC AD™

Was Your Ad Viewable, Brand Suitable, Fraud-Free and In-Geo?

In DV Pinnacle®, impressions that meet all four requirements are designated Authentic Viewable.

The North America Authentic Viewable Rate consistently improves more quickly than the global rate. The United States has a slight edge over Canada.

The region’s year-over-year improvement was supported by modest gains in desktop display.

Authentic Viewable is a post-bid metric. In DV-protected campaigns, low quality inventory is often filtered out pre-bid, increasing the probability that any given impression will pass all four checks.

Although unprotected campaigns can produce Authentic Viewable impressions, the rate is much lower than in protected campaigns.



Authentic Viewable Rate by Market

2025 vs. 2024

United States	74% +5%
Canada	72% +4%
North America	74% +5%
Global	73% +4%

Authentic Viewable Rate by Campaign Protection Level

Unprotected



Protected



+29%

The Authentic Viewable Rate is materially better for protected campaigns.



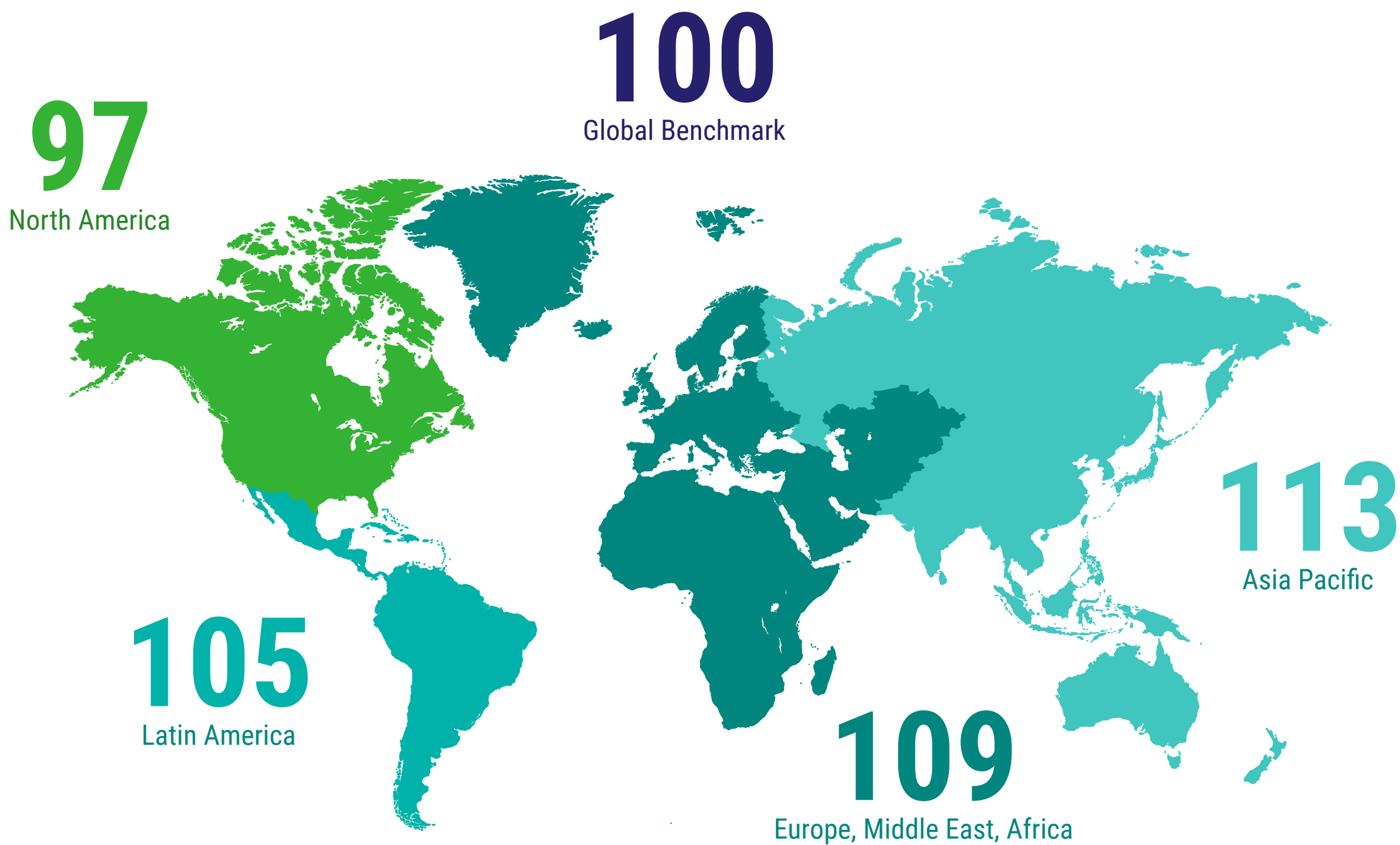
MEDIA QUALITY: ATTENTION

Who’s Paying Attention?

Attention metrics reflect the likelihood that a consumer was exposed to and engaged with your ad. It’s useful information that helps guide campaign optimizations.

Attention isn’t a simple or one-size-fits-all measurement. The circumstances that can affect attention include the product or service advertised, the channel and device where the ad appears, the ad’s format and size, and the time of year.

DV Attention Index by Region



These Ads Command Attention

The DV Attention Index™ helps ensure accurate, meaningful comparisons. An index of 100 represents the global average. Higher and lower numbers indicate how much better or worse an impression performed.

