WINNING THE FIGHT AGAINST AD-SUPPORTED PIRACY:

Successes, Challenges and Best Practices

Introduction

Digital piracy, at its simplest, is a form of sneaky theft. Regardless of how it occurs, misplaced advertising that appears beside pirated content harms content creators and legitimate content distributors by providing economic resources that fuel these illegal enterprises. Pirate sites also pose serious brand safety issues for advertisers, as well as significant financial losses.

The digital advertising industry has worked proactively and collaboratively to fight ad-supported piracy over the past five years and has made significant progress in that battle, both through the efforts of individual companies and industry-wide programs.

As a result,

- Brand advertisements no longer appear in the U.S. on pirate sites at volume; representing a 90% decrease from just 2 years ago;

- Ad revenue flowing to pirate sites has been reduced by between 48 and 61 percent; and

- Industry leaders are stemming the flow of ad revenue to mobile apps with pirated content.

Advertisers and their agencies should institute best practices that have already been proven effective to increase brand safety and stopping ad-supported piracy:

- Take Responsibility and Communicate Your Commitment

- Choose the Right Partners

- Employ the Right Tools

- Work Closely with Partners to Develop and Execute Your Strategy

- Hold Partners Accountable through Contracts and Agreements

While the digital advertising industry has had great success to date, awareness of the evolving nature of ad-supported piracy is key to staying ahead of emerging threats. This is particularly true with regard to the unique challenges of combatting illegal streaming devices (ISDs) and the need to "follow the money" in Europe and beyond. TAG and other key industry partners have already mobilized to begin addressing those issues.
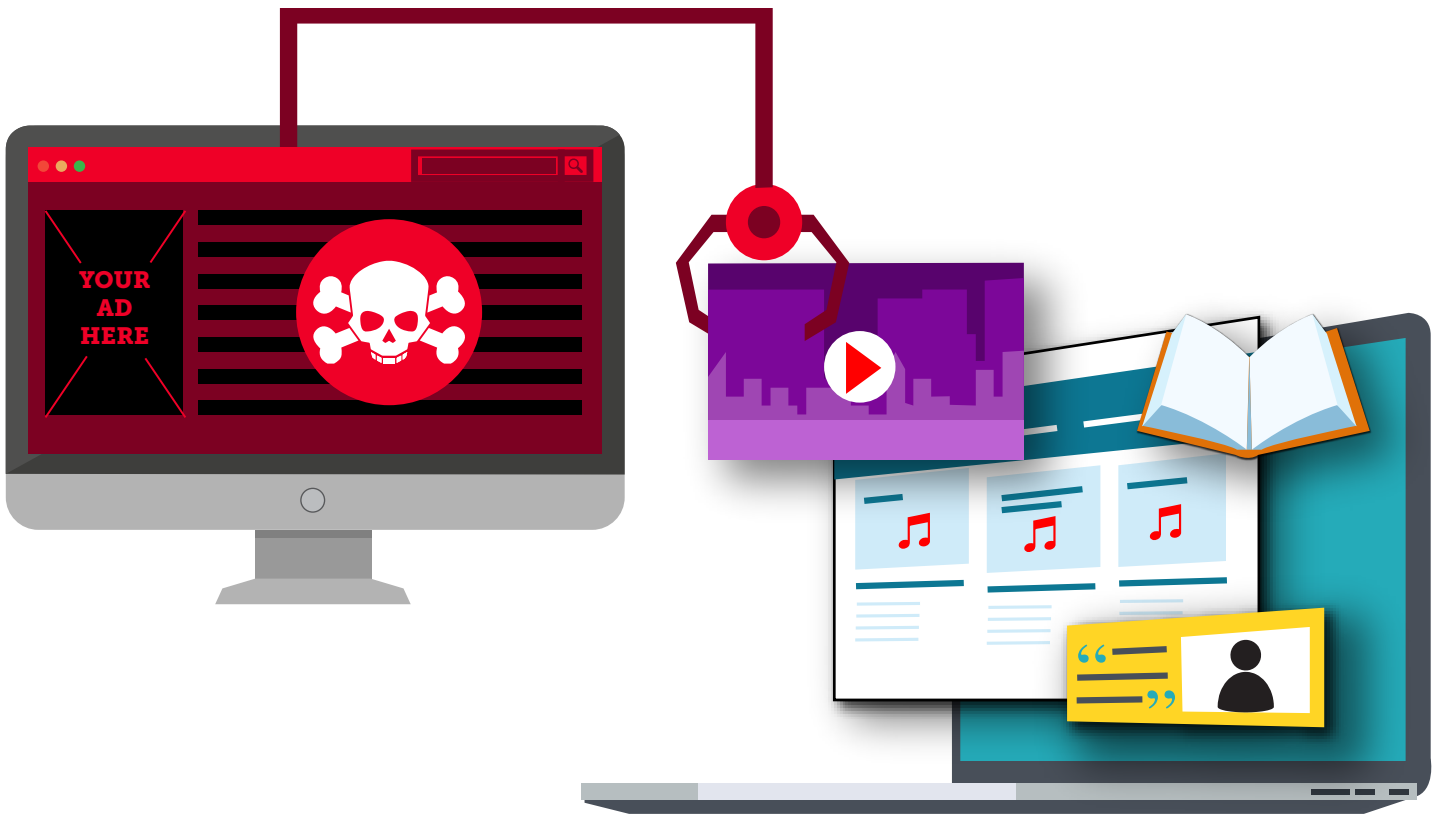
Understanding Ad-Supported Piracy

