| | DIRECT SELLERS (Owned inventory) Companies primarily involved in the selling of owned and operated inventory | SELL SIDE SUPPORT (Non-owned inventory) Companies primarily involved in selling of inventory on sites they do not own or operate | BUY SIDE SUPPORT (Tech platforms and services) Companies that offer a self-serve platform to facilitate the buying of inventory | FULL SERVICE SUPPORT Companies that offer a managed service to facilitate the buying of inventory using their own proprietary technology | BUYER ACTIVATION Companies that offer a managed service to facilitate the buying of inventory using external self serve buying platform(s) | BUYER PLANNER Companies who plan the media strategy on behalf of a brand or agency | ALL OTHER (Data, Quality, Creative) Companies who do not meet one of the previous four categories (F) |
|---|---|---|---|---|---|---|---|
| | Autotrader, Bauer Media, Guardian, Facebook, LADbible, YouTube | SSPs, Facebook Audience Network, Index Exchange, Teads | DSPs, Google AdX, Amazon DSP | Blis, Crimtan, TAN, Unruly, vdx.tv | Trading Desks, Managed Service, Quantcast, Mobsta, Matterkind, | GroupM, MediaCom, MC&C Media, The Media People | DMPs, ad verification, creative agencies, content management platforms |
| **General** | Complete Gold Standard e-learning training modules | Complete Gold Standard e-learning training modules | Complete Gold Standard e-learning training modules | Complete Gold Standard e-learning training modules | Complete Gold Standard e-learning training modules where necessary to compliment GS training as below | • Complete Gold Standard e-learning training modules where necessary to compliment GS training as below • Public support for the Gold Standard • Encourage upstream partners to become Gold Standard Supporters | For companies who do not fit into the current Gold Standard categorisation of Direct – Indirect – Support – Buyer Support Buyers, compliance in this area will initially be determined on a case by case basis. Please contact goldstandard@iabuk.com for more information about demonstrating compliance. |
| **Security and Fraud** | **(app-)ads.txt** **Desktop & Mobile Web:** • Implement ads.txt at your root URL (example) and update to the latest version – ads.txt 1.1 **App** • Ensure the "developer website" field in the app stores hosting your apps is up to date (Guidance) • Upload an app-ads.txt file to the root domain of the developer website listed • Ensure the ads.txt and app-ads.txt files are kept up to date and partners listed have been verified **Sellers.json, Buyers.json and DemandChain Object** • Encourage upstream partners to adopt Sellers.json, Buyers.json and DemandChain Object **Open Measurement SDK (OM SDK)** Ensure you have implemented the latest version of the OM SDK | **(app-)ads.txt** • Encourage your downstream partners to adopt (app-)ads.txt • Ensure that you are listed within the (app-) ads.txt of your downstream partners through a contractual requirement or T&Cs • Have a minimum of 90% of UK web traffic delivered through sites with an ads.txt file • Measure the proportion of UK app traffic going through apps with an app-ads.txt file **Sellers.json** • Implement a Sellers.json file listing your authorised publishers and resellers and their SELLER ID and legal entities where relevant **SupplyChain Object** • Include/Populate the SupplyChain Object field in your bid request **Buyers.json and DemandChain Object** • Add Buyers.json and DemandChain Object to your product roadmap- Committed date of launch (Email and written commitment) • Public support for Buyers.json and DemandChain Object (link to article or blog) • Encourage upstream partners to adopt Buyers.json and DemandChain Object (Email comms, training programs or other) **Open Measurement SDK (OM SDK)** • Ensure SDKs that are provided to downstream partners are updated to OM SDK | **(app-)ads.txt** • Support (app-)ads.txt in your T&Cs with downstream partners • Publicly declare support for (app-)ads.txt, e.g: in article or blog • Filter for (app-) ads.txt authorised inventory in your platform **Sellers.json** • Encourage downstream partners to adopt Sellers.json **SupplyChain Object** • Demonstrate how you plan to review the SupplyChain Object and filter out for any unauthorised traffic by reviewing respective Sellers.json and ads.txt files **Buyers.json and DemandChain Object** • Add Buyers.json and DemandChain Object to your product roadmap- Committed date of launch (Email and written commitment) • Public support for Buyers.json and DemandChain Object (link to article or blog) • Encourage downstream partners to adopt Buyers.json and DemandChain Object (Email comms, training programs or other) **Open Measurement SDK (OM SDK)** • Encourage all measurement and verification partners to be included in the OM SDK • Choose to work with measurement and verification companies that are integrated with the OM SDK | **app-)ads.txt** • Encourage your downstream partners to adopt (app-)ads.txt • Ensure that you are listed within the (app-) ads.txt of your downstream partners through a contractual requirement or T&Cs • Have a minimum of 90% of UK web traffic delivered through sites with an ads.txt file • Measure the proportion of UK app traffic going through apps with an app-ads.txt file • Filter for (app-) ads.txt authorised inventory in your platform **Sellers.json** • Implement a Sellers.json file listing your authorised publishers and resellers and their SELLER ID and legal entities where relevant • Ensure the Sellers.json files are kept up to date **SupplyChain Object** • Include/Populate the SupplyChain Object field in your bid Request **Buyers.json and DemandChain Object** • Add Buyers.json and DemandChain