



News Media List Guidelines

Version 1.0 | July 2020

<u>Executive Summary</u>	<u>3</u>
<u>Contributing News Media Lists</u>	<u>4</u>
<u>News Media List Contributors</u>	<u>4</u>
<u>News Media Publishers</u>	<u>4</u>
<u>News Media List Submission Guidelines</u>	<u>5</u>
<u>Publication of News Media List</u>	<u>6</u>

Executive Summary

Since the Covid-19 outbreak news publishers have lost significant advertising revenue due to aggressive “covid” and related keyword blocking by advertisers. Industry groups have come together to support news publishers in various ways, one of them being curating and managing lists of credible news publishers, to help buyers safely place ads on news publishers websites, and continue supporting the news media.

IAB Tech Lab is creating a global list of credible news publishers by partnering with local news media trade groups who have undertaken efforts to screen such publishers. IAB Tech Lab will also include data points about the supply chain in the list to develop greater confidence among buyers placing ads via programmatic real time bidding methods on these sites. IAB Tech Lab seeks to partner with industry organizations that compile vetted news publishers deemed credible, and meet the guidance requirements set forth herein.

Publishing a global list of credible news publishers will allow the advertisers to use as an inclusion list the sites and avoid blind keyword blocking due to ‘Covid’ or other future crisis related keywords as people turn to news for information and guidance from authorities and experts for safety and welfare.

This guidance outlines the onboarding process, criteria and scope of IAB Tech Lab work to support the industry in helping news publishers globally.

Contributing News Media Lists

IAB Tech Lab News Media List (the, “List”) is a voluntary global program open to any organization (each a “Contributor”) that represents news media publishers and/or maintains a compilation of vetted news media publishers. As part of this program such organizations can provide IAB Tech Lab with access to their vetted publisher information, as long as they meet the criteria set forth herein and enter into a contribution agreement.

In creating the List, IAB Tech Lab will integrate with the Contributors’ systems and aggregate information (each, a “Contribution”) from different Contributors and create a News Media List for buyers. The List will be made available via the IAB Tech Lab tools portal (tools.iabtechlab.com). In addition to creating a technical capability to download the list, IAB Tech Lab will work to make a machine readable API version available that can be readily integrated with any organization that wants to make use of the list upon entering into a license agreement.

IAB Tech Lab will determine if the news publisher website has a published ads.txt file and append a “Yes” or “No” (or other related indicator) field indicating the same on the List. This additional information will help develop confidence in buying media from the listed website because buyers will also be able to use the ads.txt contents to ensure they buy through verified sources. Ads.txt files are a way for publishers to declare authorized sellers of advertising on their websites or mobile apps and are used by buyers to determine that they are buying from the right business partner.

News Media List Contributors

If you are an industry organization that curates a list of credible publishers or if you manage a membership of news media websites that validates the credibility of your members, you may request to make a Contribution to the List. IAB Tech Lab does not curate the List, but makes available Contributions that have met News Media List Curation Guidance.

News Media Publishers

Any news publisher wishing to appear on one of the distributed lists need to work with a Contributor and comply with their application process. The list of existing Contributors will be available on the tools portal.

News Media List Submission Guidelines

To become part of the List, the Contributor must conduct a manual review and/or audit annually to ensure that any Contribution meets the following requirements:

1. Publisher website is an original content publisher of news media.
2. Majority content on the website is news media.
3. Provide access to the list in a reasonably easy method specified by IAB Tech Lab in its sole discretion. Contributor must provide the following information about each listing:
 - a. Property name: Name of the web property
 - b. Publisher Name/ Company: Name of the company that owns the property
 - c. URL
 - d. Markets of Operation: Country, State/Province, City(if applicable) or DMA
 - e. Media Type: Whether it is a website for a newspaper, radio station, TV station, digital only publication or other specialty media type

Nothing herein prohibits Contributors from requiring:

4. Organizational membership and/or dues;
5. Publishers to provide relevant market and media details to the Contributor;
6. Publishers to submit to media audits.

Publication of News Media List

IAB Tech lab will publish the News Media List on the IAB Tech Lab tools portal: <https://tools.iabtechlab.com>. Users will be able to download the most current version of the Contributor list upon entering into a license agreement. Registered users will get access to an API to enable machine readable download of the list

IAB Tech Lab will also append the availability of ads.txt files for each listing