



The State of the Fight

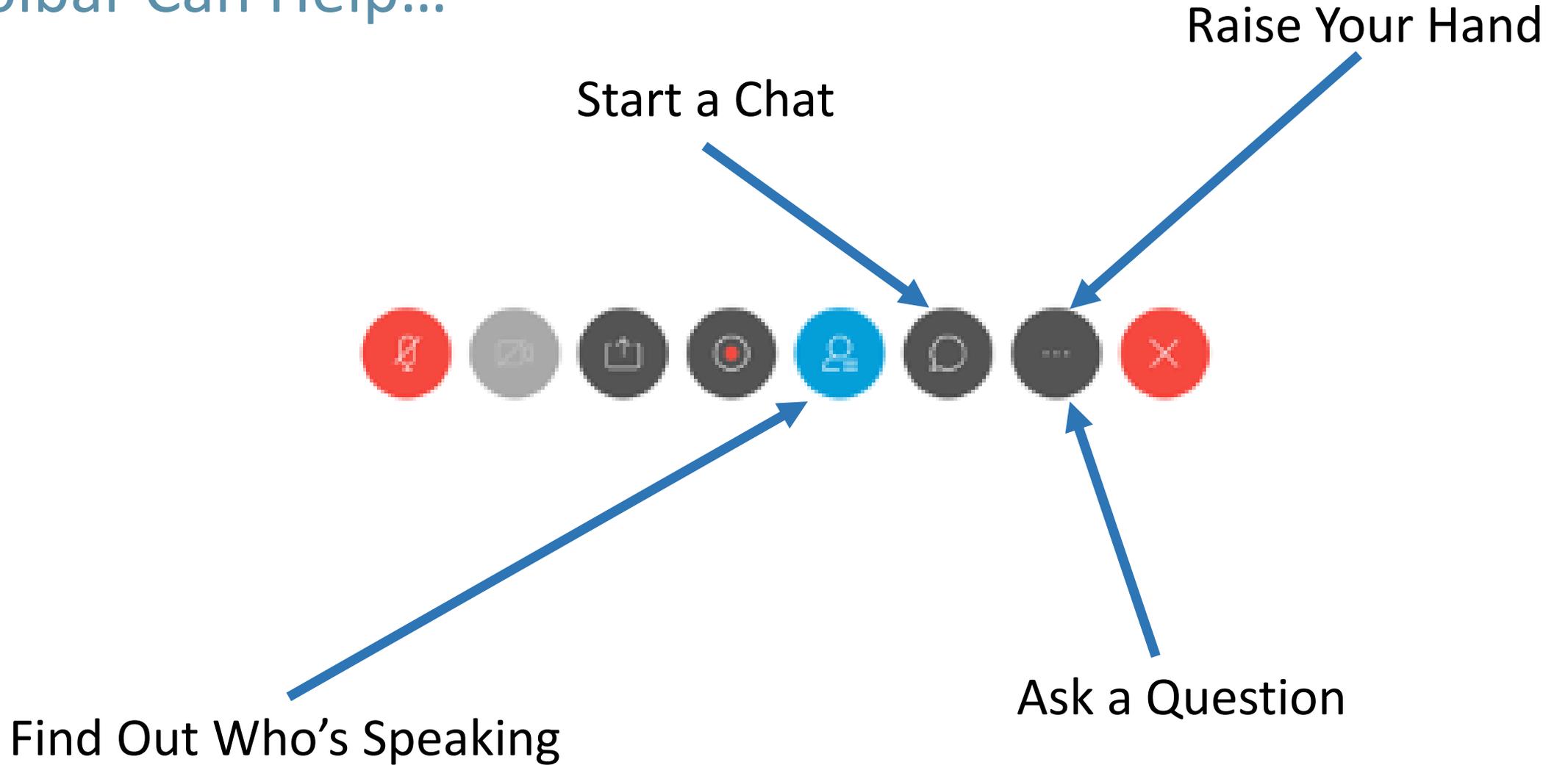
Annual TAG Community Briefing
October 1, 2020



Agenda

- Welcome to the New TAG
- Promoting Brand Safety
- Eliminating Fraudulent Traffic
- Sharing Threat Intelligence
- Are You Staying Compliant?
- Take Action!

Have a Question or a Comment? The Toolbar Can Help...



Welcome to the
New TAG





The TAG / JICWEBS Merger

DigitalNewsDaily

TAG To Merge With UK-Based Standards Group

by **Wendy Davis** @wendyndavis, July 29, 2020

The self-regulatory organizations Trustworthy Accountability Group and the UK's Joint Industry Committee for Web Standards will merge, the groups announced Wednesday.

The merger is expected to be finalized in early September.

The combined organization will keep the TAG name, and current CEO Mike Zaneis will serve as CEO of the merged association. JICWEBS chief executive Jules Kendrick will become managing director of UK and Europe.

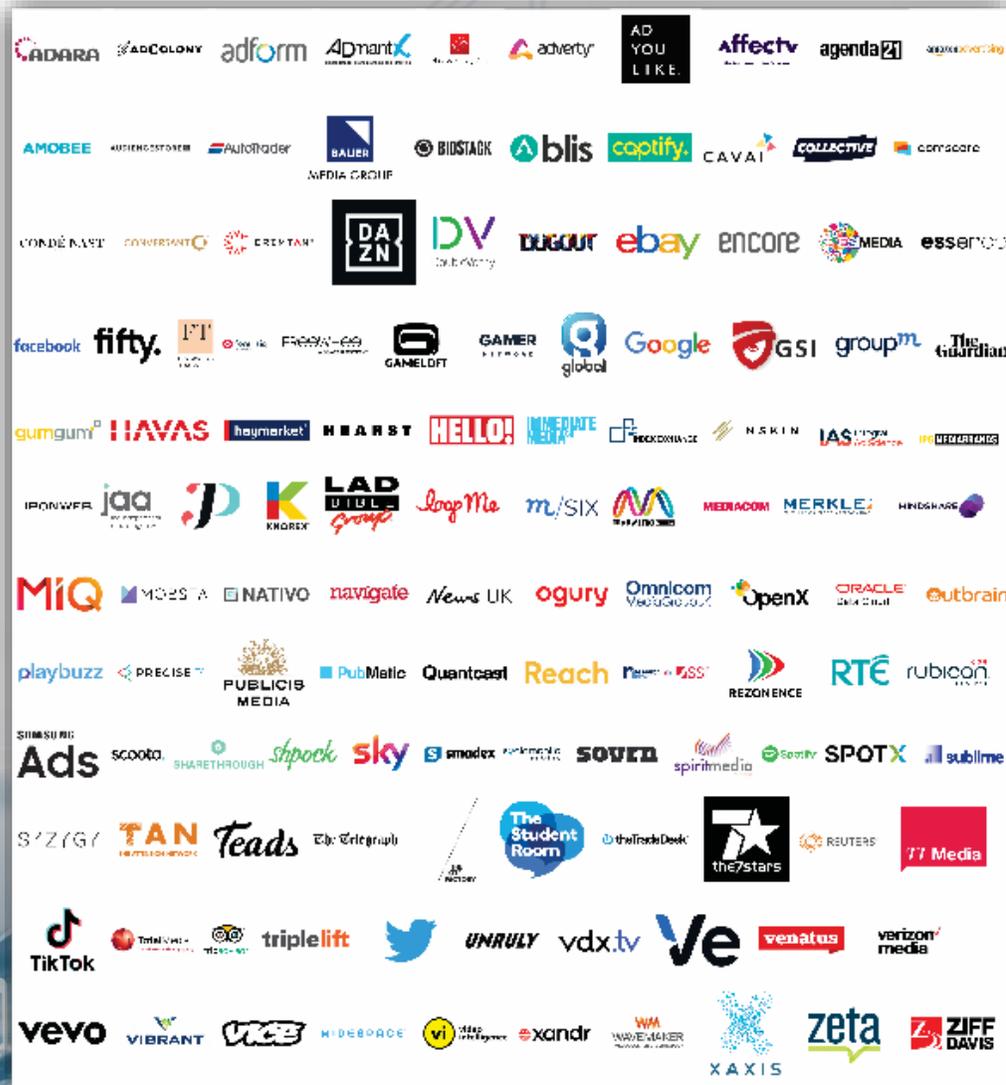
The two groups, which first **partnered** in 2017, have **already collaborated** in developing standards for brand safety and fraud.



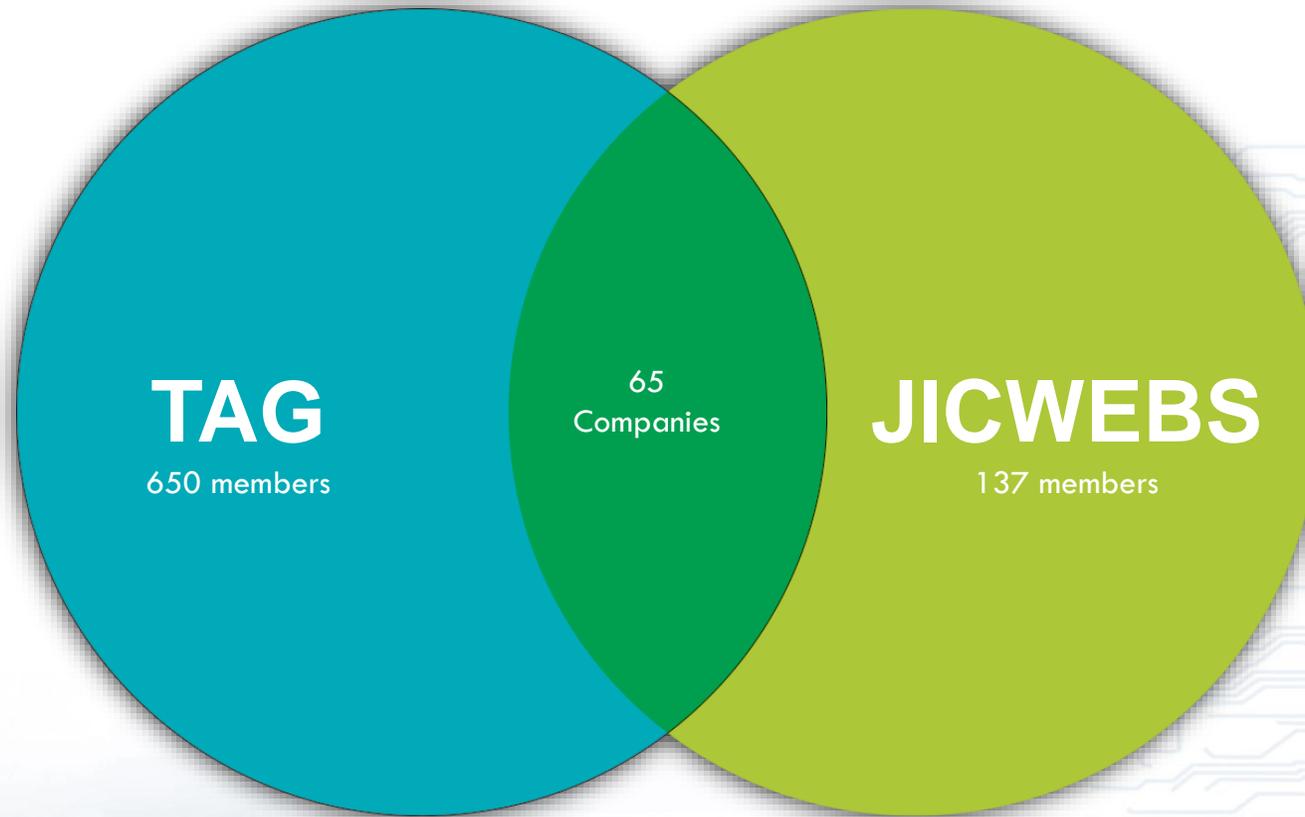
JICWEBS' DTSG Certification



120+ participating companies



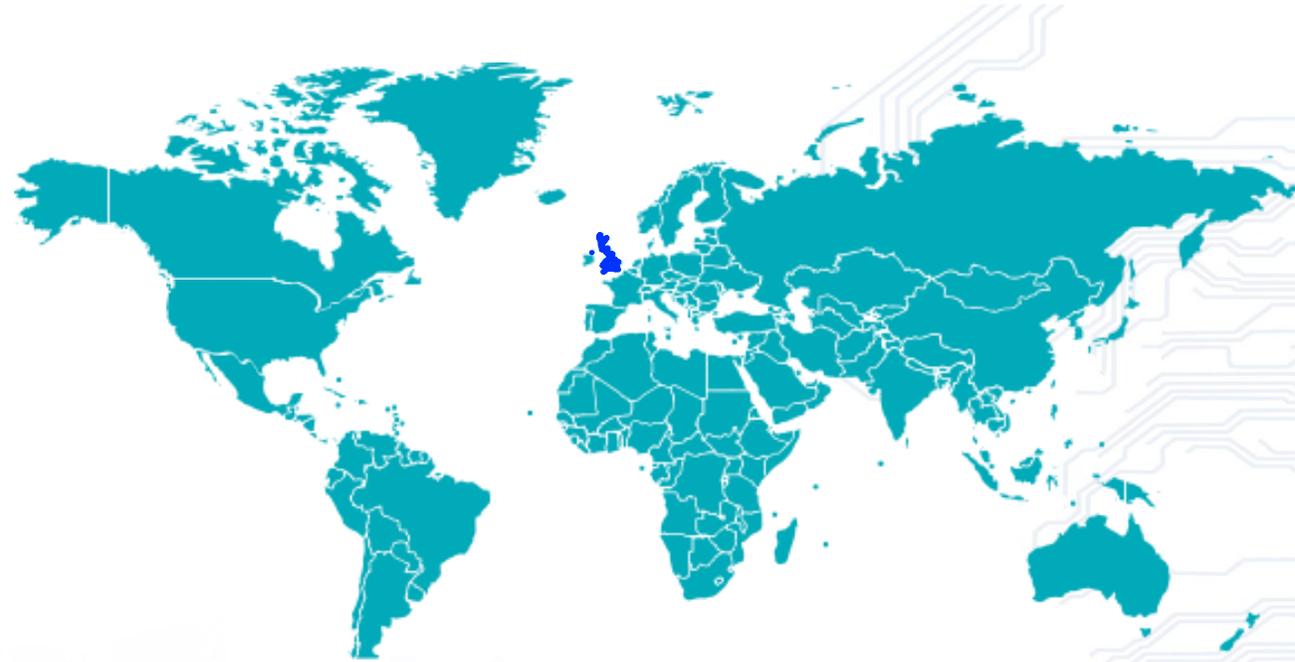
Growth Potential: Revenue



Convert All JICWEBS Members to... ..TAG Membership



Creating a Global Brand Safety Certification



Take a Key Brand Safety Program...