North America continues to fall short of global attention benchmarks, especially for certain formats, as seen on the next page.

Nevertheless, attention was strong for tech, entertainment and retail verticals.

Vertical Overperformers

Technology			
	Attention	Exposure	Engagement
	107	103	110
Media, Entertainment and Sports			
	Attention	Exposure	Engagement
	101	101	101
Retail, Home and Fashion			
	Attention	Exposure	Engagement
	101	96	107

MEDIA QUALITY: ATTENTION

The “Why” Behind the Attention Problem

North America’s attention deficit comes down to the way advertisers buy and manage media. It’s not about content or attention span; it’s about media mix and optimization.

In the world’s most mature market, advertisers buy programmatically at enormous scale, often prioritizing reach and efficiency. They don’t necessarily optimize toward the channels and formats that best capture user attention.

That’s a missed opportunity. DV research indicates that attention metrics are effective proxies for campaign performances.

Methodology

DV Authentic Attention® for open web is comprised of proprietary metrics that measure how effectively a monitored ad captures and maintains user attention.

To begin, DV analyzes and scores 50+ impression-level exposure and engagement data points.

The **Exposure** quantifies the presentation of the ad through metrics including viewable time, share of screen, video audibility and others.

The **Engagement** quantifies user interaction with the ad, including eye tracking, touches, screen orientation, video playback and others.

Exposure, Engagement and Attention overall are indexed to a global average that is updated daily.

[See the full methodology](#)

