What's Up with Fraud, Transparency…and TAG?

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SVP Operations & Public Policy, TAG
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What is TAG Anyway?

What is TAG Anyway?

A joint marketing-media industry program created to fight criminal activity in the digital supply chain; TAG is organized around four core areas:

- Eliminating **fraud**ulent digital advertising traffic

- Combating **malware**

- Fighting ad-supported Internet **piracy** to promote brand integrity

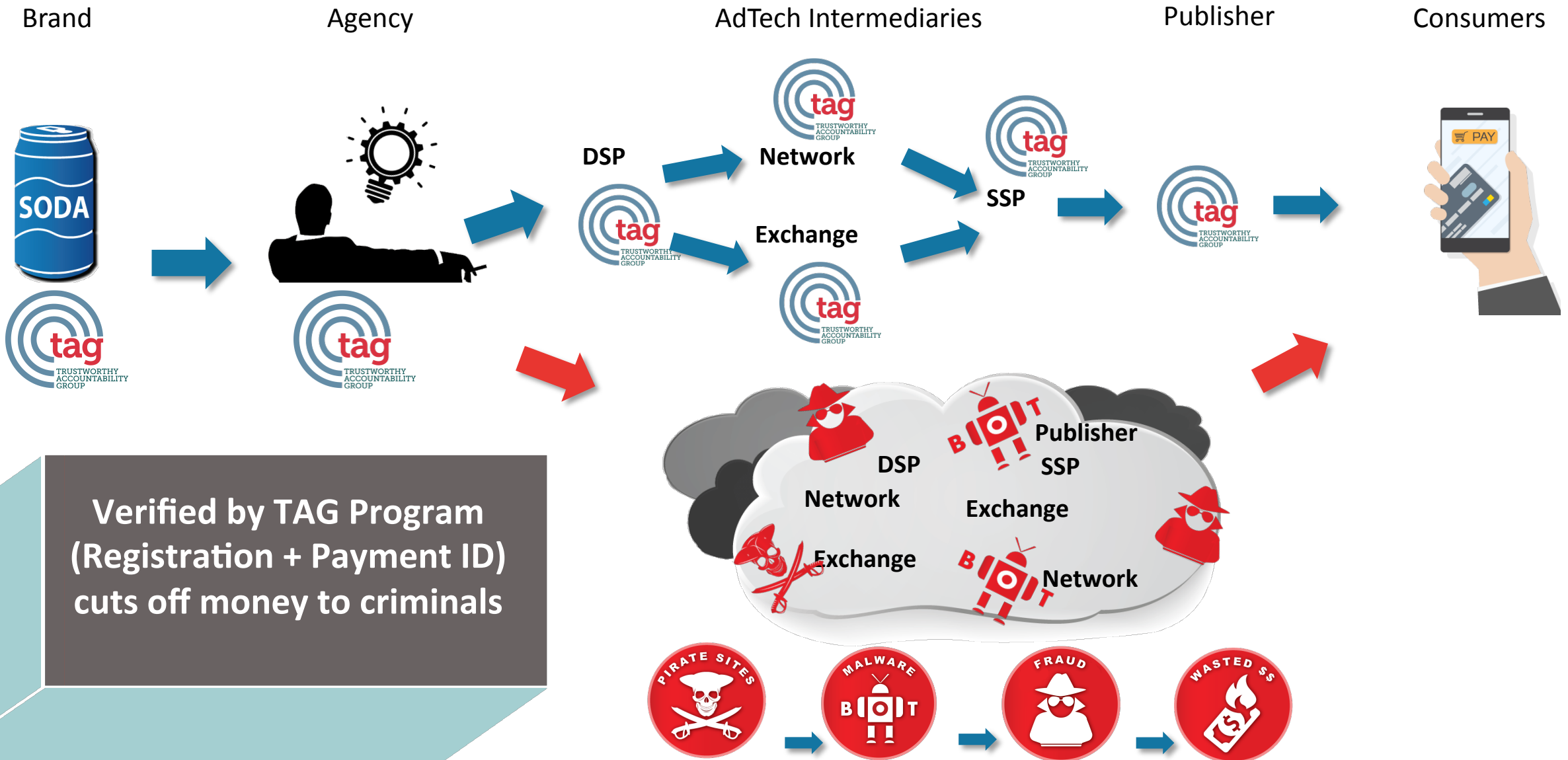- Promoting brand safety through greater **transparency**

