Tech Lab Goals – Industry Value Details

Standards + Software + Compliance = Interoperability + Efficiency

CTV & Cross-Media Growth & Health

1. *Healthy growth of CTV* via awareness & deployment of standards for delivery, brand safety, measurement
2. *Increased scale of cross-channel programmatic video* with VAST+SIMID+OM
3. *Authenticated & reliable SSAI delivery* with best practices guide & compliance program

Privacy & Addressability	Supply Chain Transparency & Security	Measurement Infrastructure
1. *Key use cases preserved* via deployment of Rearc addressability standards 2. *1P audience data secured* against misuse 3. *Industry trust assured (IDs/data)* through Rearc accountability compliance program 4. *Privacy compliance improved* & costs reduced by Global Privacy Platform 5. *Rearc standards/programs feasibility supported* through W3C engagement 6. *Consumer value exchange & choices more consistently communicated*	1. *Reduced fraud & increased brand safety trust* via standards* & insights** * ads.txt, sellers.json, SupplyChain, taxonomies, ad swapping ** compliance & adoption data in Transparency Center 2. *End-to-end transparency enabled* through new buy-side standards 3. *Informed & effective application of 1P & 3P data* via Data Label adoption 4. *Broader & deeper adoption of standards* via programmatic implementation guides 5. *Supply paths & entities authenticated* with cryptography, esp. for server-side ad delivery	1. *Privacy-preserving measurement solved* as Rearc/PRAM use case 2. *Consistent & scalable cross-screen measurement verification,* with OMID enabling single tag delivery 3. *Improved podcast measurement & compliance,* accounting for technology & platform evolution 4. *Easy-to-reconcile campaign data* through "datascapes" taxonomy

Global Standards & Guidance for Local Markets

iab. TECH LAB