



OPEN FORUM

UPDATES ON DATA TRANSPARENCY, IDENTITY & PRIVACY INITIATIVES

JUNE 6, 2019

Agenda

Topic	Lead	Duration	Time
Welcome	Dave Smith	10 min	2:00p - 2:10p
Data Transparency Standards (New!) <ul style="list-style-type: none"> • Scope • Requirements • Implementation 	Ben Dick, Dave Smith	30 min	2:10p – 2:40p
Making Taxonomies Cool Again Creative Applications of Standardized Content and Audience Taxonomies	Noel Agnew, Kevin Flood	30 min	2:40p – 3:10p
Break		20 min	3:10p - 3:30p
ID Standardization: Needs, Benefits, Browser Implications <ul style="list-style-type: none"> • Why Standardization is Important • The Browser Environment and the Future of 3rd Party Cookies 	Jordan Mitchell	40 min	3:30p - 4:10p
Update on Current Policy Environment <ul style="list-style-type: none"> • TCF 2.0 • CCPA 	Dennis Buchheim	20 min	4:10p – 4:30p
Networking / Happy Hour		-	

Upcoming Data Transparency Standards



Dave Smith
SVP, Monetization & Yield

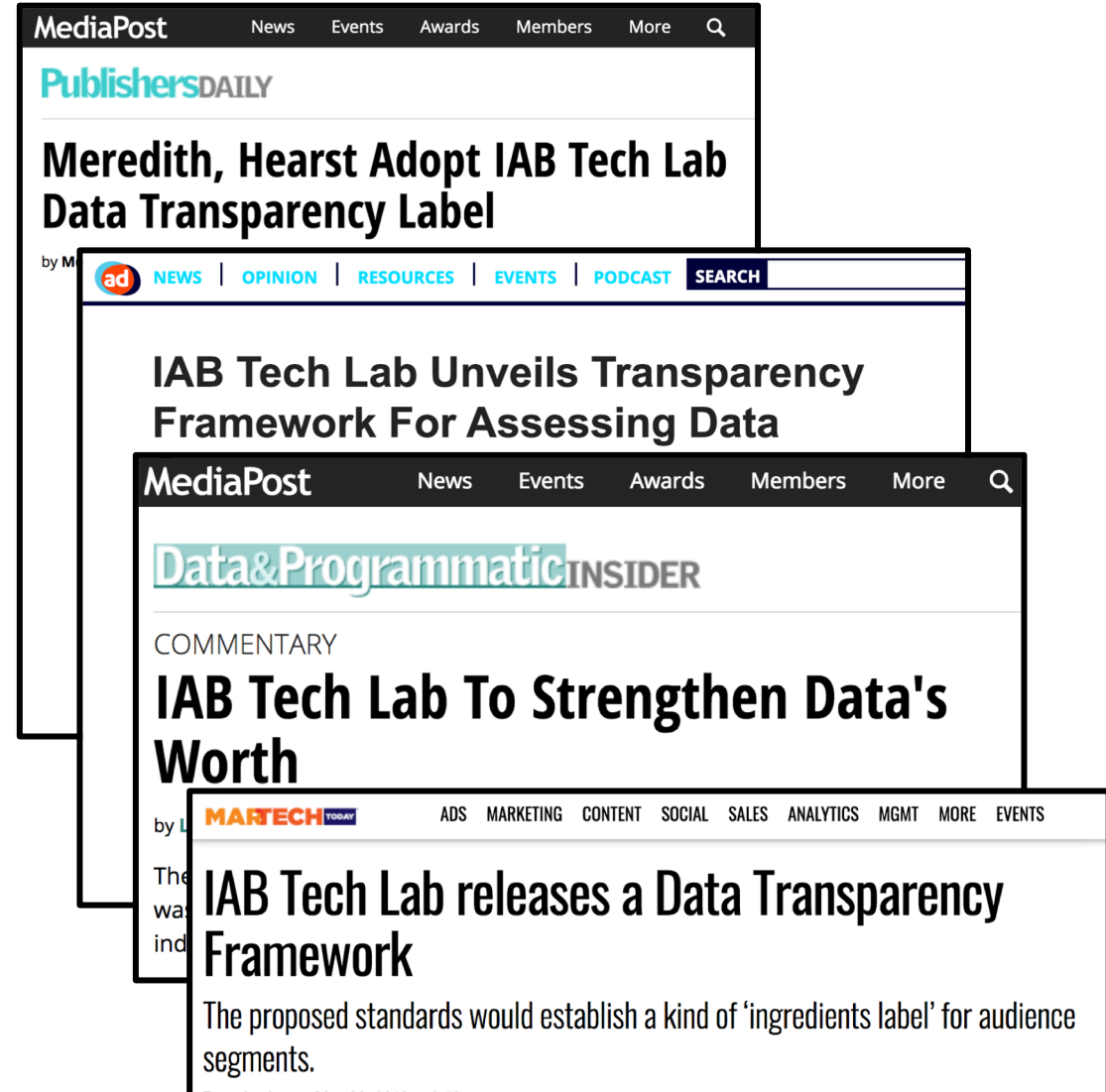


Benjamin Dick
Director of Product, Data



Upcoming Data Transparency Standards

- Public comment **ended in Q1**
- Final requirements to be released end of **June '19**
- Release elements:
 - **Minimum disclosure requirements** for data providers
 - New **Audience Taxonomy 1.0** that will be incorporated into the new standard
 - Associated **compliance program** to validate those sellers who meet requirements



The Problem

- **Transparency:** In 2017, 2nd and 3rd party data sales and associated functions are worth an estimated \$10 billion*. Current platforms do not systematically provide any level of detail or transparency about the extent to which the segment accurately assigns demographic or behavioral attributes to an identified user. This is unsustainable for a market this size.
- **Segment Naming Conventions:** No consistency in naming conventions or taxonomies. Segments across vendors can't be properly evaluated (ie, Bluekai might use "Auto-intender while Lotame uses "In market for cars")
- **Buyer Education:** Lack of education regarding the underlying determinants of quality ... buyers aren't asking for more detail
- **Unique Political Environment:**
 - **Advertisers** are becoming much more savvy and focused on supply chain transparency - "We have a media supply chain that is murky at best and fraudulent at worst. We need to clean it up, and invest the time and money we save into better advertising to drive growth" - **Marc Pritchard, Chief Brand Officer, P&G (2017 IAB Leadership Meeting)**
 - **Regulators** – both internationally and increasingly in the US – are focusing on data collection practices, consumer controls (Marc Zuckerberg congressional testimony on 4/10 -11 regarding Facebook / Cambridge Analytica)

Marketplace Transparency Needs

1. **Data Provenance**: where was the data attribute sourced?
2. **Data Age**: how long ago was the data collected, compiled, and then made available for online activation?
3. **Data Modeling**: to what extent was the data manipulated or modeled?
4. **Data Segmentation Criteria**: what are the qualifying business rules for an ID to be included in a segment?
5. **Data Taxonomy**: when can one data segment be evaluated against another like segment?

