

State of the Fight:

A TAG Community Briefing

October 16, 2019

Media Math

New York, NY



Agenda

Welcome and Introductions



Are You Staying TAG Compliant?

- How Are TAG Certification Requirements Changing for 2020?
- Preparing for 2020 Recertification
- Conversations You Can't Afford to Miss

The State of the Fight

- How the TAG Community is Turning the Tide on Fraudsters
 - Emerging Issues in the Fight Against Fraud, Piracy and Malware



TAG's Global Vision for 2020...And Beyond

- Certifying Six Continents
- Powering Smart Partnerships
- Building a Threat-Sharing Culture in the Digital Ad Industry
- Supporting the Rise of the Brand Safety Profession



Welcome and Introductions

Team TAG



Mike Zaneis

Chief Executive Officer & President

Rachel Nyswander Thomas

Chief Operating Officer



Michael Hahn

General Counsel

Nick Stringer

VP, Global Engagement



Bonnie Niederstrasser

Director, Policy & Programs

Jamie O'Donnell

Director, Membership Services



Todd Miller

Director, Compliance

Dominique Matthews

Manager, Membership Services

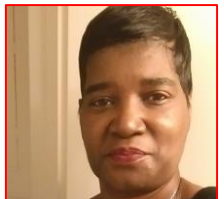


Matt Beverin

Manager, Membership Services

Margaret Hackley

Office Manager & EA



The TAG Community...

...Brings Together the Full Digital Ad Supply Chain

- TAG is the place where Brand, Agency, Ad Tech and Publisher can partner

...Spans the Globe

- Operates on 6 continents
- 25% headquartered outside of the U.S.

...Meets the Highest Standards

- 140+ companies hold 199 seals
- 37% average increase in companies certifying across TAG programs in 2019
- 60% growth in companies choosing Platinum Status (earned all 4 seals)

...Is Growing Fast

- 550+ Companies in just 4 years



Are You Staying TAG Compliant?

How Are TAG Certification Requirements Changing for 2020?



Updates to the Certified Against Fraud Program



Certified Against Fraud Guidelines v5

Requirement	Direct Buyers	Intermediaries	Direct Sellers	Fraud & Measurement Services
Independent Validation for a Geographic Applicability of: Global, Europe, any European country	✓	✓	✓	✓
Domain Threat Filtering Exemption for Mobile Apps	✓	✓	✓	✓
App Threat Filtering	✓	✓	✓	✓
Honor posted ADS.txt files	✓	✓		

Enforced as of January 1, 2020

Updates to the Certified Against Fraud Program



Certified Against Fraud Guidelines v6

Requirement	Direct Buyers	Intermediaries	Direct Sellers	Vendors
Employ Publisher Sourcing Disclosures			<input checked="" type="checkbox"/>	

Enforced as of July 1, 2020

Updates to the Certified Against Malware Program

Certified Against Malware Guidelines v3



Requirement	Direct Buyers	Intermediaries	Direct Sellers	Vendors
Employ SeatID Attributes to Troubleshoot and Handle Malware Incidents	✓	✓	✓	
Use OpenRTB v2.2 or higher	✓	✓	✓	

Enforced as of January 1, 2020

Updates to the Inventory Quality Guidelines Program

Inventory Quality Guidelines v3



Requirement	Direct Sellers	Intermediaries
Implement and Honor ADS.txt	✓	✓
Direct Buyer disclosures		
Align Brand Safety Ratings and Prohibited Content with APB Brand Safety Floor/Framework	✓	✓
Use OpenRTB v2.2 or higher	✓	✓

Enforced as of January 1, 2020

Preparing for 2020 Recertification



What a Difference a Year Makes!

2019 Recertification

By the Numbers

- **103** companies were recertified for **139 seals**

Geographic Applicability

- **59%** of companies certified global operations

Certification Type

- **30%** of companies chose Independent Validation

2020 Recertification

By the Numbers

- **140+** companies have earned **199 seals** to date...and are due to recertify

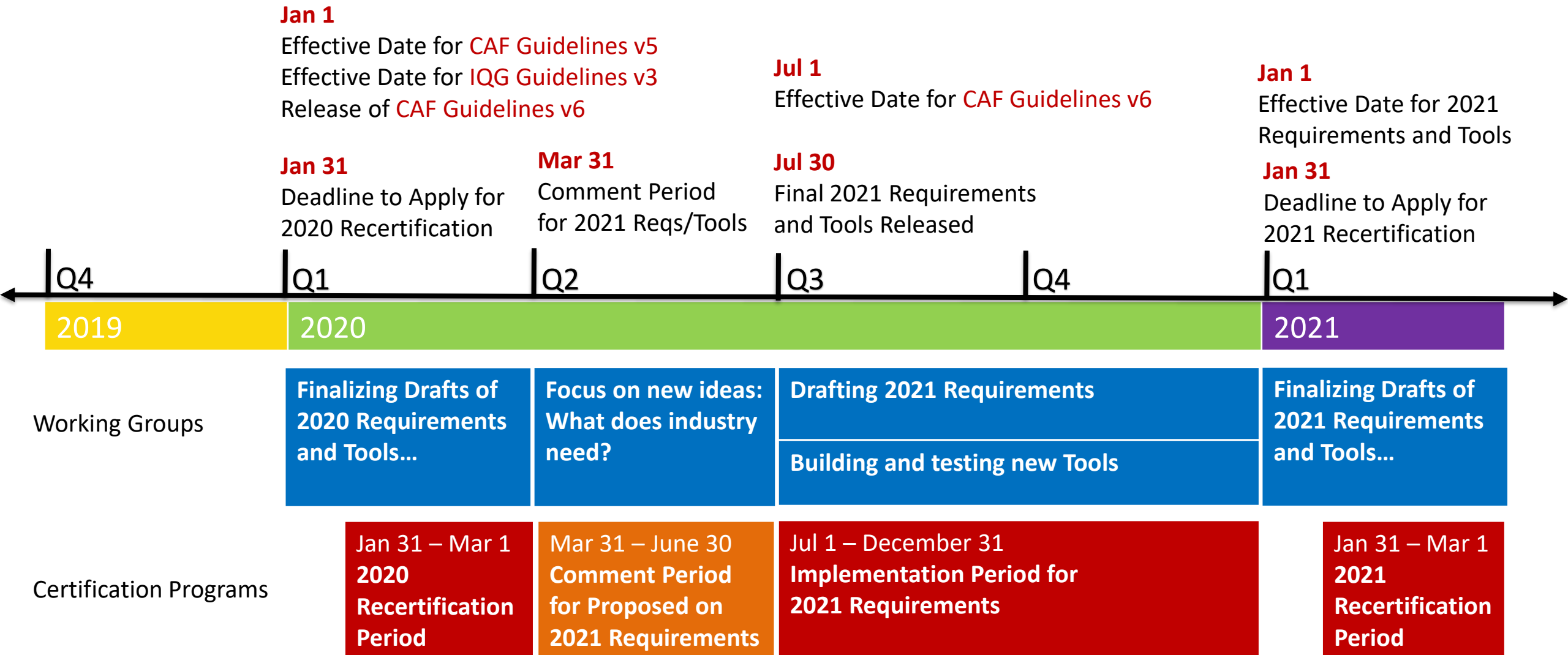
Geographic Applicability

- **Global certification** is projected to increase

Certification Type

- **Independent Validation** is projected to increase

TAG Compliance Calendar



2020 Recertification Schedule

Start working on your application...	Soon!
First date to apply for recertification...	January 1, 2020
Deadline to apply for recertification...	January 31, 2020
TAG reviews applications...	Jan 1 to Mar 1, 2020
TAG notifies companies of recertification...	March 1, 2020
TAG will make a public announcement...	March 2020

