

TECH LAB ROADMAP

Built by the Industry for the Industry



Tech Lab 101

iab.TECH LAB

**Member-driven,
member-developed**

1000+ companies

23+ working groups

3000+ participants

44+ countries



Vision

Establish **open technical standards** across the **ad-supported digital economy**, enabling people and businesses to prosper from the **societal and economic benefits** of the internet



iab.
TECH LAB



Mission

Develop **global, open interoperable technology standards** supporting the growth of a **secure and private** ad-supported digital economy.

Global Board + Local IABs + Member Companies



1,000+ companies
23+ working groups
3,000+ people

* Local/regional IABs supporting Tech Lab

Board
of
Directors

amazon

cafe media

CRITEO

experian

Google

GroundTruth

groupm

gumgum

HEARST

Index Exchange

inMOBI

IAS Integral Ad Science

/LiveRamp

Madhiv

Magnite

MediaMath

Meta

Microsoft

NBCUniversal

neustar

OpenX

ORACLE DATA CLOUD

pandora

Paramount

PubMatic

Quantcast

SCOPE3

sharethrough

theTradeDesk

TikTok

MARKETING SOLUTIONS a division of T-Mobile USA

yahoo!

Tech Lab's Role Across The Ecosystem

<i>Does...</i>	<i>Does Not...</i>
<ul style="list-style-type: none">• Set technical standards & signaling (protocols, strings, data schemas)	<ul style="list-style-type: none">• Provide industry governance
<ul style="list-style-type: none">• Oversee compliance with technical standards	<ul style="list-style-type: none">• Provide policy counsel
<ul style="list-style-type: none">• Steward open-source software initiatives and collaboration	<ul style="list-style-type: none">• Provide legal guidance
<ul style="list-style-type: none">• Educate industry on technical standards & framework best practices	<ul style="list-style-type: none">• Provide development services
<ul style="list-style-type: none">• Provide industry metadata for use by compliance partners	<ul style="list-style-type: none">• Provide operational services

OM SDK
 sellers.json
 CPRA
 Global Privacy Platform
 Content taxonomy
 VAST
 SIMID
 ads.txt
 Podcast Measurement
 Privacy Enhancing Technologies
 ACCOUNTABILITY PLATFORM
 SellerDefined Audiences
 Addressability
 OpenRTB
 MRAID
 Datalabel.org



Ads.txt has been adopted by millions of companies globally
 All data available in **Tools Portal** (FKA Transparency Center)



800+ companies have adopted **sellers.json** globally.
 All data available in **Tools Portal** (FKA Transparency Center)

