Agenda

Time (ET)	Topic	Speaker(s)
3:00-3:05 pm	**Opening Remarks from IAB Tech Lab**	*Anthony Katsur, Chief Executive Officer, IAB Tech Lab*
3:05-3:15 pm	**Fireside Chat**	*Anthony Katsur, Chief Executive Officer, IAB Tech Lab* *Steve Silvers, Senior Vice President, Product, Neustar*
3:15-3:20 pm	**The Importance of Open Standards**	*Pierre Diennet, Global Partnerships, Lotame*
3:20-3:25 pm	**Introduction: Addressability Solutions That Are Gaining Momentum**	*Benjamin Dick, Sr. Director of Product – Privacy, Identity and Data, IAB Tech Lab*
3:25-3:55 pm	**Navigating Identifier Disruption via the Seller Defined Audiences Specification (Panel)**	*Benjamin Dick, Sr. Director of Product – Privacy, Identity and Data, IAB Tech Lab* *Eliza Nevers, Senior Vice President of Product, Lotame* *Steve Silvers, Senior Vice President, Product, Neustar* *Garrett McGrath, Vice President of Product, Magnite*
3:55-4:10 pm	**What's id-sources.json?**	*Alex Cone, Vice President, Privacy & Data Protection, IAB Tech Lab* *Mike O'Sullivan, Director of Product, Roku*
4:10-4:30 pm	**Global Privacy Platform Expands Privacy Signaling to New Markets (Panel)**	*Alex Cone, Vice President, Privacy & Data Protection, IAB Tech Lab* *Julie Rubash, Chief Privacy Counsel, Sourcepoint* *Jill Wittkopp, Director, Product Management, IAB Tech Lab*
4:30-4:55 pm	**Where UID2 fits in (Panel)**	*Alex Cone, Vice President, Privacy & Data Protection, IAB Tech Lab* *Travis Clinger, SVP, Addressability and Ecosystem, LiveRamp* *Ankur Srivastava, Vice President, Product Management, PubMatic*
4:55-5:20 pm	**No Addressability without Accountability (Panel)**	*Alex Cone, Vice President, Privacy & Data Protection, IAB Tech Lab* *Scott Menzer, Co-founder & SVP, Customer Operations & Product, ID5* *Michal Jacobsberg-Reiss, Head of Ecosystem Product Partnerships, MoPub*
5:20 pm	**Closing Comments**	*Alex Cone, Vice President, Privacy & Data Protection, IAB Tech Lab*

Opening Remarks from IAB Tech Lab

Anthony Katsur

Chief Executive Officer

IAB Tech Lab

Tech Lab '22 & Beyond…
A sneak preview

Sep 16, 2021

Two Year North Star

CTV

- Massive shift in Global TV budgets to CTV
- Multi-year cycle

Audience Standards
- Common Currency

Packaging
- Bundle Standards

Delivery
- DealID – Upfronts

Measurement
- OM SDK for CTV

Education
- Best Practices Guides

Consumer Privacy

- TCF Evolution
  - Global Privacy Platform
  - Accountability Platform
  - Information Disclosure Framework

Identity

Addressability

- Identity Standards
- Clean Room Standards

Security & Fraud

- Securing CTV
- More tools for web & mobile

Transparency
- Transparency Center

Authorization
- Ads.txt Evolution

Authentication
- Ads.cert Evolution

Verification
- Supply Chain Evolution

Education
- Best Practices Guides

ORTB • VAST • Supply Chain • Taxonomy • Ad Experiences

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1. **Technology Standards**
   - Continued leadership and *evolution of standards & policy* to tackle new challenges & opportunities.
     - Consumer Privacy & Addressability
     - Transparency & Fraud

2. **Tools, Guides & Services**
   - Drive **awareness & adoption** expanding our portfolio of tools, compliance programs & implementation guides.

3. **Open-Source**
   - Steward *collaborative open-source software development* to drive adoption & evolution of standards.

4. **Faster**
   - *Accelerate Tech Lab innovation cycles* to better respond to industry changes and needs.

