



digital ad_ops

melbourne conference_20.06.19

#iabadops



www.slido.com | code: 7596



digital ad_ops

Thanks to our Sponsors for today's event



theTradeDesk



#iabadops



www.slido.com | code: 7596

iab. australia members





digital ad_ops

Keynote Address

Creating an Improved Marketplace Through Industry Collaboration



DENNIS BUCHHEIM

SVP & GM



#iabadops





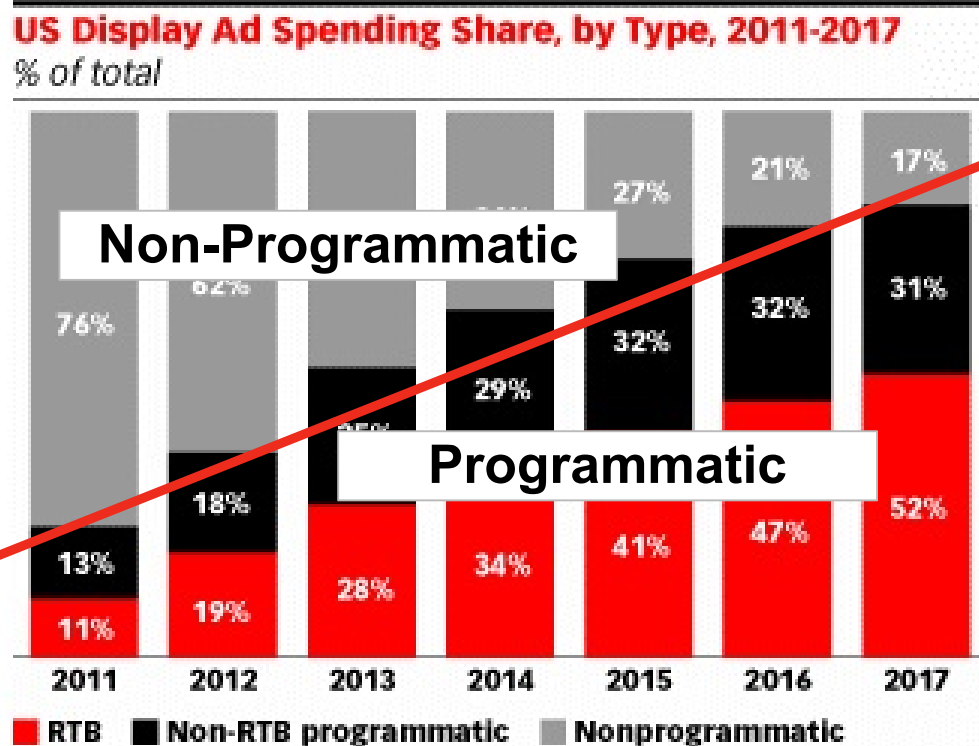
Creating an Improved Marketplace Through Industry Collaboration

Dennis Buchheim

EVP & GM, IAB Tech Lab

Why We're Here: A “Perfect Storm” of...Opportunities

Growth & evolution of automation...



...has come with challenges:

- Consumer backlash
- Privacy regulation
- Brand safety
- Measurement
- Fraud
- Transparency
- Infrastructure costs
- And more...

How We, as an Industry, Meet These Challenges

Market Development (supporting sales/marketing)

- Education & certification
- Research
- Best practices & guidelines
- Public Policy
- Events & networking



Proprietary Innovation

- Product/service development
- Packaging & pricing
- Sales & operational excellence
- Competition

***Member
Companies***

“Ingredients” (supporting product development)

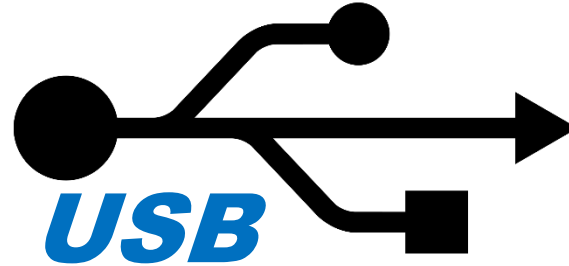
- Standardized protocols & specifications
- Software & tools
- Compliance programs
- Supporting education & events



How IAB Tech Lab Helps – Our Mission



We All Rely on Technical Standards Every Day



Tech Lab standards are similar...but for digital media.

Standards & compliance help our industry:

- Reduce engineering/product effort & costs
 - Improve interoperability & quality
 - Increase speed to market
 - Fuel market innovation
 - ...and **grow!**

Global Community, Creating Global Standards



1,000+ companies
30 working groups
2,000+ people

* Local/regional IABs
supporting Tech Lab

Board
of
Directors

CBS Interactive ExtremeReach

facebook

Google groupm

HEARST digital media

INDEX EXCHANGE

IAS Integral Ad Science

LinkedIn

LiveRamp

MediaMath

Microsoft

neustar

ORACLE
DATA CLOUD

OpenX

pandora

PubMatic

Quantcast

Rakuten Marketing

telaria

theTradeDesk

Twitter

verizon media

xandr

YAHOO! JAPAN

Tech Lab Themes & Standards Portfolio

BRAND SAFETY & AD FRAUD	IDENTITY, DATA, & CONSUMER PRIVACY	AD EXPERIENCES & MEASUREMENT	PROGRAMMATIC EFFECTIVENESS
ads.txt / app-ads.txt	DigiTrust ID	VAST (4.2)	OpenRTB (3.0)
sellers.json	OTT IFA Guidelines	SIMID (VPAID vNext)	sellers.json
SupplyChain object	Identity Validation Guidelines	MRAID	SupplyChain object
ads.cert	Data Label	New Ad Portfolio	OpenDirect
Content Taxonomy	Audience Taxonomy	Dynamic Content Ads	Ad Management API
Ad Product Taxonomy	OpenData	SafeFrames	
Open Measurement (IVT filtering)	Transparency & Consent Framework (IAB Europe)	Open Measurement	
TAG engagement	PrivacyChain	OTT IFA Guidelines	
		Podcast Measurement Guidelines	<i>...and Blockchain!</i>

