Opening Keynote
IAB Tech Lab

Dennis Buchheim
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Better Together

Dennis Buchheim
SVP & GM

We Face Many "Opportunities"

SUPPLY CHAIN	MEASUREMENT	DATA
Transparency	CONSISTENCY, CROSS-MEDIA	IDENTITY RESOLUTION
ANTI-FRAUD	CONSUMER EXPERIENCE — THE NEW "TV"	APPLYING AUDIENCE DATA
EFFICIENCY	OVERCOMING AD BLOCKING	...ALL WHILE RESPECTING PRIVACY

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So… What is Tech Lab?

Mission: The IAB Technology Laboratory ("Tech Lab") is a non-profit consortium that develops and provides *technical standards, software, and services* to drive growth of an effective and sustainable *global digital media ecosystem that benefits consumers.*

Board of Directors – leaders among our *hundreds of members, spanning sell-side to buy-side:*
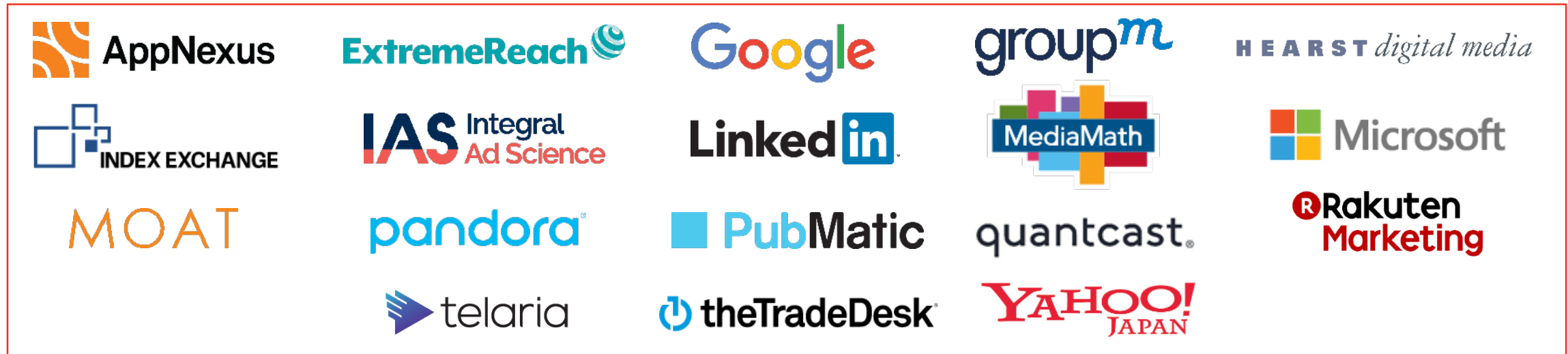
Partners: IAB US & IABs around the world, Ad-ID, CBA, DAA, MRC, TAG, W3C, and more

Why & How Can We Help? – Strategies & Offerings

We enable brand & media growth via:

- A transparent, safe, effective <u>supply chain</u>
- Scalable & more consistent <u>measurement</u>
- Higher-quality consumer advertising <u>experiences</u>

...all supported by the responsible use of <u>data</u>.

BRAND & MEDIA GROWTH		
SUPPLY CHAIN	MEASUREMENT	EXPERIENCES
DATA		
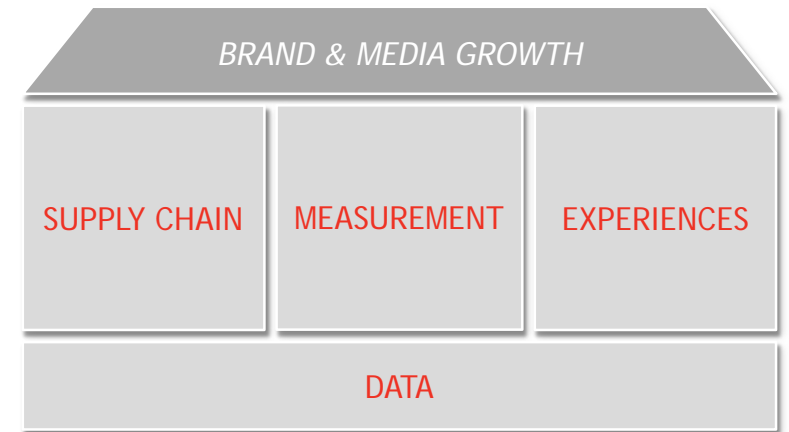
We do this by developing & providing:

