

	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)
e.g.	Autotrader, Bauer Media, Guardian, Facebook, Spotify, YouTube	SSPs, Ad Networks, Facebook Audience Network, Rubicon, Teads	DSPs, AppNexus, 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
ADS.txt anti-fraud (1)	<ul style="list-style-type: none"> Implement ADS.txt at your root URL (example) List authorised DIRECT and RESELLERS Include Publisher IDs Include Payment IDs (where possible) <p>EVIDENCE: links</p>	<ul style="list-style-type: none"> Ensure your downstream partners list you within their own ADS.txt file through a contractual requirement or T&Cs Provide links to the ADS.txt of the top sites you work with Measure a network-wide percentage of ADS.txt traffic <p>EVIDENCE: links, screengrabs</p>	<ul style="list-style-type: none"> Include in your T&Cs support for ADS.txt Where relevant (to the product or service being provided) publicly declare support, eg: in online articles (example) Demonstrate how you plan to build ADS.txt traffic selection into your platform <p>EVIDENCE: links, screengrabs</p>	<ul style="list-style-type: none"> Include in your T&Cs support for ADS.txt Provide links to the ADS.txt of the top sites you work with Where relevant (to the product or service being provided) publicly declare support, eg: in online articles (example) Demonstrate how you plan to build ADS.txt traffic selection into your platform OR list the support companies that you work with and demonstrate how you enable ads.txt filtration through these companies <p>EVIDENCE: links, screengrabs</p>	<ul style="list-style-type: none"> Include requirements for ADS.txt traffic on your IOs/eIOs Deliver internal training to explain the advantages of ADS.txt traffic AND/OR invite the IAB to provide an educational session for staff <p>EVIDENCE: links, screengrabs, details of training plans</p>	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
DTSG brand safety (2)	<ul style="list-style-type: none"> Register with JICWEBS as a "Direct" supplier Complete the DTSG audit within 6 months <p>EVIDENCE: link to certificate</p>	<ul style="list-style-type: none"> Register with JICWEBS as an "Indirect" supplier Complete the DTSG audit within 6 months <p>EVIDENCE: link to certificate</p>	<ul style="list-style-type: none"> Register with JICWEBS under the appropriate category Complete the DTSG audit within 6 months <p>EVIDENCE: link to certificate</p>	<ul style="list-style-type: none"> Register with JICWEBS under the appropriate category Complete the DTSG audit within 6 months <p>EVIDENCE: link to certificate</p>	<ul style="list-style-type: none"> Include requirements for DTSG certified traffic on your IOs/eIOs Deliver internal training to explain the advantages of DTSG AND/OR invite the IAB to provide an educational session for staff Register with JICWEBS under the appropriate category Complete the DTSG audit within 6 months <p>EVIDENCE: links, screengrabs, details of training plans</p>	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
LEAN/Better Ads Standards user experience (3)	<ul style="list-style-type: none"> Reflect the Better Ads Standards in your creative guidelines <p>*Compliance requirements in this area will evolve once the LEAN Scoring tool / CBA Better Ads Experience is launched</p> <p>EVIDENCE: link to guidelines</p>	<ul style="list-style-type: none"> Reflect the Better Ads Standards in your creative guidelines <p>*Compliance requirements in this area will evolve once the LEAN Scoring tool / CBA Better Ads Experience is launched</p> <p>EVIDENCE: link to guidelines</p>	<ul style="list-style-type: none"> Reflect the Better Ads Standards in your creative guidelines Measure the proportion of domains that you work with that do not conform to the CBA's better ad standards Promote best practice to clients by promoting latest CBA and LEAN info (e.g through client interface, wiki or educational materials) <p>EVIDENCE: link to guidelines</p>	<ul style="list-style-type: none"> Reflect the Better Ads Standards in your creative guidelines Include references to the Better Ads Standards in your media and creative strategy <p>EVIDENCE: link to guidelines</p>	<ul style="list-style-type: none"> Include references to the Better Ads Standards in your media and creative strategy Deliver internal training to explain LEAN/the Better Ads Standards AND/OR invite the IAB to provide an educational session for staff <p>EVIDENCE: link to guidelines and details of training plans</p>	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