



# Trustworthy Accountability Group Triple Brand Protection for Advertisers

## Solving Billion Dollar Problems

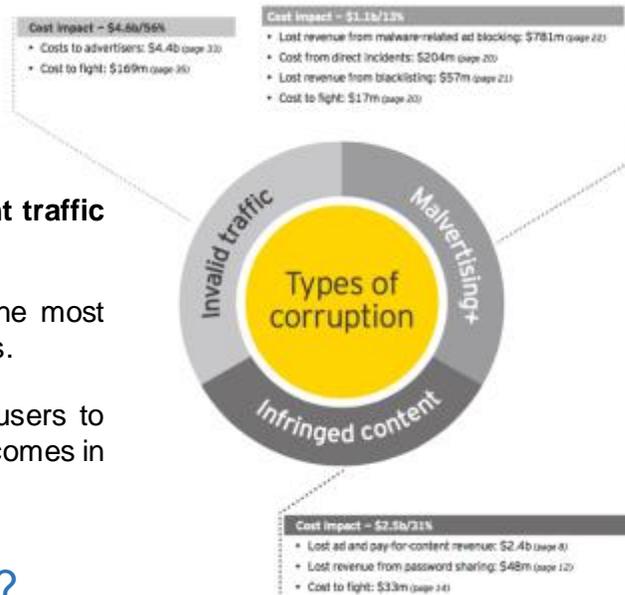
The Trustworthy Accountability Group (TAG) is a first-of-its-kind, cross-industry accountability program fighting criminal activity across the digital advertising supply chain. TAG works collaboratively with companies throughout the supply chain in four areas critical to the continued growth and development of the \$50 billion digital advertising industry:

- ✓ Eliminating Fraud
- ✓ Fighting Internet Piracy
- ✓ Combatting Malware
- ✓ Promoting Transparency

### Brand marketers lose billions each year to criminal activity in the areas where TAG focuses.

A recent study by the IAB and Ernst & Young (EY) estimated that **\$8.2 billion can be saved each year if the digital advertising industry works together** to eradicate corruption across the supply chain.

- At \$4.6 billion, costs associated with **fraudulent traffic** represent the largest portion of incurred costs.
- At \$2.4 billion, **infringed content** represents the most significant share of lost revenue opportunity costs.
- Combatting **malware**, which can expose web users to unknown or potentially dangerous third parties, comes in at \$1.1 billion.



## What Can TAG Do for Your Brand?

### Triple Brand Protection

- The “Verified by TAG” Program ensures that criminals are not masquerading as your brand, and that you are only doing business with legitimate partners.
- TAG’s piracy, malware and fraud certifications provide your company with “triple brand protection,” providing peace of mind that your brand is not being associated with criminal activity – and those that benefit from it.

### Thought Leadership

- TAG’s Working Groups and Leadership Council give your business the opportunity to network and learn from respected industry peers, provide strategic input concerning TAG’s development and priorities, and garner positive press attention by serving as a TAG brand ambassador.

### A Better Bottom Line

- TAG helps your business avoid losing ad spend to fraud, spending on ineffective anti-piracy or anti-malware solutions, and costs associated with reputational damage.

# Triple Brand Protection

## It's Time to Get "Verified by TAG"

In order to solve the challenges of fraud, malware, piracy and transparency facing digital advertisers today, legitimate companies need a way to identify responsible, trusted players across the entire digital advertising ecosystem. The **"Verified by TAG" Program** provides exactly that. The cornerstone of TAG's anti-fraud efforts, the "Verified by TAG" Program makes it possible for companies to employ a "two-factor authentication" system for the digital ad supply chain: the TAG Registry of legitimate players in the digital ad ecosystem, and the Payment ID Protocol.



**The TAG Registry** is a Who's Who of trusted partners for any company involved in digital advertising, enabling companies to ensure that they are working with legitimate parties at every step of their digital ad campaigns. "TAG Registered" companies receive unique TAG-ID to identify their ad inventory to supply chain partners.

TAG's **Payment ID Protocol** enables companies to ensure that payments made in the digital ad ecosystem are going to legitimate companies. The Payment ID Protocol creates transparency by linking identifiers for the partners from whom a company buys ad inventory and those buying from that company to that inventory, effectively "following the money" across the entire digital advertising supply chain in order to prevent criminals from receiving ad spend.