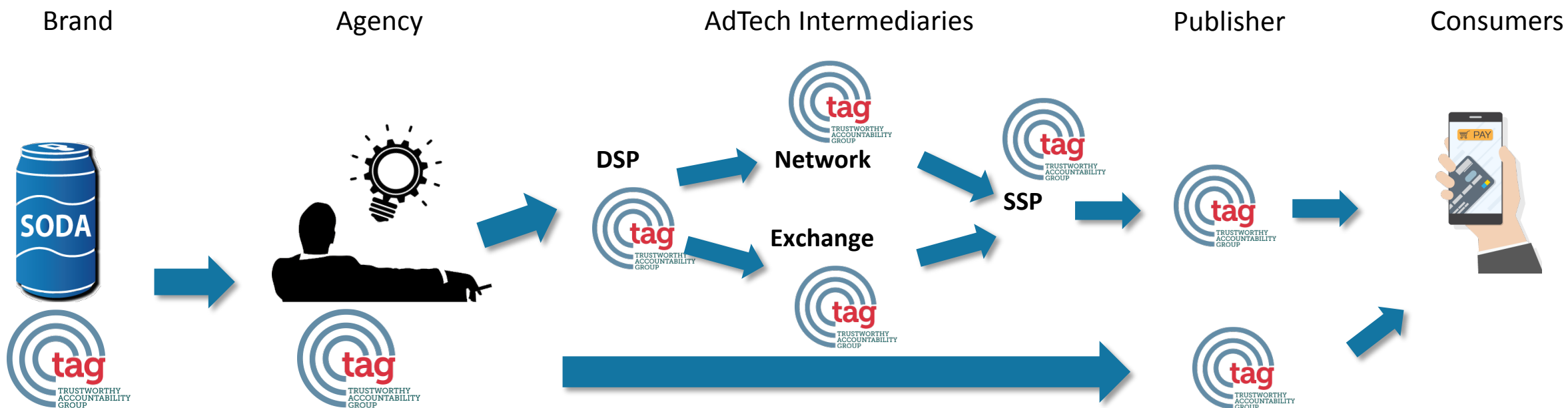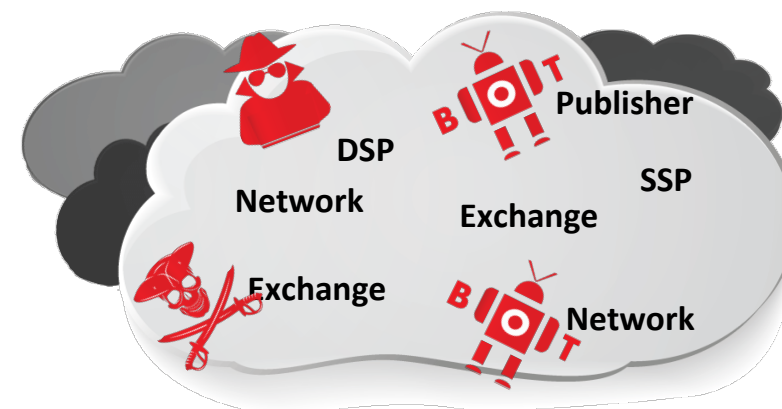# A Digital Seal Program for the Modern Era

CERTIFIED AGAINST PIRACY

REGISTERED

CERTIFIED AGAINST MALWARE

IQG CERTIFIED

CERTIFIED AGAINST FRAUD

TAG Leadership

How TAG Works

Brand

Agency

AdTech Intermediaries

Publisher

Consumers

DSP

Network

SSP

Exchange

SODA

PAY

Verified by TAG Program (Registration + Payment ID) cuts off money to criminals

Publisher
SSP
DSP
Network
Exchange
Exchange
Network

PIRATE SITES

MALWARE

FRAUD

WASTED $$

How TAG Works

Brand — Agency — AdTech Intermediaries — Publisher — Consumers

DSP — Network — Exchange — SSP

As major players demand trust, criminal activity will retreat to the dark corners

DSP
Network
Publisher
SSP
Exchange
Exchange
Network

Multi-Layered Approach to Certification

TAG Registration

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TAG Compliance Officer Network

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MRC IVT Measurement

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Domain Threat Filtering

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Data Center IP Threat Filtering

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Publisher Sourcing Disclosures

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Payment ID System

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How's It Going?