- <u>Standards</u>: Specs, Protocols, Technical Guidelines
- <u>Software</u>: SDKs, Code, Tools
- <u>Services</u>: Compliance Programs & Events

STANDARDS

SERVICES

SOFTWARE

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What Do We Do? – Key Initiatives/Products

Initiative/Product	Supply Chain	Measurement	Experiences	Data
ads.txt & ads.cert	✓			
TAG Engagement – ID, Anti-fraud	✓			
OpenMedia – OpenRTB, OpenDirect, Ad Mgmt. API	✓		✓ (Ad Mgmt)	
Blockchain – Education, TBD Standards	✓	?	?	?
Open Measurement SDK/API		✓		
Measurement Standards – MMTF, Podcast		✓		
Video – VAST, "VPAID", VMAP		✓ (VAST)	✓	
TV – Evolving ATSC Std., File Formats, Metadata			✓	
Mobile – MRAID			✓	
Ad Products – New Ad Portfolio, Dynamic Content Ads			✓	
LEAN Program (covers multiple Experiences initiatives)			✓	
Privacy – GDPR Framework with IAB Europe			✓	✓
Identity – DigiTrust, OTT IFA, Standards	✓	✓	✓	✓
Data –Transparency Standards, Taxonomy	✓	✓	✓	✓

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Working to Improve… Supply Chain & Data

Publishers

ads.txt •))))

Signed Bids

TAG ID

Ad Tech

Signed Bids

TAG ID

Advertisers

(((•• Ad Mgmt API

TAG ID

OpenRTB

TAG ID

OpenData

Data Transparency

Identity & Privacy
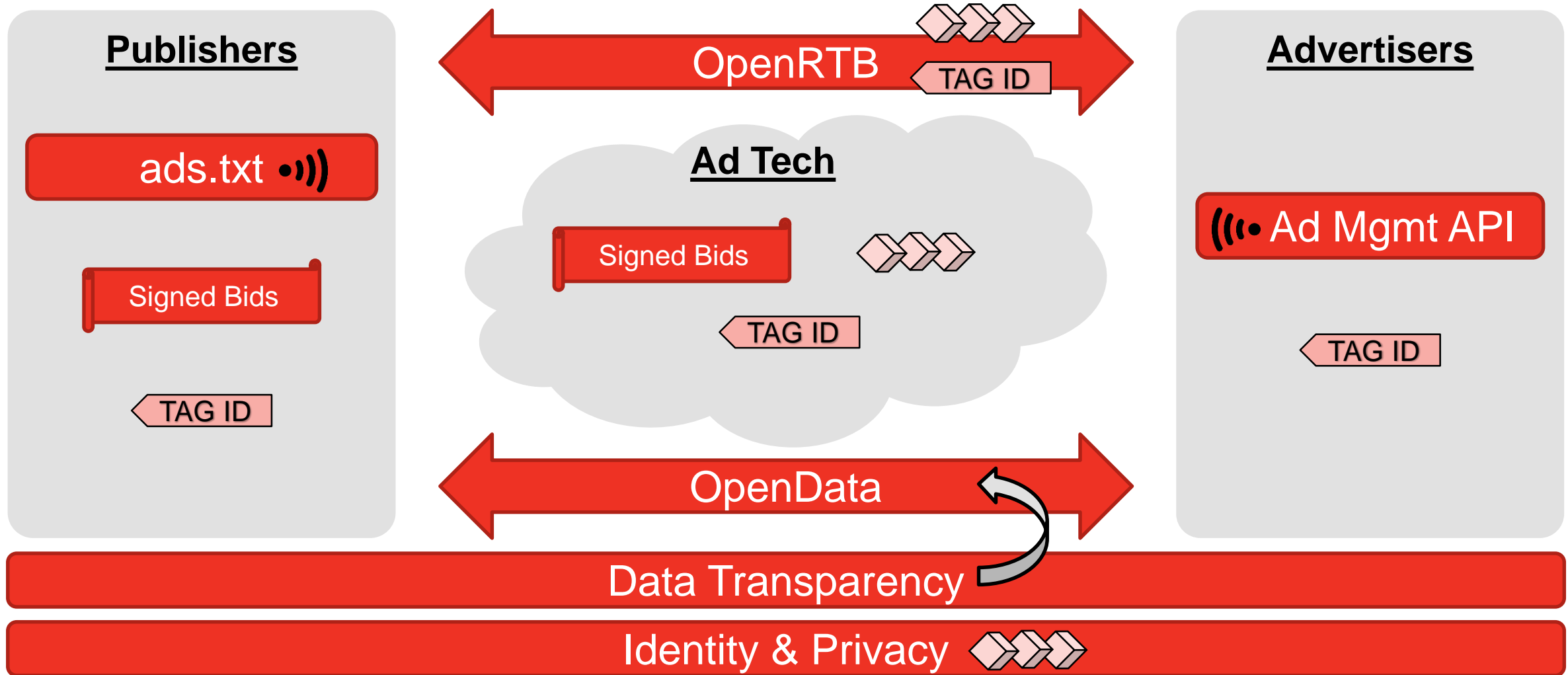
Key: = Blockchain solutions   •)))) = Signals sent through supply chain

