



IAB Ireland Gold Standard

Updated November 2022



IAB Gold Standard - continuing to evolve

Aims of the Gold Standard



Reduce ad fraud

By implementing or supporting IAB Tech Lab's ads.txt, sellers.json and OpenRTB Supply Chain Object



Uphold brand safety

By obtaining TAG Brand Safety Certification



Improve the experience

By adhering to The Coalition for Better Ads advertising standards



Help compliance with the GDPR and ePrivacy law

By adopting IAB Europe's Transparency Consent Framework (TCF)



Updates to the Gold Standard - Nov 2022

In addition to digital display and video, the Gold Standard will cover companies that specialise in emerging digital media offerings like Audio, CTV and In-game advertising.

The Ad Fraud criteria has been renamed Security and Fraud to better suit the expanding requirements of this criteria. Requirements within Security and Fraud will be updated to include:

- **Ads.txt 1.1** - Ads.txt has been updated to require companies adhere to the latest version of ads.txt, 1.1, which increases levels of transparency and strengthens the ads.txt initiative.
- **Buyers.json and DemandChain Object** - Both initiatives are new additions for Gold Standard 2.1. They have been introduced to the Gold Standard as they bring more end-to-end transparency of the programmatic supply chain, helping publishers address the challenge of Scam Ads.
- **Open Measurement SDK (OM SDK)** - The OM SDK is a widely adopted industry standard. Requirements to adopt this initiative as part of the Gold Standard have been introduced as this initiative is successful in facilitating third party viewability and verification measurement for ads served in web video, app and CTV environments.

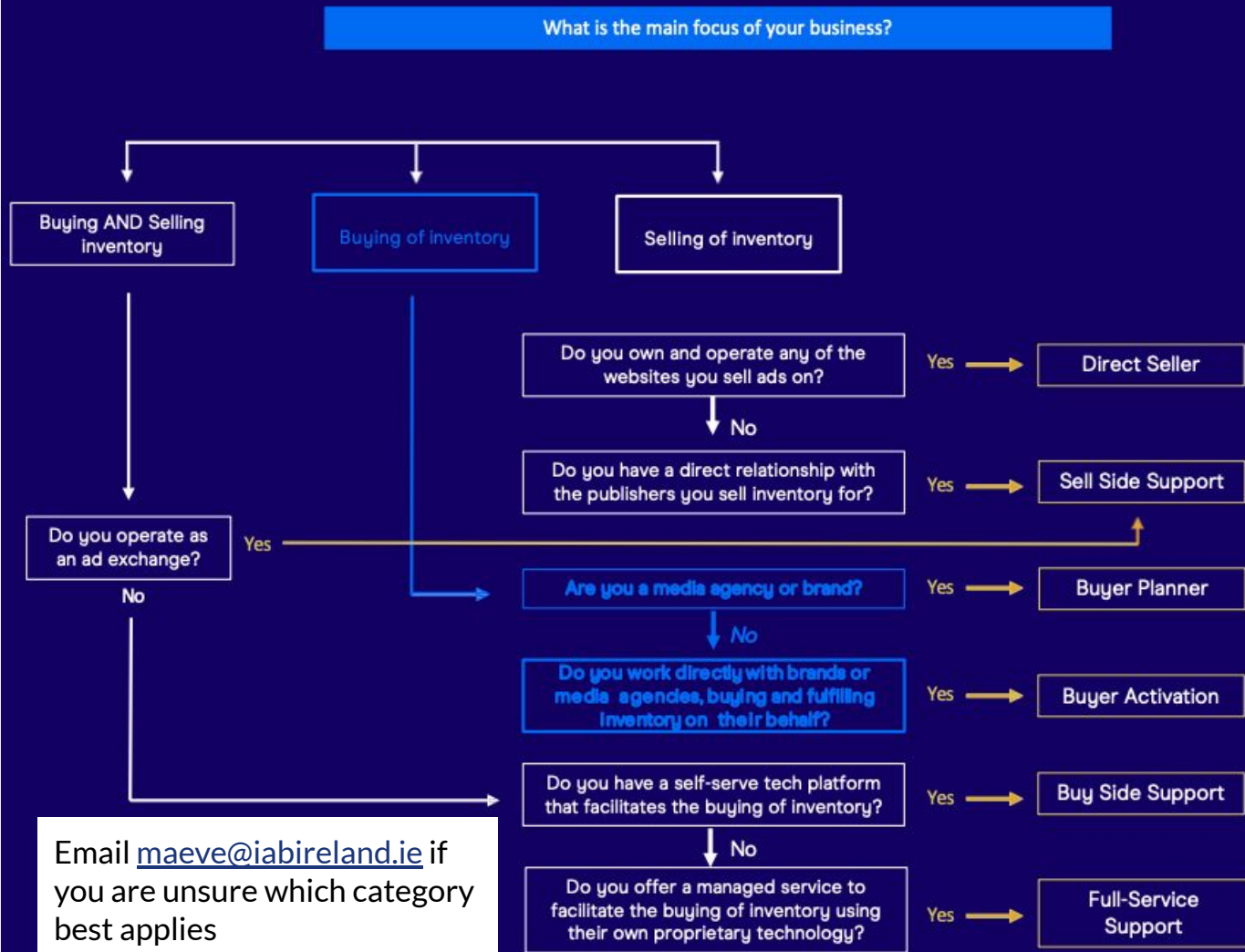


Categories

The Gold Standard has six Category Types for companies

- Buyer Planner: Companies who plan the media strategy on behalf of a brand
- Buyer Activation: Companies that offer a managed service to facilitate the buying of inventory using external self serve buying platform(s)
- Buy Side Support: (Tech platforms and services) Companies that offer a self-serve platform to facilitate the buying of inventory
- Full-Service Support: Companies that offer a managed service to facilitate the buying of inventory using their own proprietary technology
- Sell Side Support: (Non-owned inventory) Companies primarily involved in selling of inventory on sites they do not own or operate
- Direct Seller: (Owned inventory) Companies primarily involved in the selling of owned and operated inventory

What category is my company?





Thank you.

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