



THE WORKING GROUP BRIEF

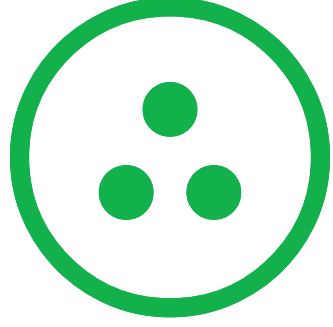
MAY UPDATE



BRAND SAFETY MAY UPDATE

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

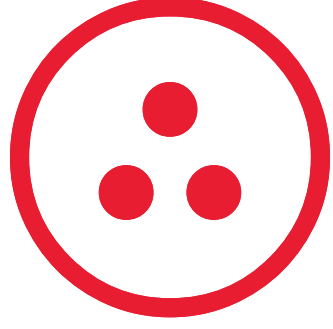
BSC Guidelines V5 is due for release in July 2026.



ANTI-FRAUD MAY UPDATE

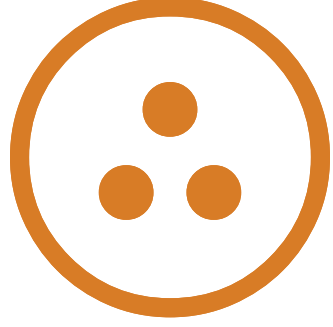
1. The Anti-Fraud Working Group reviewed the latest CAF v11 draft, gathering feedback, recommendations, and identifying areas for refinement. Attendees contributed throughout the session, helping to shape the evolving draft.

CAF Guidelines V11 is due for release in July 2026.



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

June 10th 2026

BRAND SAFETY

June 24th 2025

ANTI-MALVERTISING

June 18th 2026

TRANSPARENCY

June 11th 2026