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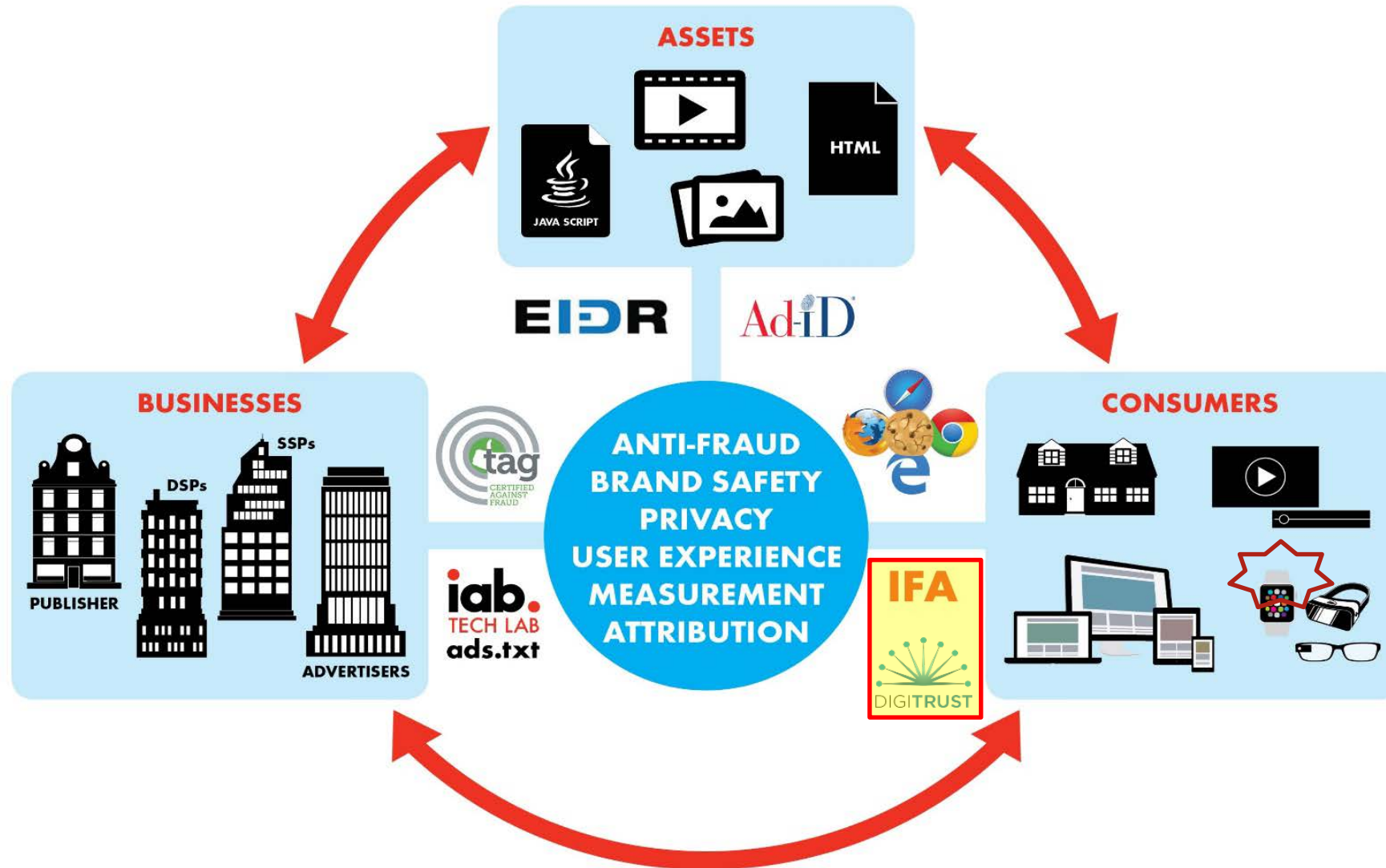
The DigiTrust Standardized User ID
