IAB Gold Standard 2.1

This document is not final

The details and content of this document is not final and is subject to change.

This document has been published for industry consultation and is available for public comment until 30th July 2022.

Please email goldstandard@iabuk.com with any comments, questions and feedback.

Summary of changes and updates

- In addition to digital display and video, the Gold Standard will cover companies that specialise in emerging digital media offerings like Audio, CTV and In-game advertising.

- The Ad Fraud criteria has been renamed Security and Fraud to better suit the expanding requirements of this criteria.

- Requirements within Security and Fraud will be updated to include:

Ads.txt 1.1
• Ads.txt has been updated to require companies adhere to the latest version of ads.txt, 1.1, which increases levels of transparency and strengthens the ads.txt initiative.
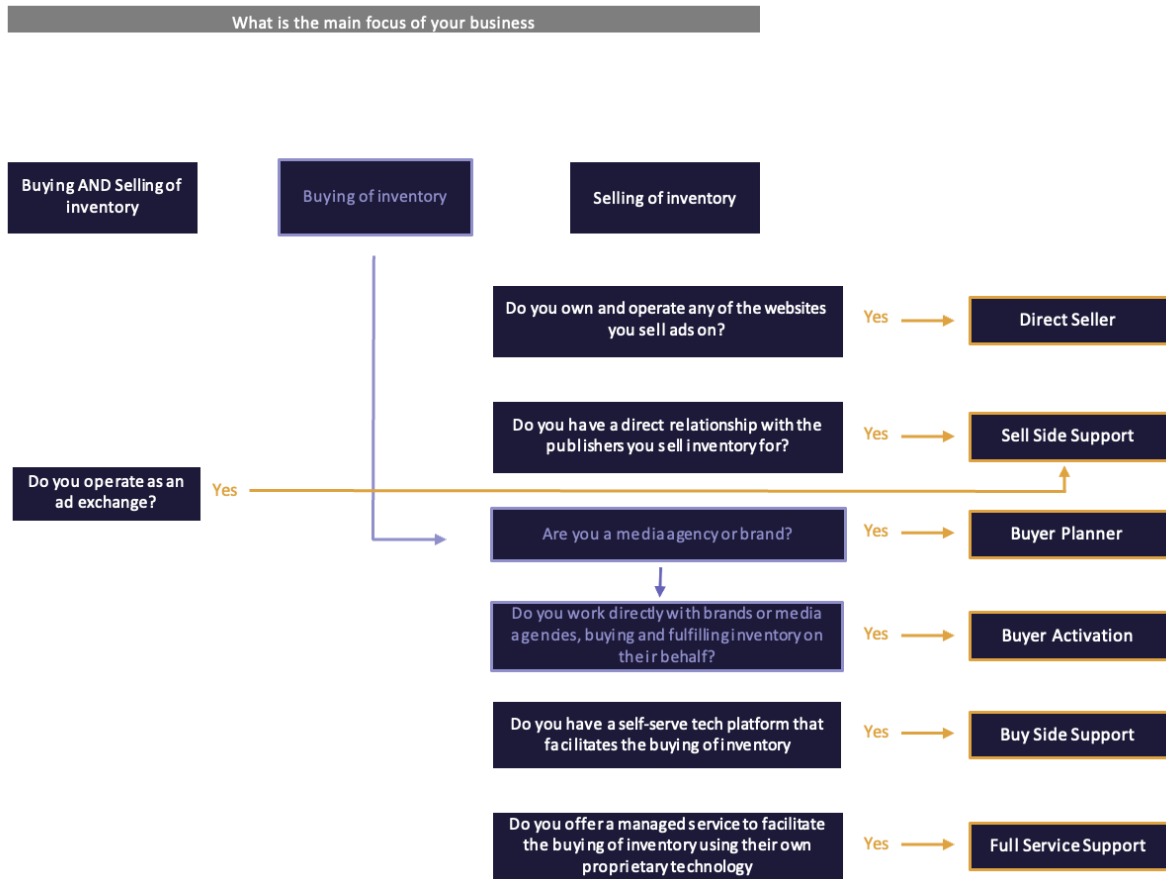
Buyers.json and DemandChain Object
• Both initiatives are new additions for Gold Standard 2.1. They have been introduced to the Gold Standard as they bring more end-to-end transparency of the programmatic supply chain, helping publishers address the challenge of Scam Ads.

