



Tech Lab – IAB State of the Nation

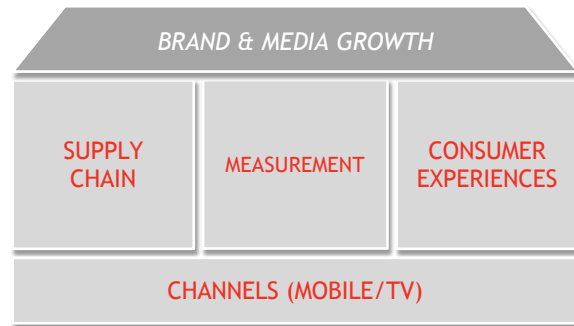
Agenda

- Tech Lab Overview
- Ads.txt Update
- GDPR Consent Framework
- User Experience
- Introduction to DigiTrust

IAB Tech Lab

We enable brand & media growth via:

- A transparent, safe, effective supply chain
 - Simpler & more consistent measurement
 - Better advertising/marketing consumer experiences
- ...with a focus on enabling mobile & “TV” channels



We do this by developing & providing:

- Standards: Specs, Protocols, Technical Guidelines
- Software: Tools, Code (to support Standards)
- Services: Compliance (for Standards) & Events

Ads.txt Overview

Ads.txt

- Aims to increase transparency in the programmatic advertising ecosystem.
- Ads.txt stands for **Authorized Digital Sellers** and is a simple, flexible and secure method that publishers and distributors can use to publicly declare the companies they authorize to sell their digital inventory.
- Creates a public record of Authorized Digital Sellers, ads.txt creates greater transparency in the inventory supply chain, and gives publishers control over their inventory in the market, making it harder for bad actors to profit from selling counterfeit inventory across the ecosystem.
- More than 230,000 domains have adopted Ads.txt files.
- IAB Tech Lab provides an aggregation tool as a wholesale replacement to self-managing a crawler. Companies can use IAB Tech Lab's aggregation to supplement their own research. Tech Lab crawls the entire web, providing the largest ads.txt aggregation resource.

GDPR Transparency and Consent Framework

- In partnership with IAB Europe, Tech Lab is leading technical governance for the Transparency and Consent Framework
- This will help industry compliance with rules on data protection and privacy - notably the EU General Data Protection Regulation (GDPR)
- The project scope includes:
 - Consent Management Provider JavaScript API specs
 - Global Vendor List and Consent string specs
 - pubvendors.json tech spec
 - Mobile In-App support
- [GitHub](#) / [Global Vendor List](#)

LEAN Across Our Efforts

Lightweight

Dynamic Content Ads

AMP

New Ad Portfolio

Encrypted

HTTPS

OpenRTB 3.0

Allows Choice

GDPR Consent Framework

DAA

Non-Intrusive

Dynamic Content Ads

Better Ad Standard

New Ad Portfolio

- **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.
- **New Ad Portfolio (IAB TL)**
Technical guidance for **(L) Light** ad delivery, and format guidance for **(N) Non-Intrusive** behavior.
- **OpenRTB 3.0 (IAB TL)**
Emerging efforts for signed bids and other cryptography align with **(E) Encrypted**.
- **GDPR Consent Framework (IAB TL / IAB EU)**
The protocols for CMPs to efficiently interoperate to **(A) Allow Choice**.
- **Digital Advertising Alliance (DAA)**
DAA provides strong and useful choice programs that **(A) Allows Choice** for web and app.
- **Better Ad Standard (CBA)**
A focus on user experience to determine Intrusive and **(N) Non-Intrusive** formats.



