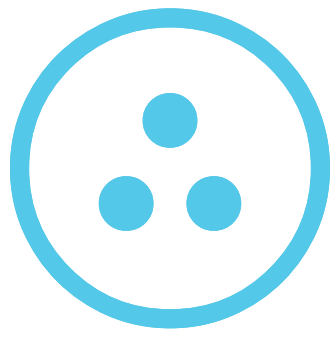




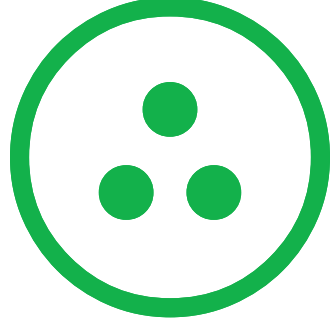
THE WORKING GROUP BRIEF

MARCH UPDATE



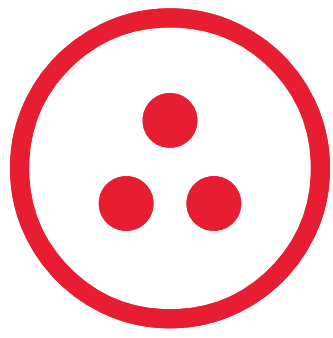
BRAND SAFETY MARCH UPDATE

1. 2025 Recertification confirmed that **participation** in the **Brand Safety Program** continues to be **strong**
2. TAG's Mike Zaneis, walked through TAG's response to Senator Blackburn and Blumenthal's letter and reiterated that the Brand Safety program has **always prohibited the monetization of illegal content** including child sexual abuse materials (CSAM).



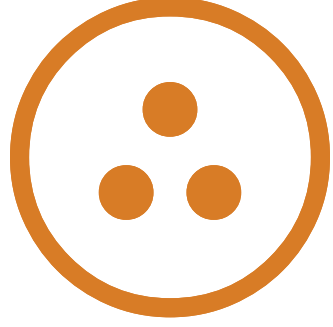
ANTI-FRAUD MARCH UPDATE

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



ANTI-MALWARE MARCH UPDATE

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



TRANSPARENCY MARCH UPDATE

1. TAG's Mike Zaneis emphasised that **transparency is the root of digital advertising in 2025** which is why the program and TAG TrustNet will have this focus.
2. TAG's Adrian Lacey provided an update on the progress of the certification.
3. TAG TrustNet's Phil Hayman shared the scope of the ongoing transparency benchmark **from close to 40 brands.**

WORKING GROUPS

NEXT MEETS

ANTI-FRAUD

March 12th 2025

BRAND SAFETY

March 27th 2025

ANTI-MALWARE

April 17th 2025

TRANSPARENCY

May 13th 2025