Welcome to our 3rd (of 4) Digital AdOps Webinar!

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Technology Lead

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australia

Today's speakers and agenda

Jill Wittkopp	Amit Shetty	Adele Wieser	Malcolm Murdoch	Jessica Miles	Emil Mathias
Director of Product	Senior Director of Product	Regional Managing Director APAC	Marketing Chapter Lead	Country Manager	Commercial Director – Screen

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An overview of IAB Tech Lab standards

Jill Wittkopp
Director of Product

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Senior Director of Product

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Brand Safety & Ad Fraud

Part 3 IAB Australia Digital Adops Conference

July 9, 2020

Agenda

- **About Tech Lab**

- **Brand Safety Specifications**

- **How to use Ad Fraud Specifications**

Our Mission

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Sharing the cost,
sharing the benefits

Member-driven,
member-developed

Engage a member **community** globally to **develop foundational** technology and standards that enable growth and **trust** in the digital media ecosystem.

Broad availability
& utility, by design

We live this – as a neutral, transparent,
open-source, non-profit org

We Support Local/National IABs and Their Members, Globally

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Market Development
(supporting sales/marketing)

- Education & certification
- Research
- Public policy

- Guidelines & business standards
- Events & networking

PROPRIETARY   **INNOVATION**

- Product/Service development

- Operational innovation

- Packaging & pricing

- Competition

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Technical Standards
(supporting product development)

- Standardized protocols & specifications
- Software & tools
- Compliance programs
- Supporting education & events

Our Top 4 for 2020 Reflects Urgent Industry Needs

1 Enable privacy-centric consumer ID management and smooth transition to "ID-less/cookie-less" environments

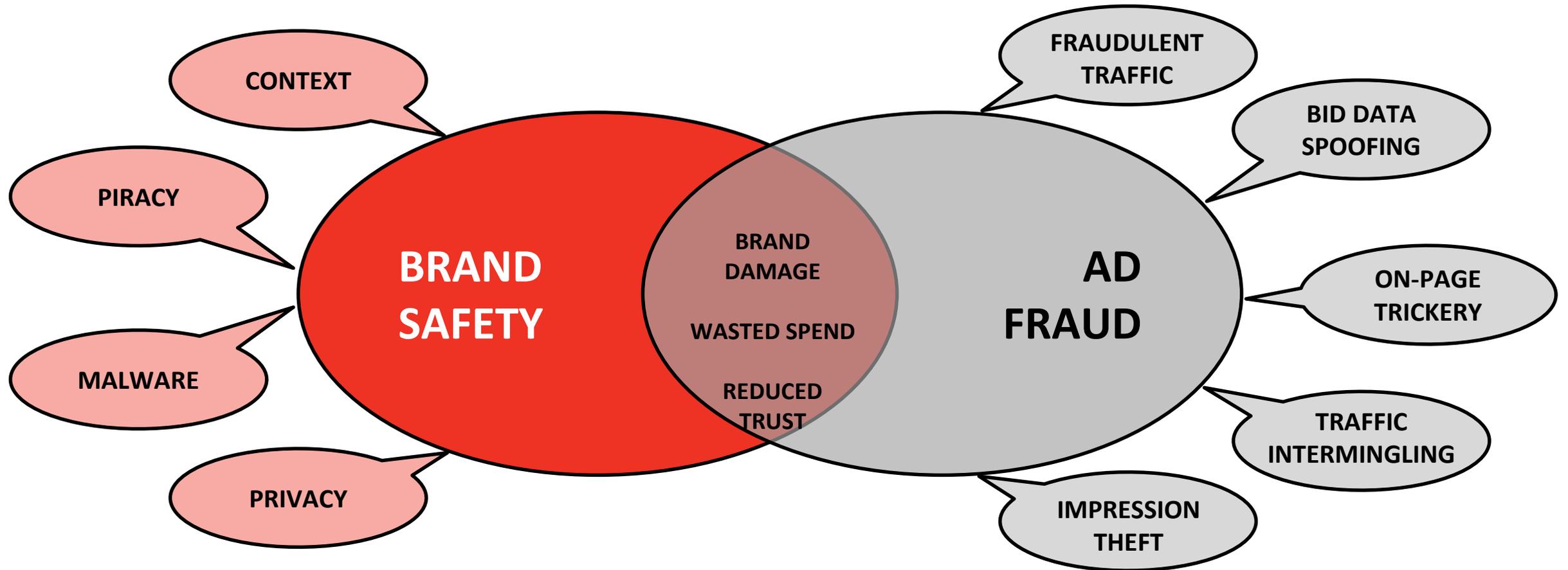**2** Provide technical solution(s) for privacy to support compliance with local laws