Digital piracy, at its simplest, is a form of sneaky theft. Criminals steal copyrighted digital content – movies, TV shows, software, online content, articles, or music – and then make that content available illegally on their own websites. Such copyright thieves profit by selling advertising on the sites that they have set up to distribute stolen content, and by infecting end-users of those sites with malware that allows them to commit more crimes.

Ad-supported piracy can take many forms, including ad-injection, embedded streaming, VPN and proxy piracy, and downloading and streaming content. It can occur via websites or in-app environments, through freemium communities, P2P communities, storefront communities, and subscription communities. Regardless of type, misplaced advertising that appears beside pirated content harms content creators and legitimate content distributors by providing economic resources that fuel these illegal enterprises.

Pirate sites also pose serious brand safety issues for advertisers, as consumers may mistakenly believe that the sites' offerings are authorized or endorsed by well-known brands when their ads show up next to stolen content. Responsible advertisers don't want to be in business with criminals – they want to protect their brands from damage that comes from association with illegal activity.

Further, many of these sites also use fraud or deceptive practices to avoid the standards set by an advertiser or its agency, driving revenue to those who steal copyrighted content and eroding trust in the digital supply chain. According to a 2015 study by the Interactive Advertising Bureau (IAB) and Ernst & Young (EY), pirated content cost the digital ad industry roughly $2.4 billion in 2015, with roughly two billion dollars of that total lost to consumers who do not pay for infringed content while an additional $456 million was lost in potential advertising revenue[1].

By partnering to dramatically reduce piracy and fighting criminal activity across the supply chain, the digital advertising industry is helping to build trust with consumers and content creators and protect brand reputations.

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[1] Ernst & Young, "What is an Untrustworthy Supply Chain Costing the US Digital Advertising Industry?," November 2015. https://www.iab.com/wp-content/uploads/2015/11/IAB_EY_Report.pdf

Industry Action

The digital advertising industry has worked proactively and collaboratively to fight ad-supported piracy over the past five years and has made significant progress in that battle, both through the efforts of individual companies and industry-wide programs.

The TAG Certified Against Piracy Program

One approach to fighting ad-supported piracy is prevention: developing best practices for brand advertisers and their ad agencies to use in preventing ads from appearing on or adjacent to pirated content on infringing sites. Since early 2014, the Trustworthy Accountability Group (TAG) has worked with industry leaders to do just that, building a robust anti-piracy program that addresses the complicated issue of ad-supported piracy.

TAG launched its Certified Against Piracy (CAP) Program in 2015 to help advertisers and their agencies avoid damage to brands from ad placement on websites and other media properties that facilitate the distribution of pirated content and counterfeit products. Based on five Core Criteria for Effective Digital Advertising Assurance, this voluntary initiative helps marketers identify sites that present an unacceptable risk of misappropriating copyrighted content or selling counterfeit goods, and removes those sites from their advertising distribution chain. The program was developed by TAG's Anti-Piracy Working Group, which continues to update the Core Criteria and the Certified Against Piracy Guidelines as well as a suite of anti-piracy tools to aid in compliance with those guidelines.

Companies that are shown to abide by the Certified Against Piracy Guidelines can achieve the Certified Against Piracy Seal and use the seal to publicly communicate their commitment to combatting ad-supported piracy in the digital advertising supply chain. To date, eighteen companies have earned the TAG Certified Against Piracy Seal, an assurance that the anti-piracy services provided by those companies meet stringent requirements and industry best practices.

