**Cross Industry Programmatic Taskforce (The Taskforce) Announcement FAQS**

***What is the Cross Industry Programmatic Taskforce?***

The Taskforce was established in May 2020 following the publication of the ISBA Programmatic Supply Chain Transparency Study with the AOP by PwC. It is led by the AOP, IAB, IPA and ISBA.

***Who are the members of the Cross Industry Programmatic Taskforce?***

**Taskforce Members:**

AOP, BBC, BT, Carat/Dentsu, Criteo, DMGT, DoubleVerify , ESI Media, Essence, Google, GroupM, The Guardian, IAB UK, IAB Tech Lab, Immediate Media, Index Exchange, Integral Ad Science, IPA, ISBA, Kimberley Clark, Lloyds Banking Group, Magnite, Mail Metro Media, MBWW, Nestle, News UK, Oracle, Ozone Project, PubMatic, Quantcast, Shell, TAG, Teads, The 7 Stars, The Telegraph, The Trade Desk, Verizon Media, Unilever and Xandr.

**Taskforce Advisors:**

PwC

***What is the aim of the Cross Industry Programmatic Taskforce?***

The mission of the group is to transform the programmatic supply chain to allow campaigns to be evaluated and audited end-to-end. This will be achieved by enabling advertisers and publishers (including their appointed representatives) to gain access to transaction data, including all costs and fees in their individual programmatic supply chains where required, and to identify all participants through the supply chain.

***Why has it taken so long to get to this stage?***

This has been a real feat of collaboration across the industry. Many stakeholders have been consulted to ensure all issues were considered to come up with a solution that works for all parties. Nothing like this has been achieved anywhere else in the world and a huge amount of effort has gone into ensuring its successful.

***What happens next?***

The Financial Audit Toolkit consisting of the three documents will be available for immediate release. We hope to have use cases within the next few months.

***How will the APL, DFL and Principles documents (The Financial Audit Toolkit) be governed?***

The Taskforce will continue to review and oversee the effectiveness of the Financial Audit Tookit at the same time as looking into additional use cases. Operational data from the audits will be gathered and reviewed by the taskforce to ensure the success of the initiative.

***What does success look like?***

Time taken and ease with which it’s possible to gain the data required to perform a financial audit of a supply chain, plus being able to match significantly more than 12% of impressions.

Success also needssyl to reveal a significant reduction in the 15% unattributable spend and we are confident that the planned controlled test & learn study ISBA is planning, will reveal that to be the case.

***Should advertisers and publishers refuse to work with vendors who do not commit to the new Principles?***

All advertisers and publishers will make a choice of partners they work with. Certainly, having the ability to carry out a financial audit of their supply chain could be a determining factor when advertisers and publishers determine adtech partnerships in future.

***Doesn't the complexity of the data science prevent some auditors from carrying out these Financial Audits?***

Yes, we are aware of this, and the taskforce will seek to address this to establish how smaller auditors can be used by advertisers

***How is this different from TAG Trustnet?***

TAG Trustnet is designed to support advertisers and agencies with real time tracking of transactions whereas the Financial Audit Toolkit standardises the data required for a financial audit of the programmatic supply chain and opens up the access to the data.