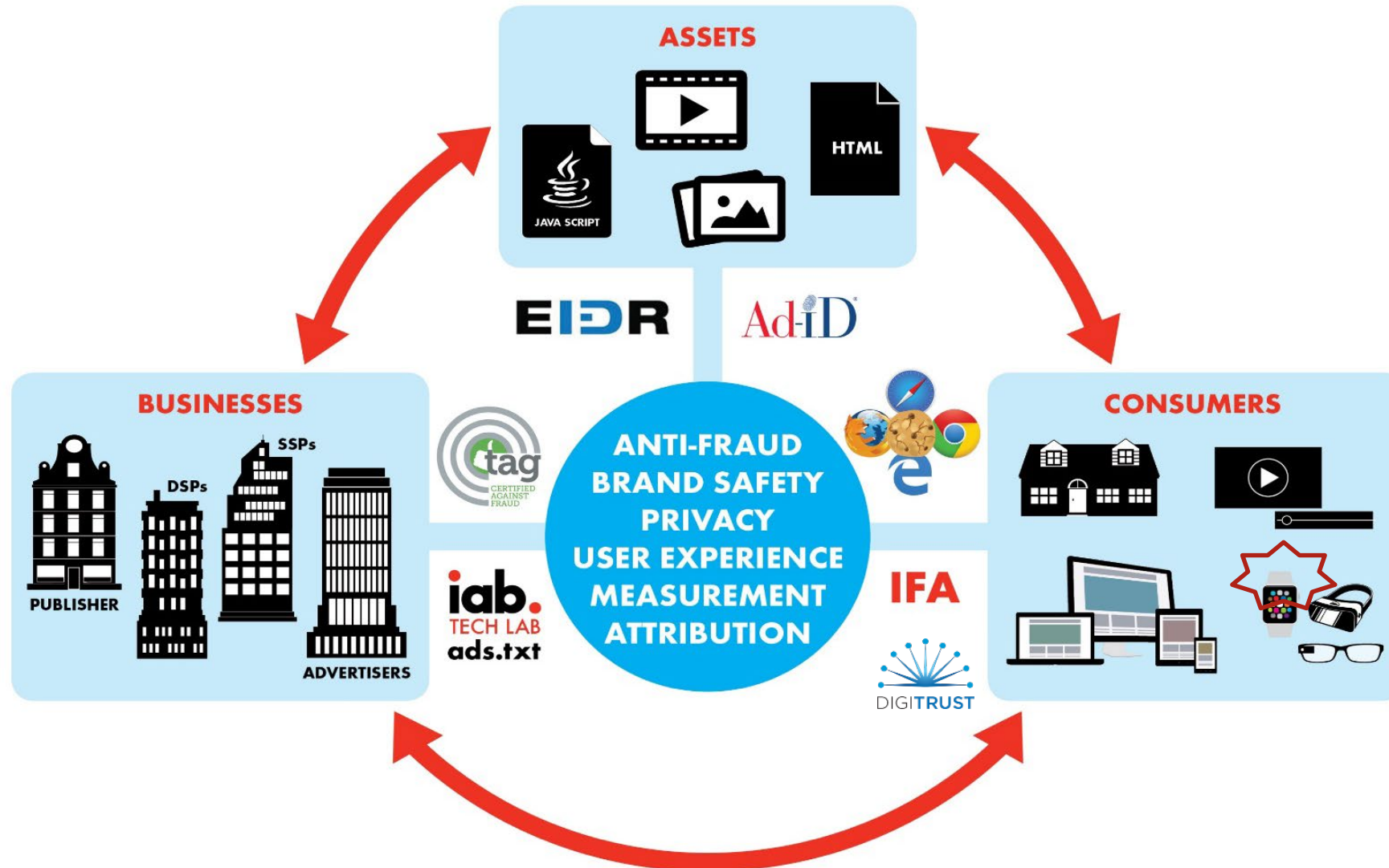
BOLD = Highest priorities for adoption now

Three Topics Today...

- **Identity & Privacy**
- **Brand Safety & Ad Fraud**
- **Video Ad Experiences**

IDENTITY & PRIVACY

Background: Identifiers in Advertising



Consumer IDs – Biggest risk or biggest opportunity?

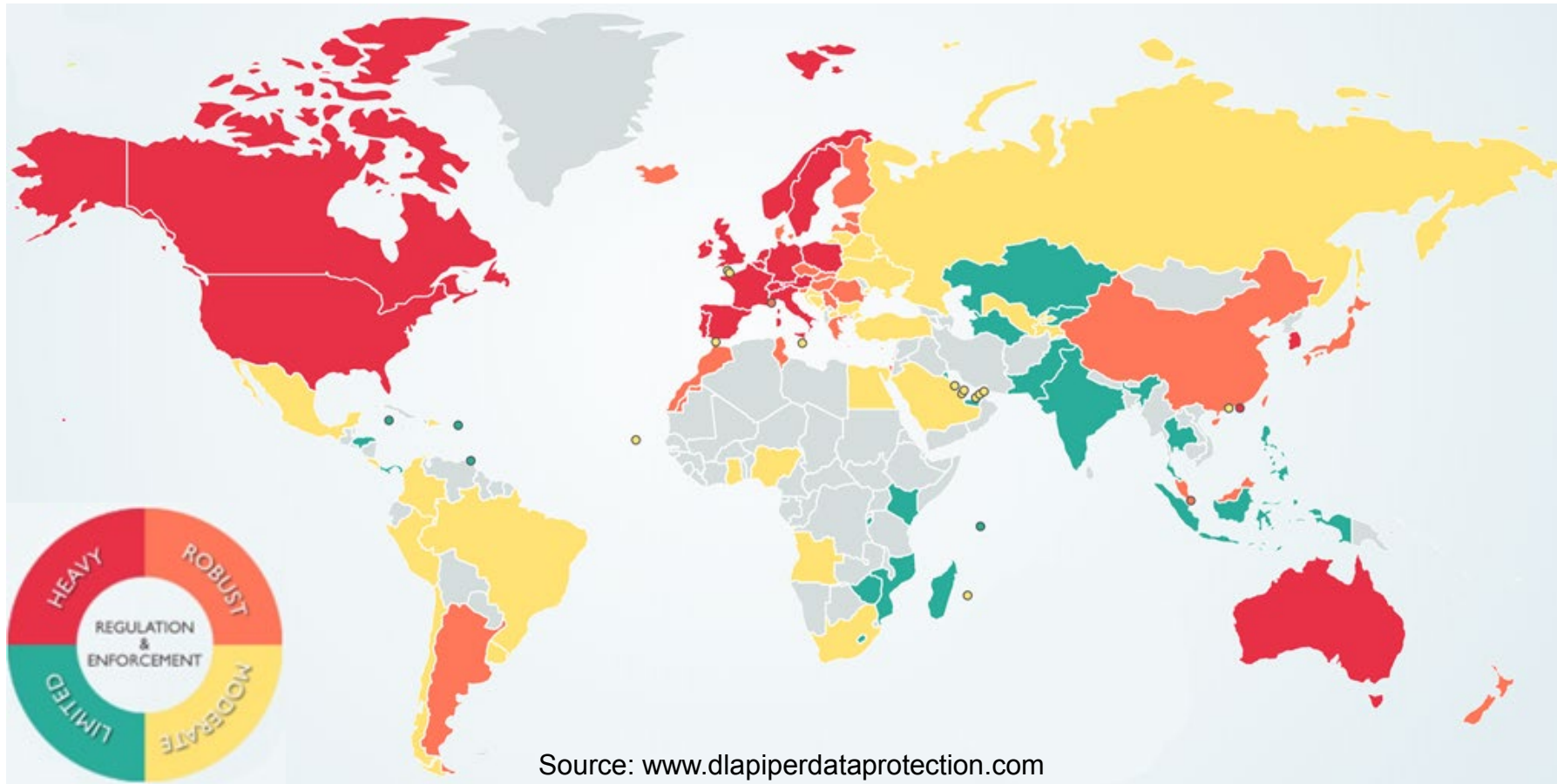
A more focused “perfect storm” within our industry...

