



news release

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FOR IMMEDIATE RELEASE

BPA Worldwide Approved As Validator for Trustworthy Accountability Group (TAG) Anti-Piracy Program

Organization also offers audit services for TAG's Anti-Fraud & Transparency Programs

Shelton, CT USA June 28, 2016 – BPA Worldwide today announced that it has been approved by the Trustworthy Accountability Group (TAG) as a Validator for TAG's "Certified Against Piracy" Program, allowing the company to audit and jointly certify (with TAG) companies that meet the requirements to become a Validated Digital Advertising Assurance Provider (DAAP). BPA also offers audit services for companies participating in TAG's "Certified Against Piracy," "Certified Against Fraud," and Inventory Quality Guidelines Programs.

"We are delighted that BPA Worldwide is helping lead the fight against ad-supported piracy by serving as a Validator for companies that want to become DAAPs," said Mike Zaneis, CEO of TAG. "In addition to becoming an official Validator for DAAPs, BPA Worldwide's suite of audit services provide a vital role by helping companies ensure they meet TAG's rigorous standards in fighting piracy, stopping fraud, and improving transparency."

Added Richard Murphy, BPA's Senior Vice President, Technology Assurance. "We are excited to be named as an approved Validator for TAG's anti-piracy guidelines. Our customers are going 'all in' with TAG, and we want to be able to provide them with a one-stop, full-service solution for all their TAG audit needs. BPA stands by major ad agency holding groups – WPP, Publicis, Interpublic and Omnicom – in their fight to combat ad-supported digital piracy."

TAG's "Certified Against Piracy" Program, "Certified Against Fraud" Program, and Inventory Quality Guidelines were developed to establish accountability and to foster transparency and trust in the online advertising ecosystem. TAG was created by the American Association of Advertising Agencies (4A's), Association of National Advertisers (ANA), and Interactive Advertising Bureau (IAB).

The Trustworthy Accountability Group was created to spur transformational improvement at scale across the digital advertising ecosystem, focusing on four core areas: eliminating fraudulent traffic, combating malware, fighting ad-supported Internet piracy to promote brand integrity, and promoting brand safety through greater transparency. More information on all of TAG's programs can be found at tagtoday.net.

BPA is also recognized as an approved certifying body by a number of other industry organizations around the world, including IAB Viewability and Impression certification; the European Interactive Digital Advertising Alliance ([EDAA](#)); the Digital Trade Standards Group ([DTSG/JICWEBS](#)); and Counting Online Usage of Networked Electronic Resources ([COUNTER](#)).

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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. Its latest offering,

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