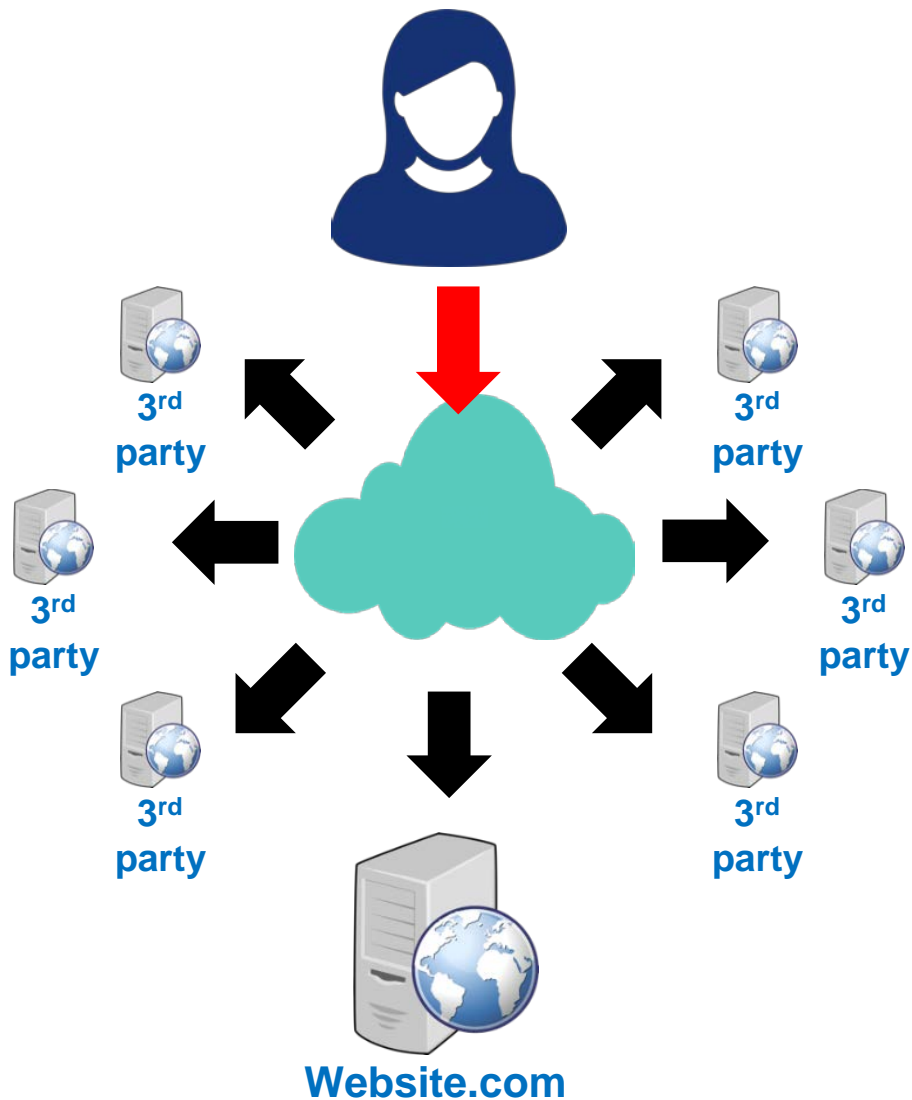
- **DigiTrust cloud service**
  - Standardized ID
  - Consent preferences (CMP)
  - Neutral, no profit motivation