Additionally, 58 leading brands and advertising agencies – including four of the world's largest ad agency holding companies – have signed the TAG Anti-Piracy Pledge to take "commercially reasonable steps" to reduce ad supported piracy, such as working with companies that have received TAG's Certified Against Piracy seal.

Since its inception, the scope and requirements of the TAG Certified Against Piracy Program have been expanding to better address the evolving nature of ad-supported piracy. Originally designed as a certification for anti-piracy vendors, the program now includes paths to certification for advertisers, agencies and publishers. It has also been expanded to address the unique challenges of ad-supported piracy in the in-app environment.
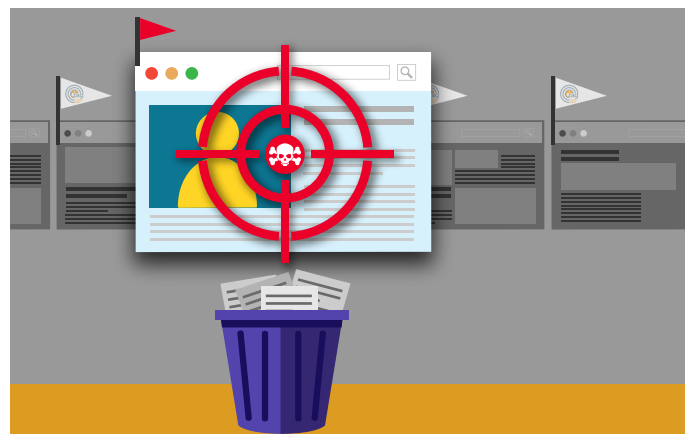
Following the Money

The TAG-CreativeFuture Partnership

Another way to combat infringement is to "follow the money" and starve infringing sites of their income. The City of London Police Intellectual Property Crime Unit (PIPCU) in the United Kingdom estimated in 2015 that shutting off advertising revenue would close 95% of these infringing sites[2].

Despite advertisers' best efforts, operators of pirate websites still sometimes manage to procure advertisements on their undesirable media properties – often through fraudulent means. In order to assist advertisers in such situations, TAG and CreativeFuture (an advocacy group for creatives in film, television production, and a variety of other creative industries) have partnered since 2016 to alert advertisers and their agencies when their ads are found next to pirated content.

TAG and CreativeFuture – working with expert technology providers – employ a process that includes identification of high-risk sites, application of ad-scanning, analysis of scanning results, and direct outreach to the relevant brands and agencies.

As a result of these efforts and the increased attention to this problem industry wide, brands engaged through the TAG-CreativeFuture partnership have reduced their impressions on pirate sites by over 85%[3]. Working with agencies has resulted in a ripple effect where agencies install "best practices" for all of their clients, not just the ones identified by TAG and CreativeFuture, leading to a 90% sustained reduction in total impression volume to pirate sites from approximately 20 billion in April 2016 to only 2 billion impressions in April 2018. While just two years ago 60+ brands or agencies were each contributing large volumes of ads on pirate sites, today brand advertisements no longer appear in the U.S. on pirate sites at volume.

Partnering with Policy-Makers

European Commission Efforts to Stop Ad-Supported Piracy

While industry collaboration is vital in fighting ad-supported piracy, expanding such partnerships to include discussions with policymakers around the world can strengthen such efforts even further.

In June 2018, a broad coalition of advertising businesses, rightsholders and industry groups – including TAG – signed the voluntary "Memorandum of Understanding (MoU) on Online Advertising and Intellectual Property Rights" with the European Commission[4]. The MoU endorses the "follow the money" strategy as an important and effective means by which to stem the flow of ad revenues to sites and apps engaging in piracy and counterfeiting.

The TAG Certified Against Piracy Program offers a mechanism by which companies can meet the MoU's requirements for their European operations.

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[2] Mike Weatherley, "Strides in the right direction," July 2015, https://www.trademarksandbrandsonline.com/article/strides-in-the-right-direction

[3] CreativeFuture, "Follow the Money Update," January 2019. https://creativefuture.org/follow-the-money-update/

[4] European Commission's MoU - https://ec.europa.eu/growth/industry/intellectual-property/enforcement/memorandum-of-understanding-online-advertising-ipr_en

Impact

Research has proven the impact of industry efforts to reduce ad-supported content piracy.

In 2017, TAG commissioned Ernst & Young LLP's Media & Entertainment Advisory practice to perform a benchmarking study of the US market[v], with two objectives: estimating the annual revenue that piracy operations earn from digital ads served linked to copyright-infringed content and estimating the financial impact of the quality control steps taken by the digital ad industry to address this area.

