



IAB Europe
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Subject: TCF vendor and CMP annual fee

Dear Vendors and CMPs,

As we rapidly approach the end of the third year of the implementation of the Transparency and Consent Framework (TCF), we are pleased to report its continued successful adoption across the market with nearly 700 vendors and over 100 CMPs integrating TCF v2.0.

To maintain the integrity of the Framework, particularly ensuring that all who use it are compliant with the TCF Policy and Terms and Conditions, a new vendor validation tool will be introduced to complement the CMP validation tool. Successful adoption has also brought greater attention from regulators in different markets, and along with compliance management, increasing time is required to manage this.

For the last three years we have kept the registration fee stable for all vendors, only raising the fee for CMPs early in 2019 to enable an increase in our support for CMP implementations.

For 2021, to better support Framework enforcement and continue the support for CMPs, as well as devote management time to regulation, the fee for both vendors and CMPs will be raised to Euro 1500 (from Euro 1200).

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

The change will be applied to all new and renewal registrations from April 2021.

We appreciate your continued support for this industry initiative. The success of TCF continues to be down to your adoption and the integrity of your implementations.

We look forward to continuing to work with you.

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