FAQs

1. What are JICWEBS and TAG announcing today?

JICWEBS and TAG are announcing the next stage in their partnership.

This is the roll out of the TAG 'Certified Against Fraud' programme in the UK. From **January 2019** this will replace the current JICWEBS Anti Ad Fraud Certification in the UK market.

This is a game changer for tackling Fraud in the UK:

- ✓ Alignment behind one set of Anti-Fraud standards

- ✓ A robust programme demanding that companies employ specific technology and appoint an internal compliance officer

- ✓ An extra level of rigour and transparency to increase trust in the UK's £4.2bn marketplace as companies here must be independently audited

- ✓ Meets our shared goal of delivering 'Global standards for local markets' and sets a template for a global approach on other standards. TAG is planning to merge its Inventory Quality Guidelines (IQG) with JICWEBS DTSG Brand Safety Standards in 2019

2. Why are JICWEBS and TAG doing this?

Multiple studies have been published over the past 4 years and they estimate that between 8% and 30% of global digital ad spend is lost each year to advertising fraud. Juniper Research estimates that this will continue to rise, with the market losing up to $44 billion as a result of fraudulent activity by 2022.

Adopting the TAG Certified Against Fraud programme in the UK market helps to deliver consistency by offering the same set of standards across the 2 marketplaces, enforcing one of JICWEBS guiding principles, to develop global standards for local markets.

The TAG Certified Against Fraud programme is a broader certification with more areas covered than the current JICWEBS product, for example demanding that companies employ specific technology and appoint an internal compliance officer.

In the US market, companies using TAG certified distribution channels have seen an 83% reduction in fraud vs the broader industry average.

3. When is this happening?

Companies will be able to sign up the TAG 'Certified Against Fraud' programme with JICWEBS from January 1st 2019. Following an independent audit, we believe the first companies will receive certification from July 2019.

4. As a current JICWEBS Anti Ad Fraud subscriber, what are my options?

You will continue to be certified to the JICWEBS programme until the date listed on your seal. After that date you can sign up to the TAG 'Certified Against Fraud' scheme. If you are currently undergoing audit for the JICWEBS programme, or are due to renew your seal and certification before the end of 2018, you can continue in the JICWEBS programme.

5. As a current TAG Certified Against Fraud customer in the US AND a JICWEBS Signatory what are my options?

From January you will be able to add your TAG 'Certified Against Fraud' certificate to the JICWEBS signatory table, allowing people to see all of your certifications for the UK market in one place. However, to comply to the UK rules for this scheme you need to have been independently audited to the TAG scheme.

6. What will the new scheme cost?

The cost of the new scheme is based on the cost of 'Certified Against Fraud' in the US. There is a discounted rate available if you're a member of a trade body. The price you pay is also linked to the type of business you are, and your turnover.

If you sign up to the TAG scheme with JICWEBS, not only are you certified for the two biggest digital advertising markets in the world, you'll also be a full JICWEBS Signatory and able to participate in other JICWEBS certifications (such as DTSG brand safety) for no extra cost.

Business Type	Full Price	Small Business Price	Trade Body Member Price	Trade Body Member Small Business Price
Publisher	£26,250	£18,750	£15,000	£7,500
Agency	£26,250	£18,750	£22,500	£15,000
Intermediary	£26,250	£18,750	£22,500	£15,000
Advertiser	£26,250	£18,750	£15,000	£7,500

Companies with a UK annual turnover of more than £250m will pay £71,429 or £25,000 if they're a member of a trade body.

7. What will the cost of the independent audit be?

The auditors will be able to confirm the cost of the 'Certified against Fraud' audit.

8. Which auditors can carry out an audit to the TAG 'Certified Against Fraud' programme?

JICWEBS approved auditors in the UK are ABC and BPA

9. How do I speak to someone about the new scheme?

Please contact us at info@jicwebs.org