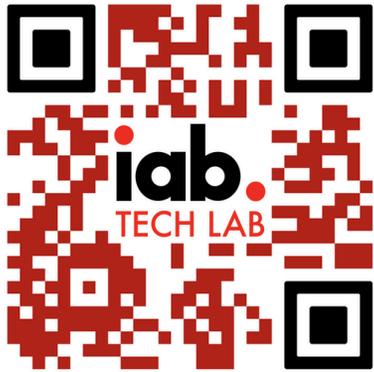




Trusted Server



Learn more here!

Browsers and operating systems are increasingly removing core signaling that digital advertising needs, such as third-party cookies, and IP addresses. These changes threaten traditional ad monetization models and have already impacted publisher yields.

In addition, browsers have become overloaded with JavaScript that impacts performance, viewability, and user satisfaction. It's time for a new approach.

The open-source Trusted Server project gives publishers greater control over their data and ad monetization by **moving advertising functions to a publisher-controlled server-side edge infrastructure**. This approach removes obstacles to publisher monetization by

- **Preserving first-party signals** so that environments like Safari can be monetized
- **Reducing data leakage** by giving publishers better security, control, and visibility over audiences and data sharing
- **Improving performance** by reducing JavaScript calls leading to increased viewability that leads to increased revenues

Trusted Server establishes a **common technical and governance foundation** for secure, privacy-preserving data collaboration that will enable the next generation of trusted measurement, attribution, activation, and growth across the digital ecosystem.