



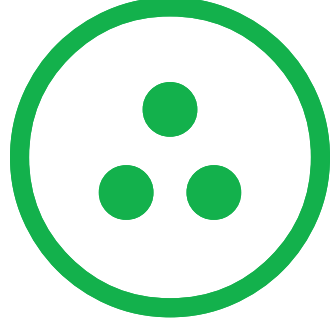
# THE WORKING GROUP BRIEF

OCTOBER UPDATE



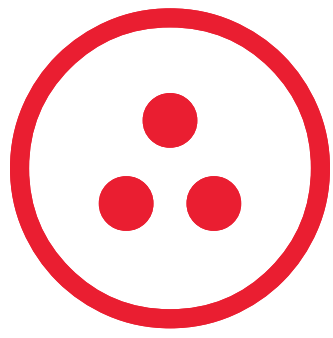
# BRAND SAFETY OCTOBER'S MEET

1. The recent spotlight on Brand Safety highlights the need **for marketers to know their partners better**. TAG Members with the BSC seal truly understand the brand safety conversation and have safeguards to avoid potential risks.
2. Updates on Content Taxonomy and the new Human Content Created tool.
3. **Oxford' Reuters Institute's Nic Newman spoke** about the Big Moment of Change and Challenge for Journalism.



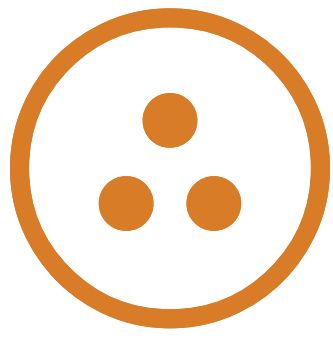
# ANTI-FRAUD OCTOBER'S MEET

Continued **Codification Review** of  
the Anti-Fraud program covering  
sessions 4.5 to 4.8



## ANTI-MALWARE SEPTEMBERS'S MEET (NO OCTOBER MEET)

- 1. Discussed a new requirement** for Intermediaries to standardised programmatic ad tagging they either serve or are responsible for.
- 2. Creative Tagging** has the potential to **track down sources of malvertising even quicker.**



## **TRANSPARENCY SEPTEMBER'S MEET (NO OCTOBER MEET)**

1. Discussed the impact of the **EU Digital Markets Act (DMA)**.
2. 1 of 2 2024 TAG's Trust Champion, **Ander Lopez Ochoa** (Kenvue's former Head of Marketing & Media EMEA) spoke to the working group about **'Pricing and Transparency'**.



# THE WORKING GROUP BRIEF

[tagtoday.net](http://tagtoday.net)