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

2020 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, 2019**

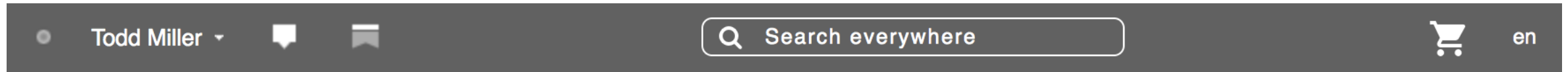
Companies can apply to certify for the first time at any point in the year.

Preparing for 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!



WELCOME

We're kicking off 2019 with the launch of TAG's member portal and with our annual re-certification process.

We've launched the **Your Membership** area and the calendar to assist with your re-certification process.

@TAG_TODAY

Tweets by @tag_today

tagtoday Retweeted



Rachel N Thomas
@Rachel_N_Thomas

Looking forward to sharing the latest

Are You In Compliance with the 2020 Requirements

Certification Requirements

- Certified Against Fraud Guidelines v5 **NEW RELEASE** July 2019
- Certified Against Malware Guidelines v3 **NEW RELEASE** July 2019
- Certified Against Piracy Guidelines v2
- Inventory Quality Guidelines v2 **NEW RELEASE** January 2019

Compliance Tool Implementation

- Best Practices for Publisher Sourcing Disclosures v2
- Technical Best Practices Against Malware v2.1 **NEW RELEASE** July 2019
- Pirate Mobile App List Compliance Standard v1
- Payment ID System Compliance Standard v2
- Data Center IP List Compliance Standard v2

Conversation You Can't Afford to Miss



Conversations You Can't Afford to Miss

The **Anti-Fraud Working Group** works to combat the negative impact of fraudulent bot-generated, non-human traffic. TAG develops and enhances anti-fraud standards, protocols and tools for all types of entities in the supply chain.

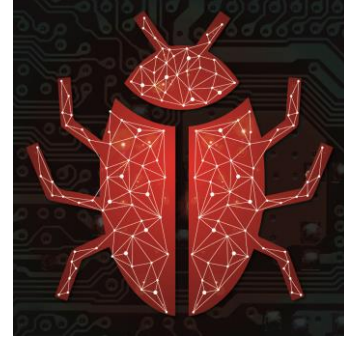


Upcoming Topics:

- What does fraud look like in the **Over-the-Top (OTT)/ Connected-TV (CTV)** environment...and how do we fight it most effectively?
- How do coming changes to the MRC's IVT Guidelines impact TAG Members and the **future of TAG's Certified Against Fraud Program?**
- How should TAG address **new fraudster techniques** like tag evasion?
- What is the best way to ensure **a fraud-free, trusted chain of custody** in the digital ad supply chain (Payment ID? Sellers.json?)

Conversations You Can't Afford to Miss

The **Anti-Malware Working Group** coordinates industry-wide efforts to improve defense against malware attacks affecting the digital advertising supply chain to create a safer, more enjoyable experience for consumers and a more trustworthy system for advertisers.



Upcoming Topics:

- **How much scanning and rescanning** is necessary to stop malware?
- What's the best way to ID **buyers whose creative carries malware?**
- Are we still talking about **malware...or malvertising**
- How can we best solve the problem of **forced mobile redirects?**

Conversations You Can't Afford to Miss

The **Anti-Piracy Working Group** created and maintains the CAP Program to help advertisers and ad agencies avoid damage to their brands from ad placement on websites and other media properties that facilitate the distribution of pirated content and counterfeit products.



Upcoming Topics:

- What does piracy look like in the **mobile in-app environment**...and how do we fight it most effectively?
- Project Brand Integrity: **“Following the Money” across the EU** and beyond
- Do the “Core Criteria” underlying the Certified Against Piracy Program still apply to **today’s piracy landscape?**

Conversations You Can't Afford to Miss

The **Business Transparency Committee** builds trust, transparency and accountability throughout the digital supply chain by developing and promoting the adoption of standards, protocols and technologies that recognize trusted industry participants and help combat fraud activity.



Upcoming Topic:

- How can brands more easily **buy through fraud-free channels**?
- Is **Disinformation** the new Fake News?
- What should **transparency look like in OTT/CTV** environments?
- How can **Digital Ad Identifiers** help you choose the right industry partners?
- **Who is doing what** to foster greater digital ad transparency?



The State of the Fight

How Is the TAG Community Turning the Tide on Fraudsters?







What is a “TAG Certified Channel”?



2018 614 Group US Fraud Benchmark Study

Fraud Rate in TAG Certified Channels 1.68%
Reduction in fraud compared to industry average 84%

	Impressions	Fraud Rate in TAG Certified Channels
 All Traffic	76,958,048,162	1.68%
 Display	66,616,673,455	1.66%
 Video	10,287,883,254	1.76%
 Mobile App ⁵	18,235,754,013	0.41%

2018 614 Group European Fraud Benchmark Study

EUROPE	
Type of fraud measured	SIVT/GIVT
Number of impressions studied	~4 billion
Inventory types examined	Desktop Display Desktop Video Mobile Web-Display Mobile Web-Video
Countries	UK France Germany Italy The Netherlands
Number of participating agencies	3
Number of TAG-Certified sources	27
Overall fraud rate	0.53%
% Reduction of fraud in TAG-Certified Channels vs. non-optimized channels	94.1%

2018 614 Group European Fraud Benchmark Study

	US	EUROPE
2017	1.48%	N/A
2018	1.68%	0.53%

How Is the TAG Community Turning the Tide on Pirates?





