



Authenticated Consumers & The Trade Desk UID2.0 Approach

22nd April, 2021,

Speakers



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Introduction to Tech Lab and Standards Portfolio

The Trade Desk UID 2.0 Approach

Panel Discussion

Q&A

Announcements

Our Mission

Share the cost,
share the benefits

Member-driven,
member-developed

Engage a global member **community** to **develop**
foundational technology and standards that enable
growth and **trust** in the digital media ecosystem.

Broad availability
& utility, by design

We live this – as a neutral, transparent,
open-source, non-profit org

You may already know our work



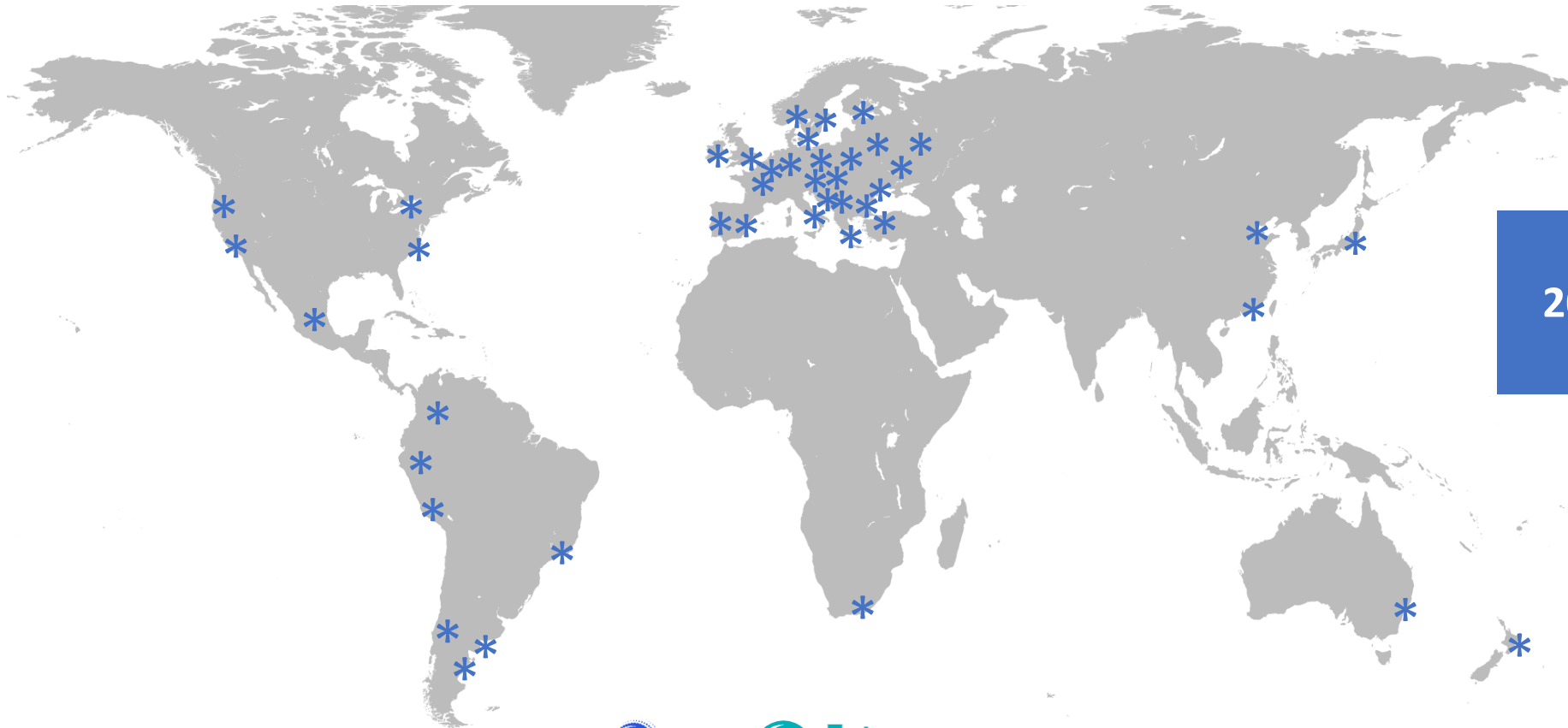
Tech Lab Standards & Services: Interoperability, Efficiency, Innovation

1 IDENTITY, DATA, & PRIVACY	2 BRAND SAFETY & AD FRAUD	3 AD EXPERIENCES & MEASUREMENT	4 PROGRAMMATIC EFFECTIVENESS
Project Rearc (rearchitecting post-cookie/ID)	Content Taxonomy (contextual categories/channels)	VAST (video ad delivery spec)	OpenRTB (programmatic real-time protocol)
Data Label ("nutrition label" for data)	Ad Product Taxonomy (product categories)	SIMID (video ad interactivity spec)	OpenDirect (programmatic guaranteed spec)
Audience Taxonomy (data segment categories)	ads.txt / app-ads.txt (anti-fraud specs)	MRAID (mobile in-app rich media ads API)	CATS (ad request spec for direct buys)
Transparency & Consent Framework (IAB Europe)	ads.txt Aggregator (transparency insights)	New Ad Portfolio (ad weight, size, experience specs)	Ad Management API (creative approval API)
CCPA & Other Privacy Frameworks	sellers.json (anti-fraud, transparency spec)	SafeFrames (secure ad "container")	CTV/OTT Guidance (IFA, User Agent, app store ID)
	SupplyChain object (transparency spec)	Open Measurement (unified SDK for viewability & more)	Spiders & Bots (traffic detection & filtering list)
	ads.cert (security, anti-fraud spec)	Podcast Measurement Technical Guidelines	Blockchain education

