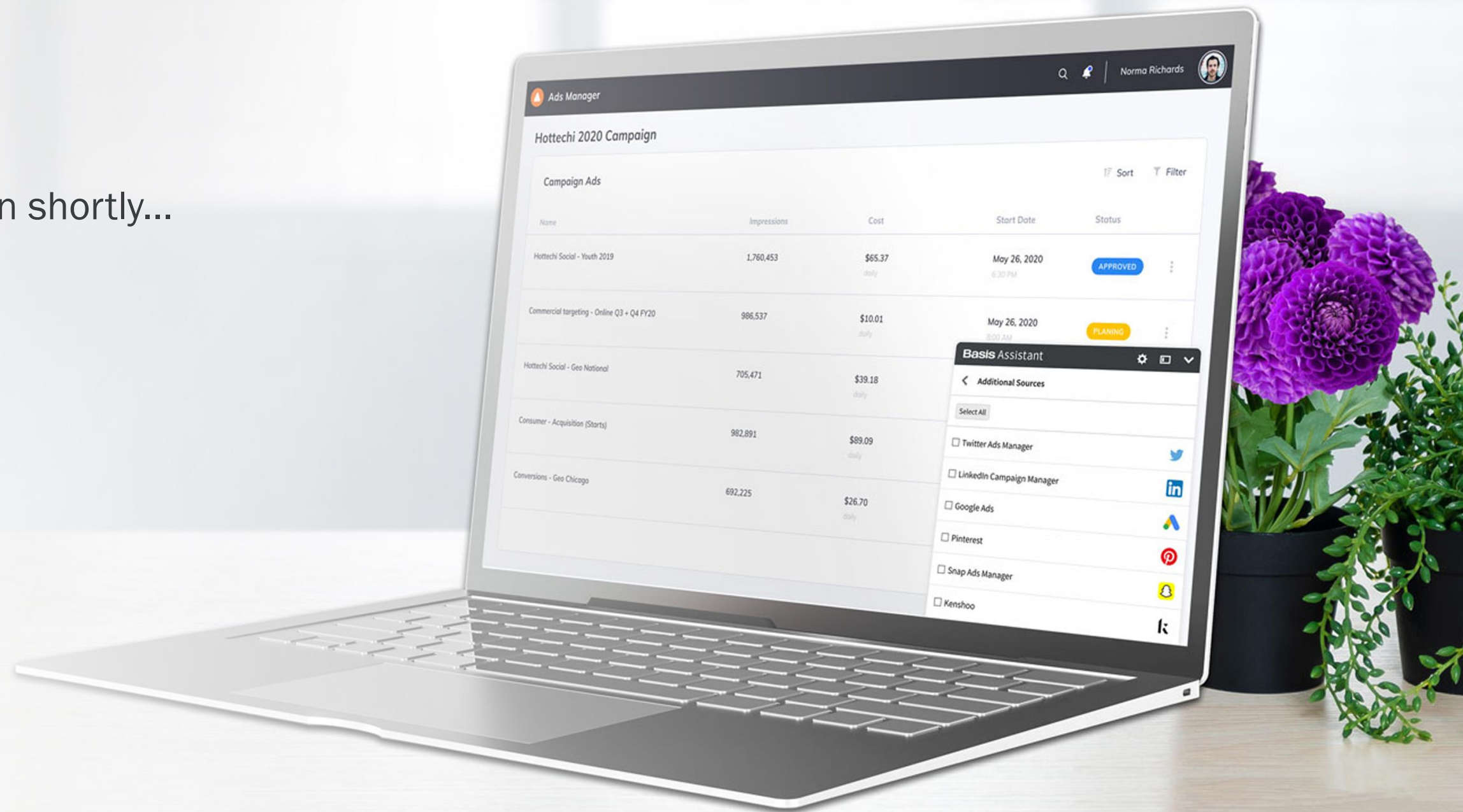




Thanks for joining today, we'll begin shortly...