TAG Brief: Winning the Fight Against Ad-Supported Piracy

Industry Action and Impact

- Setting Standards
- Following the Money
- Partnering with Policymakers

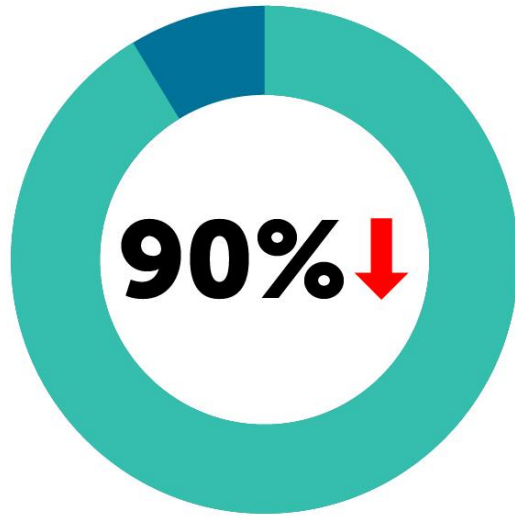


Ad revenue
down between
**48 and
61%**

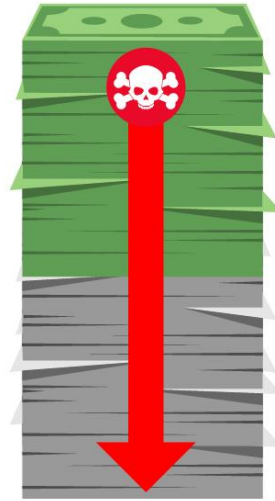


**\$102
to 177
Million**
in potential
earnings
for pirate
site
operators
prevented

TAG Brief: Winning the Fight Against Ad-Supported Piracy



Brand advertisements no longer appear in the U.S. on pirate sites at volume; representing a 90% decrease from just 2 years ago



Ad revenue flowing to pirate sites has been reduced by between 48 and 61 percent



Industry leaders are stemming the flow of ad revenue to mobile apps with pirated content

Project Brand Integrity

Helping **advertisers and agencies avoid brand risk** and damage by monitoring sites that infringe on intellectual property



Project Brand Integrity

- Total of **50K** unique ads delivering **22M** impressions across EU countries
- **Gambling** delivers highest # of estimated impressions on pirate sites, followed by Shopping
- TAG is **monitoring all trends** for next round of outreach

Ad Insight - Overview

Business intelligence based on top IP infringing websites tracked daily by White Bullet's Ad Monitoring Technology

Total Ad Volume

50,557

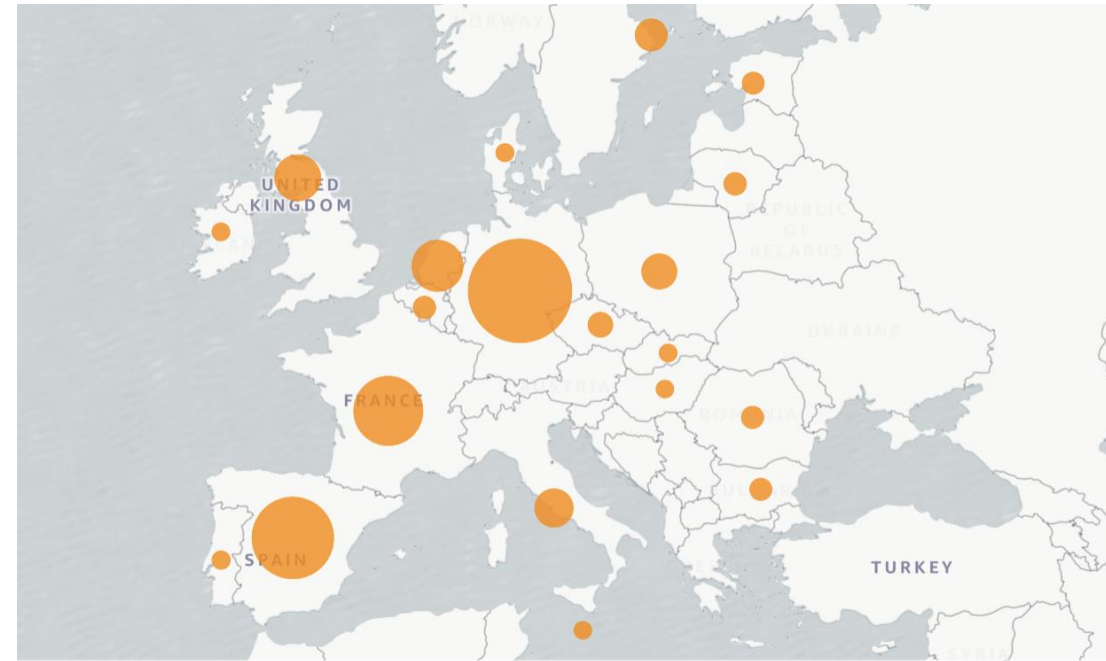
Est. Total Ad Impressions

22,241,474

Unique Brands

338

Geographic Distribution of Delivered Impressions by Country



How Is the TAG Community Turning the Tide on Malvertisers?



TAG Brief: Increasing Brand Safety Through Malware Scanning

As a requirement of the program, **100%** of certified companies commit to **scanning a reasonable percentage** of campaign assets and landing pages they handle **before a campaign launches**.



Key Findings:

83% of certified companies perform initial malware scans on all of the campaign assets and landing pages they handle before launch.

92% of the campaign assets and landing pages handled by certified companies were scanned prior to initial delivery, on average.

76% of Certified Against Malware companies apply these best practices globally.

TAG Brief: Increasing Brand Safety Through Malware Scanning

TAG Research Brief: Increasing Brand Safety Through Malware Scanning



As a requirement of the CAM program, **100%** of certified companies commit to **rescanning all** of campaign assets and landing pages on a **reasonable frequency**.

Key
Findings:



50% of certified companies employ a daily rescan methodology



25% of certified companies use a risk-based rescan methodology



25% of certified companies follow a volume-based rescan methodology

Confiant Demand Quality Report for Q2 2019

“Given the highly dynamic nature of online advertising, it is difficult to assign a single explanation to the declines, but the trend suggests **a confluence of industry-wide factors may have changed the game for malvertisers:**

- The near-universal adoption of ads.txt on top sites, which is driving arbitrage and unauthorized resale out of the market and foreclosing IBV opportunities.
- Increased vigilance on the part of the SSPs when it comes to ad quality issues given the highly competitive, and increasingly commoditized, nature of the space.
- Increased adoption of creative-verification solutions like Confiant's is boosting the industry's defenses.
- **Industry initiatives like TAG's Certified Against Malware program, which have increased general awareness around the threat of malware and galvanized efforts to combat it.**
- Better coordination between publishers and platforms, which narrows the brief window of time that malvertisers have before their exploits are detected and removed.”

