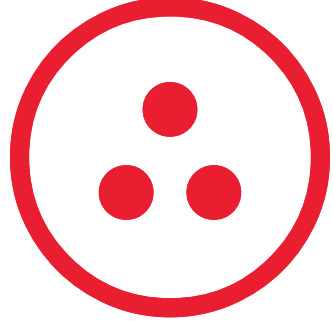




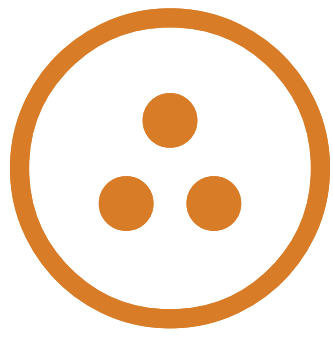
# THE WORKING GROUP BRIEF

JANUARY UPDATE



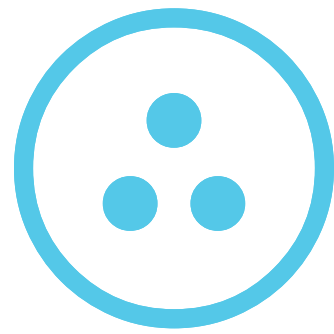
## ANTI-MALWARE JANUARY'S MEET

1. Reviewed the working group's **strategic goals for 2024.**
2. Malvertising Taxonomy v2 is **almost ready for release!**
3. Discussed TAG's proposal for incorporating **Creative Calling Card solutions as a requirement for CAM intermediaries.** If you're a TAG Member AND Malware Detection Vendor or Intermediary, **we want to hear from you!**



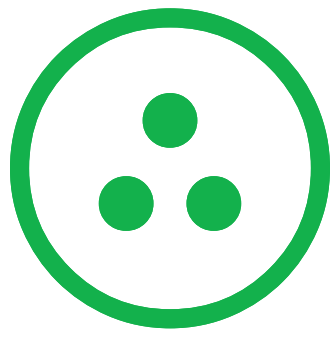
# TRANSPARENCY JANUARY'S MEET

- 1. Identified the key call outs** from the ANA Programmatic Media Supply Chain Transparency Report and how that applies to TAG's Transparency work going into 2024.
- 2. Revealed findings** from the **latest brand benchmarking study**.



# BRAND SAFETY JANUARY'S MEET

1. BSC Guidelines V3 is now **LIVE**.
2. Work on the **Blocklist Keyword Toolset** continues.
3. Time to get ready for **Taxonomy**.
4. **Thought-leadership considerations:**
  - a. Brand Safety impacts of AI
  - b. 2024 Year of the Polls.



## ANTI-FRAUD JANUARY'S MEET

1. Reviewed **key anti-fraud successes** from the past 12 months.
2. Talked through **MRC's IVT Detection and Filtration Addendum** and how that will effect CAF Guidelines v10.
3. Walk-through of '**Best Practices in Podcasting Environments.**'



# THE WORKING GROUP BRIEF

[tagtoday.net](http://tagtoday.net)

