

Full Matrix	Buyer Activation	Buyer Planner	CTV	DSP Buy Side Support	Full Service Support	Publisher (Direct Seller)	SSP (Sell Side Support)	
Ad Fraud	<p><u>App-Ad.txt</u></p> <ul style="list-style-type: none"> -SUPPORT: Support (app-Ad.txt) in your TBCs with downstream partners -IMPLEMENT: Provide links to the (app-Ad.txt) files of the top 10 apps and/or sites you work with -SUPPORT: Where relevant to the product service being provided publicly declare support, eg in online articles (example) -IMPLEMENT: Demonstrate how you filter for ad.txt traffic in your platform -IMPLEMENT: Demonstrate how you plan to filter for app-Ad.txt in your platform <u>Sellers.json</u> -SUPPORT: Encourage downstream partners to adopt Sellers.json <u>SupplyChain Object</u> -SUPPORT: Encourage downstream partners to adopt SupplyChain Object <u>Open Measurement SDK (OM SDK)</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK <u>DemandChain Object</u> -SUPPORT: Encourage downstream partners to adopt DemandChain Object -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Filter or encourage filtering of inventory through the use of the SupplyChain Object -SUPPORT: Encourage downstream partners to adopt DemandChain Object -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Choose to work with measurement and verification companies that are integrated with the OM SDK <u>Checks for Financial Clients</u> -SUPPORT: Encourage downstream partners to adopt DemandChain Object -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Demonstrate your use of 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 <u>Scam Ad Alerts</u> -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: Formal written process for Scam Ad Alerts <u>Onboarding Checks for Financial Clients</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Demonstrate your use of 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 <u>Scam Ad Alerts</u> -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: Formal written process for Scam Ad Alerts 	<p><u>App-Ad.txt</u></p> <ul style="list-style-type: none"> -IMPLEMENT: Include requirements for (app-Ad.txt) traffic on your IDs with downstream partners -IMPLEMENT: Internal training to explain the advantages of (app-Ad.txt) (guidance here) <u>Sellers.json</u> -SUPPORT: Encourage downstream partners to adopt Sellers.json <u>SupplyChain Object</u> -SUPPORT: Encourage filtering of inventory through the use of the SupplyChain Object <u>DemandChain Object</u> -SUPPORT: Public support for DemandChain Object <u>Open Measurement SDK (OM SDK)</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Choose to work with measurement and verification companies that are integrated with the OM SDK <u>Checks for Financial Clients</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Demonstrate your use of 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 <u>Scam Ad Alerts</u> -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: Formal written process for Scam Ad Alerts <u>Onboarding Checks for Financial Clients</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Demonstrate your use of 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 <u>Scam Ad Alerts</u> -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: Formal written process for Scam Ad Alerts 	<p><u>App-Ad.txt CTV</u></p> <ul style="list-style-type: none"> -IMPLEMENT: Implement app-Ad.txt at your rootURL (example) and update to the latest version - (app-Ad.txt1) -IMPLEMENT: Ensure the app-Ad.txt files are kept up to date and partners listed have been verified <u>Checks for Financial Clients</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Demonstrate your use of 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 <u>Scam Ad Alerts</u> -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: Formal written process for Scam Ad Alerts 	<p><u>App-Ad.txt</u></p> <ul style="list-style-type: none"> -SUPPORT: Support (app-Ad.txt) in your TBCs with downstream partners -IMPLEMENT: Filter for (app-Ad.txt) authorised inventory in your platform <u>Sellers.json</u> -SUPPORT: Encourage downstream partners to adopt Sellers.json <u>SupplyChain Object</u> -SUPPORT: Encourage downstream partners to review the SupplyChain Object and filter out for any unauthorised traffic by reviewing respective Sellers.json and ad.txt files <u>DemandChain Object</u> -SUPPORT: Public support for DemandChain Object <u>Open Measurement SDK (OM SDK)</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Choose to work with measurement and verification companies that are integrated with the OM SDK <u>Onboarding Checks for Financial Clients</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Demonstrate your use of 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 <u>Scam Ad Alerts</u> -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: Formal written process for Scam Ad Alerts 	<p><u>App-Ad.txt</u></p> <ul style="list-style-type: none"> -SUPPORT: Encourage your downstream partners to adopt (app-Ad.txt) -IMPLEMENT: Ensure that you are listed within the (app-Ad.txt) of your downstream partners through a contractual requirement or TBCs -IMPLEMENT: Have a minimum of 90% of UK web traffic delivered through sites with an ad.txt file -IMPLEMENT: Measure the proportion of UK app traffic going through apps with an app-Ad.txt file -IMPLEMENT: Filter for (app-Ad.txt) authorised inventory in your platform <u>Sellers.json</u> -SUPPORT: Public support for DemandChain Object <u>SupplyChain Object</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Implement a Sellers.json file listing your authorised publishers and resellers and their SELLER ID and legal entities where relevant <u>DemandChain Object</u> -SUPPORT: Public support for DemandChain Object <u>Open Measurement SDK (OM SDK)</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Include/Populate the SupplyChain Object field in your bid request -SUPPORT: Public support for DemandChain Object (link to article or blog) <u>Open Measurement SDK (OM SDK)</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Include/Populate the SupplyChain Object field in your bid request <u>DemandChain Object</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Demonstrate how you comply with DemandChain Object -SUPPORT: Public support for DemandChain Object (link to article or blog) -SUPPORT: Encourage downstream partners to adopt Sellers.json and DemandChain Object (Email comms, training programs or other) <u>Open Measurement SDK (OM SDK)</u> -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: Formal written process for Scam Ad Alerts <u>Onboarding Checks for Financial Clients</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Demonstrate your use of 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 <u>Scam Ad Alerts</u> -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: Formal written process for Scam Ad Alerts 	<p><u>Subdomains List</u></p> <ul style="list-style-type: none"> -IMPLEMENT: Publishers to list all subdomains <u>App-Ad.txt Desktop & Mobile Web</u> -IMPLEMENT: Implement ad.txt at your rootURL (example) and update to the latest version - (ad.txt1) -IMPLEMENT: Ensure the "developer website" field in the app store hosting your apps is up to date (Guidance) -IMPLEMENT: Upload an app-Ad.txt file to the root domain of the developer website listed -IMPLEMENT: Ensure the ad.txt and app-Ad.txt files are kept up to date and partners listed have been verified <u>Sellers.json, SupplyChain Object and DemandChain Object</u> -SUPPORT: Encourage upstream partners to adopt Sellers.json, SupplyChain Object and DemandChain Object <u>Open Measurement SDK (OM SDK)</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Provide training on these standards to Ad Ops teams -IMPLEMENT: Ensure you have implemented the latest version of the OM SDK <u>Onboarding Checks for Financial Clients</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Demonstrate your use of 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 <u>Scam Ad Alerts</u> -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: Formal written process for Scam Ad Alerts <u>Onboarding Checks for Financial Clients</u> -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: Formal written process for Scam Ad Alerts 	<p><u>App-Ad.txt</u></p> <ul style="list-style-type: none"> -SUPPORT: Encourage your downstream partners to adopt (app-Ad.txt) -IMPLEMENT: Ensure that you are listed within the (app-Ad.txt) of your downstream partners through a contractual requirement or TBCs -IMPLEMENT: Have a minimum of 90% of UK web traffic delivered through sites with an ad.txt file -IMPLEMENT: Measure the proportion of UK app traffic going through apps with an app-Ad.txt file -IMPLEMENT: Implement a Sellers.json file listing your authorised publishers and resellers and their SELLER ID and legal entities where relevant <u>SupplyChain Object</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Include/Populate the SupplyChain Object field in your bid request <u>DemandChain Object</u> -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK -IMPLEMENT: Demonstrate your use of 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 <u>Scam Ad Alerts</u> -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: Formal written process for Scam Ad Alerts 	
Brand Safety	<ul style="list-style-type: none"> -IMPLEMENT: Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate 	<ul style="list-style-type: none"> -SUPPORT: Encourage for partners to be TAG Brand Safety audited within your TBCs -IMPLEMENT: Internal training to explain the advantages of TAG Brand Safety -IMPLEMENT: Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate 	<ul style="list-style-type: none"> -IMPLEMENT: Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate 	<ul style="list-style-type: none"> -IMPLEMENT: Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate 	<ul style="list-style-type: none"> -IMPLEMENT: Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate 	<ul style="list-style-type: none"> -IMPLEMENT: Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate 	<ul style="list-style-type: none"> -IMPLEMENT: Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate 	
General	<ul style="list-style-type: none"> -IMPLEMENT: Gold Standard E-Learning Training Module -SUPPORT: Gold Standard Support 	<ul style="list-style-type: none"> -IMPLEMENT: Gold Standard E-Learning Training Module -SUPPORT: Gold Standard Support 	<ul style="list-style-type: none"> -IMPLEMENT: Gold Standard E-Learning Training Module -SUPPORT: Gold Standard Support 	<ul style="list-style-type: none"> -IMPLEMENT: Gold Standard E-Learning Training Module -SUPPORT: Gold Standard Support 	<ul style="list-style-type: none"> -IMPLEMENT: Gold Standard E-Learning Training Module -SUPPORT: Gold Standard Support 	<ul style="list-style-type: none"> -IMPLEMENT: Gold Standard E-Learning Training Module -SUPPORT: Gold Standard Support 	<ul style="list-style-type: none"> -IMPLEMENT: Gold Standard E-Learning Training Module -SUPPORT: Gold Standard Support 	<ul style="list-style-type: none"> -IMPLEMENT: Gold Standard E-Learning Training Module -SUPPORT: Gold Standard Support