The study found that anti-piracy steps taken by the digital advertising industry have reduced ad revenue for pirate sites by between 48 and 61 percent, notable progress against the $2.4 billion problem of infringing content measured by Ernst & Young in 2015[5].

EY found that, while digital ad revenue linked to infringing content was estimated at $111 million in 2016 (83% of which came from non-premium advertisers), if the digital advertising industry had not taken aggressive steps to reduce piracy, those pirate site operators would have potentially earned an additional $102-$177 million in advertising revenue, depending on the breakdown of premium and non-premium advertisers.
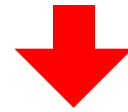
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[5] Ernst & Young, "Measuring Digital Advertising Revenue to Infringing Sites," September 2017. https://www.tagtoday.net/piracy/measuringdigitaladrevenue-toinfringingsites

Reducing revenue to pirate sites

Ad revenue
down between
48 and
61%

Digital ad revenue linked to infringing content

$102
to **177**
Million
in potential
earnings
for pirate
site
operators
prevented

Best Practices for Fighting Ad-Supported Piracy

Keeping ads away from infringing content is a serious brand safety concern, but the fight against ad-supported piracy does not have to be a painful one. The actions that brand advertisers and their ad agencies take today in response to learning of ad-supported piracy provide a roadmap of best practices that can ensure success on this important aspect of overall brand safety. Every brand can benefit from following simple best practices that have already been proven effective in reducing ad-supported piracy.

Responsibility
Take Responsibility and Communicate Your Commitment

Partnerships
Choose the Right Partners

Strategy
Work Closely with Partners to Develop and Execute Your Strategy

Accountability
Hold Partners Accountable Through Contracts and Agreements

Tools
Employ the Right Tools

Responsibility
Take Responsibility and Communicate Your Commitment

Brand safety starts at home.

Create – and sustain – an internal focus on keeping your ads away from infringing content. Consider the creating of a brand safety team, or resources within such a team with particular expertise relating to ad-supported piracy, and conducting regular trainings to ensure that employees understand the negative impact of ad-supported piracy on your brand, and how to fight it effectively.

Develop a "zero tolerance" policy for ads appearing adjacent to pirated or counterfeit content. Communicate it clearly throughout your organization and to all of your partners.

Earn the TAG Certified Against Piracy Seal to ensure that your brand is ready to partner effectively with your chosen media agencies and anti-piracy vendors.

Partnerships
Choose the Right Partners

Know your risk tolerance and choose partners and ad placements that share and can accommodate those values.

• For example, a site that allows user-generated content might seem high-risk because users might upload copyrighted material, but strong policies against IP and copyright infringement, technology solutions like fingerprinting, clear user policies, and strong arsenal of takedown tools can ultimately make it a much lower-risk placement for advertisers.

Ask the right questions during your RFP process.
• For example, review whether potential partners use brand safety technology that ensures proactive measures are in place for all campaigns.

Ensure that your media agencies' anti-piracy verification partners have earned the TAG Certified Against Piracy Seal.

• Consider whether such TAG Certified partners can help you meet all five of the Core Criteria for Effective Digital Advertising Assurance underlying the TAG Certified Against Piracy Program, as each core criterion plays a different and important role in preventing your revenue from going to infringing sites.

• Consider whether such TAG Certified partners have also achieved the TAG Certified Against Fraud and Certified Against Malware Seals. Piracy, fraud and malware often go hand in hand, so having a partner with expertise in all of these areas can deepen your protection.

Strategy
Work Closely with Partners to Develop and Execute Your Strategy

Designate a trained Brand Safety Officer to work with partners in protecting your brand from ad-supported piracy and other criminal activity.

Clearly communicate your values and priorities to your partners.

Stay involved once campaigns are launched, working with partners to ensure that contextual filters and domain lists are employed as desired, and confirming that the proper black and white lists have been implemented.

Provide partners with access to reporting tools so they can see campaign analytics and conform to all requirements.

Verify your own campaigns. Review delivery reports frequently and keep on the lookout for signs of activity related to piracy so that you are prepared to highlight issues to your partners.

Accountability
Hold Partners Accountable Through Contracts and Agreements

Prohibit partners from placing ads on infringing sites.

• Master Service Agreements should include editorial guidelines prohibiting such placement, and terms that preserve the right to withhold payment on any disputes.

Include appropriate prohibitions.

