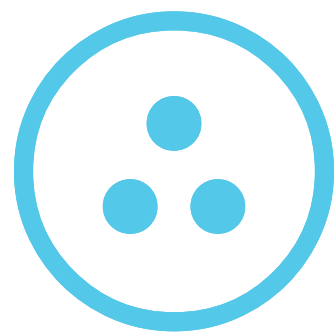




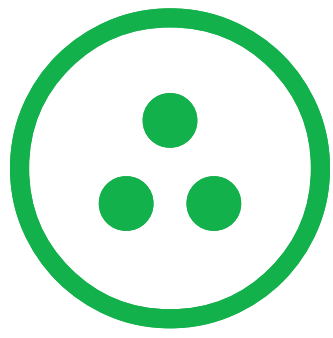
THE WORKING GROUP BRIEF

SEPTEMBER UPDATE



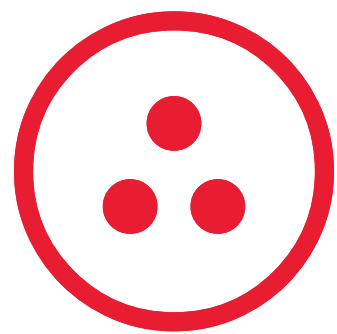
BRAND SAFETY SEPTEMBER UPDATE

1. Community members were debriefed with the details of **Operation Offsides**, the joint DOJ anti-piracy operation around the **FIFA World Cup 2026**.
2. Discussed the **future of anti-piracy protection**, based off on the success of Operation Offsides.



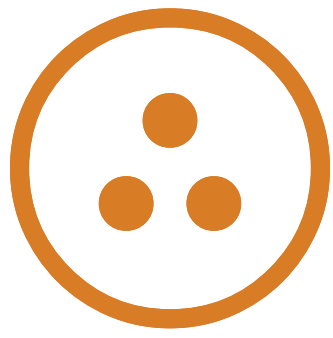
ANTI-FRAUD **SEPTEMBER UPDATE**

1. Anura's CRO, Michael Rodriguez talked through how AI-enabled fraud is on the rise: AI is lowering barriers for fraudsters and increasing invalid traffic.
2. Community members also drafting questions organizations should be asking of their traffic, partners, attribution and data.



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.