3 Promote supply chain transparency for brand safety, fraud, & data decisions

4 Improve measurement & attribution accuracy & consistency
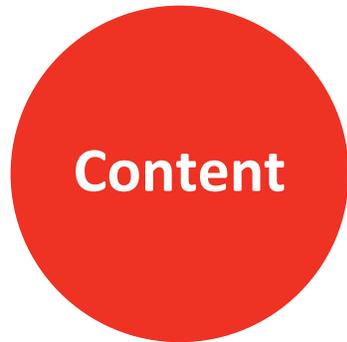
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Brand Safety vs. Ad Fraud

Tech Lab Brand Safety Standards

Taxonomies
Common language for referring to page/app content, products being advertised, and audiences

Content

Ad Product

Describes what a site/app is about

Describes the product or service in an ad

Floor and Suitability
Recommendations around brand safety floor and suitability (in collaboration with the 4A's/APB)

Enable Context
Support within OpenRTB and VAST (macros) to enable
page URL / app information to be transmitted
for brand safety contextual analysis

OM & Ad Swapping
Ability to "swap" ads when the content is found to not be a good match for the original ad

User Experience
Good UX (both in content & in ads) is important for brand safety

Anti-Fraud Standards
Solutions to deploy in support of reducing Ad Fraud and building advertiser confidence that supply channels are brand safe

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Content Taxonomy – 2.0 Brand Safety Features

Delineates between topic context or "aboutness" and additional attributes of content context such as content language, form factor, origin, media type, creating orthogonal vectors to describe such attributes

Taxonomy v2:

- **Content Categories: Automotive/Convertible**

- **Content Channel: Editorial/Professional**

- **Content Type: News**

- **Content Media Format: Mixed**

- **Content Language: en**

- **Content Source: Professionally Produced**

Content Taxonomy – 2.1 Brand Safety Features

- Introduction of "Special Category Data" Extension.
- Provides a specific signal to any entity using the taxonomy for audience segmentation.

Content Taxonomy Mapping

IAB Tech Lab common license
Content Taxonomy version 2.1 final release November 2019

