



Tackling Criminal Activity and Promoting Brand Safety in Digital Advertising in the GCC Region

Webinar – 17 November 2021

Nick Stringer – VP, Global Engagement & Operations TAG





The Trustworthy Accountability Group (TAG)

An international cross-industry initiative to fight criminal activity and promote brand safety in the digital advertising supply chain

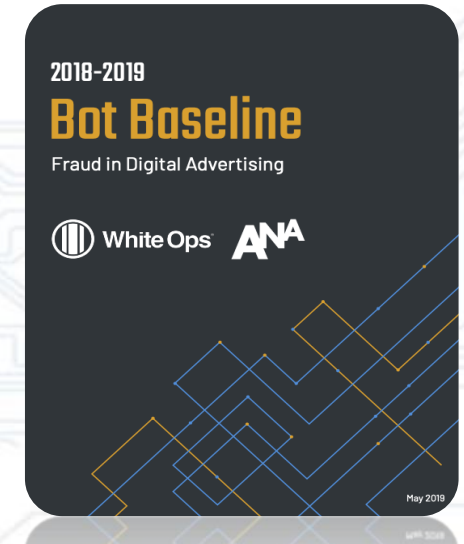
www.tagtoday.net



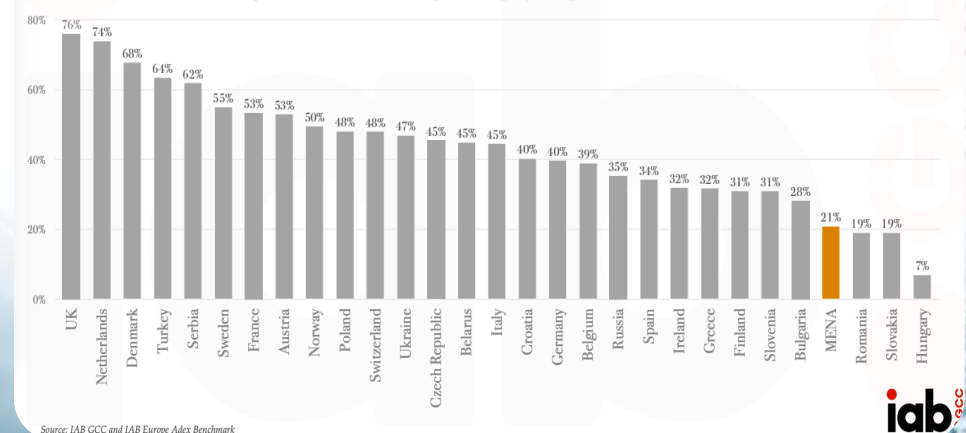
Why TAG? A 'Perfect Storm'

The growth and evolution of digital advertising automation has come with many challenges...

- Data Protection / Privacy Regulation
- Invalid or Non-Human Traffic
- Ad-supported Piracy
- Infrastructure Costs
- Lack of Transparency
- Measurement
- Risk of Ad Misplacement



Programmatic share of Digital Display Adspend (incl. Video): 2020



The Value – Key Points...

TAG's standards are delivering **significant value** by ensuring a company:

- I. Conducts business with legitimate partners;
- II. Differentiates its inventory as trustworthy; and
- III. Ensures its brand is not damaged by fraud, piracy or malware.

For Example...

TAG Certified Against Fraud

- Ad fraud levels in TAG 'certified channels' are **over 90% lower than industry averages***.
- Companies achieve **a better bottom line** by meeting requirements that meet buyer expectations.

TAG Brand Safety Certified

- Companies have **more control over ad inventory** and reduce the risk of ad misplacement.
- 91% of (UK) consumers said that it was important for advertisers to make sure **their ads are not placed near dangerous, offensive, or inappropriate content****.
- Companies can command **greater premiums** as inventory is deemed 'brand safe' by buyers (and a better ROI for brands).

TAG Certified Against Malware

- 93% of (US) consumers **would reduce spending on an advertised product** if an ad infected a user's device with malware***.
- By putting in place safeguards, companies can mitigate the **consumer risk of malware from ads** on a digital properties.