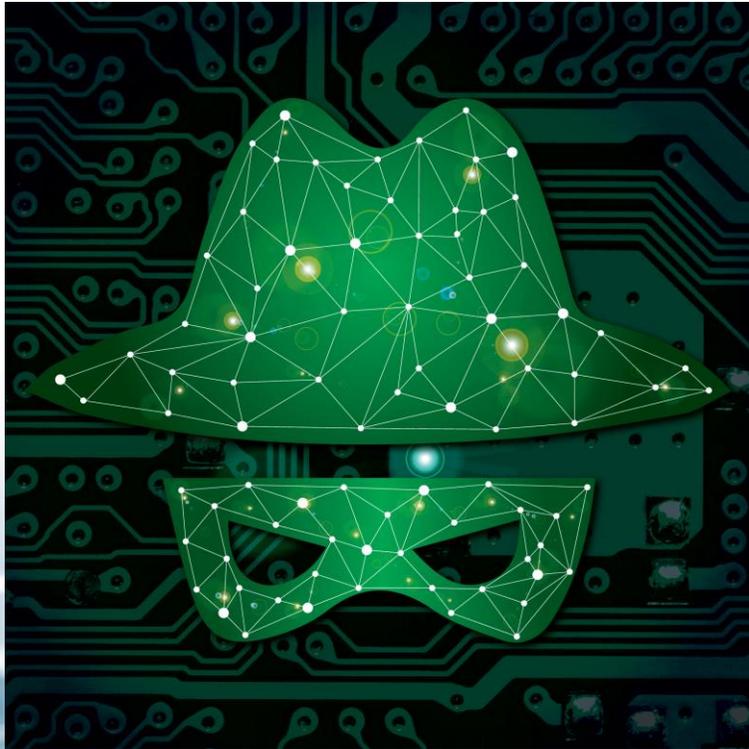
Creating a Global Brand Safety Certification



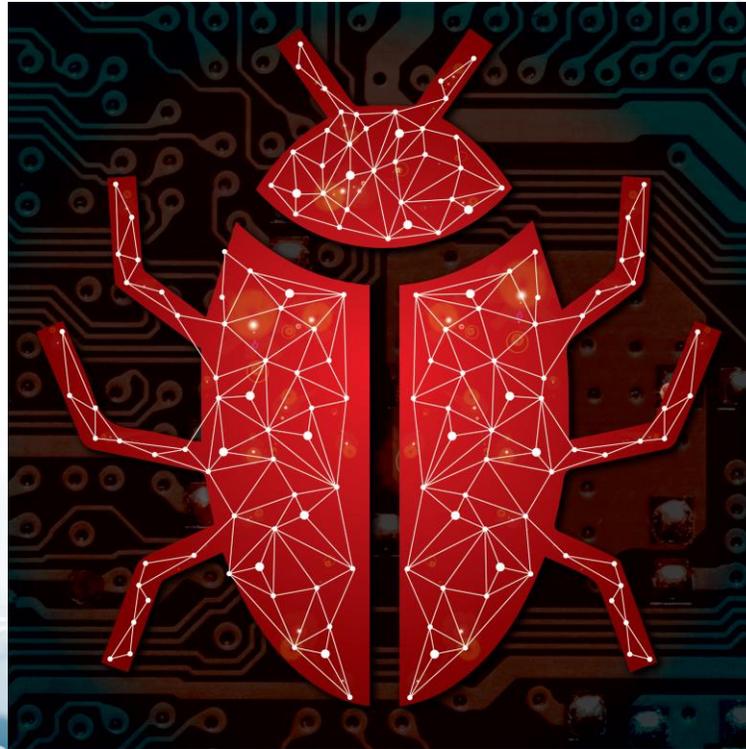
...And Make it Global.

The Three Pillars of TAG's Mission

Eliminating
Fraudulent Traffic



Sharing
Threat Intelligence



Promoting
Brand Safety





Eliminate Fraudulent Traffic

Certification



Tools

Data Center IP (DCIP) List

Community & Insights

Anti-Fraud Working Group

Fraud Data & Insights



Share Threat Intelligence

Certification



Tools

TAG Threat Exchange

Community & Insights

Anti-Malware Working Group

Malware Data & Insights



Promote Brand Safety

Certification



Tools

Pirate Mobile App List
(PMAL)

Follow the Money
Initiatives

Community & Insights

Brand Safety Working Group

Business Transparency Committee

Anti-Piracy Working Group

Brand Safety Data & Insights

The New Team TAG



Mike Zaneis
President &
Chief Executive Officer



Michael Hahn
General Counsel



Bonnie Niederstrasser
Director
Policy & Standards



Danielle Meah
Director
Threat Intelligence



Dominique Matthews
Manager
Membership Services



Rachel Nyswander Thomas
Chief Operating Officer



Nick Stringer
Vice President
Global Engagement



Todd Miller
Director
Compliance



Dan Dilsaver
Director
Tech Infrastructure



Margaret Hackley
Office Manager &
Executive Assistant



Jules Kendrick
Managing Director
UK & Europe



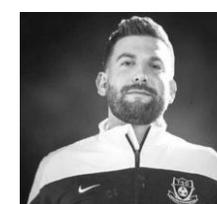
Jamie O'Donnell
Director
Membership Services



Adrian Lacey
Director
Policy & Standards



Mark Goldman
Director
Finance



Matt Beverin
Manager
Membership Services



A Truly Global TAG Community

The Global TAG Community

Today's 675+ TAG Members...

- Operate on 6 continents
- Across 33 countries
- 30% are non-US companies





The Global TAG Community

In 2020...

Increased Global Certification

- 300% Increase in CAF Seal Companies in Europe over the past two years
- Half of TAG's 600+ members now hold one or more TAG Seals, many certifying global operations

Growth in Asia-Pacific

- Greater Awareness in APAC = new companies and partnerships

And Beyond...

Working with companies and partners to harmonize TAG Standards, Governance and Technological Solutions across Markets

- The new Brand Safety standard provides renewed focus in European markets

Global Developments

- The TAG / JICWEBS was TAG's #1 international priority for 2020
- The merger and new Brand Safety Certified Program further strengthen TAG's global footprint
- Significant progress in fostering partnerships in APAC, such as with China Advertising Association (CAA) in China



TAG's Newly Redesigned Website

New Design

- Updated look & feel
- Easy navigation

New Messaging

- Aligns with TAG's 3 pillars
- Updated to incorporate Brand Safety Certification
- A clear narrative about the importance of the TAG Community

TAG's Newly Redesigned Website

tag TRUSTWORTHY ACCOUNTABILITY GROUP

About Us What We Do Community Join TAG Find Trusted Partners

Solving Billion Dollar Problems

Trustworthy Accountability Group (TAG) is the leading global initiative fighting to **stop criminal activity** and **increase trust and transparency** in digital advertising.

TAG advances its mission by connecting industry leaders, analyzing threats, and sharing best practices worldwide.

Eliminate

Fraudulent Traffic

Learn More

Share

Threat Intelligence

Learn More

Promote

Brand Safety

Learn More

Adobe amazon advertising AT&T UNIVISION NEWS Bell Media CBC Radio Canada Charter CONDE NAST

Disney DR PEPPER SNAPPLE EMX FACEBOOK Google meredith NBCUniversal

The New York Times Omnicom Group OpenX ORACLE pandora Pinterest ROGERS Roku

SPOTX TikTok theTradeDesk verizon VIACOMCBS Walmart

Warner Bros. WeMD

The 600+ member TAG community include the world's largest and most influential brands, agencies, publishers, and ad tech providers.

When you become a member you get "Verified by TAG" and listed in our registry for trusted partners to find.

Search the TAG Registry

Become a member today!

www.tagtoday.net



Coming Soon to the TAG Member Portal

- Comprehensive View of Your Company's TAG Engagement
- Training Suite Available 24/7/365
- Easy Collaboration for Working Groups
- Comprehensive support for first-time certification and recertification
- Interactive Calendar to Keep Track of Your TAG Meetings and Events



Raising the Bar: TAG Brand Safety Insights



Brand Safety in the COVID-19 Crisis



- A Perfect Storm for Digital Piracy
- Rising Fraud – Especially in OTT / CTV
- Impact on Ad Inventory in Credible News Environments
- Rise in COVID-19 Themed Malvertising



A Perfect Storm for Digital Piracy

In Q1 2020, on the top 5k high-risk pirate websites in US, UK, Germany, France, Italy, Spain...

- 50% increase in overall ad impressions
- 23% increase in overall ad impressions from brand advertisers
- 52% increase in overall pageviews (traffic) to the top 100 high-risk pirate websites
- US searches for Pirate Bay doubled
- Significant increase in P2P use in EU countries hit hard by COVID-19



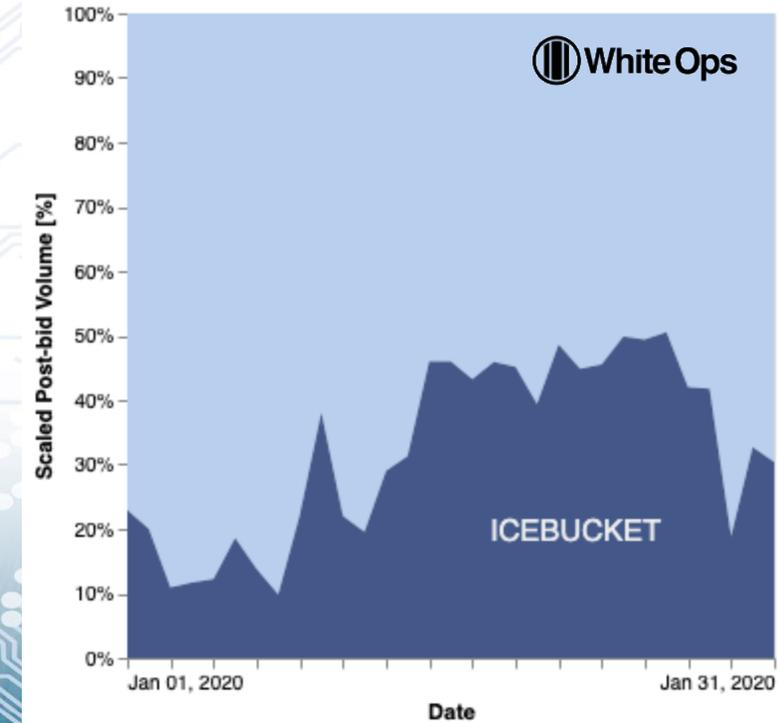
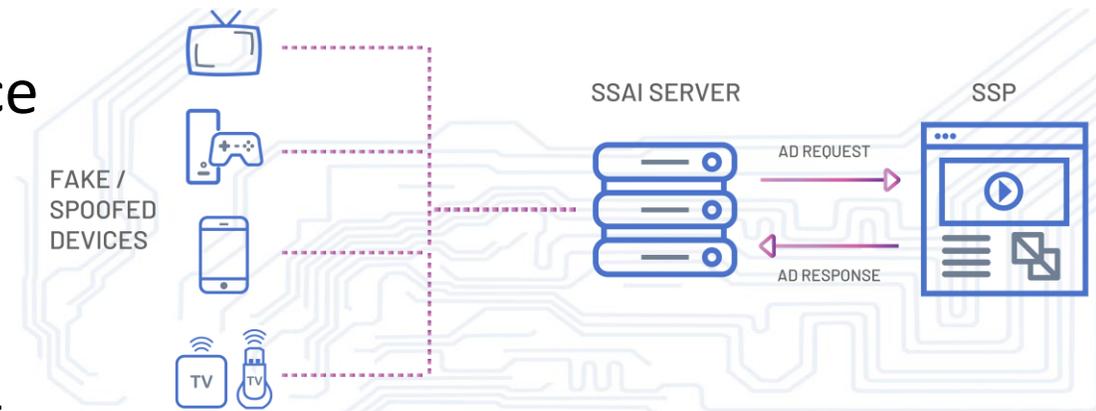


Rising Fraud – Especially in OTT / CTV

According to IAB , a 35% rise in OTT/CTV device targeting was expected for Q1-Q2 2020. And fraudsters are chasing that ad spend....