With several factors growing and feeding upon each other:

- Proliferation of personal, connected **devices** (phones, smart homes, speakers, etc.)
- Scale of **personal data** collection and use...and potential for misuse
- **Consumer expectations** related to privacy, transparency, control
- **Government regulation** of consumer privacy, transparency, control
- **Blocking of identifiers** by browsers, operating systems, add-ons (#tracklash)
- “Privacy”-motivated **PR and legal attacks** on our industry

Privacy – Global Regulatory Landscape

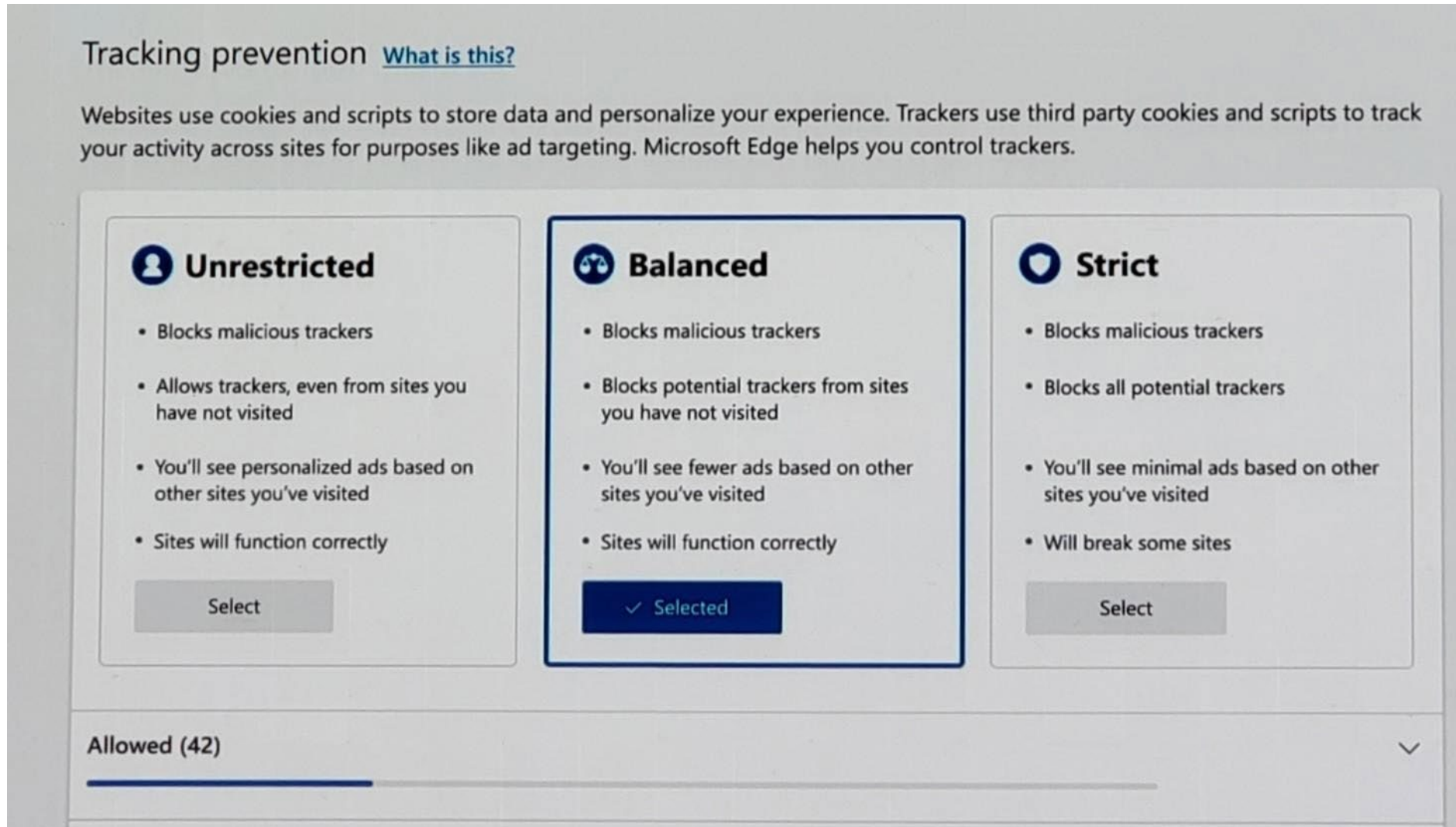
Many countries/regions are moving towards privacy laws.
Most have “GDPR-like” features...notably, consumer consent requirements.



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

*We're underway with
discussions about
technical solutions for
California/US privacy
laws...*

Recent Announcements: Microsoft Edge Browser



Recent Announcements: Chrome & Google Ads

Chrome's next steps towards transparency & control:

- Push for cookies to self-declare intentions (1p or 3p via “SameSite”)
- Simple tools coming for users to manage & clear cross-site cookies
- Protections against fingerprinting
- ***Likely only the beginning for Chrome (agree or disagree?)***

Google Ads & data disclosure:

- Plans to share with consumers details about the data used to target & personalize ads
 - a la “data nutrition label”, via browser extension
- Opportunity to align with our Data Label effort

So... What are we doing about this?

Track	Status	Current Goal	TRACK 1
Top-down engagement with browsers	✓	Pursue long-term peace with browsers	TRACK 2
DigiTrust ID Service	✓	Strengthen our product positioning	
Bottom-up engagement with browsers (W3C)	□	Listen, educate, inform	TRACK 2
Privacy for America, DAA, AdChoices	✓	Inform & encourage US Federal legislation; seek opportunities for collaboration	
Regional/National privacy action	✓	Collaborating with local IABs	
DAA, AdChoices, other self-regulation	✓	Increasing collaboration	
Advertising ID Consortium & others	?	Seeking opportunities for collaboration	

TRACK 1: Our “Browser Bets” ...

... and what we feel is necessary for browsers to work with our industry (instead of protecting consumers from our industry).

