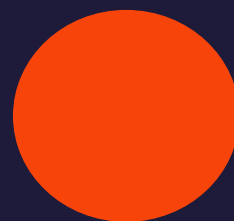# IAB UK Gold Standard 1.1

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 critieria 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"
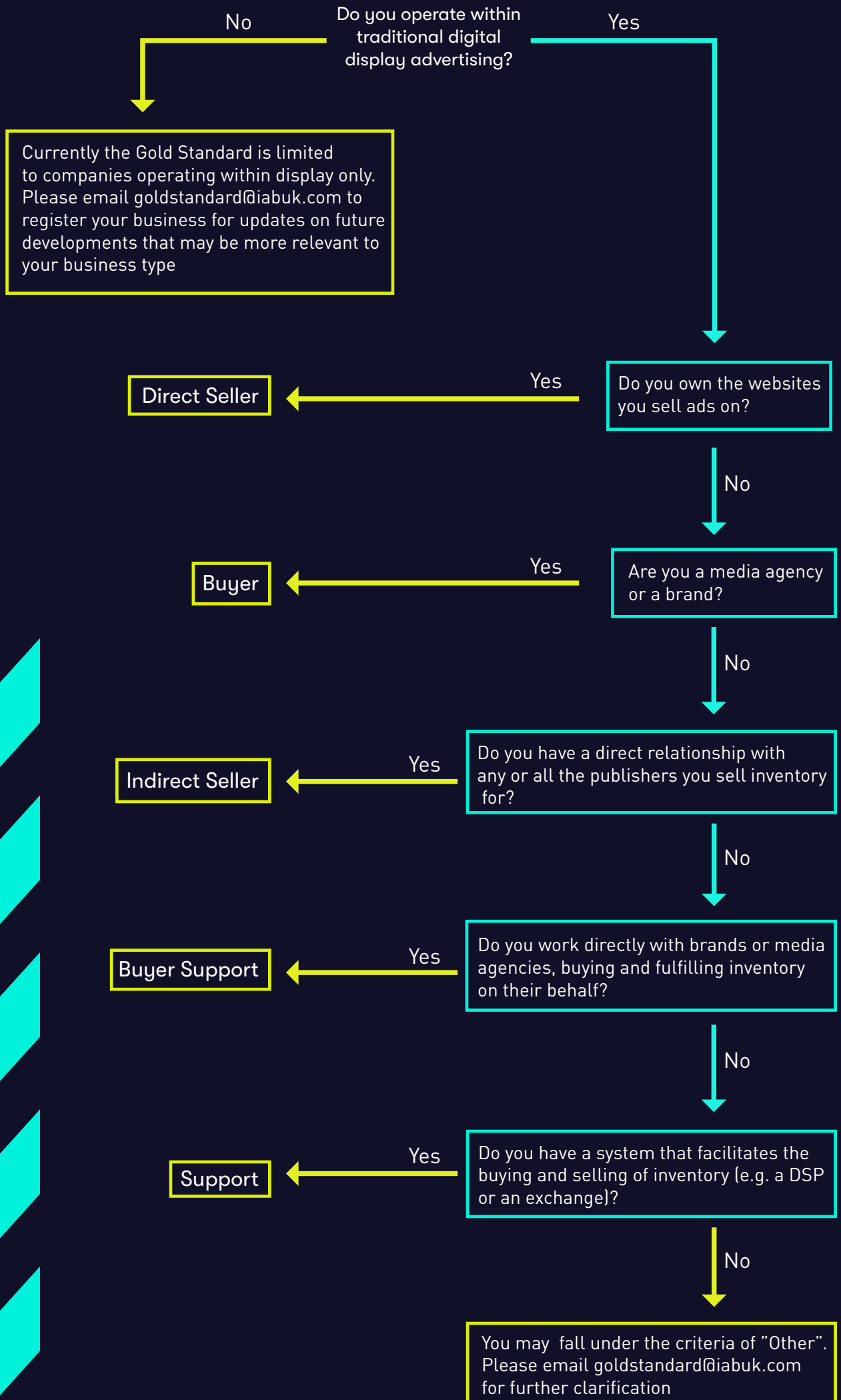
The Compliance Grid – Gold Standard 1.1