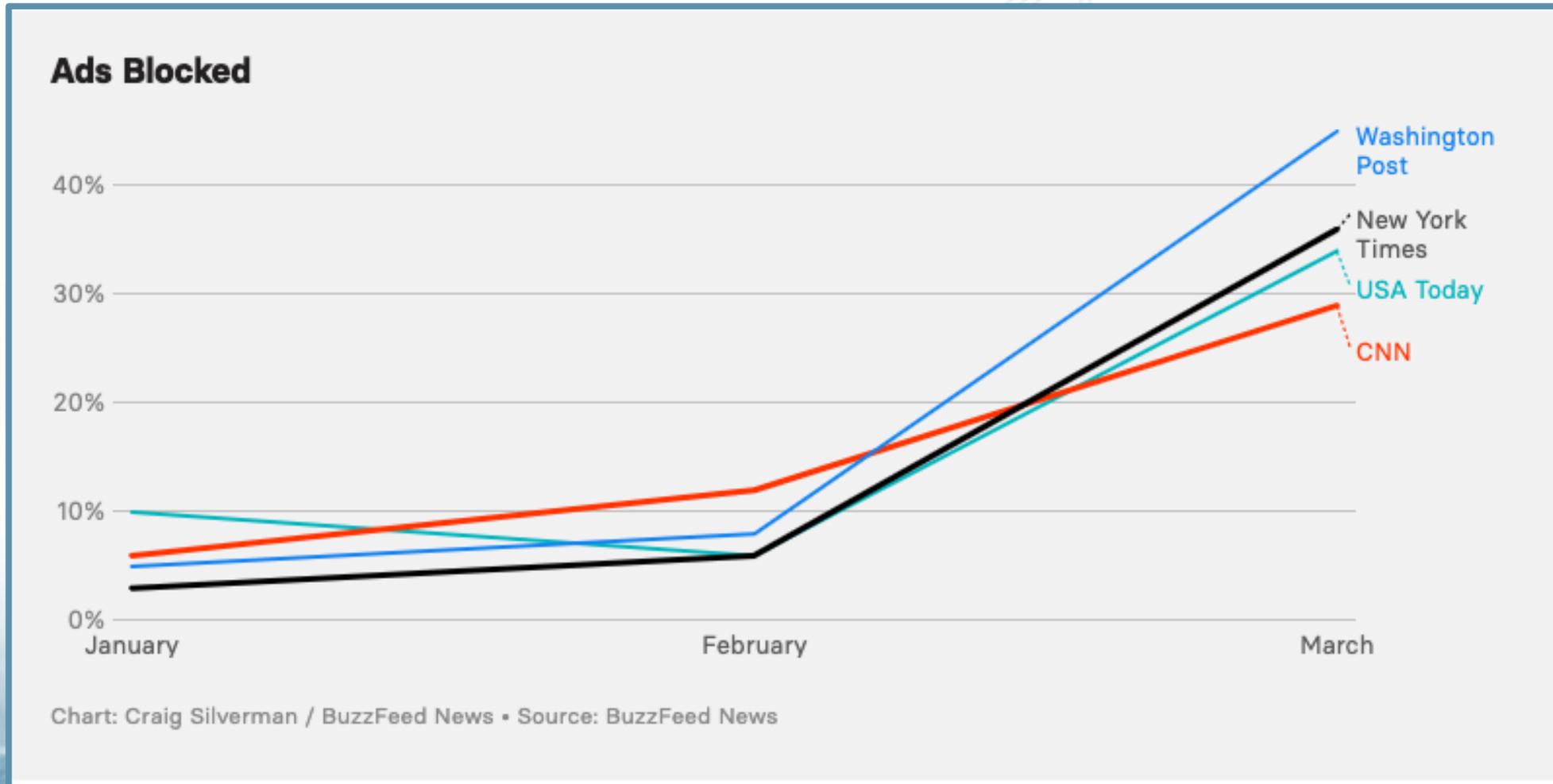
ICEBUCKET is the largest case of SSAI spoofing uncovered to date, according to White Ops:

- ~28% of the programmatic CTV traffic seen by White Ops affected at peak
- ~1.9 billion ad requests per day for the month of January from this single operation



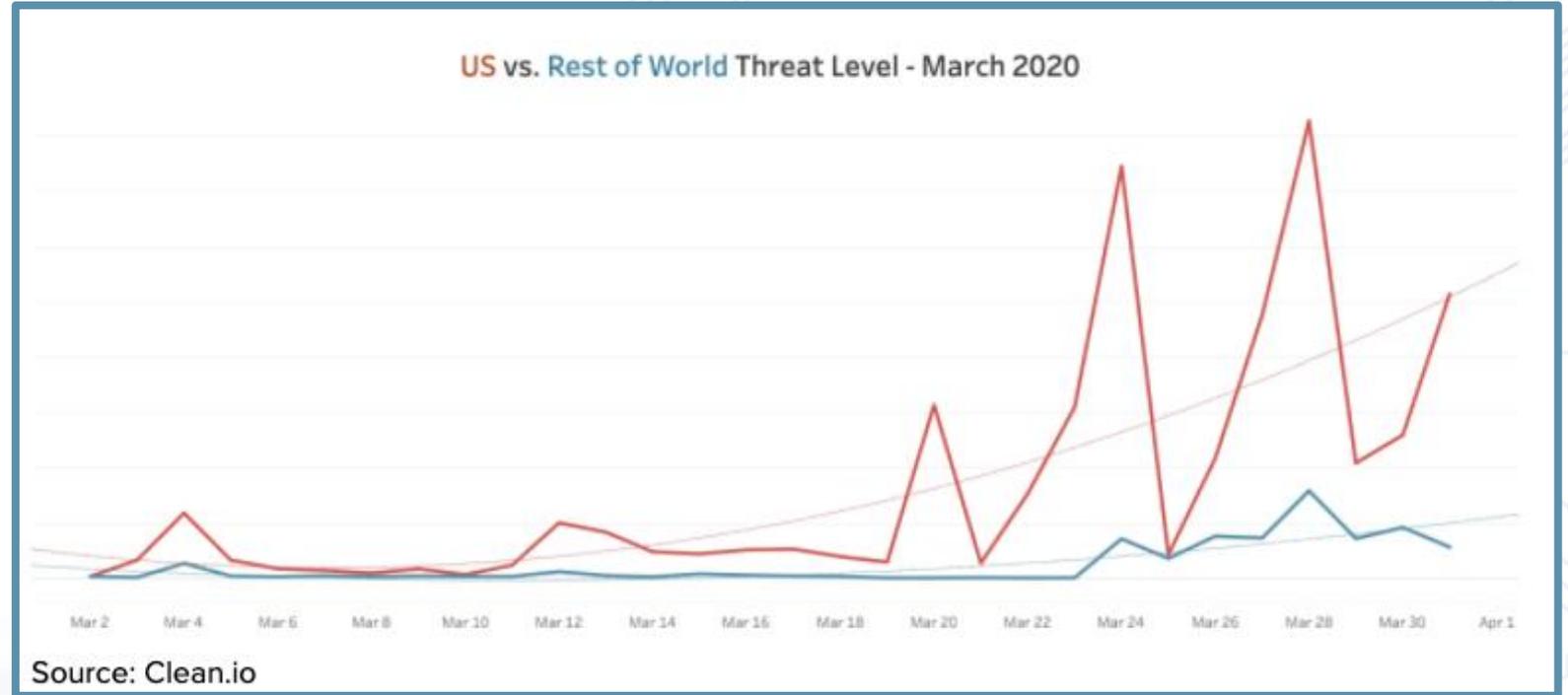


Impact on Ad Inventory in Credible News Environments





Rise in COVID-19 Themed Malvertising





Introducing the Brand Safety Certified Program



Introducing the Brand Safety Certified Program





Introducing the Brand Safety Certified Program

Mission:

Significantly reduce risk of misplacement of advertising on digital media properties of all types, thereby upholding brand safety and protecting integrity of digital advertising.



Top Five Goals of the Program

- Reduce the risk of ad misplacement/negative adjacencies
- Increase transparency around brand safety practices
- Combat ad-supported piracy
- Provide a common taxonomy for brand safety
- Require independent validation/audit



Requirements to be Brand Safety Certified

- Applies to **ALL covered parties**, including Direct Buyers and CV Services
- Requires **Independent Validation** for all BSC Certified companies
- No required submission of a Description of Methodology (DOM)

Requirements	Scope	Direct Buyer	Direct Seller	Intermediary	Content Verification Service
Complete TAG Registration and be a TAG Member in Good Standing	Administrative	√	√	√	√
Have a designated TAG Compliance Officer	Administrative	√	√	√	√
Attend a Brand Safety Certified Training annually	Administrative	√	√	√	√
Ensure All Digital Advertising Agreements Adhere to Brand Safety Principles	Brand Safety	√	√	√	
Monitor and Detect Ad Misplacement	Brand Safety	√		√	
Document Policies and Procedures to Minimize Ad Misplacement.	Brand Safety	√	√	√	
Adhere to Content Verification Principles	Brand Safety				√

Identical to IQG

IQG requirements simplified or removed

Three Key Asks...

Adoption

- Sign up for the Brand Safety Certified Program
- Certify your global operations
- Insist your partners do the same

Collaboration

- Join the Brand Safety Working Group and make sure your voice is heard

Communication

- Shout about what you've achieved to the industry



Following the Money: Project Brand Integrity



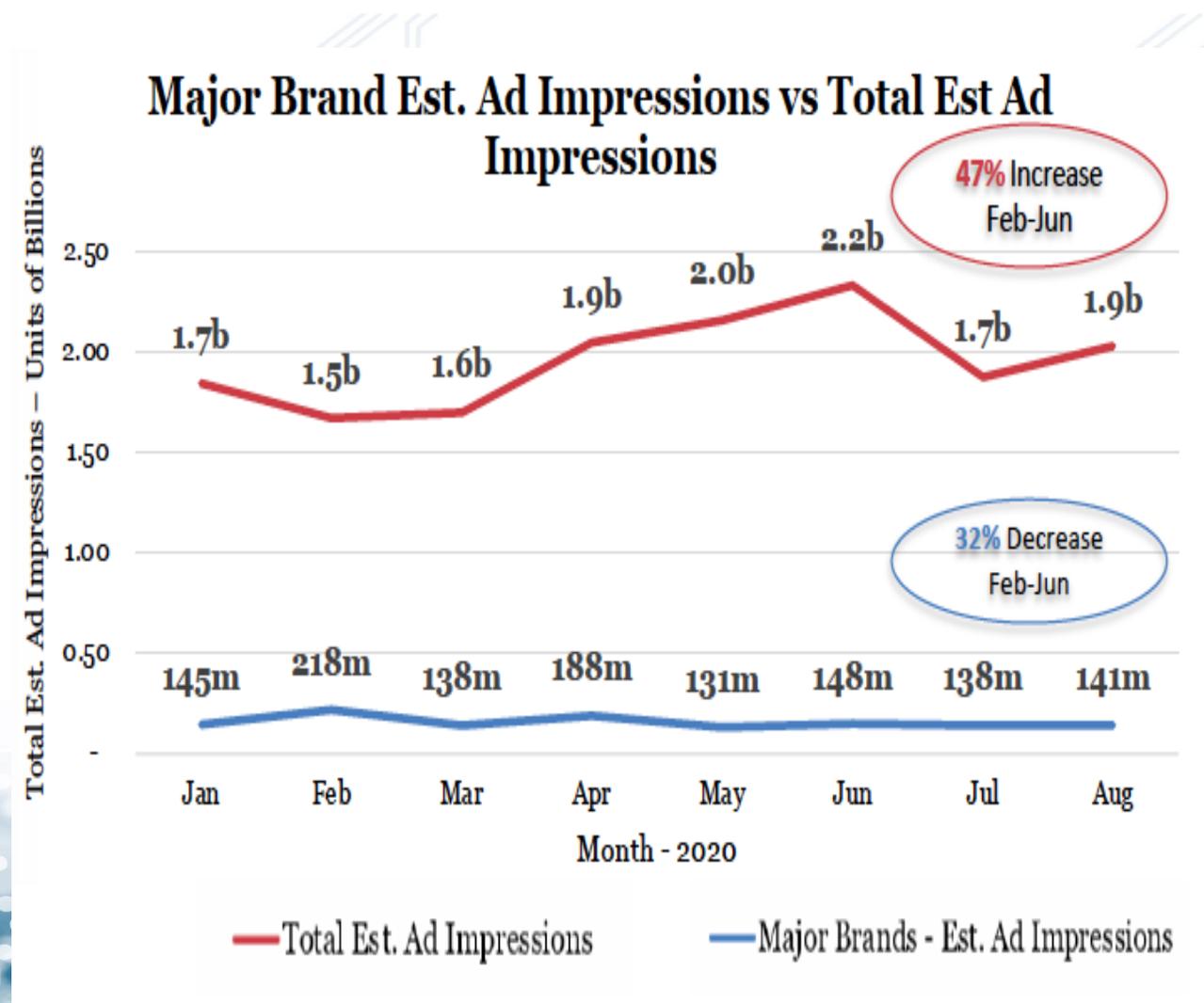
Project Brand Integrity: Reducing Ads on Pirate Sites

- Helps European brands and agencies avoid brand risk and damage by alerting them to the placement of their ads on sites that infringe on intellectual property and offering tools to take remedial action
- Furthers the goals of the European Commission's Anti-Piracy MoU
- A TAG / White Bullet partnership



Project Brand Integrity: Reducing Ads on Pirate Sites

- 86% of the brands contacted as part of PBI have reduced their ads on pirate sites.
- Between February and June 2020, PBI saw...
 - 47% increase in ads on pirate sites
 - 32% decrease in major brands' ads on such sites





TAG ACE: Powering Smart Partnerships



Brands Want to Buy Through TAG Certified Channels

Brands want an easy way to keep ad spend safe from fraud.

Brands that buy through TAG Certified Channels enjoy an **84-94% reduction of invalid traffic (IVT)** compared to doing business with non-certified partners.





Brands Need an Easier Way to Buy Through TAG Certified Channels

Current State

- Team TAG works closely with agencies in an entirely manual and list-based process
- Agencies spend 10-20 hours of staff time per month (that's 3-6 weeks annually) managing the process

Future State

- Tick a box.
- Click a button.

...That's it.



TAG Automated Channel Election (ACE)

TAG ACE is a specification that enables DSPs and trade desks to offer customers a simple, seamless way to buy through TAG Verified / Certified Channels via Campaign Setup UI.

Brands benefit with...

- Easy access to TAG-vetted partners
- Save time from manually curating lists and
- Save money avoiding untrusted partners in the supply chain.



TAG Automated Channel Election (ACE)

Enhanced Campaign Protections

We use industry leading technology to protect you from fraud and other invalid traffic. Here, you may opt in to additional protections from the [Trustworthy Accountability Group](#).

