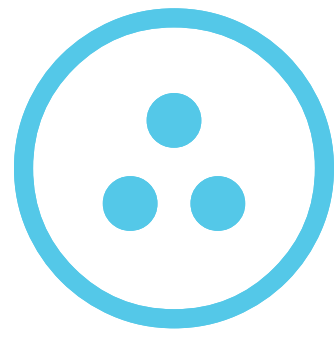




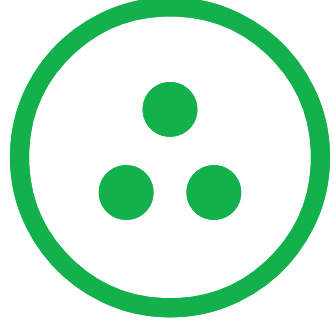
THE WORKING GROUP BRIEF

MARCH UPDATE



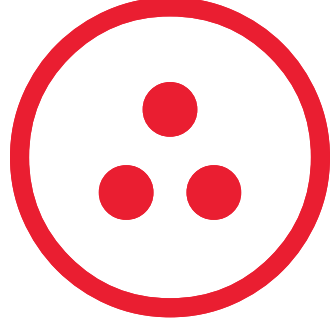
BRAND SAFETY MARCH'S MEET

1. Finalising the **Keyword Exclusion Toolset**.
2. Discussed possible **brand safety suitability challenges** with the increase in AI generated content.
3. Legitimate's CTO & co-founder, **Gerard Connolly**, discussed how the provenance of content counters AI generated content and more.



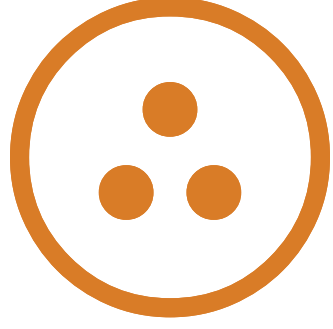
ANTI-FRAUD MARCH'S MEET

- 1. Just under half** of CAF Recerts in 2024 were **independently validated** 🎉
- 2.** Next DCIP List User Meeting: March 27th.
- 3.** Talked through **new proposed requirements for CAF Guidelines v10.**



ANTI-MALWARE MARCH'S MEET

1. Working through **Malvertising Taxonomy v2 feedback**.
2. Shared the latest developments in **AdSec Threat Exchange** including Project Brand Integrity 2.0, Spectral Note and an upcoming rollout of the AdSec Wire.
3. Reviewed more **requirement proposals for CAM Guidelines v5.1**.



TRANSPARENCY FEBRUARY'S MEET (NO MARCH MEET)

1. TAG's Mike Zaneis was joined by Fiducia's Tim Brown and Pascal Zahner to explain the importance of '**Benchmarking**'.
2. The working group was also updated on **the number ANA brands** planning to take part in TAG TrustNet's Benchmark offering.



THE WORKING GROUP BRIEF

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