Based on initial meetings with:

- **Google Chrome**
- **Microsoft Edge**
- **Mozilla Firefox**

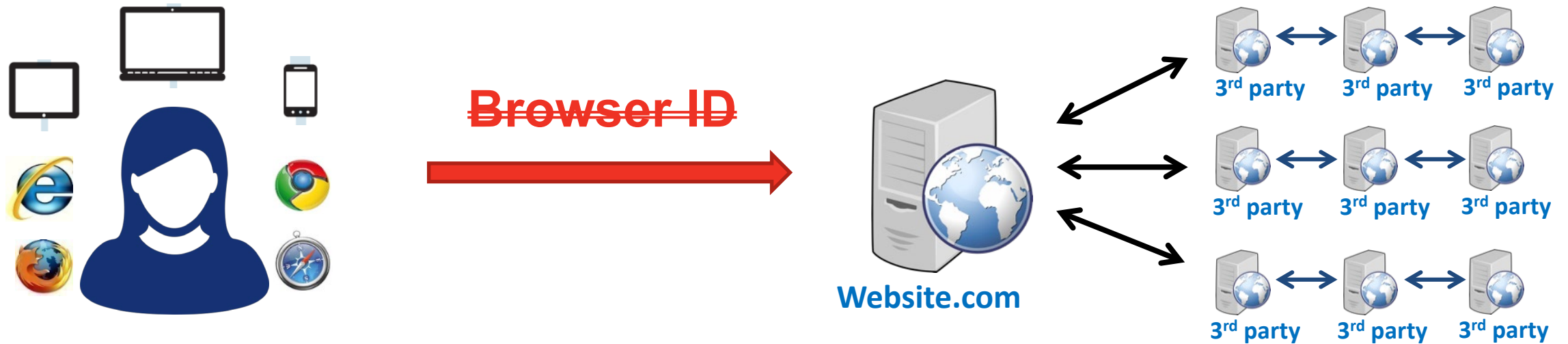
(Have not reached out to Apple Safari recently.)

Browser Bet #1: Status Quo is Not Realistic ...



100s of disparate 3rd-party cookies or probabilistic IDs.
Billions of redundant “trackers” (ID syncs) on pages to connect them.
Fragmented consumer control over privacy.
No accountability or single source of truth for 3rd-party ecosystem.
Opaque consumer data collection, sharing and use.

Browser Bet #2: They Will Not Simply Provide an IFA



They won't facilitate broad consumer data collection, sharing and use.

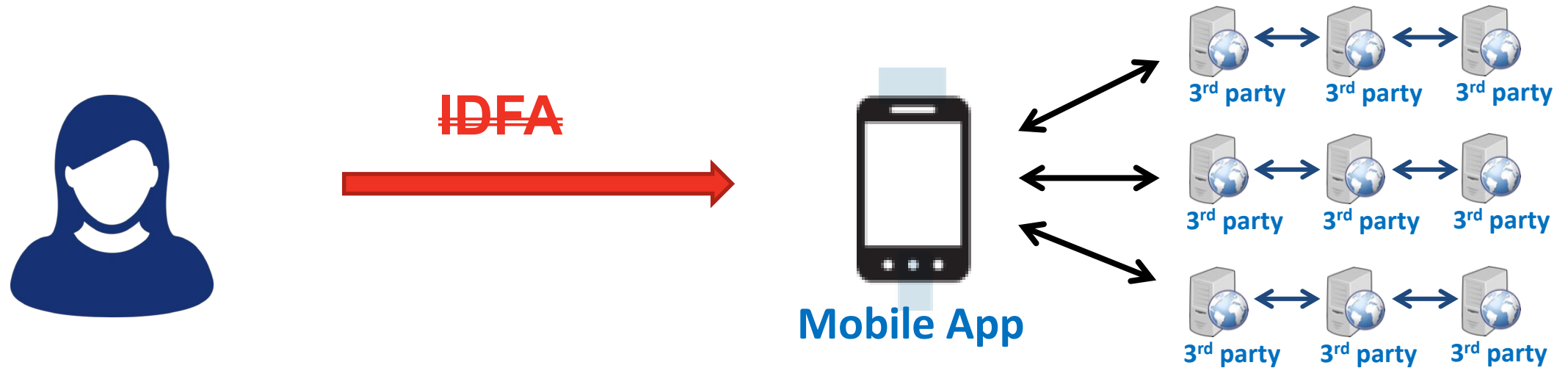
They won't take on the privacy risk.

They can't trust the 3rd-party ecosystem.

They won't take on a compliance program.

"Mobile device IDs" is not a rationale.

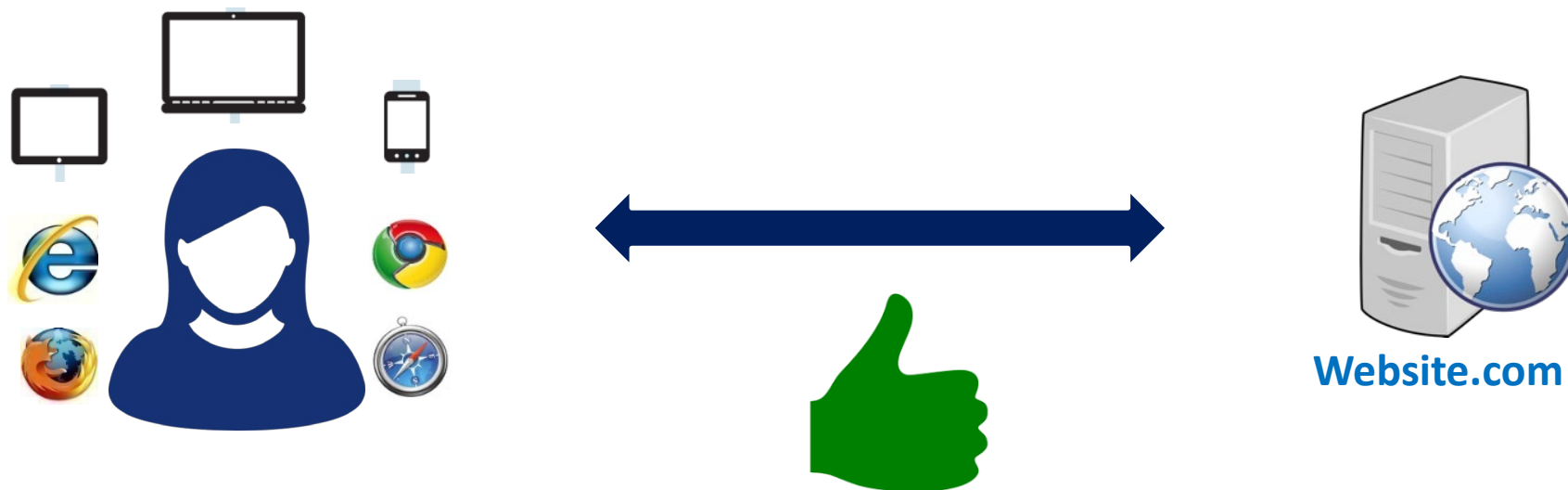
Browser Bet #3: Mobile Device IDs May Be Next to Go



ToS is between O/S and App Developers, not third parties.
Third parties are using IDFAs in violation of terms.

(But one thing at a time ... easier to solve Web than App!)