Basic Protection Recommended Protection

<p>No additional protections</p> <p>Trusted Systems protections You continue to receive the strong protections from Trusted App Group.</p>	 <p>Verified by TAG Buy only from parties that have been vetted by TAG as a bona fide business</p> <p>Safe</p> <p>Learn more</p>	 <p>TAG Certified Against Fraud Purchase only from parties with industry-leading anti-fraud practices</p> <p>Safer</p> <p>Learn more</p>	 <p>TAG Brand Safety Certified Purchase only from parties with industry-leading brand safety practices</p> <p>Safer</p> <p>Learn more</p>	 <p>TAG's Certified Against Fraud & Brand Safety Certified Partners must hold both seals to participate in the campaign</p> <p>Safest</p> <p>Learn more</p>
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TAG ACE Roadmap

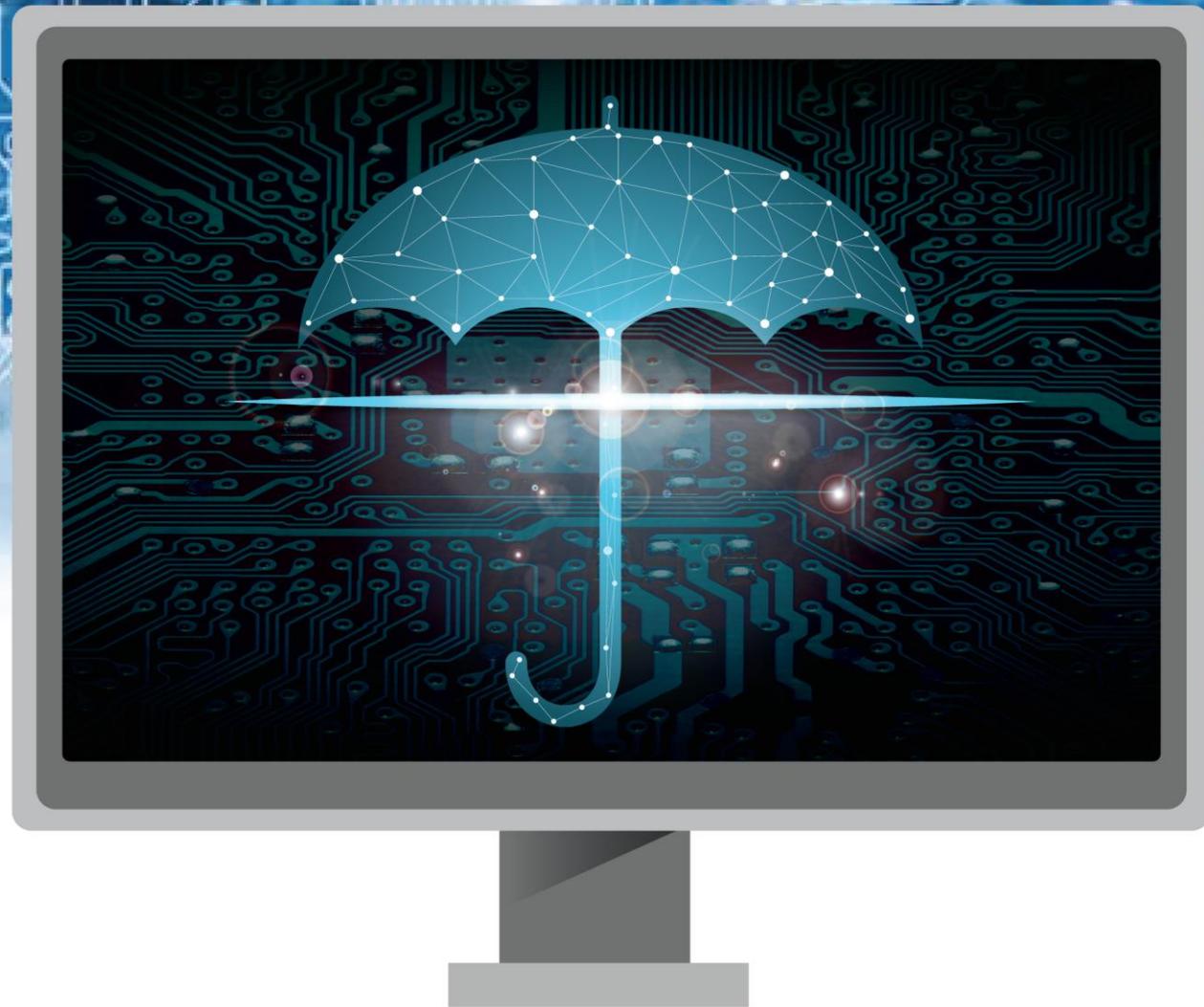
Progress to Date

- 2015: Introduction of TAG-ID
- 2016: First 100 TAG Registered Companies
- 2017: Searchable TAG Registry
- 2018: TAG-ID Transparency Summit
- 2019: Requirements for DSP implementation defined

Agenda for 2020 and Beyond

- Beta test implementation of TAG ACE with 2+ DSPs / Platforms
- Finalize PRD for broad platform adoption
- Overhaul TAG Registry API to position TAG as data provider to platforms
- Drive adoption!

TAG / Fiducia
UK DLT Initiative





UK Digital Advertising Market Faces Increasing Pressure for Accountability

More Regulation

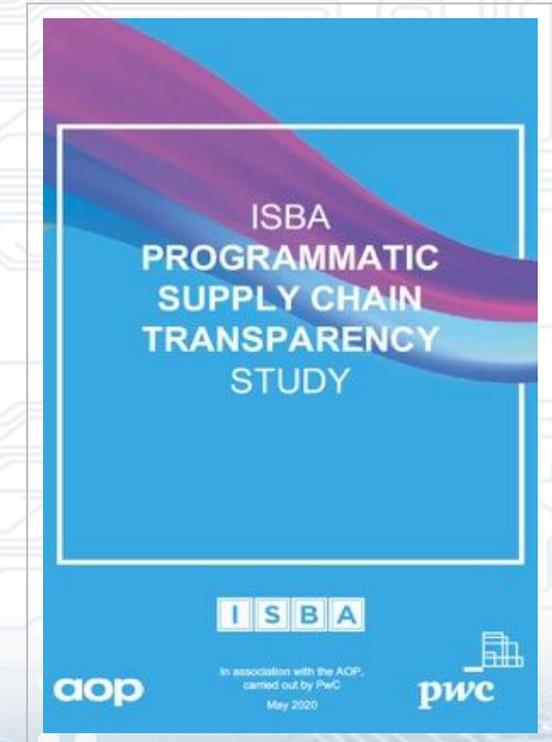


Enforcement

How can accountability get enforced consistently across the industry with minimal efforts at minimal costs...

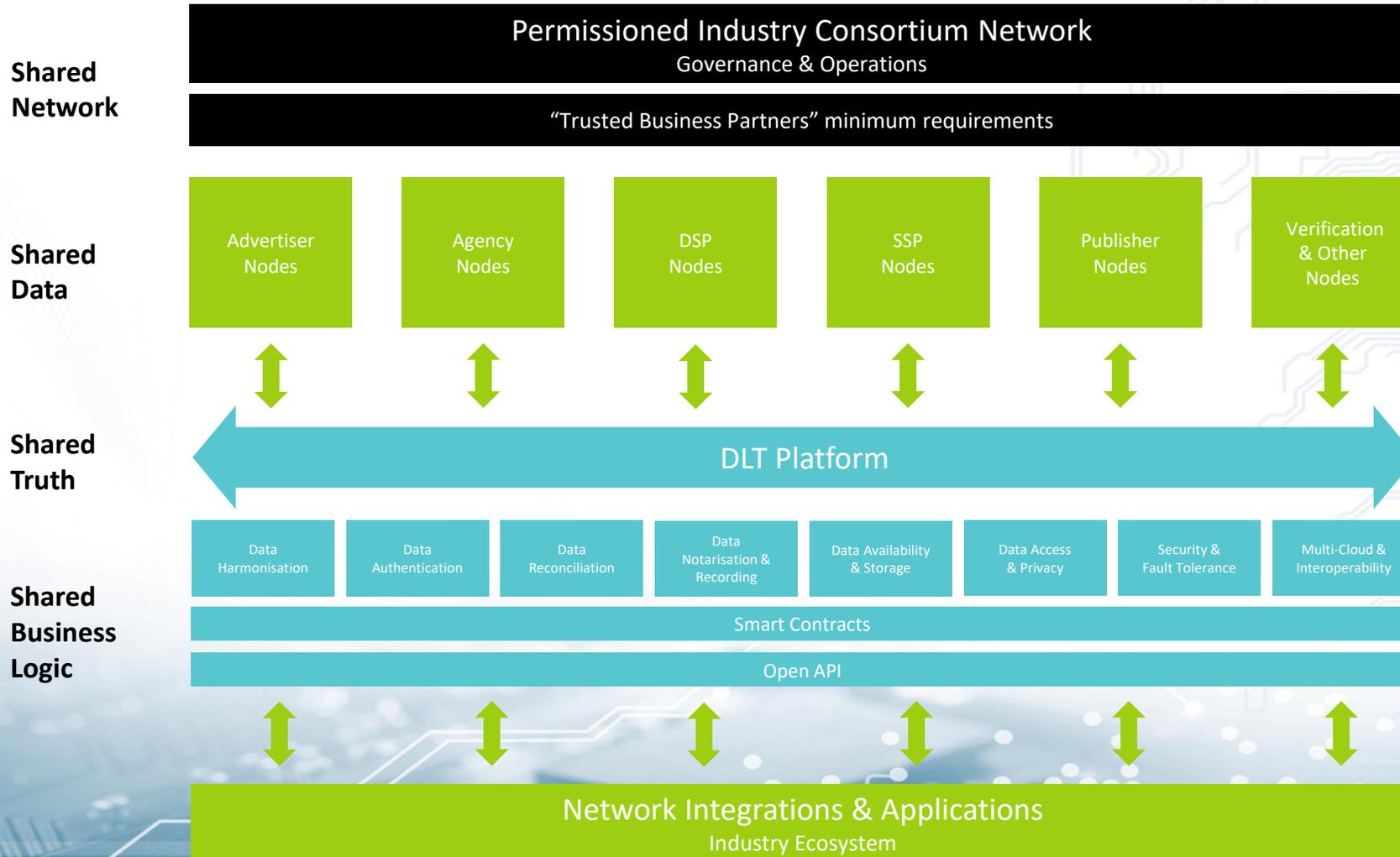
...NOW?

More Standards





The Solution: TAG DLT Network



Shared Truth
acting as an enabler
driving significant
benefits at a
reasonable cost



With Benefits For All...Globally

**REDUCE
BUSINESS RISK**

- Live Compliance
- Trusted Business Partners
- Reduce Fraud & Poor Practices

INCREASE VALUE

- Supply Path Optimisation
- Performance Optimisation

INCREASE REVENUE

- Demand Path Optimisation
- Additional Ad Spend
- Increased CPMs

REDUCE COSTS

- Reduce Operating Costs
- Reduce Admin & Legal Costs

**REDUCE
WORKING CAPITAL**

- Reduce Payment Time
- Reduce Financial Costs

Trusted Advertisers	Trusted Agencies	Trusted Tech Vendors	Trusted Publishers
●	●	●	●
●	●		●
		●	●
●	●	●	●
		●	●



TAG DLT Pilot Participants

6 brands	6 agencies	20 integrations	127 campaigns	112m impressions	£1.4M analysed
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TAG DLT Pilot Results

Huge opportunities for participants to free up resources, optimise budgets, and unlock more spend

34%

of programmatic budgets could be spent more efficiently

20%

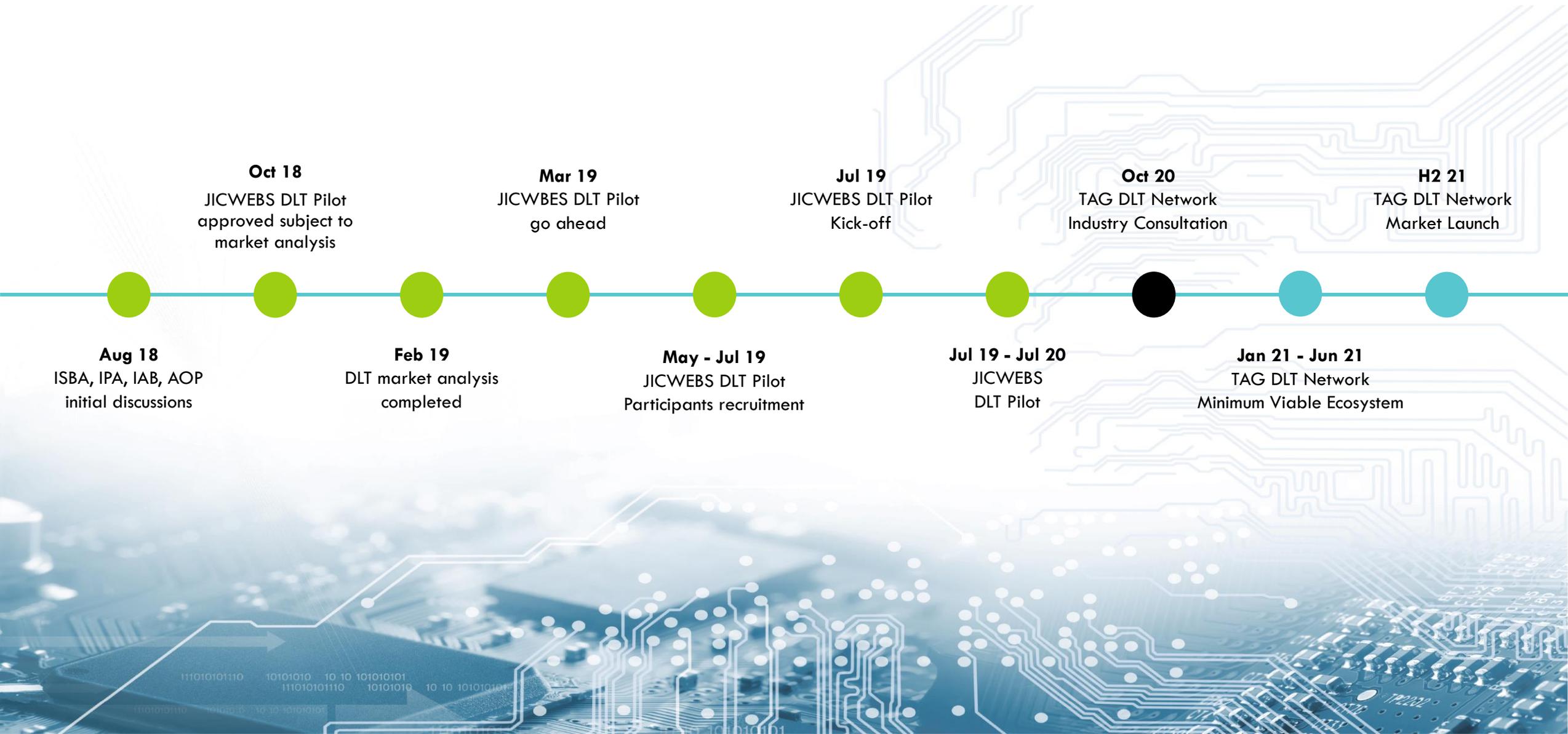
of domains have a qualified impression rating below 40%

