TAG TrustNet
responsible programmatic advertising

TAG TrustNet LLD Register

Q1 2024

The TAG TrustNet Log-Level Data (LLD) Register provides information on the access and avalibility of LLD feeds to advertisers provided by the main intermediaries part of the programmatic advertising supply chain. The LLD Register is updated and published quarterly as a resource for general information.

Company		CFT / TTN	Log-Level Data Supported	Required Data Fields
DSP				
Google DV360	Google Display & Video 360	TTN	🟢	🟡
Amazon Advertising	amazon advertising		🔴	🔴
The Trade Desk	theTradeDesk	TTN	🟢	🟢
Adobe	Adobe Advertising Cloud	TTN	🟢	🟢
Microsoft Invest	Microsoft Advertising	TTN	🟢	🟢
AdForm	adform	CFT TTN	🟢	🟢
Nexxen	nexxen	TTN	🟢	🟢
Yahoo	yahoo!		🔴	🔴
Beeswax	BEESWAX		🟢	🟢
Adelphic	Adelphic		🟢	🟢
Octillion/Premion	Octillion	CFT TTN	🟢	🟢
Ad Verification				
DoubleVerify	DV DoubleVerify	CFT TTN	🟢	🟢
Integral Ad Science	IAS	CFT TTN	🟢	🟢
Moat	MOAT by ORACLE DATA CLOUD	CFT TTN	🟢	🟢
SSP				
Google Ad Manager	Google Ad Manager	TTN	🔴	🔴
Amazon Pub Services	amazon publisher services		🔴	TBC
Microsoft Monetize	Microsoft Advertising	CFT TTN	🟢	🟢
Magnite DV+	Magnite	TTN	🟢	🟢
Magnite Streaming	Magnite	TTN	🟢	🟢
OpenX	OpenX	CFT TTN	🟢	🟢
Index Exchange	Index Exchange	CFT TTN	🟢	🟢
PubMatic	PubMatic		🟢	TBC
Sovrn	SOVRN		TBC	TBC
Nexxen	nexxen	TTN	🟢	🟢
Freewheel	FreeWheel		🟢	TBC
Mediagrid (Criteo)	the mediagrid	TTN	🟢	🟢
Inmobi	INMOBI	TTN	🟢	🟡
TripleLift	triplelift	TTN	🟢	🟡
DailyMotion	dailymotion	TTN	🟢	🟡
Stroer	STRÖER	TTN	🟢	🟡
Equativ	EQUATIV	TTN	🟢	🟢
Digital Turbine	Digital Turbine		🟢	🟡
Media.net	media.net	CFT TTN	🟢	🟡
Yield Lab	YIELDLAB	TTN	🔴	TBC
Frameplay	FRAMEPLAY	CFT TTN	🟢	🟢
Spectrum Reach	Spectrum REACH	CFT TTN	🟢	🟢
Walled Gardens / Social Media				
Meta	Meta		TBC	TBC
Google (owned)	Google YouTube		🔴	🔴
TikTok	TikTok		TBC	TBC
SnapChat	Snap Inc.		TBC	TBC
Twitter	X		TBC	TBC
LinkedIn	LinkedIn Microsoft Advertising		TBC	TBC
Pinterest	Pinterest		TBC	TBC
Walmart	Walmart		TBC	TBC
Agencies				
OMG	OMG Omnicom MediaGroup	CFT	NA	NA
Horizon	horizon media	CFT	NA	NA

Definitions

CFT - TAG Certified for Transparency

TTN - TAG TrustNet Data Connector

Rating	Log-level Data Supported	Required Data Fields
🟢	Yes	Available
🟡	In Development	Partially Available
🔴	No	Not Available

Log-Level Data Supported - Does the supplier provide access to an always-on impression LLD feeds to all advertisers and their agencies, as specified in the TAG Certified for Transparency Guildelines

Required Data Fields - Does the impression LLD feed provided by the supplier include the data fields and the related data specified in the TAG TrustNet Requirements

Transparency Requirements

TAG TrustNet (www.tagtrust.net) was launched jointly by TAG (www.tagtoday.net) and Fiducia (www.fiducia.eco), provider of the LLD management platform, as the major industry initiative to create a single transparent, fair and responsible programmatic marketplace based on data symmetry.

Data symmetry can become a reality if suppliers comply with some minimum requirements:

- **Verification & Identification** - All participants need to be verified as legitimate legal entities and to be always identifiable over an ID provided by a recognized industry trade association;
- **Data Access** - All suppliers need to make a contractual commitment to provide ongoing access to impression LLD to any advertiser or publisher asking for it;

- **Data Fields** - The LLD provided by the supplier needs to comply with specified data fields including quantitative, qualitative, and financial information;
- **Matching IDs** - The impression LLD needs to include an ID (as defined by oRTB standards) to deterministically match impression LLD across suppliers;
- **Data Matching** - All parties involved in a transaction need to use an independent platform recognized by industry trade associations. This platform needs to act as a utility connecting, harmonizing and reconciling impression LLD across the parties to come up with a unified record for every single impression, recognized by all parties as "shared truth". Authorized parties need to have the option to export and share the reconciled data over the platform for their internal use and with their authorized business partners.