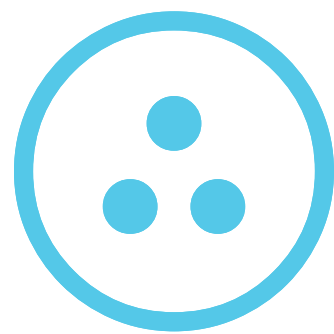




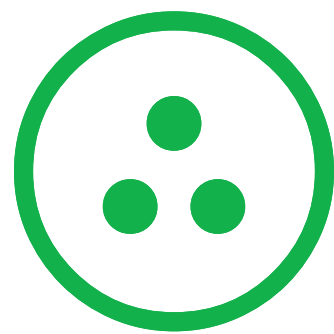
# THE WORKING GROUP BRIEF

JULY UPDATE



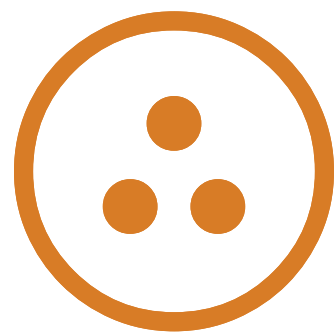
## BRAND SAFETY JULY UPDATE

1. Discussed the potential impact of the **latest FTC Report**.
2. **BSI's AJ Brown** shared his Cannes takeaways including brand safety's language shifting from moral responsibility to business imperative responsibility.
3. **TAG's Adrian Lacey** walked through the latest updated to the programme guidelines.



# ANTI-FRAUD JUNE UPDATE

1. Reviewed the **final amends to CAF v10.1.**



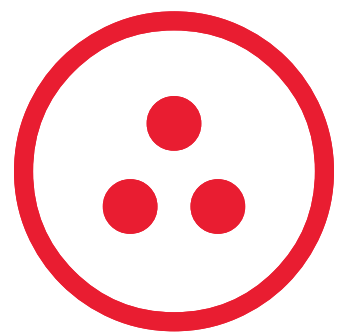
# TRANSPARENCY

## JULY UPDATE

### 1. TAG TrustNet's Phil Hayman

shared some of the key results of the Q1 Transparency Benchmark Study including:

- **5-point improvement** on ad dollars spent on quality impressions (36% vs 41%)
- TrueCPM Index found **\$21.6bn is still up for grabs.**
- **MFA spend dropped 97%** (15% vs 0.4%)



# ANTI-MALWARE JULY UPDATE

1. The group worked through member feedback **Creative Source Tagging.**

# WORKING GROUPS

---

## NEXT MEETS

### REMINDER

Working Groups will be taking a summer break in August. Next working groups will be in September

#### ANTI-FRAUD

July 9th 2025

#### BRAND SAFETY

July 24th 2025

#### ANTI-MALWARE

September 18th 2025

#### TRANSPARENCY

Paused