Open Measurement SDK (OM SDK)
• The OM SDK is a widely adopted industry standard. Requirements to adopt this initiative as part of the Gold Standard have been introduced as this initiative is successful in facilitating third party viewability and verification measurement for ads served in web video, app and CTV environments.

What category is my business?

What is the main focus of your business

Buying AND Selling of inventory	Buying of inventory	Selling of inventory

Do you operate as an ad exchange? — Yes

Do you own and operate any of the websites you sell ads on? — Yes → **Direct Seller**

Do you have a direct relationship with the publishers you sell inventory for? — Yes → **Sell Side Support**

Are you a media agency or brand? — Yes → **Buyer Planner**

Do you work directly with brands or media agencies, buying and fulfilling inventory on their behalf? — Yes → **Buyer Activation**

Do you have a self-serve tech platform that facilitates the buying of inventory — Yes → **Buy Side Support**

Do you offer a managed service to facilitate the buying of inventory using their own proprietary technology — Yes → **Full Service Support**

The compliance grid

https://www.iabuk.com/sites/default/files/public_files/Gold_Standard_2.1_compliance_grid_0.pdf
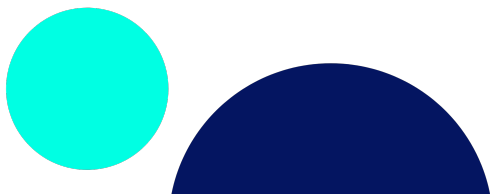
Direct Sellers - Companies primarily involved in the selling of owned and operated inventory.

DIRECT SELLERS			
CRITERIA	ACTION	STATUS	EVIDENCE
General	Complete Gold Standard online training modules		Provide evidence that the relevant teams have been sent and encouraged to complete the necessary training https://www.surveymonkey.co.uk/r/Gold-Standard-Training
Security & Fraud	Implement/update to ads.txt 1.1 at your root URL listing DIRECT and RESELLERS including their publisher IDs & payment IDs where relevant		Provide links to the ads.txt 1.1 files for the websites that you own or manage
	Ensure (app-)ads.txt file is kept up to date		Explain the process 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
	Encourage upstream partners to adopt Sellers.json, Buyers.json and DemandChain object		Provide examples of comms/public support to your upstream partners for Sellers.json, Buyers.json and DemandChain Object
	Ensure you have implemented the latest version of the OM SDK		Demonstrate you have implemented the latest version of the OM SDK by either: • List your SDK partner(s) if your SDK(s) are provided by a third party • Demonstrate implementation of the OM SDK Domain Loader: (Full link below on page 6)

Brand Safety	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety 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 standards		Provide example(s) of communication of creative best practice information to clients
Data & Privacy	Use CMP listed on IAB EU approved TCF2.0 CMP list		Provide name of CMP vendor for every domain
	Ensure CMP is implemented to the TCF2.0 Technical Specifications & Policy		Send result from IAB EU CMP validator test
	Work with vendors on the TCF Global Vendor List		List all your upstream partners

https://omsdk-files.s3-us-west-2.amazonaws.com/docs/WebVideo/Publisher%2BQuick%2BStart%2BGuide.pdf

Sell Side Support - Companies primarily involved in the selling of inventory on sites they do not own or operated.

