

IAB UK Gold Standard 1.1



Summary of changes:

Changes for all categories:

- Companies must be JICWEBS certified not JICWEBS registered
- A criteria called 'general' has been added
- Within 'general' a requirement to complete the online training modules (when launched) has been added
 - *Note: For 'Buyers' completion of online training module is **in addition** to the company training that they/IAB run and is for those who did not attend/new starters*

Changes for individual categories

- Direct Sellers:
 - New requirement to 'ensure their ads.txt files are kept up to date'. To meet this they must demonstrate the process they use to keep it up to date
- Indirect Sellers:
 - New requirement to 'encourage downstream partners to adopt ads.txt'
 - New criteria to provide links to the top 10 sites they work with based on delivery in the last 30 days (previously not specified)
 - New criteria to show that 90% of traffic is delivered through sites with an ads.txt file (minimum previously not specified)
 - New requirement to demonstrate how they filter for non-CBA compliant units in their platform
- Support:
 - New requirement to demonstrate how they filter for non-CBA compliant units in their platform
 - New criteria to show that a minimum of 99% of domains they work with conform to the CBA standards (minimum previously not specified)
- Buyer Support:
 - No specific changes for this category
- Buyers:
 - New requirement to demonstrate public support for Gold Standard
 - Specified that IOs with downstream partners should be updated with ads.txt requirements
 - DTSG requirement changed from: "Require DTSG verified traffic" to "Encourage downstream partners to be JICWEBS DTSG audited within your T&Cs"