3:1

Ratio of time spent managing data versus analytics



TAG DLT Network Timeline



Aug 18
ISBA, IPA, IAB, AOP
initial discussions

Oct 18
JICWEBS DLT Pilot
approved subject to
market analysis

Feb 19
DLT market analysis
completed

Mar 19
JICWBES DLT Pilot
go ahead

May - Jul 19
JICWEBS DLT Pilot
Participants recruitment

Jul 19
JICWEBS DLT Pilot
Kick-off

Jul 19 - Jul 20
JICWEBS
DLT Pilot

Oct 20
TAG DLT Network
Industry Consultation

Jan 21 - Jun 21
TAG DLT Network
Minimum Viable Ecosystem

H2 21
TAG DLT Network
Market Launch



Turning the Tide: The Latest TAG Fraud Research



New Findings: The Power of TAG Certified Channels

TAG EUROPEAN FRAUD BENCHMARK STUDY

MARCH 2020
A report conducted by The 614 Group, commissioned by Trustworthy Accountability Group

TAG FRAUD SNAPSHOT: ASIA-PACIFIC

APRIL 2020

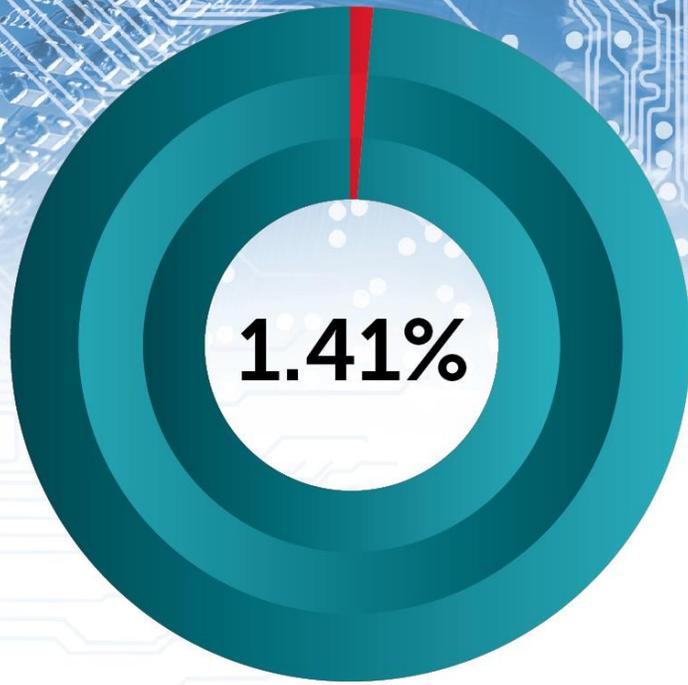
TAG FRAUD SNAPSHOT: UNITED KINGDOM

MAY 2020

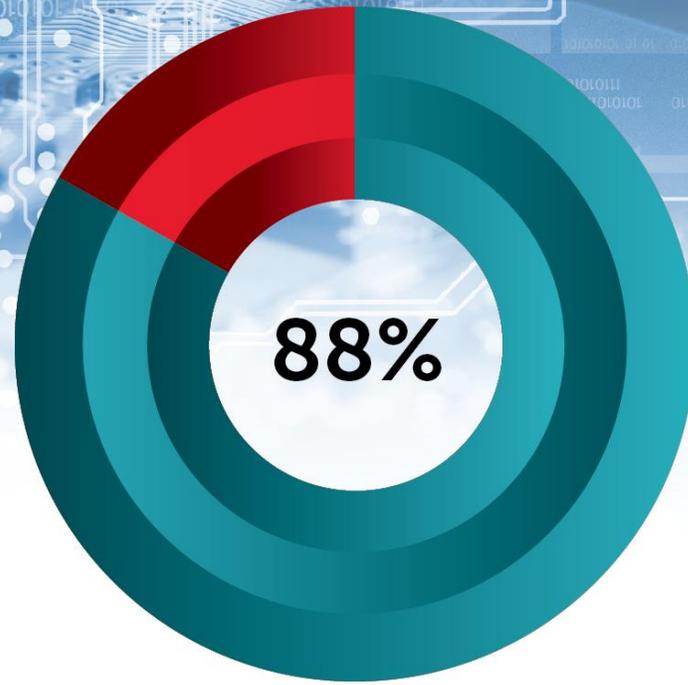
2020 TAG FRAUD BENCHMARK REPORT: SNAPSHOT GERMANY



2019 TAG US Fraud Benchmark Study



... of impressions in TAG Certified Channels were IVT



... reduction of IVT in TAG Certified Channels



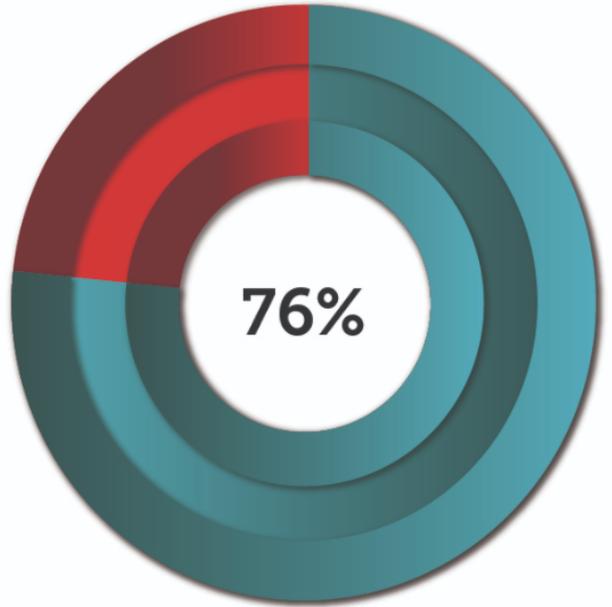
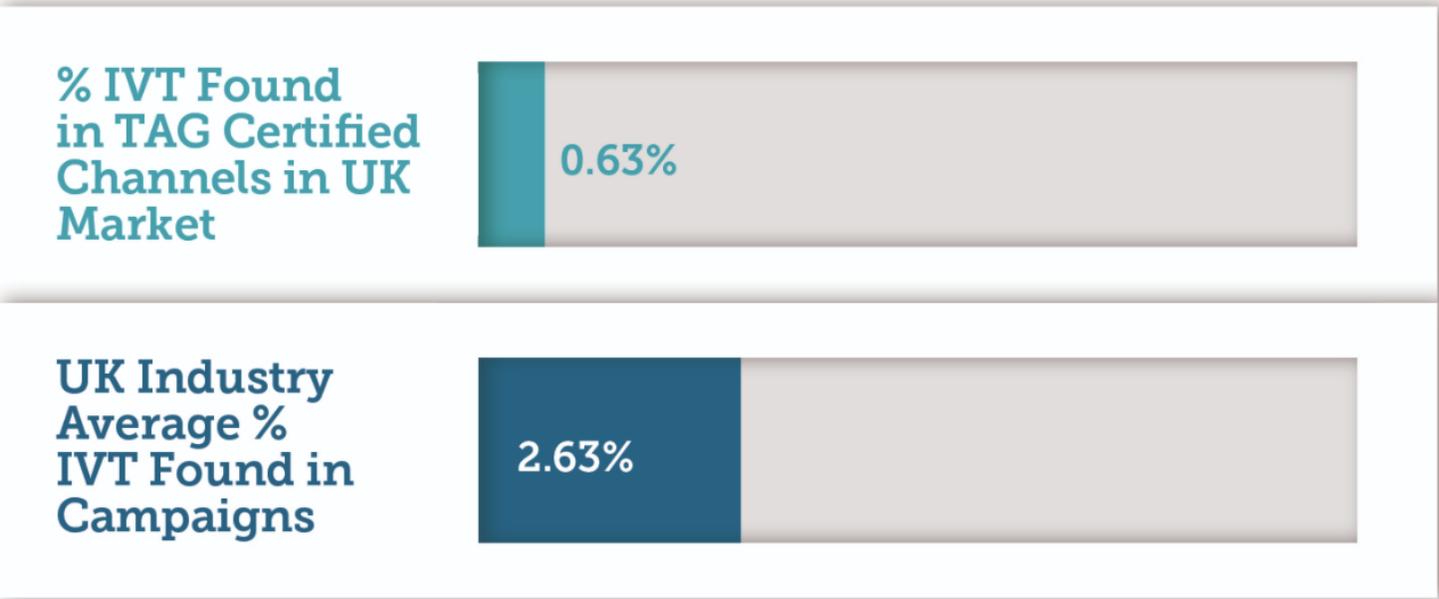
2020 TAG European Fraud Benchmark Study



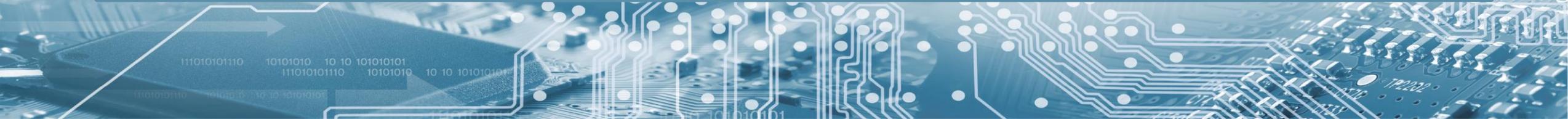


2020 TAG Fraud Snapshot: United Kingdom

Quantitative Findings Overview Media Type: All Media



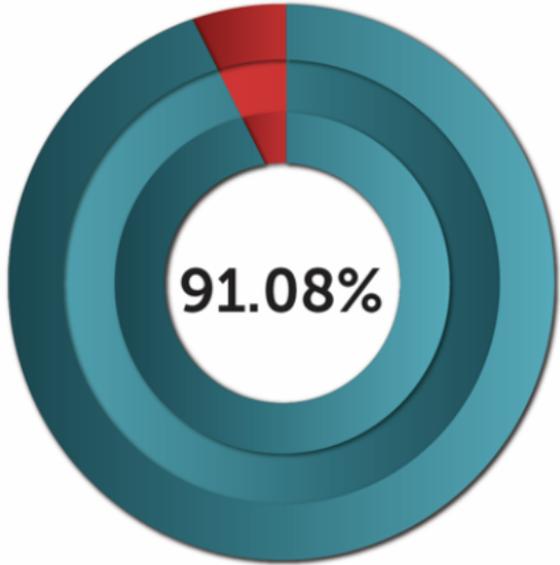
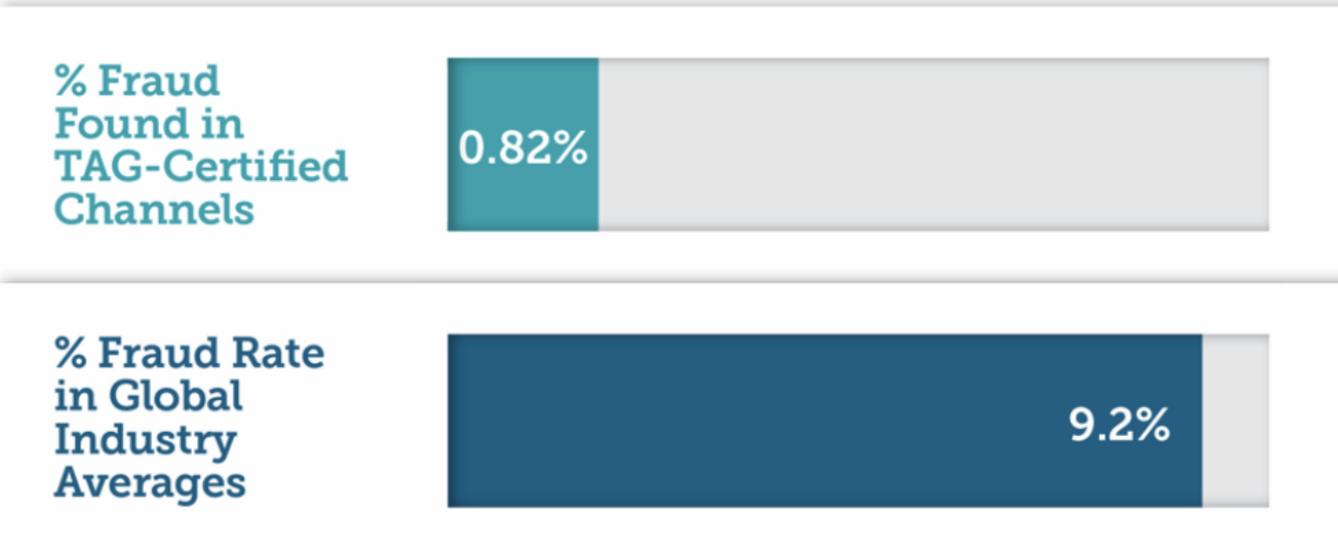
TAG Improvement Over UK Average