DV Attention Index Components

Exposure

97

Engagement

97

DV Attention Index by Ad Format

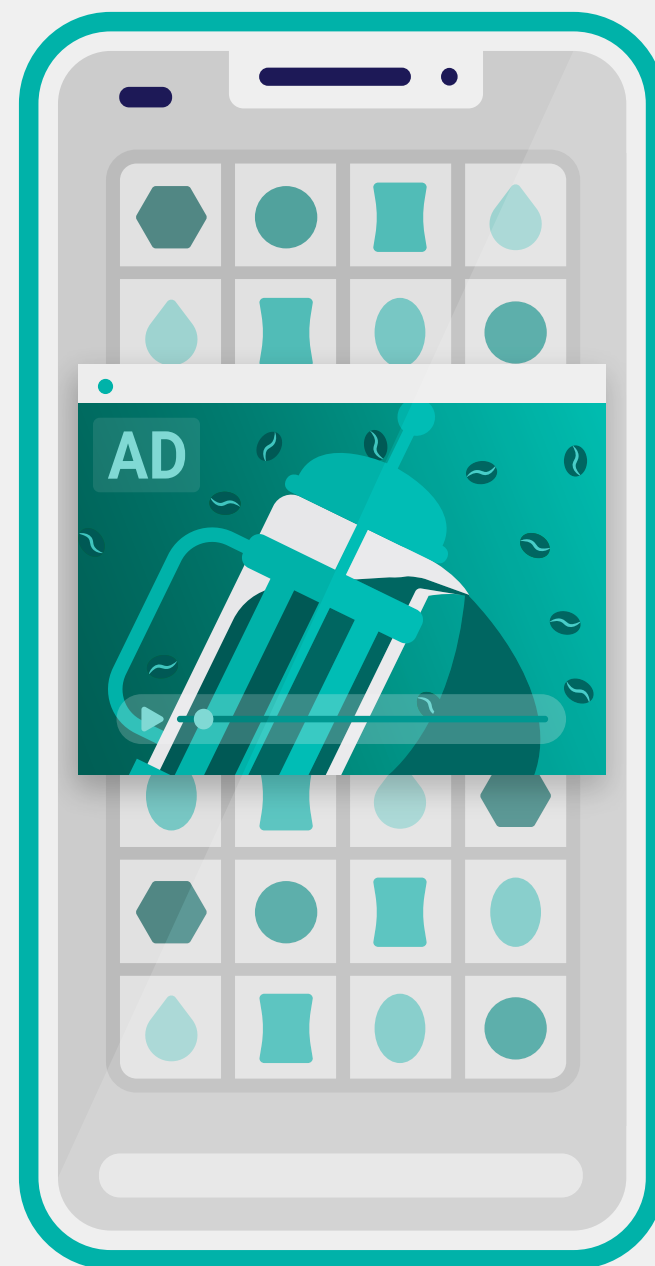
Video

99

Display

97

Device and Format Underperformers



Mobile App Large Video Ad

Attention

140

Exposure

201

Engagement

85



Mobile Web Medium Display Ad

Attention

90

Exposure

81

Engagement

98

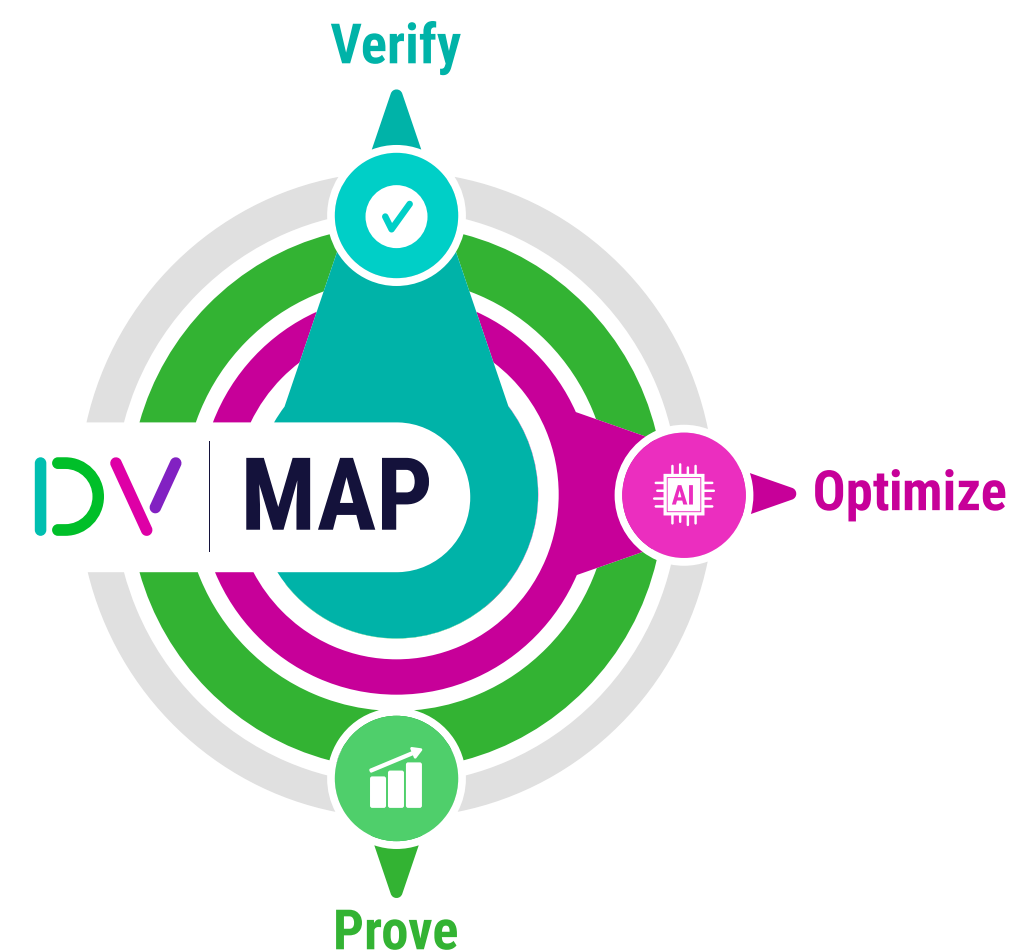
The DV Media AdVantage Platform

The DV Media AdVantage Platform

DV MAP™ pulls together DV's vast capabilities into an all-in-one platform for digital advertising planning and execution.

This report focuses on our Verify offerings, which include or address:

- Fraud**
- Viewability**
- AI Verification**
- Brand suitability**
- Contextual segments**
- Attention**



Introducing DV Neura

AI agents are transforming the ways marketers access data, manage workflows and make decisions.



DV Neura™, the fully embedded cognitive engine behind DV MAP, is built for this new reality.

Powered by DV's massive proprietary data and comprehensive, durable integrations with the open web, social, streaming TV and retail media platforms, DV Neura brings trusted intelligence into every layer of campaign planning and execution.

Built on the transparency, trust, accountability and tangible results you expect from us, DV Neura sets a new standard in the industry.

How DV Neura Harnesses AI

Media Intelligence

DV's hybrid AI architecture combines LLMs, specialized machine learning models and deterministic rules for more accuracy and less waste.

Adaptive Performance

AI-powered algorithmic bidding optimizes spend. Multi-touch attribution and incrementality measurement deliver performance insights.

Open Connectivity

Optional secure access for third-party agents via APIs, MCP integrations and AdCP support is designed for seamless interoperability.

Agentic Execution

Autonomous agents can plan, inform and improve campaign execution with guardrails defined by the advertiser.

[Learn more about DV Neura.](#)

Methodology

Data Notice