Privacy & Data	<ul style="list-style-type: none"> -IMPLEMENT: Work with vendors on the TCF Global Vendor List 	<ul style="list-style-type: none"> -SUPPORT: Encourage all downstream partners to adopt and participate with the TCF 	<ul style="list-style-type: none"> -IMPLEMENT: Be TCF 2.2 Compliant 	<ul style="list-style-type: none"> -IMPLEMENT: Register for the TCF Global Vendor List -IMPLEMENT: Work with vendors on the TCF Global Vendor List -SUPPORT: Encourage downstream partners to adopt TCF -IMPLEMENT: Through contractual TBCs 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: Measure proportion of traffic with a TCF consent string 	<ul style="list-style-type: none"> -IMPLEMENT: Register for the TCF Global Vendor List -IMPLEMENT: Work with vendors on the TCF Global Vendor List -IMPLEMENT: Through contractual TBCs 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: Measure proportion of traffic with a TCF consent string 	<ul style="list-style-type: none"> -IMPLEMENT: Use a CMP that is on the list of registered TCF CMPs list where relevant -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 	<ul style="list-style-type: none"> -IMPLEMENT: Register for the TCF Global Vendor List -IMPLEMENT: Work with vendors on the TCF Global Vendor List and demonstrate this -IMPLEMENT: Through contractual TBCs 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 	
User Experience	<ul style="list-style-type: none"> -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 creative guidelines -SUPPORT: Promote best practice to clients by promoting latest CBA Standards. 	<ul style="list-style-type: none"> -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 creative guidelines -SUPPORT: Promote best practice to clients by promoting latest CBA Standards. -IMPLEMENT: Internal training to explain the Better Ads Standards 	<ul style="list-style-type: none"> -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 creative guidelines -SUPPORT: Promote best practice to clients by promoting latest CBA Standards. -IMPLEMENT: Explain how you filter for non-compliant units in your platform 	<ul style="list-style-type: none"> -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 creative guidelines -SUPPORT: Promote best practice to clients by promoting latest CBA Standards. -IMPLEMENT: Explain how you filter for non-compliant units in your platform -IMPLEMENT: Have a minimum of 99% of domains that you work with to conform the CBA's better ad standards. Domains that have failed the CBA standards can be found on the Google's ad experience report 	<ul style="list-style-type: none"> -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 creative guidelines -SUPPORT: Promote best practice to clients by promoting latest CBA Standards. -IMPLEMENT: Explain how you filter for CBA/non-compliant units in your platform 	<ul style="list-style-type: none"> -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 creative guidelines -SUPPORT: Promote best practice to clients by promoting latest CBA Standards. 	<ul style="list-style-type: none"> -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 creative guidelines -SUPPORT: Promote best practice to clients by promoting latest CBA Standards. -IMPLEMENT: Explain how you filter for CBA/non-compliant units in your platform 	
Transparency	<ul style="list-style-type: none"> -SUPPORT: Support for the new IAB Tech Lab video signals -SUPPORT: Support of Ad Creative ID Framework 1.0 (ACIF) -SUPPORT: Support of VAST CTV Addendum 2024 -SUPPORT: Support of IAB Tech Lab Podcast Measurement Guidelines 	<ul style="list-style-type: none"> -SUPPORT: Support for the new IAB Tech Lab video signals -SUPPORT: Support of Ad Creative ID Framework 1.0 (ACIF) -SUPPORT: Support of VAST CTV Addendum 2024 -SUPPORT: Support of IAB Tech Lab Podcast Measurement Guidelines 	<ul style="list-style-type: none"> -SUPPORT: Support of Ad Creative ID Framework 1.0 (ACIF) -SUPPORT: Support of VAST CTV Addendum 2024 	<ul style="list-style-type: none"> -SUPPORT: Support for the new IAB Tech Lab video signals -COMMITMENT: Feature to target inventory that support Sellers.json by end of 2025 	<ul style="list-style-type: none"> -SUPPORT: Support for the new IAB Tech Lab video signals -COMMITMENT: Feature to target inventory that support Sellers.json 	<ul style="list-style-type: none"> -COMMITMENT: Support for the new IAB Tech Lab video signals by end of 2025 	<ul style="list-style-type: none"> -COMMITMENT: Support for the new IAB Tech Lab video signals by end of 2025 	
Sustainability	<ul style="list-style-type: none"> -SUPPORT: RefSettings 	<ul style="list-style-type: none"> -SUPPORT: RefSettings 	<ul style="list-style-type: none"> -COMMITMENT: RefSettings by end of 2025 	<ul style="list-style-type: none"> -COMMITMENT: RefSettings by end of 2025 	<ul style="list-style-type: none"> -COMMITMENT: RefSettings by end of 2025 	<ul style="list-style-type: none"> -COMMITMENT: RefSettings by end of 2025 	<ul style="list-style-type: none"> -COMMITMENT: Always Include Bio Floors by end of 2025 	