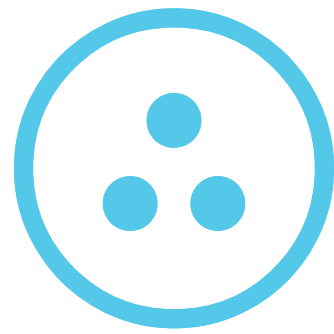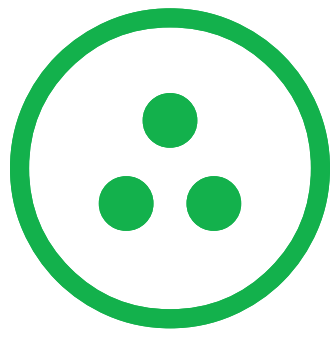# THE WORKING GROUP BRIEF

APRIL UPDATE

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BRAND SAFETY
APRILS'S MEET

1. Released several new tools including **Keyword Exclusion Toolset** and **Pirate Domain Exclusion List.**

2. Sky's Anti-Piracy Advertising and Payment Strategy Group Lead (and Brand Safety WG co-chair), **Allie Wootton** shared a client-sides insight on the piracy fight.

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ANTI-FRAUD
APRILS'S MEET

1. Shared **findings, feedback and proposed improvements** of DCIP list growth.

2. **Next DCIP List** release will **resume in June**.

3. Feedback on the latest draft of **CAF Guidelines v10 is available** for WG members to view.

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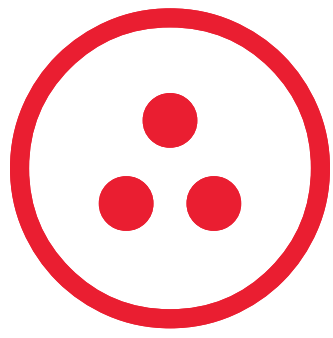
ANTI-MALWARE
MARCH'S MEET
(NO APRIL MEET)

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 r**equirement proposals for CAM Guidelines v5.1.**

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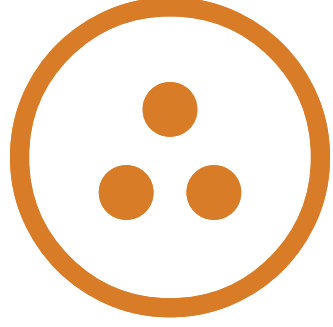
TRANSPARENCY
FEBRUARY'S MEET
(NO APRIL MEET)

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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