Browser Bet #4: They Will Respect “True” 1st Parties

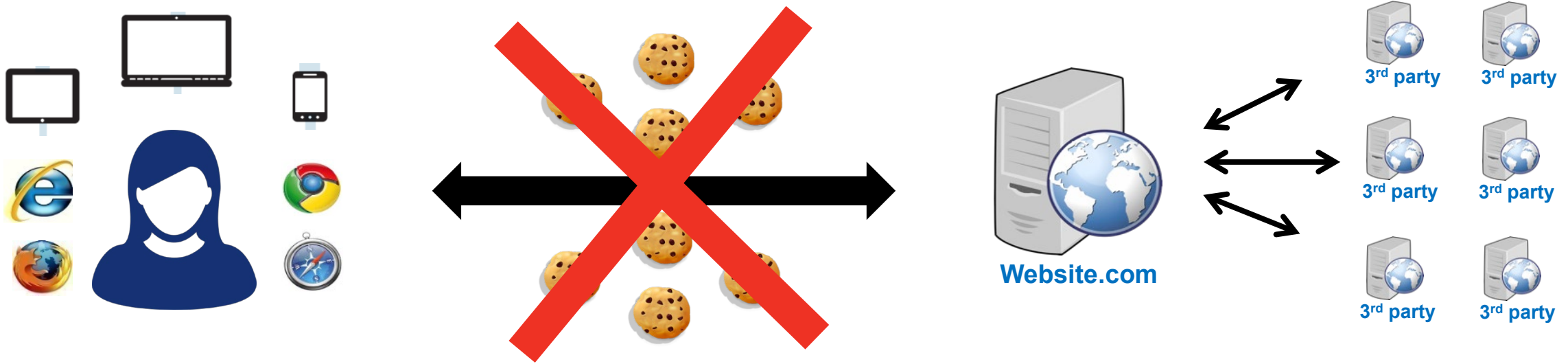


1st-party cookies are safe. (Use in a 3rd-party context is not.)

1st parties will be able to set/use persistent identifiers.

Consumer transparency and control is critical.

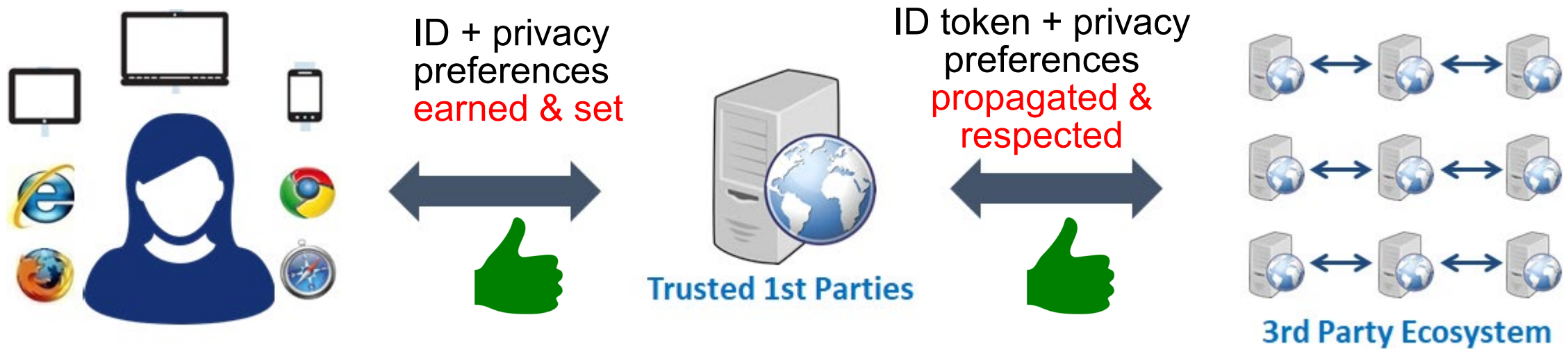
Browser Bet #5: They Won't Accept “a Handful of Cookies”



Reduction to “handful of 3rd-party cookies” does not address the trust issues.
They won't pick winners and losers within third-party ecosystem.

All the 3rd parties win or lose together!

Browser Bet #6: Consumers & 1st Parties Will Gain Control



1st parties earn consumer trust, establish privacy preferences attached to a standardized token ("ID for Advertising"), in accordance with correct policy. **Consumers** have central point of control over their privacy, which propagates to 3rd parties.

3rd parties must honor and propagate consumer preferences as a condition to using the token. Standardized ID token coupled to preferences provides accountability and trust, and enables improved compliance.

Browser Bet #7: A Standardized ID Token Is Needed

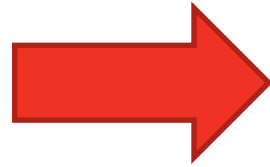
We believe the following to be very important to browsers:

- Global, neutral, single device (not cross-device)
- Simple to understand consumer privacy settings
- Controlled distribution and use of a revocable ID token
 - Privacy preferences directly coupled
 - Access tied to compliance
 - Revocation result of non-compliance
- Industry accountability and self-policing
 - Ongoing technology mechanisms to quickly surface non-compliance
 - Annual compliance review?
- Stands up to scrutiny by regulators and privacy advocates

TRACK 2: DigiTrust ID Persistence

Evaluation criteria:

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



A consumer-facing dialog was considered the most feasible, though would require:

- Developing a DigiTrust user dialog; or
- Working with consent management providers, etc.

Our goal in **TRACK 2** is to find solutions to the defined problem space, using *existing browser technology*, and *without disruption* to **TRACK 1**.

Commonalities of TRACK 1 & TRACK 2

Both 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 compliance
 - Rebuilding trust in our industry



