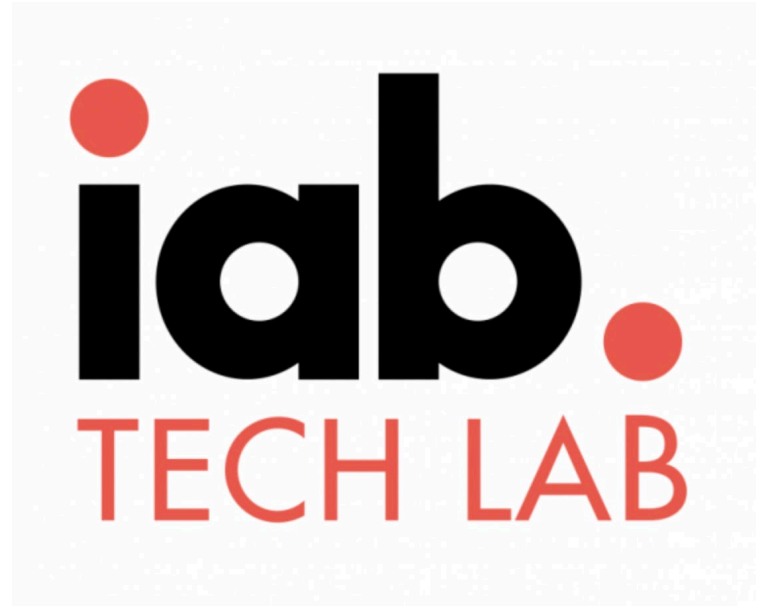

Roadmap to a Sustainable Supply Chain

Presented by Tony Katsur



Strategic Initiatives

1. **Continued privacy, identity and addressability leadership** through the evolution of existing technical standards and the establishment of new ones
2. **Advance the fight against fraud** to inform the industry and evolve Tech Lab's anti-fraud framework
3. **Develop CTV technical standards** to make CTV buying and selling an easy transition from linear tv to digital
2. **Steward open-source initiatives** where applicable to the betterment of the industry
3. **In partnership with IAB, advance omni channel measurement tech standards** across all digital channels
4. **Expand Tech Lab awareness** amongst the business constituents of the industry (with a focus on advertisers) to drive adoption of Tech Lab standards
5. **International engagement** with focus on Europe & UK, India & SEA, Japan & Australia/NZ

2022 Roadmap Highlights

CTV	Fraud & Brand Safety	Identity & Privacy “Portfolio Approach”	Core
<ul style="list-style-type: none"> • OM SDK for CTV <ul style="list-style-type: none"> • tvOS & Android • All other major TV manufacturers • Audience & Cross Measurement Standards • Unified reconciliation • Refactored DealID <ul style="list-style-type: none"> • Support upfront & reserved inventory • CTV Best Practices Guide 	<ul style="list-style-type: none"> • Independent Fraud Research • Fraud Framework Evolution <ul style="list-style-type: none"> • Ads.txt 1.1 • Sellers.json & S-Chain evolution • Ads.cert: signed bids • Transparency Center <ul style="list-style-type: none"> • App Store Data • Buyers.json & id-sources.json • Anti-Fraud Best Practices Guide 	<ul style="list-style-type: none"> • Global Privacy Platform • Accountability Platform • Information Disclosure Framework • Clean Room Standards • Privacy Enhancing Technologies • Seller Defined Audiences POC • Tokenization Framework 	<ul style="list-style-type: none"> • RTB 2.6 <ul style="list-style-type: none"> • Dynamic CTV Ad Pods • CTV Inventory Descriptors • RTB 2.6.x <ul style="list-style-type: none"> • DealID for CTV • Information Disclosure • Taxonomy 3.1 • SHARC 1.0

