



news release

contact: Glenn Schutz
BPA Worldwide
203-447-2873
gschutz@bpaww.com

FOR IMMEDIATE RELEASE

Top ad tech organizations continue push for a brand-safe digital ad supply chain with independent re-certification to TAG programs

Shelton, CT March 8, 2019 – The initiative to advance brand safety within the digital advertising supply chain continues to gain momentum as a number of the top ad tech companies around the world today announced their independent re-certification to one or more of the Trustworthy Accountability Group’s ([TAG](#)) four certification programs. These organizations utilized [BPA Worldwide’s Independent Verification](#) process to assure compliance to the various TAG program designed to fight ad fraud, malware, internet piracy, and promoting transparency.

“Publishers Clearing House is thankful to BPA for the guidance and knowledge shared prior to and during the audit process” said Sal Tripi, Vice President of Digital Operations & Compliance at Publishers Clearing House, which was re-certified by BPA to all four TAG standards. “We are thrilled to be one of just a small handful of companies to have achieved TAG platinum status as a result of our ongoing dedication to fight ad supported Internet piracy, malware and by promoting brand integrity, safety and transparency. PCH has been a trusted brand for over 60 years. PCH is committed to providing a quality, safe experience to our users and advertisers.”

TAG’s [Certified Against Fraud Program](#) combats invalid traffic in the digital advertising supply chain. Companies that are shown to abide by the Certified Against Fraud Guidelines receive the Certified Against Fraud Seal and use the seal to publicly communicate their commitment to combatting fraud.

BPA has independently verified that the following organizations have achieved re-certification to the TAG Certified Against Fraud program: AdColony, Adform, Bidswitch, Exponential, Facebook, Hulu, InMobi/AerServ, Innity, LKQD, Newsweek, OpenX, Publishers Clearing House, Pubmatic, Sociomantic (dunnhumby), Sovrn, SpotX, and Unruly.

“We were impressed with the thoroughness BPA brought to their audit of AdColony,” noted Anand Paranjape, Director, Engineering at AdColony. “We believe strongly that having trustworthy professional third parties conduct validations of services is critical to ensuring the integrity of certifications such as TAG. We’re thrilled to have excelled throughout the process and look forward to continuing to provide brand-safe, reliable, and transparent advertising supply for our partners.”

BPA provided third-party re-certification to TAG's [Malware Program](#) to several organizations, including AppNexus, Index Exchange, LKQD, OpenX, Publishers Clearing House, Sovrn, and SpotX.

The TAG [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. BPA verified re-certification to the anti-piracy program for AppNexus, Index Exchange, LKQD, OpenX, Publishers Clearing House, Sovrn, and SpotX.

Promoting the flow of advertising budgets into digital advertising with industry regulation, TAG's [Inventory Quality Guidelines \(IQG\)](#) foster trust in the marketplace by providing transparency across the industry's value chain. Those organizations re-certified by BPA to the IQG program include: AppNexus, Index Exchange, Innity, LKQD, OpenX, Publishers Clearing House, Sovrn, SpotX, and Unruly.

"Each of these organizations' decision to receive independent re-certification to one or more of the TAG program demonstrates their focus on transparency and accountability in the marketplace—two principles BPA was founded upon," noted Richard Murphy, BPA's Executive Vice President of Technology Assurance. "We are happy to work with all of them to verify their compliance with TAG's industry-accepted standards and promote additional trust and assurance in the online advertising marketplace."

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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 20 countries, BPA is a trusted resource for compliance and assurance services.