**This is most urgent;
we now have a group
working on it.**

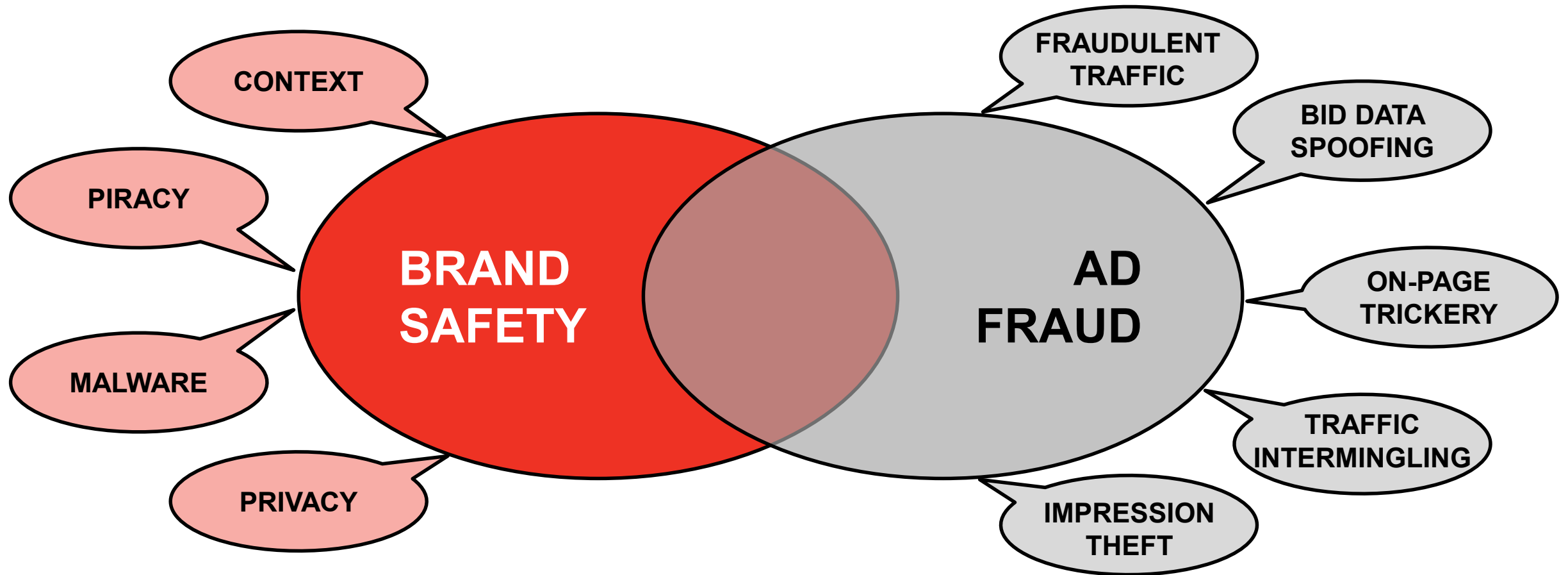
We Must Solve Privacy-friendly Consumer Identity

Without a solution, we face:

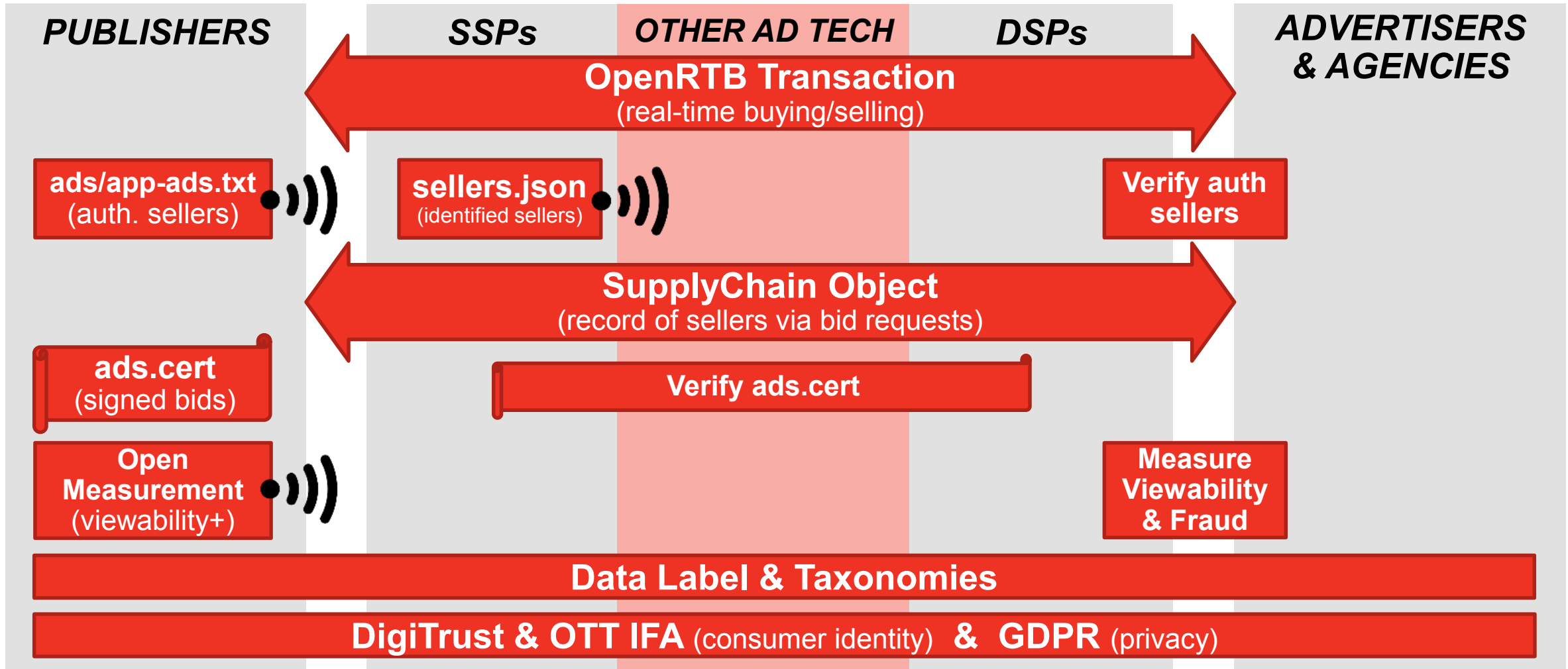
- Unreliable, inconsistent privacy preferences for consumers
- Limited targeting & personalization for buyers
- Incomplete measurement & attribution for buyers
- Wasted spend for advertisers & less revenue for publishers
- Challenges fighting fraud for all of us (more later)

Brand Safety & Ad Fraud

Background: Brand Safety vs. Ad Fraud



Transparent & Secure Programmatic Transactions



Some Detail: Data Transparency

On Oct 1, Tech Lab, ANA/DMA, ARF/CIMM, IAB announced a joint effort to establish audience data segment disclosure standards.

- Provides info to help buyers make more informed purchase decisions: **age**, **provenance**, other **segmentation criteria**
- Labels hosted at **datalabel.org**
- Relates to Tech Lab's Data Transparency Stds. from May

Roadmap:

- **Q1 2019** – collect & incorporate broader buyer & marketplace feedback
- **Q2 2019** – full launch of **datalabel.org platform + compliance program**
 - Destination that stores labels from participating data sellers
 - Query-able database that delivers labels to DSPs or DMPs
 - Compliance program that validates business processes & technical infrastructure used to deliver labels