2020 TAG Fraud Snapshot: Asia-Pacific

Quantitative: Findings Overview Media Type: All Media

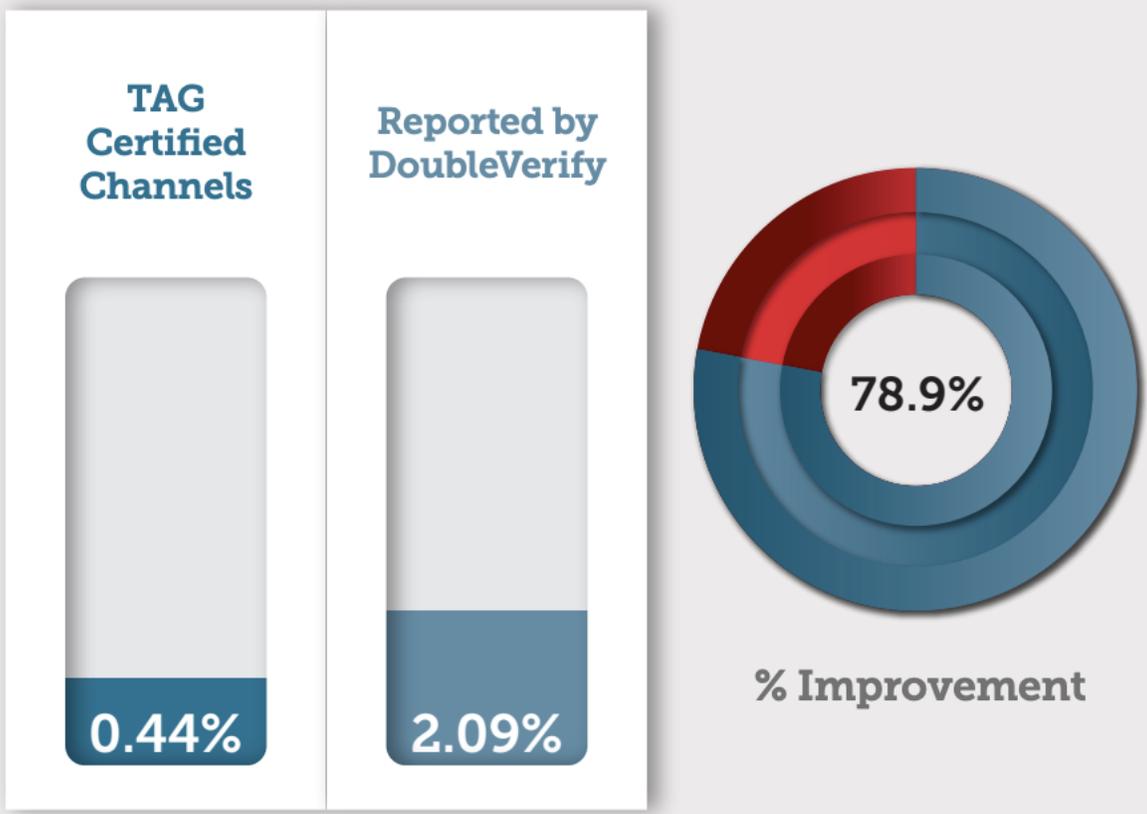


TAG Improvement Over Global Average



2020 TAG Fraud Snapshot: Germany

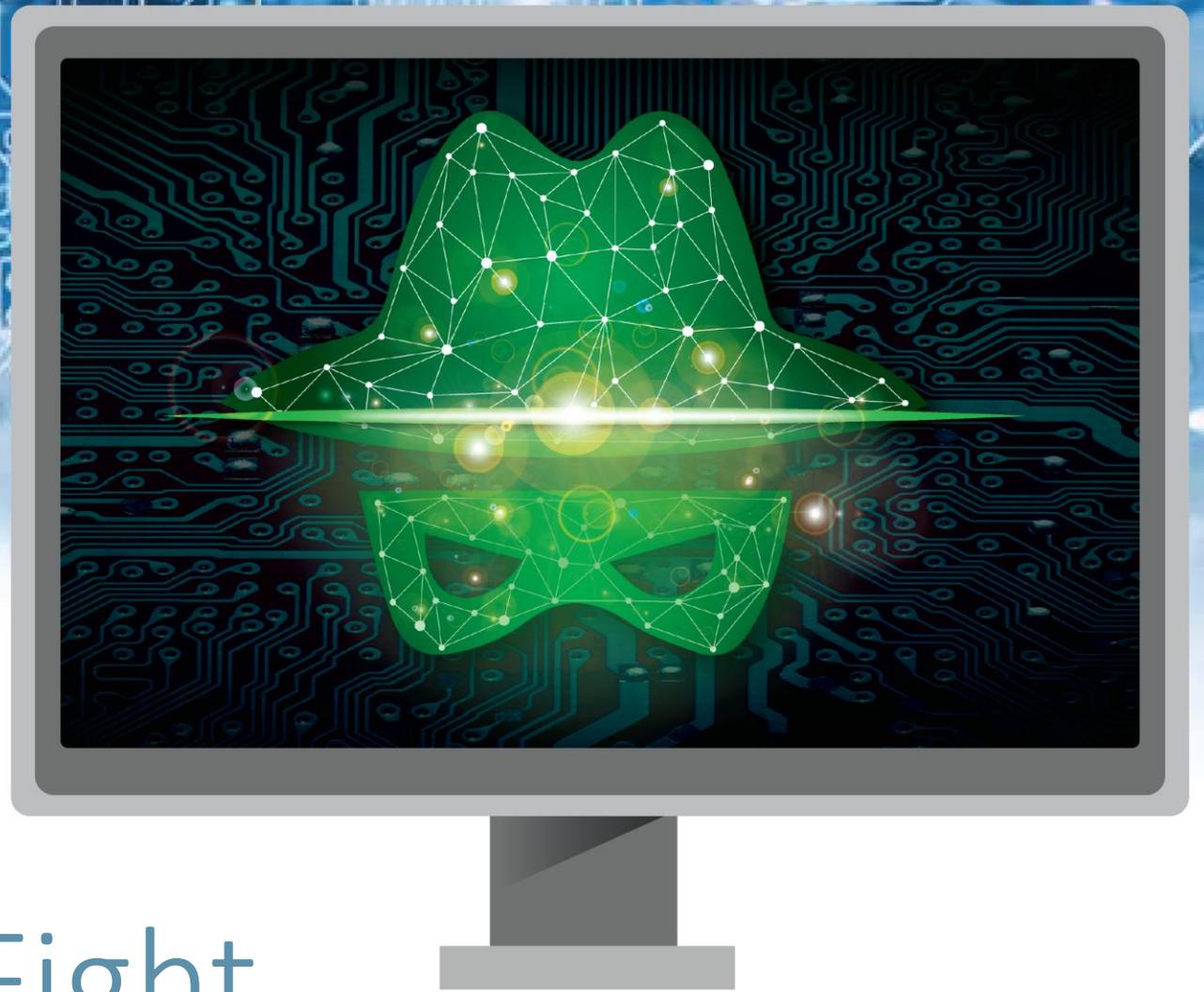
TAG Certified Channel vs. Industry Benchmark H2 2019 - H1 2020:



111010101110 10101010 10 10 101010101 111010101110 10101010 10 10 101010101

111010101110 10101010 101010101010

101010101010



Advances in the Fight Against Fraud in OTT / CTV



Advances in the Fight Against Fraud in OTT / CTV

Fraudsters have eagerly followed large audiences and high CPMs into the CTV environment – especially in the wake of the COVID-19 quarantine. Several barriers stand in the way of fighting these fraudsters effectively...

Server-Side Ad Insertion (SSAI)

- Difficult to verify validity of traffic
- Difficult to measure accurately

...How can we better combat server-side ad stitching or insertion fraud, which affects streaming video across browsers or apps?

Inventory Misidentification

- No standard context taxonomy
- Lack of placement-level reporting

...How can we better prevent or reduce mischaracterization of inventory and or mis-identified apps?



Tackling Challenges of Server-Side Ad Insertion (SSAI)

Solutions	Progress
Increase usage of app-ads.txt for CTV inventory	Now Requirements of CAF Guidelines v7.0
Utilize VAST4 headers / macros to flag transactions from SSAI environments	Monitoring – and encouraging – adoption across CTV vendors/platforms
Leverage Open Measurement SSAI support	Now available for SSAI platforms in mobile environments
Share threat intelligence re: CTV fraud attacks through TAG Threat Exchange	Launch of Anti-Fraud Vendor Council



Tackling Challenges of Inventory Misidentification

Solutions	Progress
Increase usage of sellers.json and Supply Chain Object across CTV inventory	Now Requirements of CAF Guidelines v7.0
Implement solutions to utilize User Agents identifiers properly	Monitoring – and encouraging – adoption to ensure device types and potentially IVT can be better tracked on transactions from CTV devices
Standardize use of CTV app identifiers across app stores	Monitoring – and encouraging – adoption across CTV vendors/platforms (in line with IAB Tech Lab's <i>OTT/CTV Store Assigned App Identification Guidelines</i>)
Implement Tech Lab Content Taxonomy for CTV inventory	Implementation guidance not yet available for CTV (only OTT inventory in mobile and desktop)
Leverage TAG IVT Taxonomy and other TAG tools	Assessing – and encouraging – adoption of TAG IVT Taxonomy across industry



Strengthening the Certified Against Fraud Program



Certified Against Fraud Guidelines v7.1

Research shows the amazing reduction in IVT rates world-wide when you buy through TAG Certified Channels. But we can drive those rates even lower by...

- Addressing Sophisticated Invalid Traffic (SIVT) threats
- Ensuring uniform applicability of high standards for anti-fraud vendors around the globe
- Strengthening industry-wide capabilities to “follow the money”
- Implementing and Honoring Ads.txt and App-Ads.txt



Detect and Remove GIVT...and SIVT

- CAF v6 and earlier require the detection and removal of General Invalid Traffic (GIVT) only
- CAF v7.1 adds the requirement to detect and remove GIVT and Sophisticated Invalid Traffic (SIVT)
 - 100% of monetizable actions
 - Accredited sampling methodologies are acceptable
 - Exemptions will continue apply in limited instances where IVT detection and removal is not possible



Implement a “Follow the Money” Solution

- CAF v6 and earlier require that Intermediaries implement the Payment ID System for all OpenRTB transactions
- CAF v7.1 allows for Intermediaries to implement either:
 - Payment ID System
 - or
 - Supply Chain Object and Sellers.json



Implement and Honor Ads.txt and App-Ads.txt

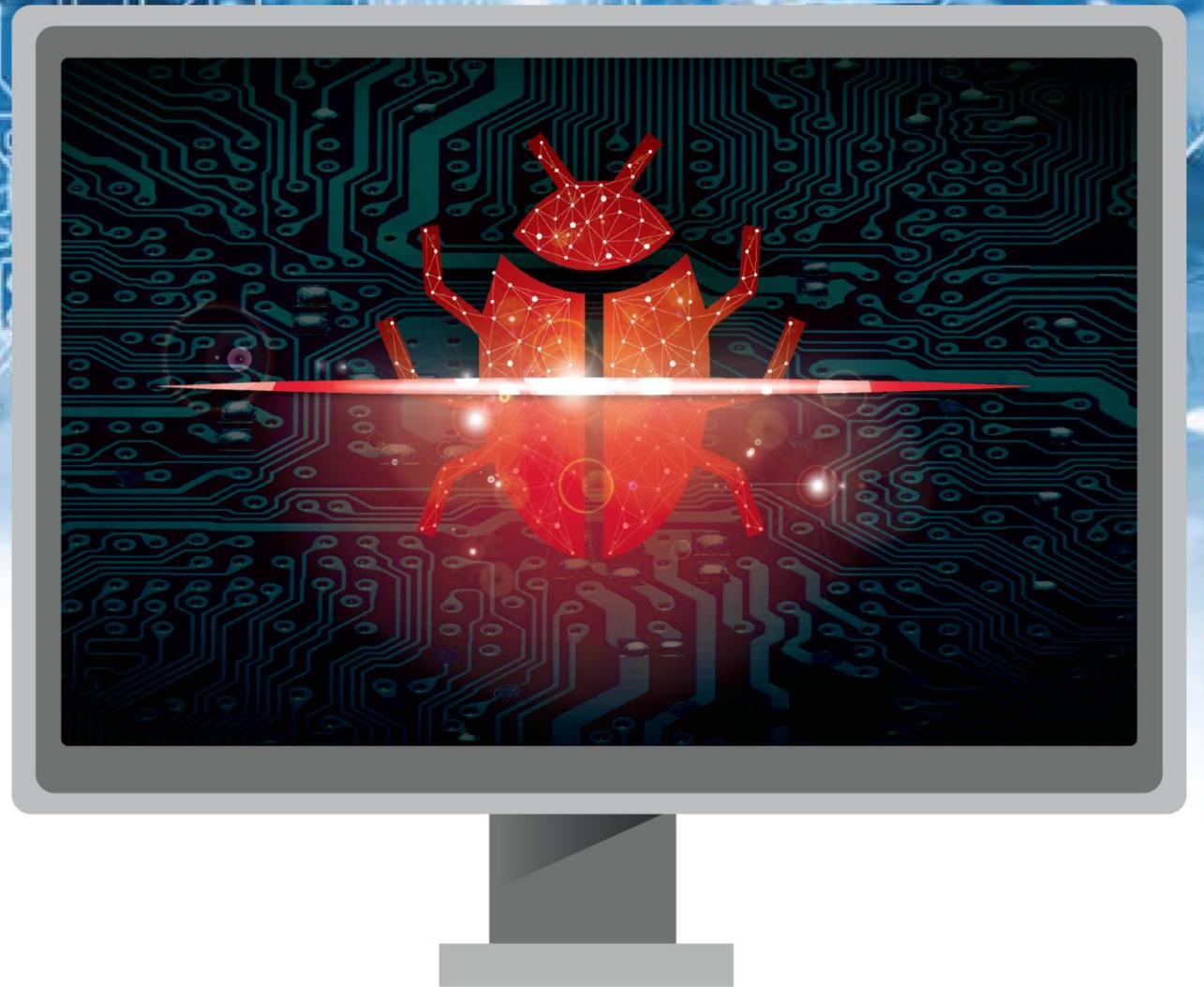
- CAF v6 requires that Publishers implement – and that Intermediaries and Buyers honor – Ads.txt files
- CAF v7.1 requires that Publishers implement – and that Intermediaries and Buyers honor – both Ads.txt and App-Ads.txt files



Certified Against Fraud Guidelines v7.1

Version 7.1 of the Certified Against Fraud Guidelines
will be enforced starting on
January 1, 2022.

