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:
  - GS 1.0 required support companies to demonstrate how they “plan to” build ads.txt filtering into their platform, 1.1 requires that these companies do filter for ads.txt and provide relevant evidence
  - Public support for ads.txt removed as no longer relevant due to above
  - 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”
<table>
<thead>
<tr>
<th><strong>Direct Sellers (Owned Inventory)</strong></th>
<th>Companies primarily involved in the setting of owned and operated inventory.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Indirect sellers (non-owned inventory)</strong></td>
<td>Companies primarily involved in the setting of inventory on sites they do not own or operate.</td>
</tr>
<tr>
<td><strong>Support (Tech platforms and services)</strong></td>
<td>Companies that primarily facilitate the buying and setting of inventory but do not own inventory or represent specific sites.</td>
</tr>
<tr>
<td><strong>Buyer Support Companies</strong></td>
<td>Companies who buy inventory on behalf of a brand or agency (S).</td>
</tr>
<tr>
<td><strong>Buyers/Companie’s who purchase media directly or as a representative for another company</strong></td>
<td>(G).</td>
</tr>
<tr>
<td>All other (Data, Quality, Creative, agencies, content management platforms)</td>
<td>(F).</td>
</tr>
</tbody>
</table>

**General**

- Complete Gold Standard online training module when launched.
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- Complete Gold Standard online training modules when launched.

**Audits (Ad Fraud)**

- Ensure the “developer website” field in the app stores hosting your apps is up to date.
- Download 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.

**DTSG (Brand Safety)**

- Be a JICWEBS signatory and hold a valid DTSG certificate.
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- Be a JICWEBS signatory and hold a valid DTSG certificate.

**CBA/LEAN (Brand 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 and LEAN standards.
- Demonstrate how you filter for 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 and LEAN standards.
- Demonstrate how you filter for non-compliant units in your platform.
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- 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.

**DMPs, ad verification, creative agencies, content management platforms**

- Complete Gold Standard online training module where necessary to comply with training as below when launched.
- Compliance in this area will be initially determined on a case by case basis. Please contact goldstandard@iabuk.com for more information about demonstrating compliance.

**Ads.txt**

- Establish and implement ads.txt at your root URL.
- For each ad transport supported, a corresponding ads.txt file be created and maintained.

**Ad Network**

- Ensure that all ads.txt files are up-to-date and maintain the ads.txt file for each ad transport supported.
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**Marketing**

- Complete Gold Standard online training module where necessary to comply with training as below when launched.
- Public support for the Gold Standard.
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.

- **Direct Seller**
  - Yes: Do you own the websites you sell ads on?
  - No: Are you a media agency or a brand?

- **Buyer**
  - Yes: Are you a media agency or a brand?
  - No: Do you have a direct relationship with any or all the publishers you sell inventory for?

- **Indirect Seller**
  - Yes: Do you have a direct relationship with any or all the publishers you sell inventory for?
  - No: Do you work directly with brands or media agencies, buying and fulfilling inventory on their behalf?

- **Buyer Support**
  - Yes: Do you work directly with brands or media agencies, buying and fulfilling inventory on their behalf?
  - No: Do you have a system that facilitates the buying and selling of inventory (e.g., a DSP or an exchange)?

- **Support**
  - Yes: Do you have a system that facilitates the buying and selling of inventory (e.g., a DSP or an exchange)?
  - No: You may fall under the criteria of "Other". Please email goldstandard@iabuk.com for further clarification.

Currently the Gold Standard is limited to companies operating within display only. Please email goldstandard@iabuk.com to register your business for updates on future developments that may be more relevant to your business type.
The Requirements
Direct Sellers
Companies primarily involved in the selling of owned and operated inventory.

Requirements

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>ACTION</th>
<th>STATUS</th>
<th>EVIDENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td><strong>Complete Gold Standard online training modules (when launched)</strong></td>
<td><strong>Demonstrate that the relevant teams have completed the necessary training</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Implement ads.txt at your root URL listing DIRECT and RESELLERS including their publisher IDs &amp; payment IDs where relevant</td>
<td>Provide links to the ads.txt files for the websites that you own or manage</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ensure [app-ads.txt file is kept up to date]</td>
<td>Demonstrate processes in place that ensure the file is kept up to date</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Implement an app-ads.txt file at the root domain of your developer website</td>
<td>Provide links to the app-ads.txt files for the apps that you own or manage</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ensure the “Developer Website” field in iOS and Android app store is up to date</td>
<td>Provide app store links to the apps that you own and manage</td>
<td></td>
</tr>
<tr>
<td>Brand Safety</td>
<td>Be a registered JICWEBS member and hold a valid DTSG certificate</td>
<td>Provide certificate</td>
<td></td>
</tr>
<tr>
<td>User Experience</td>
<td>Ensure your units do not breach any of the ‘bad ad’ features as defined by the Coalition for Better Ads</td>
<td>Provide copy of creative guidelines</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Support the CBA Better Ad Standards in your creative guidelines</td>
<td>Provide copy of creative guidelines</td>
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<td></td>
<td>Promote best practice to clients by promoting latest CBA and LEAN standards</td>
<td>Provide example(s) of communication of creative best practice information to clients</td>
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</tbody>
</table>
## Indirect Sellers
Companies primarily involved in the selling of inventory on sites they do not own or operate

