



Trustworthy Accountability Group: Increasing Trust in the Digital Supply Chain

Mike Zaneis, President and CEO, TAG
IAB Global Summit | September 28, 2016

“Digital Ad Industry Will Gain \$8.2 Billion By Eliminating Fraud And Flaws In Internet Supply Chain, IAB & EY Study Shows” – December 2, 2015



- Estimated total cost: **\$8.2 billion**
 - Invalid Traffic / **Fraud**: **\$4.6 billion** / 56%
 - Internet **Piracy**: **\$2.5 billion** / 31%
 - **Malware**: **\$1.1 billion** / 13%
- Estimated cost by type
 - Incurred costs: **\$4.8 billion** / 59%
 - Lost revenue opportunity cost: **\$3.4 billion** / 41%
- The report encourages **industry-wide collaboration under the auspices of TAG** in order to forestall these criminal activities.

Source: IAB/EY Study Released on December 1st, 2015
Estimates are for U.S. Market Only


Creating Meaningful Seals for the Digital Ad Ecosystem





“Certified Against Fraud” Program

Multi-Layered Approach to Certification

 TAG Registration
+
TAG Compliance Officer
+
MRC IVT Guidelines
+
Domain Filtering
+
Data Center IP Filtering
+
Publisher Sourcing Disclosures
+
Payment ID Protocol

=



Suite of Anti-Fraud Tools

- The **Payment ID Protocol** enables companies to ensure that payments made in the digital ad ecosystem are going to legitimate companies.
- The **Data Center IP List** is a database of data centers from which fraudulent non-human ad traffic originates.
- The **Domain Fraud Threat List** is a database of domains identified as known sources of fraudulent bot traffic for digital ads
- The **Publisher Sourcing Disclosure Requirements** (PSDR) foster trust in the marketplace by disclosing the amount of sourced traffic for a given publisher.

“Certified Against Fraud” Launch – May 2016



TAG Goes Full Steam Ahead With Its Anti-Fraud Program

AdvertisingAge.

TAG Says Its 'Certified' Initiative to Fight Ad Fraud Is Ready

Program to Prevent Fraudsters From Gaining Ad Dollars

M MediaPost

Anti-Fraud Certification Launches With 30+ Participants

Marketing Land

TAG launches “Certified Against Fraud” program

 **IDG**

Angry advertisers hope to seal fate of online ad fraud

Reaching Scale with 100+ Companies



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PRESS RELEASES

TAG INAUGURATES NEW ERA OF TRANSPARENCY IN DIGITAL ADVERTISING WITH FIRST HUNDRED COMPANIES APPROVED FOR TAG REGISTRY

July 26, 2016

Initial Companies to Receive TAG-ID Include American Express, AOL, AppNexus, Bloomberg, Disney, Facebook, Forbes, Google, GroupM, Horizon Media, Index Exchange, IPG, McDonald's, NBCUniversal, Omnicom, OpenX, Publicis Groupe, Rubicon Project, Time Warner Cable, Viacom, Warner Bros., The Weather Company, WPP, Yahoo, Ziff Davis

WASHINGTON, DC – July 26, 2016 – The [Trustworthy Accountability Group](#) (TAG), an advertising industry initiative to fight criminal activity in the digital advertising supply chain, today opened a new era of transparency in digital advertising as it announced the first hundred companies to be approved for participation in the TAG Registry. TAG Registered companies have been verified as legitimate participants in the digital advertising industry through a proprietary background check and review

International Participation: Registered Companies

BRAZIL

- TV Globo

DENMARK

- Adform

FINLAND

- Thirdpresence

FRANCE

- Publicis Groupe
- Smart ad server

GERMANY

- Sociomantic Labs
- adjust
- Kromtech
- Admitad

ISRAEL

- Protected Media LTD

RUSSIAN FEDERATION

- Advark

SINGAPORE

- Veri-site

UNITED KINGDOM

- WPP
- Incopro Ltd.
- Ad Experiments
- whiteBULLET

International Interest: Past Speaking Engagements

- Belgium/EU
- Brazil
- Canada
- China
- Germany
- Japan
- Taiwan
- UK



#GetTAGed
www.tagtoday.net