| Full Matrix | Buuer Activation | Ruuer Planner | CTV | DSP Buu Side Support | Full Service Support | Publisher (Direct Seller) | SSP (Sell Side Support) |
|-----------------|--|--|--|--|--|--|--|
| | [app-lads.txt | (app-lads.txt | app-ads.txt.CTV | (app-lads.txt | <u>lapp-lads.txt</u> | Subdomain List | (app-lads txt |
| | -SUPPORT: Support (app-)ads.txt in your T&Cs with downstream partners | -IMPLEMENT: Include requirements for (app-) ads.txt traffic on your IOs with downstream partners | -IMPLEMENT: Implement app-ads.txt at your rootURL (example) and update to the latest version – app- ads.txt 1.1 | -SUPPORT: Support (app-)ads.txt in your T&Cs with downstream partners | -SUPPORT: Encourage your downstream partners to adopt (app-)ads.txt | -IMPLEMENT: Publishers to list all subdomains (app-lads.txt Desktop 8 Mobile Web | -SUPPORT: Encourage your downstream partners to adopt (app-)ads.txt |
| | -IMPLEMENT: Provide links to the(app-) ads.txt files of the top 10 apps and/or sites you work with | -IMPLEMENT: Internal training to explain the advantages of (app-) ads.txt (guidance here) | | -IMPLEMENT: Filter for (app-) ads.txt authorised inventory in your platform | -IMPLEMENT: Ensure that you are listed within the (app) ads.txt of your downstream partners through a | MPLEMENT: Implement ads.txt at your rootURL | -IMPLEMENT: Ensure that you are listed within the (app-) ads.txt of your downstream partners through a |
| | -SUPPORT: Where relevant (to the productor service | Sellersison | -IMPLEMENT: Ensure the app-ads.txt files are kept up to date and partners listed have been verified | Sellersjson |) ads.txt of your downstream partners through a contractual requirement or T&Cs | (example) and update to the latest version – ads.txt 1.1 App |) ads.bt of your downstream partners through a contractual requirement or T8Cs |
| | being provided) publicly declare support, eg: in online articles (example) | -SUPPORT: Encourage downstream partners to adopt sellers.json | Checks for Financial Clients IMPLEMENT: Demonstrate your use the FCA's | -SUPPORT: Encourage downstream partners to adopt sellers.json | IMPLEMENT: Have a minimum of 90% of UK web traffic delivered through sites with an ads.txt file | -IMPLEMENT: Ensure the "developer website" field in the app store hosting your apps is up to date | -IMPLEMENT: Have a minimum of 90% of UK web traffic delivered through sites with an ads.txt file |
| Ad Fraud | -IMPLEMENT: Demonstrate how you filter for ads.txt traffic in your platform | SupplyChain Object | financial services register for onboarding financial clients or products and outline current processes in place for working with financial clients or products | SupplyChain Object | -IMPLEMENT: Measure the proportion of UK app traffic going through apps with an app-ads.txt file | (Guidance) | -IMPLEMENT: Measure the proportion of UK app traffic going through apps with an app-ads.txt file Sellers.json |
| | -IMPLEMENT: Demonstrate how you plan to filter for app-ads.txt in your platform | -SUPPORT: Encourage filtering of inventory through the use of the SupplyChain Object | Scam Ad Alerts | -IMPLEMENT: Demonstrate how you plan to review the SupplyChain Object and filter out for any | -IMPLEMENT: Filter for (app-) ads.txt authorised inventory in your platform | IMPLEMENT: Upload an app-ads.txt file to the root domain of the developer website listed | -IMPLEMENT: Implement a sellers.json file listing your |
| | Sellers ison | DemandChain Object | -IMPLEMENT: Ensure a relevant team member is registered for ASA Scam Ad Alerts | unauthorised traffic by reviewing respective Sellers.json and ads.txt files | Sellers json | -IMPLEMENT: Ensure the ads.txt and app-ads.txt files are kept up to date and partners listed have been verified | -IMPLEMENT: Implement a sellers json file listing your authorised publishers and resellers and their SELLER ID and legal entities where relevant SupplyChain |
