<table>
<thead>
<tr>
<th>Category</th>
<th>General</th>
<th>Ads.txt (Ad Fraud)</th>
<th>DTIS (Brand Safety)</th>
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</thead>
<tbody>
<tr>
<td>Direct Sellers (Owned Inventory) Companies primarily involved in the selling of owned and operated inventory.</td>
<td>Autotrader, Bauer Media, Guardian, Facebook, Spotify, YouTube</td>
<td>DSPs, Facebook Audience Network, Rubicon, Trades</td>
<td>Support (Tech platforms and services) Companies that primarily facilitate the buying and selling of inventory but do not own inventory or represent specifications</td>
<td>Buyer Support Companies who buy inventory on behalf of a brand or agency</td>
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<tr>
<td>Indirect Sellers (Non-owned Inventory) Companies primarily involved in the selling of inventory on sites they do not own or operate</td>
<td></td>
<td>DSPs, Google AdX, Amazon DSP</td>
<td>Buyer Companies who purchase media directly or as a representative for another company</td>
<td>Buyers Companies who do not meet one of the previous four categories</td>
</tr>
<tr>
<td>All other (Data, Quality, Creative) Companies who do not meet any of the previous four categories</td>
<td></td>
<td></td>
<td></td>
<td>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@blабук.com for more information about demonstrating compliance</td>
</tr>
</tbody>
</table>

**General**

- Complete Gold Standard online training modules when launched!

**Ads.txt**

- Ensure the "developer website" field in the app store's listing for your app(s) 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

**DTIS (Brand Safety)**

- Be a JICWEBS signatory and hold a valid DTIS certificate

**CBA/LEAN (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 and LEAN standards
- Demonstrate how you filter for CBA/LEAN 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
- Have a minimum of 99% of domains that you work with to confirm the CBA’s better ad standards

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