5. **Communications & Education**
   - *Amplified communications* through existing & new channels to inform Tech Lab members and the industry at large.

Standards

Software

Tools
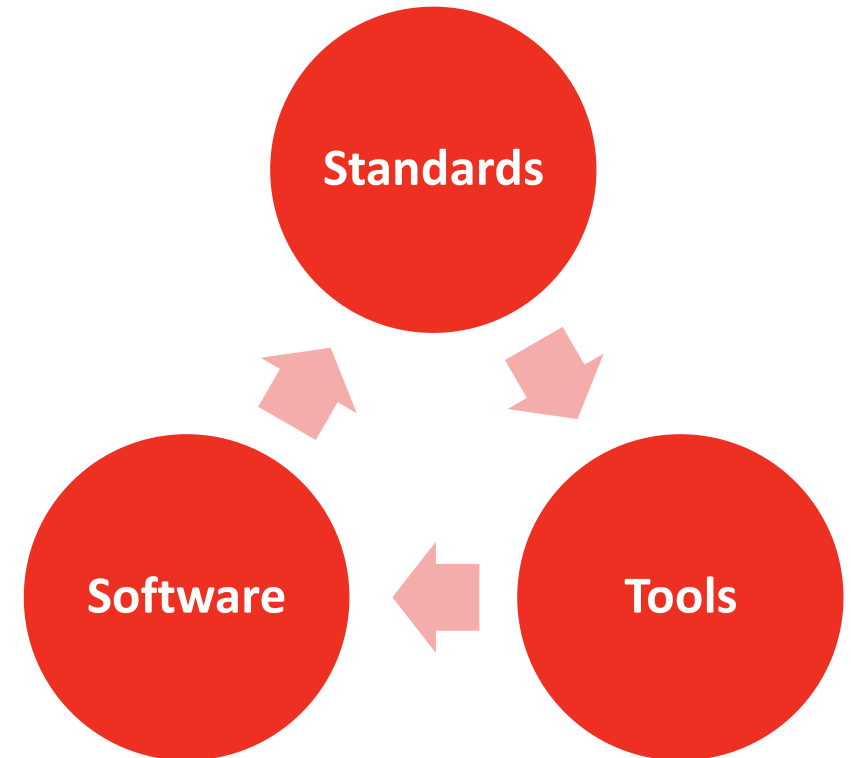
Closing 2021 Strong!

Q3 Launches (incl. Sept)

- ReArc Initiatives

  - Seller Defined Audiences

- Supply Chain Validation Release

- Transparency Center Release

- Ads.cert 2.0

- Open RTB 2.6

- Content Taxonomy 3.0

Q4 Schedule

- Programmatic Guides

  - CTV

  - Brand Safety and Ad Fraud

  - Consumer Privacy

- SHARC for public comment

- OM SDK for CTV

- Transparency Center Enhancements

Join Us!

