

	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"> <li>• Complete Gold Standard online training modules (when launched)</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Gold Standard online training modules (when launched)</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Gold Standard online training modules (when launched)</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Gold Standard online training modules (when launched)</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Gold Standard online training modules where necessary to compliment GS training as below (when launched)</li> <li>• Public support for the Gold Standard</li> </ul>	<ul style="list-style-type: none"> <li>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</li> </ul>
ads.txt (Ad Fraud)	<ul style="list-style-type: none"> <li>• <b>Desktop &amp; Mobile Web:</b></li> <li>• Implement ads.txt at your root URL <a href="#">(example)</a></li> <li>• <b>App</b></li> <li>• Ensure the “developer website” field in the app stores hosting your apps is up to date <a href="#">(Guidance)</a></li> <li>• Upload an app-ads.txt file to the root domain of the developer website listed</li> <li>• Ensure the ads.txt and app-ads.txt files are kept up to date</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage your downstream partners to adopt (app-)ads.txt</li> <li>• Include that you are listed within the (app-)ads.txt of your downstream partners through a contractual requirement or T&amp;Cs</li> <li>• Have a minimum of 90% of UK web traffic delivered through sites with an ads.txt file</li> <li>• Measure the proportion of UK app traffic going through apps with app-ads.txt file</li> </ul>	<ul style="list-style-type: none"> <li>• Support (app-)ads.txt in your T&amp;Cs with downstream partners</li> <li>• Publicly declare support for (app-)ads.txt, eg: in article or blog</li> <li>• Filter for (app-) ads.txt authorised inventory in your platform</li> </ul>	<ul style="list-style-type: none"> <li>• Support (app-)ads.txt in your T&amp;Cs with downstream partners</li> <li>• Provide links to the (app-) ads.txt files of the top 10 sites you work with</li> <li>• Where relevant (to the product or service being provided) publicly declare support, eg: in online articles <a href="#">(example)</a></li> <li>• Demonstrate how you filter for ads.txt traffic in your platform</li> <li>• Demonstrate how you plan to filter for app-ads.txt in your platform <a href="#">(Guidance)</a></li> </ul>	<ul style="list-style-type: none"> <li>• Include requirements for (app-) ads.txt traffic on your IOs/eIOs with downstream partners</li> <li>• Internal training to explain the advantages of (app-) ads.txt <a href="#">(Guidance)</a></li> </ul>	
DTSG (Brand Safety)	<ul style="list-style-type: none"> <li>• Be a JICWEBS signatory and hold a valid DTSG certificate</li> </ul>	<ul style="list-style-type: none"> <li>• Be a JICWEBS signatory and hold a valid DTSG certificate</li> </ul>	<ul style="list-style-type: none"> <li>• Be a JICWEBS signatory and hold a valid DTSG certificate</li> </ul>	<ul style="list-style-type: none"> <li>• Be a JICWEBS signatory and hold a valid DTSG certificate</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage for partners to be <a href="#">JICWEBS DTSG</a> audited within your T&amp;Cs</li> <li>• Internal training to explain the advantages of DTSG</li> <li>• Be a JICWEBS signatory and hold a valid DTSG certificate</li> </ul>	
CBA/LEAN (User Experience)	<ul style="list-style-type: none"> <li>• Ensure your units do not breach any of the ‘bad ad’ features as defined by the <a href="#">Coalition for Better Ads</a></li> <li>• Support the Better Ad Standards in your creative guidelines</li> <li>• Promote best practice to clients by promoting latest CBA and LEAN standards</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure your units do not breach any of the ‘bad ad’ features as defined by the <a href="#">Coalition for Better Ads</a></li> <li>• Support the Better Ad Standards in your creative guidelines</li> <li>• Promote best practice to clients by promoting latest CBA and LEAN standards</li> <li>• Demonstrate how you filter for CBA/non-compliant units in your platform</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure your units do not breach any of the ‘bad ad’ features as defined by the <a href="#">Coalition for Better Ads</a></li> <li>• Support the Better Ad Standards in your creative guidelines</li> <li>• Promote best practice to clients by promoting latest CBA and LEAN standards</li> <li>• Demonstrate how you filter for non-compliant units in your platform</li> <li>• Have a minimum of 99% of domains that you work with to conform the CBA’s better ad standards</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure your units do not breach any of the ‘bad ad’ features as defined by the <a href="#">Coalition for Better Ads</a></li> <li>• Support the Better Ad Standards in your creative guidelines</li> <li>• Promote best practice to clients by promoting latest CBA and LEAN standards</li> <li>• Internal training to explain LEAN/the Better Ads Standards</li> </ul>		