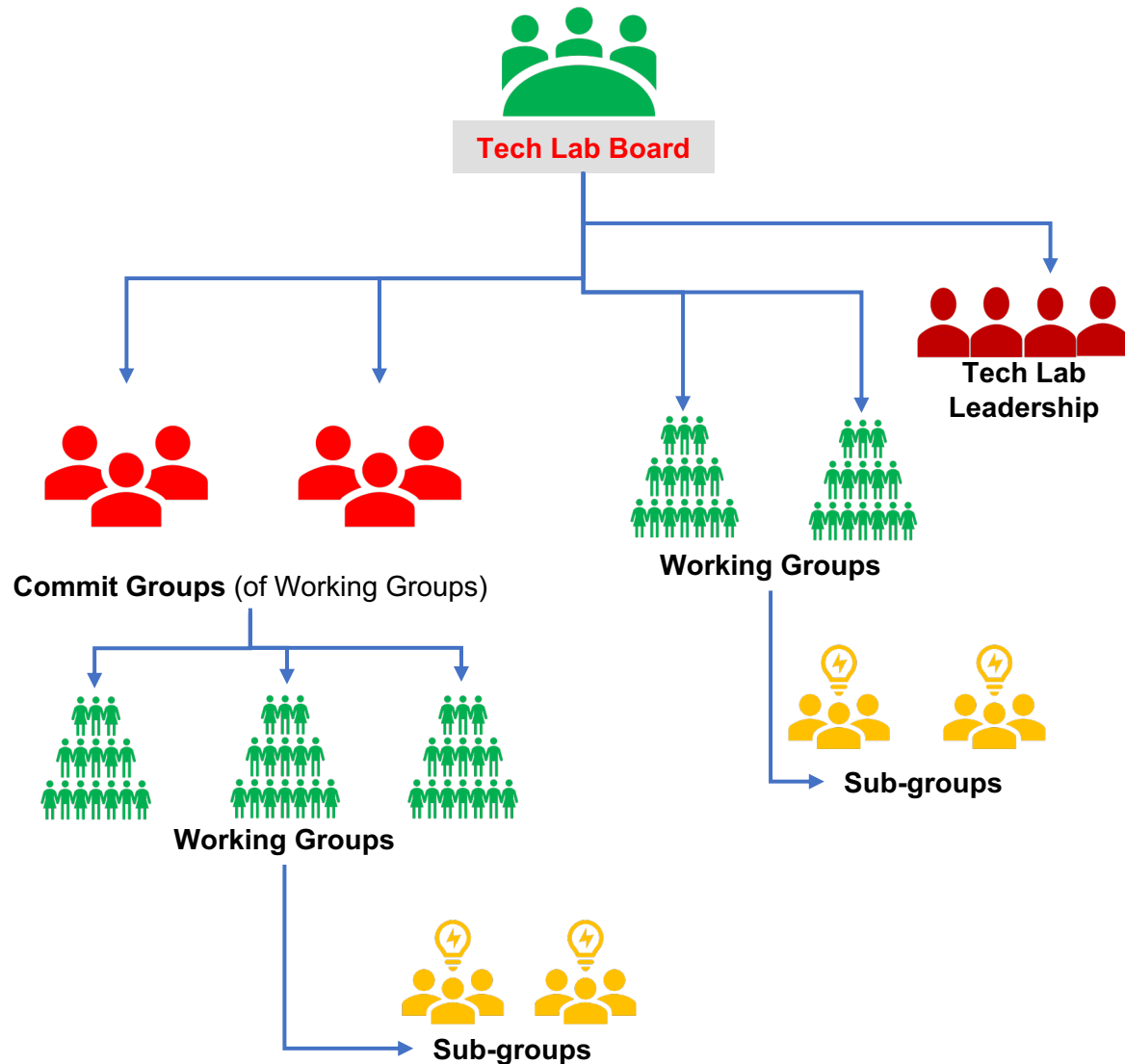


125+ **OM SDK** certified integrations (1/2 non-US) ; on 3B+ devices
 All data available in **Tools Portal** (FKA Transparency Center)



Transparency & Consent Framework: Over **87%** of web inventory in Europe with a TCF signal, **79%** of apps with a TCF signal

Tech Lab Work Structure



- **Board oversees all groups**
 - Guides strategy, priorities, etc.
 - Initial appointment is via inbound/outbound request
 - Members elect Board annually
- **Tech Lab staff manages day-to-day decisions & operates the working groups**
- **Working Groups form based on demand/need for a work stream**
 - One group may work on multiple initiatives
 - Sub-groups form for more specific initiatives as needed
 - All Tech Lab members may participate
- **Commit Groups form for major software or protocol initiatives**
 - Commit Groups make key decisions & may provide engineering resources
 - Member inclusion is managed by group itself
- **Group leads collaborate to ensure consistent design decisions etc.**