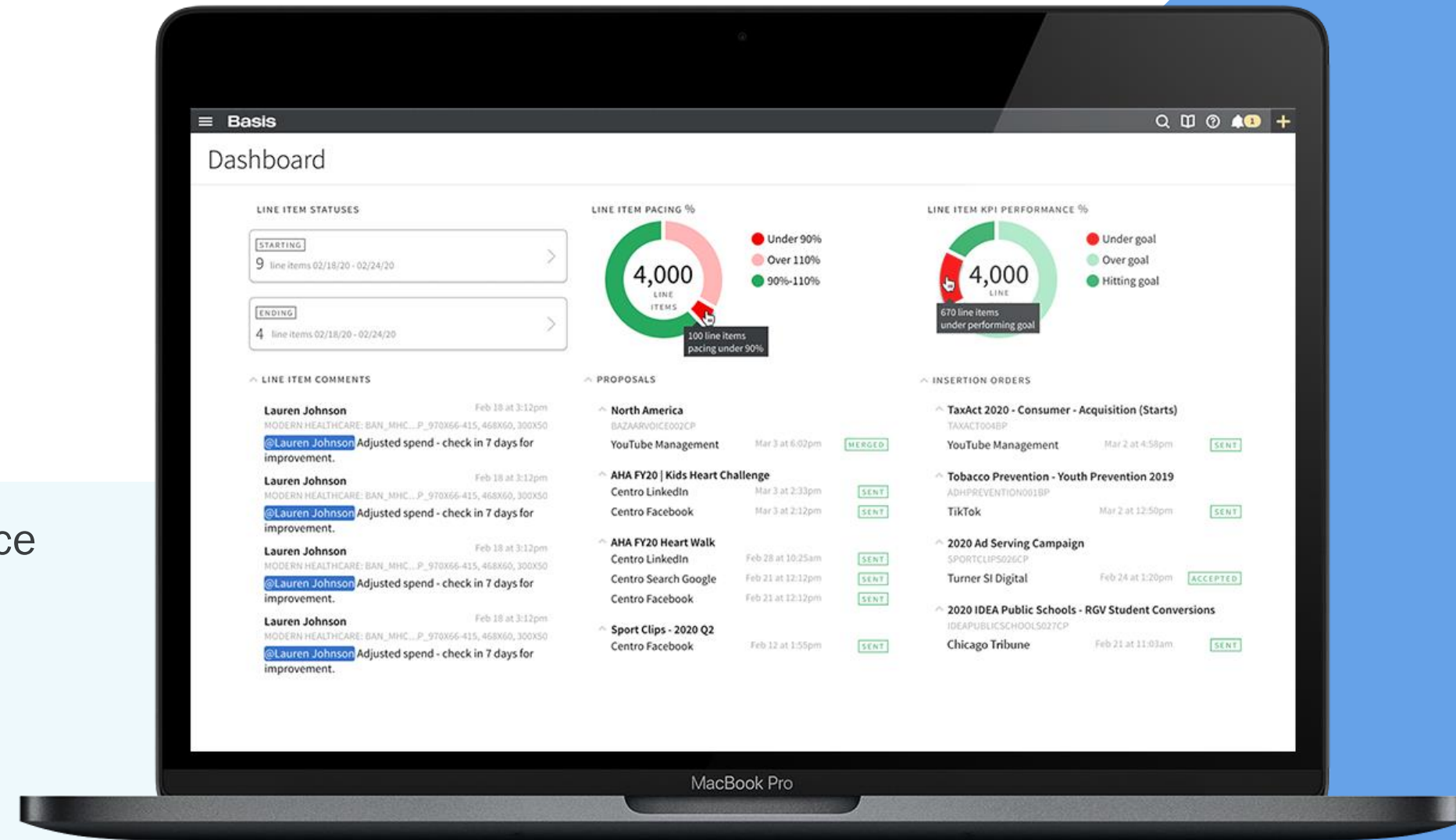


Reimagining the Future of Media Work

“On average, Basis generated a 30% increase in team **efficiencies** and **productivity** while improving media agency **profitability** by 12%.”

- Forrester Total Economic Impact Study (2019)

- #1-ranked DSP, workflow automation and intelligence software 7 quarters in a row
- All digital channels. One platform.
- Seamless communication and remote collaboration
- Increase focus. Reduce errors. Optimize performance.