Tech Lab 2021 Product Priorities

PRIORITY	SUPPORTING STANDARDS
1. Define/Inform multiple solutions to privacy-centric addressability (without cookies/IDs)	<ul style="list-style-type: none">a) (NEW) Rearc: Addressability/Privacy standards & compliance for contextual, demo/behavioral, authenticationb) Browser/OS & industry engagement & education
2. Provide technical standards for privacy , to support compliance with local laws	<ul style="list-style-type: none">a) TCF & CCPA frameworkb) (NEW) Global Privacy Framework
3. Promote supply chain transparency for brand safety, fraud, & data decisions	<ul style="list-style-type: none">a) Sellers to buyers: ads/app-ads.txt (incl. CTV), sellers.json, SupplyChain objectb) ads.txt Aggregator enhancement & (NEW) validationc) (NEW) Buyers to sellers: buyers.json, Ad Mgmt API, adv IDs?d) Taxonomy & OM SDK enhancements for brand safetye) Data Transparency/Label
4. Improve measurement & attribution accuracy & consistency (reacting to #1-3 & motivating those efforts)	<ul style="list-style-type: none">a) OM SDKs/OMID – OM SDK for CTV – tvOS, Android TV, Rokub) Brand Safety and Suitability solution for Open Measurementc) VAST 4.2 / SIMID / OM (incl. CATS & AdCOM)d) Podcast Measurement incl. enhancements if needed

Global Board + Local IABs + Member Companies



750+ companies
20+ working groups
2,500+ people

* Local/regional IABs supporting Tech Lab

Board of Directors



How Tech Lab works with IAB globally

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Market Development (supporting sales/marketing)

- Education & certification
- Research
- Policy
- Guidelines & business standards
- Events & networking

PROPRIETARY INNOVATION



- Packaging & pricing
- Competition
- Product/Service development
- Operational Innovation

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TECH LAB

Technical Standards (supporting product development)

- Standardized protocols & specifications
- Software & tools
- Compliance programs
- Supporting education & events



Project Rearc Progress

Privacy by Default Is the New Normal – Globally

CONSUMERS

- Growing awareness & concerns about the data economy
- Distrust of corporate & political power & institutions

GOVERNMENTS

- Rise of privacy laws globally – many requiring consumer opt-in, all requiring transparency/control
- Legal action against violators



PLATFORMS ¹¹

- Browsers & operating systems limiting cookies & IDs globally – taking aim at cross-site tracking
- Largest ad/media platforms revising their practices

The Consumer Is Now in Control



I want to **restrict** how sites and apps use my data.



I want everything **personalized** just for me.



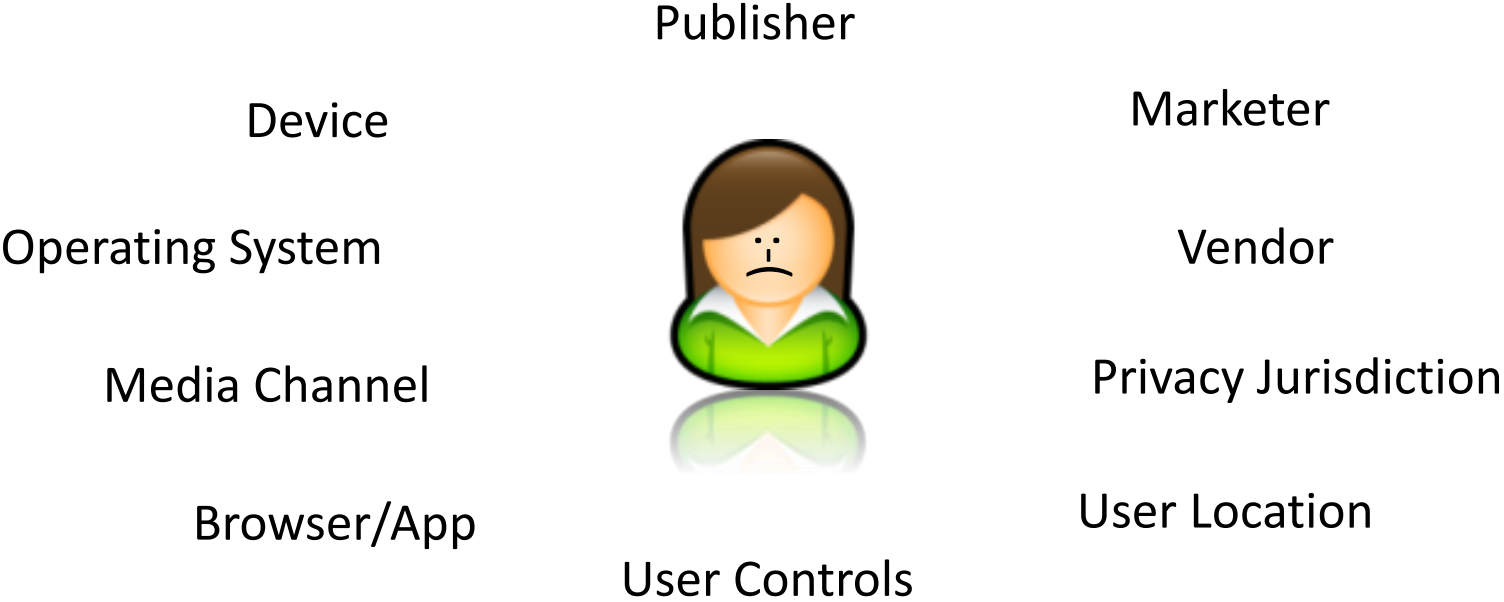
PRIVACY / PERSONALIZATION



I'm ok if sites and apps **recognize** my visits to provide relevant ads.