The Importance of Open Standards

Pierre Diennet

Global Partnerships

Lotame

DIGITAL ADVERTISING TODAY, **NOT NECESSARILY TOMORROW**

Current
North America 10% Authenticated

Authenticated
10%

Cookieless
43.5%

Cookie
Enabled Chrome
46.5%
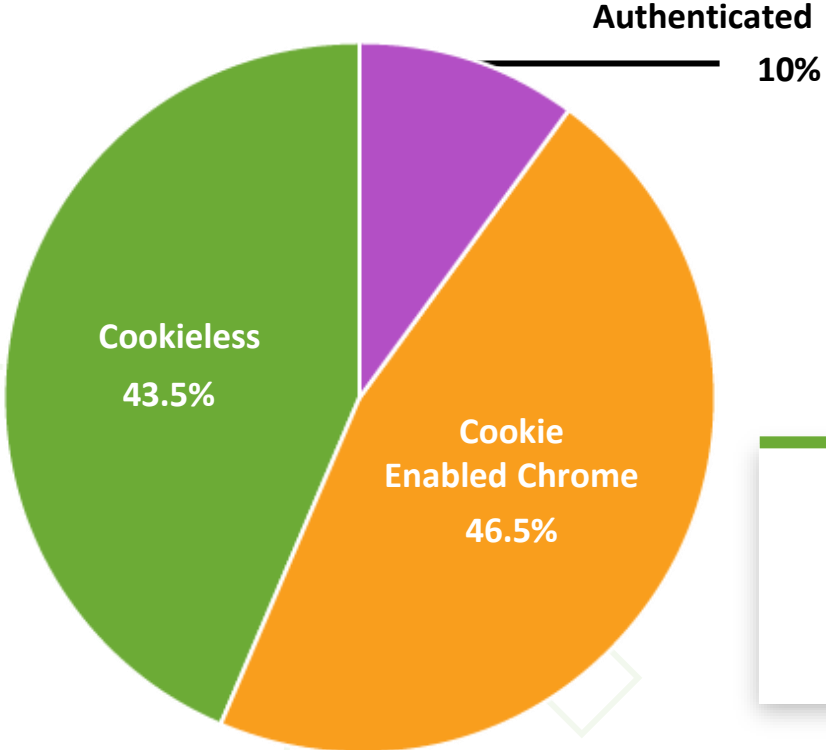
Future
North America 20% Authenticated

Authenticated
20%

Cookieless
38.7%

Cookie
Enabled Chrome
41.3%
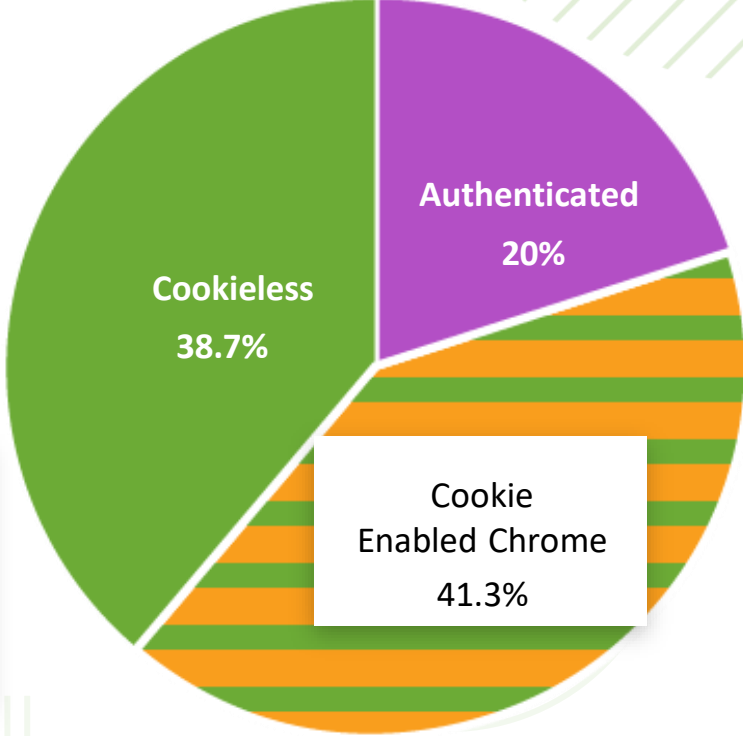
$64.4 Billion Open Web Opportunity