- **Technology design**
  - Standardized JS file
  - CDN delivery, no network requests
  - No data collection
  - 1st party cookie context

DIGITRUST

OTT IFA Guidelines (Public Comment Closed April 3rd)

- **Building block for better advertising on OTT (Over-The-Top TV) platforms**
- **Creates consistency as appropriate with other digital IFAs (Identifiers For Advertising)**

- **Includes 3 parameters:**
  - *IFA (Identifier for Advertising)*
  - *IFA_Type*
  - *LAT (Limit Ad Tracking)*

- **Release provides guidance for:**
  - *Device platforms*
  - *Publishers*
  - *SSPs / ad platforms*

- **Released April 3rd; public comment closed May 3rd**

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Data Transparency Standards (Public Comment since May 23rd)

Market Needs

- **Data Provenance**: Where was the data attribute sourced?

- **Data Age**: How long ago was the data collected, compiled, and then made available for online activation?

- **Data Modeling**: To what extent was the data manipulated or modeled?

- **Data Segmentation**: What are the qualifying business rules for an ID to be included in a segment?

- **Data Taxonomy**: When can one data segment be evaluated against another like segment?

Proposed Solution

- Baseline expectation for data sellers regarding the additional information that buyers need to make informed purchase decisions

- Standardized audience taxonomy so buyers can compare like segments across vendors

- Software to deliver this data to buyers in their platform of choice via open source API

Available for Public Comment

- Released May 23
- Feedback through July 16

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Working to Improve… Measurement

Updating

- Impressions
- Viewability

Integrating

- Fraud Detection
- Open Measurement

Innovating

- Audience Data
- Identity (Identifiers)

- **Modernizing Measurement Taskforce (MMTF)**
  Updates to existing measurement guidelines – e.g., impression definitions.

- **Making Measurement Make Sense (3MS)**
  Develop/Support new guidelines that enable cross-channel measurement.

- **Trustworthy Accountability Group (TAG)**
  Evolve guidelines that address fraud and promote transparency in support of TAG goals.
- **Open Measurement**
  Bring together measurement providers to enable single integration for publishers and flexibility for buyers.

- **Data Transparency and Identity Standards Working Groups**
  Establish common means of describing data and audience quality, best practices for cross-device mappings.

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Open Measurement for Mobile Apps (Released April 10th)

Single integration for app developers to enable measurement by leading 3rd-party providers
Brings measurement scale and consistency to mobile in-app advertising

How It Works

App

OM SDK

Ad

OMID API

Measurement Provider Tag → **Measurement Provider Servers**

Open Measurement
Software Development Kit
(OM SDK)