Unless otherwise noted, all data in this report is DV proprietary post-bid data filtered to this region. While directionally accurate, reported numbers may not represent the full scope of DV’s protection. DV post-bid monitoring and blocking technology records violations that occur after an ad impression has been purchased. However, DV’s capabilities also include pre-bid technology, which prevents bidding on unsuitable impressions, thereby stopping violations from occurring. An additional layer of protection for video impressions, DV Video Filtering, prevents impressions from serving before they fully load, further reducing violations.

Unless otherwise noted, comparative data points are year-over-year comparisons for data spanning January 1 to December 31, 2025, versus the same time period a year prior.

This report is comprised of DV tag-based data from the open web.

As a point of comparison to DV global customer campaigns, DV created a test campaign with no protections and collected monitoring data for the full year spanning January 1 to December 31, 2025.

To derive wasted spend estimates, DV multiplies total violations by a cost per mille (CPM) of \$3.

Definitions

AI ingests and analyzes vast amounts of data to learn language, logic and patterns. This allows it to “understand” a user’s prompt and do what the user is asking.

An **AI agent** (or “agentic AI”) goes a step further. It can make decisions and execute complex tasks, such as processing a merchandise return or building a travel itinerary.

DV Authentic Attention® for open web is comprised of proprietary metrics that measure how effectively a monitored ad captures and maintains user attention. DV analyzes and scores 50+ impression-level exposure and engagement data points. “Exposure” quantifies the presentation of the ad through metrics including viewable time, share of screen, video audibility and others. “Engagement” quantifies user interaction with the ad, including eye tracking, touches, screen orientation, video playback and others. Exposure, Engagement and Attention overall are each indexed against a global average that is updated daily.

