

**iab.**TECH LAB  
**SAFE SUPPLY CHAIN:**  
POWERED BY TRANSPARENCY



**APRIL 27 & 28**  
3PM CET - 9AM EST - 6AM PST



# *Opening Remarks*



**Oliver von Wersch**

**Founder & CEO (vonwerschpartner Digital Strategies) &  
Consultant (IAB Tech Lab)**

**IAB Tech Lab**

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# Agenda – Day 2

Time (EST)	Topic	Speaker(s)
9:00-9:05 am	Opening Remarks	<i>Oliver von Wersch, Founder &amp; CEO (vonwerschpartner Digital Strategies) &amp; Consultant (IAB Tech Lab), IAB Tech Lab</i>
9:05-9:15 am	The Importance of Buy-side Transparency	<i>Nicolas Rieul, President, IAB France</i>
9:15-9:30 am	Understanding Malvertising in Programmatic	<i>Chris Hallenbeck, Senior Director, Marketplace Quality, OpenX Amit Shetty, VP, Programmatic Standards &amp; Partnerships, IAB Tech Lab</i>
9:30-10:05 am	The New Frontier of Transparency: the Buy-Side!	<i>John Clyman, Vice President Engineering, Marketplace Quality &amp; Security, Magnite Emma Fenlon, Sr. Manager, Exchange Quality, Verizon Media Pierre Gauthier, IAB Europe, IAB France &amp; Channel Factory Pierre Gauthier, Board Member (IAB EU), Head of International Relations (IAB France) &amp; Commercial Director (Channel Factory), IAB Europe, IAB France &amp; Channel Factory Bonnie Niederstrasser, Director, Policy &amp; Programs, Trustworthy Accountability Group Amit Shetty, VP, Programmatic Standards &amp; Partnerships, IAB Tech Lab</i>
10:05-10:15 am	IAB TechLab's Transparency Center: An Industry-owned Resource for the Metadata About the Digital Advertising Supply Chain Ecosystem.	<i>Tara Ibach, Lead Technical Solution Consultant, MoPub Jill Wittkopp, Director of Product, IAB Tech Lab</i>
10:25-10:35 am	Closing Comments	<i>Oliver von Wersch, Founder &amp; CEO (vonwerschpartner Digital Strategies) &amp; Consultant (IAB Tech Lab), IAB Tech Lab</i>



# The Importance of Buy-side Transparency



**Nicolas Rieul**  
**President**  
**IAB France**



# Understanding Malvertising in Programmatic



**Chris Hallenbeck**  
Senior Director, Marketplace Quality  
**OpenX**



**Amit Shetty**  
VP, Programmatic Standards  
& Partnerships  
**IAB Tech Lab**



# Malvertising from the front lines



# The Cloaked Creatives



**luftfilter**

Saubere Luft einatmen

MEHR >



**jolly** JOLLYTHERM Packung: Fußbodenheizung

69,95, UVP 79,99

**OTTO**

Jetzt Aktionsangebot sichern!



**SHOP NOW!** ONLY 249

**TECHCITY**

# The Uncloaked versions



Tragödie Erschüttert  
Deutschland!



**BREAKING NEWS**

**FAREWELL MARTIN LEWIS**  
**THE U.K. IS IN SHOCK**

[Read more](#) ➔



**BREAKING NEWS**

**COVID-19: LATEST DISCOVERY**  
**THE U.K. IS IN SHOCK!**

[READ MORE](#) ➔

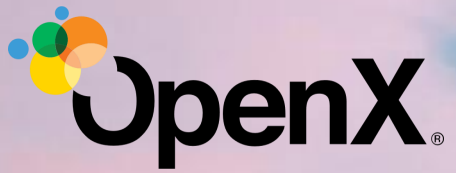


# Techniques Used & Publisher Reaction



## Why was this difficult to mitigate?

- ✓ Multiple actors and points of entry into programmatic ecosystem
- ✓ Uncloaked creatives only ran on certain geos and OS/UA combos
- ✓ Traditional scanning techniques didn't detect the threat
- ✓ Supply side urgency due to customer reactions



**THANK YOU!**







# The New Frontier of Transparency: the Buy-Side!



**John Clyman**

Vice President Engineering,  
Marketplace Quality &  
Security

**Magnite**



**Emma Fenlon**

Sr. Manager,  
Exchange Quality

**Verizon Media**



**Pierre Gauthier**

Board Member (IAB EU), Head of  
International Relations (IAB  
France) & Commercial Director  
(Channel Factory)

