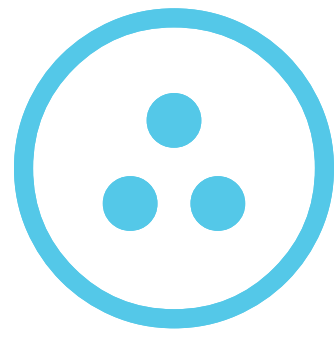




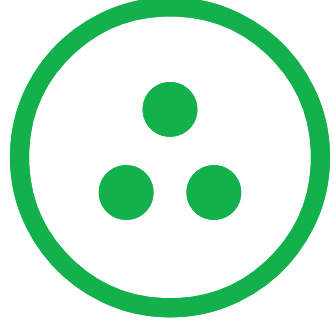
THE WORKING GROUP BRIEF

FEBRUARY UPDATE



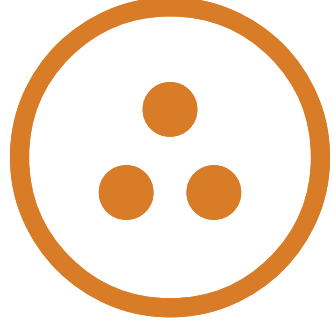
BRAND SAFETY FEBRUARY'S MEET

1. Shared the structure of what the **Keyword Blocklist Toolset** will look like.
2. Presented **2024 Brand Safety Trends and Forecast research** to help define focus areas for the working group in the coming year.



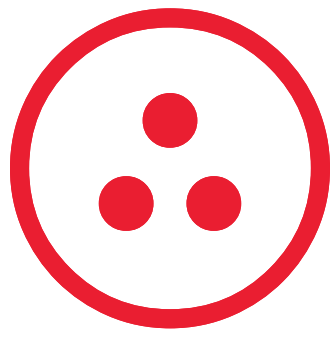
ANTI-FRAUD FEBRUARY'S MEET

1. Walked through **IVT Taxonomy v3** draft.
2. **Index Exchange's Rob Hazan** updated the working group on **CTV/Advanced TV initiatives.**
3. Talked through **SSAI vendors updates to the Certified Against Fraud guidelines.**



TRANSPARENCY FEBRUARY'S 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.



ANTI-MALWARE JANUARY'S MEET (NO FEBRUARY UPDATE)

1. Reviewed the working group's **strategic goals for 2024.**
2. Malvertising Taxonomy v2 is **almost ready for release!**
3. Discussed TAG's proposal for incorporating **Creative Calling Card solutions as a requirement for CAM intermediaries.** If you're a TAG Member AND Malware Detection Vendor or Intermediary, **we want to hear from you!**



THE WORKING GROUP BRIEF

tagtoday.net