Unique ID	Parent	Name	Tier 1	Tier 2	Tier 3	Tier 4	Extensions
		Relational ID System		**Content Taxonomy v2 with Tiered Categories**			
278	274	Home Appliances	Home & Garden	Home Appliances			
279	274	Home Entertaining	Home & Garden	Home Entertaining			
280	274	Home Improvement	Home & Garden	Home Improvement			
281	274	Home Security	Home & Garden	Home Security			
282	274	Indoor Environmental Quality	Home & Garden	Indoor Environmental Quality			
283	274	Interior Decorating	Home & Garden	Interior Decorating			
284	274	Landscaping	Home & Garden	Landscaping			
285	274	Outdoor Decorating	Home & Garden	Outdoor Decorating			
286		Medical Health	Medical Health				
287	286	Diseases and Conditions	Medical Health	Diseases and Conditions			
288	287	Allergies	Medical Health	Diseases and Conditions	Allergies		
289	287	Ear, Nose and Throat Conditions	Medical Health	Diseases and Conditions	Ear, Nose and Throat Conditions		
290	287	Endocrine and Metabolic Dis	Medical Health	Diseases and Conditions	Endocrine and Metabolic Diseases		
291	290	Hormonal Disorders	Medical Health	Diseases and Conditions	Endocrine and Metabolic Diseases	Hormonal Disorders	SCD
292	290	Menopause	Medical Health	Diseases and Conditions	Endocrine and Metabolic Diseases	Menopause	SCD
293	290	Thyroid Disorders	Medical Health	Diseases and Conditions	Endocrine and Metabolic Diseases	Thyroid Disorders	SCD
294	287	Eye and Vision Conditions	Medical Health	Diseases and Conditions	Eye and Vision Conditions		
295	287	Foot Health	Medical Health	Diseases and Conditions	Foot Health		
296	287	Heart and Cardiovascular Di	Medical Health	Diseases and Conditions	Heart and Cardiovascular Diseases		
297	287	Infectious Diseases	Medical Health	Diseases and Conditions	Infectious Diseases		
298	287	Injuries	Medical Health	Diseases and Conditions	Injuries		
299	298	First Aid	Medical Health	Diseases and Conditions	Injuries	First Aid	
300	287	Lung and Respiratory Health	Medical Health	Diseases and Conditions	Lung and Respiratory Health		
301	287	Mental Health	Medical Health	Diseases and Conditions	Mental Health		
302	287	Reproductive Health	Medical Health	Diseases and Conditions	Reproductive Health		
303	302	Birth Control	Medical Health	Diseases and Conditions	Reproductive Health	Birth Control	SCD
304	302	Infertility	Medical Health	Diseases and Conditions	Reproductive Health	Infertility	SCD
305	302	Pregnancy	Medical Health	Diseases and Conditions	Reproductive Health	Pregnancy	SCD
306	287	Blood Disorders	Medical Health	Diseases and Conditions	Blood Disorders		

Special Category Data: [classifications that] could create more significant risks to a person's fundamental rights and freedoms [when associated with individual identifiers like cookies or IFAs]. For example, by putting them at risk of unlawful discrimination.

- **Race**
- **Ethnic origin**
- **Politics**
- **Religion**
- **Trade union membership**
- **Genetics**
- **Biometrics**
- **Health**
- **Sex life**
- **Sexual orientation**

Content Taxonomy – 2.2 (proposed) Brand Safety & Suitability Features

- **Brand Safety "Floor" categories**

- Brand "suitability" / "risk tolerance" recommendations

Tech Lab Brand Safety Standards

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What should I do?

A few key takeaways

- As sellers
    - Use the content taxonomy to "tag" the content for each ad impression
    - Pass the url to the content so that brand safety vendors can support checks pre-bid and post bid
    - Once available, support OM ad swapping (and replace VPAID)
    - Focus on good ad experiences

- As buyers
    - Don't use stale (and long!) "exclusion lists" - use intelligent context and sentiment analysis tools
    - Decide on your risk tolerance (floor & suitability) and the specific types of content you want to avoid
    - Ask buying platforms / brand safety vendors to use the content taxonomy
    - Build lightweight / LEAN ads - and relevant ads!
- Anyone - get involved in ongoing working groups at IAB Tech Lab!
- Blog post - https://iabtechlab.com/blog/brand-safety-in-the-age-of-covid-19/

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Tech Lab Anti-Ad-Fraud Standards

ads.txt / app-ads.txt
Lists authorized sellers (IDs) of a publisher's / app developer's ad inventory

SupplyChain Object
Lists all sellers by business domain & seller ID that are paid for selling an OpenRTB impression

sellers.json
Reveals seller identities based on publisher or seller IDs in:
1) OpenRTB Publisher object
2) ads.txt files
3) OpenRTB SupplyChain object

ads.cert
Validates that bid request contents are not manipulated as impressions pass among supply chain entities. (Cryptographically signs bid requests using public & private keys.)

