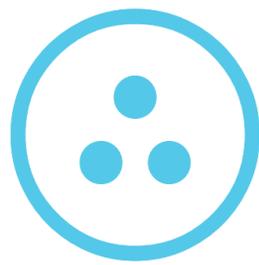




# THE WORKING GROUP BRIEF

MARCH UPDATE



# BRAND SAFETY MARCH UPDATE

1. BSC v5 proposals are in full swing!  
The meeting reviewed how **Publishers would need to manage reports of illegal & pirated content** and **Intermediaries with AI products/services would need to honor robots.txt files.**
2. Shared Recertification Success  
2026 insights.



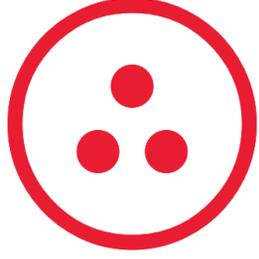
## ANTI-FRAUD MARCH UPDATE

1. Reviewed more CAF v11 updates and proposals including:
  - **Device attestation in CTV**
  - Intermediaries with AI products/services would need to honor robots.txt files



# TRANSPARENCY MARCH UPDATE

- 1. TAG TrustNet's Phil Hayman** shared key findings from Q4 2025's Transparency Benchmark including:
  - Strong quality controls **converted 56.7% of programmatic spend into quality impressions.**
  - **CTV represented 40% of total ad spend in Q4.**



# ANTI-MALVERTISING FEBRUARY UPDATE

1. Boltive, Geoedge and The Media Trust participated in a roundtable to talk about the **preparations the TAG Community needs to start considering when it comes to AI and Malvertising.**

# WORKING GROUPS

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## NEXT MEETS

### **ANTI-FRAUD**

April 8th 2026

### **BRAND SAFETY**

April 22nd 2025

### **ANTI-MALVERTISING**

April 14th 2026

### **TRANSPARENCY**

June 11th 2026

### **TOOLS: ANTI-PIRACY**

April 9th 2026