

New Rules for Digital Media: Privacy & Trust

October 27th, 2021

Agenda

Time	Session	Guest Speakers	Company	Job Title
3:00 – 3:15pm	Introduction	Angelina Eng	IAB	VP, Measurement & Attribution
3:15 – 3:40pm	Fireside Chat	Arielle Garcia	UM Worldwide	Chief Privacy Officer
3:40 – 4:05pm	Panel Discussion	Casey Hill	OneTrust	Product Manager
		Lisa Giacosa	Spark Foundry	President and Global Head of Data, Technology, Analytics & Insights
		Derek Nicol	ViacomCBS	VP, Advertising Technology
4:05 – 4:30pm	Panel Discussion	Rachel Glasser	Magnite	Chief Privacy Officer
		Glenn Hansen	BPA Worldwide	President & CEO
		Richy Glassberg	Safeguard Privacy	Co-Founder & CEO

Programmatic + Data Center Team



Orchid Richardson
Senior Vice President
Programmatic+Data Center
IAB



Angelina Eng
Vice President
Measurement & Attribution
IAB & IAB Tech Lab



Ranjeeta Bajnauth
Senior Director
Programmatic + Data Center
IAB

New Rules for Digital Media Town Hall Series

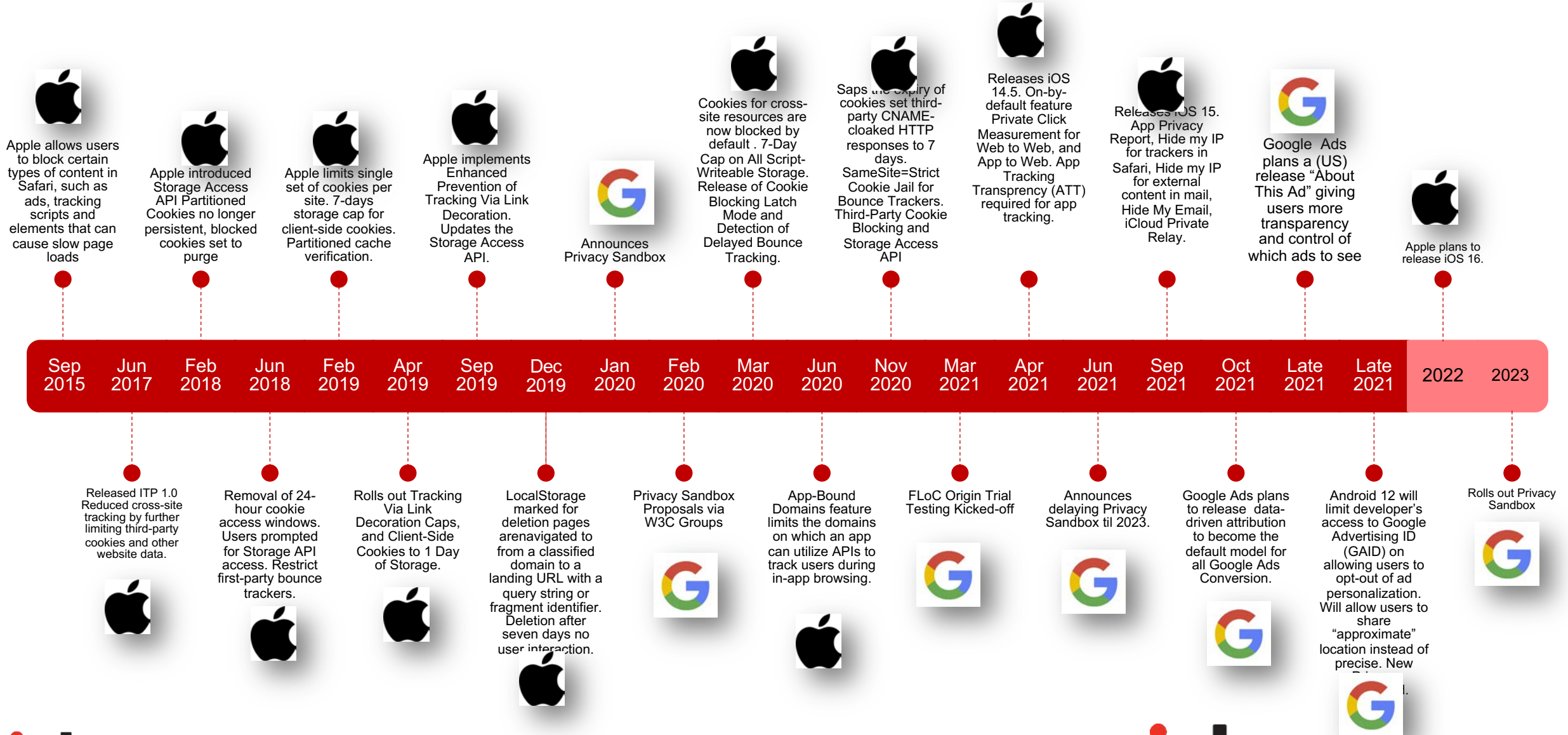
- **New Rules for Digital Media Town Hall: Privacy & Trust**
October 27th, 2021 | 3-4:30pm ET
- **New Rules for Digital Media: Addressability & First Party Data**
November 17th, 2021 | 1:30-3pm ET
- **New Rules for Digital Media: Addressability & Measurement**
December 14th, 2021 | 1:30-3pm ET