Generative AI (or “GenAI”) can autonomously create written and visual content based on a user’s prompt.

A **Protected Campaign** is a DV customer advertising campaign that includes some or all pre-bid protections, some or all post-bid protections, or some or all of both.

An **Unprotected Campaign** has no DV protections.

Sapio Survey Methodology

DV contracted with Sapio Research for consumer and marketer surveys. Sample data was collected from online partner panels. The interviews were conducted by Sapio Research in February 2026 using an email invitation and online survey.

Consumers

Sapio surveyed 22,000 consumers from 21 countries in the following regions: Asia Pacific (Australia/New Zealand, India, Indonesia, Japan, Philippines, Singapore, Thailand, Vietnam); Europe, Middle East and Africa (France, Germany, Italy, Netherlands, Saudi Arabia, Spain, United Arab Emirates, United Kingdom); Latin America (Brazil, Colombia, Mexico) and North America (Canada, United States). The survey outcomes are referenced throughout this report, cited as the opinions of consumers.

Marketers

Sapio surveyed 2,020 marketing and advertising decision-makers from 25 countries in the following regions: Asia Pacific (Australia/New Zealand, India, Indonesia, Japan, Philippines, Singapore, Thailand, Vietnam); Europe, Middle East and Africa (Austria, France, Germany, Italy, Netherlands, Poland, Saudi Arabia, Spain, Switzerland, United Arab Emirates, United Kingdom); Latin America (Brazil, Colombia, Mexico); and North America (Canada, United States). The survey outcomes are referenced throughout this report, cited as the opinions of marketers or advertisers.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is influenced by the number of interviews and the degree of precision in the percentages used to express the results. In the consumer survey, the chances are 95 in 100 that the survey result does not vary, plus or minus, by more than 0.7 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. In the marketer survey, the chances are 95 in 100 that the survey result does not vary, plus or minus, by more than 2.2 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Appendix

Marketer Questions

How concerned are you about using the following AI-related advertising practices? Serving ads next to low-quality generative AI content			
	North America	United States	Canada
Not at all concerned	15%	17%	11%
Not very concerned	28%	29%	24%
Somewhat concerned	36%	36%	35%
Very concerned	22%	19%	30%

How concerned are you about using the following AI-related advertising practices? Serving ads next to high-quality generative AI content			
	North America	United States	Canada
Not at all concerned	14%	17%	7%
Not very concerned	31%	30%	33%
Somewhat concerned	34%	33%	35%
Very concerned	22%	21%	25%

How concerned are you about using the following AI-related advertising practices? Leveraging AI solutions to build ad copy/creatives			
	North America	United States	Canada
Not at all concerned	10%	11%	5%
Not very concerned	27%	28%	24%
Somewhat concerned	40%	38%	46%
Very concerned	23%	22%	25%

How concerned are you about using the following AI-related advertising practices? Serving ads within AI platforms			
	North America	United States	Canada
Not at all concerned	13%	16%	6%
Not very concerned	24%	25%	22%
Somewhat concerned	37%	35%	41%
Very concerned	26%	24%	31%

Which of the following would make you feel more comfortable about serving ads within AI platforms? Select top three			
	North America	United States	Canada
Transparent reporting on where ads are served	39%	40%	38%
Reliable measurement and attribution of ad performance	39%	41%	31%
Ability to review or approve creatives generated by AI	38%	36%	42%
Clear data privacy and compliance safeguards	38%	39%	32%
Verified brand safety and suitability controls	32%	30%	37%
Control over contextual or content targeting	30%	27%	38%
Flexibility to pause, adjust, or exclude placements	29%	29%	29%
Third-party verification of impressions and engagement	26%	26%	25%
Nothing would make me feel more comfortable	3%	4%	-

Consumer Questions

What are the most common ways AI is used in your daily life? Select top three			
	North America	United States	Canada
Researching various topics (e.g., recipes, meal plans, holidays)	48%	49%	46%
Work-related use	29%	28%	30%
Virtual assistants such as AI chatbots	32%	30%	35%
Online shopping	34%	35%	32%
Health and fitness tracking	23%	24%	21%
Smart home devices	28%	29%	25%
Itinerary planning	15%	14%	16%

