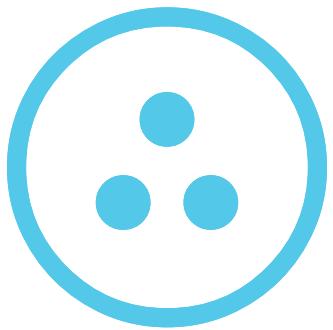




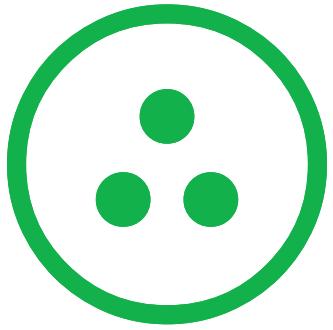
THE WORKING GROUP BRIEF

DECEMBER UPDATE



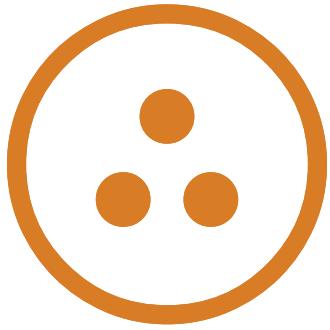
BRAND SAFETY DECEMBER UPDATE

Recognised and celebrated the progress made in 2025 for Brand Safety and discussion what the Working Group could focus on in 2026.



ANTI-FRAUD DECEMBER UPDATE

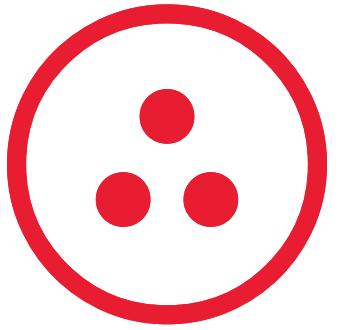
1. Reviewed a draft of CAF v11, adding **device attestation requirements for Direct Sellers and Vendors**.
2. Discussed the **impact IVT/NHT false-positives on Publishers**, generated by AI crawlers and scrapers.



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.



ANTI-MALVERTISING NOVEMBER UPDATE

1. The program's had a name change... It's now **Certified Against Malvertising**. The working group dove into the meaning of the name change, and how it strengthens **TAG's laser focus in combating malvertising threats** in digital advertising.

WORKING GROUPS

NEXT MEETS

ANTI-FRAUD

February 11th 2026

BRAND SAFETY

February 25th 2025

ANTI-MALVERTISING

February 25th 2026

TRANSPARENCY

Resuming in March
2026

TOOLS - DCIP

February 4th 2026