How it all works together:
- **ads.txt/app-ads.txt** identifies who is authorized to sell inventory (but not who they are).
- **SupplyChain** reveals all intermediaries involved with the payment flow...
  - ...and enables buyers to enforce **ads.txt** for all intermediaries.
- **sellers.json** provides business names of the otherwise opaque IDs.

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Ad Fraud - Counterfeit Inventory

- Ads.txt/Sellers.json/Supply Chain Object were not meant to solve all ad fraud
  - Focused most on the problem of counterfeit inventory, industry was seeing many websites had RTB availability in excess of what was explainable
  - To address this, we focused on transparency within the supply chain so that sellers could publicly declare their selling partners and buyers could trace inventory back to the source

Authorized Digital Sellers

Goal: Know who is authorized to sell inventory for domain or app

Standards

Text file posted by publisher/developer listing entities that are authorized to (re)sell their inventory.

ads.txt: for browser-based inventory
- Launched June 2017
- Broadly adopted

app-ads.txt: for mobile/CTV/etc. app inventory
- Launched Jan 2019
- Adoption growing for mobile apps (~70% of programmatic traffic), CTV - early days, but starting to see interest

So you've heard about ads.txt/app-ads.txt?

```
washingtonpost.com/ads.txt

Apps    IAB Tech Lab - Th...    IAB: Tools Portal    My Drive - Google...

# Ads.txt file for washingtonpost.com:

indexexchange.com, 183960, DIRECT
adtech.com, 10316, DIRECT
aolcloud.net, 10316, DIRECT
appnexus.com, 7466, DIRECT
google.com, pub-3980300725513096, DIRECT
c.amazon-adsystem.com, 3041, DIRECT
openx.com, 537108359, DIRECT
openx.com, 539044014, DIRECT
openx.com, 537154106, DIRECT
teads.tv, 5856, DIRECT, 15a9c44f6d26cbe1
teads.tv, 8231, DIRECT, 15a9c44f6d26cbe1
google.com, pub-1995032544933848, RESELLER
liveintent.com, 386, DIRECT
facebook.com, 165530923902113, DIRECT
google.com, pub-3746578658400510, RESELLER, f08c47fec0942fa0
indexexchange.com, 185292, RESELLER
trustx.org, 37, DIRECT
indexexchange.com, 184966, DIRECT
rubiconproject.com, 17302, DIRECT, 0bfd66d529a55807
outbrain.com, 01265510c0bdff9f85a6b7aa919c64fede, DIRECT
smaato.com, 1100038044, DIRECT
pubmatic.com, 157050, DIRECT, 5d62403b186f2ace
outbrain.com, 00245c3cb03f074e28909d6ad2320ffd17, DIRECT
outbrain.com, 00245c3cb03f074e28909d6ad2320ffd17, RESELLER
tremorhub.com, q017o-78mlk, RESELLER, 1a4e959a1b50034a
adtech.com, 12061, DIRECT
```

- *Indicates that Washington Post likely has a contract with IndexExchange.*
- *In Bid Requests from IndexExchange a buyer should be able to validate account number 183960 for Washington Post Inventory*

Sellers.json

Seller Object (required fields)

seller_id	This is the same ID that appears in an ads.txt file and in the SupplyChain.nodes array sid property. In most cases will also appear in the Publisher.Id property of an OpenRTB request.
seller_type	An enumeration of the type of account, either PUBLISHER, INTERMEDIARY, or BOTH. A value of "PUBLISHER" indicates that the inventory sold through this account is on a site, app, or other medium owned by the named entity and the advertising system pays them directly. A value of "INTERMEDIARY" indicates that the inventory sold through this account is not owned by the named entity or the advertising system does not pay them directly. 'BOTH' indicates that both types of inventory are transacted by this seller.
name	The name of the company (the legal entity) that is paid for inventory that is transacted under the given seller_id. Can be omitted only when is_confidential is set to 1.
domain	The business domain name of the company (the legal entity) that is paid for inventory that is transacted under the given seller_id. When the seller_type property is set to INTERMEDIARY or BOTH, this should be the root domain name of the seller's Sellers.json file. Can be omitted when is_confidential is set to 1 or when the seller doesn't have a web presence.