Open Standards Will Be Critical ... and Will Help ALL Stakeholders

Delivering ad-supported consumer experiences risks becoming too complex. Ad planning, personalization, delivery, measurement, privacy compliance, etc. can vary by:



Open standards can help enable **predictable user privacy** and the delivery of **responsible ad-supported digital experiences**.

Portfolio Approach to Addressability is Required (No Silver Bullet!)

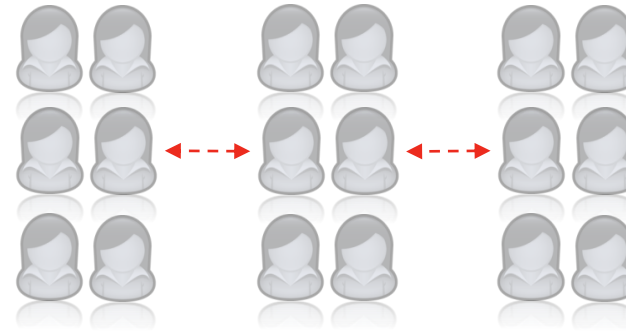
Plan for a range of scenarios across advertising business activities & use cases:

Unlinked 1st-party Audiences Advertiser/Publisher data not connected



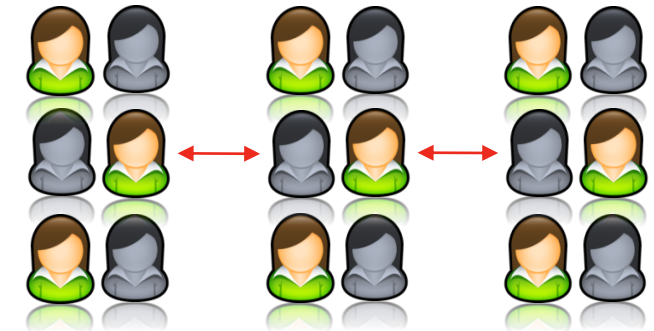
- Contextual
- Seller-defined audiences
- Private marketplaces

Browser/OS-linked Audiences No 3rd-party tracking



- Chrome Privacy Sandbox
- Apple SKAdNetwork & Private Click Measurement

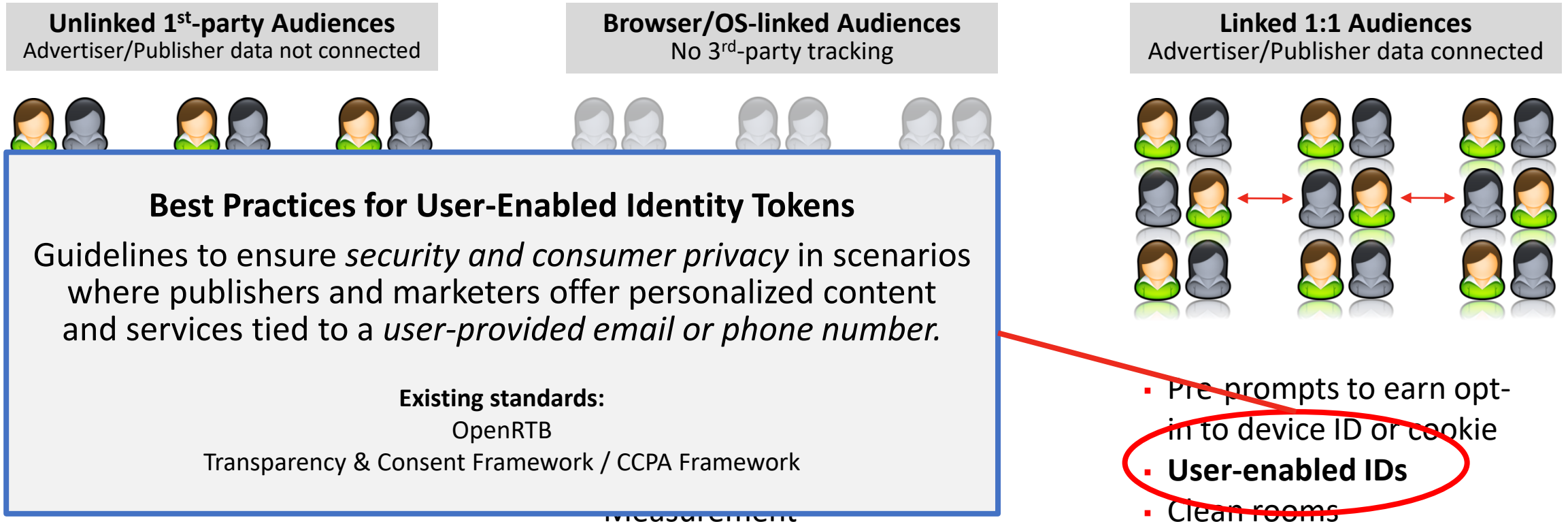
Linked 1:1 Audiences Advertiser/Publisher data connected



- Pre-prompts to earn opt-in to device ID or cookie
- User-enabled IDs
- Clean rooms

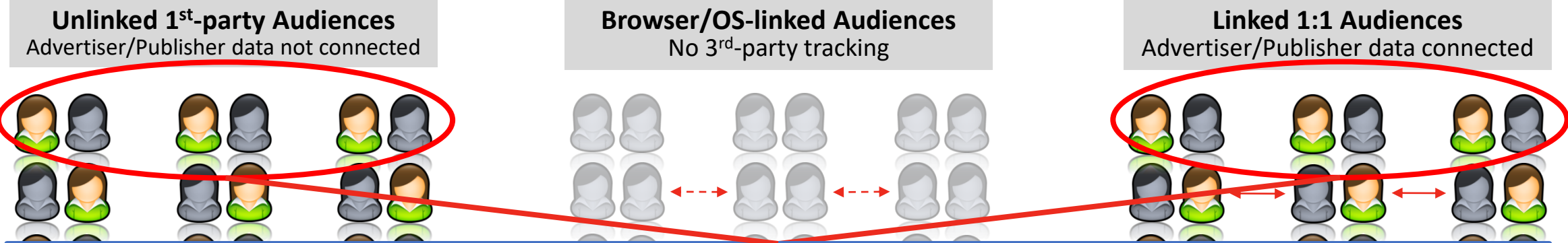
Today's Releases for Comment – Addressability

Plan for a range of scenarios across advertising business activities & use cases:



Today's Releases for Comment – Privacy

Plan for a range of scenarios across advertising business activities & use cases:



Global Privacy Platform

A specification for *encoding regional user data rights and preferences* into a standardized format for the entire supply chain, simultaneously improving user *transparency/control AND industry compliance* amidst ongoing regulatory evolution.

