Full Matrix	Buyer Activation	Buyer Planner	CTV	DSP Buy Side Support	Full Service Support	Publisher (Direct Seller)	SSP (Sell Side Support)
	fapp-lads.txtSUPPORT: Support (app-)ads.txt in your T&Cs with	(app-lads txt	app-ads.txt.CTVIMPLEMENT: Implement app-ads.txt at your rootURL	(app-lads.txt -SUPPORT: Support (app-lads.txt in your T&Cs with	(app-)ads.txt -SUPPORT: Encourage your downstream partners to	Subdomain List -IMPLEMENT: Publishers to list all subdomains	(app-lads.txt -SUPPORT: Encourage your downstream partners to
	downstream partners	traffic on your IOs with downstream partners	(example) and update to the latest version – app- ads.bt 1.1	downstream partners	adopt (app-)ads.txt	(app-lads.txt Desktop 8 Mobile Web	adopt (app-)ads.txt
	-IMPLEMENT: Provide links to the(app-) ads.txt files of the top 10 apps and/or sites you work with	-IMPLEMENT: Internal training to explain the advantages of (app-) ads.txt (guidance here)	-IMPLEMENT: Ensure the app-ads.txt files are kept up	-IMPLEMENT: Filter for (app-) ads.txt authorised inventory in your platform	 IMPLEMENT: Ensure that you are listed within the (app) ads.txt of your downstream partners through a 	-IMPLEMENT: Implement ads.txt at your rootURL (example) and update to the latest version – ads.txt 1.1	-IMPLEMENT: Ensure that you are listed within the (app-) ads.txt of your downstream partners through a
	-SUPPORT: Where relevant (to the productor service	Sellers.json	to date and partners listed have been verified	Sellers.json	contractual requirement or T8Cs	(example) and update to the latest version – ads.txt 1.1 App	contractual requirement or T&Cs
	being provided) publicly declare support, eg: in online articles (example)	-SUPPORT: Encourage downstream partners to adopt sellers.json	Checks for Financial Clients -IMPLEMENT: Demonstrate your use the FCA's	-SUPPORT: Encourage downstream partners to adopt sellers ison	-IMPLEMENT: Have a minimum of 90% of UK web traffic delivered through sites with an ads.txt file	-IMPLEMENT: Ensure the "developer website" field in the app store hosting your apps is up to date	-IMPLEMENT: Have a minimum of 90% of UK web traffic delivered through sites with an ads.txt file
Ad Fraud	-IMPLEMENT: Demonstrate how you filter for ads.txt traffic in your platform	SuppluChain Object	financial services register for onboarding financial clients or products and outline current processes in	SuppluChain Object	-IMPLEMENT: Measure the proportion of UK app traffic going through apps with an app-ads.txt file	(Guidance)	-IMPLEMENT: Measure the proportion of UK app traffic going through apps with an app-ads.txt file Sellers.json
	-IMPLEMENT: Demonstrate how you plan to filter for	-SUPPORT: Encourage filtering of inventory through	place for working with financial clients or products	-IMPLEMENT: Demonstrate how you plan to review the	-IMPLEMENT: Filter for (app-) ads.txt authorised	-IMPLEMENT: Upload an app-ads.txt file to the root domain of the developer website listed	
	app-ads.txt in your platform	the use of the SupplyChain Object DemandChain Object	Scam Ad Alerts	SupplyChain Object and filter out for any unauthorised traffic by reviewing respective Sellers is on and ads.txt files	inventory in your platform Sellers ison	-IMPLEMENT: Ensure the ads.txt and app-ads.txt files	-IMPLEMENT: Implement a sellers json file listing your authorised publishers and resellers and their SELLER
	-SUPPORT: Encourage downstream partners to	-SUPPORT: Public support for DemandChain Object	-IMPLEMENT: Ensure a relevant team member is registered for ASA Scam Ad Alerts	DemandChain Object		are kept up to date and partners listed have been verified	ID and legal entities where relevant SupplyChain Object