## Protection from Fraud, Piracy and Malware

The mission of the **"Certified Against Fraud" Program** is to combat fraudulent non-human traffic in the digital advertising supply chain. In order to guide companies in fighting fraud effectively, the TAG Anti-Fraud Working Group developed "Certified Against Fraud" Guidelines, as well as a suite of anti-fraud tools to aid in compliance with those guidelines. Companies that are shown to abide by the "Certified Against Fraud" Guidelines receive the "Certified Against Fraud" Seal and can use the seal to publicly communicate their commitment to combatting fraudulent non-human traffic in the digital advertising supply chain.



The **"Certified Against Piracy" Program** was created to help advertisers and ad agencies avoid damage to their brands from ad placement on websites and other media properties that facilitate the distribution of pirated content and counterfeit products. Under the Program, TAG works with authorized independent third-party validators to certify advertising technology companies as Digital Advertising Assurance Providers (DAAPs) that provide other advertising companies with tools to limit their exposure to undesirable websites or other properties. Companies can choose from several ways to achieve the TAG "Certified Against Piracy" Seal based on business model.



The **"Certified Against Malware" Program** provides companies with a roadmap by which to combatting malware effectively across the digital advertising supply chain. TAG's "Criteria for Effective Malware Prevention" provide a common set of principles and practices by which companies can effectively coordinate cross-industry information sharing. The program also provides a suite of tools to promote and support information sharing through a "hub model," and to partner with law enforcement in investigating and prosecuting criminal activity.



# Thought Leadership

TAG provides a host of opportunities to network and learn from respected industry peers, provide strategic input concerning TAG's development and priorities, and garner positive press attention by serving as a TAG brand ambassador.

## Leadership Council

The TAG Leadership Council is the operational decision-making body for the organization, as it determines and oversees development for products and initiatives that advance TAG's mission and fulfill the Board's direction.

## Working Groups

The **Business Transparency Committee** builds trust, transparency and accountability throughout the digital supply chain by developing and promoting the adoption of standards, protocols and technologies that recognize trusted industry participants and help combat illegal activity.

The **Anti-Piracy Working Group** created and maintains the Certified Against Piracy to help advertisers and agencies avoid damage to their brands from ad placement on websites and other media properties that facilitate the distribution of pirated content and counterfeit products.

The **Anti-Fraud Working Group** works to combat the negative impact of fraudulent bot-generated, non-human. TAG develops and enhances anti-fraud standards, protocols and tools for all types of entities in the supply chain.

TAG's **Anti-Malware Working Group** coordinates industry-wide efforts to improve defense against malware to create a safer, more enjoyable experience for consumers and a more trustworthy system for advertisers.

## A Better Bottom Line: 2017 Pricing

TAG helps advertisers avoid losing ad spend to fraud and spending on ineffective anti-piracy or anti-malware solutions – but we also make sure that advertisers get the best value that TAG has to offer...

|                                                                                                                                                                                                     |                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| <b>"Triple Brand Protection" Package</b>                                                                                                                                                            | <b>\$20,000 / year</b> |
| <ul style="list-style-type: none"><li>• "Verified by TAG" Program (Registration)</li><li>• 3 Certifications – Fraud, Malware &amp; Piracy</li><li>• Unlimited Working Group Participation</li></ul> | Value: \$40,000        |

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| <b>"Thought Leadership" Package</b>                                                                                                                                                                                                             | <b>\$65,000 / year</b> |
| <ul style="list-style-type: none"><li>• "Verified by TAG" Program (Registration)</li><li>• 3 Certifications – Fraud, Malware &amp; Piracy</li><li>• Unlimited Working Group Participation</li><li>• Leadership Council Representation</li></ul> | Value: \$90,000        |

### A la Carte Offerings

- |                                     |          |                         |          |
|-------------------------------------|----------|-------------------------|----------|
| • "Verified by TAG" Program         | \$10,000 | • IQG Certified Program | \$10,000 |
| • Certified Against Fraud Program   | \$10,000 | • Leadership Council    | \$50,000 |
| • Certified Against Malware Program | \$10,000 | • Data Center IP List   | \$5,000  |
| • Certified Against Piracy Program  | \$10,000 | • Domain Threat List    | \$5,000  |

## Ready to Get Started?

Learn more at [www.tagtoday.net](http://www.tagtoday.net), or reach out to TAG with your questions at [info@tagtoday.net](mailto:info@tagtoday.net).