Current Level of Transparency:

ID	Segment Name
abc123xyz456	BMW Autointender
abc123xyz457	BMW Autointender
abc123xyz458	BMW Autointender
abc123xyz459	BMW Autointender
abc123xyz460	BMW Autointender
abc123xyz461	BMW Autointender
abc123xyz462	BMW Autointender
abc123xyz463	BMW Autointender
abc123xyz464	BMW Autointender
abc123xyz465	BMW Autointender
abc123xyz466	BMW Autointender
abc123xyz467	BMW Autointender
abc123xyz468	BMW Autointender
abc123xyz469	BMW Autointender
abc123xyz470	BMW Autointender
abc123xyz471	BMW Autointender
abc123xyz472	BMW Autointender
abc123xyz473	BMW Autointender
abc123xyz474	BMW Autointender
abc123xyz475	BMW Autointender
abc123xyz476	BMW Autointender
abc123xyz477	BMW Autointender
abc123xyz478	BMW Autointender

Solution

1 **WHO**
provided the
data segment

3 **HOW**
the segment
was constructed

Data Transparency Facts

Data Distributor Name: **Data Company**
Data Distributor Contact: DataSolutionTeam@data.com
Data Provider Name: **Leasing Company**
Data Provider Contact: DataAccounts@leasingco.com

Audience Snapshot

Branded Name Auto Intenders – Six Months

Standard Name Auto Intenders

Audience Description

Households likely in the market to purchase a new vehicle in the next six months

Geographies USA

Audience Construction Attributes

Audience Count 6,500,000

Precision Level Households

Activation ID(s) Cookies

Audience Expansion Yes

Cross-Device Expansion Yes

Last Refresh Date 02-Jan-2018

Event Lookback Window 60 Days

Data Source Attributes

Source ID Description

Dealer-reported names and postal codes of individuals who requested test drives

Source ID Contribution 1,130,000

Precision Level Individual

ID Key Name and Postal

Source Event Transactions

Inclusion Method Observed

Seed Size (if modeled) -

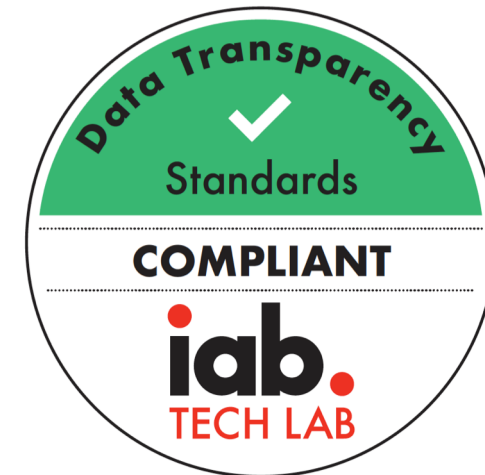
Source Refresh Frequency Quarterly

Event Lookback Window 180 Days

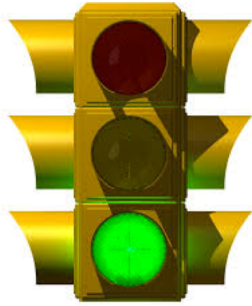
This Data Transparency Label has been developed by members of ANA's Council for Data Integrity and IAB Tech Lab's Data Transparency Working Group, with the support of CIMM, The ARF and IAB's Data Center of Excellence. For more information, please visit datalabel.org.

2 **WHAT**
audience
segment the
label describes

4 **WHERE**
the original data
components
were sourced



Scope of Data Transparency Standard



1. Establish a baseline expectation – for any seller of data – regarding the level of **transparency** necessary for a buyer to make an informed purchase decision
2. Introduce compliance programs to identify sellers that meet baseline transparency requirements

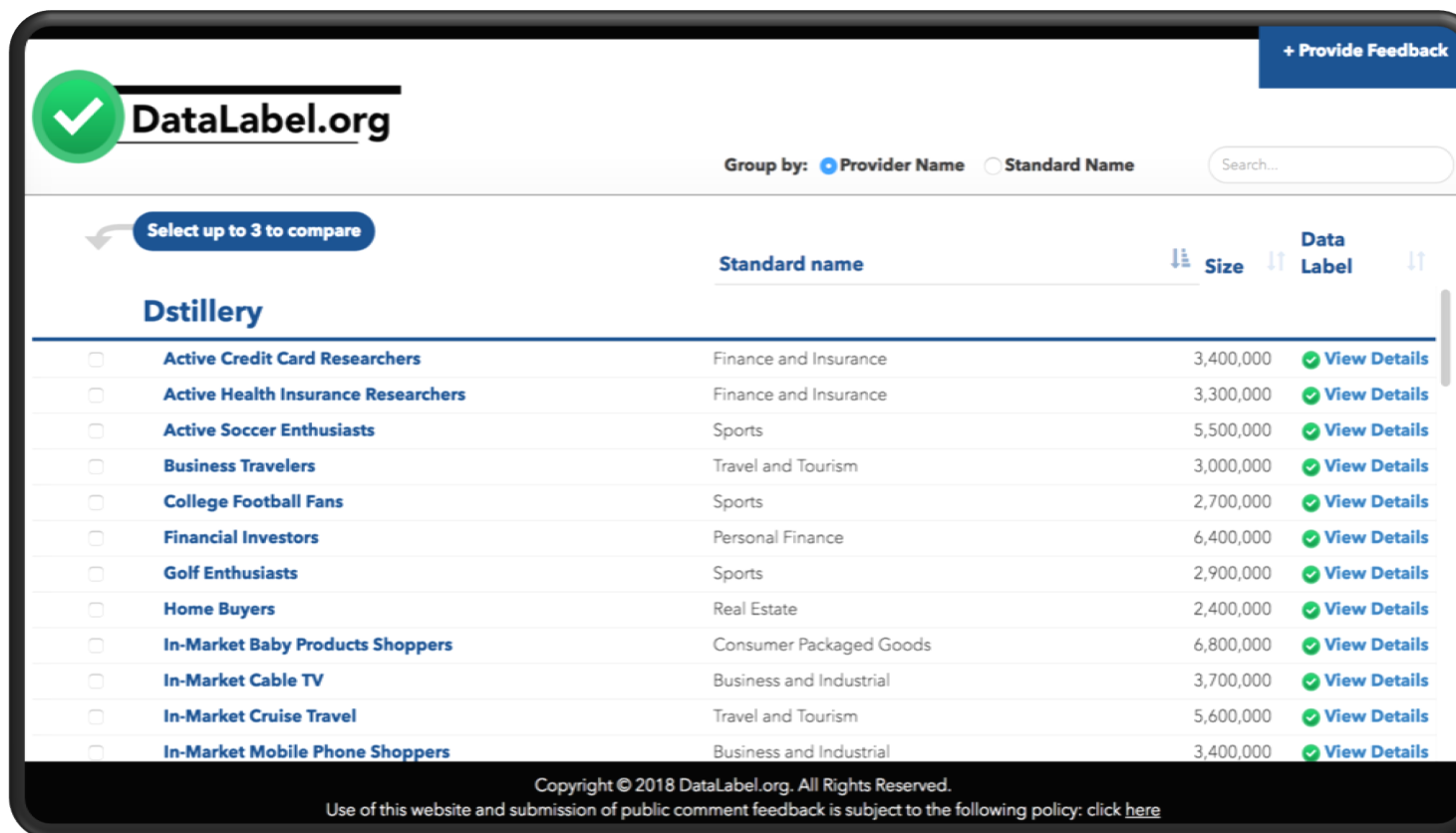


1. Develop a POV on what "quality" means
2. Establish a way of vetting the extent to which segment descriptions reflect audience attributes of users (ie, the extent to which an "Auto-intender" segment reflects individuals in the market for a car).













How Buyers Will Access Data Labels

1. DataLabel.org (demo.datalabel.org)

Available to all Tech Lab members



The screenshot shows the DataLabel.org website. At the top, there's a green checkmark icon and the site name. A 'Group by' dropdown is set to 'Provider Name'. A search bar is on the right. Below the header, a button says 'Select up to 3 to compare'. The main table has columns for 'Standard name', 'Size', and 'Data Label'. The data is filtered by 'Dstillery'. Each row includes a checkbox, a label name, a category, a size, and a 'View Details' link with a green checkmark icon.