	adopt sellers.json	Open Measurement SDK (OM SDK)	-IMPLEMENT: Formal written process for Scam Ad Alerts	-IMPLEMENT: Include the DemandChain Object field in	-IMPLEMENT: Implement a sellers json file listing your authorised publishers and resellers and their SELLER ID and legal entities where relevant	Sellers ison. SupplyChain Object and DemandChain. Object	-IMPLEMENT: Include/Populate the SupplyChain Object field in your bid request
	Supplychain Object	-SUPPORT: Encourage all measurement and		your bid request	-IMPLEMENT: Ensure the Sellers json files are kept up	-SUPPORT: Encourage upstream partners to adopt	DemandChain Object
	-IMPLEMENT: Filter or encourage filtering of inventory through the use of the SupplyChain Object	verification partners to be included in the OM SDK -IMPLEMENT: Choose to work with measurement and		-SUPPORT: Public support for DemandChain Object (link to article or blog)	to date SuppluChain Object	sellers.json SupplyChain Object, and DemandChain Object	-SUPPORT: Encourage upstream partners to adopt DemandChain Object (Email comms, training programs
	DemandChain Object	verification companies that are integrated with the OM SDK Onboarding		-SUPPORT: Encourage downstream partners to adopt DemandChain Object (Email comms, training programs	-IMPLEMENT: Include/Populate the SupplyChain	Open Measurement SDK (OM SDK)	or other)
	-SUPPORT: Encourage downstream partners to adopt	Checks for Financial Clients		or other)	Object field in your bid Request	-IMPLEMENT: Provide training on these standards to Ad Ops teams Open Measurement SDK (OM SDK)	-SUPPORT: Public support for DemandChain Object (link to article or blog)
	DemandChain object	-IMPLEMENT: Demonstrate your use the FCA's		Open Measurement SDK (OM SDK)	DemandChain Object	-IMPLEMENT: Ensure you have implemented the latest version of the OM SDK	-IMPLEMENT: Include the DemandChain Object in your
	-SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK	financial services register for onboarding financial clients or products and outline current processes in place for working with financial clients or products		-SUPPORT: Encourage all measurement and verification partners to be included to the OM SDK	-IMPLEMENT: Demonstrate how you comply with DemandChain Object	Onboarding Checks for Financial Clients	bid request
	-IMPLEMENT: Choose to work with measurement and verification companies that are integrated with OM SDK	Scam Ad Alerts		-IMPLEMENT: Choose to work with measurement and verification companies that are integrated with the OM SDK	-SUPPORT: Public support for DemandChain Object (link to article or blog)	-IMPLEMENT: Demonstrate your use the FCA's	Open Measurement SDK (OM SDK)
		-IMPLEMENT: Ensure a relevant team member is registered for ASA Scam Ad Alerts			-SUPPORT: Encourage downstream partners to adopt buyers.json and DemandChain Object (Email comms,	financial services register for onboarding financial clients or products and outline current processes in	-IMPLEMENT: Ensure SDKs that are provided to downstream partners are updated to OM SDK
	Onboarding Checks for Financial Clients -IMPLEMENT: Demonstrate your use of the FCA's	registered for ASA Scam Ad Alerts -IMPLEMENT: Formal written process for Scam Ad		Onboarding Checks for Financial Clients -IMPLEMENT: Demonstrate your use the FCA's	buyers, ison and DemandChain Object (Email comms, training programs or other)	place for working with financial clients or products Scam Ad Alerts	-SUPPORT: Public support for OM SDK (link to article or blog)
	financial services register for onboarding financial clients or products and outline current processes in	Alerts		financial services register for onboarding financial clients or products and outline current processes in	Open Measurement SDK (OM SDK)		Onboarding Checks for Financial Clients