* TAG studies in the US, Europe and APAC sees ad fraud in TAG certified channels < 1% (2016-2020) - www.tagtoday.net/fraud#fraudresearch

** TAG / Brand Safety Institute UK Brand Safety Survey (May 2021) - www.tagtoday.net/pressreleases/ukbrandsafetyconsumerresearch2021

*** TAG / Brand Safety Institute US Brand Safety Survey (December 2020) - www.tagtoday.net/pressreleases/2020-brand-safety-survey

TAG Certified Against Fraud Requirements

Business Category	Publisher	Intermediary	Agency	Advertiser	Anti-Fraud & Measurement Services
Complete TAG Registration & Verification	✓	✓	✓	✓	✓
Have A Designated TAG Compliance Officer	✓	✓	✓	✓	✓
Attend Certified Against Fraud Training Annually	✓	✓	✓	✓	✓
Employ Invalid Traffic (IVT) Detection & Removal	✓	✓	✓	✓	✓
Employ Data Threat Filtering	✓	✓	✓	✓	✓
Employ Data Center IP Threat Filtering	✓	✓	✓	✓	✓
Employ Domain Threat Filtering	✓	✓	✓	✓	✓
Employ App Threat Filtering	✓	✓	✓	✓	✓
Implement A TAG-approved Follow The Money Solution		✓			
Implement and Honor Ads.txt & App-ads.txt files	✓	✓	✓	✓	

- Companies already meeting this standard globally **would not need meet additional requirements**, other than ensure that the certification covers the GCC region.
- Existing certified signatories to the TAG standard (as well as new ones) will need to ensure that their operations in the GCC are **independently verified**.



TAG's standard is reducing ad fraud by over 90%...

TAG US Fraud Benchmark Report
November 2021

A report conducted by The 614 Group, commissioned by the Trustworthy Accountability Group



614 GROUP 

TAG Fraud Snapshot: Asia-Pacific
September 2021

Research conducted by The 614 Group, commissioned by the Trustworthy Accountability Group





614 GROUP 

TAG European Fraud Benchmark Report
July 2021

Research conducted by The 614 Group, commissioned by The Trustworthy Accountability Group



614 GROUP  



 614 GROUP **TAG FRAUD SNAPSHOT: UNITED KINGDOM**
MAY 2020



 614 GROUP **2020 TAG FRAUD BENCHMARK REPORT: SNAPSHOT GERMANY**



DRAFT

TAG Brand Safety Certification Requirements

Business Category	Publisher	Intermediary (Buy & Sell Side; Exchange Platform)	Agency	Advertiser	Content Verification Provider	Anti-Piracy Service Provider
Complete TAG Registration & Verification	✓	✓	✓	✓	✓	✓
Have A Designated TAG Compliance Officer	✓	✓	✓	✓	✓	✓
Attend Brand Safety Certification Guidelines Training Annually	✓	✓	✓	✓	✓	✓
Ensure All Digital Advertising Agreements Adhere to Brand Safety Principles and Anti-Piracy Principles	✓	✓	✓	✓		
Monitor & Detect Ad Misplacement	✓	✓	✓	✓		
Document Policies & Procedures to Minimize Ad Misplacement	✓	✓	✓	✓		
Employ Mobile App Filtering		✓	✓	✓		✓
Adhere to Content Verification Principles					✓	
Adhere to Anti-Piracy Requirements						✓

- Companies already meeting this standard globally **would not need meet additional requirements**, other than ensure that the certification covered the GCC region.
- Independent validation is mandatory.
- TAG has merged its [Anti-Piracy standard](#) into the Brand Safety Certification. This will come into force in 1 January 2022.

TAG Certified Against Malware Requirements

Business Category	Publisher	Intermediary	Agency	Advertiser	Vendor
Complete TAG Registration & Verification	✓	✓	✓	✓	✓
Have A Designated TAG Compliance Officer	✓	✓	✓	✓	✓
Attend a Certified Against Malware Training annually	✓	✓	✓	✓	✓
Define and Identify Key Roles and Resources	✓	✓	✓	✓	✓
Define Escalation Process	✓	✓	✓	✓	✓
Employ Effective Malvertising Detection and Removal Services			✓	✓	✓
Review Monitoring, Reporting and Postmortem Processes Semi-annually			✓	✓	✓
Define Post-Mortem Processes		✓	✓	✓	✓

- Companies already meeting this standard globally **would not need meet additional requirements**, other than ensure that the certification covered the GCC region.
- Companies can **self-attest** their compliance.

Independent Validation in the GCC Region

- **Independent validation** by a third party is mandatory for TAG's Brand Safety standard, whichever market a company is complying in.
- Independent validation **will be mandatory** if a company wishes to adhere to the TAG Certified Against Fraud in the GCC region.
- Companies may comply to the TAG Certified Against Malware via **Self-Attestation**.
- See over for a list of **Independent Validation services** [NB the list is not exclusive].



Independent Validation Services





Thanks!

Nick Stringer – VP Global Engagement & Operations

nick@tagtoday.net

www.tagtoday.net

[@nickstringer](#) / [@tag_today](#)



Expert Industry Panel // Q&A



- **Elda Choucair** – CEO MENA, Omnicom Media Group & Vice-Chair, ABG
- **Imad Sarrouf** – Head of Tech Digital Services Media Group, Choueiri Group
- **Rohit Batra** – Senior Director APAC & MENA, Procter & Gamble
- Chaired by **Nick Stringer** – VP Global Engagement & Operations, TAG.