**How Rampant Fraud is Impacting Digital Dollars**

A few months ago, a handful of advertisers who had moved money from television to digital shifted it back again, voicing concerns about digital fraud and viewability issues that made them believe their dollars would be better spent on TV. Digital dollars still grew, reflecting the large number of advertisers eager to jump into the medium. But they grew more slowly.

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<http://www.medialifemagazine.com/how-rampant-fraud-is-impacting-digital-dollars/>