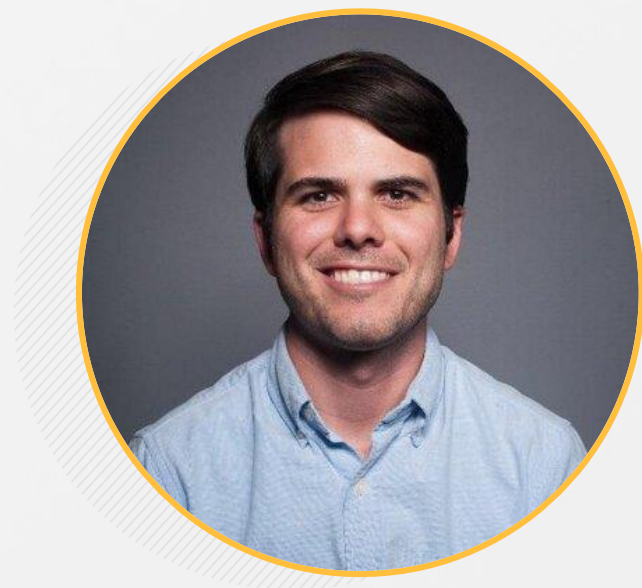
THIS MONTH

IDENTITY CRISIS: Embracing the Future of Privacy

Today's Speakers



Shawn Riegsecker
Chief Executive Officer & Founder
centro.



Alex Cone
Senior Director, Product Management
iab.TECH LAB

But first, a little history on the cookie...

1994

Lou Montulli





What We're Talking About Today



The current state of privacy and identity from the IAB's head of Project Rearch



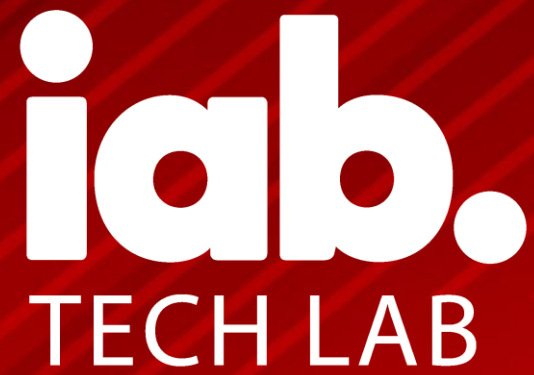
How identity disruption is changing the status quo



What frameworks marketers can use to harness this change



Q&A session between Alex and Shawn about current ID trends and the future



**Member-driven,
member-developed**

*750+ companies total
30+ Board companies
40+ IABs & countries*

**Shared resources
& benefits**

**Engage a *global member community* to develop
foundational technology and standards that enable growth
and *trust* in the digital media ecosystem.**

**Interoperable,
efficient base
for innovation**

**We live this – as a neutral, collaborative,
transparent, non-profit org**

Delivering Industry Value – Tech Lab 2021 Priorities

Global Standards & Guidance for Local Markets

**CTV / Cross-Media
Growth & Health**

Privacy & Addressability

**Supply Chain
Transparency & Security**

**Measurement
Infrastructure**

*Standards + Software + Compliance =
Interoperability + Efficiency + Sustainability*

Delivering Industry Value – Tech Lab 2021 Priorities

**CTV / Cross-Media
Growth & Health**

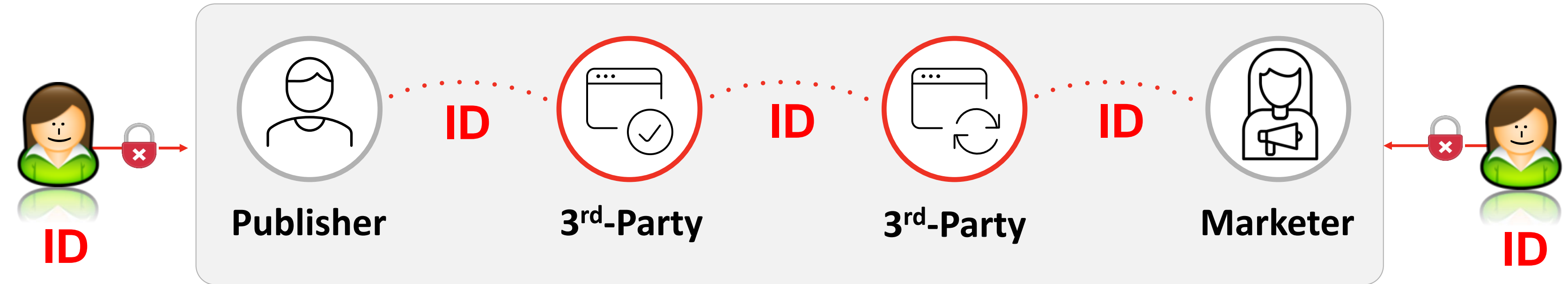
Privacy & Addressability

**Supply Chain
Transparency & Security**

**Measurement
Infrastructure**

**Re-Architecting Digital Media
for Responsible Addressability &
Predictable Privacy**

Our Digital Infrastructure Is Changing Rapidly



Many digital advertising use cases rely on IDs to link 1st-party audiences.

