

Dated: 14 May 2020

Subject: TCF Steering Group Voted to Extend Support for TCF v1.1 - New Deadline of 15th August

Dear TCF registered Vendors and CMPs,

Last night the Transparency and Consent Framework (TCF) Steering Group (SG) voted to extend technical support for TCF v1.1 beyond the previously announced date of 30 June to a new date of 15th August 2020.

Over the last few weeks there has been extensive consultation with publishers due to the impact and disruption that COVID-19 has caused to publisher's resources and operations. In the meeting, the TCF Steering Group consisting of 55 companies representing buy side, intermediaries and sell side, voted in favour of a new switchover deadline of 15th August 2020 – an extension of 45 days. Whilst the majority of CMPs and Vendors are ready to switch over, they felt the extra deadline would allow publishers extra time due to the pressures the pandemic has put on their business operations.

We have published a [press release](#) to announce the new deadline.

Please note that the extension of technical support for v1.1 does not impact companies' ability to implement TCF v2.0 before **the new and final cut-off date of 15th August 2020**. Since we launched the revised framework in August 2019, over 400 vendors have registered to implement TCF v2.0, with over 75% of them also [declaring themselves](#) operationally ready to read and act on TCF v2.0 strings. The confirmed scale and support of this effort highlights the industry's readiness to implement the enhanced functionality available within TCF v2.0 by 15th August.

Should you have any questions, please do not hesitate to contact me. We will be updating all materials on the IAB Europe website to reflect the new date change.

Best regards,
Hasan,