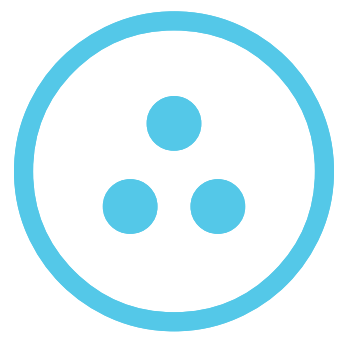




THE WORKING GROUP BRIEF

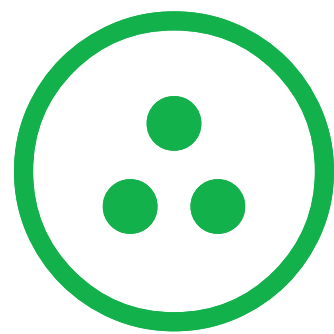
JUNE UPDATE



BRAND SAFETY

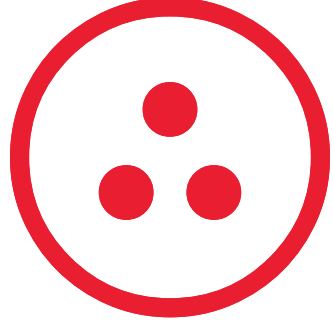
JUNE'S MEET

- 1. BSI's AJ Brown and TAG's 2024 Trust Champion, Dave Byrne** shared the topics they heard at Cannes including sustainability, how good are inclusion lists, is using AI itself a brand safety issue?
- 2.** Talked through the next steps with **Keyword Exclusion List Toolset (KELT)**.
- 3.** Progress update on AI-generated content.



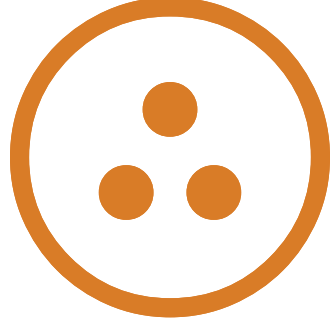
ANTI-FRAUD JUNES'S MEET

- 1. Community draft** of the CAF Guidelines V10 is in **full motion**.
- 2. 2024 European Fraud Benchmark Report is out!**
- 3. June's DCIP list is out!**



ANTI-MALWARE MAY'S MEET (NO JUNE MEET)

1. Latest **Malvertising Taxonomy** released!
2. Overview of TAG intel tools available:
 - DCIP List
 - Pirate Mobile App List (PMAL)
 - KELT
 - PDEL
3. Walked through CAM Guidelines v5.1



TRANSPARENCY JUNE'S MEET

- 1. 30% increase** in number of companies joining the CFT program.
- Don't forget the **TAG TrustNet LLD Registry!**
- 3. ANA Benchmark Release Event in Cannes**, now available to watch (fiducia.eco/benchmark-cannes-videos)



THE WORKING GROUP BRIEF

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