- These *IDs are increasingly limited*, breaking links between publishers & marketers.
- This impacts *all stakeholders*: consumers, publishers, advertisers, vendors.
- Our industry must *re-architect systems & processes for privacy*.

Project Rearc, One Year Later...

February 2020: IAB & Tech Lab initiated Project Rearc as a global industry effort to focus on standards for **preserving addressability with privacy & accountability.**

July 2020: We joined forces with the **Partnership for Responsible Addressable Media** (PRAM), adding critical business & policy stakeholders.



Partnership for Responsible Addressable Media

The Process, Industry-Wide...

Phase 1 – Understand the Problem

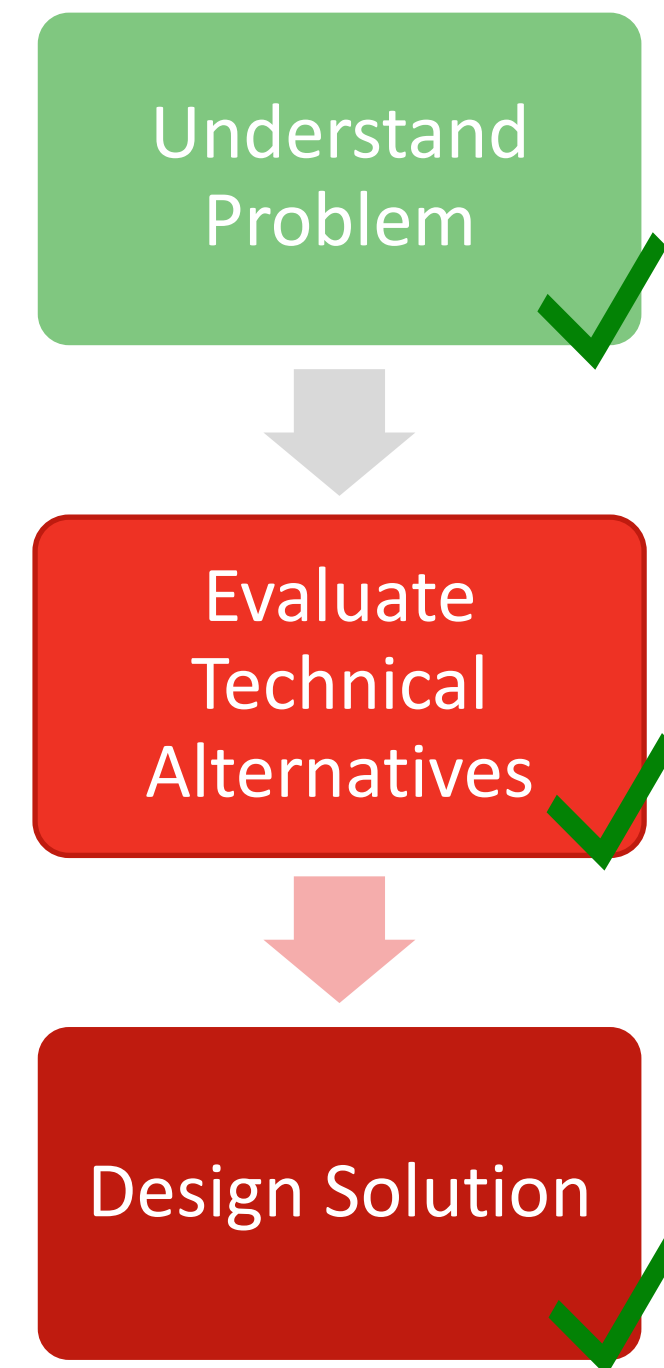
- Business activities & identifier dependencies
- Business impact from loss of identifiers
- Privacy issues & principles

Phase 2 – Evaluate Technical Alternatives

- Discussion of potential technology-based solutions, including browser/OS proposal analysis
- Definition & application of evaluation criteria – including business & policy considerations
- Selection of proposed alternatives

Phase 3 – Solution Design of Selected Alternatives

- Business & policy requirements
- Minimum standards required, including accountability mechanisms



What have we learned?

