

Dated: 06 March 2023

Subject: TCF Vendor and CMP annual fee

Dear Vendors and CMPs,

Over the past 5 years since inception the Transparency and Consent Framework (TCF) has been successfully adopted across the market, with nearly 800 vendors and over 130 CMPs registered and continuing their support. We appreciate your support for this industry initiative. The success of TCF continues to be down to your adoption and the integrity of your implementations.

As you are all aware successful adoption has also brought greater attention from regulators in different markets, and along with compliance management, increasing the time required to manage this. Since 2021 this attention has increased, taking more time to oversee and provide considered and sound response. This has and will result in changes to the Framework over the coming months that will increase the management time to administer the Framework long term. To support this management effort, we are making a small increase to the fee for both renewing and new Vendors and CMPs. This will see the fee raised to EUR 1575 (from Euro 1500) from April 2023, coinciding with the start of the 6th year of the implementation of the Framework.

IAB Europe runs the TCF at cost, there is no cross-subsidisation of other Association activities, and we continue to attempt to keep the registration fee affordable for Vendors and CMPs.

We look forward to continuing to work with you and appreciate your understanding of our work supporting the TCF.

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