2023 Strategic Plan: Privacy

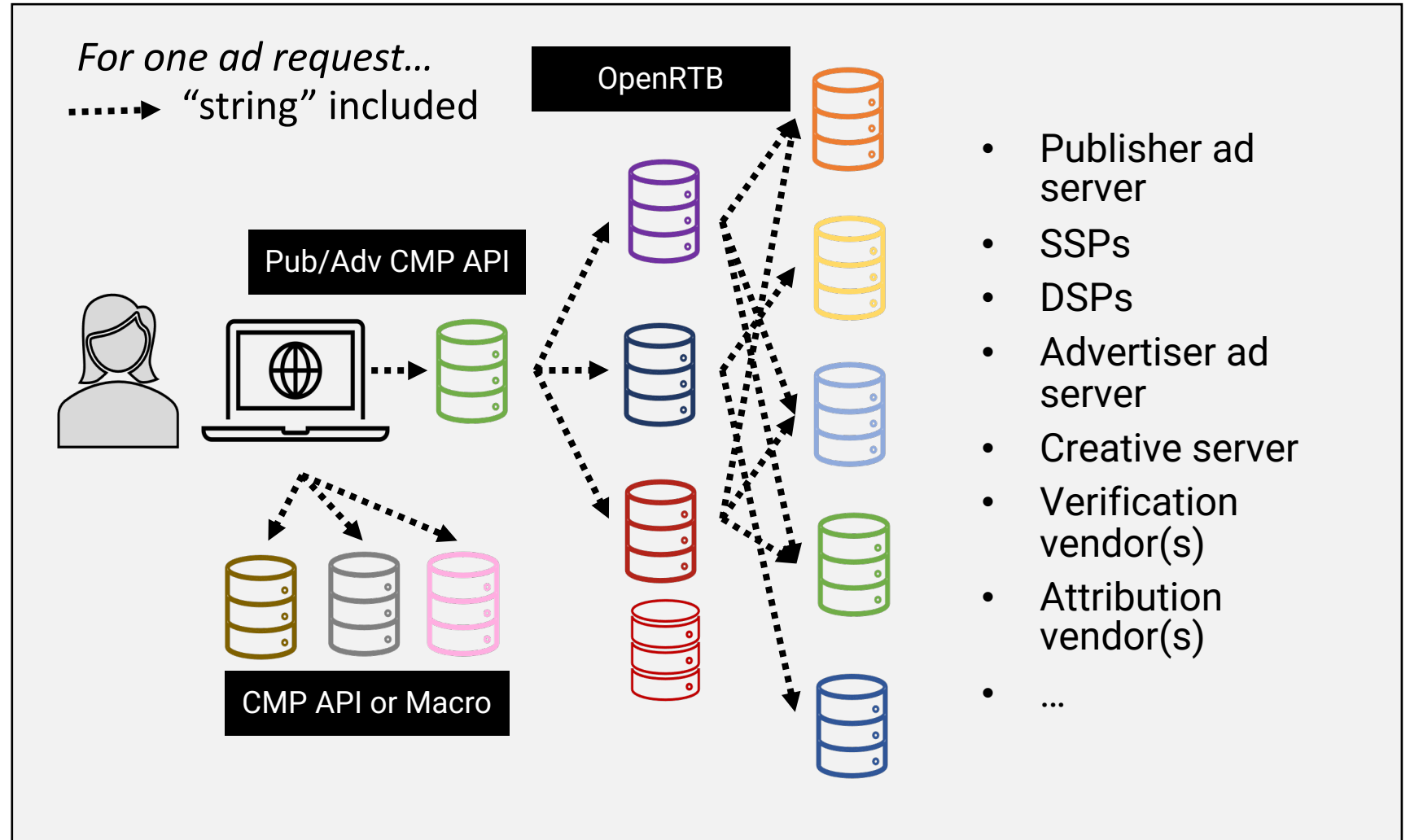
Scalable, efficient and consistent management of privacy regulations

- Comprehensive and secure consent signaling framework across multiple jurisdictions and global controls
- Post transaction Data Subject Rights signaling (Access, Delete, Modify)
- Technical Accountability Standards to provide transparency on the use of personal data for addressability
- Best practices and guidance for privacy safe use of other standards and privacy-like regulations

Global Privacy WG	Accountability WG
<ul style="list-style-type: none">• Support new markets in need of consent framework• Updated TCF 2.2 (April 2023)• Improve the security of privacy signals• Evaluate EU APD remedies (as needed)• Accommodating new non-jurisdictional signals	<ul style="list-style-type: none">• Decision on distributed vs. centralized audit• Drive adoption of the initial audit frameworks by making it easy to implement• Create new value add to audit frameworks• Finalize id-sources.json

Global Privacy Platform (GPP): Available Now!