Existing standards:

Transparency & Consent Framework / CCPA Framework

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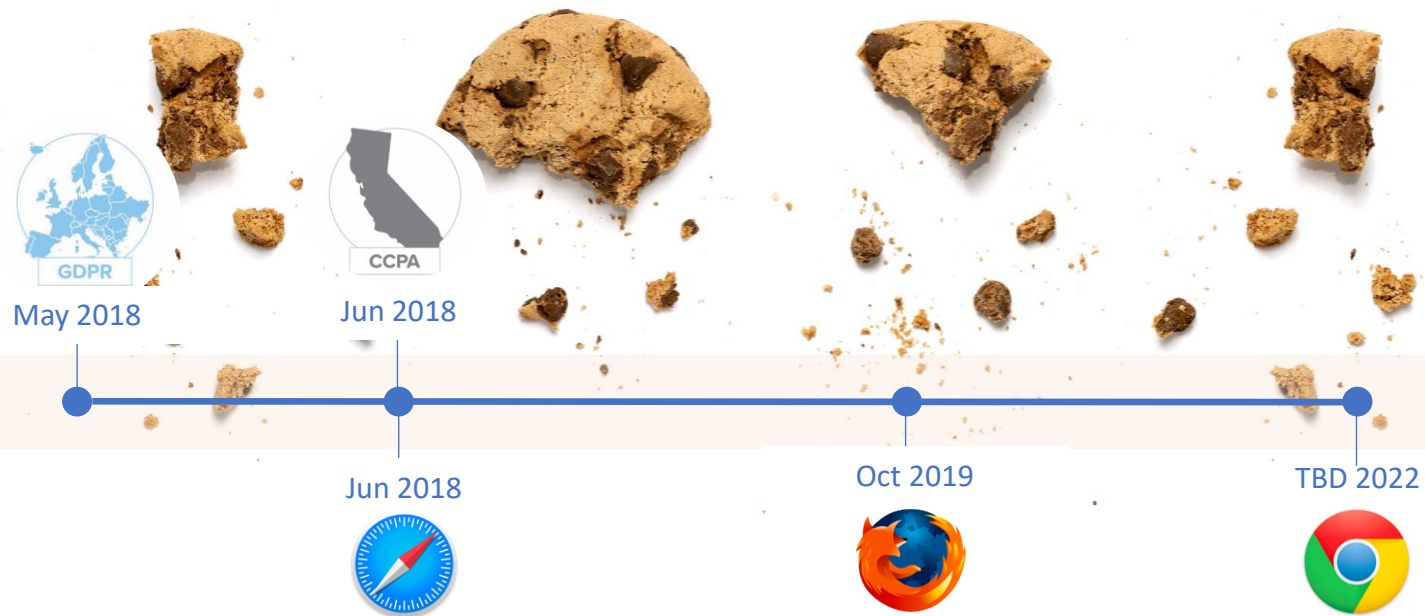


Building a better
foundation for identity
on the open internet.

The browser-based internet has always relied on cookies.



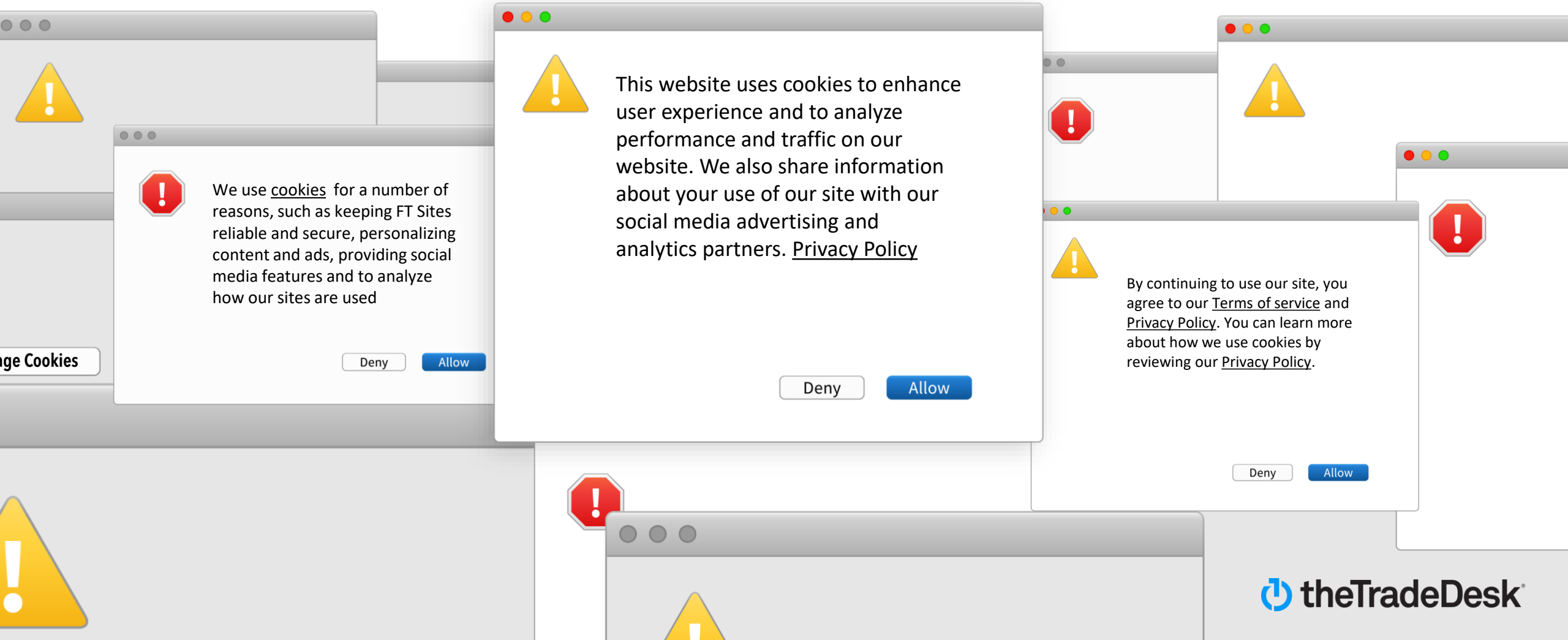
The browser-based internet has always relied on cookies.



