

COMPLIANCE
REPORT
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REPORT **2025**



EXECUTIVE SUMMARY



TAG is the leading global initiative dedicated to combating criminal activity and increasing trust in digital advertising. For nearly a decade, TAG's seal programs and cross industry collaborations have demonstrated their effectiveness in minimizing fraudulent traffic, sharing threat intelligence, protecting brand safety, and enabling transparency. TAG's mission is to mitigate supply chain risks through a collaborative, industry-wide approach, helping companies stay ahead of emerging threats and maintaining the integrity of the digital ecosystem.

Last year, TAG released its inaugural Impact and Compliance Report to measure and track the effectiveness of TAG programs and tools in advancing the organization's mission and strengthening the digital advertising supply chain for advertisers, agencies, publishers, and adtech providers.

This year's TAG Impact and Compliance Report builds on last year's data to provide an ongoing accounting of the organization's progress, metrics, and milestones over the past year. This fact-based analysis serves as a snapshot of TAG's accomplishments and areas for improvement, while laying the groundwork for measurable program enhancements, tools, and initiatives across TAG's program areas.

EXECUTIVE SUMMARY

HIGHLIGHTS & FINDINGS

GLOBAL REACH



TAG Members span **37 countries** worldwide.

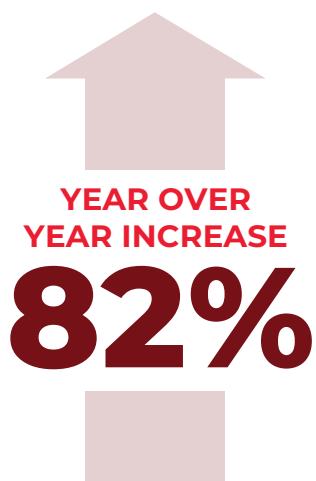
TAG's community now includes **434 leading companies** across every segment of the digital advertising industry **worldwide.**

FRAUD



Strong research-backed evidence continues to accumulate on the dramatic savings from the industry's anti-fraud programs. A new study found that **anti-fraud initiatives saved European advertisers €3.45B in ad fraud losses, but left more than €1B unrealized savings on the table** due to gaps in adoption.

MALVERTISING



A focus on sharing high-value intelligence like tactics, techniques, and procedures paid dividends for the Malvertising Threat Exchange (MTX) with an **82% year-over-year increase** in the sharing of such high-value intel.

TRANSPARENCY

\$13.6
BILLION IN VALUE

MFA SPENDING
0.5%

According to the ANA's Q3 2025 Programmatic Transparency Benchmark, industry steps in key transparency-related areas have **helped marketers reclaim \$13.6 billion in value**, while **driving MFA spending below 0.5%** for the first time.

BRAND SAFETY

99.1%
IN LOW-RISK ENVIRONMENTS

A new metric in the ANA benchmark focused on normalized brand safety and suitability found that industry brand safety programs are creating a safer supply chain, **with 99.1% of ad spend spent in low-risk environments.**

TAG'S DUE PROCESS FOR NON-COMPLIANCE AND APPEAL:



After investigating allegations around industry monetization of Child Sexual Abuse Material (CSAM), TAG organized a first-of-its-kind briefing by an executive with the National Center for Missing and Exploited Children (NCMEC) to provide valuable training to TAG members on how to identify and refer such material to law enforcement.

COMPLIANCE TOOLS:



TAG tools continue to be strengthened and improved with updates, fine-tuning, additions, and deduplication. For example, the Data Center IP (DCIP) list was updated monthly over 2025 and ended the year with nearly **68 million IP addresses**.

ADSEC THREAT EXCHANGE:



TAG's AdSec Threat Exchange, now spans more than **20 cities in 11 countries, offering 21.5 hours of human coverage over a typical day**, and it hosted 43 threat intelligence calls and four quarterly Strategic Forums that brought together top threat intelligence leaders to discuss both timely and long-term security issues.