SELL SIDE SUPPORT			
CRITERIA	ACTION	STATUS	EVIDENCE
General	Complete Gold Standard online training modules		Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://www.surveymonkey.co.uk/r/Gold-Standard-Training
Security & Fraud	Encourage your downstream partners to adopt ads.txt		Provide an 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-)ads.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)
	Implement a Sellers.json file listing your authorised publishers and resellers and their SELLER ID and legal entities where relevant		Provide a link to the Sellers.json files
	Include the SupplyChain Object field in your bid request		Evidence a sample bid request
	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
	Add Buyers.json and DemandChain Object to your product roadmap, include the committed date of launch		Email, PPT and/or written commitment
	Public support for Buyers.json and DemandChain Object		Link to article/blog and/or email to upstream partners
	Encourage upstream partners to adopt Buyers.json and DemandChain Object		Provide email comms, training programmes or other
	OM SDK should be offered to downstream partners where applicable (i.e. in instances where the SSP provides an SDK to downstream partners that SDK should be the OM SDK)		Demonstrate the OM SDK files are hosted on your CDN
Brand Safety	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety 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 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
Data & Privacy	Register for IAB EU Global Vendor List		Be listed on IAB EU Global Vendor List
	Demonstrate how you implement and work with TCF2.0		Provide a complete list of all upstream partners used (e.g. SSPs, DSPs) Measure and report the proportion of traffic you received in the last 30 days that comes with a consent string.
	Ensure you are listed within the CMP of any partners where you are collecting data		Provide a list of top 10 publishers

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Buy Side Support – Companies that offer a self-serve platform to facilitate the buying of inventory

BUY SIDE SUPPORT			
CRITERIA	ACTION	STATUS	EVIDENCE
General	Complete Gold Standard online training modules		Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://www.surveymonkey.co.uk/r/Gold-Standard-Training
Security & 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		Explain how ads.txt filtering has been built into your platform e.g. screenshots of filtered traffic
	Review the SupplyChain object and demonstrate how you will filter out for any unauthorised traffic		List process and timelines for when you will filter using the SupplyChain object
	Demonstrate how app-ads.txt traffic selection is/being built into your platform		Link/Presentation/Text/Screengrab

	Add Buyers.json and DemandChain Object to your product roadmap - Committed date of launch		Email, PPT and/or written commitment
	Public support for Buyers.json and DemandChain Object		Link to article/blog and/or email to upstream partners
	Encourage downstream partners to adopt Buyers.json and DemandChain Object		Provide email comms, training programmes or other
	Encourage all measurement and verification partners to be included in the OM SDK. Choose to work with measurement and verification companies that are integrated with the OM SDK		List your measurement and verification provider(s)
Brand Safety	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety 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 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		Explain 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
Data & Privacy	Register for IAB EU Global Vendor List		Be listed on IAB EU Global Vendor List
	Demonstrate how you implement and work with TCF2.0		Provide a complete list of all downstream partners used (e.g. SSPs, Exchanges) Measure and report the proportion of traffic you received in the last 30 days that comes with a consent string

Full Service Support – Companies that offer a managed service to facilitate the buying of inventory using their proprietary technology.

Full Service Support			
CRITERIA	ACTION	STATUS	EVIDENCE
General	Complete Gold Standard online training modules		Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://www.surveymonkey.co.uk/r/Gold-Standard-Training
Security & 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)
	If you source or sell inventory to or from 3rd party supplies: Demonstrate how you comply with sellers.json & SupplyChain Object listing your authorised publishers and resellers and their SELLER ID and legal entities where relevant		Provide a link to your sellers.json files and a sample bid request
	Demonstrate how (app-)ads.txt traffic selection is built into your platform		Demonstrate that (app-)ads.txt filtering has been built into your platform e.g. screenshots of filtered traffic
	Have a minimum of 90% of UK web traffic delivered through sites		Measure and report the proportion of delivery in the last 30 days that has gone through sites with an ads.txt file present

	with an ads.txt file		
	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
	Add Buyers.json and DemandChain Object to your product roadmap - Committed date of launch		Email, PPT and/or written commitment
	Public support for Buyers.json and DemandChain Object		Link to article/blog and/or email to upstream partners
	Encourage downstream partners to adopt Buyers.json and DemandChain Object		Provide email comms, training programmes or other
	Encourage all measurement and verification partners to be included in the OM SDK Choose to work with measurement and verification companies that are integrated with the OM SDK		List your measurement and verification provider(s)
Brand Safety	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety 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