But third-party cookies are being deprecated.

The industry needs to prepare to replace and improve the cookie in a way that is consumer-friendly and privacy-safe

We've never clearly explained the value exchange of the internet



Consumers are ready for a better solution

Consumers are willing participants in the advertising ecosystem

“You always have to give something to get something.”

Consumers are aware of the amount of personal data Google and Facebook have.

“I feel like they know everything.”

Consumers see value in an email-based SSO solution that isn't tied to personal data.

“It provides a middle ground, a compromise to using Google for everything and creating individual accounts for everything where I feel that may be too time consuming for every single site I go to.”

Google Chrome's 2020 announcement paves way for better alternative



Google Chrome Will Drop Third-Party Cookies In 2 Years

by [Sarah Sluis](#) // Tuesday, January 14th, 2020 – 11:00 am

First party vs third party cookies

- **First party cookies** are stored by the domain (website) that you are visiting, such as an Advertiser's homepage.
- **Third party cookies** are stored by external domains visited. These are used to track users for advertising across sites

Implication of announcement

- Impact is limited to desktop browsing environments which make up only 20% of TTD's global business

Next Steps

- The industry needs to prepare for a cookie-less future by creating an identifier that is meaningfully better than the third-party cookie

What makes the internet work:

We see relevant ads in exchange for free content.

