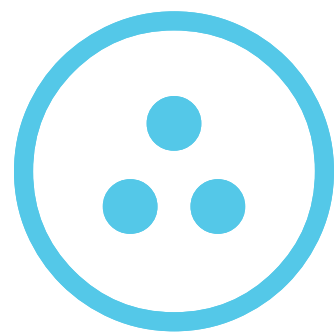




THE WORKING GROUP BRIEF

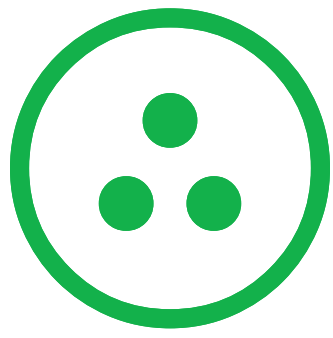
APRIL UPDATE



BRAND SAFETY

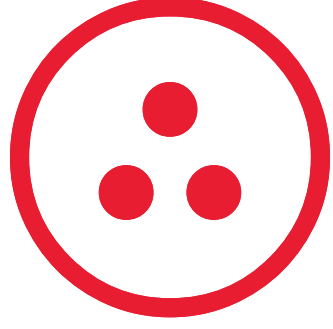
APRIL UPDATE

1. The group reviewed potential AI related updates and honoring robots.txt, along with buy/sell transparency through JSON.



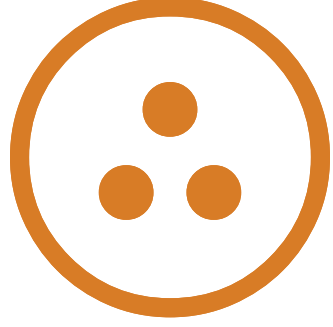
ANTI-FRAUD APRIL UPDATE

1. The group reviewed potential AI related updates and honoring robots.txt, along with buy/sell transparency through JSON.



ANTI-MALVERTISING APRIL UPDATE

1. The group reviewed potential AI related updates and honoring robots.txt, along with buy/sell transparency through JSON.



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.**

WORKING GROUPS

NEXT MEETS

ANTI-FRAUD

May 13th 2026

BRAND SAFETY

May 27th 2025

ANTI-MALVERTISING

June 16th 2026

TRANSPARENCY

June 11th 2026