Seller Defined Audiences Released on February 24

Meet Seller-Defined Audiences, The First Spec To Come Out Of Project Rearc

by Allison Schiff // Friday, February 25th, 2022 – 8:30 am

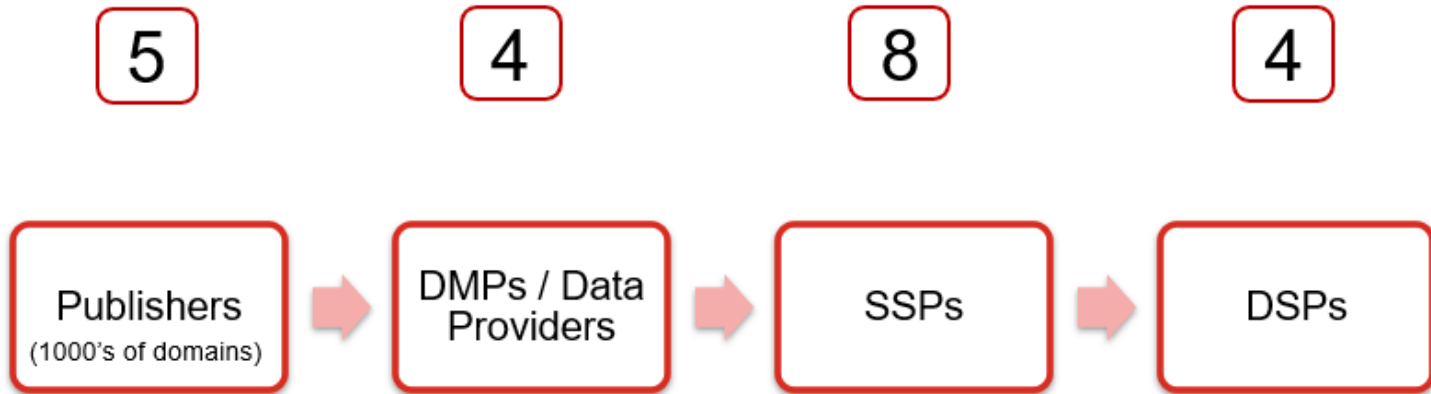
Share: [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

The screenshot shows a web browser displaying an article on the Insider website. The article title is "Publishers are embracing a new way to target ads, but advertisers are worried they could fudge their audiences" by Lauren Johnson, dated Feb 28, 2022, 9:51 AM. The article features a large image of a man in a blue sweater looking at his smartphone. To the right of the image is a blue advertisement for IBM with the text "Let's create" and a "Learn how" button with a right-pointing arrow. The browser's address bar shows "INSIDER" and a user profile "Hello, Benjamin".

Highlights

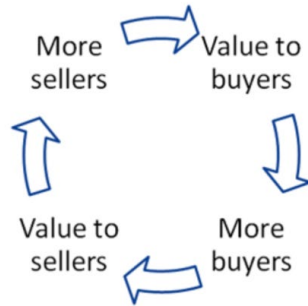
- Allows publishers, DMPs and data providers to scale first-party data responsibly and reliably without data leakage, reliance on deprecated IDs / untested technologies
- Allows publishers to surface over 20 fields of audience metadata and compete on the underlying quality of their audiences
- DSP ML systems can be efficiently trained using this data which publisher segments drive best outcomes
- SDA leverages Prebid infrastructure to provide out-of-the-box scale and speed to market across Prebid's install base
- Supports monetization across browser, app, and OTT/CTV environments
- Replicates PMP-like performance without having to rely on manual deal-ID creation

Total Participants in First Wave of Adoption: 21



Adoption Strategy: Avoid the "Chicken / Egg" Dilemma

There's a "chicken / egg" dilemma we always face with new standards, whereby the supply and demand sides point at each other waiting for the other to adopt.



We intend to roll out an end-to-end supply path that simultaneously introduces advertiser budget and publisher supply, then **incrementally** scale that over time as we 1) demonstrate efficacy, 2) add additional DSP, SSP, DMP, publisher integrations.

How to Get Involved

If you're interested in participating ...