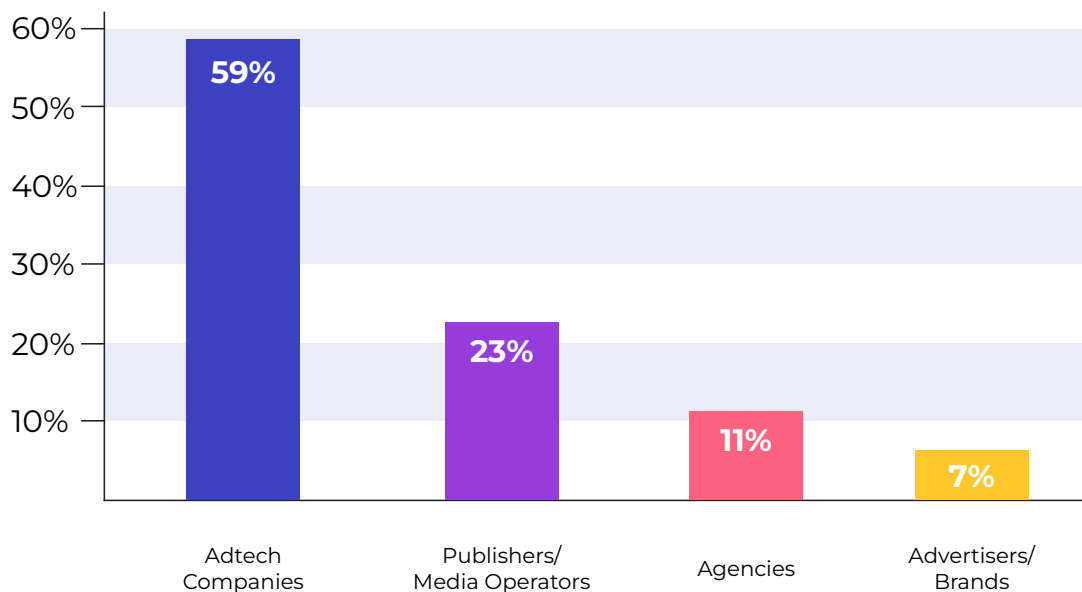
TAG

MEMBERSHIPS

The TAG community continues to expand in influence and global reach with 434 member companies that include leaders and key players across the digital advertising supply chain, spanning 37 countries across five continents. By the end of 2025, 231 companies held at least one TAG Seal across TAG's Certified Against Fraud, Certified Against Malvertising, Brand Safety Certified, and Certified for Transparency programs. Additionally, 34 members earned the organization's highest honor, TAG Platinum status, by achieving three or more TAG Seals.

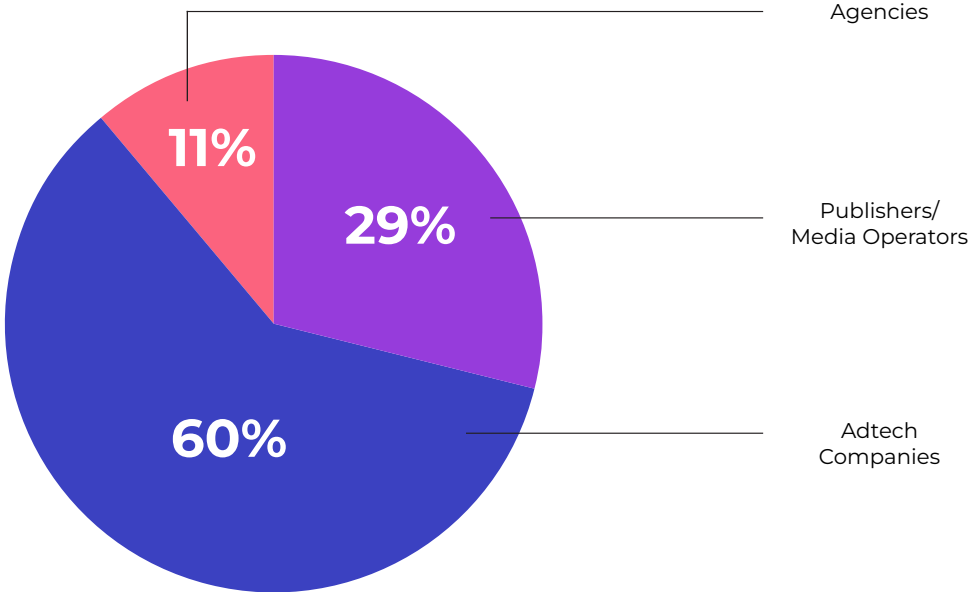
TAG companies spanned the digital advertising supply chain with a healthy mix of adtech companies (59%), publishers (23%), and buyers (18%).