• Contracts with publishers, ad networks and vendors should include specific terms prohibiting ads from being placed on inventory that contains matter that (i) infringes the intellectual property rights of others; (ii) induces, facilitates, promotes or enables the financial benefit from intellectual property infringement; (iii) promotes or facilitates illegal activities; and (iv) prohibits ads from being placed on any website associated with your blacklist. Contracts should also require nonpayment for any client activity that appears on domains that deal in the illegal distribution of content.

Include terms related to ad placement and positioning.

Don't forget the basics. All contracts should include provisions addressing the following:

• Partners should only distribute content they own or have the legal right to use, distribute and display.

• All partners should have publicly available Privacy Policies that comply with applicable laws and rules.

• Companies should only work with Partners that promote transparency in their data practices. They should accurately disclose their data collection, use and disclosure methods.

• Companies should only work with Partners that respect the intellectual property rights of others.

Tools
Employ the Right Tools

Work with an anti-piracy verification partner to verify traffic; detect IP infringing sites; and implement pre-bid avoidance, post-bid blocking and monitoring.

Provide partners with clear guidelines governing where and how your ads can appear on each relevant platform, as well as contexts that are impermissible – including infringing sites.

Maintain your own blacklist and ensure that your partners are implementing it appropriately.

• Consider leveraging crawlers that identify potential threats such as Cross-site scripting (XSS), HTML suspicious signals and leveraging reports from the City of London Police to blacklist sites that have been verified by the Police Intellectual Property Crime Unit (PIPCU) as providing copyrighted content illegally.

• Consider providing your partners with a "white list" of sites and apps where you want your ads to appear, or a "Do Not Advertise" list of properties that must be avoided. Ensure that partners are proactively monitoring against such lists.

Ensure that your partners leverage category-level classifications that address piracy to enable dynamic, real-time assessment.

Think before buying blinded programmatic inventory. If you are going to do so, ensure that your partners support post-bid blocking on all your media, since blinded inventory may end up being identified as an infringing site in post-bid ad serving.

Success Stories Across the Digital Ad Supply Chain

Companies across the digital advertising supply chain are making huge strides to stop ad-supported piracy by putting best practices into action.

How One Company Keeps Their Ads Off Infringing Sites

A Brand Perspective

The complexity of the digital marketing ecosystem makes it impossible to rely upon a single, comprehensive solution to all of a marketer's brand safety needs. For that reason, one major brand marketer works closely with its agencies and other partners to ensure that brand safety considerations are built into its campaigns, employing a variety of tools at every stage of planning, carrying out, and verifying a digital ad campaign – a methodology that has resulted in virtually none of its advertising appearing on high-risk sites.

The company requires – as a material contractual provision of any RFP – that any responding ad agency specify how it will protect the brand, specifically requiring the use of ad verification technology that is able to track and block substandard ad placements. Including this requirement in the RFP alerts the bidding agencies to the importance of this issue to the brand, and the responses to the RFP provides the brand with the information to assess whether the ad agency is able to proactively monitor and act on potential brand safety issues.

The ad agency awarded contract is then provided with strict buying guidelines governing where and how the ads can appear on each relevant platform, as well as contexts that are impermissible – including infringing sites. The company goes one step further by providing the agency with its own "Do Not Advertise" list and requiring it to confirm in writing that each aspect of the campaign has executed in strict accordance with the guidelines provided.

The company holds its internal teams to high standards as well, requiring that they use an ad verification vendor to continually monitor the agency's performance throughout any campaign. These reporting tools and campaign data are contemporaneously shared with the agency, allowing it to correct any misplacements during the course of the campaign, rather than waiting until the campaign is over to verify and "make good" on any misplacements.

How One Company's Creative Collaboration Stops Ad-Supported Piracy

An Anti-Piracy Services Vendor Perspective

Recognizing the need for new tactics in the fight against ad-supported piracy, one major anti-piracy services vendor began collaborating with a major programmatic exchange to strengthen brands' ability to keep their ads away from infringing content.

As a result, the programmatic platform integrated the anti-piracy services vendor's real time scoring of IP infringing websites, giving buyers a seamless way to ensure that their ads are not associated with websites or apps engaging in digital IP infringement. Buyers who opt-in via the exchange automatically ensure none of their impressions are served to publishers scored as high risk in real-time by the anti-piracy services vendor. As a result, those brands have experienced an average 92% reduction in the volume of their ads served to IP infringing websites, enabling the movement of such advertising to safer websites.