There are a handful of optional fields within the specification to account for confidential and "passthrough" relationships

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What can you check with Sellers.json?

- *Cross reference that Index says they have the same type of relationship with Washington Post (seller_type: Publisher indicates that the inventory sold through this account is on the site owned by the named entity and the advertising system pays them directly)*
- *Confirm seller_id : 183960 matches what the publisher posted*

```
{
        "seller_id": "183960",
        "name": "The Washington Post",
        "domain": "washingtonpost.com",
        "seller_type": "Publisher"
},
```
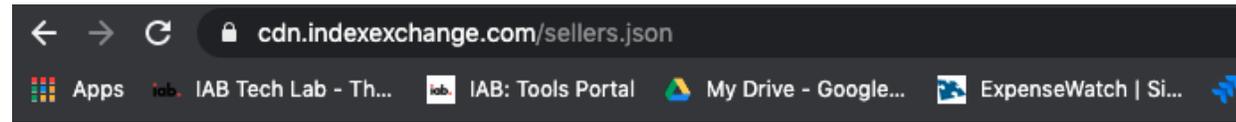
```
cdn.indexexchange.com/sellers.json

Apps    iab. IAB Tech Lab - Th...    iab. IAB: Tools Portal    My Drive - Google...    ExpenseWatch | Si...

{
        "contact_email": "sellers.json@indexexchange.com",
        "contact_address": "Index Exchange Inc., 468 King St W, Toronto, ON M5V 1L8",
        "version": "1.0",
        "identifiers": [
                {
                        "Name": "TAG-ID",
                        "Value": "50b1c356f2c5c8fc"
                },
                {
                        "Name": "DUNS",
                        "Value": "06-020-3535"
                },
                {
                        "Name": "DUNS",
                        "Value": "20-514-1638"
                }
        ],
        "sellers": [
                {
                        "seller_id": "182496",
                        "name": "CafeMedia",
                        "domain": "cafemedia.com",
                        "seller_type": "Both"
                },
                {
                        "seller_id": "183728",
                        "name": "CBS Interactive Inc.",
                        "domain": "cbsinteractive.com",
                        "seller_type": "Publisher"
                },
                {
                        "seller_id": "185796",
                        "name": "NBC Universal, Inc.",
                        "domain": "nbcuniversal.com",
                        "seller_type": "Publisher"
                },
```

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Supply Chain Object

```
"bidrequest" : {
  "id": "BidRequest1",
  "app": {
    "publisher": {
      "id": "183960"
    }
  }
  "source": {
    "ext": {
      "schain": {
        "ver":"1.0",
        "complete": 1,
        "nodes": [
          {
            "asi":"indexexchange.com",
            "sid":"183960",
            "rid":"BidRequest1",
            "hp":1
          }
        ]
      }
    }
  }
}
```

The SupplyChain object is composed primarily of a set of nodes where each node represents a specific entity that participates in the transacting of inventory. The entire chain of nodes from beginning to end represents all entities who are involved in the direct flow of payment for inventory.

An example using the previous IndexExchange/WashingtonPost example would look like this