| | -SUPPORT: Encourage downstream partners to adopt | -SUPPORT: Public support for DemandChain Object | registered for ASA Scam Ad Alerts | DemandChain Object | -IMPLEMENT: Implement a sellers.json file listing your authorised publishers and resellers and their SELLER | verified Sellers.json. SupplyChain Object. and DemandChain. | Object -IMPLEMENT: Include/Populate the SupplyChain |
| | sellers.json | Open Measurement SDK (OM SDK) | Alerts | -IMPLEMENT: Include the DemandChain Object field in your bid request | ID and legal entities where relevant | Object_ | Object field in your bid request |
| | Supplychain Object | -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK | | -SUPPORT: Public support for DemandChain Object (link to article or blog) | -IMPLEMENT: Ensure the Sellers.json files are kept up to date | -SUPPORT: Encourage upstream partners to adopt sellers.json SupplyChain Object, and DemandChain Object | DemandChain Object -SUPPORT: Encourage upstream partners to adopt |
| | -IMPLEMENT: Filter or encourage filtering of inventory through the use of the SupplyChain Object | -IMPLEMENT: Choose to work with measurement and verification companies that are integrated with the OM SDK Onboarding | | -SUPPORT: Encourage downstream partners to adopt DemandChain Object (Email comms, training programs | SupplyChain Object | Open Measurement SDK (OM SDK) | -SUPPORT: Encourage upstream partners to adopt DemandChain Object (Email comms, training programs or other) |
| | DemandChain Object -SUPPORT: Encourage downstream partners to adopt | OM SDK Onboarding Checks for Financial Clients | | DemandChain Object (Email comms, training programs or other) | IMPLEMENT: Include/Populate the SupplyChain Object field in your bid Request | -IMPLEMENT: Provide training on these standards to Ad Ops teams Open Measurement SDK (OM SDK) | -SUPPORT: Public support for DemandChain Object (link to article or blog) |
| | DemandChain object | -IMPLEMENT: Demonstrate your use the FCA's | | Open Measurement SDK (OM SDK) | DemandChain Object | -IMPLEMENT: Ensure you have implemented the latest version of the OM SDK | |
| | -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK | financial services register for onboarding financial clients or products and outline current processes in place for working with financial clients or products | | -SUPPORT: Encourage all measurement and verification partners to be included to the OM SDK | -IMPLEMENT: Demonstrate how you comply with DemandChain Object | version of the OM SDK Onboarding Checks for Financial Clients | -IMPLEMENT: Include the DemandChain Object in your bid request |
| | -IMPLEMENT: Choose to work with measurement and verification companies that are integrated with OM | Scam Ad Alerts | | -IMPLEMENT: Choose to work with measurement and verification companies that are integrated with the OM SDK | -SUPPORT: Public support for DemandChain Object (link to article or blog) | -IMPLEMENT: Demonstrate your use the FCA's financial services register for onboarding financial | Open Measurement SDK (OM SDK) |
| | SDK Onboarding Checks for Financial Clients | -IMPLEMENT: Ensure a relevant team member is registered for ASA Scam Ad Alerts | | OM SDK Onboarding Checks for Financial Clients | -SUPPORT: Encourage downstream partners to adopt buyers.json and DemandChain Object (Email comms, | financial services register for onboarding financial clients or products and outline current processes in place for working with financial clients or products | IMPLEMENT: Ensure SDKs that are provided to downstream partners are updated to OM SDK |
| | - | -IMPLEMENT: Formal written process for Scam Ad | | - | training programs or other) | Scam Ad Alerts | -SUPPORT: Public support for OM SDK (link to article or blog) |
| | financial services register for onboarding financial clients or products and outline current processes in place for working with financial clients or products | Alerts | | financial services register for onboarding financial clients or products and outline current processes in place for working with financial clients or products | Open Measurement SDK (OM SDK) | -IMPLEMENT: Ensure a relevant team member is registered for ASA Scam Ad Alerts | Onboarding Checks for Financial Clients |
