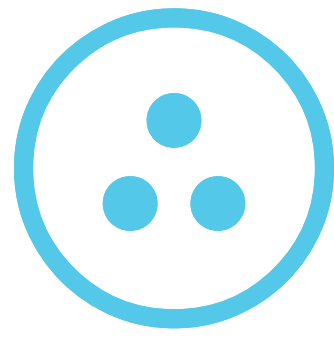




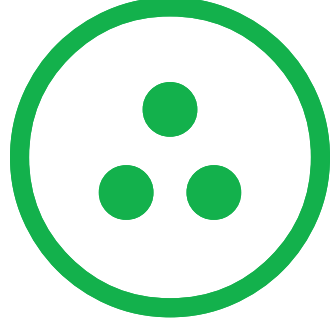
THE WORKING GROUP BRIEF

SEPTEMBER UPDATE



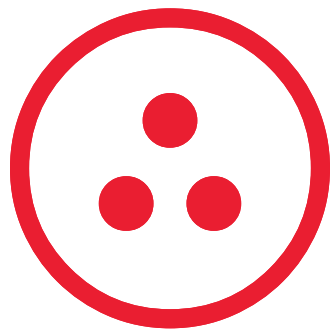
BRAND SAFETY SEPTEMBER'S MEET

1. From in-depth research and consultations with the TAG Community, the working group **discussed creating seal that supports Publishers** by recognising human created content.
2. **Adfidence's Jacek Chrusciany** spoke about how Adfidence works with brands and agencies around most **common areas of brand safety on buying platforms.**



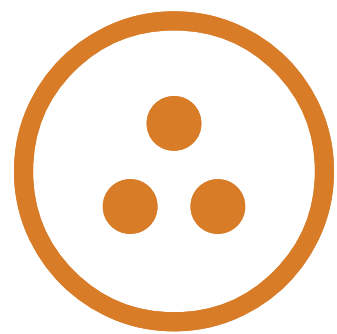
ANTI-FRAUD SEPTEMBER'S MEET

Began **Codification Review** of the Anti-Fraud program covering sessions 2 to 3.



ANTI-MALWARE SEPTEMBER'S 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

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

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