Supply Simple Scenario

Not So Simple

Publisher · SSP · Ad Network · Exchange · DSP · Advertisers
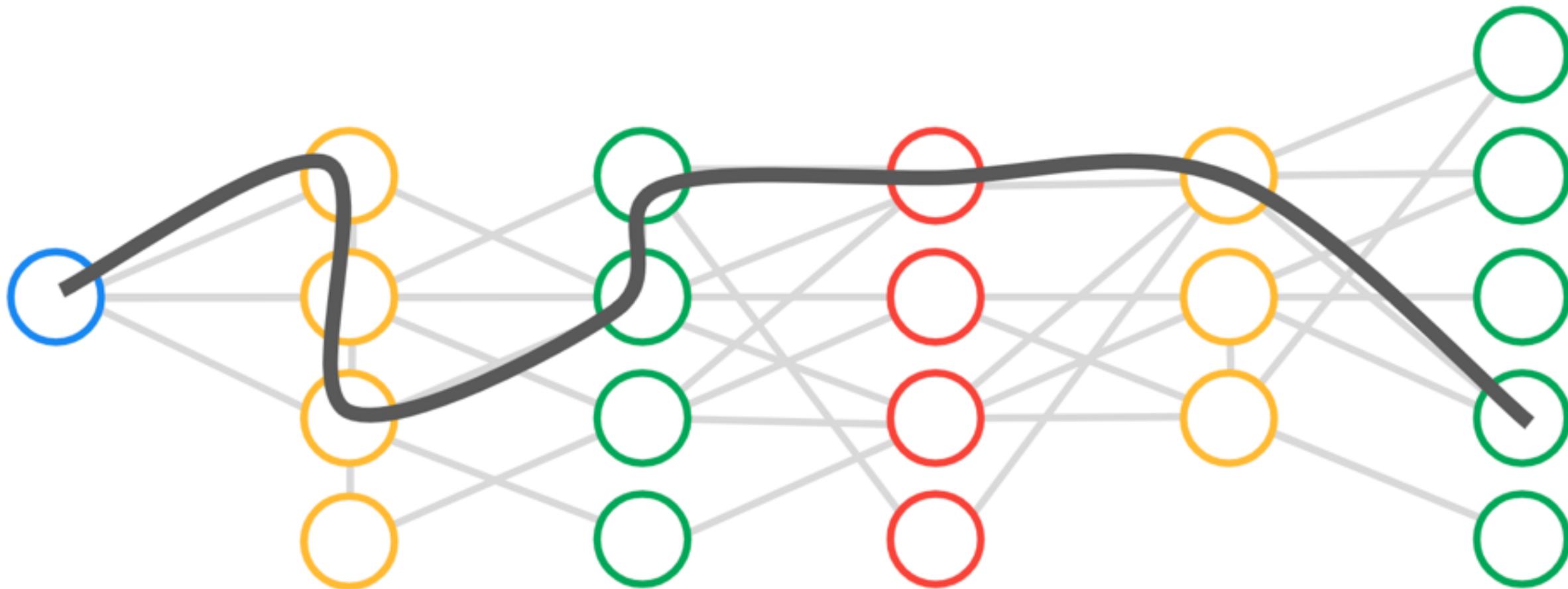
Supply Chain
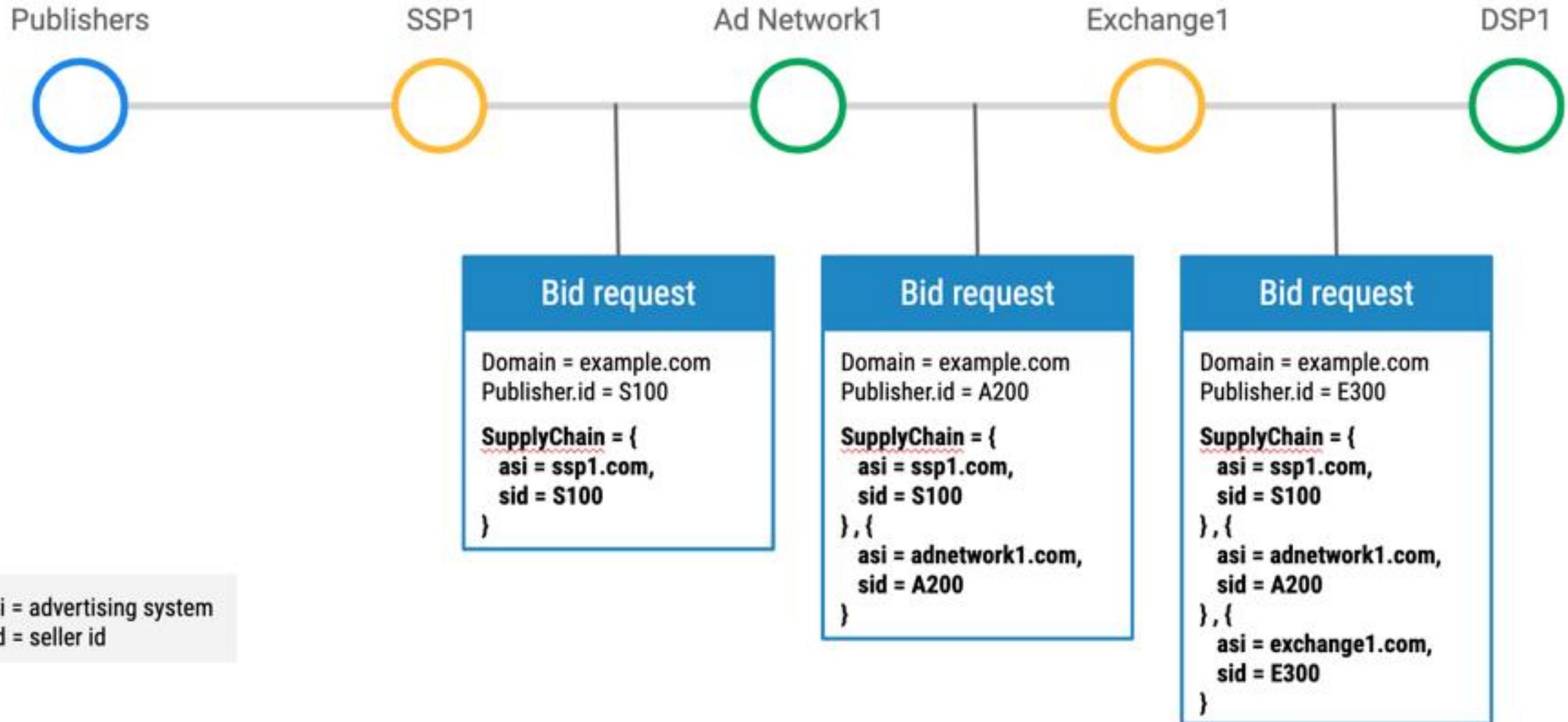
What should I do?