Object to your product roadmap- Committed date of launch (Email and written commitment) • Public support for Buyers.json and DemandChain Object (link to article or blog) • Encourage downstream partners to adopt Buyers.json and DemandChain Object (Email comms, training programs or other) **Open Measurement SDK (OM SDK)** • Encourage all measurement and verification partners to be included in the OM SDK • Choose to work with measurement and verification companies that are integrated with OM SDK | **(app-)ads.txt** • Support (app-)ads.txt in your T&Cs with downstream partners • Provide links to the (app-)ads.txt files of the top 10 apps and/or sites you work with • Where relevant (to the product or service being provided) publicly declare support, eg: in online articles (example) • Demonstrate how you filter for ads.txt traffic in your platform • Demonstrate how you plan to filter for app-ads.txt in your platform (Guidance) **Sellers.json** • Encourage to downstream partners to adopt Sellers.json **SupplyChain Object** • Filter or encourage filtering of inventory through the use of the SupplyChain Object **Buyers.json and DemandChain Object** • Encourage downstream partners to adopt Buyers.json and DemandChain object **Open Measurement SDK (OM SDK)** • Encourage all measurement and verification partners to be included in the OM SDK • Choose to work with measurement and verification companies that are integrated with OM SDK | **(app-)ads.txt** • Include requirements for (app-) ads.txt traffic on your IOs/eIOs with downstream partners • Internal training to explain the advantages of (app-) ads.txt (Guidance) **Sellers.json** • Encourage downstream partners to adopt Sellers.json **SupplyChain Object** • Encourage filtering of inventory through the use of the SupplyChain Object **Buyers.json and DemandChain Object** • Public support for Buyers.json and DemandChain Object **Open Measurement SDK (OM SDK)** • Encourage all measurement and verification partners to be included in the OM SDK • Choose to work with measurement and verification companies that are integrated with the OM SDK | |
| **TAG (Brand Safety)** | Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate | Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate | Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate | Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate | Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate | • Encourage for partners to be TAG Brand Safety audited within your T&Cs • Internal training to explain the advantages of TAG Brand Safety • Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate | |
| **CBA (User Experience)** | • Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads • Support the Better Ad Standards in your creative guidelines. • Promote best practice to clients by promoting latest CBA Standards. | • Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads • Support the Better Ad Standards in your creative guidelines • Promote best practice to clients by promoting latest CBA Standards. • Explain how you filter for CBA/non-compliant units in your platform | • Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads • Support the Better Ad Standards in your creative guidelines • Promote best practice to clients by promoting latest CBA Standards. • Explain how you filter for non-compliant units in your platform • Have a minimum of 99% of domains that you work with to conform the CBA's better ad standards. Domains that have failed the CBA standards can be found on the Google's ad experience report | • Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads • Support the Better Ad Standards in your creative guidelines • Promote best practice to clients by promoting latest CBA Standards. • Explain how you filter for CBA/non-compliant units in your platform | • Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads • Support the Better Ad Standards in your creative guidelines • Promote best practice to clients by promoting latest CBA Standards. | • Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads • Support the Better Ad Standards in your creative guidelines • Promote best practice to clients by promoting latest CBA Standards. • Internal training to explain the Better Ads Standards | |
| **TCF (Data & Privacy)** | • Use a CMP that is on the list of registered TCF CMPs list where relevant • Ensure the CMP you are using complies with the TCF 2.0 Technical Specifications and Policy (Guidance) • Work with vendors on the TCF Global Vendor List. | • Register for the TCF Global Vendor List • Work with vendors on the TCF Global Vendor List • Encourage downstream partners to adopt TCF • Through contractual T&Cs include that you are listed on the CMP of any pages or websites where you are processing personal data and/or using cookies or other similar technologies • Measure proportion of traffic with a TCF consent string | • Register for the TCF Global Vendor List • Work with vendors on the TCF Global Vendor List • Encourage downstream partners to adopt TCF • Through contractual T&Cs include that you are listed on the CMP of any pages or websites where you are processing personal data and/or using cookies or other similar technologies • Measure proportion of traffic with a TCF consent string | • Register for the TCF Global Vendor List • Work with vendors on the TCF Global Vendor List • Through contractual T&Cs include that you are listed on the CMP of any pages or websites where you are processing personal data and/or using cookies or other similar technologies • Measure proportion of traffic with a TCF consent string | • Work with vendors on the TCF Global Vendor List | • Encourage all downstream partners to adopt and participate with the TCF | |