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

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

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

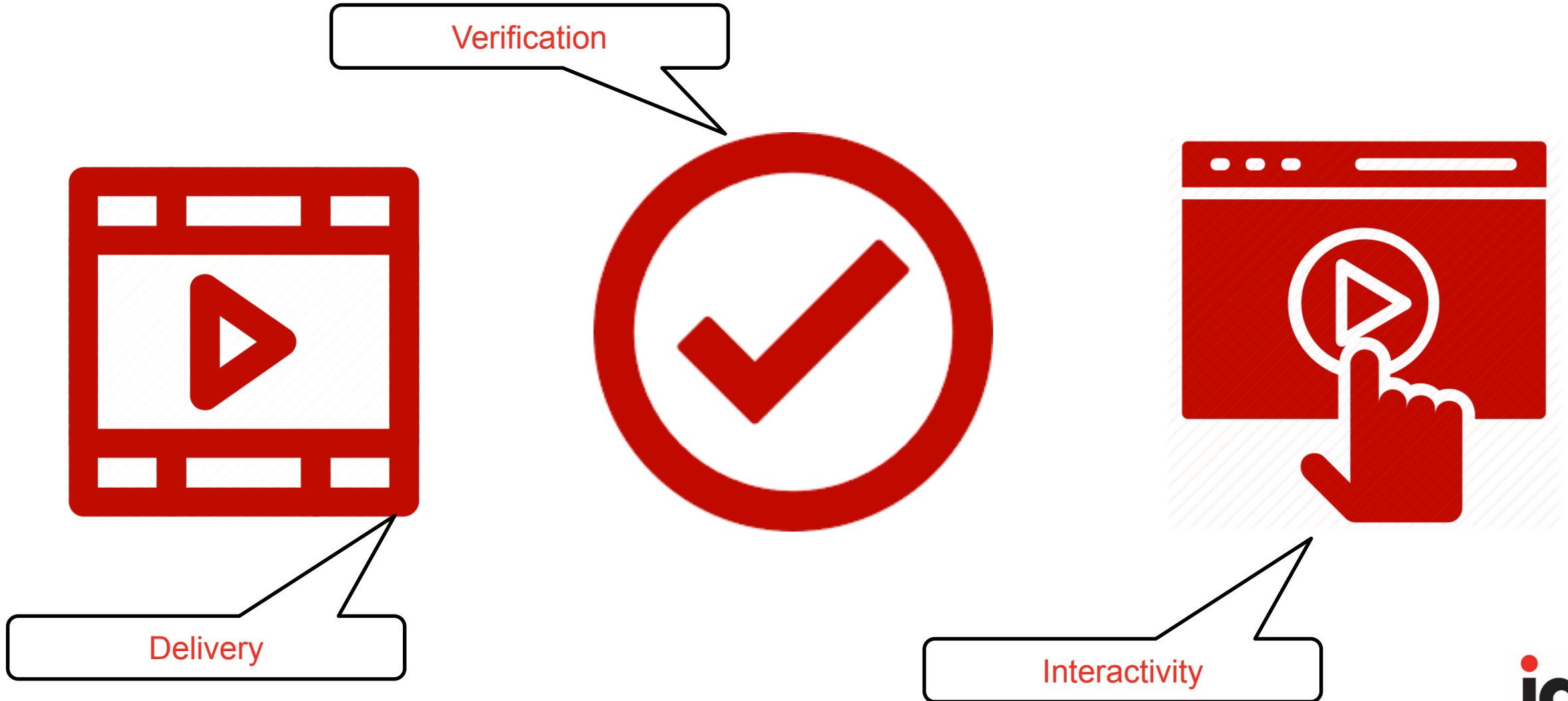
This Data Transparency Label has been developed by members of ANA's Council for Data Integrity and IAB Tech Lab's Data Transparency Working Group, with the support of CIMM, The ARF and IAB's Data Center of Excellence. For more information, please visit datalabel.org.

2 WHAT
audience
segment the
label describes

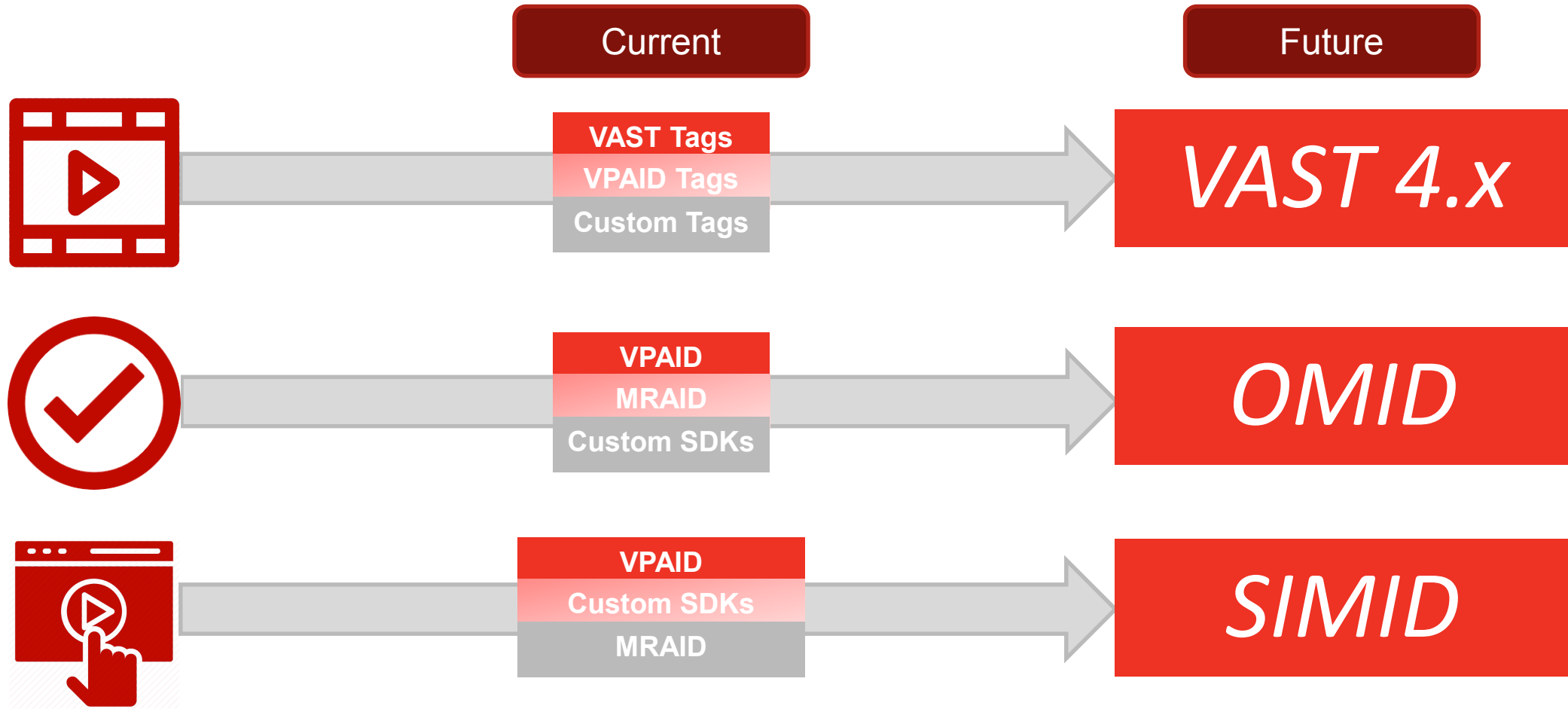
4 WHERE
the original data
components
were sourced

