



THE WORKING GROUP BRIEF

FEBRUARY UPDATE



BRAND SAFETY

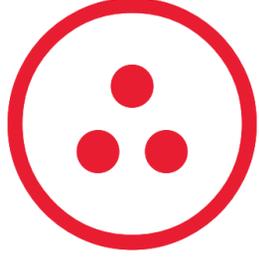
FEBRUARY UPDATE

1. BSI's AJ Brown took the working group through the latest tools and initiatives BSI has been working on.
2. Dave Byrne shared his thoughts on what 'What Brand Safety Means in 2026?'
3. Working Group reviewed proposals for BSC v5.



ANTI-FRAUD FEBRUARY UPDATE

1. Cunningham.Tech's Scott Cunningham led the discussion on the **impact of AI on measurement and publishers.**



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.**



TRANSPARENCY NOVEMBER UPDATE

1. TAG's Adrian and TAG TrustNet's Phil Hayman shared some major findings in Q3 2025's Transparency Benchmark including:

- **\$13.6m** of ad spend was **recovered through efficiency gains.**
- **82%** of all spend **flows through PMPs**
- **99.1%** of ad spend happened **in low-risk environments** according to new Brand Safety and Suitability metric.

WORKING GROUPS

NEXT MEETS

ANTI-FRAUD

March 11th 2026

BRAND SAFETY

March 25th 2025

ANTI-MALVERTISING

April 14th 2026

TRANSPARENCY

March 12th 2026

TOOLS: ANTI-PIRACY

April 9th 2026