The Compliance Grid – Gold Standard 1.1

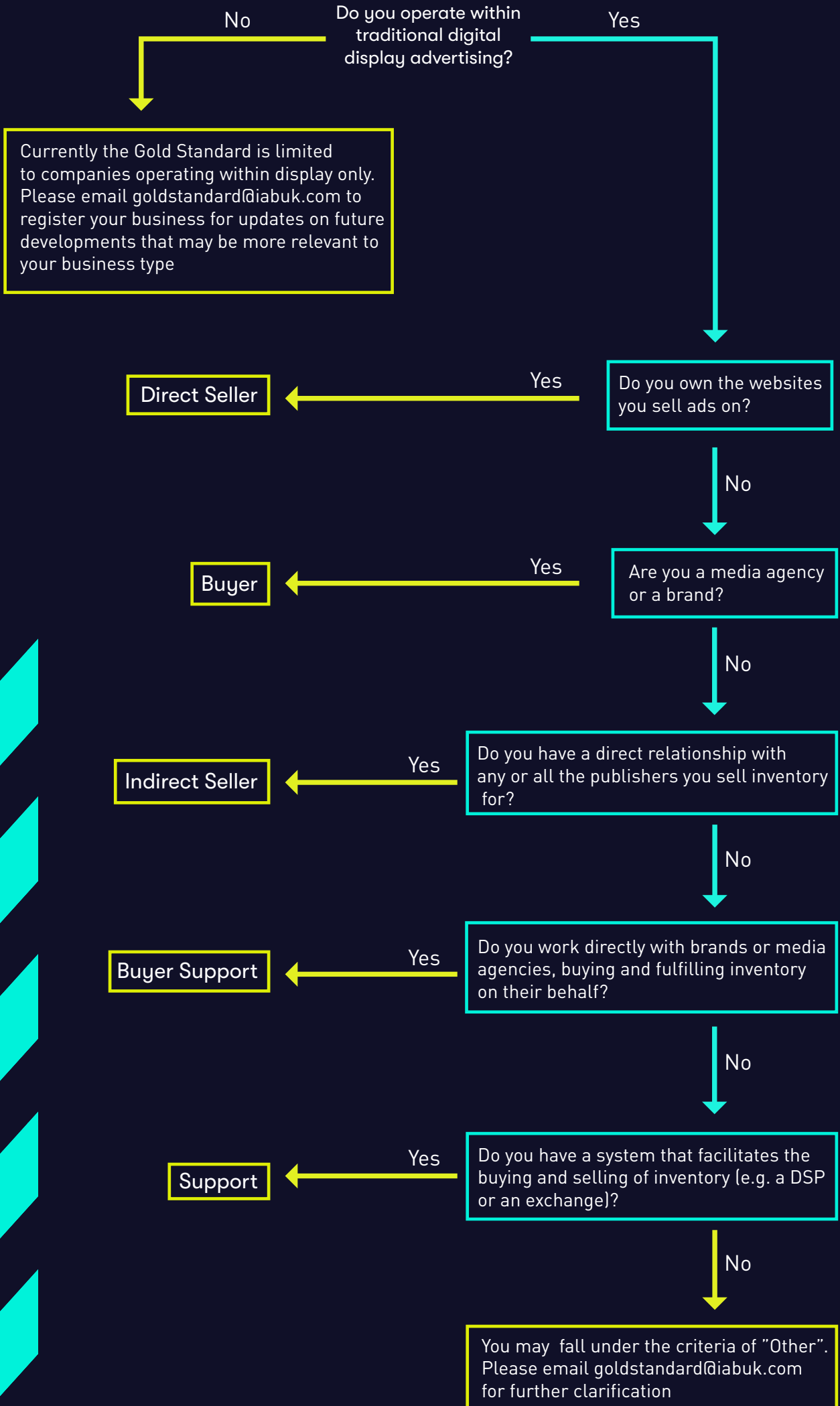
	Direct Sellers (Owned inventory) Companies primarily involved in the selling of owned and operated inventory. (A)	Indirect Sellers (Non-owned inventory) Companies primarily involved in the selling of inventory on sites they do not own or operate (B)	Support (Tech platforms and services) Companies that primarily facilitate the buying and selling of inventory but do not own inventory or represent specific sites (C)	Buyer Support Companies who buy inventory on behalf of a brand or agency (D)	Buyers Companies who purchase media directly or as a representative for another company (E)	All other (Data, Quality, Creative) Companies who do not meet one of the previous four categories (F)
	Autotrader, Bauer Media, Guardian, Facebook, Spotify, YouTube	SSPs, Facebook Audience Network, Rubicon, Teads	DSPs, Google AdX, Amazon DSP	Trading Desks, Managed Service, Quantcast, RhythmOne, Captify, Exponential	Adidas, GroupM, MediaCom, MC&C Media, The Media People, Unilever	DMPs, ad verification, creative agencies, content management platforms
General	<ul style="list-style-type: none"> • Complete Gold Standard online training modules (when launched) 	<ul style="list-style-type: none"> • Complete Gold Standard online training modules (when launched) 	<ul style="list-style-type: none"> • Complete Gold Standard online training modules (when launched) 	<ul style="list-style-type: none"> • Complete Gold Standard online training modules (when launched) 	<ul style="list-style-type: none"> • Complete Gold Standard online training modules where necessary to complement GS training as below (when launched) • Public support for the Gold Standard 	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
ads.txt (Ad Fraud)	<ul style="list-style-type: none"> • Implement ads.txt at your root URL [example] • Ensure the file is kept up to date 	<ul style="list-style-type: none"> • Encourage your downstream partners to adopt ads.txt • Include that you are listed within the 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 	<ul style="list-style-type: none"> • Support ads.txt in your T&Cs with downstream partners • Publicly declare support for ads.txt, eg: in article or blog • Filter for ads.txt authorised inventory in your platform 	<ul style="list-style-type: none"> • Support ads.txt in your T&Cs with downstream partners • Provide links to the ads.txt files of the top 10 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 	<ul style="list-style-type: none"> • Include requirements for ads.txt traffic on your IOs/eIOs with downstream partners • Internal training to explain the advantages of ads.txt 	
DTSG (Brand Safety)	<ul style="list-style-type: none"> • Hold a current JICWEBS DTSG Brand Safety certificate under the appropriate category 	<ul style="list-style-type: none"> • Hold a current JICWEBS DTSG Brand Safety certificate under the appropriate category 	<ul style="list-style-type: none"> • Hold a current JICWEBS DTSG Brand Safety certificate under the appropriate category 	<ul style="list-style-type: none"> • Hold a current JICWEBS DTSG Brand Safety certificate under the appropriate category 	<ul style="list-style-type: none"> • Encourage for partners to be JICWEBS DTSG audited within your T&Cs • Internal training to explain the advantages of DTSG • Hold a current JICWEBS DTSG Brand Safety certificate under the appropriate category 	
CBA/LEAN (User Experience)	<ul style="list-style-type: none"> • 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 and LEAN standards 	<ul style="list-style-type: none"> • 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 and LEAN standards • Demonstrate how you filter for CBA/non-compliant units in your platform 	<ul style="list-style-type: none"> • 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 and LEAN standards • Demonstrate 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 	<ul style="list-style-type: none"> • 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 and LEAN standards • Promote best practice to clients by promoting latest CBA and LEAN standards 	<ul style="list-style-type: none"> • 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 and LEAN standards • Internal training to explain LEAN/the Better Ads Standards 	

