



LiveScore Attains Prestigious IAB Gold Standard 2.0 Certification

- **IAB Gold Standard acknowledges LiveScore's commitment to delivering the highest possible standards of digital advertising quality for brands and consumers**

LiveScore, the global sports media business has announced that it has been awarded the IAB UK Gold Standard 2.0 certification for digital advertising standards within the media industry.

Established by the Internet Advertising Bureau (IAB), the trade body for online advertising, the UK Gold Standard 2.0 certification is awarded to businesses which demonstrate best practice in the buying or selling of digital media online. The certification takes into account steps to reduce advertising fraud, improve brand safety, improve user experience and to help compliance with the GDPR and ePrivacy law.

With many of the top global brands stating in recent years that they will prioritise collaborating with IAB Gold Standard-certified publishers, the award is an important milestone for LiveScore as it joins other sports media businesses in raising the bar for digital advertising. LiveScore has more than 2 million users in the UK and Ireland across its mobile app and web services.

In attaining the IAB UK Gold Standard 2.0 certification, LiveScore joins some of the world's leading publishers such as Hearst, Sky and Bauer Media who have also received the top certification.

Ric Leask, Marketing Director at LiveScore, said;

"We are proud that LiveScore has been awarded the prestigious IAB Gold Standard 2.0 certification, which further validates our position as a premium sports media publisher. The certificate is a testament to the outstanding work of our internal team, and their commitment to ensure our users receive an advertising experience of the highest standards possible."

"The popularity of our real-time sport scores and live-streaming services means that we have an incredibly powerful audience to connect with for trusted brands and advertisers. We owe it to them to deliver best-in class anti-fraud, data, privacy and user experiences, so the IAB Gold Standard is the ultimate embodiment of our efforts."

Nickesh Patel, Ad Tech & Standards Manager at IAB UK, said;

"We're very pleased to announce that LiveScore is IAB Gold Standard 2.0 certified – congratulations to the team! The Gold Standard sets out to raise the bar in digital advertising and help us to collectively build a sustainable future for our industry. By committing to our evolved Gold Standard criteria, LiveScore is helping us to address key challenges and drive positive industry change."

For more information please contact will@matchfit.biz (07796 796548) or donald@matchfit.biz (07816 279101)



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About LiveScore:

- An early pioneer in the online sports media space, LiveScore™ was founded in 1998 and is a global sports media business, real-time sports updates provider and live streaming service. The LiveScore business was acquired in 2017, prior to its demerger into the LiveScore Group of companies, part of the wider Anzo Group in 2019. Today, LiveScore continues to deliver the top quality content that its users have come to expect, with its up-to-the minute sports updates and recently introduced live streaming service. LiveScore boasts a global audience across 200 territories making it quite simply one of the world's best known brands in the market. LiveScore is also proud to be the Official Global Scoring Partner of LaLiga Santander.

About IAB UK:

- The Internet Advertising Bureau (IAB UK) is the industry body for digital advertising, committed to building a sustainable future for digital advertising. We do this by bringing together over 1,200 members - including media owners, agencies and brands - to tackle and address the big issues, celebrate digital and help businesses prepare for the future. Visit the website: <https://www.iabuk.com/>

About the Gold Standard:

- The Gold Standard launched in October 2017, with the first companies certified in early 2018. The first iterations of the Gold Standard had three fundamental aims - to reduce ad fraud, to improve the digital advertising experience and to uphold brand safety. Gold Standard 2.0 adds a fourth principle via the incorporation of IAB Europe's Transparency & Consent Framework: Help compliance with the GDPR and ePrivacy law.