LOTAME

IF WE STAY SILOED
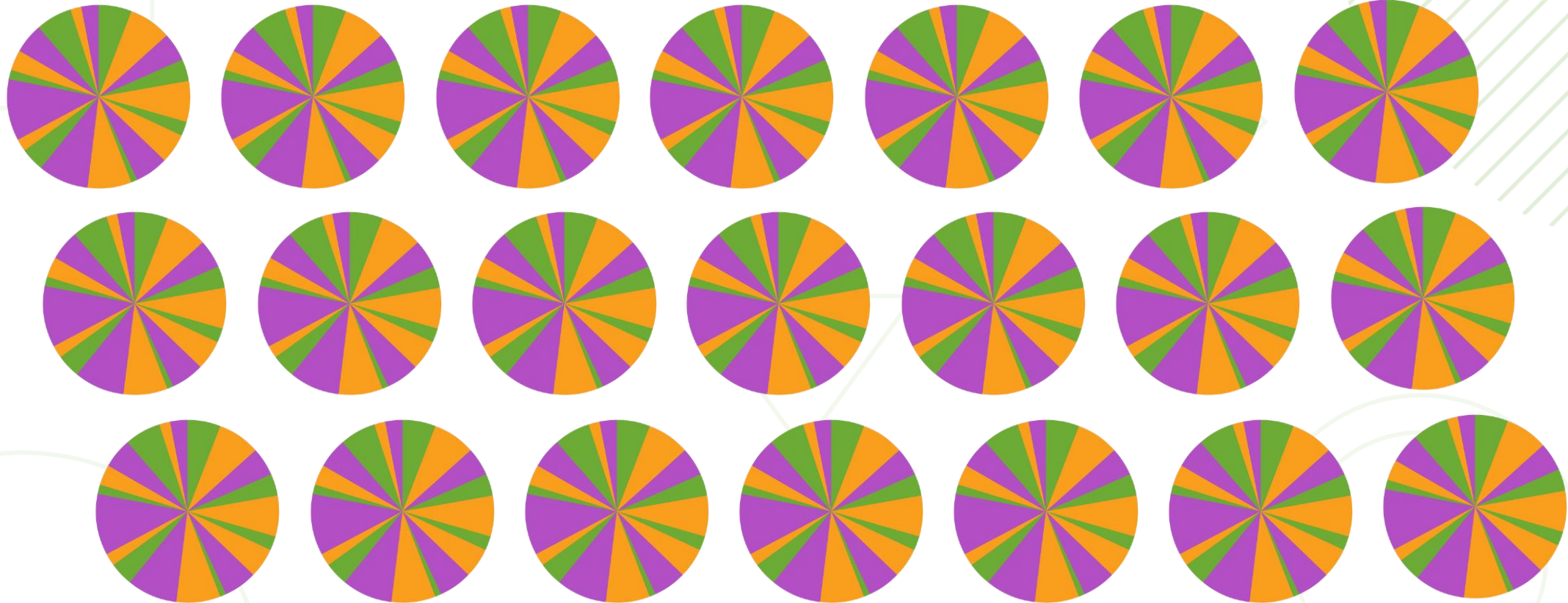
ID SPACE 1
ID SPACE 2
ID SPACE 3
ID SPACE 4
ID SPACE 5
ID SPACE 6
ID SPACE 7
ID SPACE 8
ID SPACE 9
ID SPACE 10
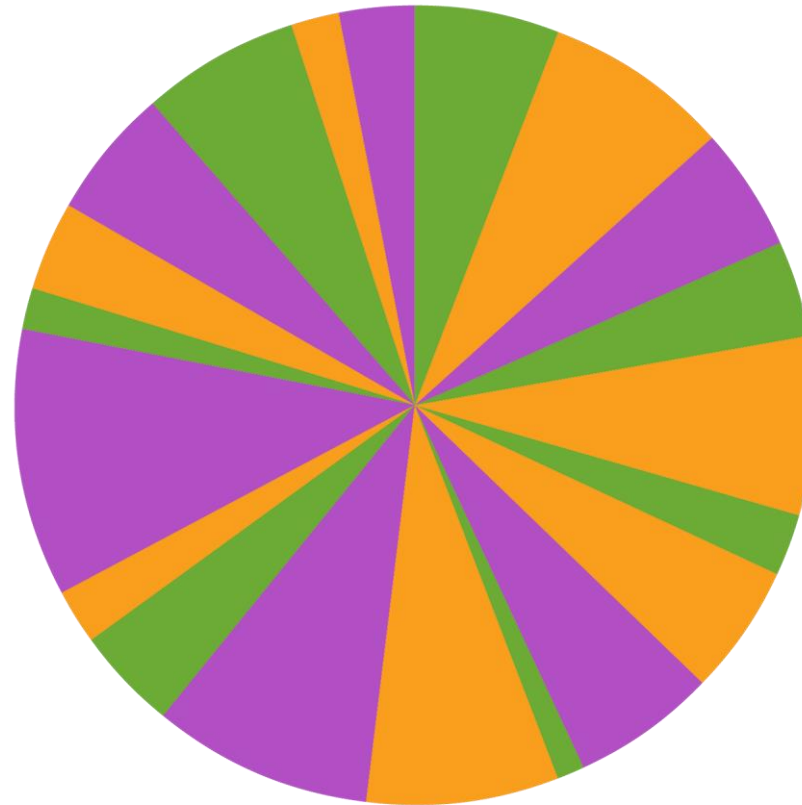
ID SPACE 11
ID SPACE 12
ID SPACE 13
ID SPACE 14
ID SPACE 15
ID SPACE 16
ID SPACE 17
ID SPACE 18
ID SPACE 19
ID SPACE 20

