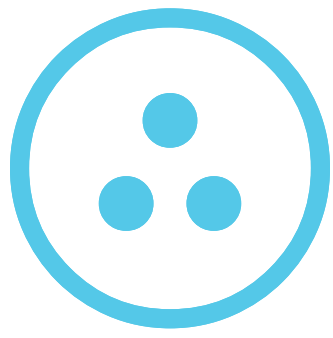




THE WORKING GROUP BRIEF

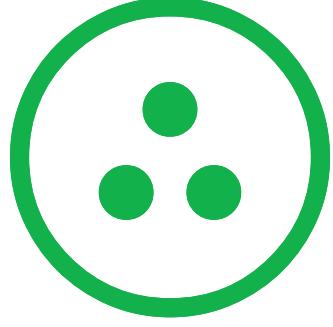
JULY UPDATE



BRAND SAFETY

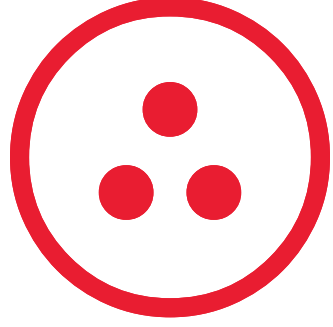
JULY'S MEET

- 1. NBCU's and the Brand Safety Working Group Co-Chair, Abraham Farraj** shared his insights in what AI can bring from a brand safety and suitability perspective.
- 2. Together with publishers,** TAG is researching into human-created content labelling tool. The aim of this tool would be to continue to support:
 - **responsible journalism.**
 - publishers with our **Be Bold for Publishers** initiative.



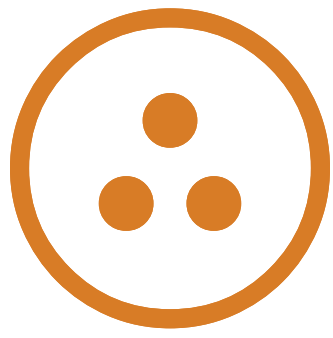
ANTI-FRAUD JULY'S MEET

1. CAF Guidelines v10 has been released. **These guidelines will be enforced in January 2025.**
2. The working group was reminded of the information sharing tools available to TAG Members, including the **Pirate Mobile App List (PMAL), Keyword Exclusion List Toolset (KELT) and Pirate Domain Exclusion List (PDEL).**



ANTI-MALWARE JULY'S MEET

1. The working group was treated to an **panel discussion on AI and Malvertising**. The panel was moderated by **Open X's and Malware Working Group Chair, Chris Hallenbeck** and **TAG's Bonnie Niederstrasser** and speakers included:
 - **Confiant's Jerome Dangu.**
 - **The Media Trust's Pat Ciavolella.**
 - **Boltive's Nik Sheldon and Adam Robinson.**



TRANSPARENCY

JUNE'S MEET (NO JULY MEET)

- 1. 30% increase** in number of companies joining the CFT program.
- Don't forget the **TAG TrustNet LLD Registry!**
- 3. ANA Benchmark Release Event in Cannes**, now available to watch (fiducia.eco/benchmark-cannes-videos)



THE WORKING GROUP BRIEF

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