CURRENT MEMBERSHIP BY INDUSTRY ROLE:



There were also a diverse range of roles among new members joining TAG in the past year, as they spanned publishers (30%), buyers (11%), and adtech companies (60%).

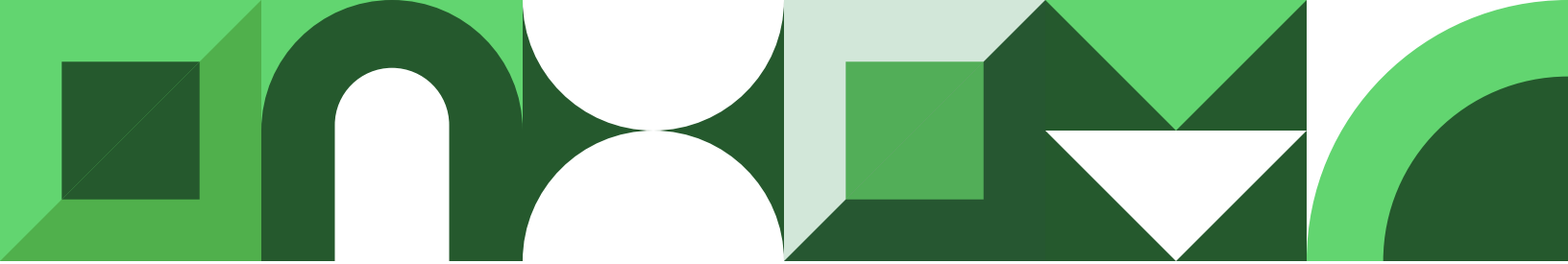
NEW MEMBERS BY INDUSTRY ROLE:



MISSION AREAS

MISSION AREA

FRAUD



Certified Against Fraud (CAF)

Launched in 2016, CAF's mission is to decrease ad fraud activity within digital advertising.



TAG's Certified Against Fraud program continued to demonstrate the positive impact of worldwide adoption of tough anti-fraud standards across the supply chain, as 79% of its 141 CAF seals now cover members' operations in multiple markets. The cross-market adoption reinforced the program's established success in defining robust anti-fraud standards for the industry around the world

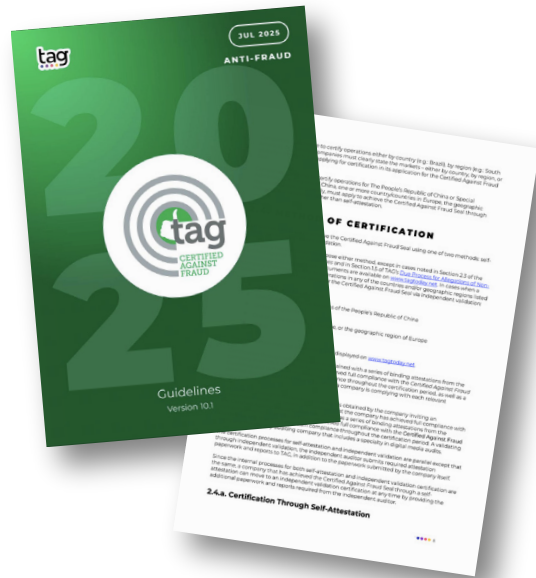
European Ad Fraud Savings Report

The 2025 European Ad Fraud Savings Report found that advertisers saved €3.45 billion in potential Invalid Traffic (IVT) losses from broad industry adoption of anti-fraud standards like CAF, a reduction of 69% compared to the amount that would have been lost without those programs in place. As the first analysis to quantify ad fraud savings in Europe, the report also found that advertisers could unlock an additional

€1.075 billion in annual savings if they extended the industry's current anti-fraud standards across the remaining 24% of spend that is currently unprotected by those standards.