- This is **complicated**. #understatement
 - Companies & governments have many **competing approaches to solutions**.
 - There's **no shortage of perspectives, speculation, confusion**.
 - There are **no guarantees** – the environment will continue to evolve.
-
- We can place some **bets with confidence...**

Privacy by Default Is the New Normal – Globally

PEOPLE

- Growing awareness & concerns about the data economy
- Distrust of corporate & political power & institutions

GOVERNMENTS

- Rise of privacy laws globally – many requiring consumer opt-in, all requiring transparency/control
- Legal action against violators



PLATFORMS

- Browsers & operating systems limiting cookies & IDs globally – taking aim at cross-site tracking
- Largest ad/media platforms revising their practices

Spectrum of User Control...ALL Types Demonstrably Honored



I want to **restrict** how sites and apps use my data.

I want everything **personalized** just for me.



PERSONALIZATION

I'm ok if sites and apps **recognize** my visits to provide relevant ads.



Accountability & Auditability Are Foundational

We must shine a light into the black box of digital advertising.



**Transparency
and Control**
(encoded in a
standard format)

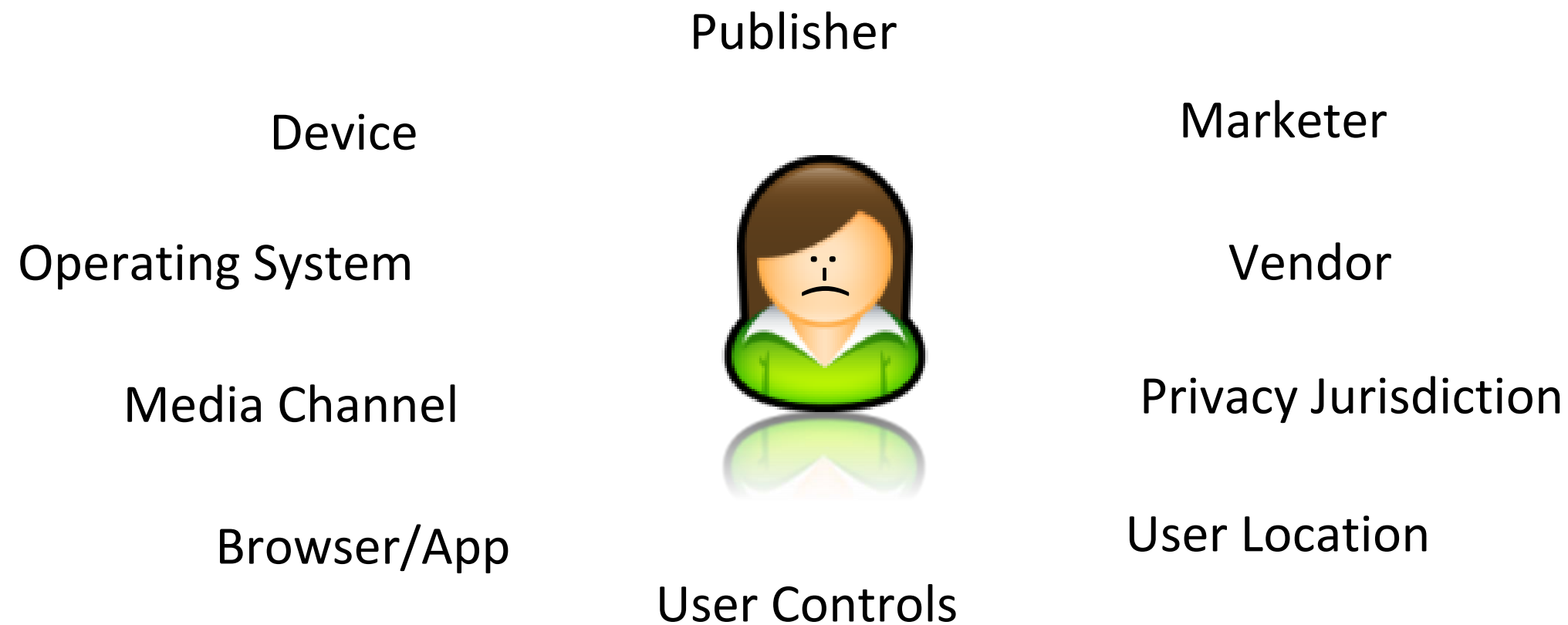
**Transparency
and Control**
(encoded in a
standard format)



- What are users' data rights & preferences?
- Who has access to IDs & personal data?
- Are they complying with user data choices?
... with standardized, auditable data structures.

Open Standards Will Be Critical ... and Will Help ALL Stakeholders

Delivering ad-supported consumer experiences risks becoming too complex.
Ad planning, personalization, delivery, measurement, privacy compliance, etc. can vary by:



Open standards can help enable **predictable user privacy** and the delivery of **responsible ad-supported digital experiences**.