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PRIVACY, SECURITY & GOVERNANCE

Google and Apple are leading in protecting consumers' privacy



Google and Apple have the largest US share of browser usage

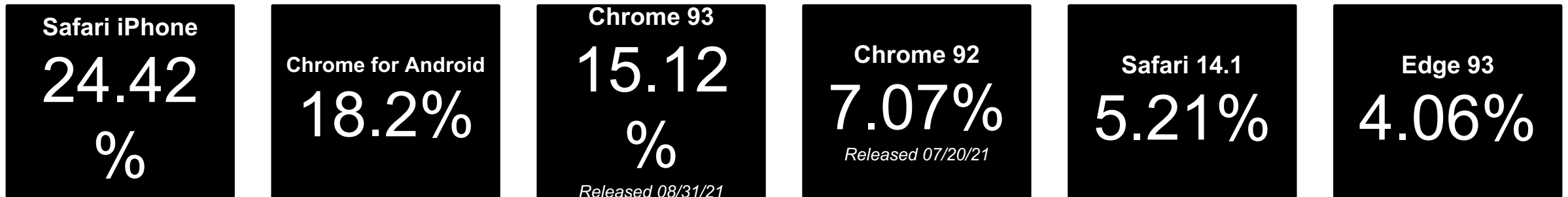
Browser



84.7% Total Share

This represents ~50% of Chrome Desktops.
Chrome 94 was released on 09/20/21

Browser Version