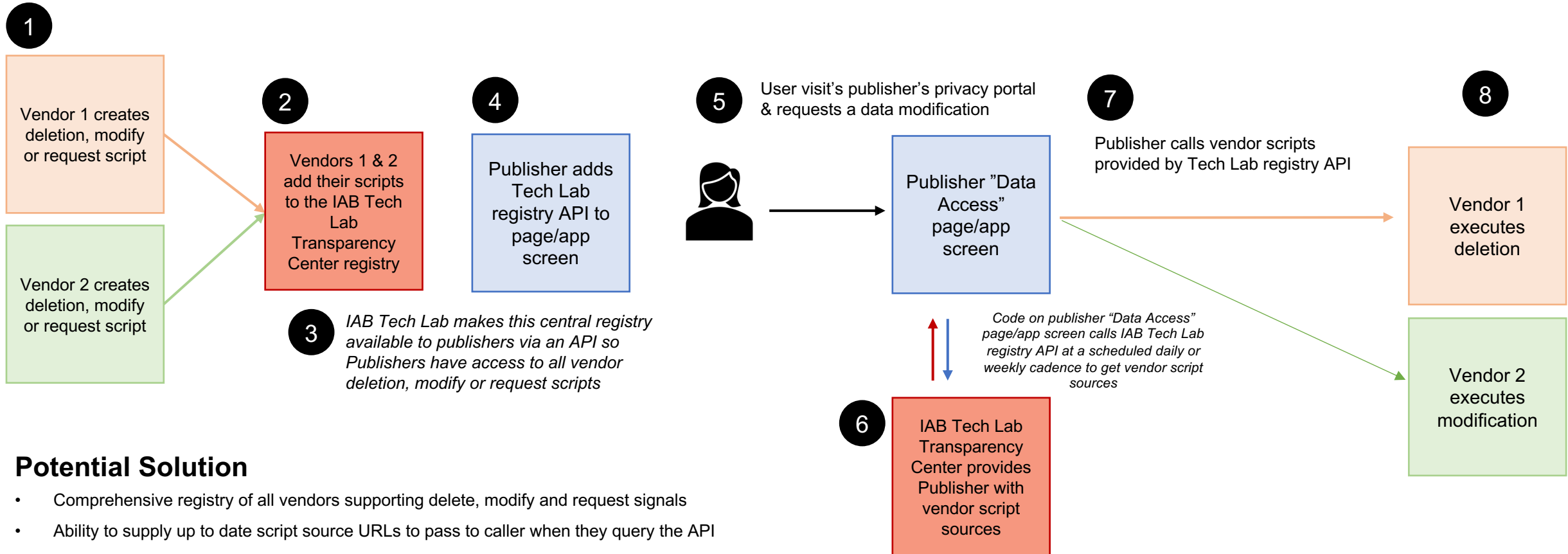
- Privacy signals are indicators of a user's privacy preferences
- The privacy string is GPP's specific representation of user's privacy preferences
- **GPP is ONE GLOBAL API** that defines the structure for the string and string transmission methods across multiple jurisdictions
- **Launched in September 2022**
As of March 2023, includes support for the following signals: IAB Europe's TCF, IAB Canada's TCF, IAB US's MSPA (CA, CO, CT, UT, VA, GPC)



GPP 1.1 opened for public comment on May 8, 2023

Data Subject Rights Framework: Q3 2023

Using the GPP framework, the industry will extend the data modification (access, change, delete) mechanism to function as such:



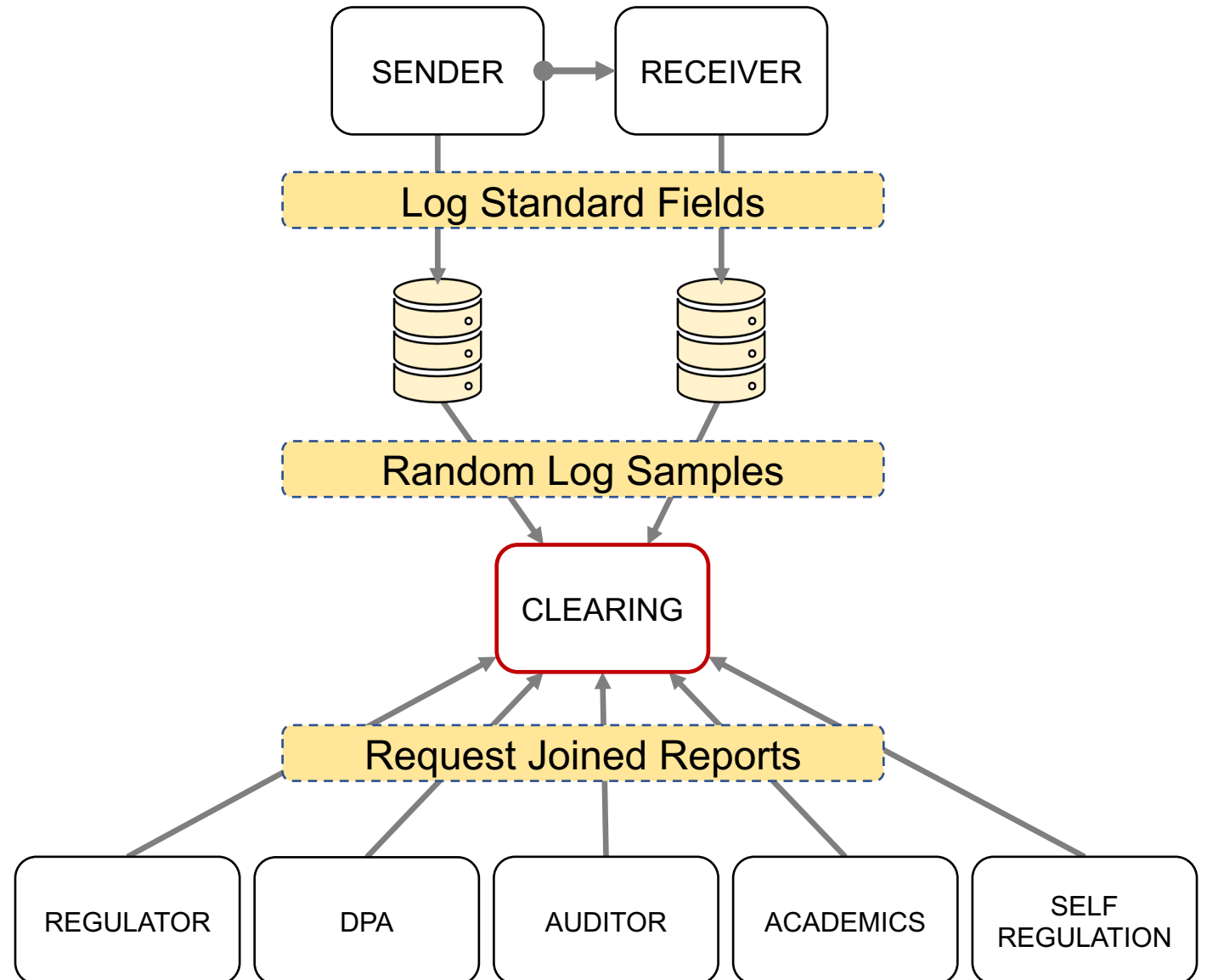
Potential Solution

- Comprehensive registry of all vendors supporting delete, modify and request signals
- Ability to supply up to date script source URLs to pass to caller when they query the API
- Publishers could make a single daily or weekly call to download the vendor script list
- Publishers reference a cached copy to process delete requests on a rolling cycle

Accountability Platform: Q4 2023

Overview:

- Provides consistent technical audit opportunities for digital ad industry participants, self-regulatory regimes, and regional authorities
- Process for generating log samples from participants that indicate whether industry standard user preference signals are shared and whether addressable audience identifiers are present
- Logs can be used by interested parties to perform analysis such as identifying when user preference signals are being properly propagated



Strategic Plan: PETs & Clean Rooms

Post cookie and privacy first addressability for audience activation and measurement

- **PETs is a multi-year initiative:** PETs is a nascent area still in the design and proposal phase. We continue work on designing new PET solutions within IAB Tech Lab PETs Working Group
- Build a portfolio of privacy-safe addressability solutions: **Enhanced Seller Defined Audiences (SDA)**, Open-Source Trusted Server (SMPC), ID Solutions Guidance
- Establish Clean Room standards for interoperability and include PETs
- W3C Engagement: Bring PETs proposal to the W3C working and community groups

PETs WG

- Education: Industry PET presentations
- Kick-off a Targeting use case open source SMPC work with key publisher firms
- Private Attribution with non-browser match key capabilities
- Evaluate and launch Secure Multi-Party Compute open-source initiative

Addressability WG

- Publish Clean Rooms Interoperability Standards **(Feb 2023)**
- Publish Clean Rooms General Standards **(Feb 2023)**
- PETs for Clean Rooms – TBD action from initial clean room MPC proposal
- Seller Defined Audiences 1.1

New: Research

- Publish research with more academic and industry partners focused on a technical aspect. Ex. Pressure testing clean room and upcoming PET proposal with 2 security researchers



Tech Lab Advanced TV Charter

Establish a set of technical standards and best practices to support the following use cases across CTV, linear and broadcast environments



Universal Reconciliation

Create the framework for streamlined reconciliation of TV buys across CTV, linear, and broadcast environments



Full Auditability

Develop open-source measurability for tracking ad creative across all environments



Interoperability

Establish a standardized token creating a structure for audience interoperability and addressability