MediaPost

Anti-Fraud Certification Launches With 30+ Participants

by Tobi Elkin // May 23, 2016

The Trustworthy Accountability Group (TAG) on Monday said it's ready to implement its "Certified Against Fraud" initiative, and that more than 30 ad tech firms have signed up to participate. The initiative comes about six months after being first announced.

AppNexus, Collective, DoubleVerify, Dstillery, Index Exchange, MediaMath, Omnicom, OpenX and WhiteOps are among those on the list of participants.

TAG's anti-fraud certification program will award "TAG Certified Against Fraud" seals to buyers, sellers and intermediaries in the digital advertising supply chain that complete rigorous anti-fraud requirements, TAG said.

Companies that apply to join the TAG registry will go through a background check and review process. Once approved, each will receive a unique ID that will identify its ads to trading partners in the supply chain.

First "Certified Against Fraud" Seals Announced in December 2016

TAG AWARDS FIRST GROUP OF "CERTIFIED AGAINST FRAUD" SEALS TO COMPANIES MEETING STRICT ANTI-FRAUD STANDARDS

December 7, 2016

The initial recipients of the TAG "Certified Against Fraud" Seal include Amobee; comScore; DoubleVerify; Dstillery; Google; WPP's GroupM; Horizon Media; Integral Ad Science; Interpublic Group; Moat; Omnicom Media Group; OpenX Technologies, Inc.; ProData Media; Rocket Fuel Inc.; Sovrn; and White Ops, Inc.

"When future business leaders look back on the forgotten scourge of digital ad fraud, they will point to the leadership of companies like these in helping set a new anti-fraud standard that raised the bar for our industry," said Mike Zaneis, CEO of TAG. "The initial recipients of the TAG 'Certified Against Fraud' Seal represent the connective tissue of digital advertising, including the world's largest publishers, ad agencies, and ad tech providers, and they have helped establish the TAG seal as the gold standard in the digital advertising ecosystem. We are delighted to announce the initial group of TAG 'Certified Against Fraud' companies, and we look forward to welcoming a heavy pipeline of future participants over coming months."

The Most Important Speech in Marketing

P&G's Pritchard: 'We Don't Want To Waste Time And Money On A Crappy Media Supply Chain'

P&G Tells Digital to Clean Up, Lays Down New Rules for Agencies and Ad Tech to Get Paid

Procter & Gamble chief marketer slams 'crappy media supply chain', urges marketers to act

Credit: IAB

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P&G Now Requires Partners be TAG Certified Against Fraud

+

Apply to be "TAG Registered"
by May 1, 2017

Apply to be "Certified Against Fraud"
by September 1, 2017

Reaching Scale: TAG Membership

Projections for 2017:

- **250+** Companies "Verified by TAG" (TAG Registered)
- **100+** Companies Enrolled in Certification Programs

Status as of Early May 2017:

- **292+** Applications to be TAG Registered
- **184** Companies "Verified by TAG" (TAG Registered)
- **122** Companies Enrolled in Certification Programs

Reaching Scale: TAG Membership

New Certified Against Fraud Seals

- Forensiq*
- LKQD*
- Publicis Groupe
- Publishers Clearing House*
- Receptiv (MediaBrix)
- Sociomantic Labs*
- Verta Media
- SpotX

...Total of **24** certified companies

...Plus **55+ companies** working on compliance now.