iPhone users are quick to install the latest version of iOS

iOS 14.7
61.73%

iOS 14.8
8.79%

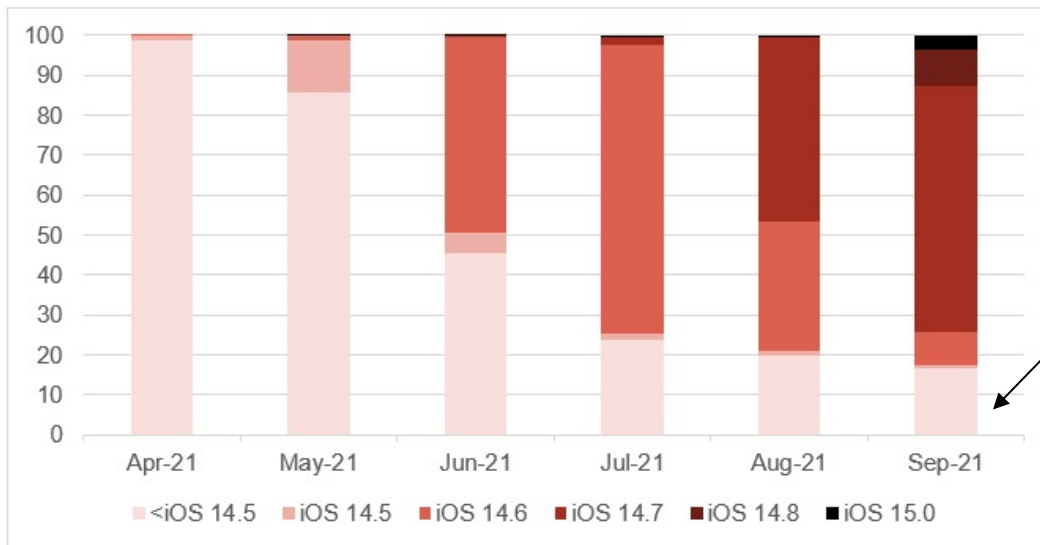
iOS 14.6
8.26%

iOS 14.4
4.46%

iOS 15.0
3.8%
Released 09/20/21

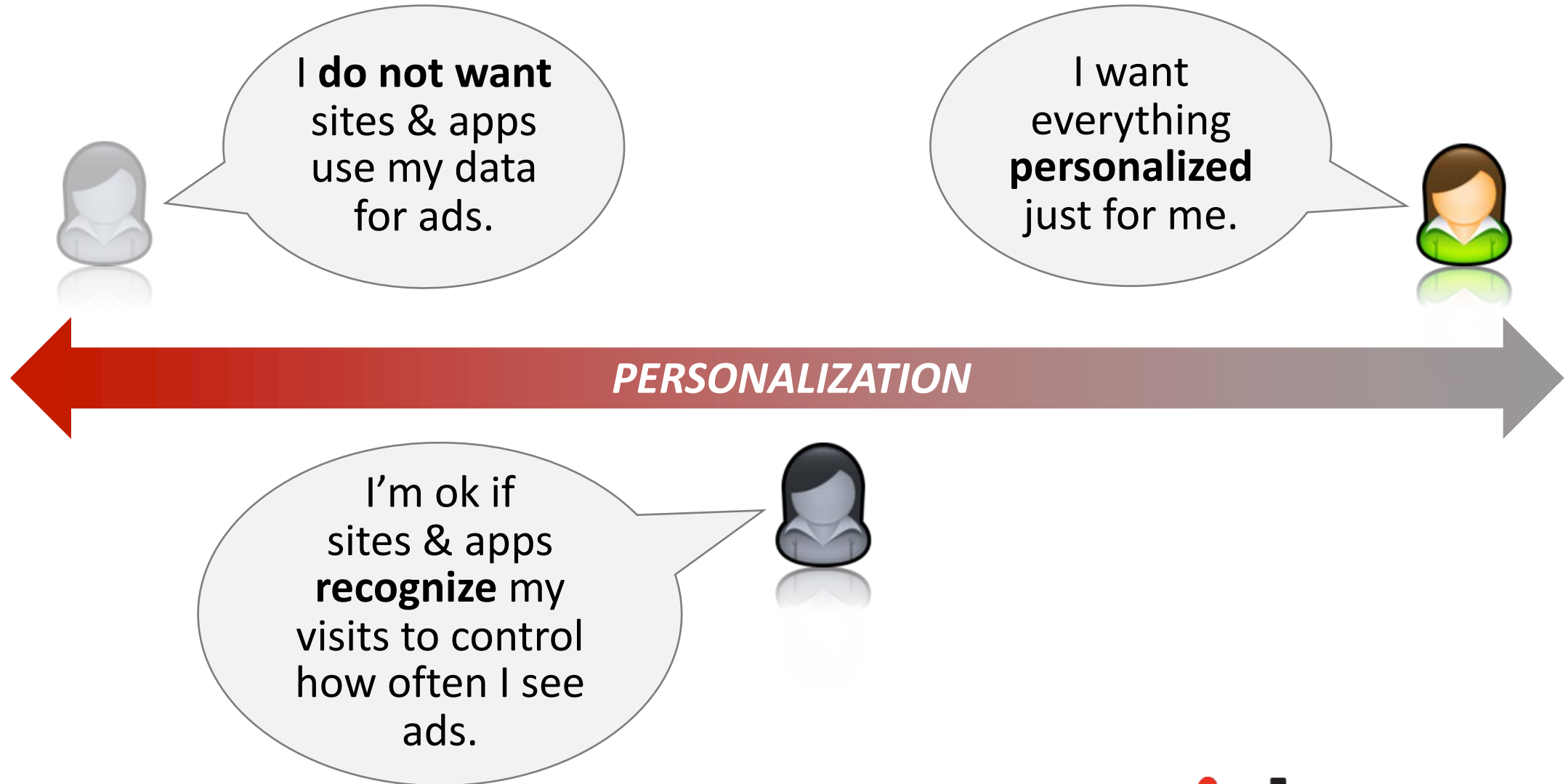
iOS 12.5
2.15%

82.58% have upgraded
To iOS 14.5 and above



Less than 7% of iOS devices have not upgraded to 14.5+
Thank you auto-install.