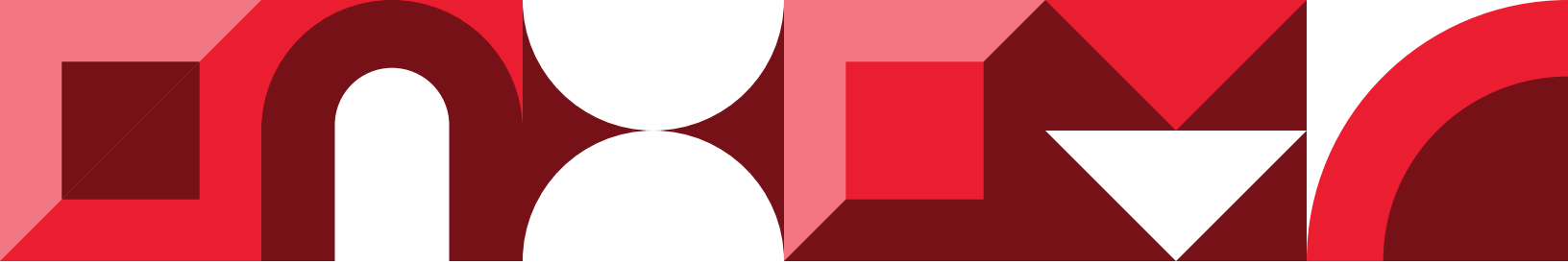
TAG Tackles Device Spoofing

TAG's forum to address emerging challenges -- the Evolution Sessions -- dove into the ongoing challenges of device spoofing, particularly in CTV environments. Attendees at the session drew from a proposal from Amazon and feedback from the Anti-Fraud Working Group (AFWG) as they worked to develop new requirements for CTV device attestation that are set to be introduced in the Certified Against Fraud program in 2026.



MISSION AREA

MALVERTISING



Certified Against Malvertising (CAM)

Launched in 2014, CAM prevents, mitigates, and remediates malvertising events using digital advertising as an attack vector.



CAM continued to build momentum in 2025, growing 15% year-over-year from 40 to 46 seals. With 83% of active CAM seals spanning multiple countries, the program is rapidly scaling in impact and reinforcing global defenses against malvertising.

New Requirement for Ad Creative Source Tagging

Among its efforts, the Anti-Malvertising Working Group developed a new Ad Creative Source Tagging (ACST) requirement. Based on an initial proposal from OpenX, ACST requires intermediaries to tag the ads they manage and allows for enhanced threat-sharing of crucial indicators-of-compromise, enabling faster detection of and response to malvertising incidents.

MISSION AREA

TRANSPARENCY

Certified For Transparency (CFT)

Launched in 2023, CFT fosters accountability and campaign transparency, creating an “always-on” shared truth for industry stakeholders.



The ad industry’s leading transparency standards initiative accelerated its growth in 2025 with a 20% increase in CFT seals awarded, the largest percentage increase of any TAG program.

ANA Benchmark + TAG Data = \$13.6B in Savings for Advertisers

Over 2025, TAG worked with the Association of National Advertisers (ANA) to develop and release quarterly Programmatic Transparency Benchmarks using data from TAG TrustNet. The Q3 ANA benchmark found that improvements in efficiency, media quality, and supply-chain transparency had helped marketers reclaim \$13.6 billion in value.

The benchmark also found the industry had taken huge strides in reducing Made-for-Advertising (MFA) spend, which fell below 0.5% for the first time. Among other highlights, the share of ad spend reaching publishers rose 11% since 2023, reaching 47.1% of total non-CTV spend.

\$13.6
BILLION IN VALUE

TAG Members Lead the Way on Transparency

More than 40 brands are working with TAG TrustNet to measure improvements to ad effectiveness, including many CFT seal holders. Those companies provided deidentified data on \$142 million in ad spend and 78 billion impressions to strengthen transparency and accountability around their own spending while helping the industry evaluate its progress.

MISSION AREA

BRAND SAFETY



Brand Safety Certified (BSC)

The purpose of the BSC Program is to significantly reduce the risk of ad misplacement on digital media properties.