* = Independently Validated

2017 Certified Against Piracy Seals

- Amobee
- AppNexus*
- comScore*
- DataXu
- DoubleVerify*
- Forensiq*
- Google
- WPP's GroupM
- Integral Ad Science*
- LKQD*
- OpenX*
- Sovrn*
- SpotX
- Veri-Site SIPI*
- WhiteBULLET*

...Total of **17** certified companies
...Total of **57** anti-piracy pledges made

2017 IQG Certified Seals

- AppNexus*
- Conversant Media
- DataXu
- Goodway Group
- GumGum*
- LKQD*
- OpenX*
- RhythmOne
- RocketFuel
- Sovrn*
- SpotX
- Tremor Video
- Unruly*
- Viant
- Vibrant Media
- Yahoo
- Ziff Davis

...Total of **17** certified companies

IAB US Makes TAG Registration Mandatory for Members in 2018

Marketing DIVE

IAB Bares Teeth in Fight Against Ad Fraud

AdvertisingAge

IAB Chief 'Can't Deal With This Shit,' Demands Members Join TAG

MediaPost

IAB Makes TAG Registration Mandatory For Members

TAG Designated as ISAO for Digital Ad Industry

What is an Information Sharing and Analysis Organization (ISAO)?

Any formal or informal entity or collaboration created or employed by public or private sector organizations, for purposes of—

- gathering and analyzing critical infrastructure information, including information related to cybersecurity risks and incidents
- communicating or disclosing critical infrastructure information, including cybersecurity risks and incidents
- Voluntarily disseminating critical infrastructure information, including cybersecurity risks and incidents, to its members, State, local, and Federal Governments, or any other entities that may be of assistance

TAG is Listed by the ISAO Standards Organization

Liability Protections Afforded to TAG and its Members

Companies may share information with ISAOs, which will in turn share information with federal agencies through DHS. Such sharing with an ISAO brings with it liability protections.

Going Global

International Expansion: Past Speaking Engagements

- Belgium / EU

- Brazil

- Canada

- China

- France

- Germany

- Japan

- Taiwan

- UK

- US (IAB Global Summit)

International Expansion: Applicants for TAG Registration from 20+ Countries

Australia
- Diji

Brazil
- Tempest Security Intelligence
- TV Globo

Canada
- Addictive Mobility
- Bell Media
- BroadSign
- Cluep
- EQ Works
- Index Exchange Inc.
- Mediative
- Mpire Network
- Obox Media
- Pelmorex Weather Networks
- Psiphon Inc.
- Rogers Communication
- Yesup Media Inc.

China
- AdMaster

Cyprus
- GeoEdge

Denmark
- Adform

Estonia
- Adcanvas

Finland
- Thirdpresence

France
- Adledge
- Criteo
- Dynadmic
- Publicis Groupe
- S4M
- SlimCut Media
- Smart ad server
- Teads

Germany
- adjust
- Admitad
- Kromtech
- Sociomantic Labs

India
- 9Mediaonline INC
- Zapr Media Lab

Ireland
- 256
- PageFair

Israel
- Gamoshi LTD
- FirstImpression.io
- HIRO-Media
- Protected Media LTD
- Sekindo
- Taptica
- Truvid.com

Japan
- Momentum K.K.

Malaysia
- INNITY SDN BHD

Russian Federation
- Advark

Singapore
- Datawrkz Pte Ltd
- Eywa Media Pte Ltd
- InMobi Pte. Ltd.
- Veri-site

Spain
- GeenApp

Switzerland
- Zulu5

Ukraine
- Epom

United Kingdom
- Ad Experiments
- Essence Digital
- Incopro Ltd.
- LoopMe
- Mediareach Advertising
- SuperAwesome
- whiteBULLET
- WPP

International Expansion: Canadian Companies

CANADA

- Addictive Mobility
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- INNITY SDN BHD

RUSSIAN FEDERATION
- Advark

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- Datawrkz Pte Ltd
- Eywa Media Pte Ltd
- InMobi Pte. Ltd.
- Veri-site

SPAIN
- GeenApp

SWITZERLAND
- Zulu5

UKRAINE
- Epom

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- WPP

What's Next?

Priorities for 2017...and Beyond

- Expand TAG certification programs
- Export the TAG program to major international markets, with a focus on Canada, UK and EU
- Deploy digital certification infrastructure for TAG-ID
- Further engage advertisers through a formal partnership program with the ANA
- Announce first "Certified Against Malware" companies
- Conduct original research on the scale of criminal activity and the effectiveness of the TAG programs

Questions?

Thank You