



THURSDAY 3 SEPTEMBER
11 AM - 12 PM

IDENTITY, COOKIES AND iOS 14



THIS WEBINAR WILL START SHORTLY

Our Industry Experts for Today – Identity

Moderator



Jonas Jaanimagi
Technology Lead



Adele Wieser
Regional Managing
Director APAC



Lachlan McDivitt
Senior Director of
Trading – ANZ



Dylan Dharmadasa
Head of Product &
Operations



Our Industry Experts for Today – iOS 14 & IDFA

Moderator



Gai Le Roy
Chief Executive Officer



Amit Shetty
Senior Director of
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Richard O'Sullivan
Vice President
AU/NZ



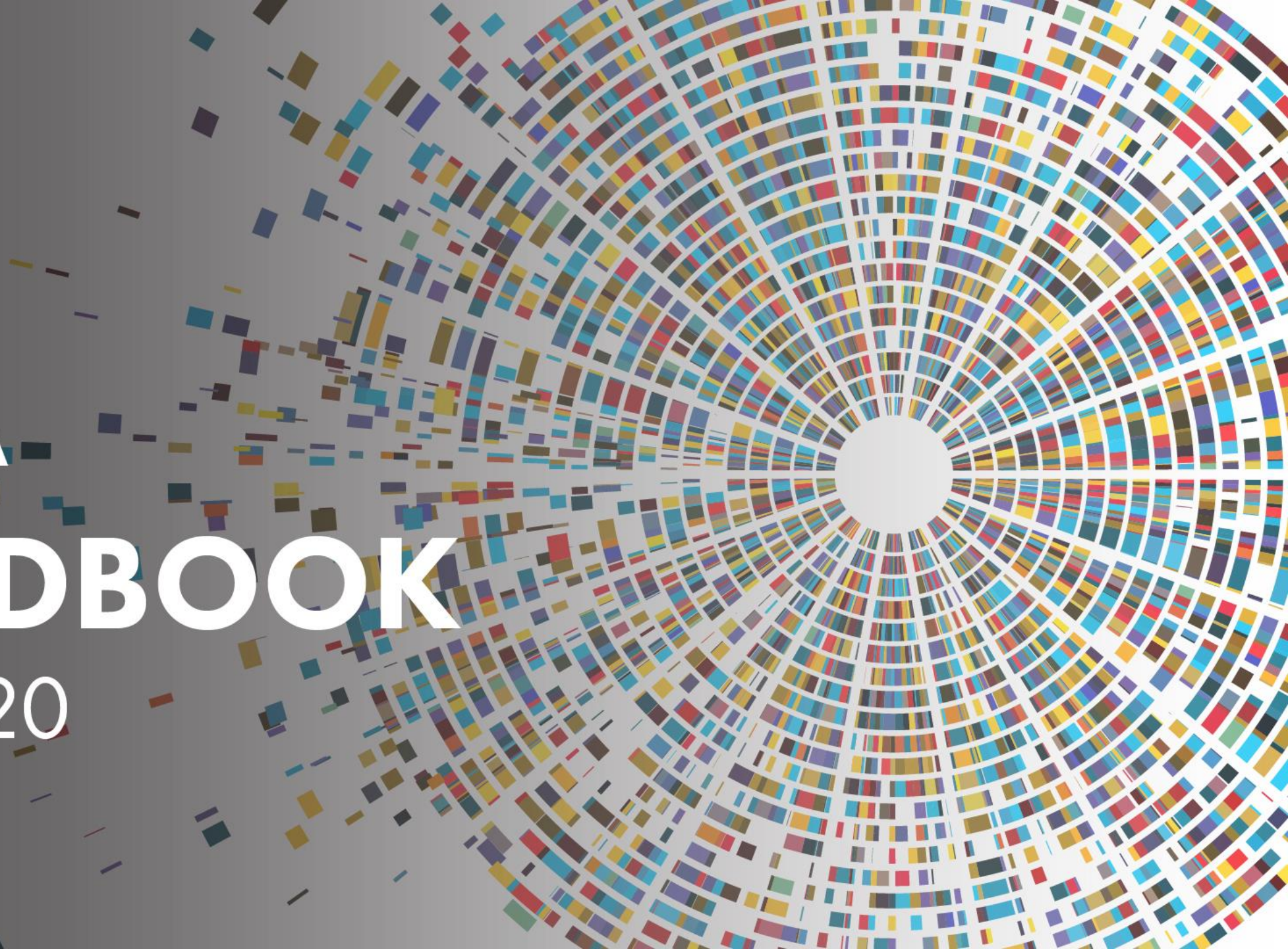
Jahn Erdogan
Head of Ad Tech &
Platforms