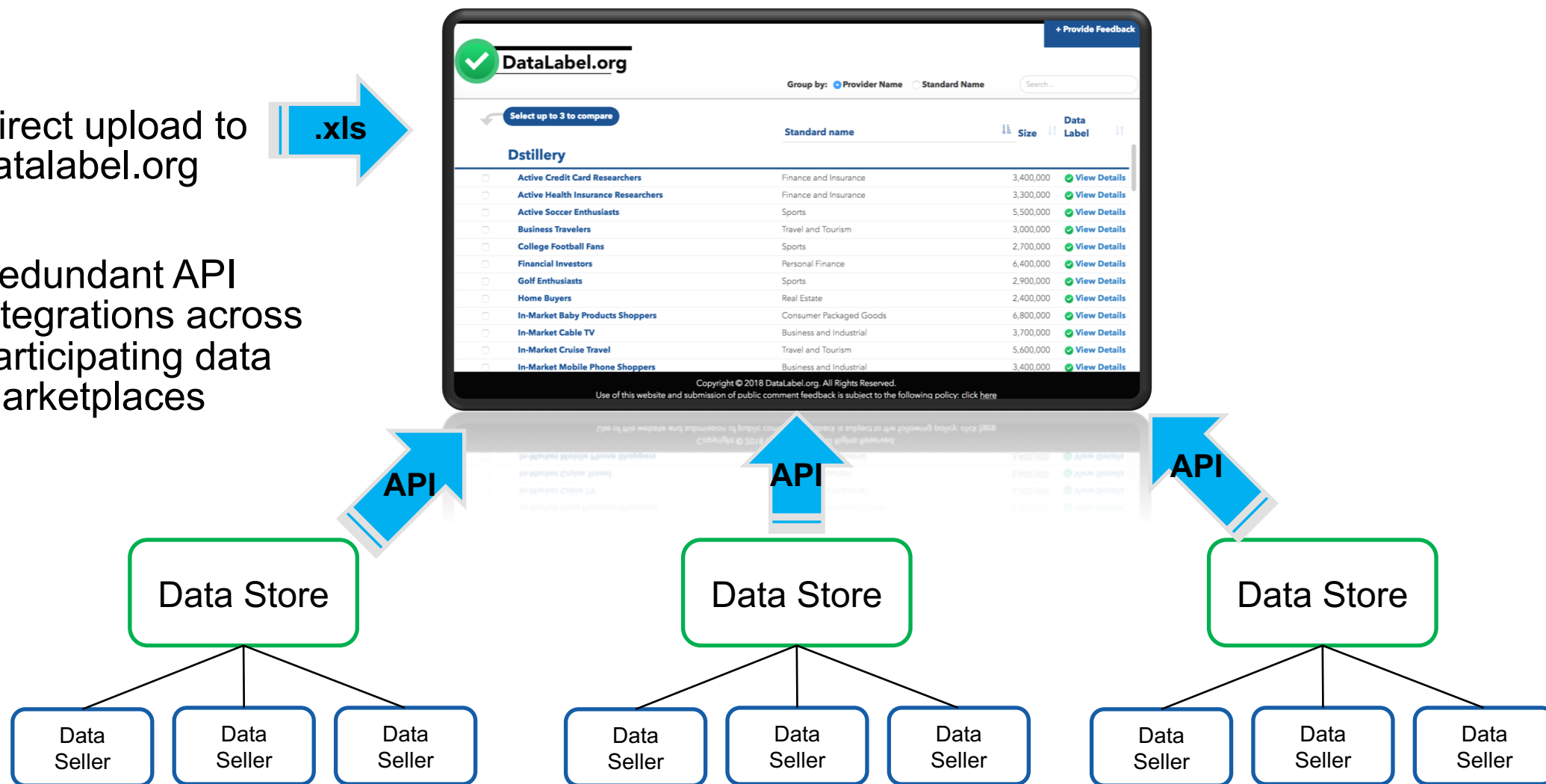
	Standard name	Size	Data Label
<input type="checkbox"/>	Active Credit Card Researchers	Finance and Insurance	3,400,000  View Details
<input type="checkbox"/>	Active Health Insurance Researchers	Finance and Insurance	3,300,000  View Details
<input type="checkbox"/>	Active Soccer Enthusiasts	Sports	5,500,000  View Details
<input type="checkbox"/>	Business Travelers	Travel and Tourism	3,000,000  View Details
<input type="checkbox"/>	College Football Fans	Sports	2,700,000  View Details
<input type="checkbox"/>	Financial Investors	Personal Finance	6,400,000  View Details
<input type="checkbox"/>	Golf Enthusiasts	Sports	2,900,000  View Details
<input type="checkbox"/>	Home Buyers	Real Estate	2,400,000  View Details
<input type="checkbox"/>	In-Market Baby Products Shoppers	Consumer Packaged Goods	6,800,000  View Details
<input type="checkbox"/>	In-Market Cable TV	Business and Industrial	3,700,000  View Details
<input type="checkbox"/>	In-Market Cruise Travel	Travel and Tourism	5,600,000  View Details
<input type="checkbox"/>	In-Market Mobile Phone Shoppers	Business and Industrial	3,400,000  View Details

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Use of this website and submission of public comment feedback is subject to the following policy: [click here](#)

2. Existing Data Marketplaces

How Labels Get Sourced

1. Direct upload to datalabel.org
2. Redundant API integrations across participating data marketplaces



Disclosure Requirements: 20 Fields

Section	Field Name	Field Options	Format Requirements	Description
Data Summary	Provider Name	Free text	Alpha-numeric: 100 characters	Name of the business entity selling the data.
	Provider Contact Info	Free text	Alpha-numeric: 100 characters	Email address where provider can field inquiries about segment
	Segment Name	Free Text	Alpha-numeric: 100 characters	Provider's descriptive name of audience attribute contained in segment
	Standardized Segment Name	Free text <i>Tier 1, 2, and "final" Tier of Taxonomy naming convention is required to be displayed.</i>	Alpha-numeric: 100 characters	Declaration of the most accurate standardized name as selected from IAB Audience Taxonomy 1.0 [LINK] .
	Segmentation Criteria	Free text	Alpha-numeric: 500 characters	Description of the rules applied by the seller that govern inclusion of data points into the online audience segment. Sellers may wish to include provenance, recency, and frequency logic, as well as core differentiating factors that a buyer may want to evaluate during purchase decision
	Audience Precision Level	Individual Household Business Device ID Browser Geography	Multi-select: Dropdown	The level of granularity for audience composition
	ID Count	Free text	Numeric: 15 characters	The number of IDs contained in the segment.
	ID Type(s)	Cookie ID Mobile ID Platform ID	Multi-Select: Dropdown	The currency of activation IDs
	Geography	See ISO-3166-1-alpha-3	Multi-Select: Dropdown	Geographies associated with the coverage of the segment.
Privacy	Privacy Policy	Free text	URL: 100 characters	Link to the seller's privacy policy

Disclosure Requirements: 20 Fields

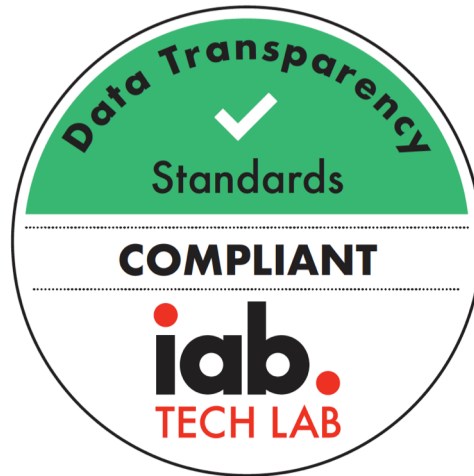
Section	Field Name	Field Options	Format Requirements	Description
Audience Details	Data Source(s)	App Behavior App Usage Web Usage Geo Location Email TV OTT or STB Device Online Ecommerce Credit Data Loyalty Card Transaction Online Survey Offline Survey** Public Record: Census** Public Record: Voter File** Public Record: Other** Offline Transaction**	Multi-Select: Dropdown	Origin of the raw data used to compile the audience
	Data Inclusion Methodology	Observed/Known Declared Inferred Derived Modeled***	Multi-Select: Dropdown	Description of seller's relationship to the audience attribute / information being sold: Observed / Known - The underlying audience attributes are directly observed Declared - The underlying audience attributes are self-reported by the audience members Derived - The underlying audience attributes are computed based on other known or declared fields on record Inferred - The underlying audience attributes are determined from business rules or logic Modeled - The underlying audience attributes are calculated using an algorithm, with a seed as the source
	Audience Expansion ***	Yes No	Single-Select: Dropdown	Was look-a-like modeling used to include "similar" IDs?
	Cross-device Expansion	Yes No	Single-Select: Dropdown	Was the segment expanded to include IDs thought to be associated with the devices of the same user, household, or business?
	Audience Refresh Cadence	Intra-day Daily Weekly Monthly Bi-Monthly Quarterly Bi-Annually Annually	Single-select: Dropdown	Cadence of audience refresh
	Source Lookback Window	Intra-day Daily Weekly Monthly Bi-Monthly Quarterly Bi-Annually Annually	Single-select: Dropdown	Period in the past that a qualifying event can occur for inclusion in audience

Disclosure Requirements: 20 Fields

Section	Field Name	Field Options	Format Requirements	Description
Onboarder Details**	Input ID / Match Key	Name Address Email Postal / Geographic Code Lat / Long Email Mobile ID Cookie ID IP Address Customer ID Phone Number N/A	Multi-Select: Dropdown	Input ID/ Match Key used by the Onboarder for matching
	Audience Expansion	Yes No N/A	Single-Select: Dropdown	Was look-a-like modeling used to include “similar” IDs before the data was matched to a digital identifier?
	Cross Device Expansion	Yes No N/A	Single-Select: Dropdown	Was the audience expanded to include affiliated devices and IDs before the data was matched to a digital identifier?
	Audience Precision Level	Individual Household Geography N/A	Single-Select: Dropdown	What is the precision level of the data before it was matched to a digital identifier?