	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	•*Complete Gold Standard online training modules (when launched)*	•*Complete Gold Standard online training modules (when launched)*	•*Complete Gold Standard online training modules (when launched)*	•*Complete Gold Standard online training modules (when launched)*	•*Complete Gold Standard online training modules where necessary to compliment 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)	•Desktop & Mobile Web: •Implement ads.txt at your root URL (example) •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	•Encourage your downstream partners to adopt (app-)ads.txt •Include 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 app-ads.txt file	•Support (app-)ads.txt in your T&Cs with downstream partners •Publicly declare support for (app-) ads.txt, eg: in article or blog •Filter for (app-) ads.txt authorised inventory in your platform	•Support (app-)ads.txt in your T&Cs with downstream partners •Provide links to the (app-) 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 •Demonstrate how you plan to filter for app-ads.txt in your platform (Guidance)	•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)	
DTSG (Brand Safety)	• Be a JICWEBS signatory and hold a valid DTSG certificate	• Be a JICWEBS signatory and hold a valid DTSG certificate	• Be a JICWEBS signatory and hold a valid DTSG certificate	• Be a JICWEBS signatory and hold a valid DTSG certificate	•Encourage for partners to be JICWEBS DTSG audited within your T&Cs •Internal training to explain the advantages of DTSG •Be a JICWEBS signatory and hold a valid DTSG 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 • Demonstrate 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 • 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	• 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	

Identifying your company category
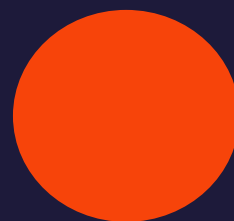
What category is my business?

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.

Do you operate within traditional digital display advertising?

No →

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

Yes →

Do you own the websites you sell ads on?

Yes → **Direct Seller**

No ↓

Are you a media agency or a brand?

Yes → **Buyer**

No ↓

Do you have a direct relationship with any or all the publishers you sell inventory for?

Yes → **Indirect Seller**

No ↓

Do you work directly with brands or media agencies, buying and fulfilling inventory on their behalf?

Yes → **Buyer Support**

No ↓

Do you have a system that facilitates the buying and selling of inventory (e.g. a DSP or an exchange)?

Yes → **Support**

No ↓

You may fall under the criteria of "Other". Please email goldstandard@iabuk.com for further clarification

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The Requirements

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

Requirements

CRITERIA	ACTION	STATUS	EVIDENCE
General	*Complete Gold Standard online training modules (when launched)*		*Demonstrate that the relevant teams have completed the necessary training*
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 (app-)ads.txt file is kept up to date		Demonstrate processes in place that ensure the file is kept up to date
	Implement an app-ads.txt file at the root domain of your developer website		Provide links to the app-ads.txt files for the apps that you own or manage
	Ensure the "Developer Website" field in iOS and Android app store is up to date		Provide app store links to the apps that you own and manage
Brand Safety	Be a registered JICWEBS member and hold a valid DTSG certificate		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

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

Requirements

CRITERIA	ACTION	STATUS	EVIDENCE
General	*Complete Gold Standard online training modules (when launched)*		*Demonstrate that the relevant teams have completed the necessary training*
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 (app-)ads.txt of your downstream partners through a contractual requirement or T&Cs		Provide copy of contract/T&Cs
	Provide links to (app-)ad.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
	Measure a network-wide percentage of app-ads.txt traffic/apps		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
Brand Safety	Be a registered JICWEBS member and hold a valid DTSG certificate		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	*Complete Gold Standard online training modules (when launched)*		*Demonstrate that the relevant teams have completed the necessary training*
Anti Fraud	Support (app-)ads.txt in your T&Cs with downstream partners		Provide copy of T&Cs
	Publicly declare support for (app-)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
	Demonstrate how app-ads.txt traffic selection is/being built into your platform		Link/Presentation/Text/Screengrab
Brand Safety	Be a registered JICWEBS member and hold a valid DTSG certificate		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	*Complete Gold Standard online training modules (when launched)*		*Demonstrate that the relevant teams have completed the necessary training*
Anti Fraud	Support ads.txt in your T&Cs with downstream partners		Provide copy of T&Cs
	Provide links to (app-)ads.txt files of top sites you work with		Provide links to the top 10 sites and/or apps you work with (based on delivery in the last 30 days)
	Public support for (app-)ads.txt		Provide link(s) to online articles or blog posts
	Demonstrate how ads.txt traffic selection is built into your platform		Screenshot of JIRA ticket if you own your plaform OR provide a full list of the DSPs you work with and information on how you ensure you are buying authorised inventory through them
	Demonstrate how app-ads.txt traffic selection is/being built into your platform and/or buying processes		Link/Presentation/Text/Screengrab
Brand Safety	Be a registered JICWEBS member and hold a valid DTSG certificate		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

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

Requirements

	ACTION	STATUS	EVIDENCE
General	*Complete Gold Standard online training modules to complement training outlined below (where necessary) (when launched)*		*Demonstrate that the relevant teams have completed the necessary training*
	Public support for the Gold Standard		Article, blog or other
Anti Fraud	Include requirements for (app-)ads.txt traffic on your IOs/eIOs with downstream partners		Provide copy of IO/eIO
	Deliver internal training to explain advantages of (app-)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
	Be a registered JICWEBS member and hold a valid DTSG certificate		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

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Please submit your evidence to goldstandard@iabuk.com

Thank You

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