…enables access via…

Open Measurement
Interface Definition
Application Programming Interface
(OMID API)
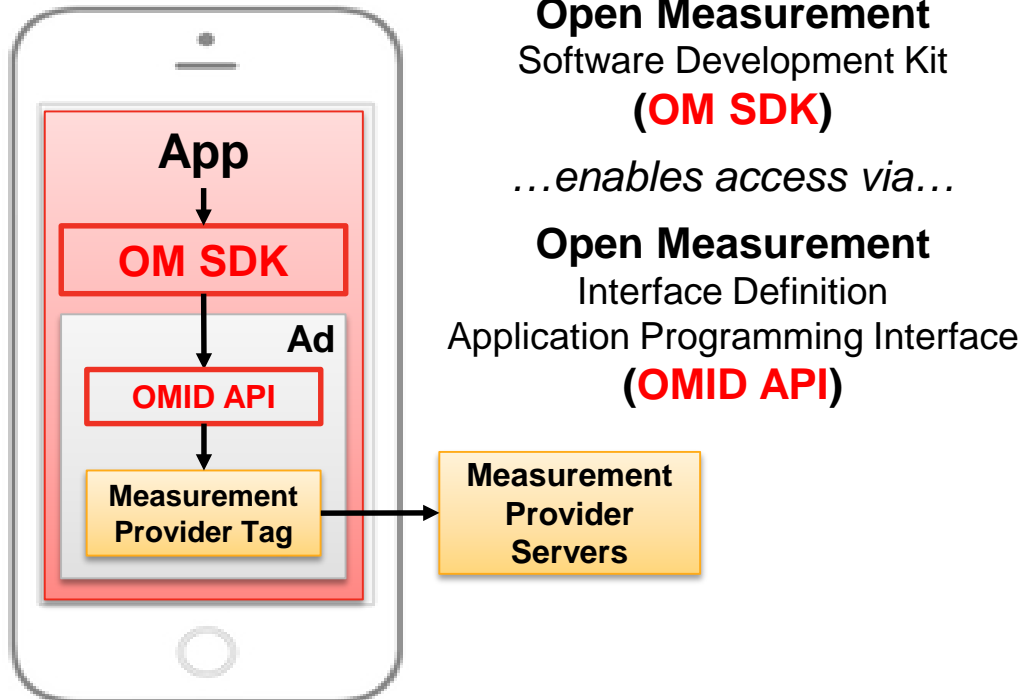
Benefits

✓ **Replaces** multiple verification SDKs

✓ **Increases access supply and provides flexibility** for buyers

✓ **Provides transparency in measurement for buyers**

✓ **Provides consistent and dependable metrics for measurement**

✓ **Single integration for app developers**

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Working to Improve… Overall Experience – LEAN

Lightweight
- New Ad Portfolio
- Dynamic Content Ads
- AMP
- DigiTrust?

Encrypted
- HTTPS
- OpenRTB 3.0

Allowing Choice
- DAA
- GDPR Framework?

Non-Intrusive
- Better Ad Standards?
- New Ad Portfolio
- Dynamic Content Ads

- **New Ad Portfolio (IAB TL)**
  Technical guidance for **(L) Light** ad delivery, and format guidance for **(N) Non-Intrusive** behavior.

- **Dynamic Content Ads (IAB TL)**
  Efficient communication of ad components aligns with **(L) Light**; context-appropriate delivery is expected to be **(N) Non-Intrusive**.

- **AMP (AMP)**
  By design, a mobile friendly, **(L) Light** delivery package.

- **DigiTrust (IAB TL)**
  Efficient cookie matching eliminates need for overloading pages with pixel-based synching and results in safer, faster sites.

- **OpenRTB 3.0 (IAB TL)**
  Emerging efforts for signed bids and other cryptography align with **(E) Encrypted**.

- **Digital Advertising Alliance (DAA)**
  DAA provides strong and useful choice programs that **(A) Allows Choice** for web and app.

- **GDPR Framework (IAB Europe / IAB TL)**
  Specs for publishers, vendors, CMPs to interoperate and **(A) Allow Choice.**

