



news release

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FOR IMMEDIATE RELEASE

LKQD earns independent certification to TAG programs from BPA Worldwide's iCompli division

Shelton, CT April 11, 2017 – [LKQD Technologies](#), the California-based video advertising platform, announced it has received independent certification for three of TAG's ([The Trustworthy Accountability Group](#)) programs against criminal activity in the digital advertising supply chain, including Anti-Piracy, Anti-Fraud, and Inventory Quality Guidelines (IQG) from BPA Worldwide's iCompli division.

"LKQD is proud to work with BPA Worldwide to set the bar for all companies who work in the ad ecosystem to establish independent certifications for the TAG programs that protect users, publishers, and advertisers from all nefarious activity," said Scott Alexander, LKQD Chief Operations Officer.

The Certified Against Piracy program helps 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. TAG's Certified Against Fraud program combats the negative impact of bogus online traffic by providing a suite of anti-fraud tools to aid in compliance.

The goals of TAG's IQG program are to: support the information needs of advertising buyers; define a common framework of disclosures that sellers can use across the industry; offer clear language in the IQG disclosure framework that enables buyers to make informed decisions; and review compliance among IQG-certified companies and facilitate the resolution of disputes and complaints. The IQG initiative establishes trust between buyers and sellers through an industry-backed brand safety and transparency compliance program.

"We congratulate LKQD for taking the additional steps of third-party assurance to TAG's established standards," said Richard Murphy, BPA's Senior Vice President of Technology Assurance. "With their compliance to these industry guidelines, they will enjoy a significant competitive advantage in the digital marketplace by providing an extra level of assurance for buyers that their business partners fully comply with these important initiatives."

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About BPA Worldwide. BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 2,600 annual audits of media channels in over 30 countries, BPA is a trusted resource for compliance and assurance services.

For more information on BPA and its services, please visit the [website](#).

About LKQD Technologies. LKQD Technologies provides enterprise video ad technology infrastructure for Publishers and Advertisers on all screens. Founded in 2014 by industry veterans, LKQD's full stack offering provides scalable systems for ad serving, mediation, programmatic auctions, and advanced reporting. For more information visit: www.lkqd.com.