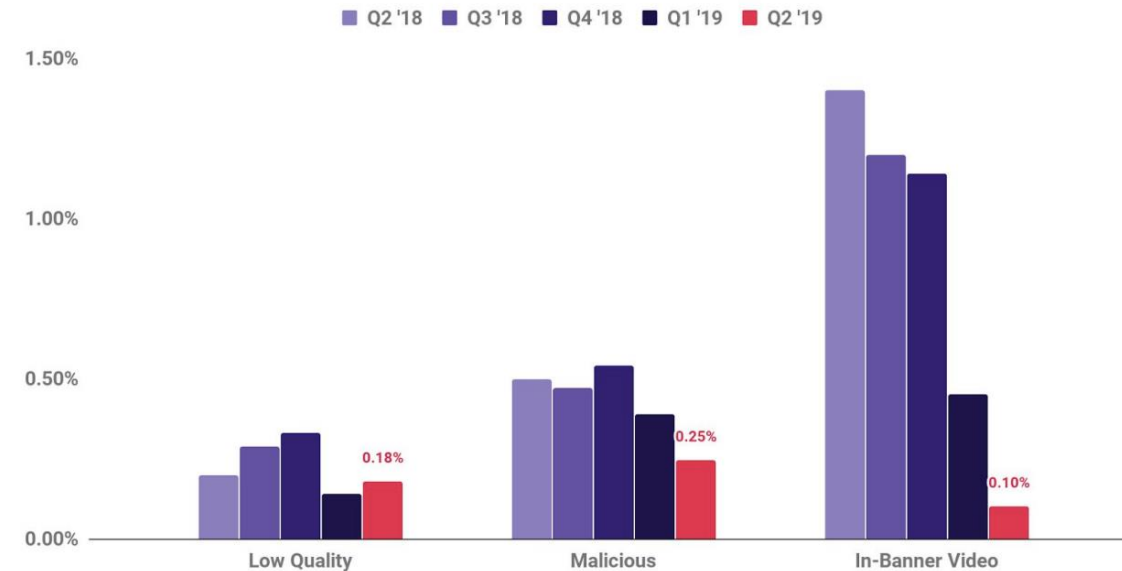


Chart 1: Quarterly rates of Low Quality, IBV, and Malicious impressions

Thought Leadership Coming in Q4



TAG White Paper:
Winning the Fight Against Malvertising

TAG Industry Brief:
Best Practices for Working with Law Enforcement

Emerging Issues in the Fight Against Fraud, Piracy and Malware



The Evolution of Fraud

- Tracking Limitations and Misrepresentation in OTT/CTT
- Mobile App Install Fraud
- Increasingly Sophisticated IVT
- Tag Evasion
- Influencer Marketing Fraud

The Evolution of Piracy

- Unauthorized **App Stores** and “Back Door” Channels
- Illicit Streaming Devices (**ISDs**)
- Tracking in **OTT/CTV**
- Lack of Universal **App Identifiers**

The Evolution of Malvertising

- Auto-Redirects
- Tag Evasion
- Mobile In-App Environment



TAG's Global Vision

Certifying Six Continents



A Truly Global TAG Community

Today's TAG Members...

- Are headquartered in 25 countries
- Operate on 6 continents
- 25% are headquartered outside of the U.S.



A Truly Global TAG Community

In 2020

- Increased Certification Across Europe
- Expanding Operations in Asia-Pacific
- Making it Easier for Global Members to Engage Fully

And Beyond...

- Harmonization of TAG Certification Standards, Governance and Technological Solutions across Global Markets

Global Standards for Local Markets



TAG aims to deliver a consistent and scalable approach across markets – ‘**Global Standards for Local Markets**’.

This strategy is based upon:

- A. The **need for industry standards** to enable market growth, effectiveness and trust in digital advertising (as supported by World Federation of Advertisers (WFA) in Global Media Charter);
- B. The importance and effectiveness of **cross-border standards in tackling key issues in digital advertising** (e.g. ad fraud, viewability, UX); and
- C. An approach that works for **national markets** (trading, culture, language etc.) but is also underpinned by international standards.

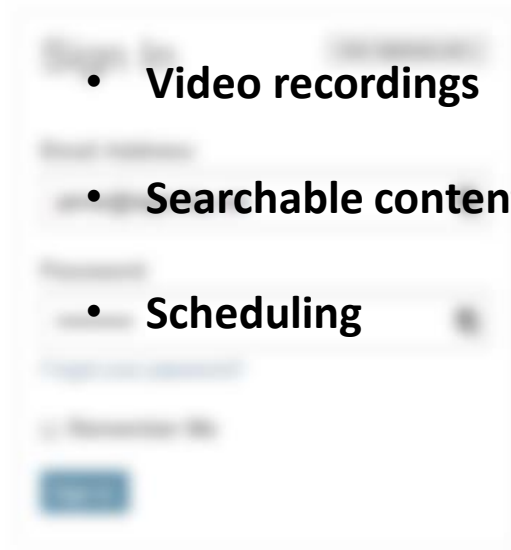
TAG Member Portal: Seamless Engagement Across the Globe



WORKING GROUPS

- Collaborative environment
- Document versioning
- Notes

TRAININGS



- Video recordings
- Searchable content
- Scheduling

CERTIFICATIONS

- Intuitive certification spaces
- Supporting materials
- Communicate with Team TAG



Powering Smart Partnerships



Buying Through TAG-Certified Channels Reduces Fraud

- Brands want an easy way to keep ad spend safe from fraud
- When brands buy through TAG-Certified Channels, fraud drops by 84-94%
- How do brands know if they're buying through safe, TAG-Certified channels?
 - TAG-ID is the key to knowing if a company is TAG-Certified

Current State

Before Brands and Agencies buy, they look up partners' **TAG-ID** status in the **TAG Registry**

TAG-ID Verification Tool

Search

Google is currently enrolled in the [Verified by TAG](#) program and its TAG-ID status is **active**.

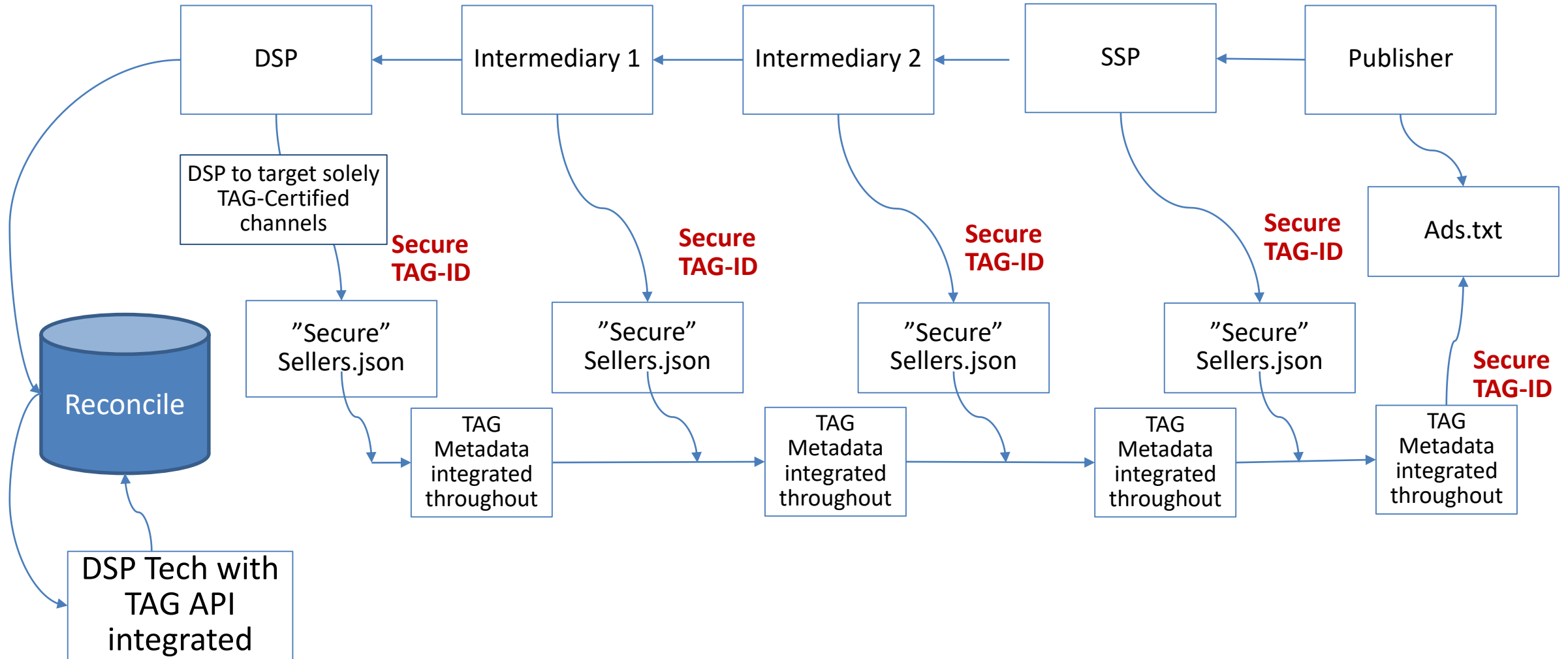
This company has achieved the [Certified Against Fraud](#) seal.