BSC closed the year with 127 active seals, and nearly half (48%) covered global advertising operations, demonstrating its continued reach and impact in protecting brands across the worldwide supply chain.

ANA Benchmark Adds Brand Safety Measure

For the first time, the benchmark measured normalized brand safety and suitability metrics across web environments, and it found that just 1.32% of spend occurs in high- and medium-risk environments. Beyond risk, the benchmark also measured brand suitability, which should be central to marketers' evaluation of quality environments, as negative sentiment can be as damaging as high-risk content. Thanks to ongoing brand safety efforts,

99.1% of ad spend was spent in low-risk environments, enabling marketers to scale their campaigns without compromising brand safety.

99.1%
IN LOW-RISK ENVIRONMENTS

Investigations / Due Process for Non-Compliance and Appeal

During 2025, TAG received complaints that some TAG members were not adequately preventing the monetization of content associated with Child Sexual Abuse Material (CSAM). After conducting investigations under TAG's Due Process for Allegations of Non-Compliance & Appeal, TAG determined that none of the companies had violated the BSC Guidelines.

As TAG CEO Mike Zaneis explained in a 23-page response to an inquiry on the matter from Senators Marsha Blackburn and Richard Blumenthal, "TAG strongly opposes the distribution of CSAM or engagement in other illegal activity. In contrast, TAG works proactively to identify and combat illegal activity that falls within our mission of eliminating fraudulent traffic; sharing threat intelligence; promoting brand safety; and enabling greater transparency in digital advertising."



Zaneis further elaborated on the specific requirements of the BSC program:

“TAG’s BSC Guidelines require implementation of a panoply of protections designed to minimize the risk of ad misplacement to the greatest extent possible. ... While the awarding of TAG’s BSC Seal enables advertisers to discern whether certain technology and practices are capable of protecting their brands from ad misplacement, TAG is not in a position to directly review and confirm whether each and every individual company or vendor has ensured the proper implementation of those safeguards in every instance. ...

“TAG partners with many third parties, including governmental and quasi-governmental organizations. ... However, TAG is not a Federally-empowered law enforcement body. It would be illegal for our team to effectively research the presence of CSAM content. Furthermore, we are not a Federally-empowered adjudicative body and do not have the authority nor expertise to determine when a company should be held criminally liable under the current child pornography statutes.”

While the issue at question did not violate BSC program requirements, TAG used it as an opportunity to drive industry action and fight CSAM. Reinforcing its mission to strengthen safety and fight criminal activity in the digital advertising supply chain, TAG

invited the National Center for Missing and Exploited Children (NCMEC) to engage with TAG members in a first-of-its-kind initiative to strengthen best practices for identifying and reporting such illegal content to the appropriate authorities.

Through that effort, TAG hosted a briefing for the companies within the TAG’s Malvertising Threat Exchange (MTX) on NCMEC’s mission to ensure those organizations are well-prepared to combat CSAM in the digital advertising ecosystem. Among other topics, the briefing covered new requirements from the REPORT Act, including statutory changes requiring Electronic Service Providers (ESP) to retain data from CyberTipline reports for a full year and expanded reporting requirements for providers.

TAG continues to support NCMEC’s efforts by making these resources publicly available here:

<https://www.tagtoday.net/brand-safety#csam>

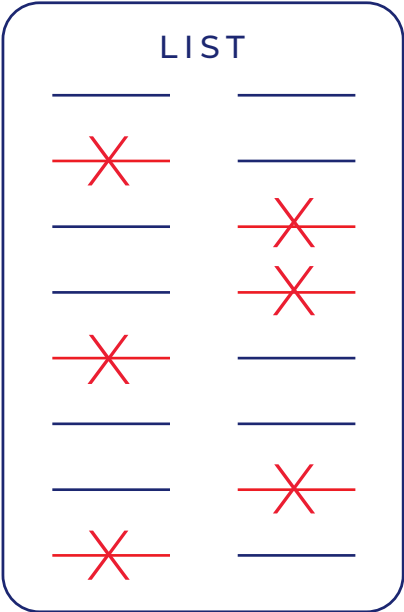
COMPLIANCE TOOLS

TAG has made ongoing and significant improvements to its compliance tools throughout the year to strengthen data quality, sources, and usability for tool users.