Interested in Learning More?

- Check Out  DataLabel.org
- Compliance program inquires: participate@datalabel.org



Making Taxonomies Cool Again

*Creative Applications of Standardized **Content** and **Audience** Taxonomies*



Noel Agnew
Senior Taxonomist

verizon
media



Kevin Flood
CEO



Importance of Taxonomy

“ Advertisers already consider **disclosure, transparency, high-quality content, and brand safety** to be the cost of entry. 2019 will be the year of ‘prove it’. Those who have the teams, technology, taxonomies, and expertise to remove any doubt of success will succeed. ”



Dan Rubin
VP, Strategy & Marketing, Foundry

Taxonomy and Mapping Working Group

- QAG taxonomy last updated in 2011
- Through the years we'd seen the taxonomy used for other purposes. Several protocols and working documents use the taxonomy not only to describe site content, but also ad products and audiences. The use of a single taxonomy to describe many different attributes had become an issue as different mediums require different nomenclature

Arts & Entertainment	Automotive	Business	Careers	Education	Family & Parenting
Books & Literature Celebrity Fan/Gossip Fine Art Humor Movies Music Television	Auto Parts Auto Repair Buying/Selling Cars Car Culture Certified Pre-Owned Convertible Coupe Crossover Diesel Electric Vehicle Hatchback	Hybrid Luxury Mini/Van Motorcycles Off-Road Vehicles Performance Vehicles Pickup Road-Side Assistance Sedan Trucks & Accessories Vintage Cars Wagon	Advertising Agriculture Biotech/Biomedical Business Software Construction Forestry Government Green Solutions Human Resources Logistics Marketing Metals	Career Planning College Financial Aid Job Fairs Job Search Resume Writing/Advice Nursing Scholarships Telecommuting U.S. Military Career Advice	7-12 Education Adult Education Art History College Administration College Life Distance Learning English as a 2nd Language Language Learning Graduate School Homework/Study Tips K-6 Education Private School Special Education Studying Business
Health & Fitness	Food & Drink	Hobbies & Interests	Home & Garden	Law, Gov't & Politics	News
Exercise A.D.D. AIDS/HIV Allergies Alternative Medicine Arthritis Asthma Autism/PDD Bipolar Disorder Brain Tumor Cancer Cholesterol Chronic Fatigue Syndrome Chronic Pain Cold & Flu Deafness Dental Care Depression Dermatology Diabetes Epilepsy GERD/Acid Reflux Headaches/Migraines Heart Disease	Herbs for Health Holistic Healing IBS/Crohn's Disease Incest Abuse Support Incontinence Infertility Men's Health Orthopedics Panic/Anxiety Disorders Pediatrics Physical Therapy Psychology/Psychiatry Senior Health Sexuality Sleep Disorders Smoking Cessation Substance Abuse Thyroid Disease Weight Loss Women's Health	American Cuisine Barbecues & Grilling Cajun/Creole Chinese Cuisine Cocktails/Beer Coffee/Tea Cuisine-Specific Desserts & Baking Dining Out Food Allergies French Cuisine Health/LowFat Cooking Friedrich/Writing Japanese Cuisine Mexican Cuisine Sexuality Vegetarian Wine	Art/Technology Arts & Crafts Beadwork Birdwatching Board Games/Puzzles Candle & Soap Making Card Games Chess Cigars Collecting Comic Books Drawing/Sketching Freelance Writing Genealogy Getting Published Guitar Home Recording Investors & Patents Jewelry Making Magic & Illusion Needlework Painting Photography Radio Roleplaying Games Sci-Fi & Fantasy Scrapbooking	Appliances Entertaining Environmental Safety Gardening Home Repair Home Theater Interior Decorating Landscaping Remodeling & Construction	Immigration Legal Issues U.S. Government Resources Politics Commentary
International News National News Local News					

Personal Finance	Society	Science	Pets	Sports	Style & Fashion
Beginning Investing Credit/Debt & Loans Financial News Financial Planning Hedge Fund Insurance Investing Mutual Funds Options Retirement Planning Stocks Tax Planning	Dating Divorce Support Gay Life Marriage Senior Living Teens Weddings Ethnic Specific	Astronomy Biology Chemistry Geology Paranormal Phenomena Physics Space/Astronomy Geography Botany Weather	Aquariums Birds Cats Dogs Large Animals Reptiles Veterinary Medicine	Auto Racing Baseball Bicycling Bodybuilding Boxing Canoeing/Kayaking Cheerleading Climbing Curling Figure Skating Fly Fishing Football Freshwater Fishing Game & Fish Golf Horse Racing Horses Hunting/Shooting Inline Skating Marital Arts Mountain Biking NASCAR Racing Olympics Paintball	Power & Motorcycles Pro Basketball Pro Ice Hockey Rodeo Rugby Running/Jogging Sailing Saltwater Fishing Scuba Diving Skateboarding Skiing Snowboarding Surfing/Bodyboarding Swimming Table Tennis/Ping-Pong Tennis Volleyball Walking Waterski/Wakeboard World Soccer
Technology & Computing	Travel	Real Estate	Shopping	Religion and Spirituality	Uncategorized
3-D Graphics Animation Antivirus Software C/C++ Cameras & Camcorders Cell Phones Computer Certification Computer Networking Computer Peripherals Computer Reviews Data Centers Databases Desktop Publishing Desktop Video Email	JavaScript Linux Mac OS Mac Support MP3/MIDI Net Conferencing Net For Beginners Network Security Palmtops/PDAs PC Support Portable Entertainment Shareware/Freeware Unix Visual Basic Web Clip Art	Adventure Travel Africa Air Travel Australia & New Zealand Bed & Breakfasts Budget Travel Business Travel By US Locale Camping Canada Caribbean Cruises Eastern Europe Europe France Greece	Apartment Architects Buying/Selling Homes Contests & Freebies Couponing Comparison Engines	Alternative Religions Atheism/Agnosticism Buddhism Catholicism Christianity Hinduism Islam Judaism Latter-Day Saints Pagan/Wiccan	Social Media

Taxonomy and Mapping Working Group

Solution: Create 3 new taxonomies



Content

**Describe the
'aboutness' of a site
(with enhanced
vectors)**



Audience

**Through
demographics/interest/
purchase intent**



**Ad
Product**


**Describe the
product in an ad**

New Content Taxonomy



Work began in 2015, release Jan 2017

MARKETING DIVE Deep Dive Opinion Library Events Jobs Topics



BRIEF

IAB Tech Lab revamps Content Taxonomy standardization project

AUTHOR
Peter Adams
@PatchAdams03

PUBLISHED
Jan. 31, 2017

Dive Brief:

- The Interactive Advertising Bureau's Tech Lab revealed significant additions to its Content Taxonomy in an exclusive release provided to Marketing Dive. Additions included new content categorizations for things including events and attractions, the Internet of Things (IoT) and artificial

MediaPost News Events Awards Members More

IAB Tech Lab Unveils Overhaul To Content Taxonomy

by **Tobi Elkin** @tobiElkin, January 31, 2017

In a bid to improve levels of transparency and accountability throughout the programmatic space, the Interactive Advertising Bureau's (IAB) Tech Lab on Tuesday unveiled a major overhaul to its content taxonomy. IAB Tech Lab GM Alanna Gombert introduced the changes in a blog **post** entitled "Why a New Content Taxonomy?"