Portfolio Approach to Addressability is Required (No Silver Bullet!)

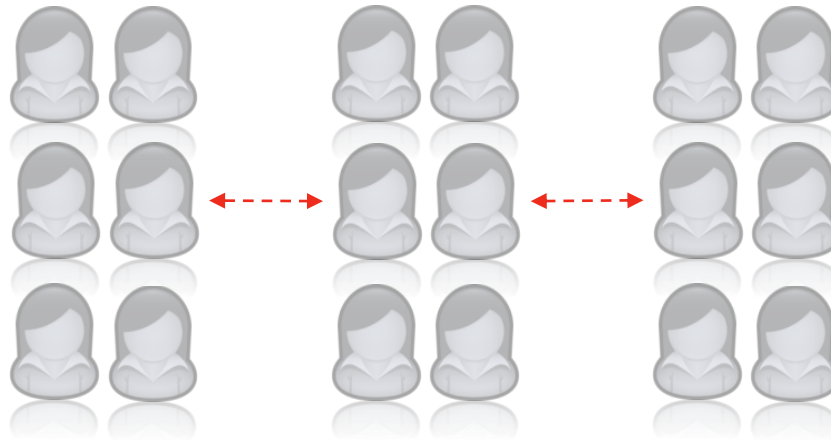
Plan for a range of scenarios across advertising business activities & use cases:

Unlinked 1st-party Audiences
Advertiser/Publisher data not connected



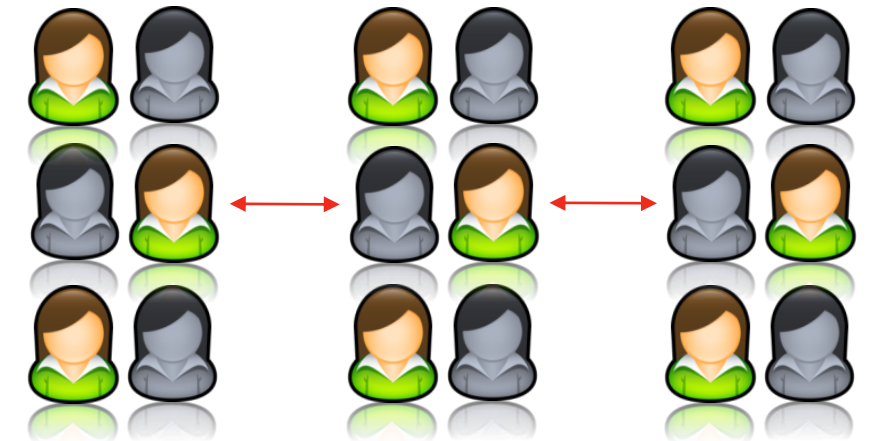
- Contextual
- Seller-defined audiences
- Private marketplaces

Browser/OS-linked Audiences
No 3rd-party tracking



- Chrome Privacy Sandbox
- Apple SKAdNetwork & Private Click Measurement

Linked 1:1 Audiences
Advertiser/Publisher data connected



- Pre-prompts to earn opt-in to device ID or cookie
- User-enabled IDs
- Clean rooms

Releases for Comment – Addressability

Plan for 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



Taxonomy & Data Transparency Standards to Support Seller-Defined Audience & Context Signaling