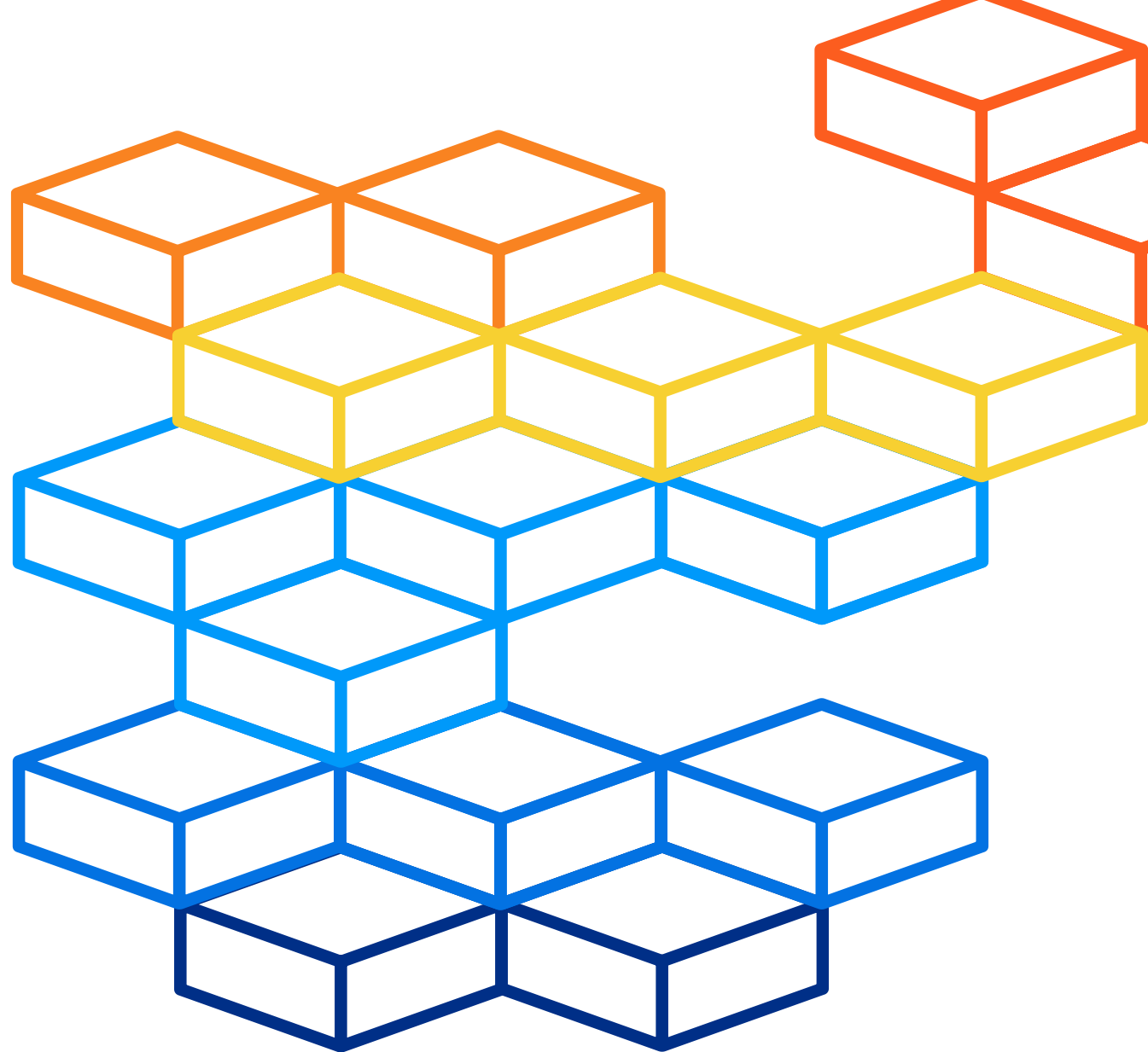
Introducing Unified ID

What it is and how it works



An industry-wide solution

We are building on feedback and efforts from across the digital advertising industry





A better foundation for identity

Unified iD^{2.0}



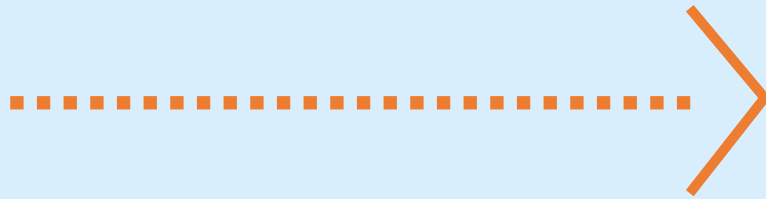
Secure



Accountable



Cross-platform



Core principles for a sustainable solution

**Maintain
the Value Exchange**



**Build
consumer
trust**



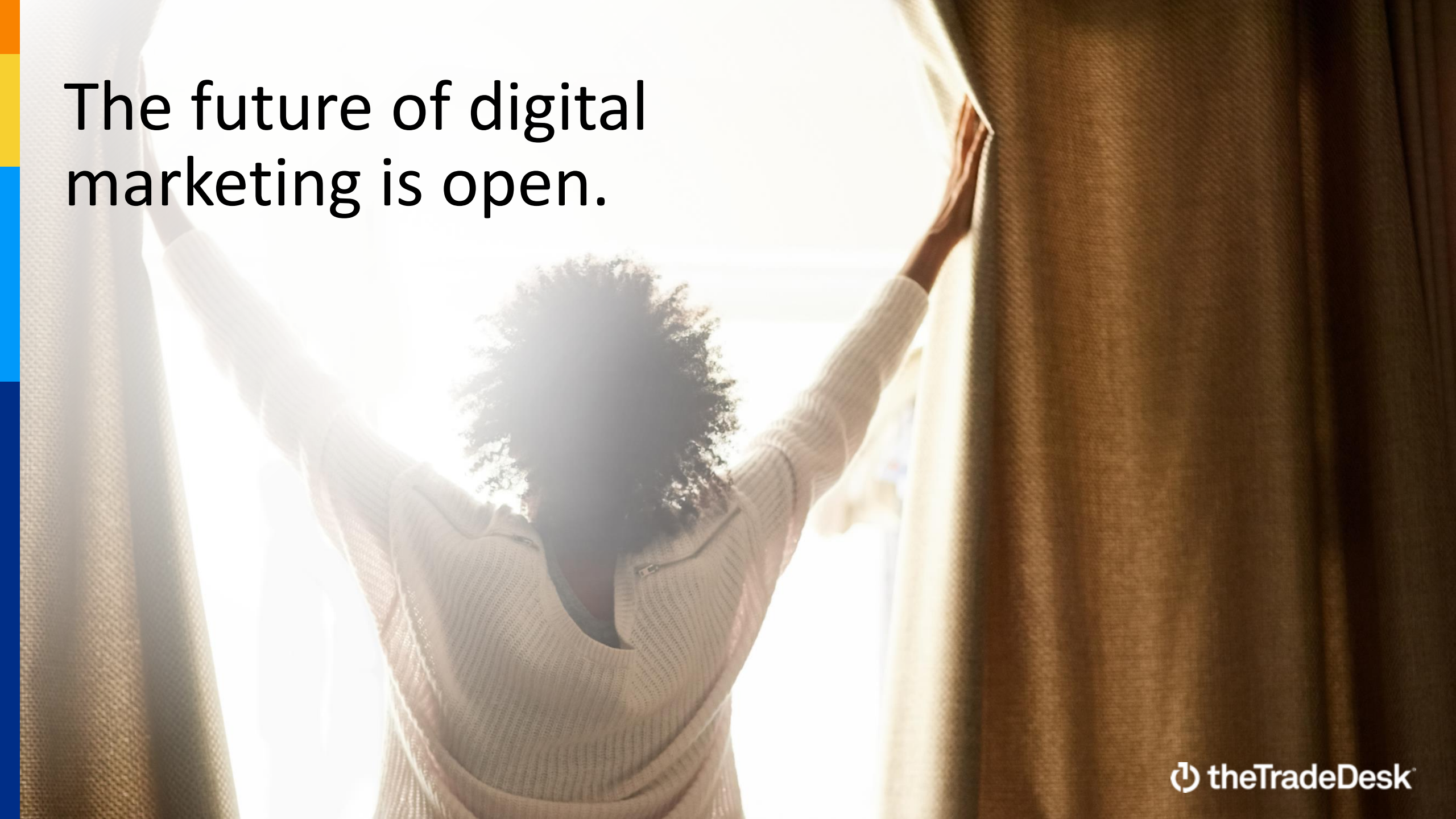
**Make the ad
experience better,
not worse**



**Maintain seamless
access to content**



Federate power and control of the internet

A person with their arms raised in front of a window with curtains, symbolizing openness and future.