| | Scam Ad Alerts | | | Scam Ad Alerts | -SUPPORT: Encourage all measurement and verification partners to be included in the OM SDK | -IMPLEMENT: Formal written process for Scam Ad | -IMPLEMENT: Demonstrate your use the FCA's financial services register for onboarding financial |
| | -IMPLEMENT: Ensure a relevant team member is registered for ASA Scam Ad Alerts | | | -IMPLEMENT: Ensure a relevant team member is registered for ASA Scam Ad Alerts | -IMPLEMENT: Choose to work with measurement and verification companies that are integrated with OM | Alerts | financial services register for onboarding financial clients or products and outline current processes in place for working with financial clients or products |
| | -IMPLEMENT: Formal written process for Scam Ad | | | -IMPLEMENT: Formal written process for Scam Ad | SDK Onboarding Checks for financial clients | | Scam Ad Alerts |
| | Alerts | | | Alerts | -IMPLEMENT: Demonstrate your use the FCA's financial services register for onboarding financial | | -IMPLEMENT: Ensure a relevant team member is registered for ASA Scam Ad Alerts |
| | | | | | clients or products and outline current processes in place for working with financial clients or products | | -IMPLEMENT: Formal written process for Scam Ad Alerts |
| | | | | | Scam Ad Alerts | | |
| | | | | | IMPLEMENT: Ensure a relevant team member is registered for ASA Scam Ad Alerts | | |
| | | | | | -IMPLEMENT: Formal written process for Scam Ad | | |
| | | | | | Alerts | | |
| | | | | | | | |
| | -IMPLEMENT: Be a TAG Member in Good Standing and | -SUPPORT: Encourage for partners to be TAG Brand | | JMPI EMENT: Ba a TAG Member in Good Standing and | -IMPLEMENT: Be a TAG Member in Good Standing and | JMDI EMENIT. Be a TAC Member in Good Standing and | JMPI EMENT. Be a TAG Member in Good Standing and |
| | hold a valid TAG Brand Safety certificate | Safety audited within your T&Cs | | hold a valid TAG Brand Safety certificate | hold a valid TAG Brand Safety certificate | hold a valid TAG Brand Safety certificate | hold a valid TAG Brand Safety certificate |
| | | -IMPLEMENT: Internal training to explain the advantages of TAG Brand Safety | | | | | |
| Brand Safety | | -IMPLEMENT: Be a TAG Member in Good Standing and hold a valid TAG Brand Safety certificate | | | | | |
| Brand Safety | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | -IMPLEMENT: Gold Standard E-Learning Training Module | -IMPLEMENT: Gold Standard E-Learning Training Module | -IMPLEMENT: Gold Standard E-Learning Training Module | -IMPLEMENT: Gold Standard E-Learning Training Module |
| | | | | | | | |
| | -SUPPORT: Gold Standard Support | -SUPPORT: Gold Standard Support | -SUPPORT: Gold Standard Support | -SUPPORT: Gold Standard Support |
| General | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | -IMPLEMENT: Work with vendors on the TCF Global | -SUPPORT: Encourage all downstream partners to adopt and participate with the TCF | -IMPLEMENT: Be TCF 2.2 Compliant | IMPLEMENT: Register for the TCF Global Vendor List | -IMPLEMENT: Register for the TCF Global Vendor List | -IMPLEMENT: Use a CMP that is on the list of registered TCF CMPs list where relevant | -IMPLEMENT: Register for the TCF Global Vendor List |
| | vendor List | adopt and participate with the TCF | | -IMPLEMENT: Work with vendors on the TCF Global | -IMPLEMENT: Work with vendors on the TCF Global | -IMPLEMENT: Ensure the CMP you are using complies | -IMPLEMENT: Work with vendors on the TCF Global |
| | | | | Vendor List | Vendor List | with the newest version of the TCF Technical Specifications and Policy (Guidance) | Vendor List and demonstrate this. |
| Privacy & Data | | | | -SUFPORT: Encourage downstream partners to adopt TCF | -IMPLEMENT: Through contractual T&Cs include that you are listed on the CMP of any pages or websites where you are processing personal data and/or using | -IMPLEMENT: Work with vendors on the TCF Global Vendor List | -IMPLEMENT: Through contractual T&Cs include that you are listed on the CMP of any pages or websites where you are processing personal data and/or using |