**IAB Europe, IAB France & Channel  
Factory**



**Bonnie Niederstrasser**

Director, Policy & Programs

**Trustworthy Accountability  
Group (TAG)**



**Amit Shetty**

VP, Programmatic Standards &  
Partnerships

**IAB Tech Lab**



*IAB Tech Lab's Transparency Center: An Industry-owned Resource for the Metadata About the Digital Advertising Supply Chain Ecosystem.*



**Tara Ibach**

Lead Technical  
Solution Consultant



**Jill Wittkopp**

Director of Product

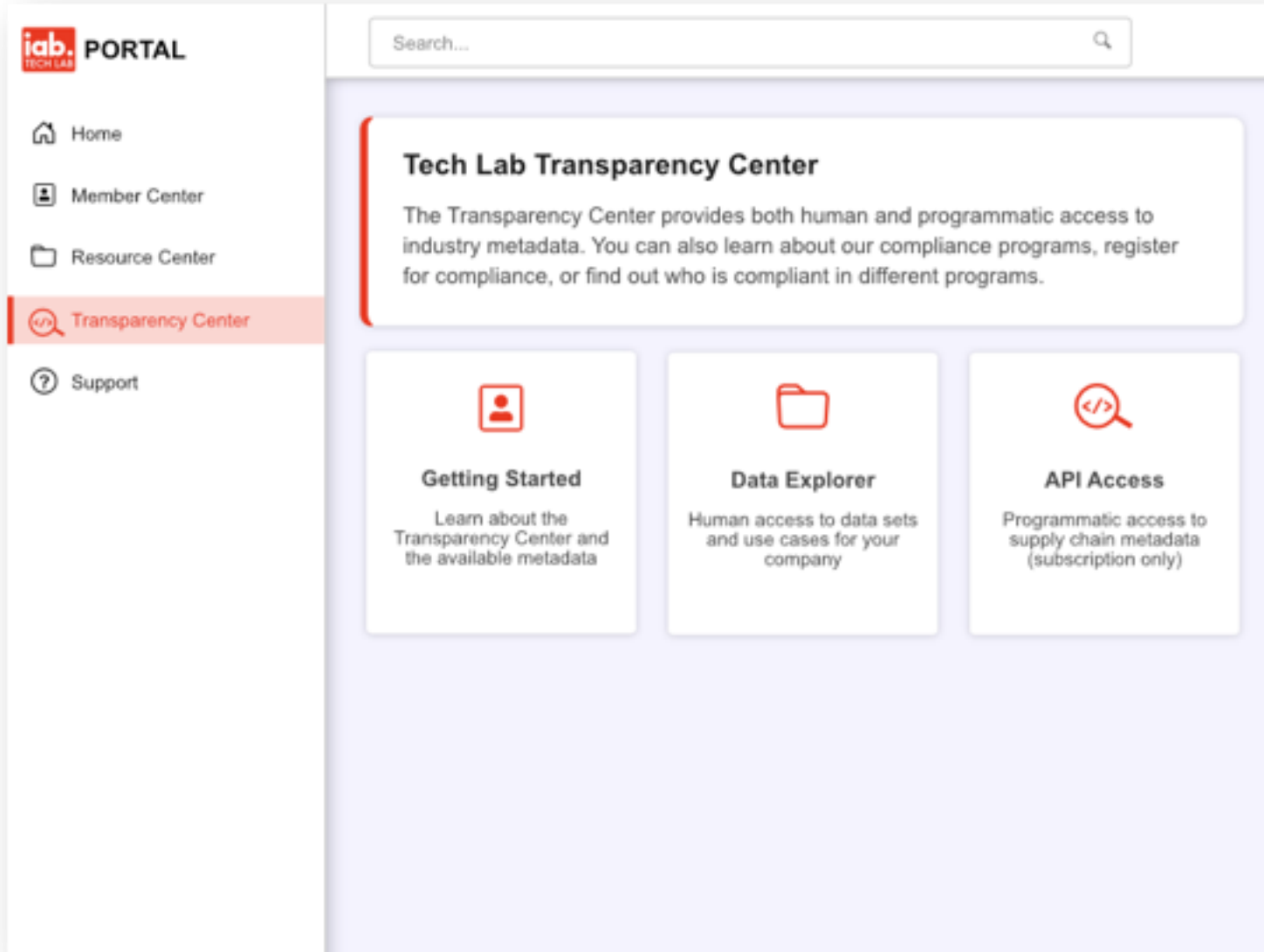


Coming this summer, Tech Lab is launching the **Transparency Center** in an ongoing effort to increase transparency and trust in the programmatic ecosystem

- The Transparency Center will be the definitive industry-owned resource for metadata about the digital advertising ecosystem
- Valuable metadata can reduce operational costs, mitigate fraud and enable better outcomes for buyers and sellers.