1. Read more about goals and supported use cases via Tech Lab's blog post [here](#)
2. Review the onboarding / integration resources within the SDA spec
3. Send a note to Addressability@iabtechlab.com to signal interest and coordinate onboarding call with IAB Tech Lab

iabtechlab.com/sda

Global Privacy Platform v1

GPP v1:

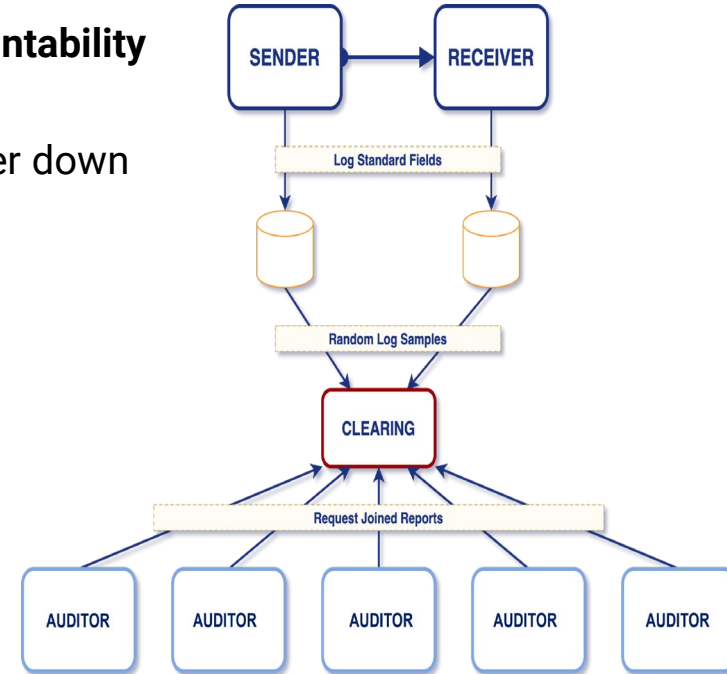
- **GPP v1 draft is completed.**
- Release for **public comment** on **June 02, 2022**
- GPP presentation at **Tech Lab Summit on June 09, 2022**
- Resource from Pubmatic supported finalizing specifications for GPP v1. **Thank you Pubmatic!**
- Fibonacci encoding will remain in GPP v1 (to shorten string size).
- Remaining items in review by GP Working Group: CTV/Mobile use cases to be released in future version.
- GPP integrates existing TCF Europe, **TCF Canada** and US Privacy (CCPA/CPRA) signals.
- **GPP integrates with TCF Canada** and U.S. State signals (Virginia, Colorado, Utah) **in 2022.**

Accountability Platform Update

GP Working Group is actively discussing changes to the Accountability Platform to support the Belgian DPA Action Plan:

1. Extend pairwise architecture / propagate transaction id further down the chain
2. Data retention schedules
3. Anonymize PI data in the clearing service

The estimated time to complete these changes is late 2022



Privacy by Design Focus: Privacy Assessment on All Tech Lab Initiatives

Summary:

The PbD goal is to evolve protocols, specifications and platforms in anticipation of the future of privacy.