Gombert wrote: "This taxonomy broadens the breadth of available online content, presents a clear and consistent framework to advertisers, and supports future updates as content offerings change or develop over time." She said that new additions to the taxonomy include content categorizations for events and attractions, wellness and medical health, the Internet of Things, artificial intelligence, and smart consumer electronics.

"These updates will benefit companies in the programmatic space whether they want to effectively target and/or block certain content categories, produce better data quality, or be able to more accurately and consistently describe their content," Gombert wrote.

iab.

Why A New Content Taxonomy?

Jan. 31, 2017
By **Alanna Gombert**



For a taxonomy to be useful to companies in the market, it must be standardized and industry-neutral so that any party can build on top of it if they want to get more granular or reference the IDs in order to map it to a different taxonomy. The latest version of the **IAB Tech Lab's Content Taxonomy**, now released for a **public review period until March 1, 2017**, possesses both of these qualities and more.

This taxonomy broadens the breadth of available online content, presents a clear and consistent framework to advertisers, and supports future updates as content offerings change or develop over time. For example, new additions to the taxonomy include content categorizations for events and attractions, wellness and medical health, the Internet of Things, artificial intelligence, and smart consumer electronics.

New Content Taxonomy



Improvements:

- Presents a clear and consistent framework to stakeholders, improving data quality, and allowing for future updates through versioning
- Includes 400+ new site content classifications across 29 Tier 1 categories in addition to updated categories including events and attractions, the Internet of Things (IoT), artificial intelligence, and smart consumer electronics
- Improved nomenclature, removing references to specific brands and countries to provide an agnostic taxonomy for global adoption
- Developed a machine-readable taxonomy with incorporated ID mappings – a content taxonomy JSON file is uploaded on the IAB Tech Lab GitHub Repository



New Content Taxonomy: Improvements

The structure was rebuilt to remove ambiguity and provide more granularity: for example splitting Health & Fitness into Medical Health and Healthy Living, and splitting Arts & Entertainment into several independent categories

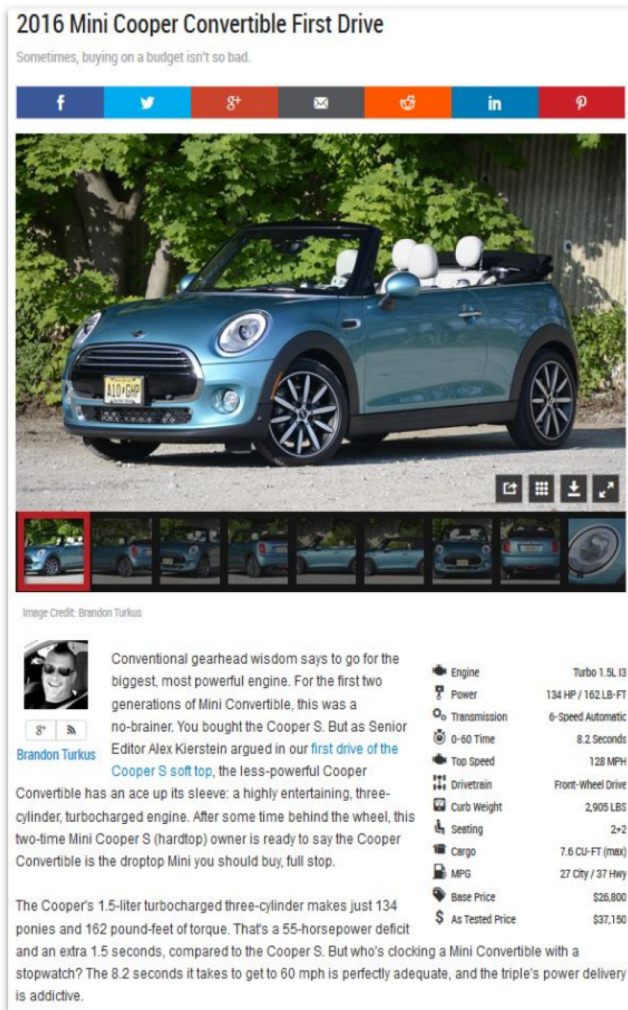
Taxonomy v1

Site	Category
CLASSIC <i>f</i> M	Arts & Entertainment
BuzzFeed	Arts & Entertainment
 Pitchfork	Arts & Entertainment
Rotten Tomatoes	Arts & Entertainment
 IGN	Arts & Entertainment

Taxonomy v2

Site	Category
CLASSIC <i>f</i> M	Fine Arts / Music & Audio
BuzzFeed	Pop Culture
 Pitchfork	Music & Audio
Rotten Tomatoes	Movies
 IGN	Video Gaming

New Content Taxonomy: Improvements



Delineates between topic context or “aboutness” and additional attributes of content context such as content language, form factor, origin, media type, creating orthogonal vectors to describe such attributes

Taxonomy v1:

- Content categories: Automotive/Convertible

Taxonomy v2:

- Content categories: Automotive/Convertible
- Content Channel: Editorial/Professional
- Content type: Review
- Content Media Format: Mixed
- Content Language: en
- Content Source: Professionally Produced

New Content Taxonomy

Use Case Video Intelligence: Taxonomy Mapping Project



- Training models to classify videos into YCT categories, want to be prepared to switch to IAB for external customers
- To publish our work, it would be more convenient to work in the IAB space, so this will allow us to use the same training data

Applications:

- video bundles by content category
- personalization

Audience Taxonomy

Background

- Currently, audience taxonomies exist in several DMPs and analytics platforms.
- Broadly, data users and vendors are using in-house taxonomies to describe and segment audiences with little or no standardization.
- Taxonomies address a range of audience segmentation approaches, including demographic data (age, gender, household income) and audience interest / intent (topics of interest, in-market purchase signals).

Audience Taxonomy

3 core pillars for audience segments



Demographic

Describes quantifiable characteristics of the audience. Generally demographic data is binary and is not subject to interpretation. Covers age, gender, household composition, financial status, occupation.



Purchase Intent

Describes current in-market purchase intent. Largely covers products and services.



Interest

Describes medium and long term interests or passion points, which don't necessarily indicate purchase intent. Interests are unlikely to end after a purchase. Follows content taxonomy closely.

Audience Taxonomy

A standardized audience taxonomy / data segment naming convention to be incorporated as one of the labeling requirements.



Enables 1-to-1 comparison of segments across vendors



Facilitates ease of discovery through search and browsing



Standardizes language & nomenclature in the industry



Facilitates easier on-boarding / taxonomy merging & mapping



Enables better cross vendor / multi-segment reporting



Clear labeling & differentiation between interest and purchase intent

Audience Taxonomy: Use Cases

Data Vendors, Data Originators / On-boarders and Segment Creators:

- Lower Barriers to entry with an industry standard taxonomy to map to. Ease of mapping to one taxonomy for data portability across platforms.
- Consistency between relevant parts of the Audience Taxonomy and the Content Taxonomy.
- Consistency provides greater opportunity for data originators (often publishers or brands) to model and monetize audiences.
- Quality control created by the three pillars. E.g.. Interest in Cars vs. In-market purchase intent for an SUV.
- Accommodates interests which are not necessarily purchase related, but provide better opportunity for relevant marketing / brand alignment with passion points and affinity.

Data and Media Buyers:

- Ease of discovery of relevant vendors and segments
- Ability to report and compare vendors and segments like for like
- Ability to plan data and media across platforms, channels and vendors using standardised language and nomenclature
- Ease of mapping to one taxonomy for data portability across platforms, easier on-boarding of 1st party data to blend with 3rd party.

Activation Platforms:

- Many media buying platforms are now capable of optimization at a segment or data vendor level.
- Sophisticated DSPs will be able to adjust weighting / frequency of use for different audience segments and vendors in real-time. DSPs will also be able to adjust the price paid for data and / or bid prices for audience + media packages, using the taxonomy to compare similar segment performance across vendors.

