

## TAG TrustNet LLD Register

Q4 2023

The TAG TrustNet Log-Level Data (LLD) Register provides information on the access and availability of LLD feeds to advertisers provided by the main intermediaries part of the programmatic advertising supply chain. The LLD Register is updated and published quarterly as a resource for general information.

| Company                              | CFT / TTN    | Log-Level Data Supported | Required Data Fields |
|--------------------------------------|--------------|--------------------------|----------------------|
| <b>DSP</b>                           |              |                          |                      |
| Google DV360                         | TAG TrustNet | ●                        | ●                    |
| Amazon Advertising                   | TAG TrustNet | ●                        | ●                    |
| The Trade Desk                       | TAG TrustNet | ●                        | ●                    |
| Adobe                                | TAG TrustNet | ●                        | ●                    |
| Microsoft Invest                     | TAG TrustNet | ●                        | ●                    |
| AdForm                               | TAG TrustNet | ●                        | ●                    |
| Nexxen                               | TAG TrustNet | ●                        | ●                    |
| Yahoo                                | TAG TrustNet | ●                        | ●                    |
| Beeswax                              | TAG TrustNet | ●                        | ●                    |
| Adelphic                             | TAG TrustNet | ●                        | ●                    |
| <b>Ad Verification</b>               |              |                          |                      |
| DoubleVerify                         | TAG TrustNet | ●                        | ●                    |
| Integral Ad Science                  | TAG TrustNet | ●                        | ●                    |
| Moat                                 | TAG TrustNet | ●                        | ●                    |
| <b>SSP</b>                           |              |                          |                      |
| Google Ad Manager                    | TAG TrustNet | ●                        | ●                    |
| Amazon Pub Services                  | TAG TrustNet | ●                        | TBC                  |
| Microsoft Monetize                   | TAG TrustNet | ●                        | ●                    |
| Magnite DV+                          | TAG TrustNet | ●                        | ●                    |
| Magnite Streaming                    | TAG TrustNet | ●                        | ●                    |
| OpenX                                | TAG TrustNet | ●                        | ●                    |
| Index Exchange                       | TAG TrustNet | ●                        | ●                    |
| PubMatic                             | TAG TrustNet | ●                        | TBC                  |
| Sovrn                                | TAG TrustNet | TBC                      | TBC                  |
| Nexxen                               | TAG TrustNet | ●                        | ●                    |
| Freewheel                            | TAG TrustNet | ●                        | TBC                  |
| Mediagrid (Criteo)                   | TAG TrustNet | ●                        | ●                    |
| Inmobi                               | TAG TrustNet | ●                        | ●                    |
| TripleLift                           | TAG TrustNet | ●                        | ●                    |
| DailyMotion                          | TAG TrustNet | ●                        | ●                    |
| Stroer                               | TAG TrustNet | ●                        | ●                    |
| Equativ                              | TAG TrustNet | ●                        | ●                    |
| Digital Turbine                      | TAG TrustNet | ●                        | ●                    |
| Media.net                            | TAG TrustNet | ●                        | ●                    |
| Yield Lab                            | TAG TrustNet | ●                        | ●                    |
| <b>Walled Gardens / Social Media</b> |              |                          |                      |
| Meta                                 | TAG TrustNet | TBC                      | TBC                  |
| Google (owned)                       | TAG TrustNet | ●                        | ●                    |
| TikTok                               | TAG TrustNet | TBC                      | TBC                  |
| SnapChat                             | TAG TrustNet | TBC                      | TBC                  |
| Twitter                              | TAG TrustNet | TBC                      | TBC                  |
| LinkedIn                             | TAG TrustNet | TBC                      | TBC                  |
| Pinterest                            | TAG TrustNet | TBC                      | TBC                  |
| Walmart                              | TAG TrustNet | TBC                      | TBC                  |

### Definitions



CFT - TAG Certified for Transparency



TTN - TAG TrustNet Data Connector

| Rating | Log-level Data Supported | Required Data Fields |
|--------|--------------------------|----------------------|
| ●      | Yes                      | Available            |
| ●      | In Development           | Partially Available  |
| ●      | No                       | Not Available        |

**Log-Level Data Supported** - Does the supplier provide access to an always-on impression LLD feeds to all advertisers and their agencies, as specified in the [TAG Certified for Transparency Guidelines](#)

**Required Data Fields** - Does the impression LLD feed provided by the supplier include the data fields and the related data specified in the [TAG TrustNet Requirements](#)

### Transparency Requirements

TAG TrustNet ([www.tagtrust.net](http://www.tagtrust.net)) was launched jointly by TAG ([www.tagtoday.net](http://www.tagtoday.net)) and Fiducia ([www.fiducia.eco](http://www.fiducia.eco)), provider of the LLD management platform, as the major industry initiative to create a single transparent, fair and responsible programmatic marketplace based on data symmetry.

Data symmetry can become a reality if suppliers comply with some minimum requirements:

- Verification & Identification** - All participants need to be verified as legitimate legal entities and to be always identifiable over an ID provided by a recognized industry trade association;
- Data Access** - All suppliers need to make a contractual commitment to provide ongoing access to impression LLD to any advertiser or publisher asking for it;

- Data Fields** - The LLD provided by the supplier needs to comply with specified data fields including quantitative, qualitative, and financial information;
- Matching IDs** - The impression LLD needs to include an ID (as defined by oRTB standards) to deterministically match impression LLD across suppliers;
- Data Matching** - All parties involved in a transaction need to use an independent platform recognized by industry trade associations. This platform needs to act as a utility connecting, harmonizing and reconciling impression LLD across the parties to come up with a unified record for every single impression, recognized by all parties as "shared truth". Authorized parties need to have the option to export and share the reconciled data over the platform for their internal use and with their authorized business partners.

**Disclaimer** - This document is a resource for general information. Please be aware that this document does not constitute business or legal advice. While TAG TrustNet has made efforts to assure the accuracy of the data and materials in this document, it should not be treated as a basis for formulating business or legal decisions without individualized advice. TAG TrustNet makes no representations or warranties, express or implied, as to the completeness, correctness, or utility of the data or information contained in this document and assumes no liability of any kind whatsoever resulting from the use or reliance upon its contents.