- This company achieved the seal:
 - through self-attestation by the company;
 - meeting requirements in the categories of intermediary, direct seller and buyer.
- This seal applies to the company's global operations.
- The seal expires on March 1, 2020.

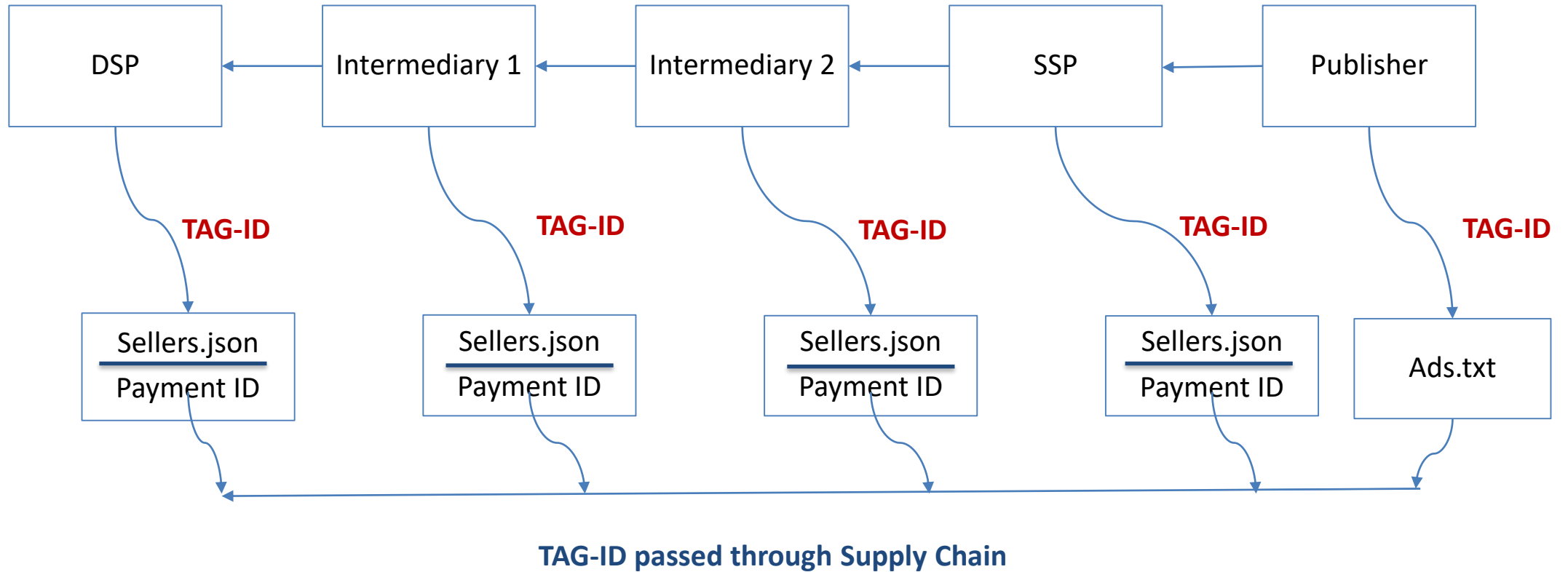
This company has achieved the [Certified Against Malware](#) seal.

- This company achieved the seal:

Future State: Safe and Seamless Buys



Progress to Date



Progress to Date

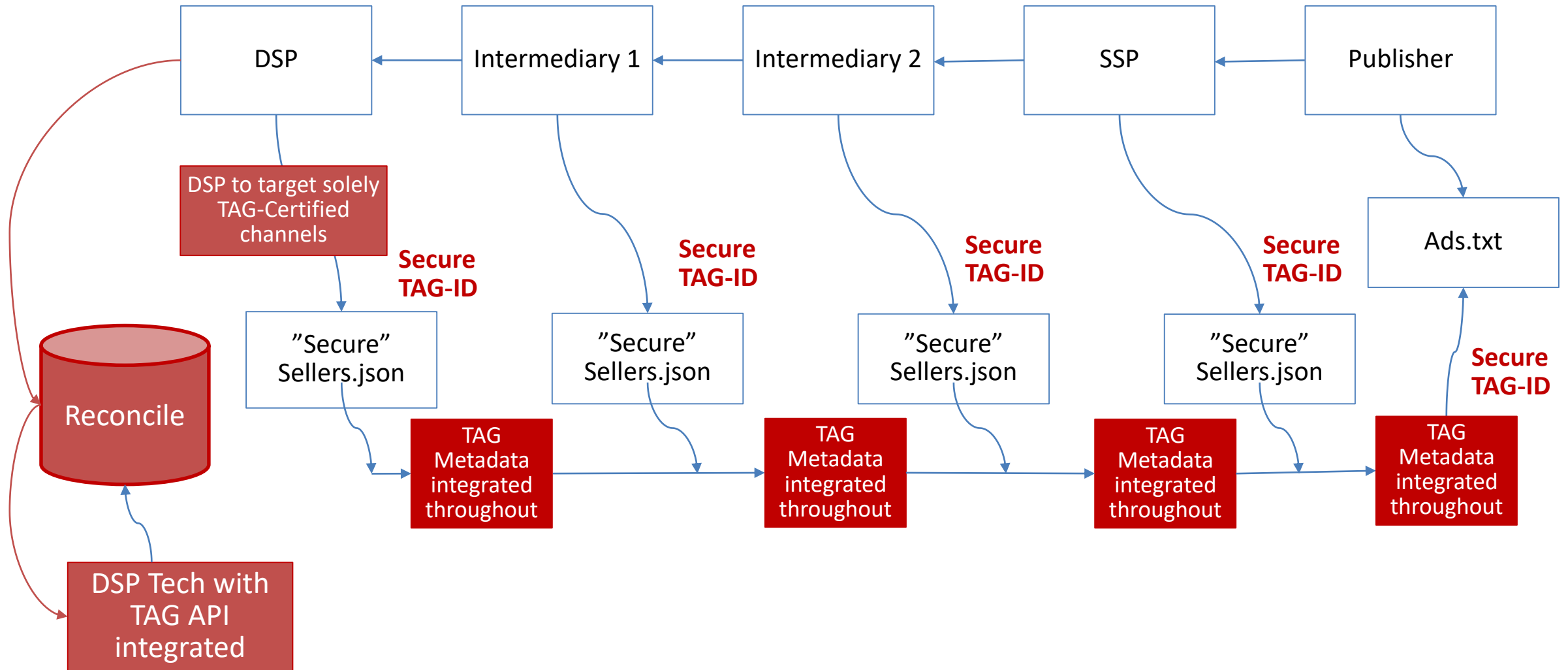
Knowledge:

- TAG-ID with meta-data
- TAG Registry

Systems/Tools:

- Ads.txt
- Sellers.json
- Supply Chain Object
- Payment ID
- Ads.cert

Work in Progress



Work in Progress

- TAG-ID transparency in **DSP**
- TAG Registry **API** with enhanced **security**
- Continued work on security of transactions **beyond bid requests**
- Additional **metadata** associated with TAG-ID
 - Domain names
 - Additional identifiers (e.g. CBA IDs)
 - Malware scanning

Building a Threat-Sharing Culture in the Digital Ad Industry





United States Department of Justice

THE UNITED STATES ATTORNEY'S OFFICE

EASTERN DISTRICT *of* NEW YORK

FOR IMMEDIATE RELEASE

Tuesday, November 27, 2018

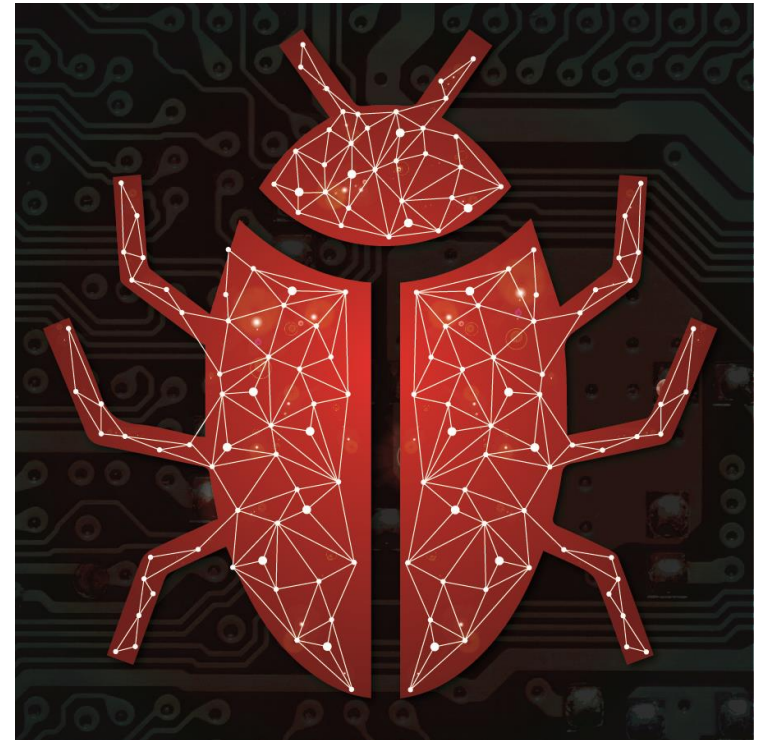
Two International Cybercriminal Rings Dismantled and Eight Defendants Indicted for Causing Tens of Millions of Dollars in Losses in Digital Advertising Fraud

Global Botnets Shut Down Following Arrests

A 13-count indictment was unsealed today in federal court in Brooklyn charging Aleksandr Zhukov, Boris Timokhin, Mikhail Andreev, Denis Avdeev, Dmitry Novikov, Sergey Ovsyannikov, Aleksandr Isaev and Yevgeniy Timchenko with criminal violations for their involvement in perpetrating widespread digital advertising fraud. The charges include wire fraud, computer intrusion, aggravated identity theft and money laundering. Ovsyannikov was arrested last month in Malaysia; Zhukov was arrested earlier this month in Bulgaria; and Timchenko was arrested earlier this month in Estonia, all pursuant to provisional arrest warrants issued at the request of the United States. They await extradition. The remaining defendants are at large.

What Should the Methbot / 3ve Takedown Teach Us?

- Criminals go where the money is easy
- Success is possible
- Industry threat-sharing is vital



TAG is the Digital Ad Industry 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 **ISAO status affords liability protections** to TAG and its Members.

TAG's Evolving Suite of Threat-Sharing Tools

TAG has facilitated cross-industry threat-sharing since its inception in 2015

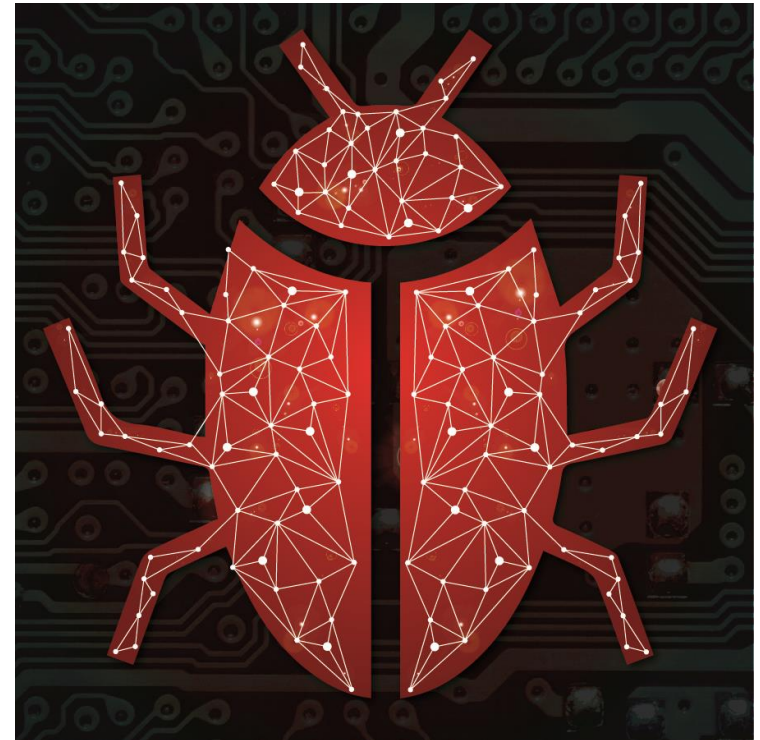
2015	TAG Compliance Officer Network	Real-Time
2016	TAG Community Red Flag Briefings	As Needed
2017	Data Center IP List Pirate Mobile App List	Monthly Release Quarterly Release
2018	Malware Threat Sharing Hub (BETA)	Real-Time Sharing