Next up: IAB Ad Product Taxonomy

Industry stakeholders were using the Content Taxonomy as a stop gap for the underserved use case of categorizing advertiser product and service offerings, in order to manage creative approval or blocking in programmatic & Ad Serving workflows.

This approach is causing shortfalls and barriers to adoption for new taxonomies:

- Content categories do not closely match product and service advertising categories
- The recent update to the content taxonomy (V2) has further sought to remove product references
- Many stakeholders are misusing the existing content taxonomy and therefore causing confusion in the industry
- Stakeholders with a creative approval / blocking use case will remain underserved until an appropriate and fit for purpose Ad Product taxonomy exists, and will resist adoption of the new v2 taxonomy for content categorization.

The group will set out to create a fit for purpose Ad Product taxonomy which will:

1. Enable publishers to block unwanted advertiser demand and competitor conquering
2. Enable sell side stakeholders to analyse and understand their demand and revenue by channel
3. Enable stakeholders to better understand and measure audience intent (which ad products / services have users clicked on / purchased)
4. Enable advertisers to better buy media and reach desired audiences by unravelling unsuitable adoption of the original taxonomy.

Questions?



COFFEE BREAK

20 MIN

Cookie ID Standardization

Needs, Benefits, Browser Implications



Jordan Mitchell

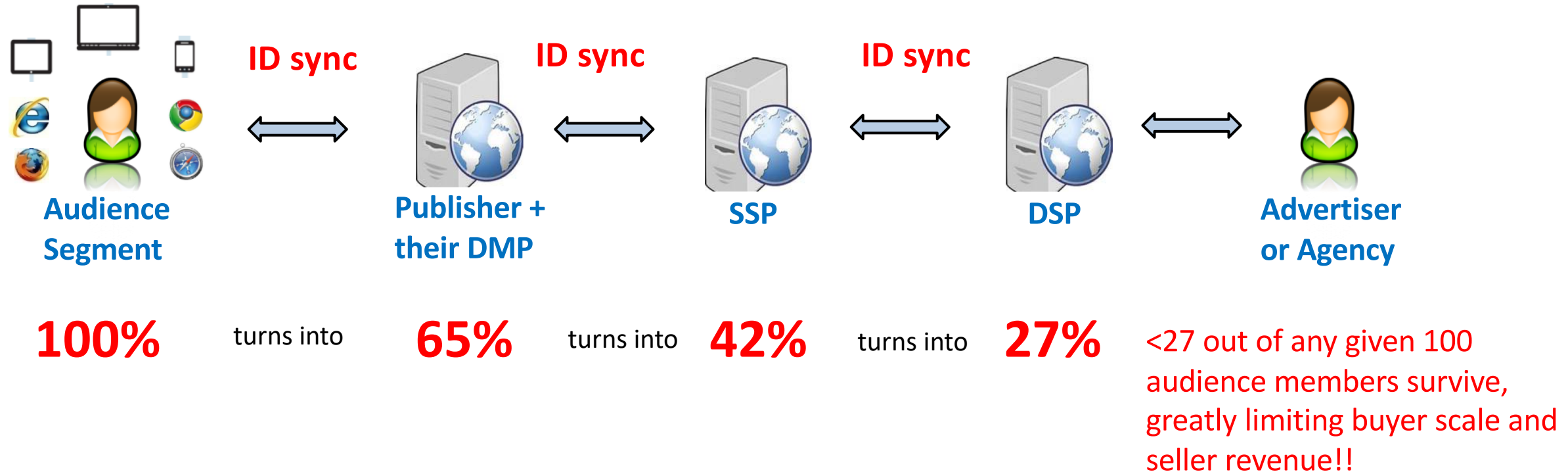
SVP, Membership & Operations



The Context

- **Identifiers are foundational to our industry:**
 - Frequency capping
 - Measurement
 - Data collection
 - Attribution
 - Analytics
 - Targeting
 - Respecting consumer privacy
 - Cross-device linkages
- **There are only two approaches supported:**
 - Proprietary cookies (all web/http, regardless of device)
 - Proprietary device IDs (provided by the O/S)

The Problem with Cookies



25-50% of audience data is lost due to third-party cookies. For the audience that remains, each ID sync reduces audience volume by another 30+%.

Objectives of Cookie Standardization

- **100% audience recognition**
 - **Advertisers:** increased scale / audience reach
 - **Publishers:** higher bid density and clearing CPMs; reduced data leakage
 - **Platforms:** significantly reduced costs associated with ID syncing
 - **Consumers:** faster page load times
- **75% fewer third-party requests on pages**
 - *Eliminate need for ID syncs*
 - Reduce data leakage concerns for publishers
 - Pages load faster for consumers
- **Reduced regulatory risk (GDPR/ePR, CCPA) by coupling consumer privacy settings to a persistent ID/token**

Fundamental Market Requirements

Neutrality

1. Openly governed, transparent, non-profit
2. No data collection or media model
3. Not tied to proprietary tech / specific shareholders

Cooperation

1. ID Persistence
2. Consumer interaction (wrt privacy / opt in prompts)
3. Governance of good and bad actors / ID usage
4. Shared cost, shared benefit: all parties on the same contract terms, proportionate funding

Limited Scope

1. Single device (not cross device)
2. Transactional ID necessarily coupled with privacy compliance / preferences
3. Establish harmony with browsers, consumers, regulators

Global Utility

1. Helpful to 1st parties and 3rd parties
2. Evolves with:
 - Regional policy
 - Technical constraints / mechanisms
 - Browser privacy settings

Navigating the Changing Browser Landscape



Chrome



MSFT Edge



Safari



Firefox

Ending the Arms Race (browser tech vs. ad tech)

Track 1: Collaborate with browsers around a shared identifier

- Set shared objectives around consumer experience & broader industry practices
- Seek cooperation in establishing common mechanism for consumer IDs, regulatory settings, preferences.

Track 2: Consider alternative ID persistence techniques where third-party cookies are not supported that account for consumer privacy best practices, technical feasibility

- Browser "work-within"

Browsers will continue to put the consumer at the center. Our success depends on our industry's ability to do the same.

Track 2: Alternatives Evaluated, and our Criteria

ID tech mechanisms evaluated:

1. Network-layer
2. Statistical / probabilistic
3. Container tag (for others' x-device IDs)
4. Email hash
5. Publisher authorized redirects
6. Common consumer dialogue (1st party)

Evaluation criteria:

1. Privacy and consent
2. User experience
3. Governance
4. Accuracy
5. Simplicity
6. Resilience

Of these, #6 was considered most feasible, though would require either developing a DigiTrust user dialogue, or working in partnership with consent frameworks, CMPs, etc.

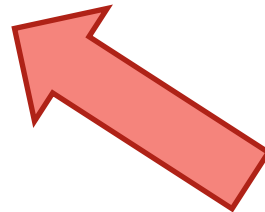
Track 2: Why We Think This is the Best Approach

- **No better alternative than consumer transparency and control**
- **Other tactics are largely a continuation of the arms race**
 - Browsers will continue to target tracking domains, remove statistical signals of value, etc
- **Browsers will not get in the way of first party relationships**
 - Too much risk to UX (cross-domain SSO, personalization widgets, etc)
- **An “ITP solution” is obviously of great interest**

Commonalities of Track 1 and Track 2

Both plans inherently depend on:

1. Standardized mechanism for audience recognition
 - Revocable; access tied to respecting privacy preferences
2. Consumer transparency and control
 - Privacy settings for consumers, respected and propagated
3. Industry accountability and self-policing
 - Rebuilding trust in our industry



**Of these, #3 is
the most urgent!**

Get Involved if You Want to Help Solve This Challenge

- **Deploy the JS to help propagate the ID: the more who join, the greater the benefit for all.**
 - Our engineering team will walk you through a few simple steps
 - Free for publishers, small monthly contribution for platforms

The appetite of browsers to work in cooperation with our industry is dependent on our ability to work in cooperation with each other.

