

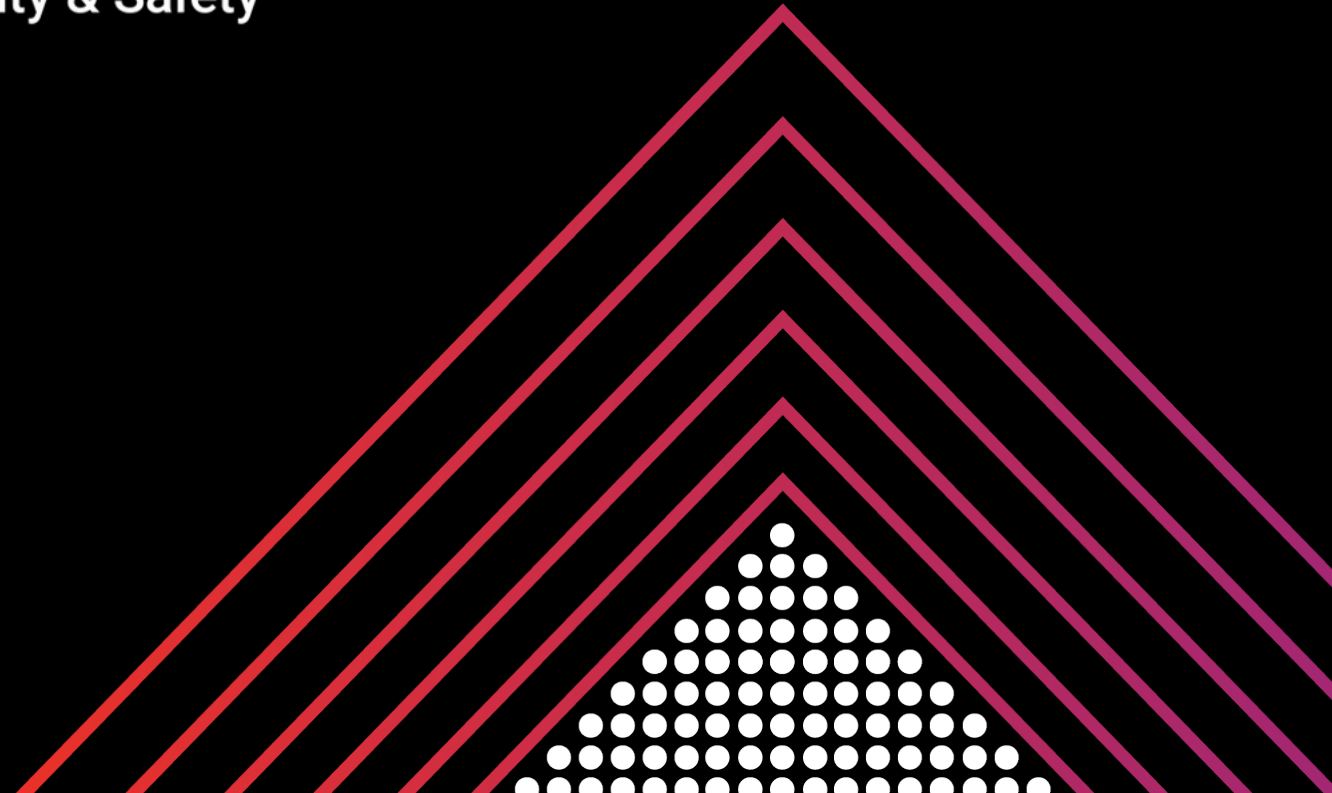
# iab.TECH LAB RENAISSANCE

The Next Generation of Privacy, Addressability & Safety



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# Renaissance

[rənɛ'sɑːs]

*noun*

a revival of or renewed interest in something.

An aerial, black and white photograph of a golf course. The image shows several fairways and green areas separated by light-colored paths. A large, leafless tree stands prominently in the middle ground. Three large, white, semi-transparent circles are overlaid on the image, each containing a word in bold black text. The circles are arranged in a roughly triangular pattern across the frame.

**Privacy**

**Trans-  
parency**

**Fraud**

# Trust is a problem within our industry

- Privacy regulation
- Browser changes
- Consumer sentiment
- Fraud and brand safety

## Transparency and Standards address this problem

- Standardized transactional protocols (RTB)
- Standardized identity and data practices (SDA, id-sources.json)
- Standardized consumer privacy signals (TCF, Global Privacy Platform)
- Standardized, auditable information disclosures (Transparency Center, Accountability Platform)
- Standardized transparency frameworks (ads.txt, sellers.json, s-chain, ads.cert)
- Open source and open data to evidence good behavior (UID2)
- Regionally distributed policy, audit and governance bodies

