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State of the Nation

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May 30 - June 13, 2018

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About IAB Canada

Powerful Digital Leadership

- Almost 300 leading media, technology agency and brand companies
- **80% of the estimated $6.2 Billion digital advertising industry in Canada**.
- IAB Canada is the only industry association 100% focused on the responsible growth of the digital advertising eco-system.
- IAB provides global standards and technical solutions to the borderless internet advertising industry.

IAB Canada – 2018 Three Core Messages

Powerful Digital Leadership

1. The mainstreaming of ~~Privacy~~ Policy in Digital Advertising
2. The year of adoption
3. The Industry walking AND chewing gum

Mainstreaming Policy

Powerful Digital Leadership

Mainstreamed Privacy

Global Awareness

Headlines

- 2016 Election
- Fraudulent Content / Fake News
- Cambridge Analytica
- GDPR

Pop-Culture References

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GDPR - Reality

It's Live!

- Live May 25th
- Headaches for the supply chain
- Some US publishers are blocking content to EU Citizens (an issue being taken up on the ePrivacy front)
- Ad Choices does not provide an affirmative consent mechanism – GDPR is not covered under any current self-regulatory measure
- February 2017, the IAB Europe assembled parties representing both the supply and demand sides of the digital advertising ecosystem, to build out guidance
- Framework was launched in March 2018

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GDPR – IAB Europe Consent Mechanism

Consent / Disclosures Mechanism for Processing Personal Data

The aim of the Framework:

- Ensure third parties / ad tech partners can continue to operate legally under GDPR so that digital advertising can support media & other online content and services

How it works:

- Partners need to be disclosed to users
- Where necessary, consent is obtained by first party (CMP) on their behalf
- Signal transmitted throughout the online advertising ecosystem so everyone knows their status at all times
- Site-wide and web-wide consent are accommodated

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GDPR – IAB Europe Consent Mechanism

Consent / Disclosures Mechanism

Pieces of the Framework are:

- Global Vendor and Consent Management Provider (CMP) lists
- Technical specifications (managed by IAB Tech Lab)
- Policies to govern behaviour of implementing parties
- As of 30th May, 375 vendors have registered, 100+ CMPs
- More information available on www.advertisingconsent.eu

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IAB Canada Members:

- comScore
- Quantcast
- Index Exchange
- IAS
- GumGum
- MiQ
- Teads
- MediaMath
- Sizmek
- Sortable
- Polar
- Oath

Amendments to PIPEDA

Across the Pond'erance

IAB Canada testified one year ago today to the ETHI Committee that was tasked with reviewing PIPEDA for possible amendments

- Report was released in March 2018
- Some positive integration of IAB Canada recommendations
- GDPR is certainly influencing the narrative – risk is moving towards an opt-in environment in Canada
- IAB Canada will continue to stay on top of these 19 proposed amendments and submit on behalf of the industry accordingly

Amendments to PIPEDA

Guidelines for Obtaining Meaningful Consent – Effective January 2019

1. Emphasize Key Elements
2. Allow Individuals to control level of detail they get and when
3. Provide individuals with clear options to say “yes” and “no”
4. Be innovative and creative
5. Consider the Consumer’s perspective
6. Make consent a dynamic ongoing process
7. Be accountable – Stand ready to demonstrate compliance

Marketing Food & Beverage to Kids

Avoiding Exposure

- Kids under 13 must not be exposed to ”unhealthy” food advertising
- IAB Canada is working on a supply chain mechanism that allows publishers to send signals through the supply chain regarding risk of exposure
- IAB Tech Lab can easily develop and execute this mechanism
- Offers a buy side and sell side layer of protection to help produce evidence of intended audience exposure

Other Policy Issues on our Radar

Supporting Discourse around Critical Issues facing the Industry

- Staying ahead of Fake News and protecting journalism in Canada
- Section 19 – promoting intelligent discussion across our four stakeholder groups
- Legislation around substances and currencies
- Net neutrality
- NAFTA

2018 – Year of Adoption

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Setting Higher Standards

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Setting Higher Standards – Scaling

Native Ad Standardization

- Dynamic content/ third party ad serving support, now referencing the IAB Tech Lab's Dynamic Content Ad Specification
- Support for privacy flags, indicating which party has included privacy notices in the ad placement
- Event tracking support, including viewability events.
- Additional minor fixes and enhancements are tracked in the change log within the specification document.

Setting Higher Standards – Experience

New Ad Portfolio – CBA Integrated

- Streamline design and cross-screen production in this mobile world
- Supporting a variety of screen sizes and resolution capabilities
- Ad units integrate aspect ratio-based flexible ad sizes
- LEAN Principles of lightweight, encrypted, allowing choice, and non-intrusive advertising within all of its mobile, display, and native ad formats.
- Based on HTML5 technology and also includes guidelines for new digital content experiences such as augmented reality (AR), virtual reality (VR), social media, mobile video, emoji ad messaging, and 360-degree video ads.