The future of digital marketing is open.

Unified ID 2.0 is here and now



PRO

Google shook up ad-tech stocks by ditching 'cookies,' but the industry may have found a solution

PUBLISHED TUE, NOV 17 2020-12:42 PM EST

Megan Graham
@MEGANGRAHAM



The Trade Desk's Unified ID is gaining steam. Here's where things stand.

by [Allison Schiff](#) //
Thursday, November 5th, 2020 - 10:09 am



Washington Post signs up for new online advertising tool

ID system from The Trade Desk is a closely watched successor to tracking cookies



AD TECH & MAR TECH

Nielsen Is the Latest Company to Join The Trade Desk's Cookie-less Unified ID 2.0

The ad-tech platform announced similar deals with Criteo and LiveRamp last week

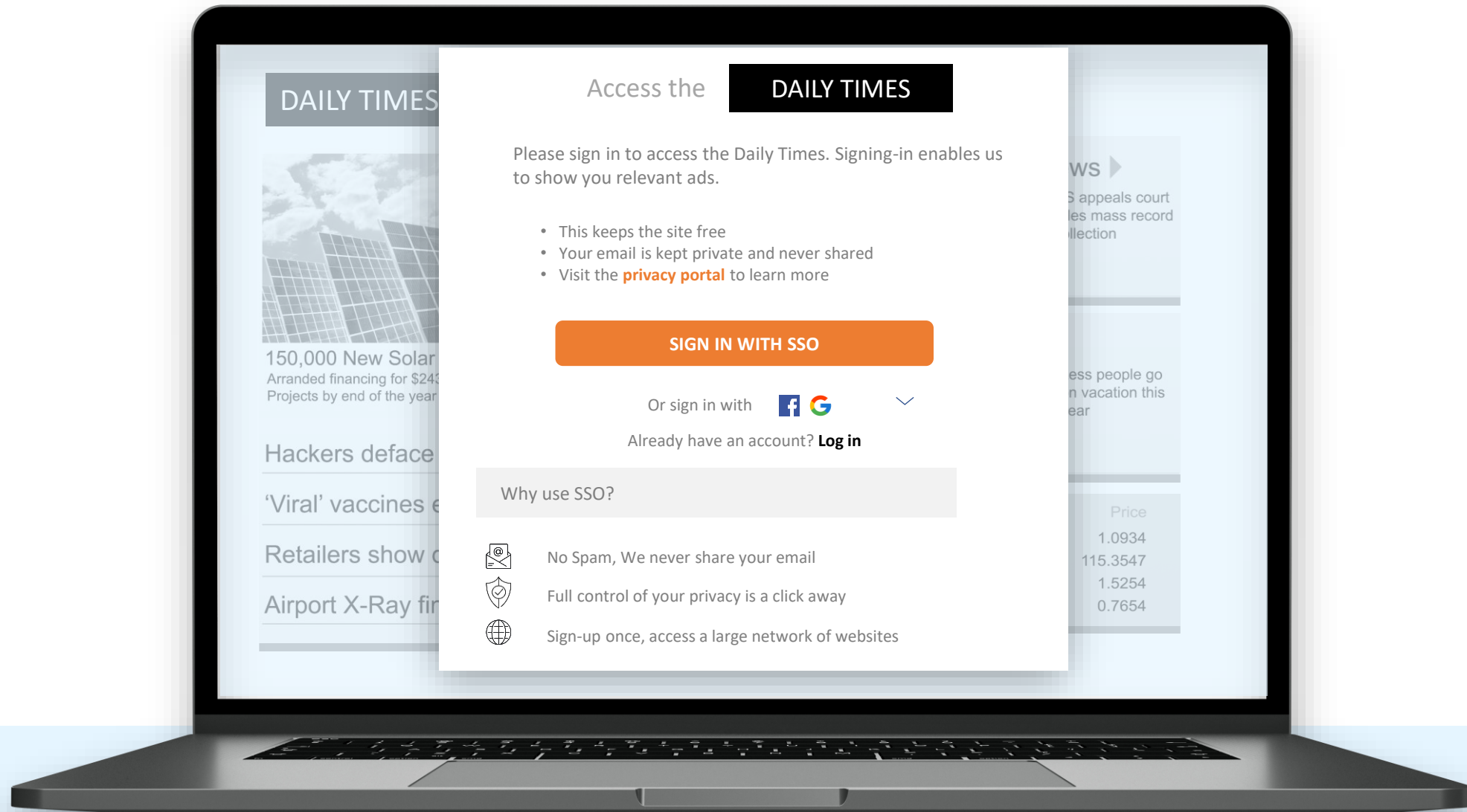
Bringing new benefits to the open internet

	Walled Gardens	Unified ID _{2.0}
Maximizes 1P data for optimization and measurement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Single user opt-out and controls	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Governed by an independent party	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Full scale of the open internet including CTV	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Full interoperability for technology and 1P data	<input type="checkbox"/>	<input checked="" type="checkbox"/>



An upgrade for consumers

Transparency and convenience



The road ahead



Support across the advertising ecosystem



SSPs



Magnite

PubMatic

xandr

SPOTX

KARGO

OpenX

UNRULY



Publishers

The Washington Post fubo^{TV}

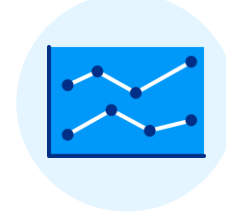
ADVANCE LOCAL TRIBUNE

playwireTM MEDIA MEDIAVINE

WarnerMedia Media Tradecraft

cnet MEDIA GROUP

Newsweek



Data and Measurement Partners

LiveRamp nielsen

neustar FOURSQUARE

TAPAD comscore

LiveIntent THROTTLE

audigent NetWise

zeotap Alike Audience



DSPs/Buyers

criteo

xandr

theTradeDesk

MiQ

COEGI
DIGITAL MARKETING COMPANY



Industry Leaders

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TECH LAB

NAI
Network Advertising Initiative

ANA

Prebid

Partnership for Responsible Addressable Media

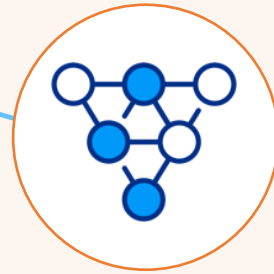
theTradeDesk

Navigating a Cookieless Future



Unified ID 2.0

Build an open, interoperable, and deterministic foundation for identity on the open internet



