

GARM Solutions Developer Company	Integral Ad Science (IAS)
Period for Submission	January 2023

Adoption of GARM Standards + Definitions	IAS recognizes that the GARM Brand Safety Floor & Suitability Framework, developed in collaboration with the 4A's APB, is good for the industry and is actively contributing towards its success. IAS currently provides robust coverage of this framework.
Direct Integration of GARM Categories (e.g., Dirty Dozen) and Suitability Framework Levels (e.g., H/M/L)	[Yes/No/Planned] Yes
Mapped inclusion of GARM Categories (e.g., Dirty Dozen) and Suitability Framework Levels (e.g., H/M/L)	[Yes/No/Planned] Yes
Alignment with GARM Adjacency Standard for measuring advertising activity (either for ad placement or post-campaign reporting)	[Yes/No/Planned] Yes
Independent accreditation of service and integration	Service: [Yes/No/Planned] Yes Integration: [Yes/No/Planned] Yes

Service Availability Overview	How does the Solutions Developer work with GARM platforms or other key industry entities or platform networks? Pre-bid targeting [PBT] In-campaign management [ICM] Post-buy reporting [PBR]		
YouTube	PBT	ICM	PBR
	YES	YES	YES
Facebook	PBT	ICM	PBR
	No	No	Planned
Instagram	PBT	ICM	PBR
	No	No	No
Twitter	PBT	ICM	PBR
	No	No	Yes
Tik-Tok	PBT	ICM	PBR
	Yes	Yes	Yes
Pinterest	PBT	ICM	PBR
	No	No	No
Snap	PBT	ICM	PBR
	No	No	No
Spotify	PBT	ICM	PBR
	Planned	No	Planned
Twitch	PBT	ICM	PBR
	No	No	No
LinkedIn	PBT	ICM	PBR
	No	No	No

GARM Brand Safety Solutions Adoption Overview

Open Web	PBT	ICM	PBR
	Yes	Yes	Yes
CTV	PBT	ICM	PBR
	Yes	Yes	Yes
Other 2 [Please specify]	PBT	ICM	PBR
	[Yes/No/Planned]	[Yes/No/Planned]	[Yes/No/Planned]