Video Ad Experiences

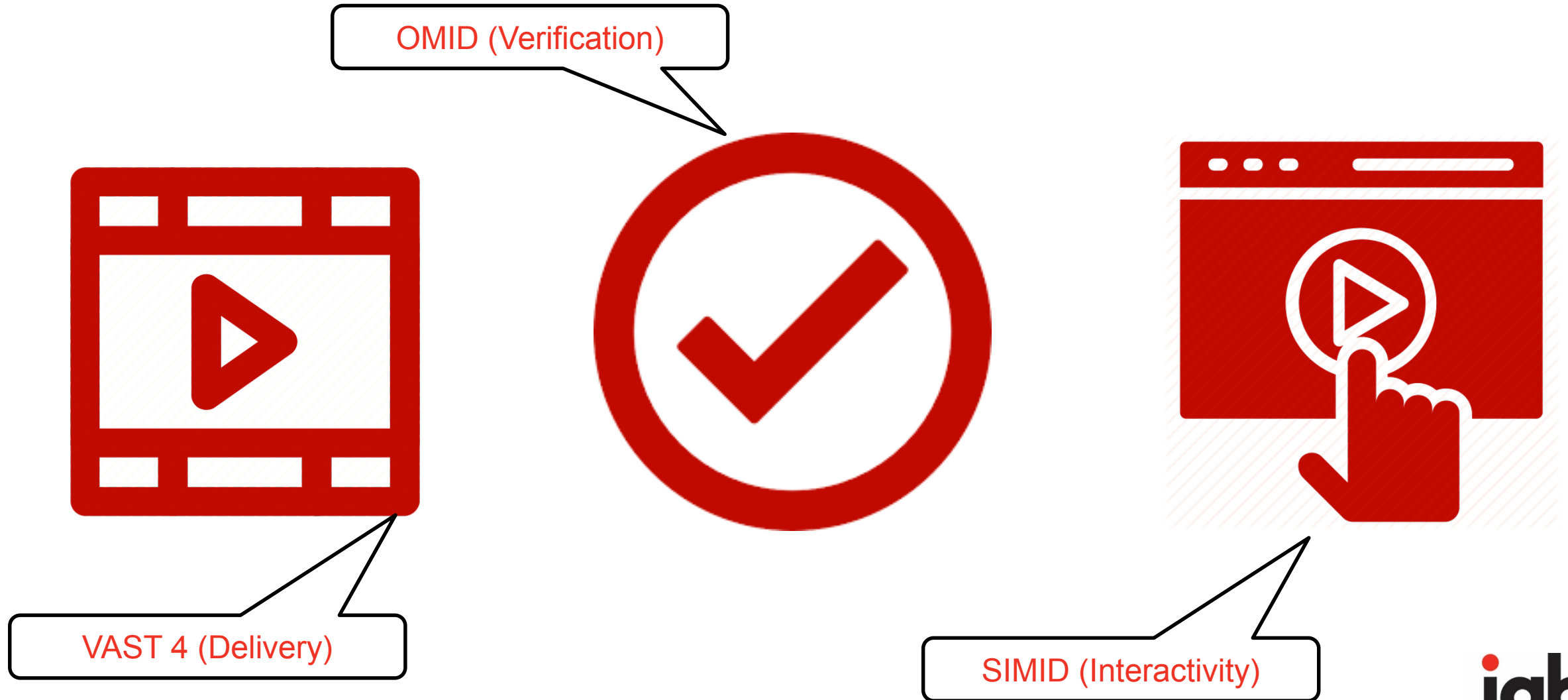
Industry Requirements



Simplifying Video Advertising



Future of Video Ad Serving



Collaboration

IAB Tech Lab Working Groups – How Work Gets Done



Our working groups are comprised of the industry's best engineering and product minds. They engage hands-on to develop standards and software to realize Tech Lab's mission and agreed strategies.

- Ad Product Portfolio
 - Blockchain
 - Data Transparency Standards
 - Digital Video Technical Standards
 - DigiTrust ID
 - GDPR Technical Working Group
 - Header Tag Task Force
 - IAB Dynamic Content Ad Standards
 - Identity Standards
 - LEAN, DEAL & Experiences
 - Mobile Rich Media Ad Interface Definitions
 - Modernizing Measurement Task Force
 - MRAID Ads SDK Tester
 - Open Measurement
 - OpenData Task Force
 - OpenDirect
 - OpenRTB Native
 - OpenRTB
 - OpenVV
 - OTT Technical Working Group
 - Podcast Technical Working Group
 - SafeFrame Implementation
 - Taxonomy and Mapping
 - TV Convergence Technical Task Force
 - Video Tools & Best Practices
(sub-group of Digital Video Tech Standards)
- + *Tech Lab Council*
(interest group open to all TL members)

Events for Your Product & Tech Teams

TECH LAB INNOVATION DAYS

Full-day deep dives into technology and standards within Tech Lab theme areas. Industry leaders and influencers share insights into effective standards implementation and troubleshooting, related new solutions, and scaled innovation through standards.

- **May 6:** Transparency & Securing the Supply Chain
- **Sept 19:** Data Responsibility
- **Nov 12:** Ad Experiences & Measurement

TECH LAB OPEN FORUMS

Half-day events providing updates on working groups progress and plans and deep dive into the technical details of industry protocols and standards supported by member companies showcasing their reference implementations, closing out with open Q&A session and a look at what the future roadmap will hold.

- **April 15:** Supply Chain / Programmatic
- **June 6:** Data
- **July 23:** Ad Experiences & Measurement
- **May 7:** Blockchain
- **Oct 20 (Tentative):** Video

+ EDUCATIONAL WEBINARS

TECH LAB SESSIONS @ OTHER EVENTS

- IAB US
- IAB Europe
- IAB Spain
- IAB France
- IAB UK
- IAB Australia
- China TBD
- ATS Madrid, Singapore, London
- AdMonsters
- DMEXCO
- NAI
- Podcast Movement
- Programmatic I/O
- TVOT

We CAN Improve Our Industry Together. Please Join Us!

Tech Lab membership means:

- **DRIVE ROI** | Gain early access to standards & products that will drive your business
- **INFLUENCE THE INDUSTRY** | Participate in our groups, be recognized for contributions
- **CONNECT WITH PEERS** | Network with 500+ member companies
- **BUILD TRUST** | Adopt standards that help increase your business' trust & transparency
- **BE EMPOWERED** | Access code repositories, with option to contribute
- **LEARN & BE INSPIRED** | Gain special access to industry events, webinars, trainings
- **ACTIVATE WISELY** | Sponsor highly-targeted industry events
- **ENJOY DISCOUNTS** | Save, with preferred pricing on Tech Lab products & services

Thank you!

dennis@iabtechlab.com