Identifying your company category



What category is my business?

Note: Some businesses may have multiple operations that fall under different categories (e.g. media agency and trading desk). If your business falls under multiple categories, please register each part of the business separately.



The Requirements



Direct Sellers

Companies primarily involved in the selling of owned and operated inventory.

Requirements

CRITERIA	ACTION	STATUS	EVIDENCE
General	<i>Complete Gold Standard online training modules (when launched)</i>		<i>Demonstrate that the relevant teams have completed the necessary training</i>
Anti Fraud	Implement ads.txt at your root URL listing DIRECT and RESELLERS including their publisher IDs & payment IDs where relevant		Provide links to the ads.txt files for the websites that you own or manage
	Ensure ads.txt file is kept up to date		Demonstrate processes in place that ensure the file is kept up to date
Brand Safety	Hold a current JICWEBS DTSG Brand Safety certificate under the appropriate category		Provide certificate
User Experience	Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads		Provide copy of creative guidelines
	Support the CBA Better Ad Standards in your creative guidelines		Provide copy of creative guidelines
	Promote best practice to clients by promoting latest CBA and LEAN standards		Provide example(s) of communication of creative best practice information to clients

Indirect Sellers

Companies primarily involved in the selling of inventory on sites they do not own or operate

Requirements

CRITERIA	ACTION	STATUS	EVIDENCE
General	<i>Complete Gold Standard online training modules (when launched)</i>		<i>Demonstrate that the relevant teams have completed the necessary training</i>
Anti Fraud	Encourage your downstream partners to adopt ads.txt		Example of communications sent to downstream partners e.g. email
	Ensure that you are listed within the ads.txt of your downstream partners through a contractual requirement or T&Cs		Provide copy of contract/T&Cs
	Provide links to ADS.txt files of top sites and or apps you work with		Provide links to the top 10 sites and/or apps you work with (based on delivery in the last 30 days)
	Have a minimum of 90% of UK web traffic delivered through sites with an ads.txt file		Measure and report the proportion of delivery in the last 30 days that has gone through sites with an ads.txt file present
Brand Safety	Hold a current JICWEBS DTSG Brand Safety certificate under the appropriate category		Provide certificate
User Experience	Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads		Provide copy of creative guidelines
	Support the CBA Better Ad Standards in your creative guidelines		Provide copy of creative guidelines
	Promote best practice to clients by promoting latest CBA and LEAN standards		Provide example(s) of communication of creative best practice information to clients
	Demonstrate how you filter for CBA/non-compliant units in your platform		Demonstrate the creative quality assurance processes in place

Support

Companies that primarily facilitate the buying and selling of inventory but do not own inventory or represent specific sites