**The North American Digital
Landscape Will Look
More Like This**

LOTAME

AND THE WORLD WILL LOOK LIKE...

**Bad for Business;
Bad for User Privacy**

OPEN STANDARDS ARE CRITICAL

OPEN STANDARDS CAN HELP GIVE USERS

- Control

- Transparency

- Accountability

BUILDING A CONSUMER **PRIVACY-FRIENDLY FRAMEWORK**

- **Interoperate**
  - When a user opts in or out, we must communicate that to the other ID spaces
- **Compete**
  - Differentiate, cover different use case in an open web

A **PORTFOLIO APPROACH TO ADDRESSABILITY**

A variety of approaches are needed to improve audience-based strategies up and down the funnel and to maximize reach & coverage:

- Cohorts
- Context
- Deterministic
- Probabilistic

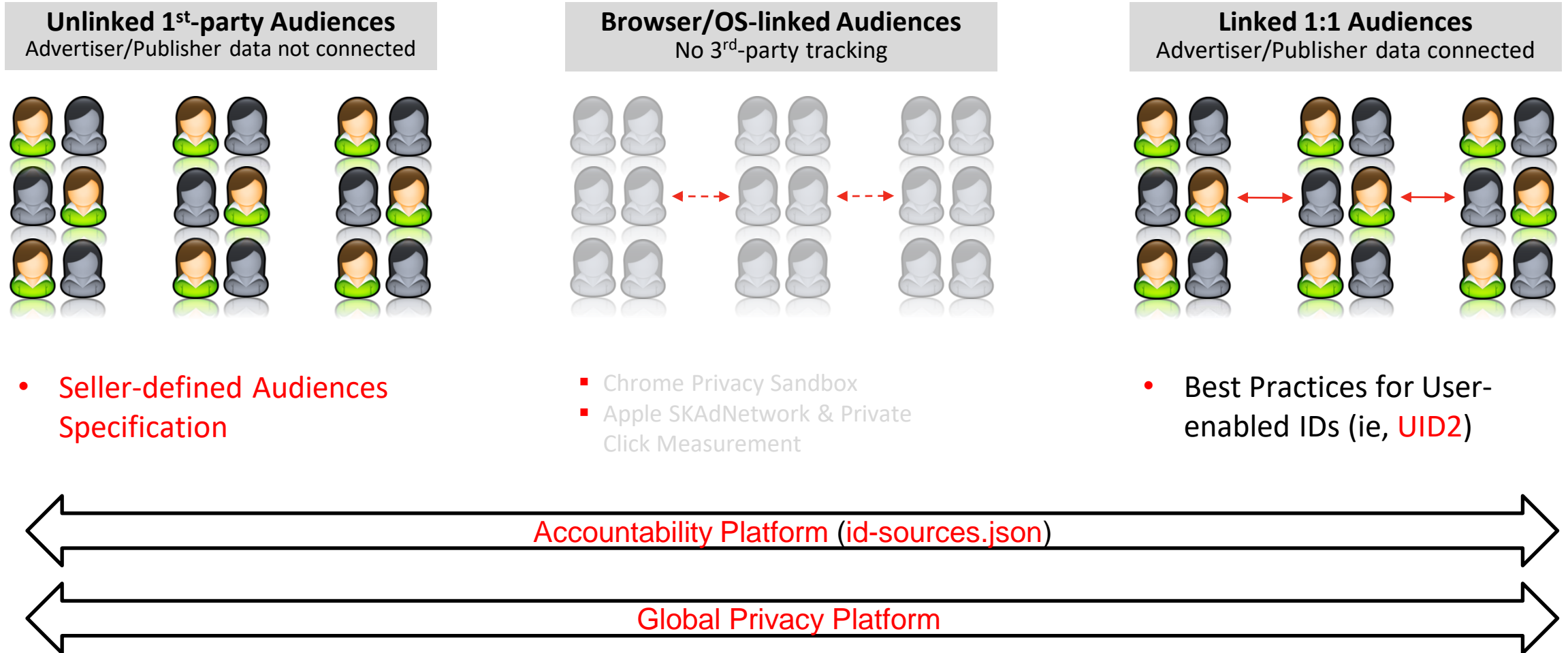**They all require consent!**

Proposals That Are Gaining Momentum

Benjamin Dick

Sr. Director of Product – Privacy, Identity & Data

IAB Tech Lab

Planning around a range of scenarios across advertising business activities & use cases:

| Unlinked 1st-party Audiences Advertiser/Publisher data not connected	Browser/OS-linked Audiences No 3rd-party tracking	Linked 1:1 Audiences Advertiser/Publisher data connected

- Seller-defined Audiences Specification

- Chrome Privacy Sandbox
- Apple SKAdNetwork & Private Click Measurement

- Best Practices for User-enabled IDs (ie, UID2)
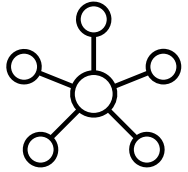
Accountability Platform (id-sources.json)

Global Privacy Platform

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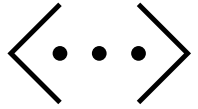
Seller Defined Audiences Specification
An approach to addressability that allows 1st party data to be mapped to, and transacted based on, standardized taxonomies and definitional metadata in lieu of cookies or mobile IDs

Id-sources.json
A file that provides all ads ecosystem participants with a standardized method of disclosing which ID sources they integrate with in order to facilitate for more accurate analysis and understanding of companies connecting to user identifiers

Global Privacy Platform
A way of streamlining technical privacy standards into a singular schema and set of tools which can adapt to regulatory and commercial market demands across channels

... and their role in supporting:
- **Open Sourcing UID2**
- **Accountability Platform**