Improved Ad Validation

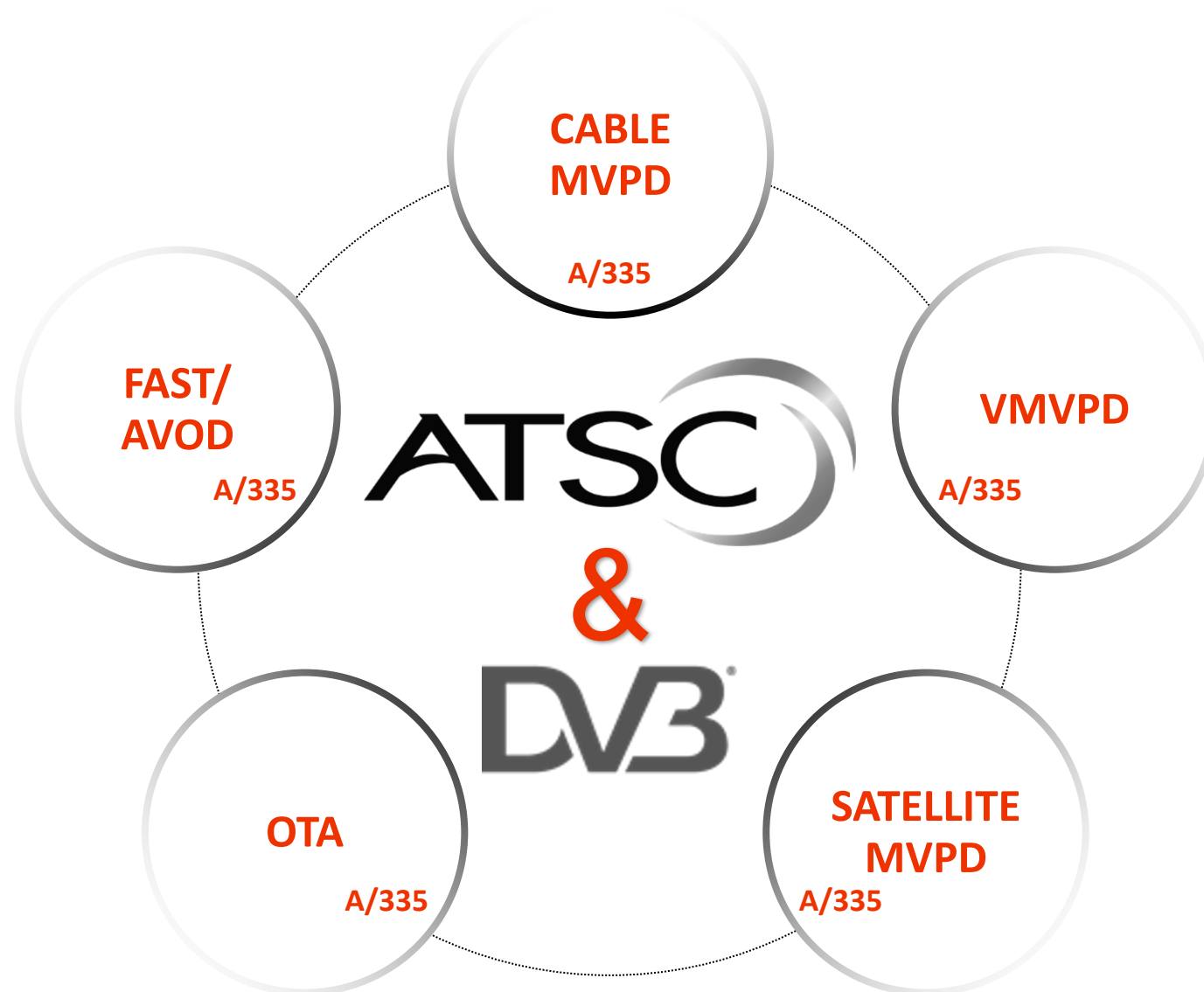
Further develop CTV anti-fraud measures and more accurately account for viewability



Frame Accurate Replacement

Sets up an impression-based TV market, which advertisers want today. Creates a cross-environment frequency capping solution. Standardize the means by which various TV constituents can swap out inventory for resale

A/335 can **See**, **Verify** and **Enable** all forms of Addressable TV Ads



Video Watermark Primer

An invisible QR code for video that is recognized by CTVs.

Open watermarking works like a QR code but is different...

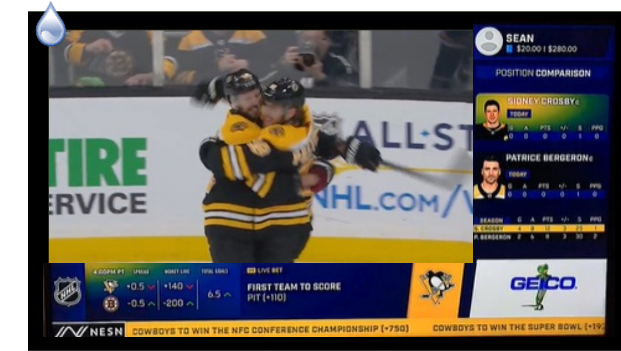


<https://nextgentvnow.com/experience.html>

- A ~~visible, static~~ invisible, time varying data message (typically a URL)...
- Added to video and ~~image~~ audio content during production or presentation...
- and read by a ~~mobile device with a camera to launch a web page or app~~ CTV to discover and launch content-related features.