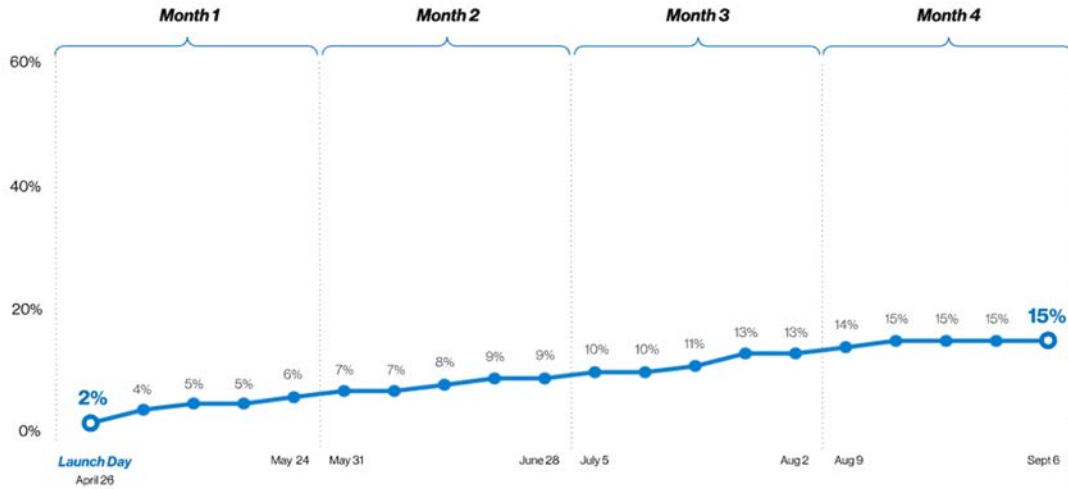
A spectrum of consumer preferences for personalized ad experiences



And we're seeing that play in real-time with Apple iOS's ATT Framework: ~15% Opt-In

U.S. Weekly Opt-in Rate After iOS 14.5 Launch Across All Apps

% of Mobile Active App Users Who Allow App Tracking Among Users Who Have Chosen to Either Allow or Deny Tracking

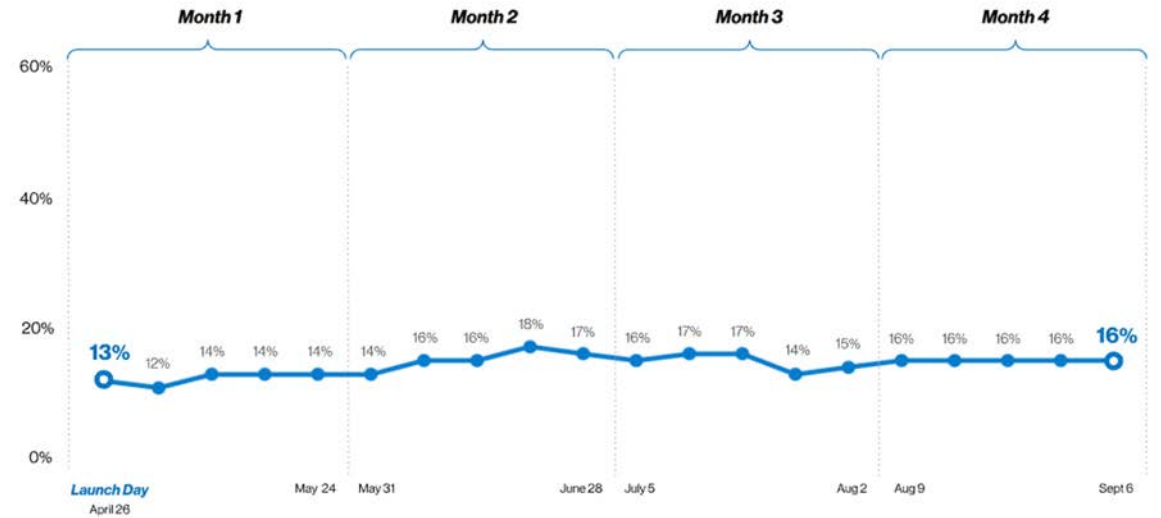


Source: Flurry Analytics, Data through 9/6/2021, n= 2.5M daily mobile active app users using iOS versions with ATT framework (iOS 14 and above)
Note: Opt-in rate = app users who allow tracking divided by (app users who allow tracking + app users who deny tracking)