Q: **Why should the Industry adopt?**
A: Scale is jeopardized through browser-based filtration

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Setting Higher Standards – Measurement

Open Measurement SDK (OM SDK)

- Designed to facilitate third-party viewability and verification measurement for ads served to mobile app environments without requiring multiple ad verification service providers' (Measurement Providers) Software Development Kit (SDK).
- Easy ad verification and viewability measurement purpose
- OM SDK enables viewability measurement for the following ad types:
    - Display (webview based HTML5 ads- banners and interstitials/ full screen)
    - Native ads (native layer rendered image and text ads)
    - Native Video (native player video ads)
    - HTML5 Video in webviews

Q: **Why should the Industry adopt?**
A: Because advertisers demand transparency and consistency in measurement.

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Setting Higher Standards

To Secure the Supply Chain

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Setting Higher Standards – Transparency & Fraud Elimination

Trustworthy Accountability Group - TAG

Established in 2015 to address fraud, malware and internet piracy to promote brand integrity through greater transparency

- Payment ID Protocol – ensuring legitimacy
- Data Centre IP List – database of IPs known to be origins of fraudulent non-human traffic
- Publisher Sourcing Disclosure Requirements – disclosing the amount of sourced traffic to a given publisher

Accelerated growth in 2017 after Marc Pritchard's speech at IAB Leadership Summit 350+ applications – many Canadians have applied after P&G implemented their global partnership standard

Q: **Why should the Industry adopt?**

A: - Because it eliminates fraud

- Because advertisers demand transparency
- Because it is **the only Globally Recognized Solution to a secured marketplace**

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Setting Higher Standards – Transparency & Fraud Elimination

Authorized Digital Sellers - Ads.txt

- Increase transparency in the programmatic advertising ecosystem
- Simple, flexible and secure method that publishers and distributors can use to publicly declare the companies they authorize to sell their digital inventory
- Ads.txt supports transparent programmatic digital media transactions and can remove the financial incentive from selling counterfeit and misrepresented media (spoofing).
- Can only be posted to a domain by a publisher's webmaster, making it simple to gather and target

Works for:

- Domain owners who sell on exchanges through their own accounts
- Networks and sales houses who programmatically sell on behalf of domain owners
- Content syndication partnerships where multiple authorized sellers represent the same inventory

Q: **Why should the Industry adopt?**

A: Because it works

Because it protects the sell side AND the buy side

Because it's simple

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Setting Higher Standards – International Compliance

IAB Europe Consent Framework

- Designed by IAB Europe (located in Brussels) and broad international industry stakeholders
- Built by IAB Tech Lab (based in North America) for international roll-out
- Mechanism allows the international transfer of consent across the supply chain
- Launched in April
- Continues to be refined
- Presented to regulators as the digital supply chain solution

Q: Why should the Industry adopt?

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A:

AdTech Adopted Access Already Available

IAB Canada Members:

- comScore
- Quantcast
- Index Exchange
- IAS
- GumGum
- MiQ
- Teads
- MediaMath
- Sizmek
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- Polar
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Adoption Challenges

Despite heavy buy side support?

- Awareness
- Cost
- Politics
- Required resources
- General doubts

"Adopt TAG"

Marc Pritchard, Chairman of the Association of National Advertisers / CMO / P&G

"Work together…"

Keith Weed, Chief Marketing & Communications Officer

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Eliminate the Adoption Swirl

Join the conversation – *participate in making things even better*

iab.canada Is Hiring!

Senior Director, AdTech Integration

Walking & Chewing Gum

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Blockchain & AdTech

The Promise of Transparency

- Blockchain is a ledger-based mechanism that keeps track of transactions
- open and distributed
- New records (blocks) are added to the list (chain), they're verified cryptographically across the network maintaining the Blockchain.
- Designed to be inherently secure and to allow for transparent consensus without a central party in control
- Brands will eventually have a Blockchain-based marketplace that will help them better understand their media performance

IAB Canada is ready:

- IAB Canada Council
- Global Working Groups
- White Paper in 2018
- Course launch 2018
- Pre-Adoption in areas that matter:
  - TAG
  - Ads.txt
  - Consent Framework
  - M2K

Other IAB Canada Projects

Powerful Digital Leadership

MORE!
MORE!
MORE!

An Expanded Team

Further Investment in Policy & Ad Tech

Further Support for Domestic Publishers

Increased Cross-Country Exposure to Industry Developments

Increased Cross-Country Exposure to IAB Developments

Continued Global IAB Content Access to IAB Canada Members

Thank you for your Continued Support!

Powerful Digital Leadership