

TAG TrustNet LLD Register

Q1 2024

The TAG TrustNet Log-Level Data (LLD) Register provides information on the access and avaiibility 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 |
|---------------------|------------------------------------|-----------|-----------------------------|-------------------------|
| DSP | | | | |
| Google DV360 | Google Display & Video 360 | | ustNet | ۲ |
| Amazon Advertising | amazonadvertising | | ۲ | ۲ |
| The Trade Desk | () theTradeDesk | | ustNet | ۲ |
| Adobe | Adobe Advertising Cloud | | ustNet | ۲ |
| Microsoft Invest | Microsoft Advertising | | ustNet | ۲ |
| AdForm | adform | | ustNet | ۲ |
| Nexxen | Nexxau | | ustNet | ۲ |
| Yahoo | yahoo! | Ti | CustNet | |
| Beeswax | BEESWAX⟨≡⟩ | | | |
| Adelphic | Adelphic | | | |
| Octillion/Premion | | | - | |
| Ad Verification | Octimion | Ctag | ustNet 🔘 | ۲ |
| | DV | | | |
| | DoubleVerify | | ustNet | ۲ |
| Integral Ad Science | | | ustNet | ۲ |
| Moat | MOAT by dracle data cloud | | ustNet | ۲ |
| SSP | | | | |
| Google Ad Manager | Google Ad Manager | Ctay | ustNet | ۲ |
| Amazon Pub Services | amazon publisher services | | ۲ | ТВС |
| Microsoft Monetize | Advertising | | ustNet | ۲ |
| Magnite DV+ | Magnite | | ustNet | ۲ |
| Magnite Streaming | Magnite | | ustNet | ۲ |
| OpenX | * <mark>`</mark> penX | | ustNet | ۲ |
| Index Exchange | Index ⁷ Exchange | | ustNet | ۲ |
| PubMatic | PubMatic | | ۲ | TBC |
| Sovrn | sovrn | | ТВС | ТВС |
| Nexxen | Nexxən | | ustNet | ۲ |
| Freewheel | FreeWheel | | | ТВС |
| Mediagrid (Criteo) | uthe mediagrid | | ustNet | ۲ |
| Inmobi | INMOBI | | ustNet © | |
| TripleLift | 🕜 triplelift | | ustNet | |
| DailyMotion | dailymotion | | ustNet | |
| Stroer | STRÖER | | ustNet | |
| Equativ | EQUATIV | | | |
| | | CTr | | ۲ |
| Digital Turbine | Digital Turbine media_net | (@) | | • |
| Media.net | | | ustNet | |
| Yield Lab | YIELDLAB | | ustNet | TBC |
| Frameplay | F FRAMEPLAY | | ustNet | ۲ |
| Spectrum Reach | Spectrum REACH | | ustNet | ۲ |
| Walled Gardens / | | | | |
| Meta | Meta | | TBC | ТВС |
| Google (owned) | Google 🗗 YouTube | | ۲ | ۲ |
| TikTok | | | ТВС | ТВС |
| SnapChat | 🜔 Snap Inc. | | ТВС | TBC |
| Twitter | X | | TBC | ТВС |
| LinkedIn | Linked in Microsoft Advertising | | TBC | TBC |
| Pinterest | Pinterest | | TBC | ТВС |
| Walmart | Walmart 🔆 | | TBC | TBC |
| Agencies | | | | |
| OMG | OMG Omnicom MediaGroup | | NA | NA |
| Horizon | horizon media | | NA | NA |

Definitions



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 <u>TAG Certified for Transparency Guildelines</u>

Required Data Fields - Does the impression LLD feed provided by the supplier include the data fields and the related data specified in the <u>TAG TrustNet Requirements</u>

Transparency Requirements

TAG TrustNet (<u>www.tagtrust.net</u>) was launched jointly by TAG (<u>www.tagtoday.net</u>) and Fiducia (<u>www.fiducia.eco</u>), 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.

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