- **Get involved in DigiTrust product governance. Its your ID, after all.**
 - This is an openly developed / maintained industry resource that's communally funded for everyone's mutual benefit

Policy Landscape + Updates

Transparency & Consent Framework 2.0, CCPA

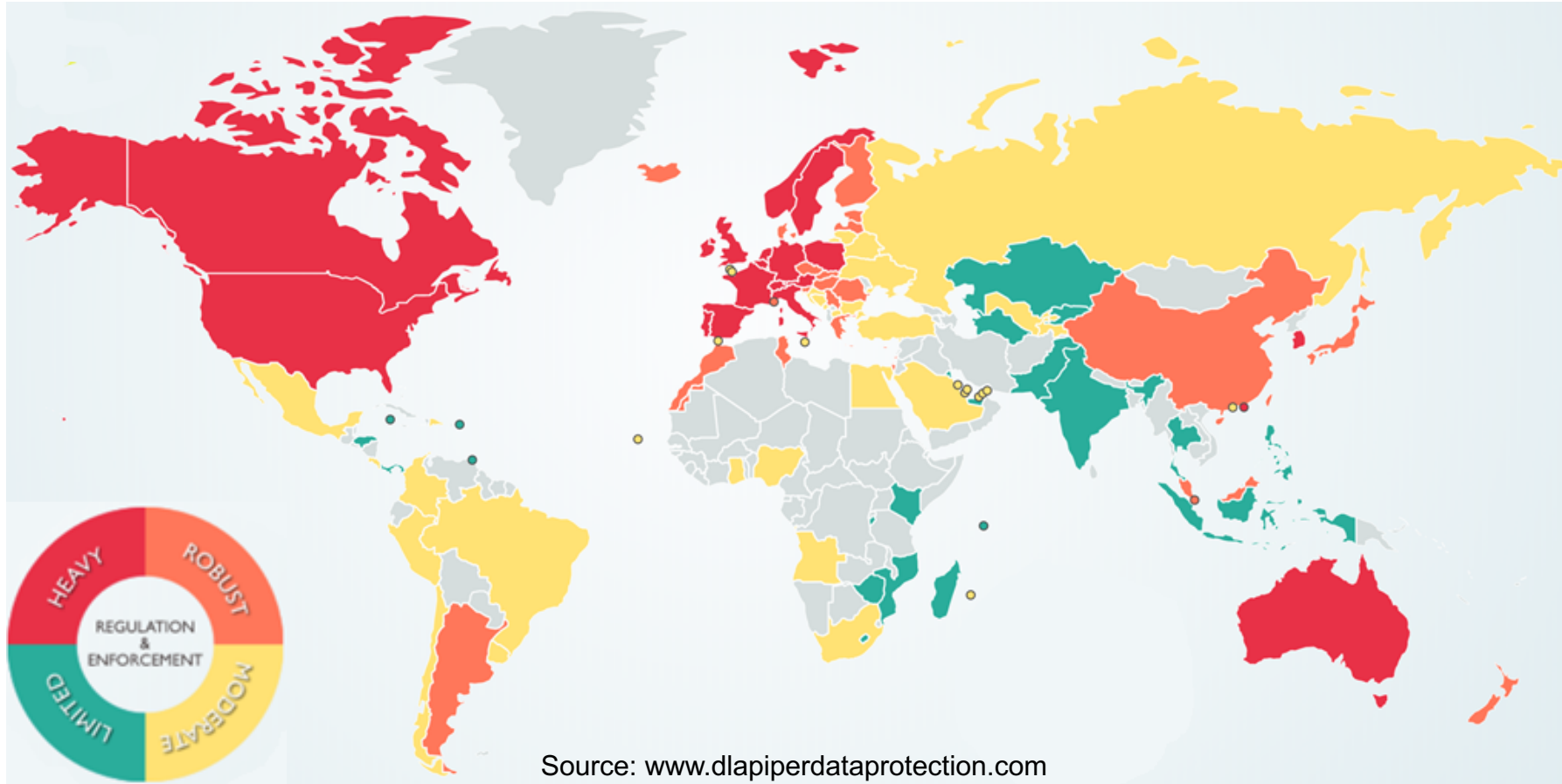


Dennis Buchheim
SVP, General Manager



Privacy – Global Regulatory Landscape

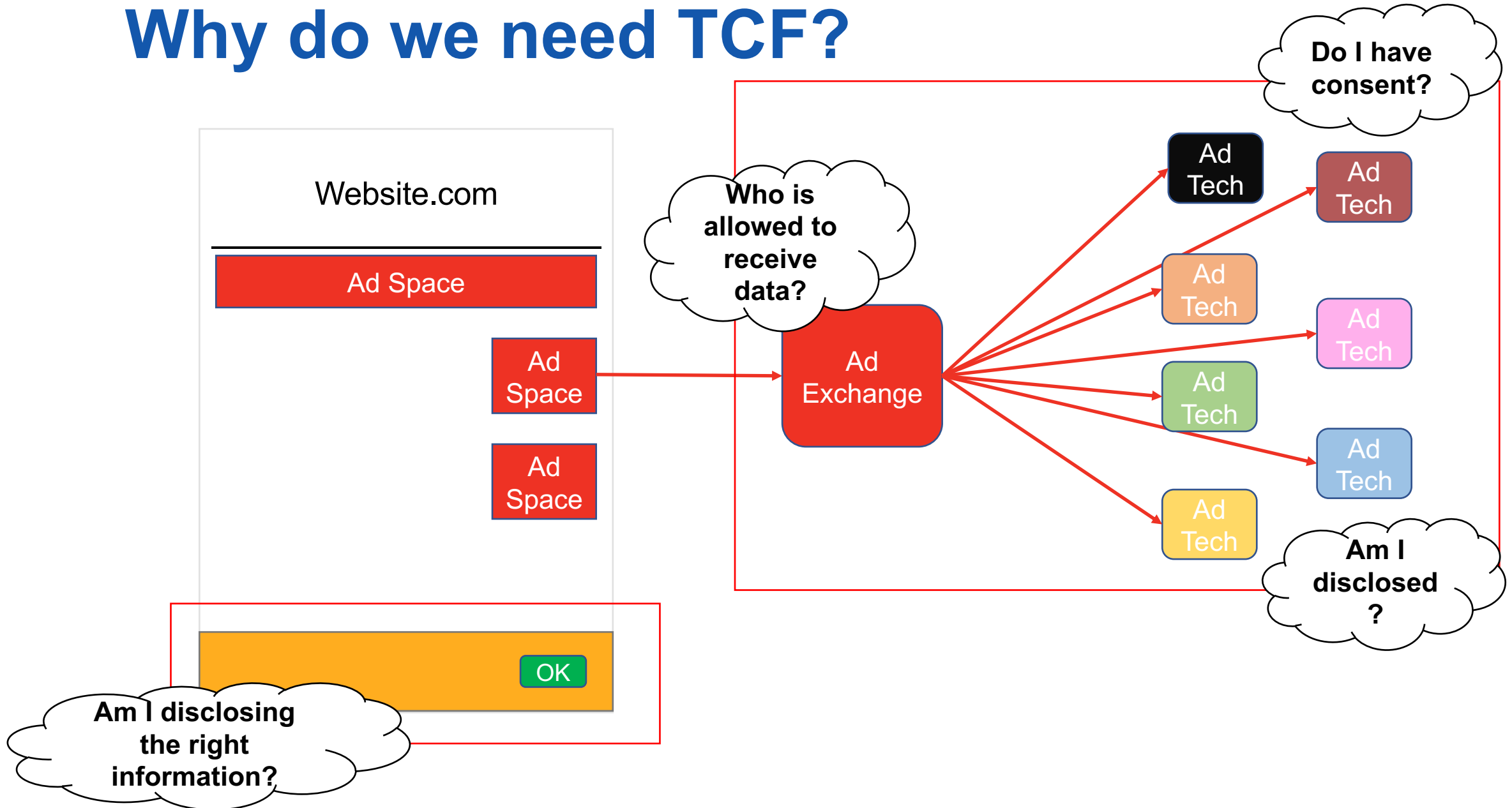
Many countries/regions are moving towards privacy laws.
Most have “GDPR-like” features...notably, consumer consent requirements.