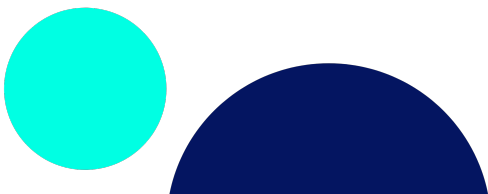|			
	Support the CBA Better Ad Standards in your creative guidelines		Provide copy of creative guidelines
	Promote best practice to clients by promoting latest CBA standards		Provide example(s) of communication of creative best practice information to clients
	Demonstrate how you filter for CBA/non-compliant units in your platform		Demonstrate the creative quality assurance processes in place
Data & Privacy	Register for IAB EU Global Vendor List		Be listed on IAB EU Global Vendor List
	Demonstrate how you implement and work with TCF2.0		Provide a complete list of all upstream partners used (e.g. SSPs, DSPs) Measure and report the proportion of traffic you received in the last 30 days that comes with a consent string.
	Ensure you are listed within the CMP of any partners where you are collecting data		Provide a list of top 10 publishers

Buyer Activation – Companies that offer a managed service to facilitate the buying of inventory using external self serve buying platforms.

BUYER ACTIVATION			
CRITERIA	ACTION	STATUS	EVIDENCE
General	Complete Gold Standard online training modules		Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://www.surveymonkey.co.uk/r/Gold-Standard-Training
Security & 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
	Encourage downstream partners to enable filtering using the SupplyChain object OR filter using the SupplyChain object where applicable		Provide examples of comms/public support for Sellers.json and SupplyChain object and/or demonstrate processes used to filter non-authorised traffic
	Demonstrate how ads.txt traffic selection is built into your platform		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
	Demonstrate how app-ads.txt traffic selection is/being built into your platform and/or buying processes		Link/Presentation/Text/Screengrab

	Encourage adoption of Buyers.Json and DemandChain Object from downstream partners		Provide email comms, training programmes or other
	Encourage all measurement and verification partners to be included in the OM SDK Choose to work with measurement and verification companies that are integrated with the OM SDK		List your measurement and verification provider(s)
Brand Safety	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety 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 standards		Provide example(s) of communication of creative best practice information to clients

TCF Compliance	Demonstrate how you implement and work with TCF2.0		Provide a complete list of all downstream partners used (e.g DSPs) Measure and report the proportion of traffic you received in the last 30 days that comes with a consent string

Buyer Planner – Companies who plan the media strategy on behalf of a brand or agency

BUYER PLANNER

CRITERIA	ACTION	STATUS	EVIDENCE
General	Complete Gold Standard online training modules		Demonstrate that the relevant teams have been sent and encouraged to complete the necessary training https://www.surveymonkey.co.uk/r/Gold-Standard-Training
	Public support for the Gold Standard		Article, blog or other
	Encourage upstream partners to become Gold Standard Supporters		Demonstrate comms or education sessions to upstream partners about the Gold Standard
Security & 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
	Encourage downstream partners to adopt Sellers.json and SupplyChain Object		Provide copy of T&Cs or comms with downstream partners
	Public support for Buyers.Json and DemandChain Object		Article, blog or other

	Encourage all measurement and verification partners to be included in the OM SDK Choose to work with measurement and verification companies that are integrated with the OM SDK		List your measurement and verification provider(s)
Brand Safety	Encourage for partners to be TAG Brand Safety audited within your T&Cs		Provide copy of T&Cs with downstream partners
	Deliver internal training to explain advantages of TAG Brand Safety		Training can be provided by IAB staff OR provide training presentation slides/screenshot of training event and attendees
	Be a TAG Member in Good Standing and hold a valid TAG Brand Safety 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 standards		Provide example(s) of communication of creative best practice information to clients

	Deliver internal training to explain the Better Ads Standards		Training can be provided by IAB staff OR provide training presentation slides/screenshot of training event and attendees
TCF Compliance	Encourage all downstream partners to be listed on the IAB EU Global Vendor List		Provide example(s) of communication to downstream partners (e.g. T&Cs/contracts)