

# The Better Solution for Brand Safety in Podcast Advertising

Meet your new go-to tool for brand safety measurement.

Measure podcast brand suitability within the context of real conversations with the **Seekr™ Civility Score™**. Trained with the highest journalistic standards, Seekr's AI analyzes entire podcast episodes and translates thousands of hours of show content into one powerful, actionable score.

Instead of avoiding entire topics and keywords, now you can understand the spirit of the content you're sponsoring and make data-driven decisions with confidence.

High Civility

Medium Civility

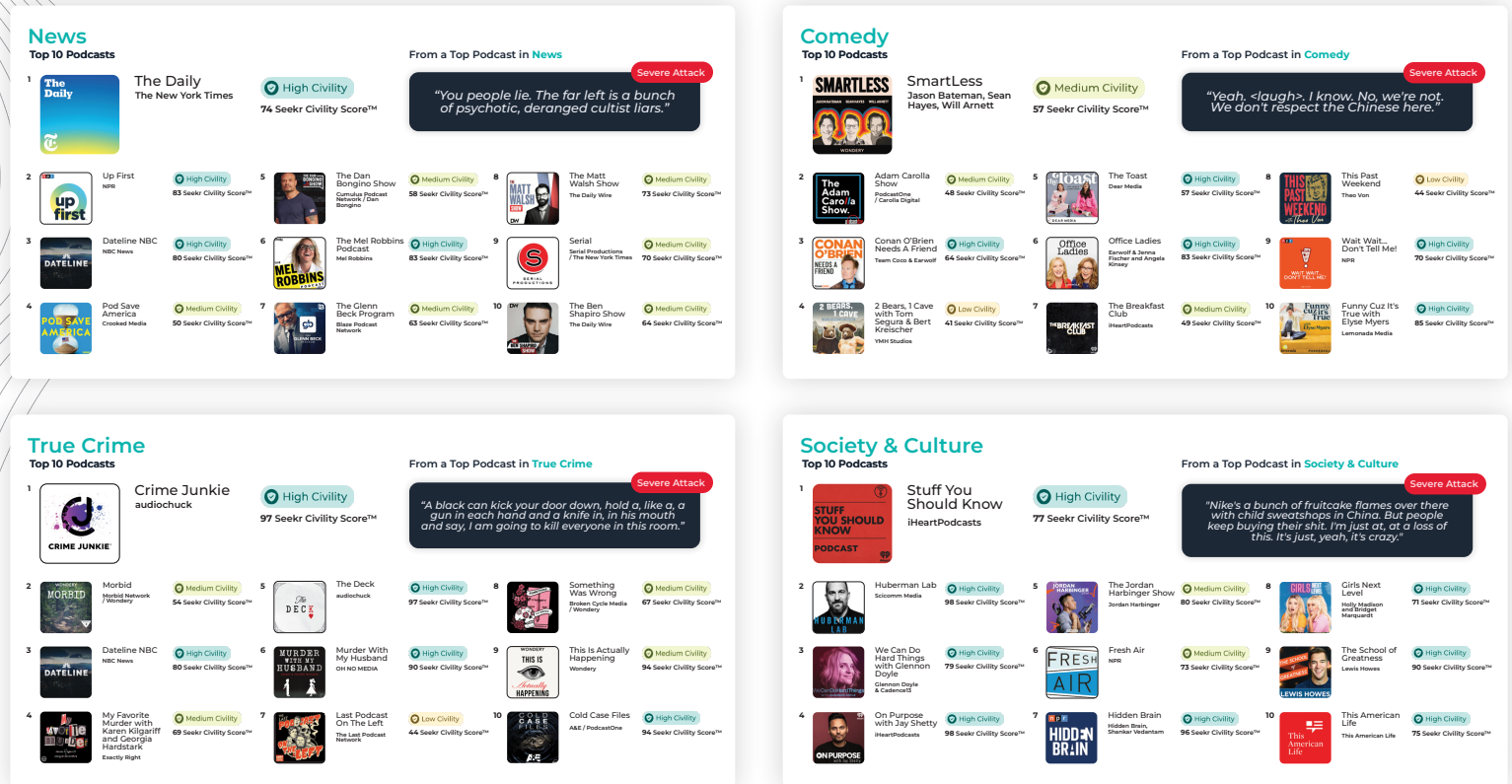
Low Civility



## Civility Scores™ for the Top 10 Podcasts Across Genres

### Score Definitions:

- No Civility** (Red icon): No Civility. Severe amount of personal attacks. Associated with a high presence of abusive, obscene, or hateful content.
- Low Civility** (Yellow icon): Low Civility. High amount of personal attacks that may be extreme or disrespectful.
- Medium Civility** (Green icon): Medium Civility. Mixed amount of personal attacks with civil content.
- High Civility** (Blue icon): High Civility. Very low or no amount of personal attacks.



Data last updated: July 12, 2023



### Get Superior Brand Protection

Set your tolerance levels, minimize exposure to damaging content, and grow brand affinity with the right audiences.



### Optimize Strategy and Efficiency

Say goodbye to analysis paralysis. Get data at your fingertips that informs and enables actionable insights.

Want more data to drive your podcast strategy?

Contact Seekr at [hpidgeon@seekr.com](mailto:hpidgeon@seekr.com) to get started today!