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Navigating Identifier Disruption via the Seller Defined Audiences Specification
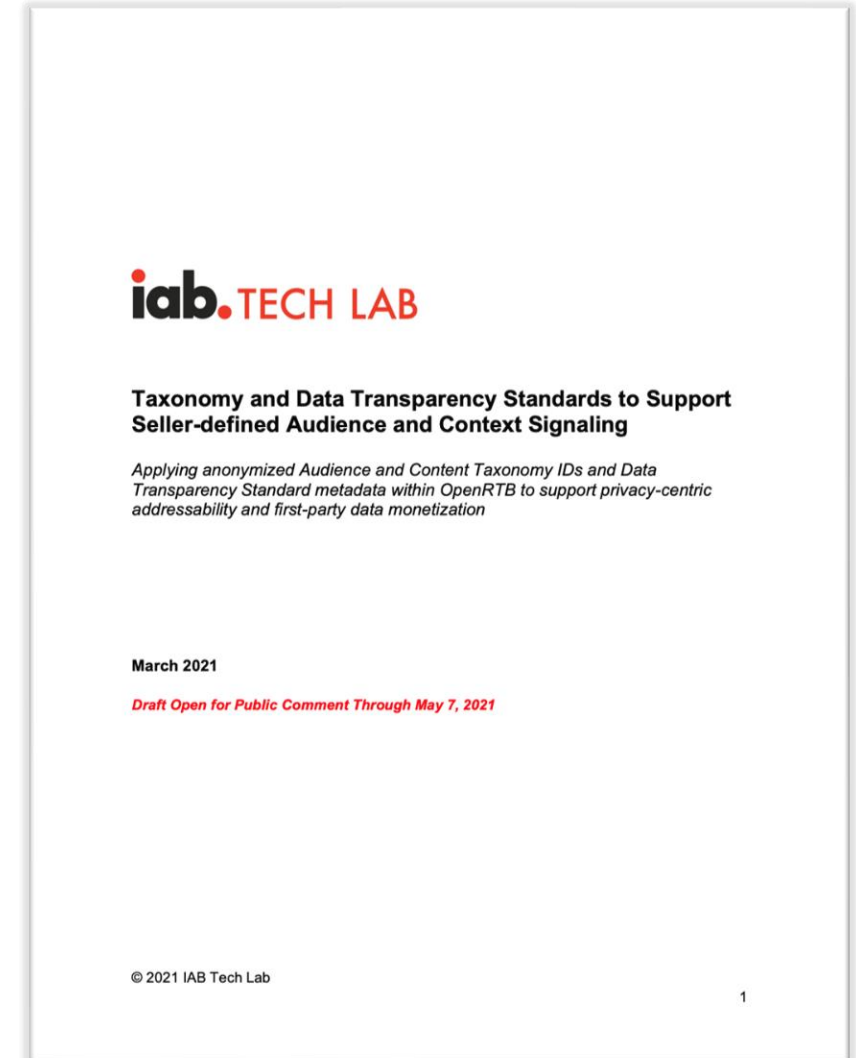
Benjamin Dick

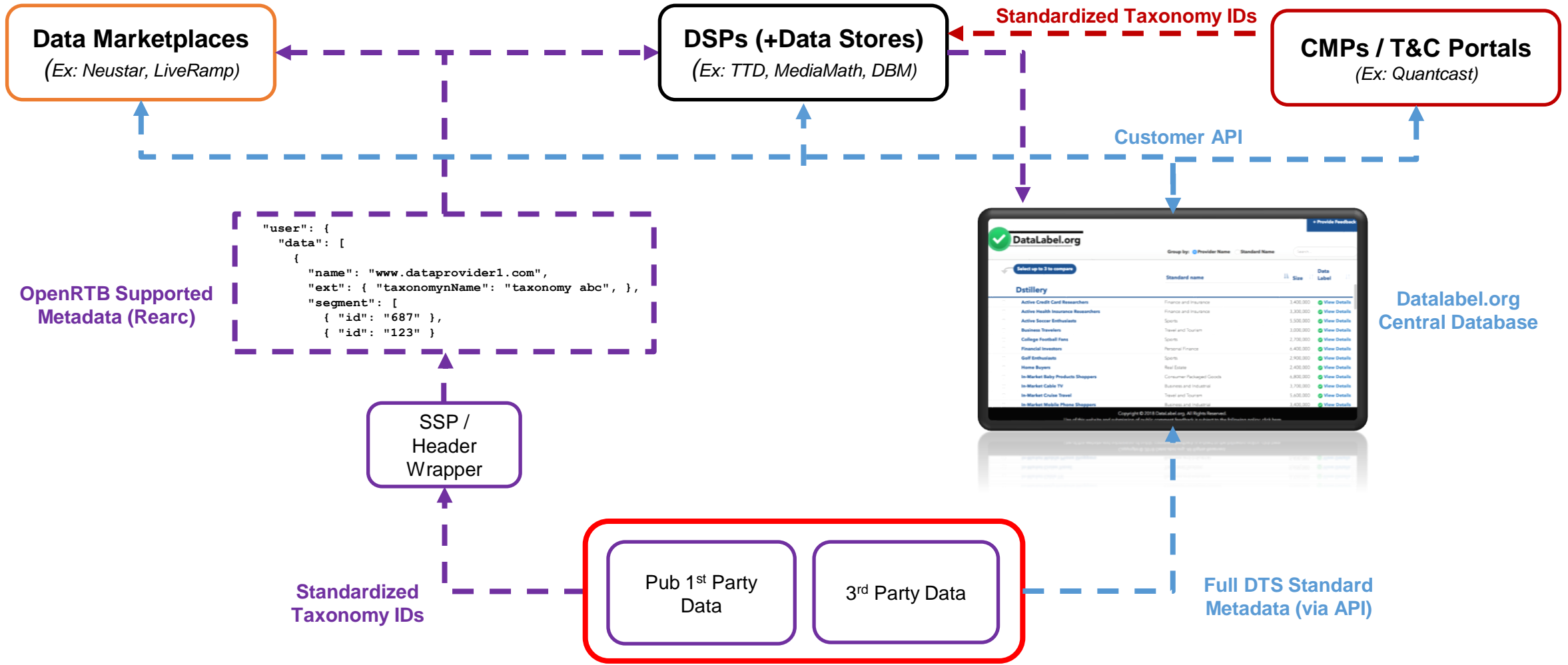**Sr.** Director of Product – Privacy, Identity & Data

