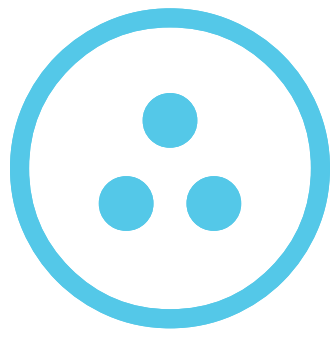




THE WORKING GROUP BRIEF

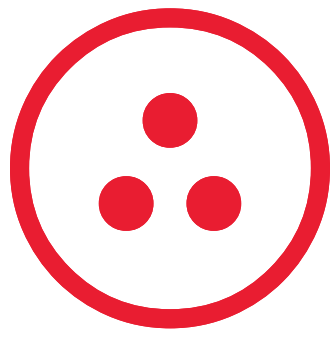
APRIL UPDATE



BRAND SAFETY

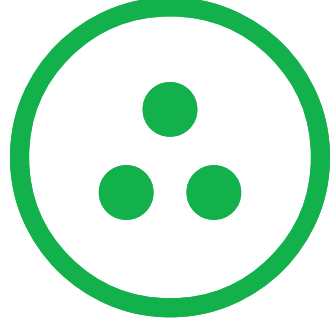
APRIL UPDATE

1. TAG's BSC program continues to be the **largest self-regulated brand safety program**.
2. Shared **updates to PMAL and PDEL** tools.
3. **Meta's Alexandra Moore** joined the session to discuss the new **Community Notes tool**.



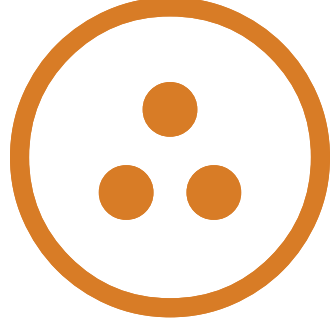
ANTI-MALWARE MARCH UPDATE

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



ANTI-FRAUD APRIL UPDATE

1. TAG's Lisa Gansky briefed the working group on the DCIP List tool. She explained how:
 - members can **contribute IPs**
 - the **review process works**
 - new contributions are reviewed before they are added or not added to the monthly releases.



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

April 9th 2025

BRAND SAFETY

April 16th 2025

ANTI-MALWARE

April 17th 2025

TRANSPARENCY

May 13th 2025