Team TAG strongly encourages companies to
start working toward compliance
NOW.

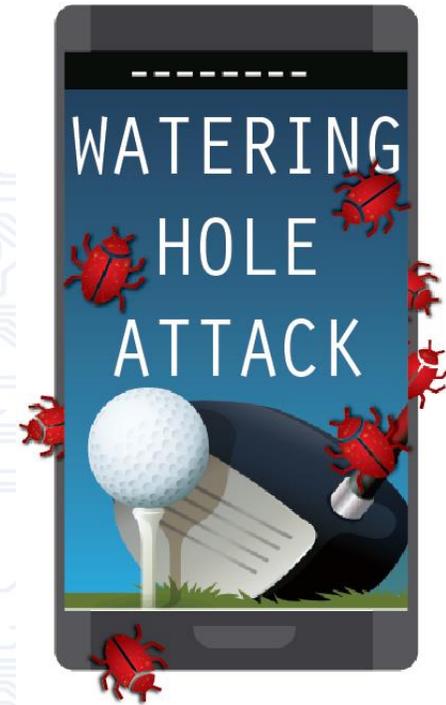


Changing the Criminal Calculus: Best Practices in the Fight Against Malvertising



What is Malvertising?

“Malvertising” refers to the use of digital advertisements – including creative, tags and landing pages – specifically to distribute malware often for financial gain.





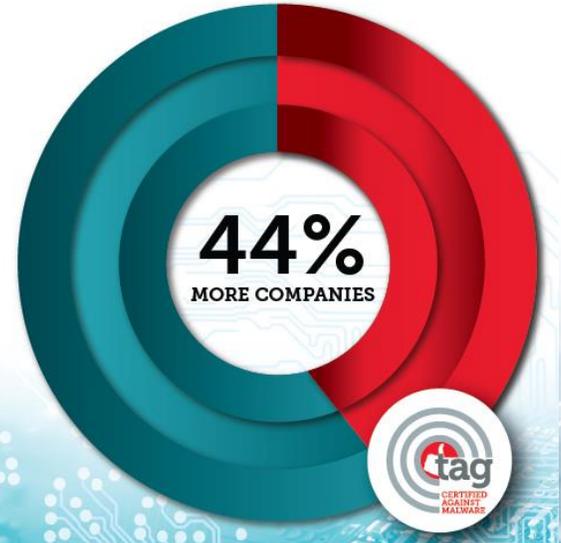
Fighting Back...Together

Setting Standards

Companies have responded to growing awareness of malvertising threats among brands and consumer by strengthening their anti-malware practices.

Real-Time Threat Sharing

TAG serves as a hub for the industry to gather and analyze information related to threats affecting the industry.



The number of companies holding the Certified Against Malware Seal grew by more than 44% in the past year.





Best Practices for Fighting Malvertising

Responsibility

Take Responsibility and Communicate Your Commitment



Create and sustain an internal focus on keeping your ads free from malware.



Develop a “zero tolerance” policy for ads infected with malware.



Earn the TAG Certified Against Malware Seal

Partnership

Choose the Right Partners



Know your risk tolerance and choose partners that share and can accommodate those values.



Ask the right questions during your RFP process.



Look for the TAG Certified Against Malware Seal.

Strategy

Work Closely with Partners to Develop and Execute Your Strategy



Designate a trained Brand Safety Officer



Document appropriate points of contact at partner companies.



Clearly communicate a plan to protect your assets before a campaign launches.



Stay involved once campaigns are launched.

Seeing the Bigger Picture



Provide partners with information about incidents.



Support industry-wide threat sharing to strengthen your own defenses



Staying Ahead of the Curve

Emerging Threats

Enticing Ad Environments



Malvertising in a Quarantined World

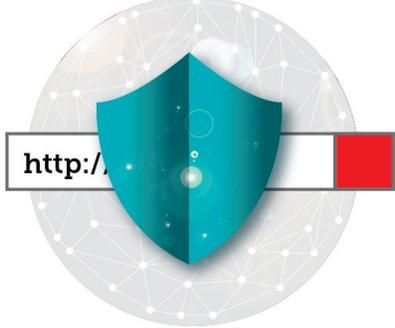
Same Attacks, New Techniques



Evolving Defenses



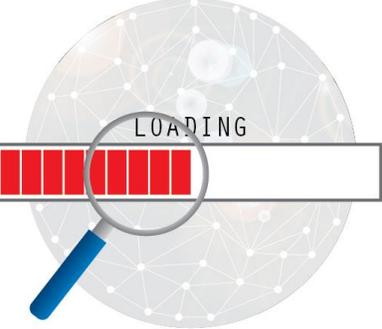
Scanning



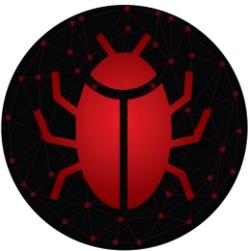
URL Blocking



Code Analysis



Behavioral Analysis

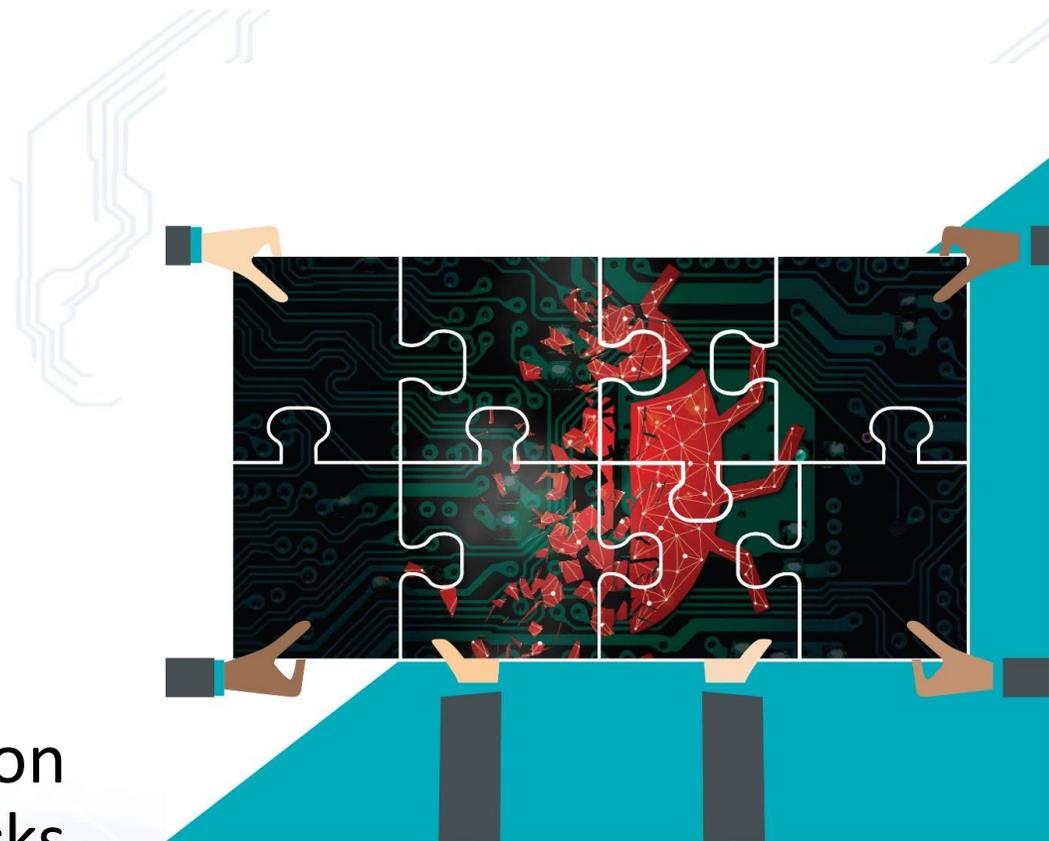


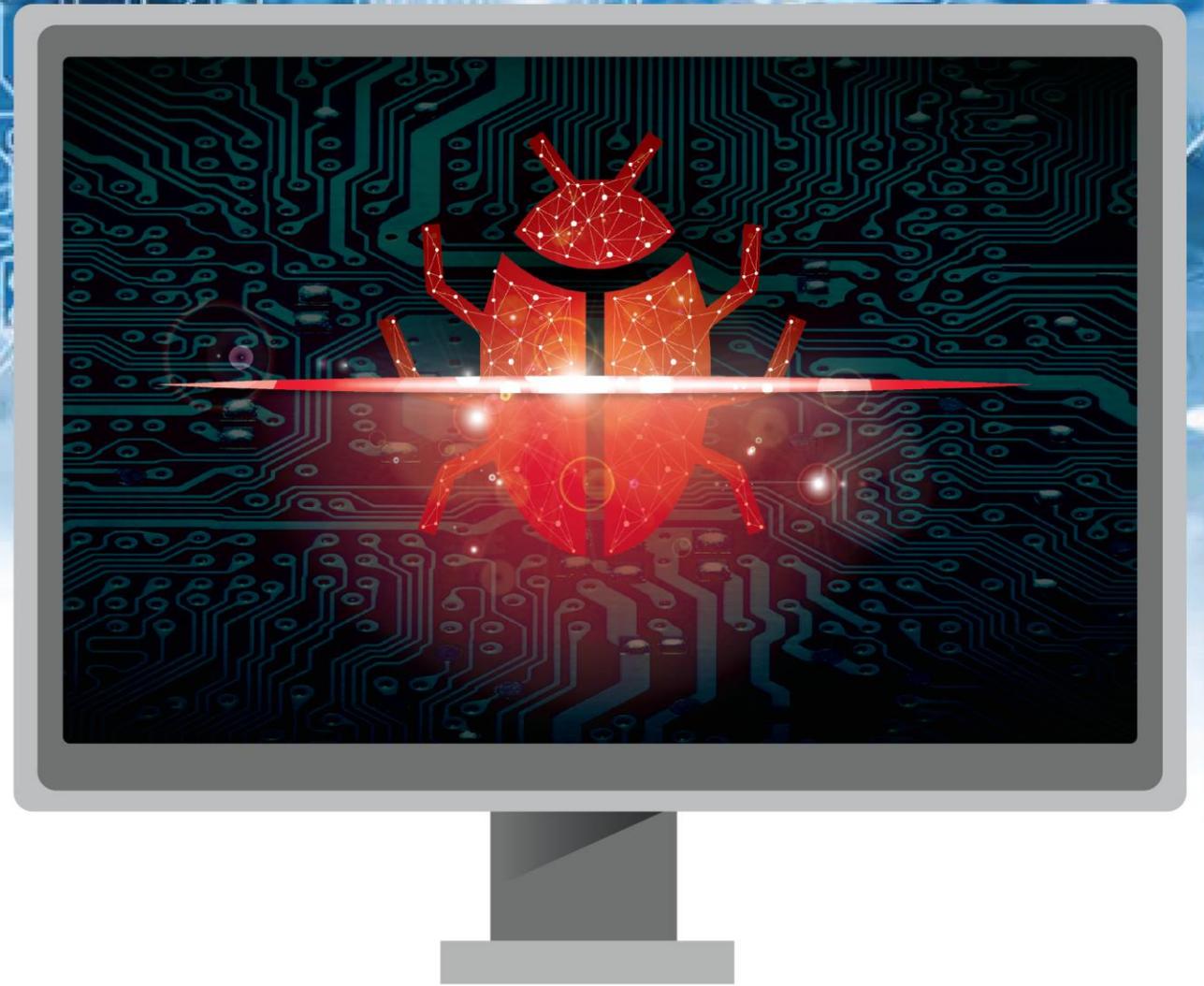
Changing the Criminal Calculus

As the digital ad industry...

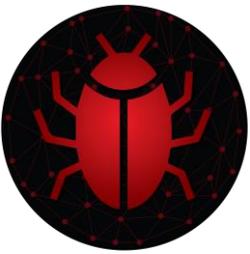
- Institute best practices
- Tighten our collective defenses against malware threats
- Build a threat-sharing culture

...We can change the criminal equation and put an end to the malvertising attacks plaguing our industry today.





TAG as ISAO: Facilitating the Sharing of Threat Intel



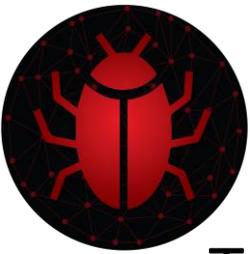
TAG is the Digital Ad Industry's ISAO

In 2017, TAG received the DHS designation of Information Sharing and Analysis Organization (ISAO) for the Digital Ad Industry.

As an ISAO, TAG's role is to...

- Gather and analyze information related to cybersecurity risks and incidents in the industry;
- Communicate cybersecurity risks to the industry; and
- Partner with TAG members to mitigate those risks.

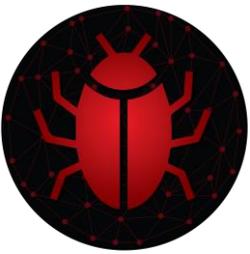
Companies can feel confident about threat-sharing through TAG because its ISAO status affords liability protections to TAG and its Members.



