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**IAB Technology**

# **Trustworthy and Fraud**

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# Trustworthy Supply Chain: Fraud

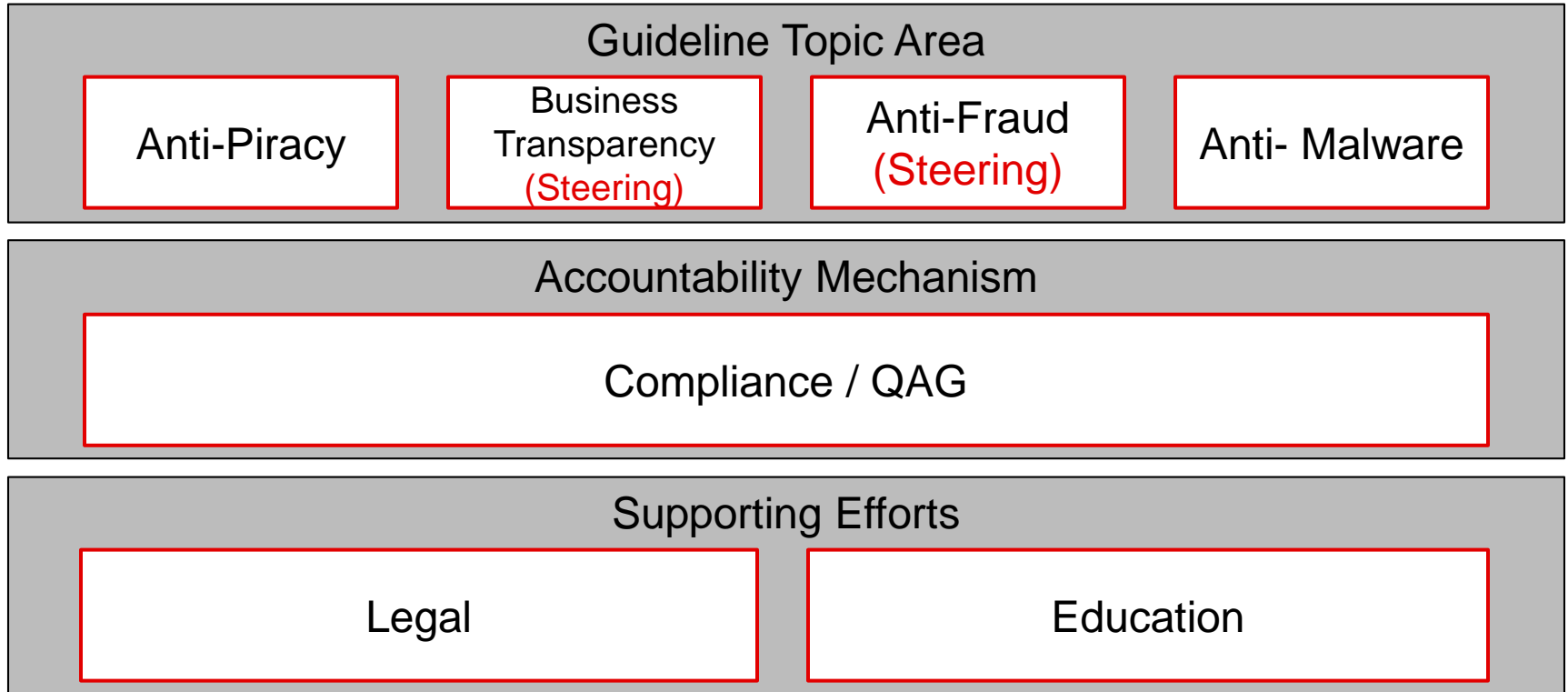
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- **Anti-Fraud Principles** released. 9-15-2014. Addressing business and technical principles.
- Three workgroups covering safety in the supply chain.
  1. **Anti-Fraud Work Group.** Technical work group looking at catching bots in real time. Proposed taxonomy released 9-15 distinguishing good intended machine traffic versus fraud.
  2. **Anti-Malware Work Group.** Technical workgroup started in August 2014. Mission to identify sources of malware.
  3. **Business Transparency Work Group.** Agencies, Platforms and Publishers discussing money flow and business practices for operations guidelines.