	place for working with financial clients or products			place for working with financial clients or products	-SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK	-IMPLEMENT: Ensure a relevant team member is registered for ASA Scam Ad Alerts	-IMPLEMENT: Demonstrate your use the FCA's
	Scam Ad Alerts			Scam Ad Alerts	-IMPLEMENT: Choose to work with measurement and	-IMPLEMENT: Formal written process for Scam Ad Alerts	financial services register for onboarding financial clients or products and outline current processes in
	-IMPLEMENT: Ensure a relevant team member is registered for ASA Scam Ad Alerts			-IMPLEMENT: Ensure a relevant team member is registered for ASA Scam Ad Alerts	verification companies that are integrated with OM SDK		place for working with financial clients or products Scam Ad Alerts
	-IMPLEMENT: Formal written process for Scam Ad Alerts			-IMPLEMENT: Formal written process for Scam Ad Alerts	Onboarding Checks for financial clients		-IMPLEMENT: Ensure a relevant team member is registered for ASA Scam Ad Alerts
					-IMPLEMENT: Demonstrate your use the FCA's financial services register for onboarding financial		
					clients or products and outline current processes in place for working with financial clients or products		-IMPLEMENT: Formal written process for Scam Ad Alerts
					Scam Ad Alerts		
					-IMPLEMENT: Ensure a relevant team member is registered for ASA Scam Ad Alerts		
					-IMPLEMENT: Formal written process for Scam Ad		
					Alerts		
	 -IMPLEMENT: Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate 	-SUPPORT: Encourage for partners to be TAG Brand Safety audited within your T8Cs		 -IMPLEMENT: Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate 	-IMPLEMENT: Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate	-IMPLEMENT: Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate	-IMPLEMENT: Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate
		-IMPLEMENT: Internal training to explain the advantages of TAG Brand Safety					
		-IMPLEMENT: Be a TAG Member in Good Standing and					
Brand Safety		hold a valid TAG Brand Safety certificate					
	-IMPLEMENT: Gold Standard E-Learning Training Module	-IMPLEMENT: Gold Standard E-Learning Training Module	-IMPLEMENT: Gold Standard E-Learning Training Module	-IMPLEMENT: Gold Standard E-Learning Training Module	-IMPLEMENT: Gold Standard E-Learning Training Module	-IMPLEMENT: Gold Standard E-Learning Training Module	-IMPLEMENT: Gold Standard E-Learning Training Module
	-SUPPORT: Gold Standard Support	-SUPPORT: Gold Standard Support	-SUPPORT: Gold Standard Support	-SUPPORT: Gold Standard Support	-SUPPORT: Gold Standard Support	-SUPPORT: Gold Standard Support	-SUPPORT: Gold Standard Support
General							
General							
	-IMPLEMENT: Work with yendors on the TCE Global	0100007.5	-IMPLEMENT: Be TCF 2.2 Compliant	THE CAPTURE OF THE COLUMN TO SHE THE CAPTURE OF THE	-IMPLEMENT: Register for the TCF Global Vendor List	-IMPLEMENT: Use a CMP that is on the list of	-IMPLEMENT: Register for the TCF Global Vendor List
	Vendor List	-SUPPORT: Encourage all downstream partners to adopt and participate with the TCF	INFLEMENT: BE FOR 2.2 Compilant	THE LEWIS IN THE POPULATION OF	**************************************	registered TCF CMPs list where relevant	HINTERNEY I: Negister for the FCF Global Veridor List
				-IMPLEMENT: Work with vendors on the TCF Global Vendor List	-IMPLEMENT: Work with vendors on the TCF Global Vendor List	-IMPLEMENT: Ensure the CMP you are using complies with the newest version of the TCF Technical Specifications and Policy (Guidance)	-IMPLEMENT: Work with vendors on the TCF Global Vendor List and demonstrate this.