This progressive collaboration provides an important new tool in the fight against ad-supported piracy, addressing the key and long-standing issue of IP-infringing publishers exploiting programmatic ad exchanges to monetize their IP-infringing services through ad exchanges.

How One Company's Bottom-Up Approach Keeps Brands Safe

An Agency Perspective

One of the largest media buying agencies in the US recognized very early on that the ad industry was suffering from a solvable problem in its inadvertent support of online piracy and illicit distribution of content has since celebrated much success in the fight against piracy.
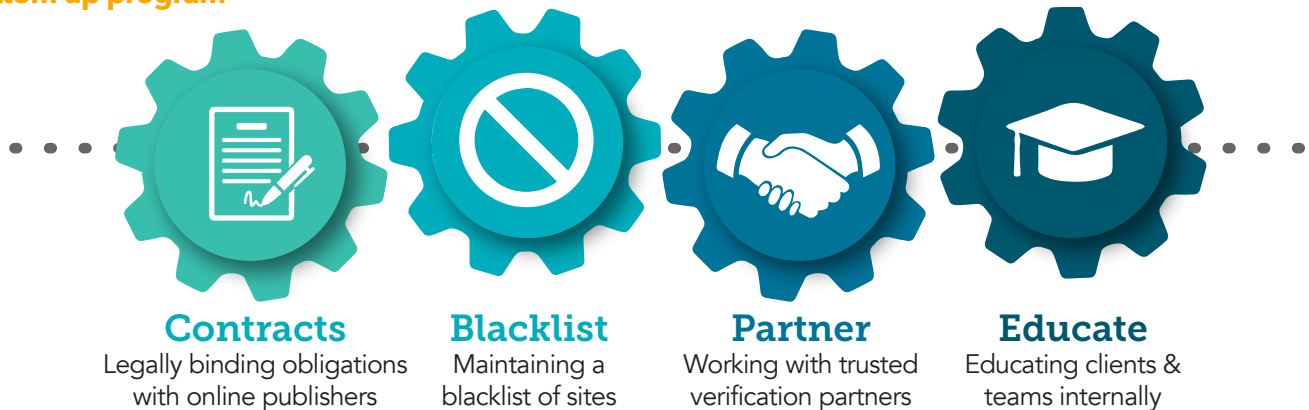
Several years ago, the company began an internal program aimed at stopping the promulgation of online piracy funding that eventually served as the model for the TAG Certified Against Piracy Program. This "bottom up" program consisted of four main strategies to protect its clients: legally binding contractual obligations with online publishers; maintaining a blacklist of sites where client inventory will not be placed; working with trusted verification partners; and educating clients and teams internally.

Since 2015, the company has required that its media partners either become or use TAG Certified Against Piracy providers anti-piracy services in order to participate in its trusted marketplaces.

With media investments on behalf of clients in the range of approximately $106B at that time, the company's action made an immediate and significant impact on pirated content trafficking worldwide.

Through its efforts, it is estimated that the company has prevented $20-30 million dollars from being directed to pirate sites and reallocated that funding to legitimate sites, ensuring that client ads are properly distributed and putting a stop to the funding of certain sites.

"Bottom up program"

| **Contracts** | **Blacklist** | **Partner** | **Educate** |
| Legally binding obligations with online publishers | Maintaining a blacklist of sites | Working with trusted verification partners | Educating clients & teams internally |

How One Company Implements Clear Policies That Make a Difference

An Ad Tech Perspective

One major ad server has made it clear that it does not want to be in business with rogue sites specializing in piracy.

Since its inception, the company has prohibited publishers from using its ad server to place ads on pages that contain pirated works. The company puts that policy into practice by proactively monitoring its platform to root out bad publishers.

Thanks to its ongoing efforts, the company is succeeding in detecting and ejecting these sites from AdSense. In the past five years, it has terminated more

than 13,000 accounts, and more than 100,000 sites have been rejected for violations of the company's policy on copyrighted material. When the company does find such a violation, it takes action against the publisher as well.

While a rogue site might occasionally slip through the cracks, the data suggests that these sites are a vanishingly small part of the company's ad server network. For example, ads served by the company appear on fewer than one-tenth of 1% of the pages that copyright owners identify in copyright removal notices.

The Evolving Nature of Ad-Supported Piracy

While the digital advertising industry has had great success in reducing ad-supported piracy, criminals continue to look for new ways to steal and monetize copyrighted digital content. Awareness of the evolving nature of ad-supported piracy is key to staying ahead of emerging threats, and continued success in preventing and remediating ads that appear on infringing sites.

