Dated: 12th February 2020

Subject: TCF v2.0 Launch to market – timeline, February 2020 update

Dear TCF vendors and CMPs,

Please note the following TCF v2.0 timeline:

- March 31: TCF v2.0 beta production support
    - All vendors signed up to TCF v2.0
    - Code completed for full feature support, deployed in a limited capacity in production environments to monitor and test and fix issues. Objective to met success criteria for general availability readiness

- April 30: full TCF v2.0 support
    - All vendors expected to support TCF v2.0 with minimal bugs

- March 31 – June 29 – transition period during which CMPs will fully deploy to the publisher environment

- June 30: GVL & CMP list TCF v1.1 no longer supported

Vendors who have not registered for TCF v2.0 please note the communication to all vendors sent January 27th.

For full details on TCF v2.0 please visit https://iabeurope.eu/tcf-2-0/

IAB EUROPE TEAM