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# The Trust Stack

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# Trustworthy Supply Chain: Tactics and Certification

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- **Education Work Group.** Educating the industry on tactics and best practices identified in other work groups and vendors
- **Blocklists.**
- **Quality Assurance Guidelines (QAG)**
  - 29 companies certified, 29 pending
  - Guidelines represent brand safety and transparency currently.

QAG + new Work Group Guidelines + Buyers =  
Standards & Accountability



*Alliance for  
Audited Media*

*TRANSACT WITH TRUST*

# QAG 2.0

## Overview

Controls must be in place to ensure that the level of disclosure reflected in the insertion order is properly set up in the ad delivery system such that ads are delivered consistent with the level of disclosure in the agreement.

1. For each buyer-seller agreement (i.e., insertion order I/O, campaign, or buy), the buyer can reasonably expect that every impression run under the agreement meet the criteria represented.
2. The insertion order creation and ad trafficking processes should follow a formal set of procedures and must have controls in place to ensure that the IO is entered into the system correctly.
3. There must be automated controls programmed into the ad delivery system to ensure that ads are delivered consistent with the disclosures made in the IO.
4. The inventory vetting process should follow a formal set of procedures that follows strict documentation guidelines such that all publishers are vetted prior to joining the network (and re-vetted as needed based on risk).
6. Sites should be monitored on a regular basis (either programmatically or manually) to identify changes that would affect how the inventory was evaluated and categorized.
7. All buyers and sellers should have a standard agreement in place to address issues that are not addressed in the insertion order.
8. The Description of Methodology should be made available to buyers and third-party auditors for Tier 1 Validation.



## 10 Steps to QAG Self-Certification

1. Register with the IAB
2. Compliance Officer reviews the IAB Quality Assurance Guidelines prior to training
3. Compliance Officer attends training (one-day training class)
4. Compliance Officer trains internal team
5. Compliance team reviews relevant procedures and system documentation
6. Compliance Officer creates Description of Methodology (which should be updated annually)
7. Compliance team performs risk assessment based on their internal control environment and designs internal audit accordingly (quarterly audits are required)
8. Compliance team performs internal audit to assess the “design” and “operating effectiveness” of their internal controls
9. Compliance Officer / Executive submit paperwork to the IAB for review (i.e., two affidavits are filed along with an example of one quarterly audit)
10. IAB reviews paperwork and grants certification if everything is in order