Piracy in the In-App Environment

Mobile app piracy – or the placement of ads for reputable companies on illegitimate, infringing mobile apps – presents a growing and serious threat to content owners and marketers that advertise on the medium, as mobile platforms now account for a significant amount of consumer time spent with digital media. Examples of ad-supported piracy in the mobile space include ads that have been placed on illegal apps enabling consumers to stream or download stolen content (a movie, a song, a game, etc.).

Once an app is made available on an app store, it can be downloaded broadly before the rightsholder becomes aware of it and files a complaint with the app store. It can then take time for the app store to investigate and remove the app for violating its terms of service regarding copyright or trademark infringement. In the meantime, the app may be downloaded many thousands of times. Even after being taken down by the app store, these apps can continue to operate at scale once downloaded on the consumer's device, generating revenue through advertisements.

Moreover, many illegal piracy apps are not distributed through the major app stores, but through their own websites. These present an ever-increasing problem for advertisers and content creators alike.

Pirate Devices and Apps as a Tool for Pirates

Digital video is a fast-growing area of the media landscape, with revenues expected to soar from $64 billion to $119 billion by 2022, while revenue from music streaming more than doubled from 2015 to 2017[6]. In part because of the robust growth of content streaming, piracy devices and apps – sometimes referred to as Illicit Streaming Devices (ISDs) – represent a growing threat.

ISDs operate like legitimate over-the-top devices such as Roku or AppleTV, enabling consumers to easily use their television sets to watch content that is accessed through apps via the Internet. Unlike those legitimate devices, however, ISDs connect to piracy apps that enable unauthorized access to live television programming and video on demand, including full seasons of television shows and movies still in theatres.

Some of the piracy apps accessed by these devices are "free" to users. Others require a monthly or yearly subscription. A third type of app is ad-supported, periodically interrupting the content stream with banner or pre-roll advertising. Because some pirate apps require the download of a legitimate player to operate, the ad-supported pirate app profits from ads that the player generates.

Because the ad placement process on apps is less widely understood than on websites, ads for reputable companies seem to appear more often on pirate apps than on pirate websites.

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[6] PwC, "Perspectives from the Global Entertainment & Media Outlook 2018–2022," June 2018. https://www.pwc.com/gx/en/entertainment-media/outlook/perspectives-from-the-global-entertainment-and-media-outlook-2018-2022.pdf

TAG's Pirate Mobile App List

Stopping Monetization of Pirated Content in Mobile Apps

In response to the growing issue of in-app piracy, in 2017 TAG's Anti-Piracy Working Group developed the Pirate Mobile App List (PMAL), a shared resource to help members prevent their advertising from appearing on mobile apps that distribute pirated content, like protected music, movies, TV shows, and games.

Working in partnership with the Motion Picture Association of America (MPAA) and the Recording Industry Association of America (RIAA), TAG aggregates and releases the PMAL on a quarterly basis to participants in the digital advertising industry with information concerning those apps that have been removed from App Stores for violating the intellectual property rights of third parties. In doing so, TAG provides market participants with the information needed to stem the flow of ad revenue to mobile apps with pirated content.

At launch, the tool included more than 8,000 apps that violate the intellectual property rights of content owners, and are updated with new pirate apps as they are identified and shared by TAG members and other supporting organizations. Today, it includes more than 12,000 of such apps and is utilized by dozens of major digital advertising companies across the supply chain.

In addition to its work on the creation of the PMAL, TAG's Anti-Piracy Working Group also oversaw the expansion of TAG's Certified Against Piracy Program to cover the in-app environment in 2017. The updated Certified Against Piracy Guidelines include guidance to help advertisers, agencies, and mobile ad tech intermediaries identify and filter out infringing mobile apps from their advertising inventory.

Project Brand Integrity

As a result of TAG's "follow the money" partnership with CreativeFuture, brand advertisements no longer appear in the U.S. on pirate sites at volume. Beginning in 2019, TAG is expanding its "follow the money" efforts to address the European digital advertising market, working with a broader set of partners under the banner of "Project Brand Integrity."

As with the existing US partnership, Project Brand Integrity will alert European advertisers and their agencies when their ads are found next to pirated content, and offer to provide assistance in modifying their processes to minimize such misplacements in the future.

In order to best serve the European market, TAG is partnering with WhiteBullet, a UK-based firm with antipiracy and digital advertising expertise. WhiteBullet will identify high-risk sites and apply ad-scanning technology to help determine which brands and agencies to notify, and TAG will provide adequate information to the brands and agencies to enable them to lessen the chances of these types of issues recurring.

