



## news release

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### FOR IMMEDIATE RELEASE

## **Sovrn achieves independent certification to all four of TAG's programs on digital ad safety**

**Shelton, CT April 11, 2017** – Digital ad technology platform, [Sovrn](#), announced that it has received independent certification to all four of TAG's ([The Trustworthy Accountability Group](#)) programs promoting digital ad safety. BPA Worldwide's iCompli division verified Sovrn's compliance to the TAG programs, including: Anti-Piracy, Anti-Fraud, Anti-Malware and Inventory Quality Guidelines (IQG). Sovrn is one of the first companies to achieve this distinction.

"Trust is something one earns over time. It starts by being truthful and transparent," said Sovrn CEO, Walter Knapp. "The only way to know if something is truthful is when it's verified either directly or via an accredited independent third party like BPA."

TAG's Certified Against Piracy program is designed to help 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. The Certified Against Fraud program helps combat the negative impact of fraudulent online traffic by providing a suite of anti-fraud tools to aid in compliance. The mission of the TAG Certified Against Malware program is to eliminate the distribution of malware throughout the digital eco-system.

TAG's IQG initiative helps establish trust between buyers and sellers through an industry-backed brand safety and transparency compliance program. The goals of the 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.

"We are thrilled to assist Sovrn as they take the additional steps of third-party assurance to all of TAG's established standards," said Richard Murphy, BPA's Senior Vice President of Technology Assurance. "As one of the first organizations to achieve independent certification to these industry guidelines, Sovrn will enjoy a competitive advantage in the 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 Sovrn.** Sovrn believes content creators and publishers are the soul of the Internet. Their content is why the Internet is great. That's why we give content creators tools to make money; access to distribution and scale to grow their audience; and a massive data commons for extraordinary insights. At Sovrn we don't just plug into the online advertising ecosystem. We own & operate a massive data collective and a complete ad technology stack with direct connections to every major buyer in the world. Sovrn is headquartered in Boulder, Colo. with offices in Denver, New York, and London.