- **Better Ads Standards? (CBA)**
  A focus on user experience to determine Intrusive and **(N) Non-Intrusive** formats.
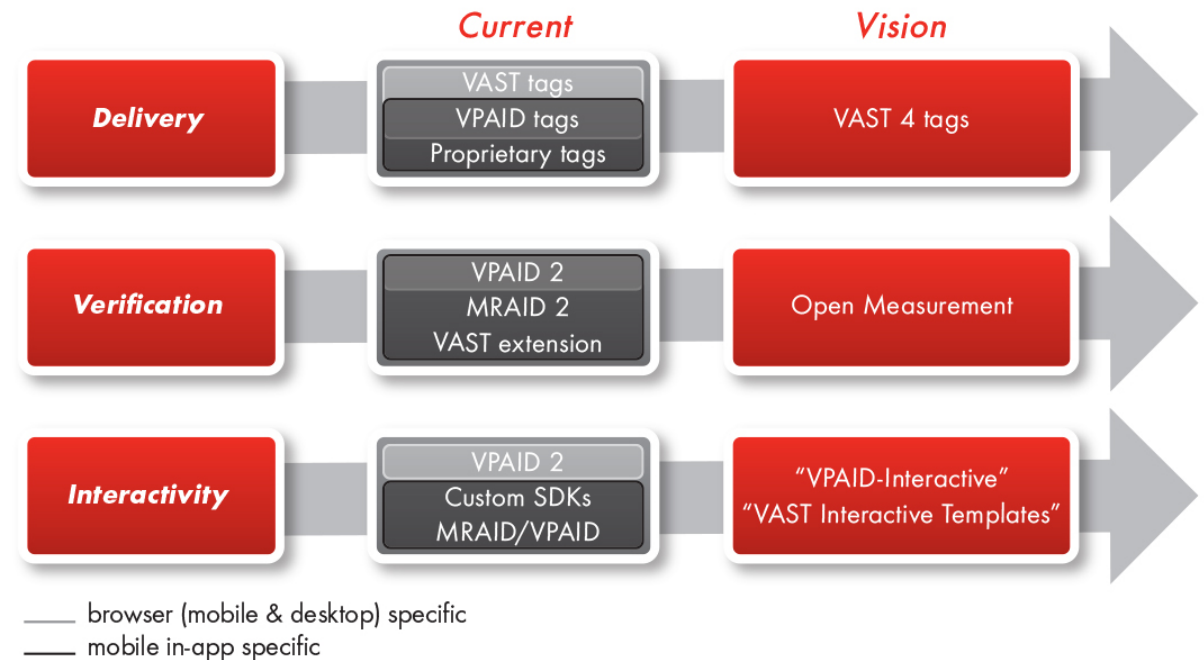
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VAST 4.1 (Public Comment since June 14th)

- **Key step to simplify video ad standards**

- **Highlights:**
  - **Verification via Open Measurement**
  - **VAST Ad Requests – macro-based, help propagate context**
  - **DAAST (audio) merged into VAST**
  - **SSAI-related updates**
  - **Deprecating VPAID (Video Player-Ad Interface Definition)**
  - **VAST Interactive Templates**
  - **Closed Captioning delivery**
  - **Removed Flash references**

SIMPLIFYING VIDEO STANDARDS

	Current	Vision
Delivery	VAST tags / VPAID tags / Proprietary tags	VAST 4 tags
Verification	VPAID 2 / MRAID 2 / VAST extension	Open Measurement
Interactivity	VPAID 2 / Custom SDKs / MRAID/VPAID	"VPAID-Interactive" "VAST Interactive Templates"

─── browser (mobile & desktop) specific
─── mobile in-app specific

Blog: http://bit.ly/videoAdVision

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Supporting Adoption – Compliance Programs

Compliance for Technical Protocols & Specifications

✓ Validates implementation of technical standards: VAST | VPAID | MRAID | OpenRTB | OpenData | Dynamic Content Ads | SafeFrames | Audio Standards

Compliance for Measurement Guidelines & Best Practices

✓ Audits adherence to Measurement Guidelines: Ad Campaign Measurement | Desktop, Video, Mobile Impressions | Desktop, Video, Mobile Viewability | Desktop, Video, Mobile Clicks | Podcast Measurement

Compliance for Open Source Software – Open Measurement SDK

Program available now!

Compliance for Data Transparency & Integrity Standards

✓ Validates audience data disclosure and integrity practices.
Program expected to launch in 2nd half of 2018.

Top Priority Initiatives & Compliance Programs

Critical Initiatives for Adoption:

- **ads.txt incl. Aggregator**
- **DigiTrust ID**
- **GDPR Framework**
- **Open Measurement**
- **VAST 4.1**
- **LEAN Seal**

Compliance Programs:

- **MMTF Measurement**
- **Open Measurement SDK/API**
- **Podcast Measurement (server side)**
- **VAST 4.1**
- **Data Transparency**

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Thank you!

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