# Everything in one place



- An industry owned resource for metadata about the digital advertising ecosystem.
- Participation in **Compliance** programs
- Adherence to critical **Supply Chain** standards
- Adtech **Business** identification

# Data Explorer

The screenshot shows the iab.TECH LAB PORTAL interface. The left sidebar contains navigation links: Home, Member Center, Transparency Center (with sub-links: Getting Started, Data Explorer, API Access, Program Registration), and Support. The main content area is titled 'Resource Center / Compliance' and features a search bar and a 'Download CSV' button. Below this is a tabbed interface with 'OM SDK' selected. The main table displays a list of OM SDKs with columns for Logo, Company Name, Partner Name, App Name, Latest Certification, and Details. A secondary table below provides more granular details for the selected SDKs, including Partner Version, Creative Type, OM SDK Version, Platform, Certification Status, and Date.

Logo	Company Name	Partner Name	App Name	Latest Certification	Details
	AdColony	AdColony	AdColony	2019-09-23	▼
	AdView	AdView	AdView SDK	2019-12-23	▼
	AJA, Inc	AJA, Inc	ajakkcojp	2020-09-25	▲

Partner Version	Creative Type	OM SDK Version	Platform	Certification Status	Date
0.6.5	Video	1.3.2	Android	Active	2020-09-25
0.6.0	Video	1.3.2	Android	Active	2020-05-27

	Artimedia	Artimedinet	Artimedia SDK	2020-10-27	▼
	Aseal	Aotternet	Aseal	2020-10-23	▼
	BIGO TECHNOLOGY PTE. LTD.	Bigosg	Bigo SDK	2020-08-18	▼
	ByteDance	ByteDance1	Helo	2020-05-20	▼
	ByteDance	ByteDance	TikTok	2020-06-17	▼

Browsable data tables, free to Tech Lab members

API access available to purchase

## The Challenge: Validating Your Authorized Sellers

With buying platforms using the output produced by these standards in real time bidding systems, proper implementation and *constant* programmatic validation is needed.

Without validation:

- Incorrect or missing entries can mean missed revenue or opportunity for unauthorized sale of your inventory
- Publishers need to be aware of how selling partners are representing them in their sellers.json files

# Supply Chain Validation

## The Solution: Daily Automated Validation

As part of IAB Tech Lab's **Transparency Center** initiative, we've developed a new service: **Supply Chain Validation**. This service will not just verify that your ads.txt and/or app-ads.txt file adheres to the technical specifications, but will also alert you to inconsistencies between your file and the sellers.json file. You'll be able to check one place to see how your selling partners are representing the relationship.

This validation service offers the following benefits:

- Daily validation of ads.txt and app-ads.txt files against sellers.json with a standard set of test cases
- Email notifications alerting you to inconsistencies or areas that need further investigation
- Publication of validated results to help buyers gain confidence in authorized supply paths

## Next Step: IAB Tech Lab Supply Chain Validation

Sign-up now for this new **Supply Chain Validation** service: Easy process and minimal annual fee\* at \$99 per domain (\*or even less: ask your partner for a discount code).



## *Closing Remarks*



**Oliver von Wersch**

**Founder & CEO (vonwerschpartner Digital Strategies) & Consultant (IAB Tech Lab)**

**IAB Tech Lab**

Sign up here for the IAB Tech Lab  
European Communication Groups:  
[eu\\_communications@iabtechlab.com](mailto:eu_communications@iabtechlab.com)



# Upcoming Events

## IAB Tech Lab European Communication Group:

- **Focus on CTV** (OM SDK, Content Taxonomy, & more)

**May 12th, 3:00 PM-4:00 PM CET**

REGISTER NOW – email [eu\\_communications@iabtechlab.com](mailto:eu_communications@iabtechlab.com)

Panel opportunities available – email [eu\\_communications@iabtechlab.com](mailto:eu_communications@iabtechlab.com)

## Addressability Solutions Roadshow

**May 19th, 2:00 PM-4:30 PM EST/10:00 AM-1:30 PM EST**

REGISTER NOW – [iabtechlab.com/events](https://iabtechlab.com/events)

View additional upcoming events at [iabtechlab.com/events](https://iabtechlab.com/events)

Sponsorship opportunities are available - email [techlab@iabtechlab.com](mailto:techlab@iabtechlab.com) for more information.

**THANK YOU  
FOR ATTENDING**

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