# Refocus on a value promise to entire ecosystem

## Full transparency for consumers, marketers, publishers and supply chain partners:

- Who was involved in the delivery of the digital experience?
- Are they authorized? By whom? For what?
- Are they compliant with industry standards and accountability programs?
  - Comply with user controls, privacy and data protection rights
  - Brand safe and fraud-free
  - Measured consistently and reliably
- **Predictable** privacy for consumers
  - Consumers understand why they're providing their information and how it is used **consistently** across the digital landscape
- Supported with open data and auditability

# Tech Lab's Role

## Tech Lab Can/Does...

- Set technical standards & signaling (protocols, strings, data schemas)
- Oversee compliance with technical standards
- Steward open-source software initiatives and collaboration
- Educate industry on technical standards & framework best practices
- Provide industry metadata for use by compliance partners

## Tech Lab Does Not...

- Provide industry governance
- Provide policy counsel or guidance
- Provide operational services
- Provide development services

# Role of the Industry

## Tech Lab Members & Non-Members

- Support & comply with tech standards
- Support & comply with data protection policies and regulations
- Deliver trustworthy digital experiences

## Tech Lab Partners - Trade Orgs globally... focus on business & legal/policy

- Collaborate with us and inform new technical standards & frameworks
- Privacy and data protection policies (regional)
- Policy compliance (regional)

**A Renaissance awaits...**



**...but only if we restore trust**



# Roadmap 2022

Area	Q1 2022	Q2 2022	H2 2022
<b>Identity</b> Privacy and Addressability	<ul style="list-style-type: none"> <li>- Global Privacy Platform v1 including support for (1) existing privacy signals; (2) IAB Canada TCF; (3) initial countries in CJPP</li> <li>- SDA specification (Final)</li> <li>- Addressability and Accountability WG - ongoing exploration of different proposals</li> <li>- W3C participation/ guidance, Ads API collaboration with W3C</li> </ul>	<ul style="list-style-type: none"> <li>- id-sources.json generator - Open source</li> <li>- SDA POC Case Study</li> <li>- SDA Specification updates - bid response decisioning guidance.</li> <li>- Addressability and Accountability WG - ongoing exploration of different proposals</li> <li>- W3C participation/ guidance, Ads API collaboration with W3C</li> <li>- Standards for Clean Room interoperability</li> </ul>	<ul style="list-style-type: none"> <li>- UID 2 PKI Service Hosting Administration interface for compliance</li> <li>- Administration guidelines for UID2</li> <li>- ads.cert support for privacy signaling in GPP Graph of regional/local "GVLs"</li> <li>- Addressability and Accountability WG - ongoing exploration of different proposals</li> <li>- W3C participation/ guidance, Ads API collaboration with W3C</li> <li>- Cross context measurement standards/ guidance</li> </ul>
<b>CTV</b> Connected TV and Cross Media Video	<ul style="list-style-type: none"> <li>- Digital Video Ad Format Guidelines: update to include support for CTV</li> <li>- OM SDK for tvOS and Android devices</li> </ul>	<ul style="list-style-type: none"> <li>- OMSDK for Roku, +Web Video updates to include CTV signals</li> <li>- Guidance for use of web SDK in CTV devices where applicable</li> <li>- SIMID 1.2 with some CTV support</li> </ul>	<ul style="list-style-type: none"> <li>- VAST 4.3 *(or VAST 5.0 in Q3-Q4 if move to JSON)</li> <li>- Audience Measurement Standards for Cross media video</li> </ul>
<b>Security &amp; Fraud</b> Programmatic, Brand Safety, Transparency & Security	<ul style="list-style-type: none"> <li>- SHARC 1.0 release for public comment (safe container for ad interaction)</li> <li>- Programmatic Guide for Podcasting</li> <li>- Ad Product Taxonomy 1.1</li> <li>- Ads.txt 2.0/ Sellers.json/ Supply chain object</li> <li>- OpenRTB 2.6 Final Release</li> <li>- Datalabel.org Updates- FE and Extensibility API (packaged with Transparency Center)</li> <li>- Ad Fraud / IVT research with outside expert</li> </ul>	<ul style="list-style-type: none"> <li>- SHARC 1.0 final with reference implementation and other tools to support adoption</li> <li>- SHARC adoption efforts (tools, webinars, education)</li> <li>- ads.cert- signed bid stream use case</li> <li>- App store crawls</li> </ul>	<ul style="list-style-type: none"> <li>- Buyers.json &amp; id-sources.json in Transparency Center</li> <li>- Standards adoption tracking</li> <li>- Device attestation</li> <li>- GVL of GVLs/ Global GVL (pending dependencies)</li> </ul>
<b>Core</b> Maintenance and other areas including internal projects	<ul style="list-style-type: none"> <li>- assess product adoption and plan adoption strategies (educational materials, networking events, technical support, etc.)</li> <li>- audit product management lifecycle</li> </ul>	<ul style="list-style-type: none"> <li>- OM SDK compliance automation work</li> <li>- product adoption efforts</li> </ul>	<ul style="list-style-type: none"> <li>- product adoption efforts</li> </ul>

Q&A