U.S. Weekly Opt-in Rate Across Apps that Have Displayed the Prompt

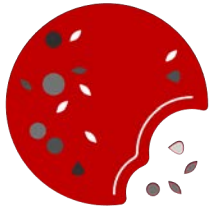
% of Mobile Active App Users Who Allow App Tracking Among Users Who Have Chosen to Either Allow or Deny Tracking



Source: Flurry Analytics, Data through 9/6/2021, n= 2.5M daily mobile active app users using iOS versions with ATT framework (iOS 14 and above)
Note: Opt-in rate = app users who allow tracking divided by (app users who allow tracking + app users who deny tracking) in apps that have shown the prompt



Changes is already underway...and will continue



Don't Track Online

Blocking of Third-Party Cookies
Limit Use of First-Party Cookies



Don't Use Identifiers

Limitations of mobile / device / user identifiers
Limit sharing of first party data to third parties
Masking of PII data (e.g. email address)



Don't Learn About Habits

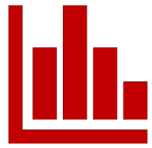
Limit access of browser history
Less Ad Frequency Controls



Don't Follow

Obfuscation of IP / Wi-Fi Addresses
Limited use of Geo-Data

Making it more difficult to measure, attribute and make decisions



Reporting & Attribution

Shorter Attribution Windows
Restrictions on Link Decorations
Aggregated Reporting
Predominantly Post-Click Attribution

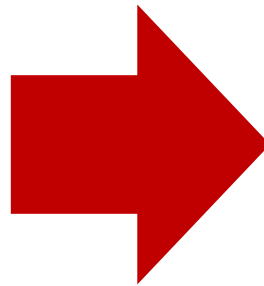


Time Delays

Delayed Signals
Delayed Reporting

More difficult to:

- Cross Site Tracking
- Multi-Touch Attribution
- Cross-Channel Attribution
- Cross-Device Attribution
- Gather consumer insights



And as a result:

- Longer Reaction Times
- Optimization Limitations
- More questions than answers
- Potential negatively impact to revenue, sales, conversions (reduction in volume, increase in cost pers)

IAB is gathering thought leaders and industry experts together via the...

Browser / OS Ads Testing Task Force

Collaborate

Test

Share



Strategize on approaches to emerging forms of addressability



Crowd-source implementation ideas for testing features, such as floc, FLEDGE, etc.



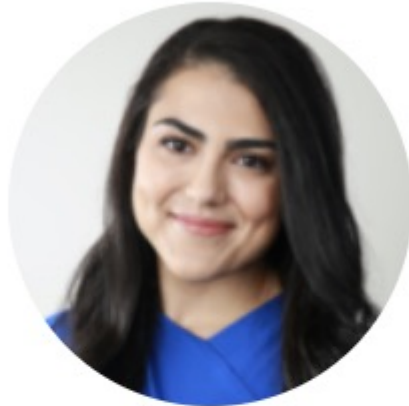
Ultimately, share aggregate results, successes, and failures in early testing



Build consensus and collective feedback to browsers and other platforms rolling out new forms of addressability

If you're interested in joining, or would like more info, email data@iab.com

Fireside Chat



Arielle Garcia

Chief Privacy Officer
UM Worldwide

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Panel



Casey Hill

Product Manager
One Trust



Lisa Giacosa

President & Global Head of Media, Data and
Integrated Marketing, Technology, Analytics
and Insights Leader



Derek Nicol

Vice President of Advertising Technology
ViacomCBS

iab.

Panel



Richy Glassberg

Co-Founder and Chief Executive Officer
SafeGuard Privacy



Rachel Glasser

Chief Privacy Officer
Magnite



Glenn J. Hansen

President and Chief Executive Officer
BPA Worldwide

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Upcoming Events

- **Legal Issues Regarding Influencer Marketing** *OCT 27 2021*
- **Career Development Bootcamp 2: Explore** *NOV 2 2021*
- **2021 IAB Brand Disruption Summit** *NOV 8-10 2021*
- **Career Bootcamp 3: Connect** *NOV 9 2021*
- **Career Bootcamp 4: Execute** *NOV 16 2021*
- **IAB Public Policy & Legal Summit 2021** *NOV 16 2021*
- **2022 IAB ALM** *FEB 7-11 2022; VIRTUAL & IN-PERSON*

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