Data Center IP (DCIP) List

Managing invalid traffic (IVT) is critical to preventing fraud in digital advertising. TAG's Data Center IP (DCIP) List supports fraud prevention by identifying data-center IPs which are unlikely to deliver human traffic. Updated frequently, DCIP helps advertisers reduce wasted ad spend by avoiding impressions unlikely to be seen by real people.

In 2025, DCIP users had access to monthly releases and numerous mid-month updates, reflecting the scale and complexity of the IVT landscape. Total IP count fluctuated throughout the year, with Q4 showing strong growth, and the December update included **67,940,742 IP addresses**.



Throughout the year, TAG strengthened its intelligence partnerships and processes, so DCIP could cast a wider net while more effectively filtering out legitimate human traffic. These improvements ensure that DCIP users are accessing the highest quality IVT data to date, with ongoing enhancements planned to further refine and expand the list in the future.

Keyword Exclusion List Toolset (KELT)

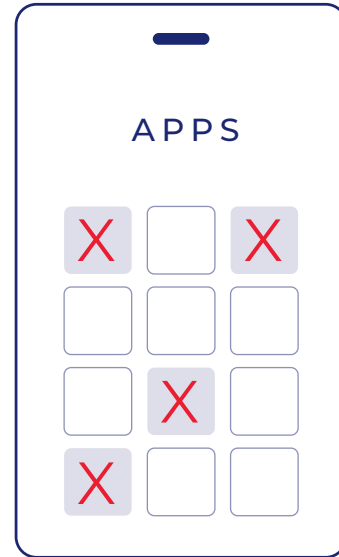
Keyword Exclusion List Toolset (KELT) provides a more dynamic and effective approach to managing keyword exclusion lists. By standardizing how keyword lists are created, maintained, and applied, KELT helps brands move beyond outdated or overly broad blocks, improve targeting precision, support stronger revenue performance while maintaining brand safety.

To maximize impact, TAG partnered with the Brand Safety Institute (BSI) to deliver a [dedicated training course](#). The course teaches best practices in using KELT as a strategic tool, transforming keyword lists from blunt and high-friction controls into precise and intentional levers that balance safety, scale, and campaign effectiveness.

Pirate Mobile App List (PMAL)

Pirate Mobile App List (PMAL) combats mobile piracy by identifying apps removed from major app stores for intellectual property (IP) infringement that still circulate on devices through rogue app stores. By compiling contributor-submitted intelligence into a single, actionable list, PMAL helps brands prevent ad spend from flowing to pirated or IP infringing apps, reducing both reputational and financial risk while supporting a safer digital advertising ecosystem.

In 2025, TAG released quarterly PMAL updates and several mid-quarter releases, identifying **13,040 individual apps** linked to pirated content or the distribution of IP infringing content. Over the course of the year, PMAL was significantly refined for usability, with improvements focused on data consistency, clarity, and practical implementation at scale.

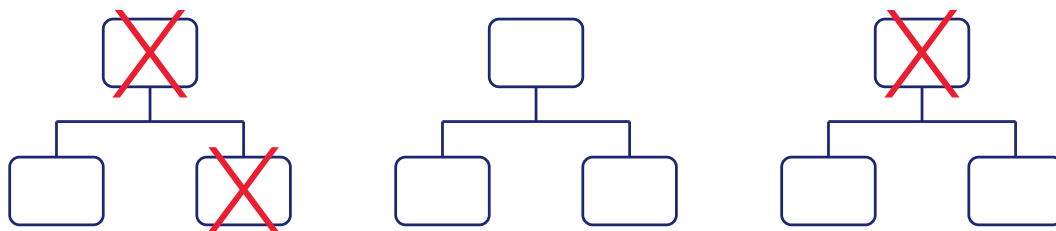


Through aggressive efforts to remove and address redundancy, PMAL's overall app counts were reduced by 2,493 duplicative or unnecessary apps over the course of the year, making compliance and tracking easier for users, while another 74 apps were removed for regaining compliance and reinstatement in app stores.

