



THE WORKING GROUP BRIEF

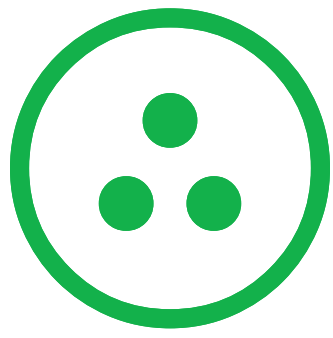
JUNE UPDATE



BRAND SAFETY

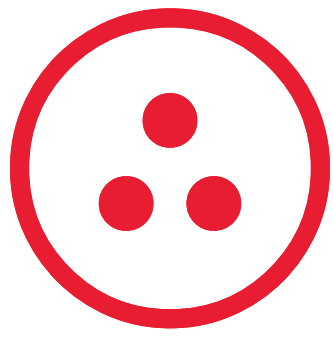
JUNE UPDATE

1. The group continued reviewing community feedback on the proposed updated to the Brand Safety guidelines.



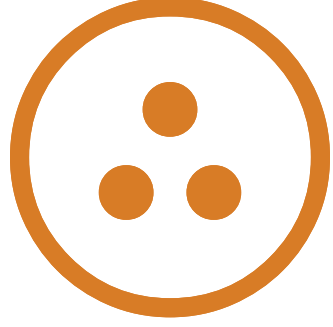
ANTI-FRAUD JUNE UPDATE

1. “IVT in 2026 & the Age of AI” roundtable with four verification vendors exploring how AI is reshaping fraud, emerging threats, and evolving detection/prevention approaches.
2. Strong discussion on the future of IVT mitigation as AI accelerates change across digital advertising. Thanks to all speakers for their insights and contributions.



ANTI-MALVERTISING JUNE UPDATE

1. Discussed the current malvertising landscape, sharing insights on emerging threats, evolving attacker tactics, and key trends the industry should continue to monitor.
2. Completed its review of CAM v7. The updated standard is scheduled for release in July.



TRANSPARENCY

JUNE UPDATE

1. We heard from Phil Hayman of the TAG TrustNet team, who shared key highlights from the Q1 2026 benchmarking work.
2. The group also reviewed a draft of Certified for Transparency v2.0, including a notable proposal requiring intermediaries offering AI products and services to respect robots.txt directives.

WORKING GROUPS

NEXT MEETS

ANTI-FRAUD

July 8th 2026

BRAND SAFETY

July 22nd 2026

ANTI-MALVERTISING

Resuming in
September

TRANSPARENCY

Resuming in
September