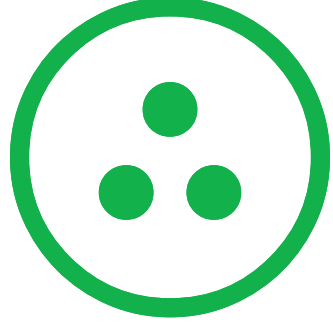




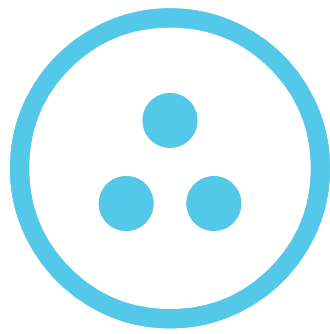
THE WORKING GROUP BRIEF

FEBRUARY UPDATE



ANTI-FRAUD FEBRUARY UPDATE

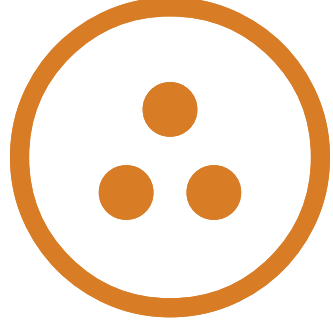
1. Worked through section 4.5 to 4.8 of the CAF program guidelines as part of the codification process.



BRAND SAFETY

FEBRUARY UPDATE

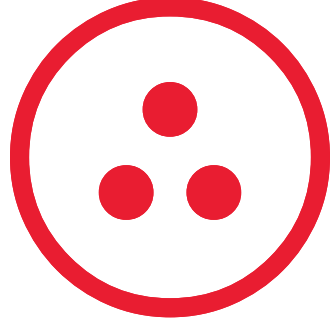
1. Discussed the **IAS Pulse Report**.
2. Open forum with TAG's Mike Zaneis and BSI's AJ Brown on **what the new US administration could mean for digital advertising market**.



TRANSPARENCY

FEBRUARY UPDATE

- 1. TAG TrustNet's Phil Hayman** walked through the key findings of the latest **ANA Transparency Benchmark Report.**



ANTI-MALWARE FEBRUARY UPDATE

1. Continued discussions of incorporating **Creative Tagging** as a requirement for the CAM program.

WORKING GROUPS

NEXT MEETS

ANTI-FRAUD

February 12th 2025

BRAND SAFETY

February 26th 2025

ANTI-MALWARE

February 27th 2025

TRANSPARENCY

February 13th 2025



THE WORKING GROUP BRIEF

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