For which of the following, if any, do you use AI agents? Select all that apply			
	North America	United States	Canada
Researching various topics (e.g., recipes, meal plans, holidays)	46%	47%	43%
Online shopping	35%	37%	32%
Work-related use	31%	30%	32%
Health and fitness	26%	27%	24%
Itinerary planning	21%	22%	19%
Managing finances	21%	22%	17%
Aggregating news from multiple sources	18%	19%	16%
I do not use AI agents in my daily life	13%	13%	15%

Roughly how frequently do you use AI tools or platforms? Select one			
	North America	United States	Canada
Several times a day	26%	28%	22%
Several times a week	37%	38%	35%
A few times a month	21%	19%	26%
Once every few months	6%	5%	7%
Less often than this	6%	5%	7%
Never	4%	4%	3%

To what extent do you believe you can tell that content has been AI-generated? Select one			
	North America	United States	Canada
Always	11%	13%	8%
Most of the time	30%	30%	29%
Sometimes	38%	36%	41%
Rarely	9%	8%	10%
Never	5%	5%	4%
Unsure	8%	8%	8%

How, if at all, would each of the following impact your perception of a brand? The brand using AI to create ads that look polished and professional			
	North America	United States	Canada
Very positively	12%	14%	6%
Somewhat positively	22%	22%	21%
No impact	40%	39%	43%
Somewhat negatively	11%	10%	12%
Very negatively	16%	15%	18%

How, if at all, would each of the following impact your perception of a brand? The brand using AI to create ads that look low-quality, uncanny, or strange			
	North America	United States	Canada
Very positively	10%	12%	6%
Somewhat positively	13%	14%	11%
No impact	34%	33%	36%
Somewhat negatively	15%	15%	15%
Very negatively	28%	26%	32%

How, if at all, would each of the following impact your perception of a brand? Ads for the brand appearing next to high-quality AI-generated content			
	North America	United States	Canada
Very positively	11%	13%	8%
Somewhat positively	20%	22%	15%
No impact	41%	39%	44%
Somewhat negatively	12%	12%	13%
Very negatively	16%	14%	19%

How, if at all, would each of the following impact your perception of a brand? Ads for the brand appearing next to low-quality or spam-like AI-generated content			
	North America	United States	Canada
Very positively	9%	11%	6%
Somewhat positively	13%	15%	10%
No impact	34%	33%	37%
Somewhat negatively	15%	15%	15%
Very negatively	28%	26%	31%

How do you feel about ads being shown within AI platforms? Select one			
	North America	United States	Canada
Very positive	14%	16%	9%
Somewhat positive	20%	20%	19%
Indifferent	37%	36%	39%
Somewhat negative	13%	12%	15%
Very negative	16%	15%	17%

Would seeing any of the following ads within AI platforms impact how you feel about the brand being advertised? Ads highly relevant to the chat			
	North America	United States	Canada
Positively impact my perception	31%	33%	25%
No impact on my perception	51%	49%	54%
Negatively impact my perception	19%	18%	21%

Would seeing any of the following ads within AI platforms impact how you feel about the brand being advertised? Ads irrelevant to the chat			
	North America	United States	Canada
Positively impact my perception	20%	23%	15%
No impact on my perception	47%	46%	50%
Negatively impact my perception	33%	31%	36%

Would seeing any of the following ads within AI platforms impact how you feel about the brand being advertised? Ads alongside negative/sad chats			
	North America	United States	Canada
Positively impact my perception	20%	23%	14%
No impact on my perception	46%	45%	48%
Negatively impact my perception	34%	33%	38%

Would seeing any of the following ads within AI platforms impact how you feel about the brand being advertised? Ads alongside highly personal chats			
	North America	United States	Canada
Positively impact my perception	22%	24%	17%
No impact on my perception	46%	46%	47%
Negatively impact my perception	32%	30%	36%



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