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</tr>
<tr>
<td>Anti Fraud</td>
<td>Encourage your downstream partners to adopt ads.txt</td>
<td>Example of communications sent to downstream partners e.g. email</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ensure that you are listed within the (app-)ads.txt of your downstream partners through a contractual requirement or T&amp;Cs</td>
<td>Provide copy of contract/T&amp;Cs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Provide links to (app-)ads.txt files of top sites and or apps you work with</td>
<td>Provide links to the top 10 sites and/or apps you work with (based on delivery in the last 30 days)</td>
<td></td>
</tr>
<tr>
<td>Anti Fraud</td>
<td>Have a minimum of 90% of UK web traffic delivered through sites with an ads.txt file</td>
<td>Measure and report the proportion of delivery in the last 30 days that has gone through sites with an ads.txt file present</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Measure a network-wide percentage of app-ads.txt traffic/apps</td>
<td>Measure and report the proportion of in-app delivery in the last 30 days that has gone through apps with an app-ads.txt file present</td>
<td></td>
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<td>Demonstrate how you filter for CBA/non-compliant units in your platform</td>
<td>Demonstrate the creative quality assurance processes in place</td>
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</tr>
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<td><strong>Anti Fraud</strong></td>
<td>Support [app-]ads.txt in your T&amp;Cs with downstream partners</td>
<td>Provide copy of T&amp;Cs</td>
<td></td>
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<tr>
<td></td>
<td>Publicly declare support for [app-]ads.txt</td>
<td>Provide link(s) to online articles or blog posts</td>
<td></td>
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<tr>
<td></td>
<td>Filter for ads.txt authorised inventory in your platform</td>
<td>Demonstrate that ads.txt filtering has been built into your platform e.g. screenshots of filtered traffic</td>
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<tr>
<td></td>
<td>Demonstrate how app-ads.txt traffic selection is/being built into your platform</td>
<td></td>
<td>Link/Presentation/Text/Screengrab</td>
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<td><strong>Brand Safety</strong></td>
<td>Be a registered JICWEBS member and hold a valid DTSG certificate</td>
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<td>Ensure that a minimum of 99% of the domains that you work with comply with (or 'conform to') The CBA’s Better Ads Standards</td>
<td>Measure and report the proportion of domains that do not comply with the CBA standards</td>
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Buyer Support
Companies who buy inventory on behalf of a brand or agency

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<td>Anti Fraud</td>
<td>Provide links to <a href="#">app-lads.txt files of top sites you work with</a></td>
<td>Provide links to the top 10 sites and/or apps you work with (based on delivery in the last 30 days)</td>
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<td>Public support for <a href="#">app-lads.txt</a></td>
<td>Provide link(s) to online articles or blog posts</td>
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<td>Demonstrate how ads.txt traffic selection is built into your platform</td>
<td>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</td>
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<td>Demonstrate how app-ads.txt traffic selection is being built into your platform and/or buying processes</td>
<td>Link/Presentation/Text/Screengrab</td>
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# Buyers
Companies who purchase media directly or as a representative for another company

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<td>Public support for the Gold Standard</td>
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<td>Article, blog or other</td>
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<td><strong>Anti Fraud</strong></td>
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<td></td>
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<tr>
<td>Include requirements for <a href="#">app-lads.txt</a> traffic on your I0s/eI0s with downstream partners</td>
<td></td>
<td>Provide copy of I0/eI0</td>
</tr>
<tr>
<td>Deliver internal training to explain advantages of <a href="#">app-lads.txt</a></td>
<td></td>
<td>Training can be provided by IAB staff OR provide training presentation slides/screenshot of training event and attendees</td>
</tr>
<tr>
<td><strong>Brand Safety</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Encourage for partners to be JICWEBS DTSG audited within your T&amp;Cs</td>
<td></td>
<td>Provide copy of T&amp;Cs with downstream partners</td>
</tr>
<tr>
<td>Deliver internal training to explain advantages of DTSG</td>
<td></td>
<td>Training can be provided by IAB staff OR provide training presentation slides/screenshot of training event and attendees</td>
</tr>
<tr>
<td>Be a registered JICWEBS member and hold a valid DTSG certificate</td>
<td></td>
<td>Provide certificate</td>
</tr>
<tr>
<td><strong>User Experience</strong></td>
<td></td>
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<tr>
<td>Ensure your units do not breach any of the ‘bad ad’ features as defined by the Coalition for Better Ads</td>
<td></td>
<td>Provide copy of creative guidelines</td>
</tr>
<tr>
<td>Support the CBA Better Ad Standards in your creative guidelines</td>
<td></td>
<td>Provide copy of creative guidelines</td>
</tr>
<tr>
<td>Promote best practice to clients by promoting latest CBA and LEAN standards</td>
<td></td>
<td>Provide example(s) of communication of creative best practice information to clients</td>
</tr>
<tr>
<td>Deliver internal training to explain LEAN/the Better Ads Standards</td>
<td></td>
<td>Training can be provided by IAB staff OR provide training presentation slides/screenshot of training event and attendees</td>
</tr>
</tbody>
</table>
Please submit your evidence to goldstandard@iabuk.com

Thank You