				-SUPPORT: Encourage downstream partners to adopt TCF	-IMPLEMENT: Through contractual T8Cs include that you are listed on the CMP of any pages or websites		-IMPLEMENT: Through contractual T8Cs include that
Privacy & Data				TCF -IMPLEMENT: Through contractual T8Cs include that	you are listed on the CMP of any pages or websites where you are processing personal data and/or using cookies or other similar technologies	-IMPLEMENT: Work with vendors on the TCF Global Vendor List	you are listed on the CMP of any pages or websites where you are processing personal data and/or using cookies or other similar technologies
					-IMPLEMENT: Measure proportion of traffic with a TCF		cookies of other similar recrimologies
				cookies or other similar technologies	consent string		
				-IMPLEMENT: Measure proportion of traffic with a TCF consent string			
	-IMPLEMENT: Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for	-IMPLEMENT: Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for		-IMPLEMENT: Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for	IMPLEMENT: Ensure your units do not breach any of the bad ad features as defined by the Coalition for	-IMPLEMENT: Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for	-IMPLEMENT: Ensure your units do not breach any of the bad ad features as defined by the Coalition for
	Better Ads -SUPPORT: Support the Better Ad Standards in your	Better Ads -SUPPORT: Support the Better Ad Standards in your		Better Ads -SUPPORT: Support the Better Ad Standards in your	Better Ads -SUPPORT: Support the Better Ad Standards in your	Better Ads -SUPPORT: Support the Better Ad Standards in your	Better Ads -SUPPORT: Support the Better Ad Standards in your
	-SUPPORT: Support the Better Ad Standards in your creative guidelines	creative guidelines		-SUPPORT: Support the Better Ad Standards in your creative guidelines	-SUPPORT: Support the Better Ad Standards in your creative guidelines	-SUPPORT: Support the Better Ad Standards in your creative guidelines.	-SUPPORT: Support the Better Ad Standards in your creative guidelines
	 SUPPORT: Promote best practice to clients by promoting latest CBA Standards. 	 SUPPORT: Promote best practice to clients by promoting latest CBA Standards. 		 SUPPORT: Promote best practice to clients by promoting latest CBA Standards. 	 SUPPORT: Promote best practice to clients by promoting latest CBA Standards. 	 SUPPORT: Promote best practice to clients by promoting latest CBA Standards. 	 SUPPORT: Promote best practice to clients by promoting latest CBA Standards.
User Experience		-IMPLEMENT: Internal training to explain the Better Ads Standards		-IMPLEMENT: Explain how you filter for non-compliant	-IMPLEMENT: Explain how you filter for CBA/non-		-IMPLEMENT: Explain how you filter for CBA/non-
		standards		units in your platform -IMPLEMENT: Have a minimum of 99% of domains that	compliant units in your platform		compliant units in your platform
				you work with to conform the CBA's better ad standards. Domains that have falled the CBA standards			
				can be found on the Google's ad experience report			
	-SUPPORT: Support for the new IAB Tech Lab video signals	-SUPPORT: Support for the new IAB Tech Lab video signals	-SUPPORT: Support of Ad Creative ID Framework 1.0 (ACIF)	-SUPPORT: Support for the new IAB Tech Lab video signals	-SUPPORT: Support for the new IAB Tech Lab video signals	-COMMITMENT: Support for the new IAB Tech Lab video signals by end of 2025	-COMMITMENT: Support for the new IAB Tech Lab video signals by end of 2025
	-SUPPORT: Support of Ad Creative ID Framework 1.0 (ACIF)	-SUPPORT: Support of Ad Creative ID Framework 1.0 (ACIF)	-SUPPORT: Support of VAST CTV Addendum 2024	-COMMITMENT: Feature to target inventory that support Sellers.json by end of 2025	-COMMITMENT: Feature to target inventory that support Sellers json		
	SUPPORT: Support of VAST CTV Addendum 2024	-SUPPORT: Support of VAST CTV Addendum 2024		support semeragaen by end or 2020	support Series system		
Transparency	-SUPPORT: Support of IAB Tech Lab Podcast	-SUPPORT: Support of IAB Tech Lab Podcast					
	Measurement Guidelines	Measurement Guidelines					
	-SUPPORT: RefSettings	-SUPPORT: RefSettings		-COMMITMENT: RefSettings by end of 2025	-COMMITMENT: RefSettings by end of 2025	-COMMITMENT: RefSettings by end of 2025	-COMMITMENT: RefSettings
	and orthography	and orthogonallys			. Ner December Og end dr 2025	. mercennings og end or 2020	
Sustainability							-COMMITMENT: Always Include Bid Floors by end of 2025