Requirements

CRITERIA	ACTION	STATUS	EVIDENCE
General	<i>Complete Gold Standard online training modules (when launched)</i>		<i>Demonstrate that the relevant teams have completed the necessary training</i>
Anti Fraud	Support ads.txt in your T&Cs with downstream partners		Provide copy of T&Cs
	Publicly declare support for ads.txt		Provide link(s) to online articles or blog posts
	Filter for ads.txt authorised inventory in your platform		Demonstrate that ads.txt filtering has been built into your platform e.g. screenshots of filtered traffic. And where relevant demonstrate how you plan to build app-ads.txt filtering in your platform
Brand Safety	Hold a current JICWEBS DTSG Brand Safety certificate under the appropriate category		Provide certificate
User Experience	Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads		Provide copy of creative guidelines
	Support the CBA Better Ad Standards in your creative guidelines		Provide copy of creative guidelines
	Promote best practice to clients by promoting latest CBA and LEAN standards		Provide example(s) of communication of creative best practice information to clients
	Demonstrate how you filter for CBA/non-compliant units in your platform		Demonstrate the creative quality assurance processes in place
	Ensure that a minimum of 99% of the domains that you work with comply with [or 'conform to'] The CBA's Better Ads Standards		Measure and report the proportion of domains that do not comply with the CBA standards

Buyer Support

Companies who buy inventory on behalf of a brand or agency

Requirements

CRITERIA	ACTION	STATUS	EVIDENCE
General	<i>Complete Gold Standard online training modules (when launched)</i>		<i>Demonstrate that the relevant teams have completed the necessary training</i>
Anti Fraud	Support ads.txt in your T&Cs with downstream partners		Provide copy of T&Cs
	Provide links to ads.txt files of top sites you work with		Provide links to the top 10 sites you work with (based on delivery in the last 30 days)
	Demonstrate how ads.txt traffic selection is built into your platform		Screenshot of JIRA ticket if you own your platform OR provide a full list of the DSPs you work with and information on how you ensure you are buying authorised inventory through them
	Hold a current JICWEBS DTSG Brand Safety certificate under the appropriate category		Provide certificate
Brand Safety	Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads		Provide copy of creative guidelines
User Experience	Support the CBA Better Ad Standards in your creative guidelines		Provide copy of creative guidelines
	Promote best practice to clients by promoting latest CBA and LEAN standards		Provide example(s) of communication of creative best practice information to clients

Buyers

Companies who purchase media directly or as a representative for another company

Requirements

	ACTION	STATUS	EVIDENCE
General	<i>Complete Gold Standard online training modules to complement training outlined below (where necessary) (when launched)</i>		<i>Demonstrate that the relevant teams have completed the necessary training</i>
	Public support for the Gold Standard		Article, blog or other
Anti Fraud	Include requirements for ads.txt traffic on your IOs/eIOs with downstream partners		Provide copy of IO/eIO
	Deliver internal training to explain advantages of ads.txt		Training can be provided by IAB staff OR provide training presentation slides/screenshot of training event and attendees
Brand Safety	Encourage for partners to be JICWEBS DTSG audited within your T&Cs		Provide copy of T&Cs with downstream partners
	Deliver internal training to explain advantages of DTSG		Training can be provided by IAB staff OR provide training presentation slides/screenshot of training event and attendees
	Hold a current JICWEBS DTSG Brand Safety certificate under the appropriate category		Provide certificate
User Experience	Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for Better Ads		Provide copy of creative guidelines
	Support the CBA Better Ad Standards in your creative guidelines		Provide copy of creative guidelines
	Promote best practice to clients by promoting latest CBA and LEAN standards		Provide example(s) of communication of creative best practice information to clients
	Deliver internal training to explain LEAN/the Better Ads Standards		Training can be provided by IAB staff OR provide training presentation slides/screenshot of training event and attendees

Please submit your evidence to
goldstandard@iabuk.com

Thank you