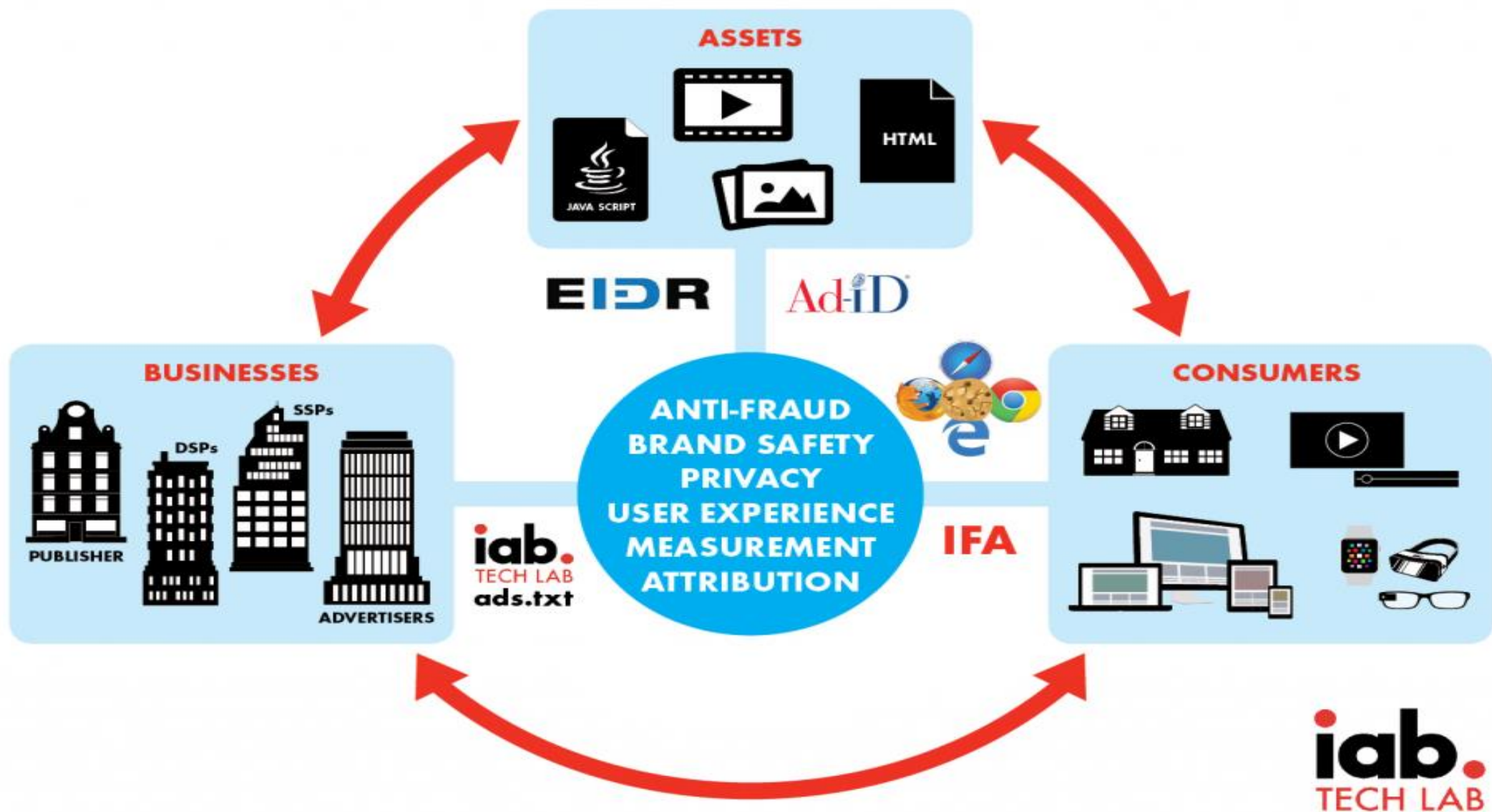


DATA HANDBOOK

