



## TAG-JICWEBS Partnership FAQs: February 2019

**Q. What is the Trustworthy Accountability Group (TAG)? What is the Joint Industry Committee for Web Standards (JICWEBS)?**

- A. [TAG](#) and [JICWEBS](#) are the two leading cross-industry digital advertising trading standards bodies in the US and UK.

Created by the US industry's top advertising trade bodies, the Interactive Advertising Bureau (IAB), the Association of National Advertisers (ANA) and the American Association of Advertising Agencies (4As). **TAG's** mission is to eliminate fraudulent traffic, combat malware, prevent internet piracy, and promote greater transparency in digital advertising. TAG advances those initiatives by bringing companies across the digital advertising supply chain together to set the highest standards.

**JICWEBS** mission is to deliver recognised trust and transparency in the UK digital ad trading market, to reduce the risk of online fraud, to reduce the risk of ads appearing in unsafe brand environments and to maximise ad viewability. JICWEBS is owned by the UK media advertising trade bodies: The Association of Online Publishers (AOP), the Internet Advertising Bureau (IAB) UK, ISBA – the voice of British advertisers – and the Institute of Practitioners in Advertising (IPA).

**Q. How are TAG and JICWEBS working together?**

- A. In January 2018, JICWEBS and TAG [announced](#) a partnership to align UK and US brand safety and anti-fraud initiatives. The formal partnership is the outcome of collaboration between both parties throughout 2017.

The partnership involves three stages (Stages One and Two are now complete):

- Stage One: JICWEBS now offers [TAG Registration](#) in the UK market and has introduced TAG's [Certified Against Malware](#) and [Certified Against Piracy](#) initiatives into the UK;
- Stage Two: JICWEBS' anti-fraud programme was merged into TAG's [Certified Against Fraud](#) programme at the end of 2018; and
- Stage Three: [TAG's](#) and [JICWEBS'](#) brand safety initiatives will be aligned by the end of 2019. Until this combined programme is in place, TAG will endorse and promote the [JICWEBS Digital Trading Standards Group \(DTSG\) Brand Safety Standards](#) to all existing and future members trading or seeking to trade in the UK.

**Q. Will it mean a consistent approach across UK and US markets?**

- A. Yes. The goal is to harmonize the UK and US digital advertising industry's approaches to tackling criminal activity as well as promoting brand safety. In doing so, it will create a consistent technological approach, set of standards, compliance and enforcement

system, and cost / governance structure across the markets. In a nutshell: one set of standards for companies to adhere to.

**Q. How is the partnership progressing? What stage of it are we at?**

- A. As stated above, Stages One and Two of the partnership are now complete. In October 2018, JICWEBS [announced](#) the adoption of the TAG Certified Against Fraud programme in the UK from 1st January 2019. In the UK it is mandatory for participating companies to be independently audited by a third party.

Research shows that significant progress is being made in industry efforts to tackle ad fraud. In January 2019, a [study](#) of the top five digital advertising European markets (UK, Germany, France, The Netherlands and Italy) found that there was a dramatic reduction in fraud rates across these markets from an industry average of 8.99 percent to just 0.53 percent when using TAG's Anti-Fraud Standards. This benchmarking study builds upon [research](#) in the US that found a reduction in ad fraud of more than 84% in TAG Certified distribution channels versus the broader industry average. Fraud rates were held to less than two per cent in TAG Certified channels in both 2017 and 2018, stopping the flow of money to criminals who profit from it.

In 2019, TAG will merge its [Inventory Quality Guidelines \(IQG\)](#) with JICWEBS' [DTSG Brand Safety Standards](#). The new standard will require independent verification by an approved JICWEBS auditor in the UK market as is currently the case with the JICWEBS DTSG certification. This process (Stage Three) is already under way and more information will be available in due course.

**Q. If my company operates in the UK, should I join JICWEBS and participate in its Digital Trading Standards Group (DTSG) Brand Safety Programme?**

- A. Yes. JICWEBS' DTSG Brand Safety Standards are still required in the UK and companies should join JICWEBS to participate or remain involved in the programme. TAG endorses the JICWEBS DTSG Brand Safety Standards to companies seeking to trade in the UK market. Companies who want to raise awareness in the UK of how they meet industry standards should do this by being listed on the JICWEBS website. There's no additional cost for companies who want to participate in both schemes via JICWEBS.

As mentioned above, a process is now underway for TAG to merge its Inventory Quality Guidelines (IQG) with JICWEBS' Digital Trading Standards Group (DTSG) Brand Safety Standards, and further information will be made available as soon as possible.

**Q. Where can I get further information on this?**

- A. There's more information about the individual programmes on the TAG and JICWEBS sites. You can also contact [TAG](#) and / or [JICWEBS](#) directly.

- February 2019