# Programmatic Research – UK key market concerns

Key barriers: % of respondents that believe this is a significant factor

Concerns about brand safety

72%

Concerns about data leakage and lack of transparency

67%

Concerns about viewability

44%

Ecosystem of intermediaries remains complex and fragmented

28%

**Concerns about fraud, e.g. click fraud**

28%



# UK Industry Web Standards – home for new Fraud standards



Content  
Verification (CV)  
tool  
principles

Social  
Video  
principles

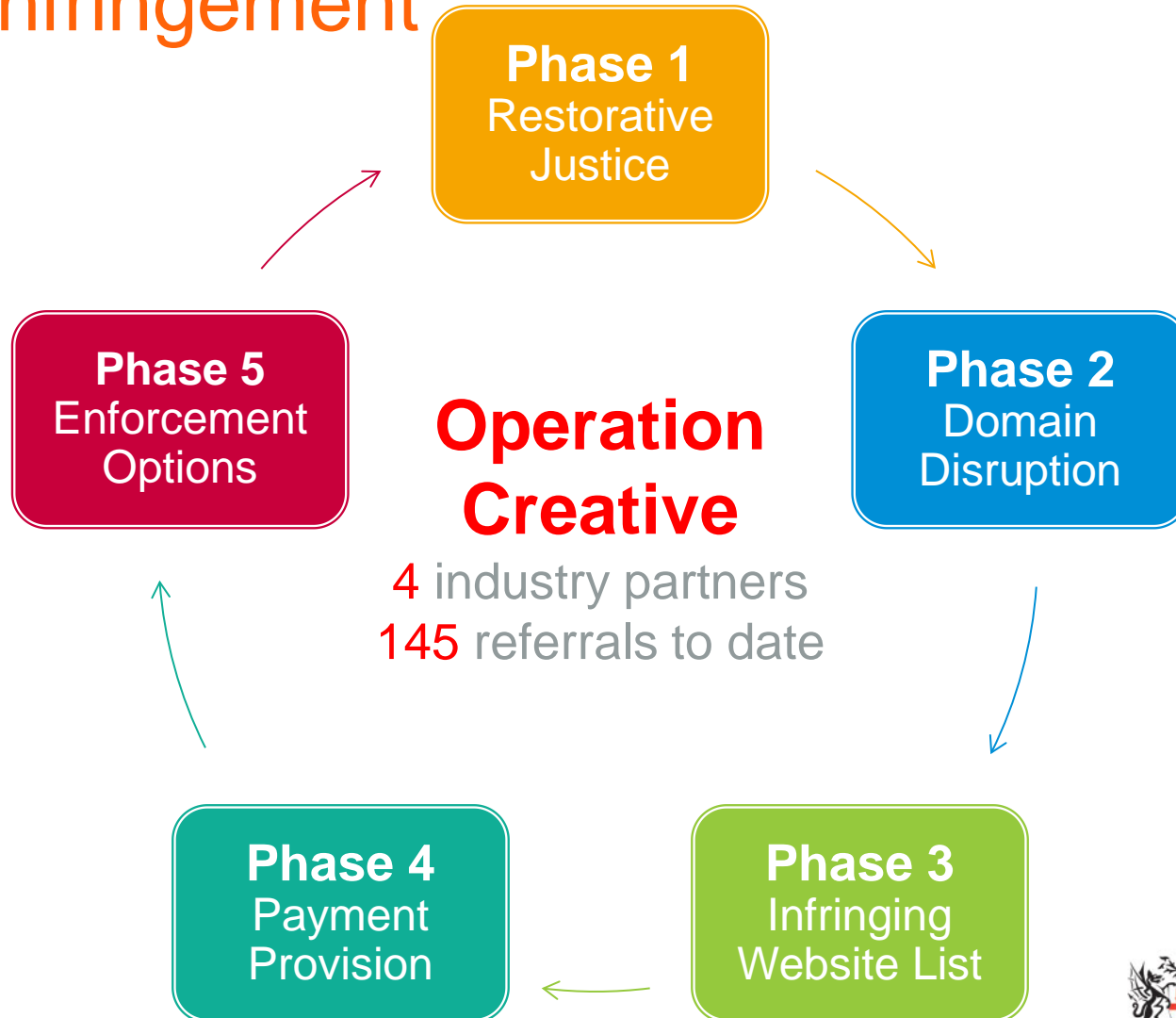
Audio  
Video  
census  
metrics  
(for  
BARB)

Brand  
Safety  
(DTSG)  
principles

Viewability  
principles

Non-  
Human  
Traffic /  
Fraud  
principles

# Reviewing potential similar law enforcement approach with copyright infringement



# Next UK steps – 4 stage plan

Oct -  
Dec

- Formation of cross-industry UK Fraud Working Group (under JICWEBS)

Q4 2014  
- Q1  
2015

- Discussion/consultation of existing US guidelines and education of key stakeholders

Q1 – Q2  
2015

- Adoption of guidelines by JICWEBS & possible development of law enforcement framework

Q2 2015

- Publication of UK market guidance

# Future – possible unification of standards