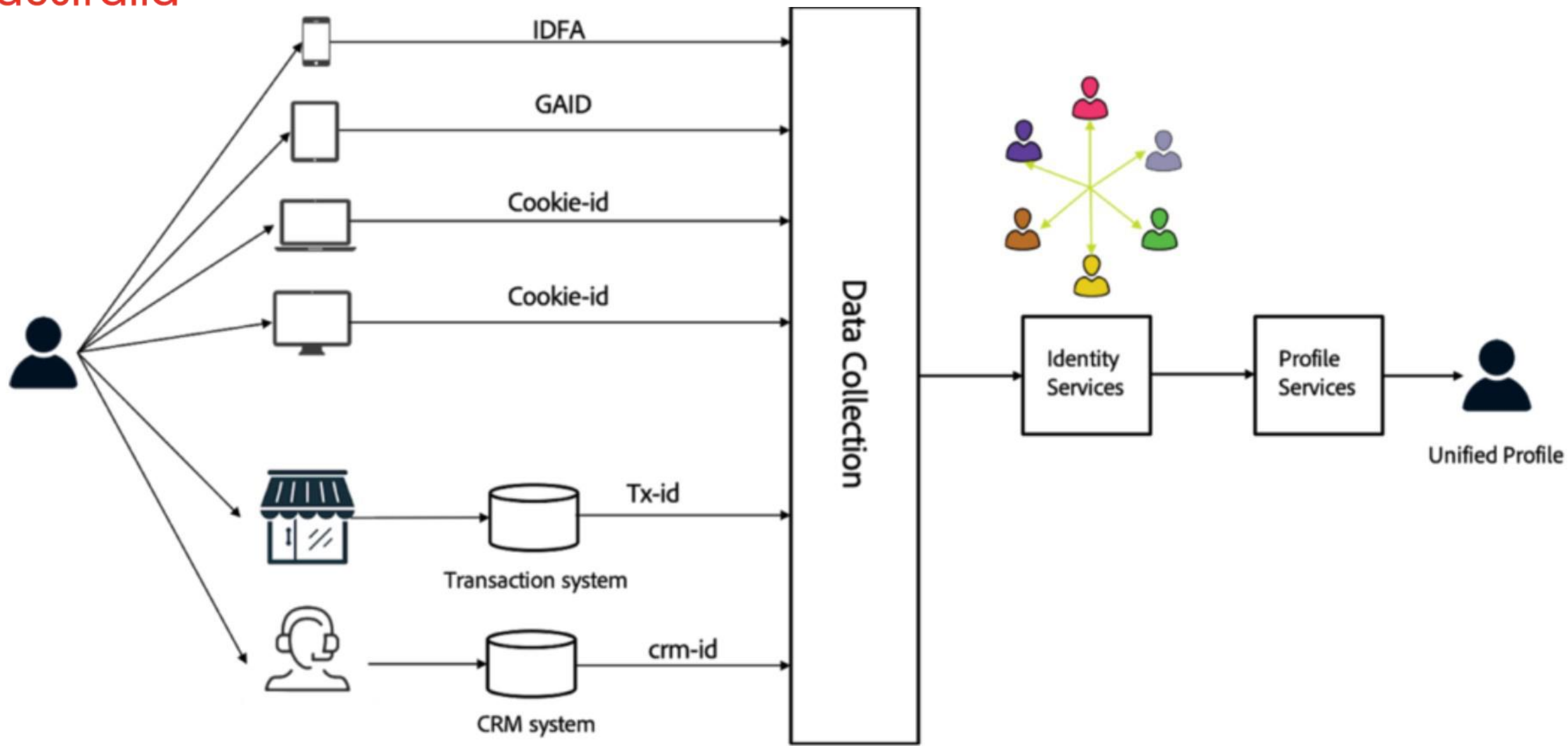
JULY 2020

