



October 2017

Creating a Gold Standard for Digital Advertising

IAB UK is committed to raising standards in digital advertising so that together we can build a sustainable future for the industry.

The next step on this journey is for our members to implement a series of best practice initiatives that will underpin a Gold Standard for digital advertising in the UK.

This Gold Standard programme will be open to all IAB UK members trading in digital advertising, though initially this project is being spear headed by the IAB UK Board as part of their commitment to raising standards in digital advertising and building a sustainable future.

Initially the Gold Standard has three simple but fundamental aims - to reduce ad fraud, to improve the digital advertising experience and to increase brand safety by implementing three specific initiatives. In the future, the Gold Standard could expand to cover other aspects such as audience measurement and viewability.

The three initial elements of the programme are detailed below:

- 1 - **Reducing ad fraud through the implementation of the ads.txt** initiative on all sites selling digital advertising. This new initiative from IAB TechLab shows who is authorised to sell a specific site's inventory and prevents the selling of spoofed or fake inventory - <https://iabtechlab.com/ads-txt/>
- 2 - **Improving the digital advertising experience** by adhering to the LEAN principles and the standards set by the Coalition for Better Advertising <https://www.betterads.org/> and never using the 12 bad ads that offer people a poor digital advertising experience in desktop web or mobile web environments <https://www.betterads.org/standards/>
- 3 - **Increasing brand safety by working with JICWEBS** to ensure that the Display Trading Standards Group (DTSG) Brand Safety Principles are valuable, applicable and continue to evolve with market expectations:
 - a) With a view to becoming certified signatories (for current non-signatories)
 - b) To continue to have their policies and processes independently verified. (for current signatories)

The IAB UK Board members have committed to delivering these through publicly signing this letter of intent to create a Gold Standard for UK digital advertising.

We the undersigned commit to improving digital advertising standards in the UK and implementing a new Gold Standard of digital advertising in the UK.