TAG will work with law enforcement partners including the City of London Police Intellectual Property Crime Unit (PIPCU) in the United Kingdom and with Europol to further raise awareness about the importance of fighting ad-supported piracy and to support brands and their agencies in successfully avoiding association with infringing content.
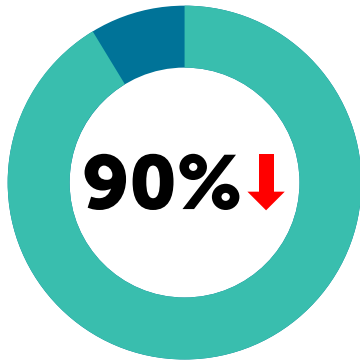
90% ⬇
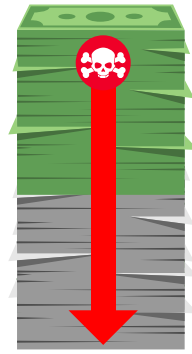
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Conclusion

By partnering to dramatically reduce piracy and fighting criminal activity across the supply chain, the digital advertising industry is helping to build trust with consumers and content creators and protect brand reputations.

As a result,

- Brand advertisements no longer appear in the U.S. on pirate sites at volume; representing a 90% decrease from just 2 years ago;

- Ad revenue flowing to pirate sites has been reduced by between 48 and 61 percent; and

- Industry leaders are stemming the flow of ad revenue to mobile apps with pirated content.

While the digital advertising industry has had great success to date, awareness of the evolving nature of ad-supported piracy is key to staying ahead of emerging threats. This is particularly true with the unique challenges of combatting Illegal Streaming Devices (ISDs) and the need to "follow the money" in Europe and beyond. Key industry partners have already mobilized to begin addressing those issues.

Brand advertisers and their agencies should institute best practices that have already been proven effective to ensure that they are part of the solution – not the problem – of ad-supported piracy.

Appendix: TAG Certified Against Piracy Companies

Companies that are shown to abide by the Certified Against Piracy Guidelines receive the Certified Against Piracy Seal and can use the seal to publicly communicate their commitment to avoid ad placement on websites and other media properties that facilitate the distribution of pirated content and counterfeit products. The companies listed have been awarded the TAG Certified Against Piracy Seal in one or more covered party category. Learn more about the Certified Against Piracy Program at https://www.tagtoday.net/piracy/.

Amobee
https://www.amobee.com/
Certified in the category of Self-Attested Digital Advertising Service Provider (DAAP)

AppNexus
https://www.appnexus.com
Certified in the category of Validated Digital Advertising Service Provider (DAAP)

Centro
https://www.centro.net
Certified in the category of Self-Attested Digital Advertising Service Provider (DAAP)

Comscore
https://www.comscore.com
Certified in the category of Validated Digital Advertising Service Provider (DAAP)

DataXu
https://www.dataxu.com
Certified in the category of Self-Attested Digital Advertising Service Provider (DAAP)

DoubleVerify
https://www.doubleverify.com
Certified in the category of Self-Attested Digital Advertising Service Provider (DAAP)

Google
https://www.google.com/about
Certified in the categories of Direct Buyer and Self-Attested Digital Advertising Service Provider (DAAP)

GroupM
https://www.groupm.com
Certified in the category of Direct Buyer and Self-Attested Digital Advertising Service Provider (DAAP)

Impact
https://impact.com
Certified in the category of Validated Digital Advertising Service Provider (DAAP)

Index Exchange
https://www.indexexchange.com
Certified in the category of Self-Attested Digital Advertising Service Provider (DAAP)

Integral Ad Science
https://integralads.com
Certified in the category of Validated Digital Advertising Service Provider (DAAP)

LKQD
http://www.lkqd.com
Certified in the category of Validated Digital Advertising Service Provider (DAAP)

OpenX
https://www.openx.com
Certified in the category of Validated Digital Advertising Service Provider (DAAP)

Rubicon Project
https://rubiconproject.com
Certified in the category of Self-Attested Digital Advertising Service Provider (DAAP)

SpotX
https://www.spotx.tv
Certified in the category of Self-Attested Digital Advertising Service Provider (DAAP)

sovrn
https://www.sovrn.com
Certified in the category of Validated DAAP

Veri-Site Global
http://www.verisiteglobal.com
Certified in the category of Validated DAAP

WhiteBullet
https://www.white-bullet.com
Certified in the category of Validated DAAP