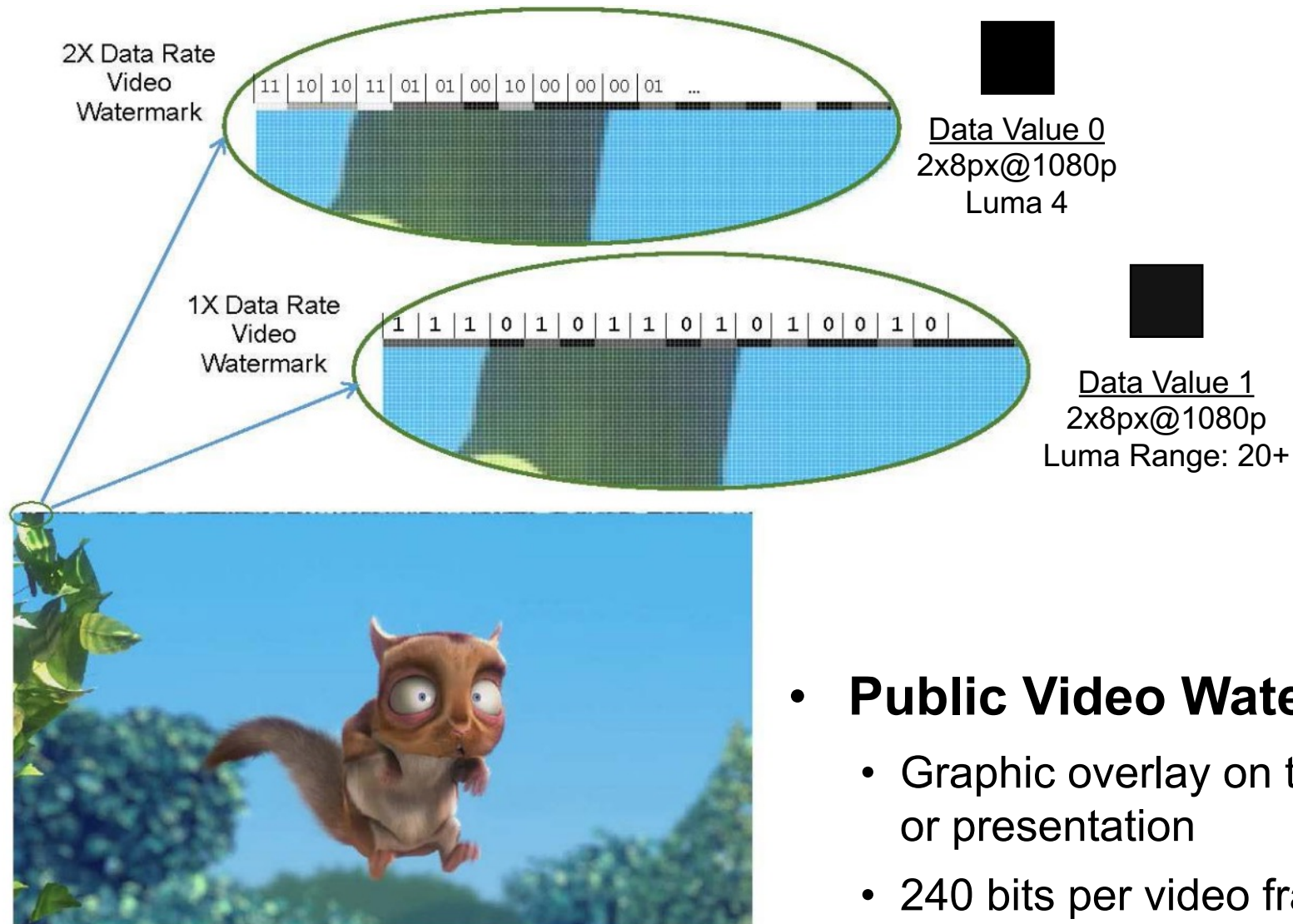


Legacy CTV



Open Watermarking CTV with Personalized Experience

Types of Video Watermark



A/335 Video Watermark

- **Public Video Watermark Specification**

- Graphic overlay on the top lines of video during production or presentation
- 240 bits per video frame (7.2 kbps), invisible to viewers



Common Themes

- Complex supply chains and cookie syncs are the primary drivers of programmatic emissions
- No standards around how emissions are quantified (outside of IAB TL remit)



Scope

IAB Tech Lab

In Scope

- Publish best practices and provide technical support pertaining to Programmatic Supply Chain.
- Support the sending and receiving of emissions numbers
- Once methodology has been determined, develop and host an open source emissions calculator