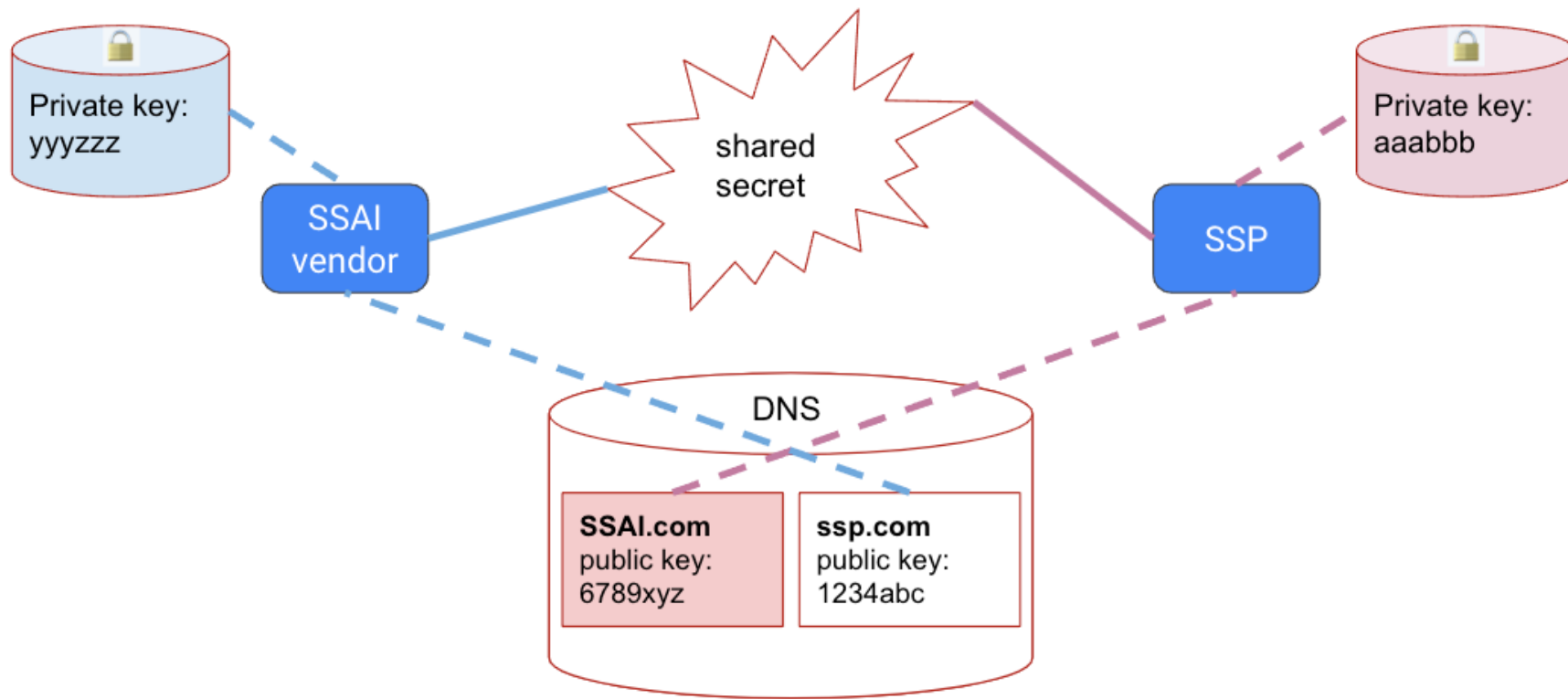
Privacy Assessment Approach:

1. Scoping
2. Information Gathering.
3. Privacy Requirements Gathering & Review
4. Privacy Analysis / Assessment

Privacy Risk Areas to be Assessed:

- Sensitive Data
- Sensitive Profiling
- Data Minimization
- Minimize risk of fingerprinting
- PI in platforms, requests, signals, etc
- Consumer Privacy Rights

Ads.cert 2.0 - Call Signs & Authenticated Connections



Ads.txt 1.1

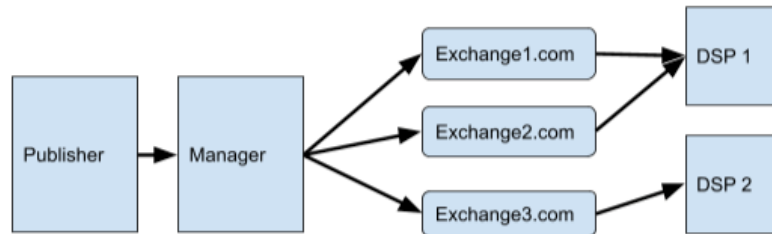
OWNERDOMAIN

- Specifies the business domain of the business entity that owns the domain/site/app (e.g., example.com owns example1.com, example2, com, etc.)

MANAGERDOMAIN

- A pointer to the primary or exclusive monetization partner of the publishers inventory

Publisher -> Manager -> Exchange -> DSP



COMING SOON: OM SDK CTV

- The Open Measurement SDK is designed to facilitate third party viewability and verification measurement for ads served to mobile app environments, web video and coming soon, CTV, without requiring multiple verification vendor SDKs.
 - First priority is to provide SDKs for our mobile supported environments (Android and Apple) through AndroidTV and tvOS
 - Will work on adapting our web video sdk to support HTML5 CTV environments
- Enhancements include support for new CTV specific signals
 - User inactivity
 - Display on/off