A standardized user ID for the Web

Benefiting consumers and the entire digital ecosystem

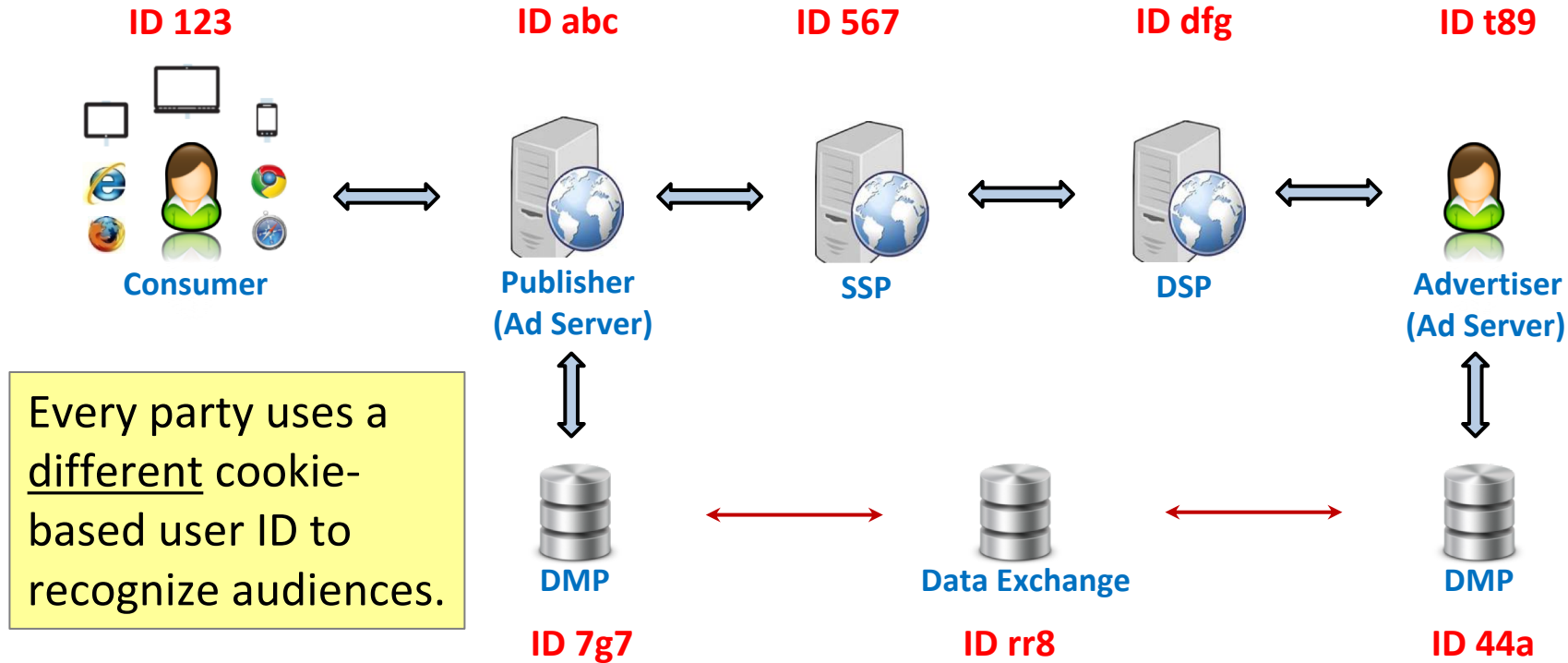
For the Web, Cookies Drive Audience Recognition



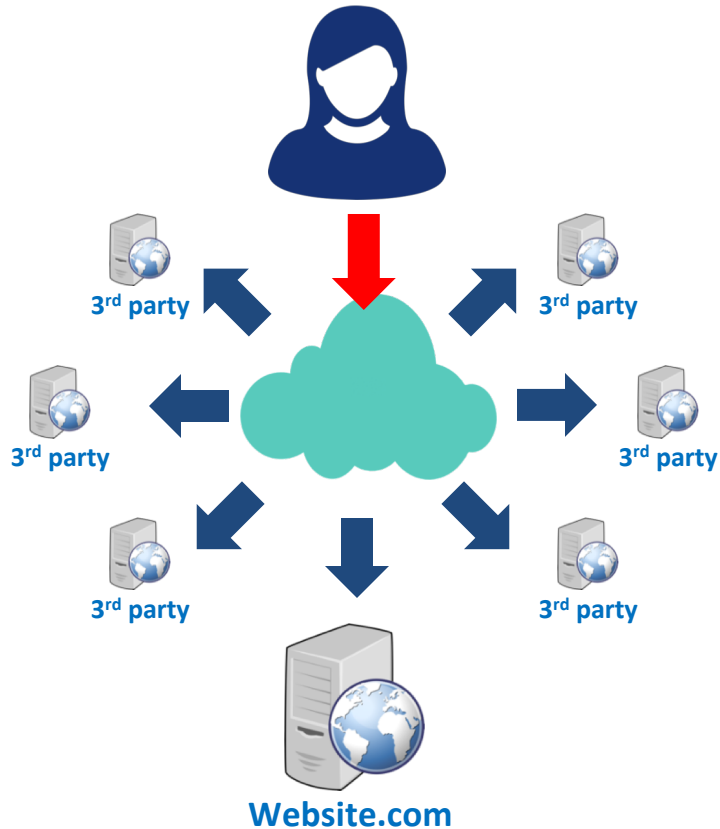
User IDs are stored in cookies which can only be read by the domain that sets them, not by anyone else.

It's like wearing a name tag for each attendee you meet at an event!