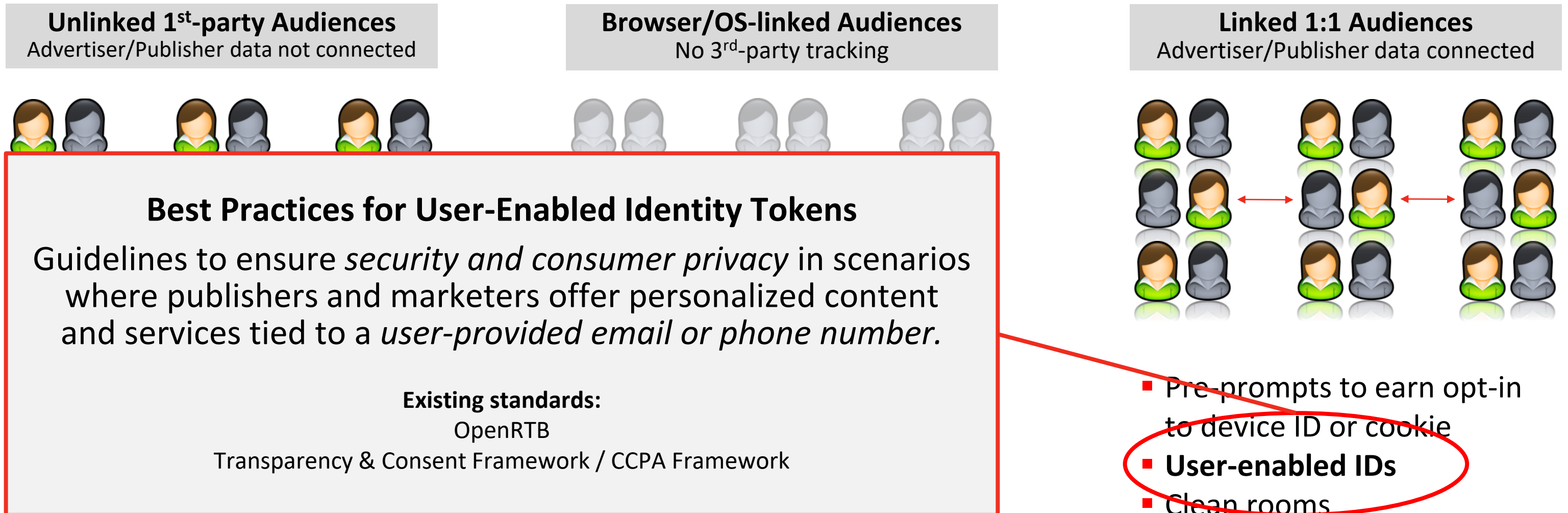
Enabling publishers to *achieve scale* by passing *seller-defined contextual and audience attributes* to buyers within OpenRTB (real-time bidding), when no user-provided or 3rd-party identifier is available.

- Existing standards:**
- Content & Audience Taxonomies
 - Data Transparency / dataLabel.org
 - SKAdNetwork support
 - OpenRTB

- Contextual
- Seller-defined audiences
- Private marketplaces

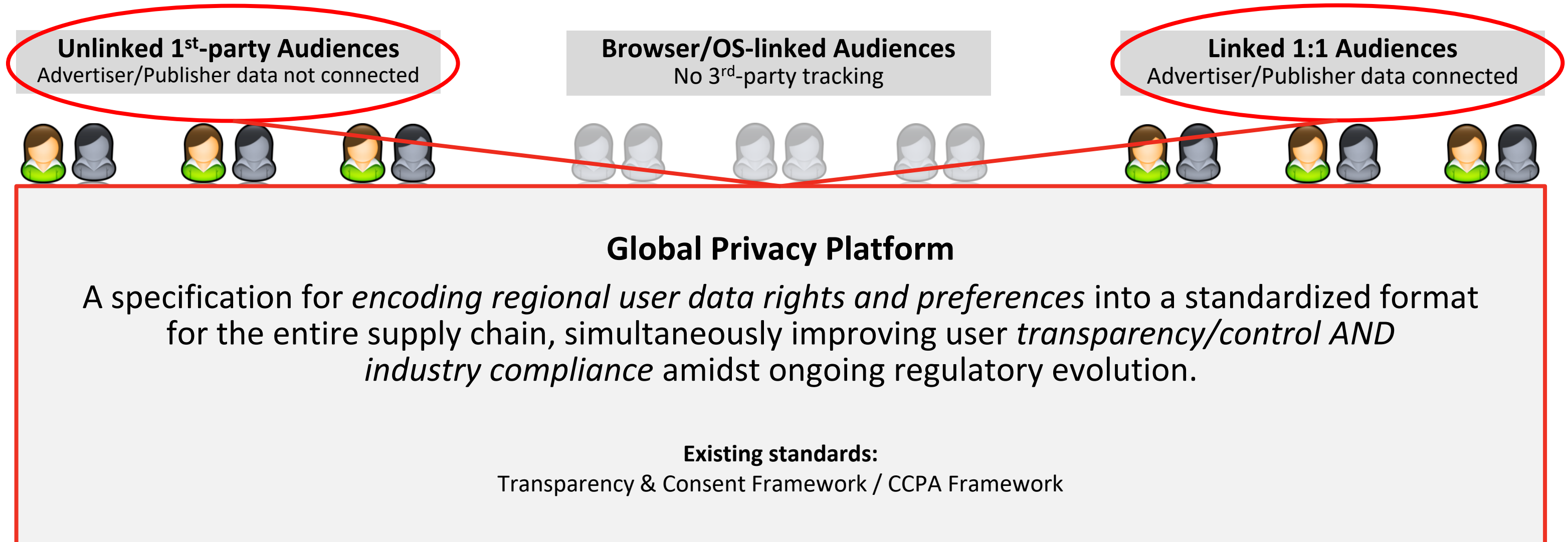
Releases for Comment – Addressability

Plan for a range of scenarios across advertising business activities & use cases:



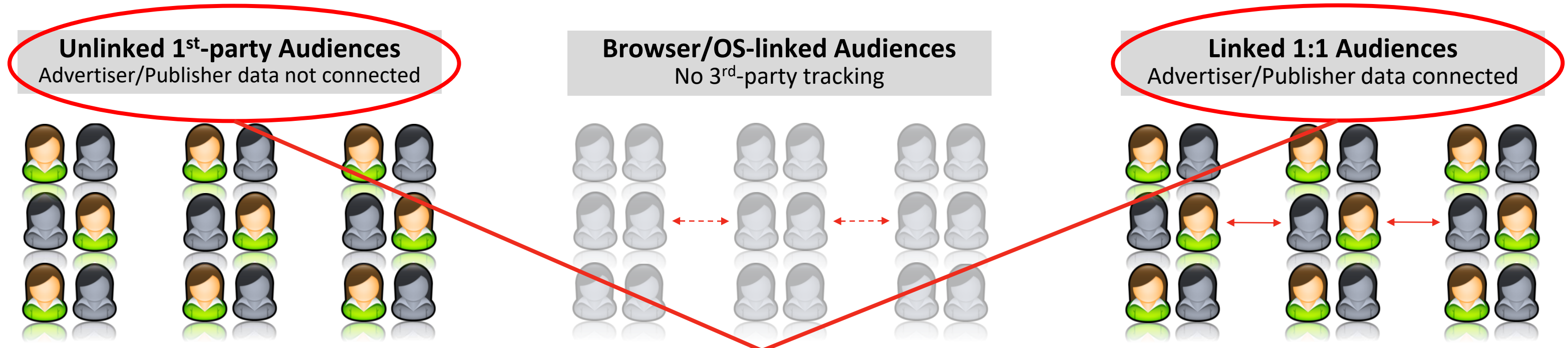
Releases for Comment – Privacy

Plan for a range of scenarios across advertising business activities & use cases:



Releases for Comment – Accountability

Plan for a range of scenarios across advertising business activities & use cases:

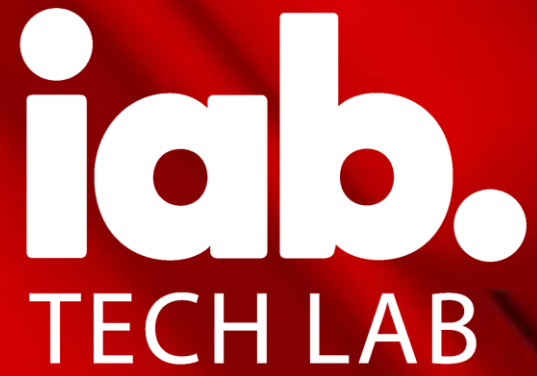


Accountability Platform

A specification for open, *auditable data structures and standard practices* to reliably demonstrate digital advertising supply chain *conformity to preferences and restrictions* set by users and the digital properties they visit.

Call to Action

1. Plan for a *portfolio approach* to addressability scenarios.
2. Provide *feedback* on new releases: <https://iabtechlab.com/rearc>
 - **Addressability:** (1) *Seller-Defined Audience & Context Signaling*
(2) *User-Enabled Identity Tokens*
 - **Privacy & data protection:** (3) *Global Privacy Platform*
 - **Accountability:** (4) *Accountability Platform*
3. Support *open standards & predictable user privacy*.
Join PRAM and Tech Lab working groups – *more work to be done!*
4. Invest in *consumer engagement*: education, transparency, controls, earning opt-ins.
5. Support *accountability* in 2022 by insisting your partners contribute Accountability Platform data.



Thank you!

To learn more visit iabtechlab.com



Thoughts from Shawn on the Future of the Industry

IDENTITY RESOURCES



LONG FORM POV
Embracing the Identity Crisis



INFOGRAPHIC
Ad Tech Fitness



WEBINAR
Identity Crisis



Questions?

THANK YOU