| | | | | -IMPLEMENT: Through contractual T&Cs include that you are listed on the CMP of any pages or websites where you are processing personal data and/or using | cookies or other similar technologies | | cookies or other similar technologies |
| | | | | where you are processing personal data and/or using cookies or other similar technologies | -IMPLEMENT: Measure proportion of traffic with a TCF consent string | | |
| | | | | -IMPLEMENT: Measure proportion of traffic with a TCF consent string | | | |
| | -IMPLEMENT: Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for | -IMPLEMENT: Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for | | -IMPLEMENT: Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for | -IMPLEMENT: Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for | IMPLEMENT: Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for | -IMPLEMENT: Ensure your units do not breach any of the 'bad ad' features as defined by the Coalition for |
| | Better Ads -SUPPORT: Support the Better Ad Standards in your | Better Ads -SUPPORT: Support the Better Ad Standards in your | | Better Ads -SUPPORT: Support the Better Ad Standards in your | Better Ads -SUPPORT: Support the Better Ad Standards in your | Better Ads -SUPPORT: Support the Better Ad Standards in your | Better Ads -SUPPORT: Support the Better Ad Standards in your |
| | creative guidelines | creative guidelines | | creative guidelines | creative guidelines | creative guidelines. | creative guidelines |
| | -SUPPORT: Promote best practice to clients by promoting latest CBA Standards. | -SUPPORT: Promote best practice to clients by promoting latest CBA Standards. | | -SUPPORT: Promote best practice to clients by promoting latest CBA Standards. | -SUPPORT: Promote best practice to clients by promoting latest CBA Standards. | -SUPPORT: Promote best practice to clients by promoting latest CBA Standards. | -SUPPORT: Promote best practice to clients by promoting latest CBA Standards. |
| User Experience | | -IMPLEMENT: Internal training to explain the Better Ads Standards | | -IMPLEMENT: Explain how you filter for non-compliant units in your platform | -IMPLEMENT: Explain how you filter for CBA/non- compliant units in your platform | | -IMPLEMENT: Explain how you filter for CBA/non- compliant units in your platform |
| | | | | - MPI EMENT: Have a minimum of 99% of domains that | | | |
| | | | | you work with to conform the CBA's better ad standards. Domains that have failed the CBA standards can be found on the Google's ad experience report | | | |
| | | | | | | | |
| | -SUPPORT: Support for the new IAB Tech Lab video | | -SUPPORT: Support of Ad Creative ID Framework 1.0 (ACIF) | -SUPPORT: Support for the new IAB Tech Lab video | | -COMMITMENT: Support for the new IAB Tech Lab video signals by end of 2025 | -COMMITMENT: Support for the new IAB Tech Lab video signals by end of 2025 |
| | signals -SUPPORT: Support of Ad Creative ID Framework 1.0 | | (ACIF) -SUPPORT: Support of VAST CTV Addendum 2024 | signals -COMMITMENT: Feature to target inventory that | signals -COMMITMENT: Feature to target inventory that | video signais by end of 2025 | weep signals by end of 2025 |
| | (ACIF) -SUPPORT: Support of VAST CTV Addendum 2024 | (ACIF) -SUPPORT: Support of VAST CTV Addendum 2024 | | support Sellers.json by end of 2025 | support Sellers json | | |
| Transparency | -SUPPORT: Support of IAB Tech Lab Podcast | -SUPPORT: Support of IAB Tech Lab Podcast | | | | | |
| | Measurement Guidelines | Measurement Guidelines | | | | | |
| | | | | | | | |
| | -SUPPORT: RefSettings | -SUPPORT: RefSettings | | -COMMITMENT: RefSettings by end of 2025 | -COMMITMENT: RefSettings by end of 2025 | -COMMITMENT: RefSettings by end of 2025 | -COMMITMENT: RefSettings |
| | | | | | | | |
| Sustainability | | | | | | | -COMMITMENT: Always Include Bid Floors by end of 2025 |
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