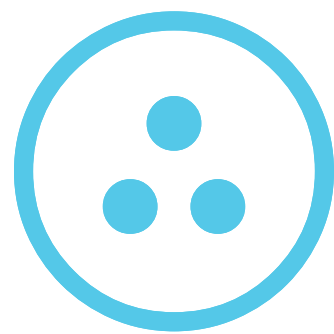




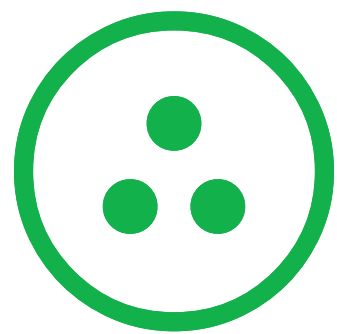
THE WORKING GROUP BRIEF

JUNE UPDATE



BRAND SAFETY JUNE UPDATE

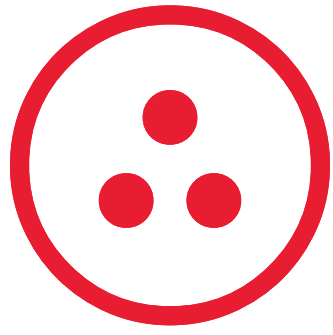
1. Lengthy discussions recent news coverage on the **brand safety risk vs reward of AI-use** in digital advertising.
2. **Tools update:** new versions of the **PDEL and DCIP lists** are coming.
3. **Reviewed V5** BSC Guidelines.
4. TAG's **Rachel Nyswander Thomas** shared progress TAG's made with **NCMEC on CSAM issue.**



ANTI-FRAUD JUNE UPDATE

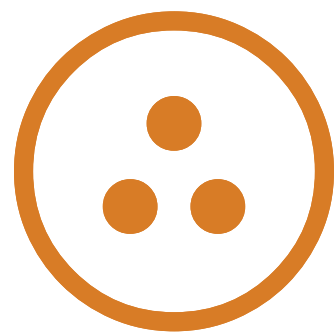
1. Amazon's Vinod Panicker

presented a potential **solution for device spoofing in CTV** - leveraging both OpenMeasurement SDK and Privacy Pass encryption.



ANTI-MALWARE MAY UPDATE

1. The group worked through member feedback of incorporating **Creative Tagging** as a requirement for the CAM program.



TRANSPARENCY MARCH UPDATE

1. TAG's Mike Zaneis emphasised that **transparency is the root of digital advertising in 2025** which is why the program and TAG TrustNet will have this focus.
2. TAG's Adrian Lacey provided an update on the progress of the certification.
3. TAG TrustNet's Phil Hayman shared the scope of the ongoing transparency benchmark **from close to 40 brands.**

WORKING GROUPS

NEXT MEETS

ANTI-FRAUD

June 11th 2025

BRAND SAFETY

June 26th 2025

ANTI-MALWARE

June 18th 2025

TRANSPARENCY

June 24th 2025

SPECIAL USER GROUP

DCIP LIST USER MEET

June 12th 2025