IAB Tech Lab

Seller Defined Audiences (Highlights)

← Building on **existing taxonomies** and data transparency standards

← Tying that work together in way that can lead to **scalable audience targeting** that doesn't have to leak user level data or publisher audiences

← Replicates Deal-ID (PMP) type implementation in open bidstream without manual one-to-one / one-to-few integrations

← **Prebid adoption and POC in market** to drive scale faster

← Aligned with many publishers' market narrative for taking back some of their value proposition, particularly with audiences

← Echoed in Google Ad Manager announcements to focus on giving publishers tools

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Taxonomy and Data Transparency Standards to Support Seller-defined Audience and Context Signaling

Applying anonymized Audience and Content Taxonomy IDs and Data Transparency Standard metadata within OpenRTB to support privacy-centric addressability and first-party data monetization

March 2021
Draft Open for Public Comment Through May 7, 2021

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How To Operationalize Datalabel.org + OpenRTB for Consumer-Friendly Targeting, Measurement, and Personalization

Data Marketplaces
(Ex: Neustar, LiveRamp)

DSPs (+Data Stores)
(Ex: TTD, MediaMath, DBM)

Standardized Taxonomy IDs

CMPs / T&C Portals
(Ex: Quantcast)

Customer API

OpenRTB Supported Metadata (Rearc)

```
"user": {
    "data": [
        {
            "name": "www.dataprovider1.com",
            "ext": { "taxonomynName": "taxonomy abc", },
            "segment": [
                { "id": "687" },
                { "id": "123" }
```

Datalabel.org Central Database

SSP / Header Wrapper

Standardized Taxonomy IDs

Compliance Program for Standardized Metadata

Pub 1st Party Data

3rd Party Data

Full DTS Standard Metadata (via API)

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Navigating Identifier Disruption via the Seller Defined Audiences Specification

Benjamin Dick

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(Moderator)

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Travis Clinger

SVP, Addressability and Ecosystem

LiveRamp

Ankur Srivastava

Vice President, Product Management

PubMatic

No Addressability Without Accountability

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TECH LAB

Alex Cone

Vice President, Privacy & Data Protection

IAB Tech Lab

(Moderator)

Scott Menzer

Co-Founder & SVP, Customer Operations & Product

ID5

Michal Jacobsberg-Reiss

Head of Ecosystem Product Partnerships

MoPub

Upcoming Events

IAB Tech Lab Summit: Renaissance

October 13-14 - 12-4PM ET – virtual event

REGISTER NOW – iabtechlab.com/events
View additional upcoming events at iabtechlab.com/events
Sponsorship opportunities are available - email techlab@iabtechlab.com for more information.