Solutions for ID-less Environments

Use AI and extrapolation to segment audiences where no IDs are available



Cross-Industry Collaboration

Engage on Privacy Sandbox and other industry solutions

Identity resolution will simplify execution



Koa optimization

The Trade Desk's AI uses the best available data for every impression



ID Solutions

- Unified ID 2.0
- Interoperability with other leading identifiers



Modeling-based Approaches

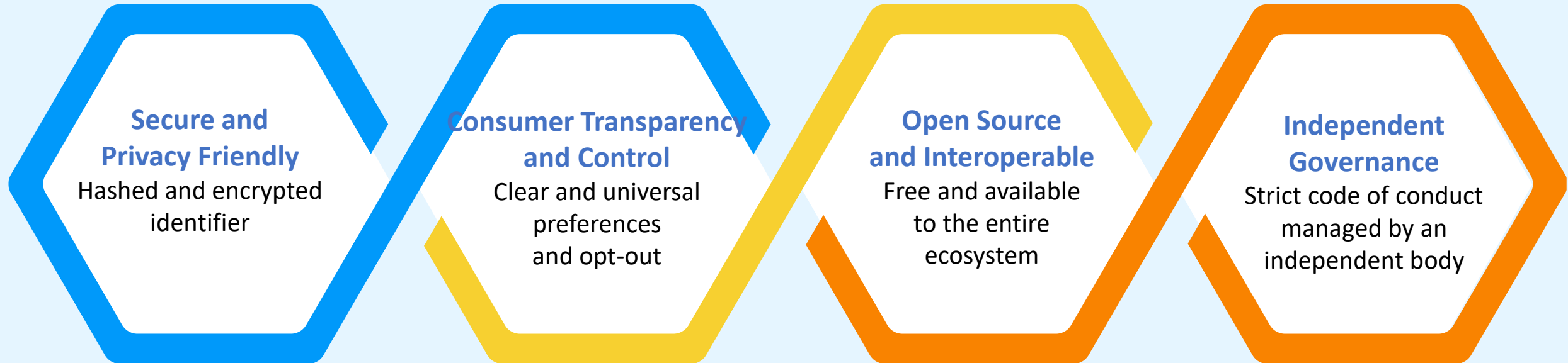
- Koa for ID-less Environments
- Micro-Cohorts
- Extrapolated measurement



Other Industry Solutions

- Privacy Sandbox
- SKAdNetwork
- Safari PCM

Core principles of Unified ID 2.0



Thank You



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Vasutha



Joanna



Tom



Bosco



Jonas

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IAB Tech Lab SKAdNetwork solution

1. A device extension - to support passing the IDFV and the “authorization status”.
2. A Bid Request extension & A Bid Response extension - for SKAdNetwork ID support
 - Blog : <https://iabtechlab.com/blog/what-you-need-to-know-ios14-privacy-changes-and-openrtb/>
 - OpenRTB Extension - https://github.com/InteractiveAdvertisingBureau/openrtb/blob/master/extensions/community_extensions/skadnetwork.md
4. Manage SKAdNetwork ID more efficiently
 - An IAB Tech Lab managed shared/common SKAdNetwork ID list
 - Manage plists for publishers- download SKAdNetwork Ids
 - [Tools.iabtechlab.com/skadnetwork](https://tools.iabtechlab.com/skadnetwork)

SKAdNetwork ID List

Apple's SKAdNetwork ID, is a new method for validating advertiser app installations, for programmatic ad buying within the Apple ecosystem. As part of the OpenRTB SKAdnetwork Extension, https://github.com/InteractiveAdvertisingBureau/openrtb/blob/master/extensions/community_extensions/skadnetwork.md Tech Lab will manage an SKAdnetwork ID List.

Users may want to register their company's ID on the Tech Lab list or users may want to access the full list for use within their application. Both actions may be completed below.

[Register my SKAdNetwork ID with Tech Lab](#)

[Access the Tech Lab's SKAdNetwork ID List](#)

Heads up! - Upcoming Webinar Engagements

More in the series, mark the dates, registration links to follow.

- **6th May - (with Google)** - Privacy Sandbox & Building a Privacy-First Future for Web Advertising

For questions relating to membership or sponsor opportunities

membership@iabtechlab.com

For members to send any product / specifications / standard related questions

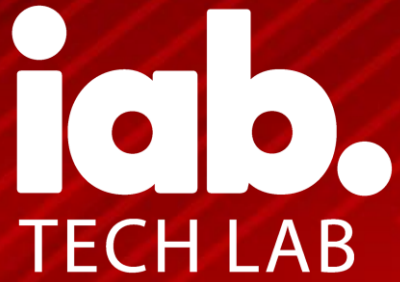
support@iabtechlab.com

For any questions on Tech Lab compliance programs (OM SDK, Data Transparency, Podcast Measurement)

compliance@iabtechlab.com

For becoming part of APAC Communications Group and receiving regular updates in the region

apac_communications@iabtechlab.com



Thank You !

Please visit iabtechlab.com/apac for more information on events and view past presentations & recordings.