Pirate Domain Exclusion List (PDEL)

Launched in 2024, Pirate Domain Exclusion List (PDEL) protects brand safety by identifying and excluding domains that facilitate copyright infringement and intellectual property abuse. By helping advertisers avoid placing ads on IP-infringing sites, PDEL not only supports ethical advertising practices but also helps brands maintain a trusted digital presence.

Built on member-contributed data, the PDEL tool continued to improve on quality, coverage, and overall reliability. With regular updates and releases, nearly **159,236 domains and subdomains** were included, reflecting the scale and persistence of online piracy.



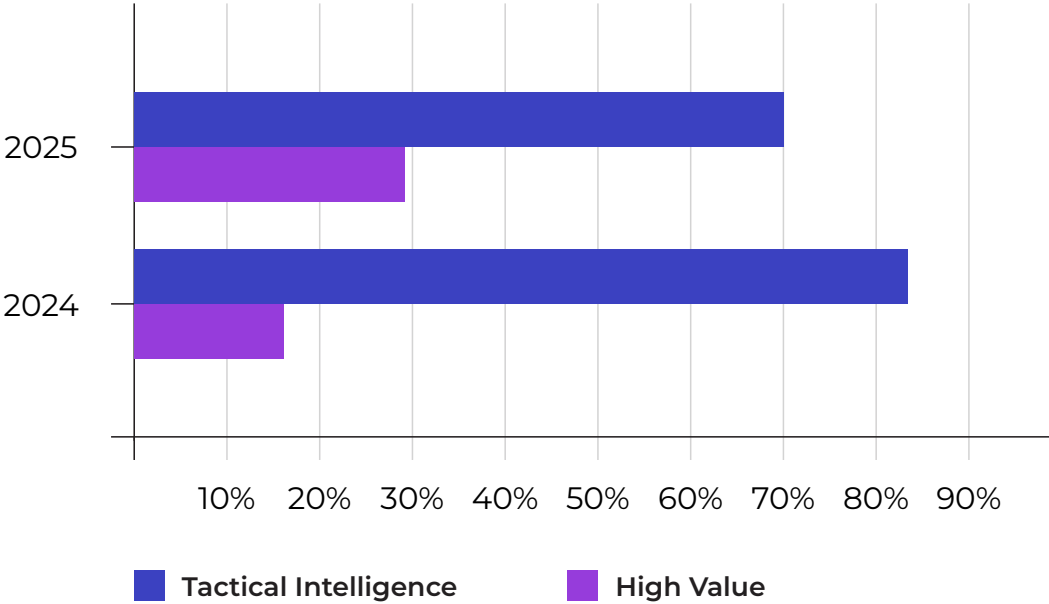
ADSEC THREAT EXCHANGE

As the first and only Information Sharing and Analysis Organization (ISAO) for the advertising industry, TAG has long facilitated cross-industry intelligence sharing through TAG's AdSec Threat Exchange. In 2025, the AdSec Threat Exchange spanned more than **20 cities in 11 countries, spanning seven time zones and providing the industry with 21.5 hours of human coverage** over a typical day.

The Malvertising Threat Exchange (MTX) component of the AdSec Threat Exchange hosted **43 threat intelligence calls and four quarterly Strategic Forums** that brought together top threat intelligence leaders from the largest platforms, ad networks, and security companies to discuss both timely and long-term security issues. The Strategic Forums covered topics including knowledge sharing on malicious affiliate advertising networks and measuring the impact of threat-sharing operations, as well as the NCMEC briefing on CSAM discussed earlier.

The AdSec Threat Exchange also released a report -- "Demystifying Threat Intelligence in Digital Advertising" -- that highlighted the value of sharing higher value intelligence about more challenging threats to ensure it has a disruptive effect against adversaries. To support this strategy, the MTX focused on sharing more strategically valuable intelligence, such as tactics, techniques, and procedures (TTPs), as opposed to tactical, lower value intelligence, like landing pages or Creative IDs. **In 2025, 30% of intelligence shared in the MTX was of higher strategic value, an 82% increase from 2024.**

Breakdown of Tactical vs. High Value Intelligence



Building on MTX Success with PTX

Over recent years, TAG has built the MTX into the premier threat-sharing community in digital advertising around malvertising-based threats. The successful and proven model is now being aggressively expanded to support TAG's efforts to fight piracy via the Piracy Threat Exchange (PTX), another key component of TAG's AdSec Threat Exchange.

