



# **IAB Tech Lab Intro for W3C TPAC**

November 8, 2017

# What is Tech Lab?

**Mission:** The IAB Technology Laboratory (“Tech Lab”) is a non-profit research and development consortium that produces and provides standards, software, and services to drive growth of an *effective and sustainable global* digital media ecosystem.

**Governing Board** – from sell-side to buy-side:



**Partners:** IAB (US) & affiliates, Ad-ID, CBA, DAA, MRC, TAG, W3C, & more

# Strategies & Offerings – The “Why” & “How”

*We enable brand & media growth via:*

- A transparent, safe, effective supply chain
- Simpler & more consistent measurement
- Better advertising/marketing experiences for consumers (esp. video & native)

*...with a focus on mobile & “TV” channel enablement*



*...by providing:*

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

# Bad Ads – An Issue for the Internet

## Browser responses to bad advertising

- ⤵ Block 3rd party cookies “for real this time”
- ⤵ Block “tracking resources”
- ⤵ Block ad Formats that exceed a quantified annoyance

## Industry response

- ⤵ Guidance on better ad formats
- ⤵ Squeezing out exploitative ad delivery (ads.txt)
- ⤵ More critical thing about who is allowed to deliver ads when

## Future Thoughts

- ⤵ Signed ad packages, as being pioneered by AMP
- ⤵ In-client ad experience evaluation against common criteria
  - With user-driven thresholds and opt-in feedback

# Client Mediated Identity

## Examine the Standalone Models

- › Is the app model of advertising IDs fundamentally more or less private than the web model?

## Possible Migration

- › What paths exist to client mediated identity from current “sea of beacons”?
- › Historic efforts to move web data to client have been necessarily antagonistic to ad systems.

## User Information

- › Identity – a means of deterministically looking up additional information.
- › Preferences (like DNT) – guidance on how to use what information.
- › Profile – Interesting information about a specific identity.

# Accessibility – Can Automation Help?

**There is more structured data about advertising than ever**

- Ad-ID
- OpenRTB
- VAST / DAAST

**What opportunities are there to make this available to client?**