A few key takeaways

- As sellers;
  - keep ads.txt/sellers.json files up to date
  - include only known partners
- As buyers;
  - ask for ads.txt verified sellers
  - ask buying platforms if they've implemented any checks for sellers.json or supply chain object

- Anyone - get involved in ongoing developments, working group currently focused on ads.txt for CTV environment

Industry Panel and Attendee Q&A

Jill Wittkopp	Amit Shetty	Adele Wieser	Malcolm Murdoch	Jessica Miles	Emil Mathias
Director of Product	Senior Director of Product	Regional Managing Director APAC	Marketing Chapter Lead	Country Manager	Commercial Director – Screen

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FIVE COMMITMENTS THAT WILL IMPROVE DIGITAL ADVERTISING TRANSPARENCY - JULY 2020

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		PUBLISHER	DSP	AGENCY	SSP	ADVERTISER
1	Mandatory and immediate adoption of sellers.json and SupplyChain Object standards by all SSPs and Ad Exchange vendors. DSPs should adopt the SupplyChain Object standard and make clients fully aware of its availability and clear benefits.	Ensure that any ads.txt and app-ads.txt files are up-to-date and competently managed, as these are the foundations upon which sellers.json and the SupplyChain Object standards build.	Enable the SupplyChain Object standard and make clients aware of its availability and the benefits of providing full transparency into the origins, paths, and legitimacy of ad inventory through the supply chain.	Educate clients on the benefits of these IAB Tech Lab programmatic standards and start using them.	Adopt and host the sellers.json file and enable the SupplyChain Object standard to be utilised by buyers via their DSP.	Enquire into the availability and benefits of these IAB Tech Lab programmatic standards & insist upon their usage to ensure full transparency into the origins, paths, & legitimacy of the programmatic ad inventory they are paying for.
2	Widespread industry adoption of the IAB Tech Lab Taxonomies & IAB Tech Lab Data Transparency standards to provide standardised and consistent language for vendors, agencies, and publishers to utilise in all their campaign reporting.	Adoption of the IAB Tech Lab taxonomies and Data Transparency standards – including a commitment to providing full transparency into any audience segments via the Data Transparency Label.	Adoption of the IAB Tech Lab taxonomies and IAB Tech Lab Data Transparency standards to provide consistent industry-wide campaign metrics between all parties.	Adoption of the IAB Tech Lab taxonomies and IAB Tech Lab Data Transparency standards to ensure consistent industry-wide campaign metrics between all parties.	Adoption of the IAB Tech Lab taxonomies and IAB Tech Lab Data Transparency standards to provide consistent industry-wide campaign metrics between all parties.	Insist upon of the adoption of IAB Tech Lab taxonomies and the Data Transparency standards, so to ensure consistent industry-wide campaign metrics and full clarity over and insights into any audience segments they are paying for.
3	DSPs should insist upon using separate trading seats for each of their clients to improve reporting and prioritise Supply Path Optimisation and related best practices, to minimise bid duplications and improve the efficiency of RTB.	Ensure that any ads.txt and app-ads.txt files are up-to-date and competently managed.	Manage the buying seats accordingly for clients and educate agencies and clients on the benefits of SPO and how the IAB Tech Lab's programmatic standards enable transparency.	Insist that DSPs manage the buying seats accordingly and educate clients on the benefits of SPO and how the IAB Tech Lab's programmatic standards enable transparency.	Adopt and host the sellers.json file and enable the SupplyChain Object standard to be utilised by buyers via their DSP - to provide full transparency into the origins, paths, and legitimacy of ad inventory.	Enquire into the availability and benefits of SPO and insist upon the usage of IAB Tech Lab's standards, to ensure full transparency into the origins, paths, and legitimacy of the programmatic ad inventory they are paying for.
4	The industry should review the inclusion and adoption, and logging, of some form of transaction ID (similar to the source.tid) within the OpenRTB protocols to enable cleaner retrospective audits.	Collaborative efforts in the IAB Tech Lab's OpenRTB working group and relevant industry working groups globally. Then once tested and released, full adoption of the protocols.	Collaborative efforts in the IAB Tech Lab's OpenRTB working group and relevant industry working groups globally. Then once tested and released, full adoption of the protocols.	Collaborative efforts in the IAB Tech Lab's OpenRTB working group and relevant industry working groups globally. Then once tested and released, full adoption of the protocols.	Collaborative efforts in the IAB Tech Lab's OpenRTB working group and relevant industry working groups globally. Then once tested and released, full adoption of the protocols.	Collaborative efforts in the IAB Tech Lab's OpenRTB working group and relevant industry working groups globally. Then once tested and released, full adoption of the protocols.
5	Industry-wide standardisation of essential T&C's with ad tech vendors and the mutually agreed permissions and access to data between publishers, SSPs, DSPs and agencies - to build upon the recommendations included within our AdTech Buyers Guide.	Ensure any contracts with SSPs and Exchange vendors have clear log-level data access and permissions included and that the data is structured in a manner that allows for auditing and reconciliation with other vendor data.	Ensure any contracts with clients have clear log-level data access and permissions included and that the data is structured in a manner that allows for auditing and reconciliation with other vendor data.	Ensure any contracts with all AdTech vendors have clear log-level data access and permissions included for them and their clients, and that the data is structured in a manner that allows for clean auditing and reconciliation.	Ensure any contracts with publishers have clear log-level data access and permissions included and that the data is structured in a manner that allows for easy auditing and reconciliation with other vendor data.	Ensure any direct and/or agency contracts with any AdTech vendors have clear log-level data access and permissions included - and that the data is structured in a manner that allows for auditing and reconciliation with other vendor data.