Reducing ad-supported piracy has historically proven an extraordinarily difficult challenge, as malicious content thieves quickly adapt their techniques, content, and defenses to try to evade the anti-piracy tools deployed by the industry. The PTX provides a vital forum that allows content owners and ad tech companies to share real-time intelligence on pirate sites and tactics to prevent them from stealing ad revenue, so they can move even faster than the criminals.

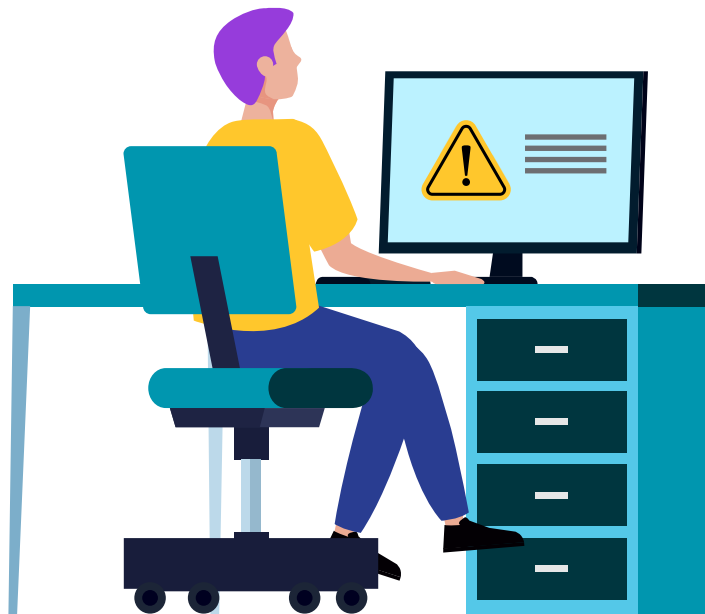
Malvertising Case Study

TAG conducted an in-house investigation into a financial scam malvertising campaign that appeared on a TAG device. Analysis of the infrastructure used in the campaign was shared with TAG's intelligence partners, and the following key discoveries were made:

- There were two different malvertising campaigns, on two different advertising platforms, that tried to direct users to the same scam website TAG identified the malicious infrastructure behind the campaign and enabled the protection of digital ads via AdSec Threat Exchange.
- During post-event analysis, a major service provider confirmed that it had independently discovered the same malicious infrastructure a week after TAG and globally blocked it.
- The domain registrar used for the malicious domains was the same registrar used to register numerous domains found in our piracy intelligence, showing that criminals in malvertising and piracy are exploiting the same security gaps.



TAG's investigation and prompt engagement with MTX partners shows how the digital advertising industry can use its unique access to timely intelligence and ongoing collaboration across the supply chain to benefit all Internet users.



Piracy Case Study

TAG conducted an investigation into ad-funded piracy using new intelligence from a prospective PTX contributor. Through that investigation, TAG was able to demonstrate that a newly discovered copyright-infringing website was illegally monetizing its content via digital advertising. TAG also showed how the monetization could be immediately stopped through inclusion of the site on the PDEL list used by TAG's adtech partners.

To demonstrate the effectiveness of this response, TAG provided a newly discovered pirate domain to MTX members. As the MTX members had all observed bid requests belonging to this website, they could stop the monetization of this website within seconds of receiving this new intelligence. As one MTX member observed over 11 million bid requests over nine months from the pirate domain, this immediate action resulted in significant -- and potentially measurable -- lost advertising revenue and subscription revenue for the rights' holders.

In other PTX investigations, TAG observed advertising traffic coming from illegal streams of live sports events belonging to many different rights holders, and the abuse of legitimate e-commerce affiliate program URLs by content thieves to steal money from subsequent shopping transactions.



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