It's Time to Change the Criminal Equation

Criminals will continue to target the digital advertising supply chain until its easier to target another industry

Mission Possible:

- Tighten Defenses Against Malware Threats
- Build a Threat-Sharing Culture in the Digital Ad Industry
- Put Criminals in Jail



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

Building a Threat-Sharing Culture



PROGRAMMATIC

Trade Body to Roll Out 'TAG Threat Exchange' Following FBI Bot Takedown

Threat-indexing system combating malware redirects as it takes the fight to fraudsters

By Ronan Shields | November 30, 2018

 PREMIUM

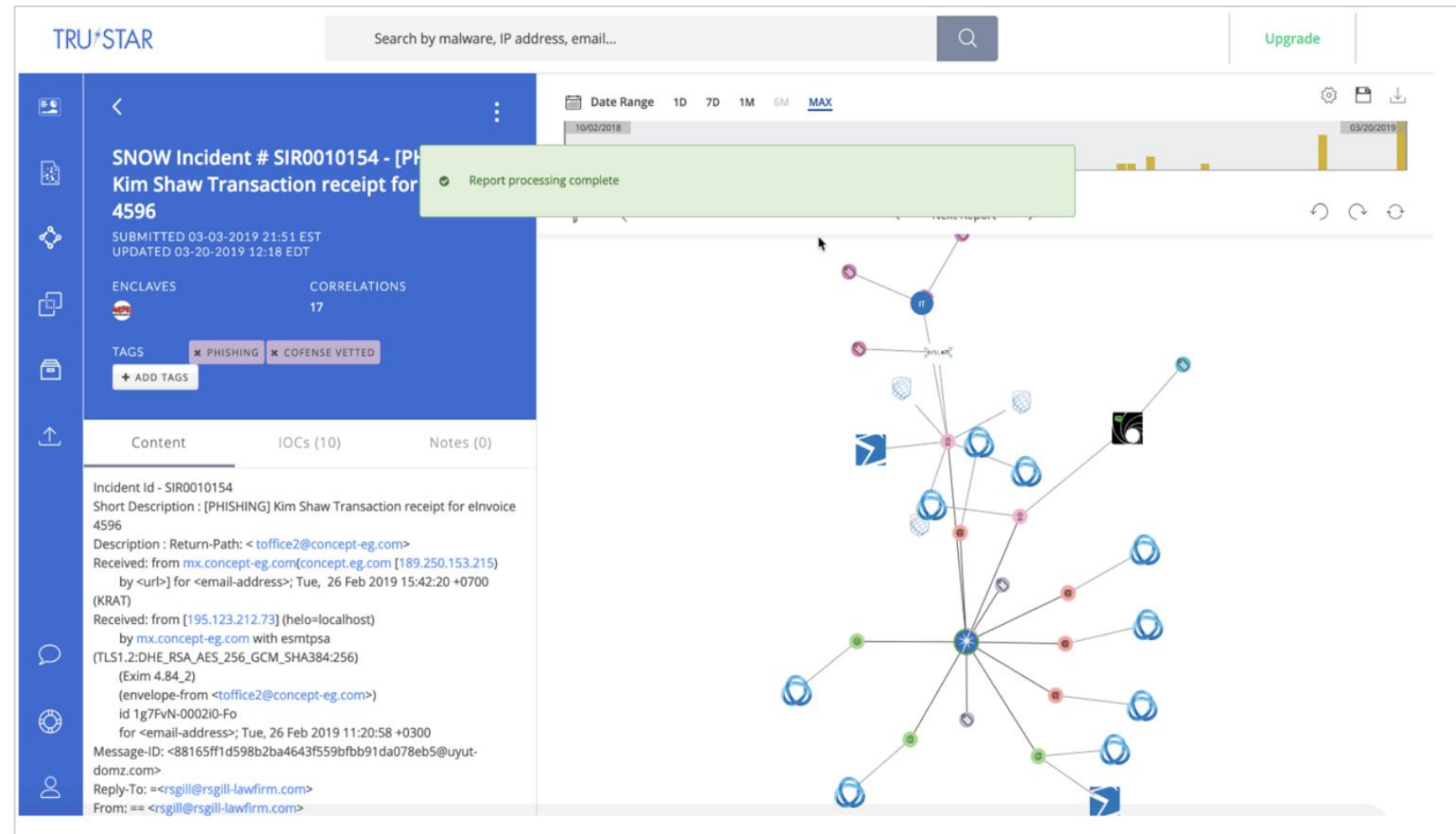
The TAG Threat Exchange

The TAG Threat Exchange enables the TAG Community to...

- Share and receive timely, actionable and highly-relevant **threat intelligence sharing** within the TAG trusted community
- Leverage a **centralized intelligence platform** to share intelligence within your company, with other TAG members, or with the TAG Community as a whole
- **Enrich, enhance, and shorten investigations** with high-fidelity intel

The TAG Threat Exchange is Powered by TRU★STAR

TruSTAR is an **Intelligence Management Platform** already powering threat-sharing for the retail, IT and cyber industries, as well as 50 of the Fortune 500 companies.