TAG as ISAO

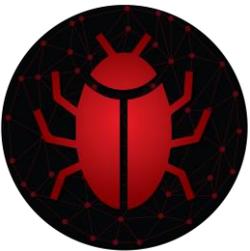
TAG is part of a broad community of DHS-recognized ISAOs and ISACs





Cross-Industry Threat-Sharing

- Threat-sharing is vital to the digital ad industry and TAG is uniquely positioned to foster a cross-industry threat-sharing culture.
- Threat-sharing allows different members of the digital ad supply chain to gain context and perspective on threats they otherwise might not be aware of.
- A unified approach toward combating malvertising and ad fraud more effectively targets the “root” of these problems by dismantling criminal infrastructure.
- TAG's threat-sharing programs facilitate the sharing of threat intelligence about threats to the digital ad ecosystem and require companies to meet rigorous standards for identifying and mitigating malvertising.



TAG is a Cybersecurity Awareness Month Champion

Key Partnerships

- National Cyber Security Alliance (NCSA)
- Department of Homeland Security (DHS)
- Department of Justice (DOJ)
Computer Crime and Intellectual Property Section (CCIPS)



Upcoming White Paper: Best Practices for Partnership with Law Enforcement

- The importance of continued threat sharing between the digital advertising industry and law enforcement



How an ISAO Like TAG Works with Law Enforcement

Apprehending cyber criminals reduces their incentives to attack the digital advertising supply chain

That's why TAG partners with law enforcement agencies to fight fraud, malware and piracy.

- U.S. Department of Homeland Security (DHS)
- U.S. Department of Justice (DOJ)
- Federal Bureau of Investigation (FBI)
- National Intellectual Property Rights Coordination Center (NIPRC)
- City of London Police IP Unit (PIPCU)
- Europol

Companies are victims of cybercrime, and law enforcement is there to help victims. TAG helps companies get what they need.

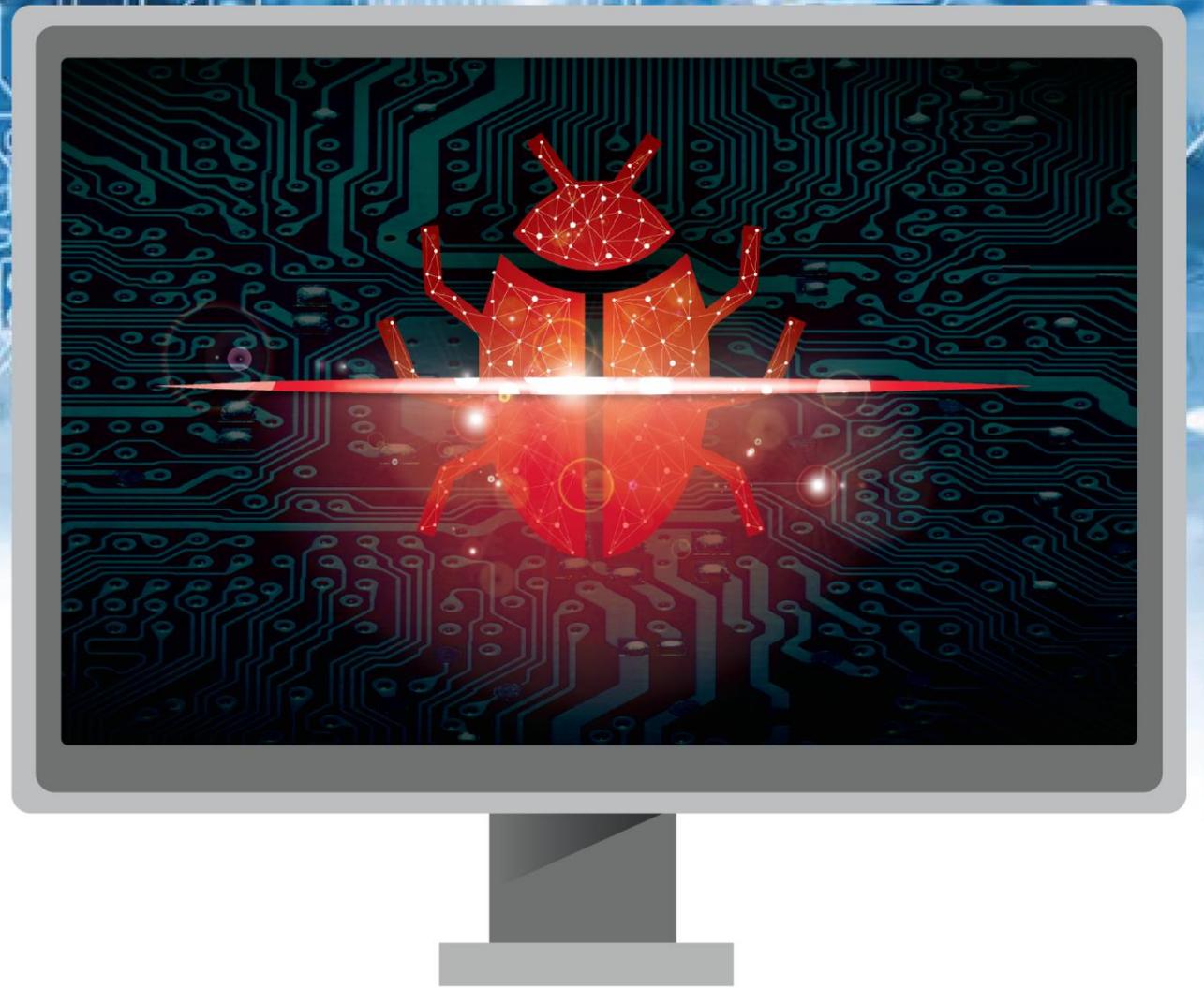
Best practices for working with law enforcement include:

- ✓ Get Your House in Order
- ✓ See the Big Picture
- ✓ Make Connections
- ✓ Act Fast
- ✓ Stay the Course



Building a Threat-Sharing Culture

- This is all new to the digital ad industry...and that's okay
- We can learn from industries with more experience
- Trust building is key, so we need to start small



Introducing the TAG Threat Exchange



The TAG Threat Exchange

...Facilitates a threat-sharing culture within the digital ad industry

- Creates a forum for TAG to conduct threat-sharing as the digital advertising ISAO
- Provides an exclusive cross-industry resource for intelligence collection and analysis pertaining to the advertising supply chain

...Leverages a centralized intelligence platform to share and receive timely and actionable intelligence between trusted parties in the TAG community

- Includes indicators of compromise (IOC) and reports detailing threat actor activity
- Allows members to enrich their internal investigations

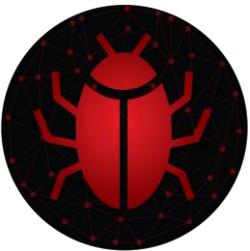
...Supports TAG's mission to put criminals in jail

- Allows members to tighten defenses against malware and ad fraud
- Leads collaboration on takedowns and law enforcement operations



A Threat Exchange Win: Operation Slay Hydra

- In July 2020, TAG launched “Operation Slay Hydra” in partnership with Protected Media as a rapid, coordinated industry response to a massive ad fraud botnet.
- Hydra was a large-scale mobile ad fraud botnet active since July 2019 that spoofed legitimate apps to generate ad requests. It was responsible for generating millions of fake ad impressions daily.
- The collaborative threat sharing effort to combat the botnet was led by TAG and Protected Media, ultimately resulting in the reduction of fraudulent Hydra traffic by 95 percent.
- At its peak, Hydra included ~70K proxies per day. Current volumes are ~3.5K proxies per day.



Operation Slay Hydra Threat Sharing

- TAG and Protected Media led community briefing on Hydra's operation
- Daily distributed Hydra IP lists to cross-check exposure to the botnet
- Participation in takedown-related conversations and intel-sharing across the digital ad supply chain
- Enhancing and enabling cross-industry investigative efforts
- Shed new light on tactics and techniques of the botnet to reveal previously unknown connections.





Growing Momentum in the Threat Exchange

Malvertising Super User Group

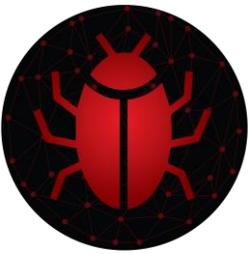
- Expanding the Super User Group to include three more trusted, vetted companies.
- Establishing participation standards and data confidentiality levels.

Strategic Forums

- Monthly “deep dives” and strategy discussions.
- Briefings on topic of relevance.
- Opportunity for member’s leadership to join.

CAF Vendor Council

- Roundtable of CAF vendors to discuss shared research and analysis
- Operation Slay Hydra and Terracotta connection



TAG Goals for Threat-Sharing

- Continue building a threat-sharing culture via the Threat Exchange expand trusted user participation.
- Create a repository of actionable cyber threat intelligence to combat digital ad threats.
- Develop operational and strategic knowledge of major malvertising and fraud operations for tracking and analysis.
- Partner with law enforcement on TAG members on investigations and takedown efforts.
- Put criminals in jail.





Reimagining the Certified Against Malware Program

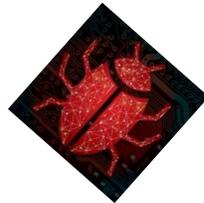


TAG's Fastest Growing Program: Certified Against Malware

Increasing Demand

2018-2019 +29.5%

2019-2020 +40%



Increasing Impact

2019

- 55% Minimum Scan Percentage
- 87.86% Average Scan Percentage
- 62.5% of Members scanning 100% of ad inventory

2020

- 100% Minimum Scan Percentage
- 100% Average Scan Percentage
- 100% of Members scanning 100% of ad inventory



Reimagining the Certified Against Malware Program

Today...

- Very scanning-centric
- Focused solely on building defenses, not deterrence
- Too little guidance on how to vet and work with partners effectively
- No guidance on threat-sharing
- Does not encourage standardization of identifiers for campaign assets

Reimagined...

- Address malvertising with defense and deterrence
- Recognize evolving landscape of techniques to combat malvertising
- Include principle-based vendor requirements
- Foster threat-sharing with clear guidance
- Encourage use of standard identifiers for tracking campaign
- Provide clear guidance for partner vetting





Are You Staying Compliant?



Are You In Compliance...with the Right Requirements?

Certification Requirements in Effect for 2021 Recertification

- **Certified Against Fraud Guidelines v6**
- Certified Against Malware Guidelines v3
- Certified Against Piracy Guidelines v2
- **Brand Safety Certified Guidelines v1**

NEW RELEASE January 2020

NEW RELEASE September 2020

Compliance Tool Implementations in Effect for 2021 Recertification

- Data Center IP List Compliance Standard v2
- Payment ID System Compliance Standard v2
- Pirate Mobile App List Compliance Standard v1
- Technical Best Practices Against Malware v2.1



Certified Against Fraud Guidelines v6

Requirement	Direct Buyers	Intermediaries	Direct Sellers	Vendors
GONE Employ Publisher Sourcing Disclosures			<input checked="" type="checkbox"/>	
NEW Implement and Honor Ads.txt	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	



Brand Safety Certified Guidelines v1

Requirement	Direct Buyers	Intermediaries	Direct Sellers	Content Validation Services
Ensure All Digital Advertising Agreements Adhere to Brand Safety Principles	✓	✓	✓	
Monitor and Detect Ad Misplacement	✓	✓	✓	
Document Policies and Procedures to Minimize Ad Misplacement	✓	✓	✓	
Adhere to Content Validation Principles				✓

What a Difference a Year Makes!

2020 Recertification

By the Numbers

- 142 companies recertified
187 seals

Certification Type

- 40% increase in
Independent Validation
over 2019

2021 Recertification

By the Numbers

- 180+ companies have earned
250+ seals due to be recertified

Geographic Applicability

- Global certification is projected
to increase

Certification Type

- Independent Validation is projected
to continue increasing



2021 Recertification Schedule

Start working on your application...

Soon!

First date to apply for recertification...

January 1, 2021

Deadline to apply for recertification...

January 31, 2021

TAG reviews applications...

Jan 1 to Mar 1, 2021

TAG notifies companies of recertification...

March 1, 2021

TAG will make a public announcement...

March 2021



If You Haven't Been Certified, You Can't Recertify...

2021 Recertification is required only for companies that...

- Have been certified previously in any TAG Certification Programs
- Hold current certifications in any TAG Certification Programs
- Were certified before October 1, 2020

Companies can apply to certify for the first time at any point in the year.

Preparing for 2021 Recertification

- Independently validated companies must have been audited in the past 12 months in order to apply for recertification
- Self-attested companies must have completed internal audits for each quarter of past year
- TAG offers compliance assistance as you prepare to apply for recertification...starting now!



How Do You Apply for Recertification?

...Through the TAG Member Portal!

The screenshot shows the TAG Member Portal interface. At the top, there is a dark navigation bar with the user name 'Todd Miller', a search bar containing 'Search everywhere', and a shopping cart icon. Below this is a main navigation area with the TAG logo and menu items: 'TAG CENTRAL', 'YOUR MEMBERSHIP', 'TOOLS', and 'PROGRAMS'. The main content area is split into two columns. The left column has a 'WELCOME' header and two paragraphs of text: 'We're kicking off 2019 with the launch of TAG's member portal and with our annual re-certification process.' and 'We've launched the *Your Membership* area and the calendar to assist with your re-certification process.' The right column has a '@TAG_TODAY' header and a 'Tweets by @tag_today' section. A tweet is visible, retweeted by 'tagtoday', from 'Rachel N Thomas @Rachel_N_Thomas' with the text 'Looking forward to sharing the latest'.

members.tagtoday.net



Take Action!

Take Action!

Expand your Engagement

- Shape the debate in TAG's Working Groups
- Get Certified...or go Platinum

Renew your TAG Membership

- Add the Brand Safety Certified Program
- Consider a “Comprehensive” Approach

Get Ready to Recertify

- Apply by January 31, 2021



Questions?





Thank You