The Programmatic Supply Chain

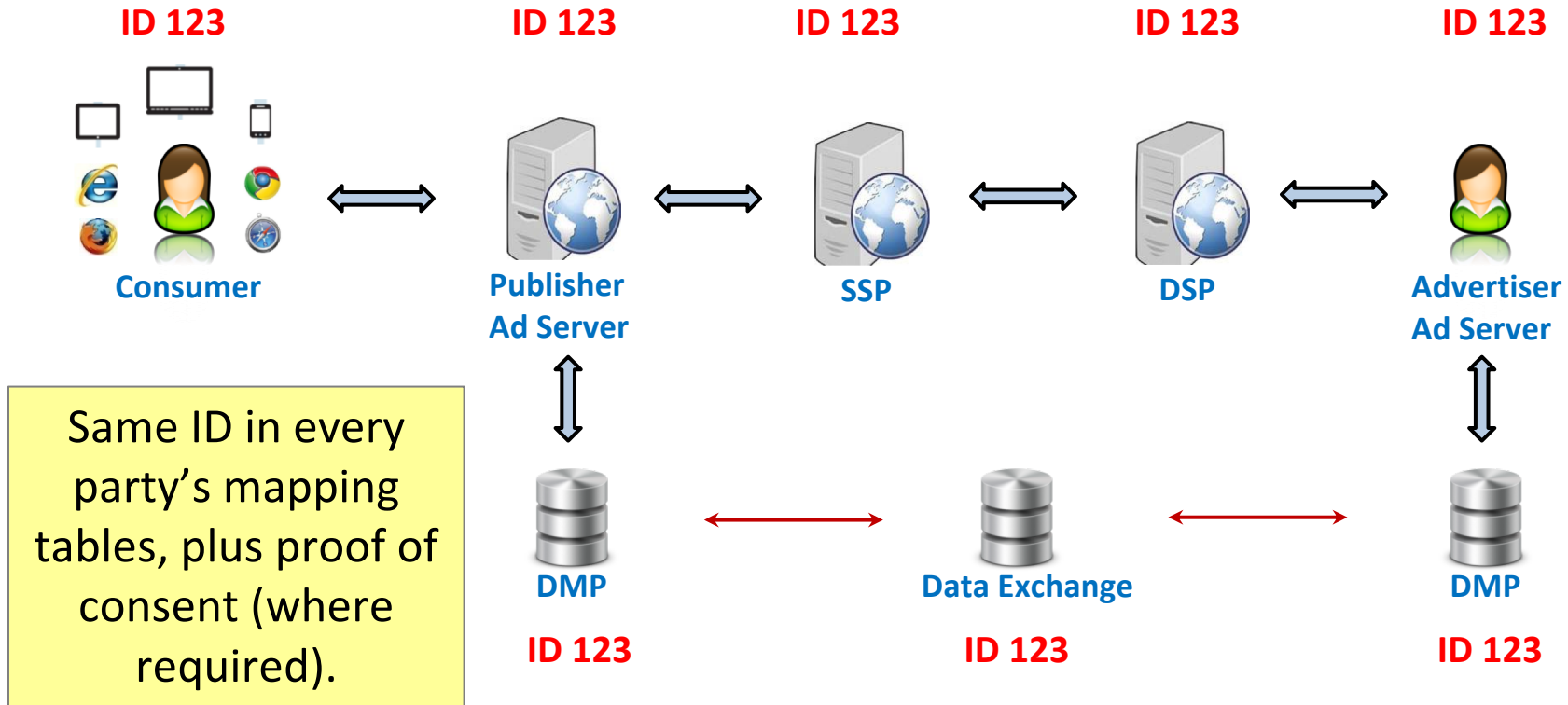


The DigiTrust Standardized User ID



- **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

Bridges All Proprietary / Fragmented IDs and Data



DigiTrust Objectives

- **100% audience recognition**
 - Improve scale for advertisers
 - Increase revenue yield for publisher
 - Level the playing field with “walled gardens”
- **75% fewer third-party requests on pages**
 - *Eliminate need for ID syncs*
 - Reduce data leakage concerns for publishers
 - Pages load faster for consumers
- **Reduced regulatory risk in EU (GDPR/ePR)**
 - Standardized GDPR consent propagated with ID

Call to Action

Help us drive value for all IAB members!

Publishers / Advertisers

- Deploy DigiTrust JS on your pages
- Evangelize with platforms
- Join working groups
- “No more ID syncs” – draw a line!
- **\$0**

Ad Technology Platforms

- Propagate/use the ID
- Evangelize with sellers/buyers
- Join working groups
- Be ready to turn off ID syncs
- **Cost is \$5000 or \$2500/mo**

Thank You