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

Supporting the Rise of the Brand Safety Profession



The Rise of the Brand Safety Officer

DIGIDAY

The new most important role at agencies: Brand-safety officer



ADWEEK 40

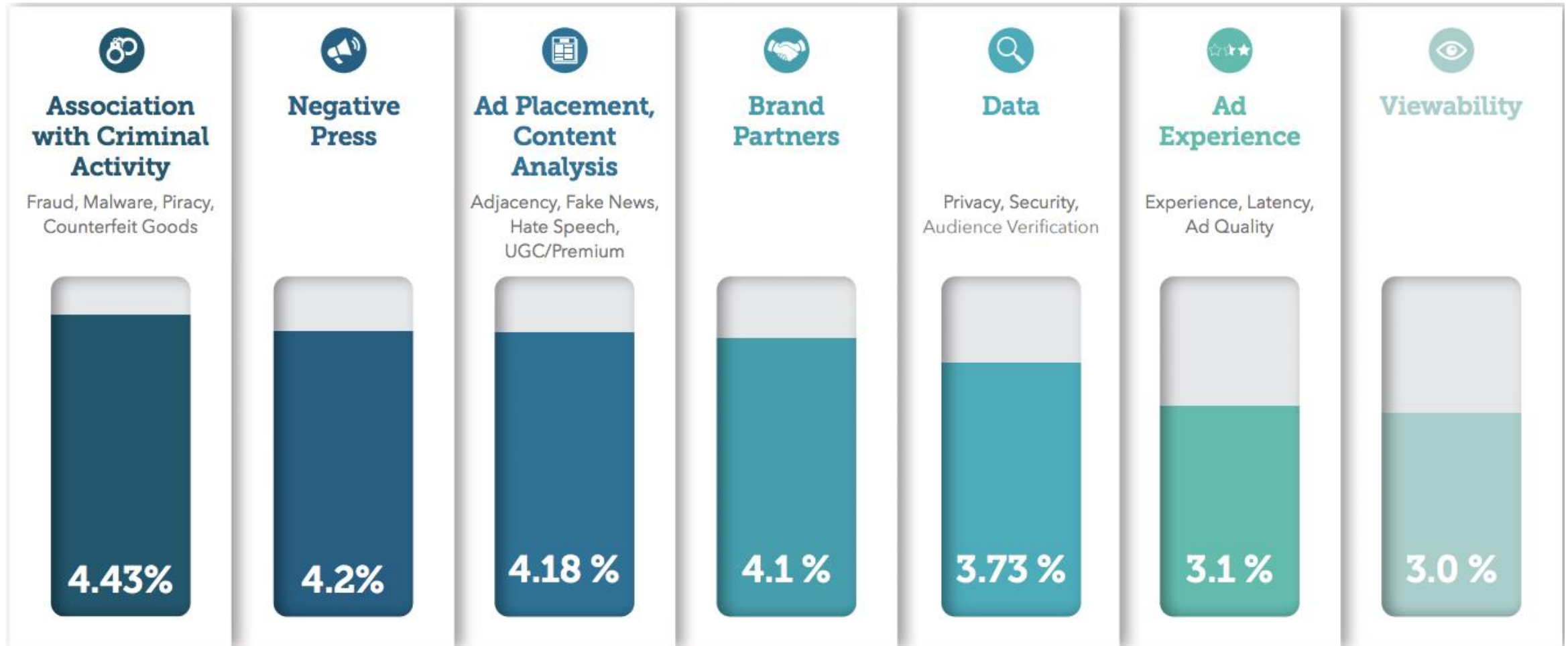
It's Time to Hire a Chief Brand Safety Officer

Bank of America creates brand safety officer role to help it 'clean up house'

The Drum



Defining Brand Safety



The Role of the Brand Safety Institute

The Brand Safety Institute was founded to professionalize and advance the executive capacity needed at every company to protect their brands through research, accreditation, networking, and education.



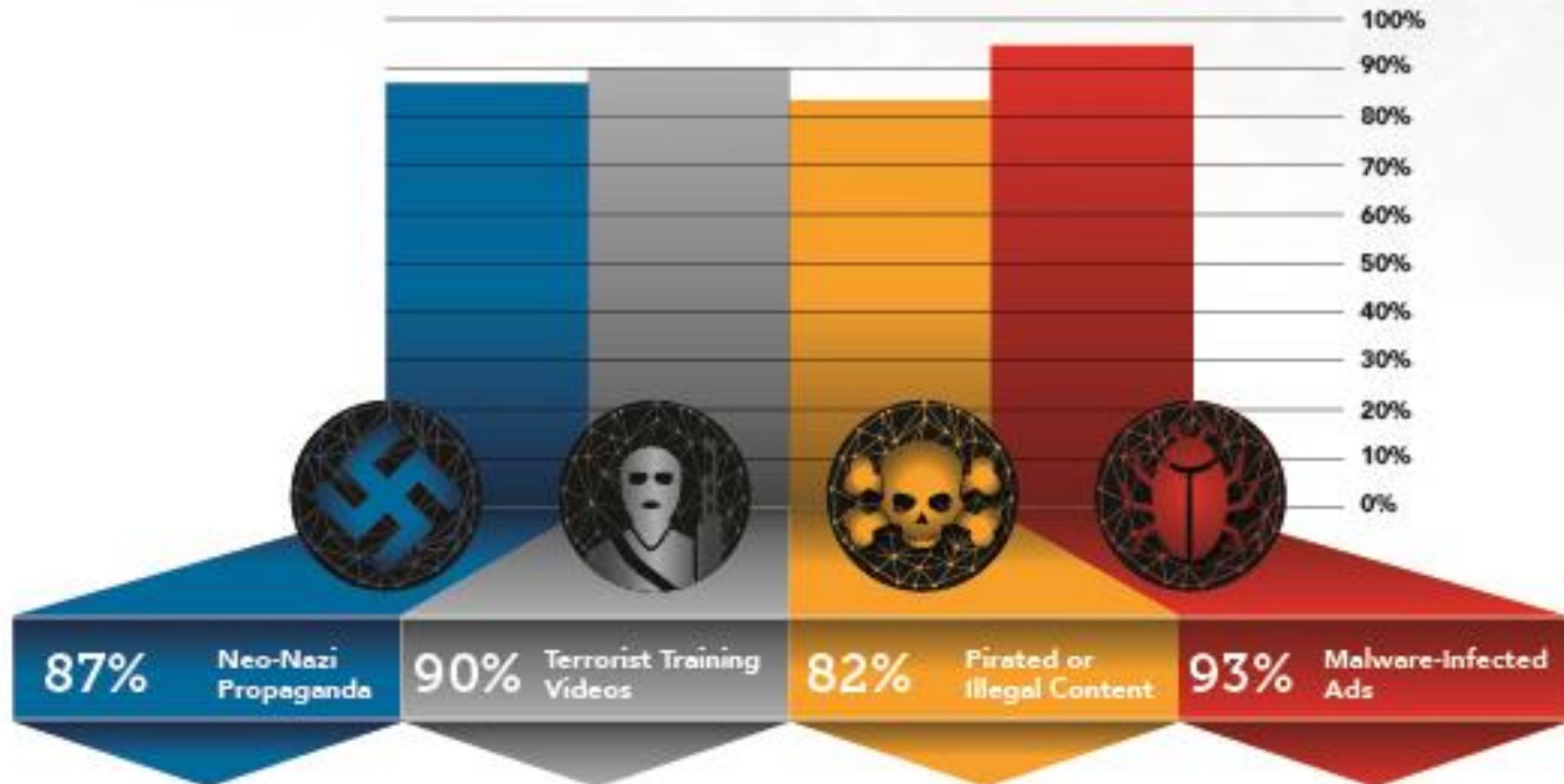
By accrediting Brand Safety Officers and providing them with relevant information, expertise, and connections, the Brand Safety Institute will help a community of brand leaders safeguard both their own brands and the broader digital advertising supply chain.

Brand Safety Officer Certification

- Introduction to Brand Safety
- Ad Fraud
- Ad Adjacency
- Knowing Your Partners
- Consumer Choice
- Ad-Supported Piracy
- Ad Quality and Experience
- Malware
- Verification
- Role of the Brand Safety Officer

2020: Year of the Consumer

Percent of consumers who would reduce or stop buying a product they regularly purchased if it was advertised with:





Take Action

Take Action!

Expand your Engagement

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

Renew your TAG Membership

- Consider a “Comprehensive” Approach

Get Ready to Recertify

- Apply by January 31, 2020

And Now...
Join Us for Happy Hour!





Thank You