Out of Scope

- Methodology on how emissions are calculated and CO2 number itself

Trade Organizations & PSC Participants

In Scope

- **Ad Net Zero:** Gain consensus from advertisers on methodology
- **Advertising Trade Organizations:** Create policy, promote industry adoption, and overarching best practices.
- **Green Vendors:** Generate actual carbon numbers for publishers to add to websites
- **Publishers:** Add emissions data to Ads.txt files
- **DSPs:** Pick up emissions data from websites and support programmatic traders to include it in their buying strategies (via UI or other).
- **Agencies:** Promote client adoption and enforce green buying practices

Tech Lab Position Questions

It seems like companies doing quantification are pointing at problems outside of RTB

- Duplication of bid requests to the same supply sources (via prebid and via google open bidding)
- Sending prebid requests even when programmatic guarantees or other presold deals will take precedence over any of the open exchange responses
- Cookie syncs

“Fixes” or guidance to lead toward lowering emissions in these cases will strive into the realm of business decisions, e.g.

- Limiting supply paths
- Only do open auction calls when you know the inventory isn’t committed elsewhere.

Tech Lab does not take a position on these business decisions. This workstream will focus on providing raw telemetry to quantify the impact of those decisions (e.g. Here are how many SSPS are listed, how many times each is listed, and the impact of each).

Sustainability Workstreams

Collateral

Collating and re-publishing programmatic best practices and the quantified carbon emissions wasted by not following the guidance

Industry education around Tech Lab commitment, scope, and deliverables



Technical

Evaluate and prioritize list of ways to lower amount of signal in the bid stream focused on lowering duplication and reducing duplicative ad requests wholesale

Provide Working Group participants with a view into the impact of optimizations using estimations agreed on from Sustainability Vendors in the working group



Benchmarking

Iteratively adding benchmarks to the Tools Portal, starting with information already available from ads.txt/app-ads.txt and sellers.json entries and, pending working group approval, potentially expanding into support for scenario calculations

Sustainability Roadmap

Kick-off

Kick-off Tech Lab Working Group

Q123

Release

- Aid de-duplication efforts through spec level support and promotion of gpId to baseline supply chain telemetry
- Add benchmarks to Tools portal pending Working Group design and approval

Q323

Q223

Publish & Release (June 7)

- Digital advertising sustainability best practices (ad ops & technical best practices)



Q423

Adoption

- Programmatically send & receive applicable supply path metadata (pending working group design and approval)
- Ongoing support for programmatic trading based on emissions data



Strategic Plan: Programmatic Supply Chain

Secure, flexible, and green programmatic supply chain for all digital advertising media with built-in privacy by design

- Secure and authenticated supply paths from device to demand
- **Faster and extensible Open RTB release process (January 2023)**
- Maintain Tools Portal/ Industry support tools/ Open-Source Projects

Programmatic Supply Chain WG	Security Foundation WG
<ul style="list-style-type: none">• Minor releases for growth markets• Advanced TV: Upfront support in RTB• Carbon/Green Telemetry Data Support	<ul style="list-style-type: none">• Specification to secure the supply path, only known/ authorized parties can access data, may be optionally applied• Authenticated Devices• Authenticated Delivery

Strategic Plan: Open Measurement

Open Measurement's largest opportunity to continued success is ensure adoption in new markets requiring viewability measurement. Over 2023 and 2024 this focus will be on CTV coverage; the fragmented market means that 80% coverage requires multiple SDKs. There is also plenty of opportunity, with OMSDK's successful footprint to look for opportunities to support other Tech Lab initiatives while steering clear of any consumer IDs

SDK Development	Security Foundation WG
<ul style="list-style-type: none">• Web video SDKs to support (Samsung, Chromecast)• Compliance against AndroidTV, tvOS• Vizio & LG feature enhancements to tv off and last interaction	<ul style="list-style-type: none">• Investigate commonality between authenticated devices and OMSDK• Investigate other content/outcome measurement opportunities with OMSDK and CTV• Investigate watermark measurement specification distribution opportunities

A black and white surrealist photograph. A person is perched on the edge of a steep, dark, and craggy cliff. They are leaning forward, pushing a large, textured sphere (resembling a planet or moon) over the edge. The sphere is suspended in the air above the cliff. The background is a pale, overcast sky with a single bird in flight visible in the upper left. The overall mood is one of immense effort and the futility of a never-ending task.

Our work is never done

Learn More

IMPACT

iab.TECH LAB SUMMIT

**June 7 @ 8:00 AM - 6:00 PM EDT
NYC**