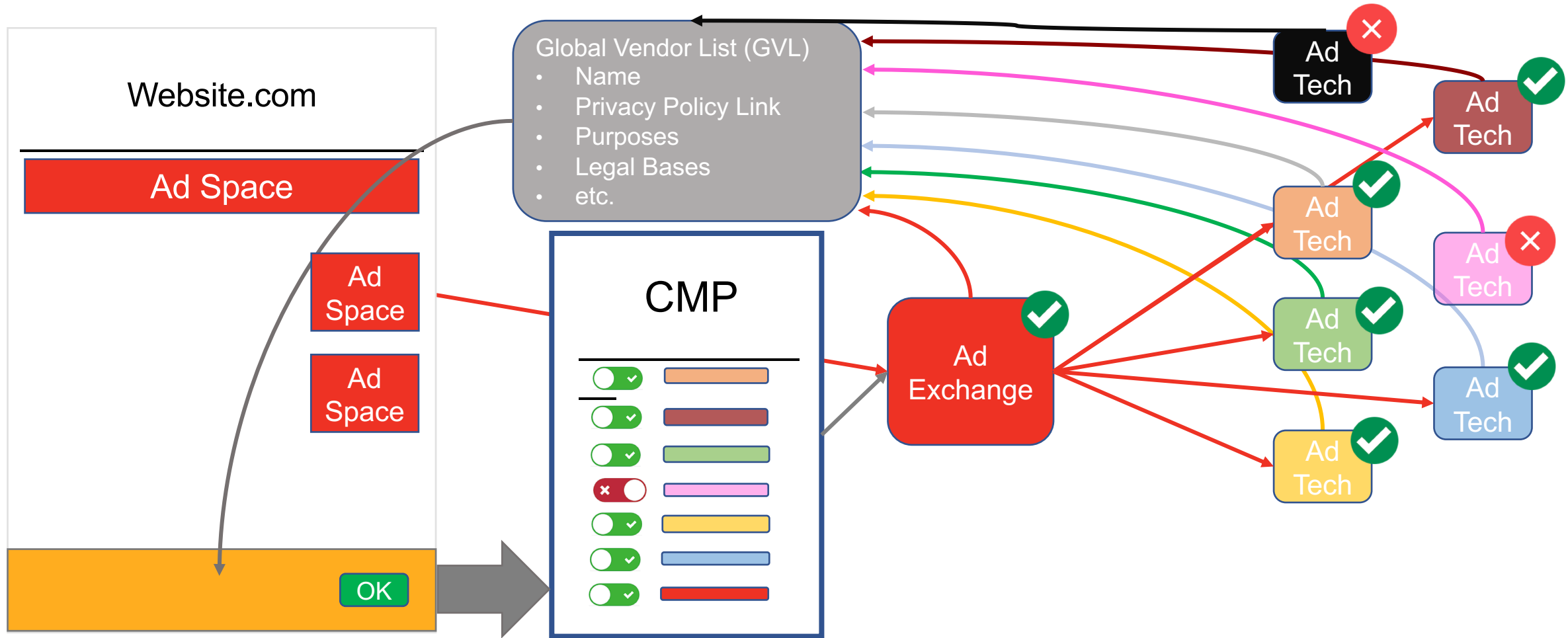
*Tech Lab co-developed
Transparency & Consent
Framework for GDPR with
IAB Europe.*

*We're soon kicking off
discussions about
technical solutions for
California/US privacy
laws...*

Why do we need TCF?



How TCF Helps Publishers, Advertisers, Ad Tech



Introducing TCF v2.0 – Public Comment Just Ended

- **Technical updates recommended by Commit Group:**
 - Based on implementers' feedback, learnings from DPAs, working group input
 - Redesigned consent string now “Transparency and Consent String”
 - Mobile CMP spec now imported into main CMP API spec
 - Backwards incompatible
 - Spec versioning allows transition and clear context of signals
 - Transition plan/deadlines to be finalized
- **Key features:**
 - More granular and new purposes, definitions, signals
 - Signals to allow Publishers to exercise more control over Vendors by purpose
 - Explicit signals for a Vendor's transparency status
 - Signals for users who object to processing on the basis of a legitimate interest

TC String Includes New Signals

Transparency and Consent String contents:

- General Metadata
- User Consent
- Legitimate Interest
- Publisher Controls
 - Purposes
 - Legal basis*

CMP ID	Vendor Consent	Purpose Consent	Vendor LI	Purpose LI	Special Feature opt-in	Global consent	OOB Allowed?	Custom Stacks	Pub Controls
###	0/1	0/1	0/1	0/1	0/1	0/1	0/1	0/1	###

Blue: Present in v1.0
Green: New in v2.0

Other Technical Updates for TCF v2 Tech Specs

- **Purposes versioning support**
- **Updated macro for Consent String URL passing**
- **Checksum**
- **CMP JS API improvements and optional synchronous calls**
- **Support for publisher controls and flexible vendor legal basis**
- **Support for consent obtained out-of-band**
- **Support for transparency within specific jurisdictions**

US Privacy – State of Play

Action by California & other states... “Opportunity” in Congress

States

- **California Consumer Privacy Act (CCPA)**
 - Goes into effect in January 2020
 - Amendments being debated now – e.g., consumers’ right to sue
 - Attorney General taking input & drafting rules in Q3
- **Other State Legislative Initiatives**
 - **Washington, Nevada**, Hawaii, New Mexico, New Jersey, Massachusetts, others

U.S. Senate

- **Actively discussing privacy-related legislation – nothing plausible yet**
- **Unknown whether a federal privacy standard could be enacted before 2020**
- **IAB in discussions with stakeholder offices on content, timing, what’s possible**

CCPA will likely change, but initial language is troublesome...

➤ California Consumer Protection Act main requirements:

- **Notice:** Must meet a series of consumer notice requirements, including informing at or before the point of collection the categories of personal information collected and the purposes of such collection
- **Access:** Must create mechanisms to intake requests and then provide that information back to consumers (any data point can be linked to a device or household)
- **Deletion:** Customer data, upon request, can be deleted
- **Consumer notice and opt-out of re-selling information:** Because definition of “sale” is broad, any form of programmatic will be impacted. A third party cannot “sell” personal information about a consumer that has been “sold” to it unless the consumer has received explicit notice and is provided an opportunity to opt-out. But if you are an intermediary, you do not necessarily know if the publisher has given proper notice...
- *If you've built for GDPR, more building will be needed for compliance with CCPA.*

➤ Washington & other states

- Allow consumers to find out whether that information is being sold to a third party.
- Require companies to allow consumers to correct inaccurate information, delete their personal data, and object to their personal data being used in direct marketing.

CCPA: Tech Lab's Next Steps

Phase 1: “Core technical architecture” group

- **Goals:**
 - Support technology education to IAB US' Legal Affairs CCPA Taskforce
 - Contribute to solutions design as needed
- **Next steps: Data-flow diagram & listening for product requirements**

Phase 2: Expanding the Core group

- **Add brands & more pubs**

Phase 3: Preparation for public “CCPA Technical Working Group”

- **Logistics for a public-facing roster for tech work *if/when needed***

Meanwhile... A US Federal privacy standard?

- **Opportunities to partner and champion initiatives**
- **Greater opportunity to influence language**
- **Diverse stakeholders within Congress**
- **“Privacy for America”**
 - **Prohibits “unreasonable” collection or use of information as defined under the law; requires reasonable data security**
 - **Identifies certain practices as “per se reasonable”, others as “per se unreasonable”**
 - **Creates defined process for FTC to designate additional practices as reasonable or unreasonable through rulemaking or enforcement; preserves Section 5 of FTC Act**
 - **Preempts state privacy laws but authorizes State AGs to enforce per se prohibitions. Covers current FTC entities as well as telecoms and possibly nonprofits**
 - **Amends certain existing federal sectoral laws – Video Privacy Protection Act (VPPA), Cable Communications Policy Act (CCPA), and possibly CPNI Rules**

We Must Solve Privacy-friendly Consumer Identity

Without a solution, we face...

- **Unreliable, inconsistent privacy preferences for consumers**
- **Limited targeting & personalization for buyers**
- **Incomplete measurement & attribution for buyers**
- **Wasted spend for advertisers & less revenue for publishers**
- **Challenges fighting fraud for all of us (more later)**

Thank You!