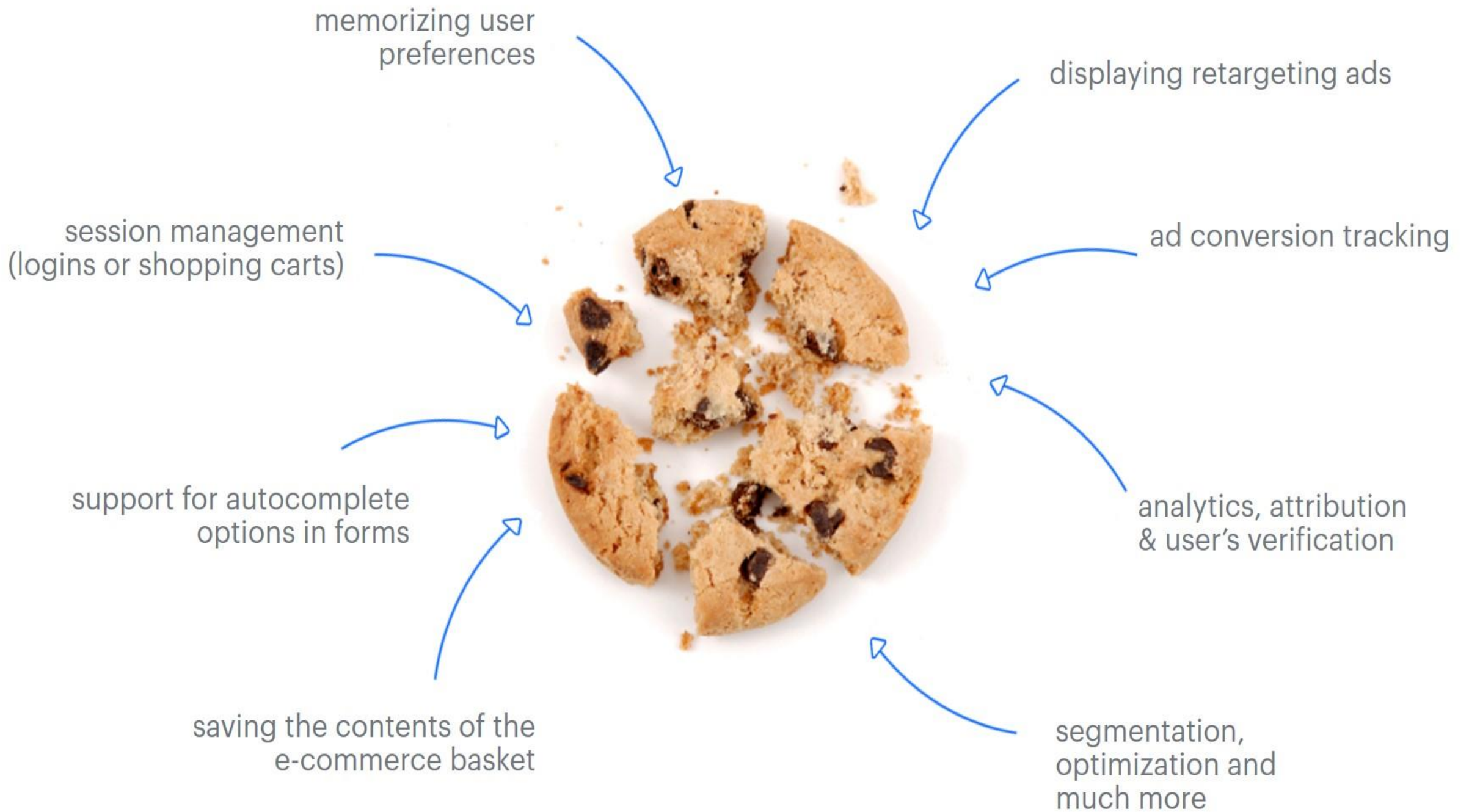


IDENTIFIERS FOR EFFECTIVE ADVERTISING



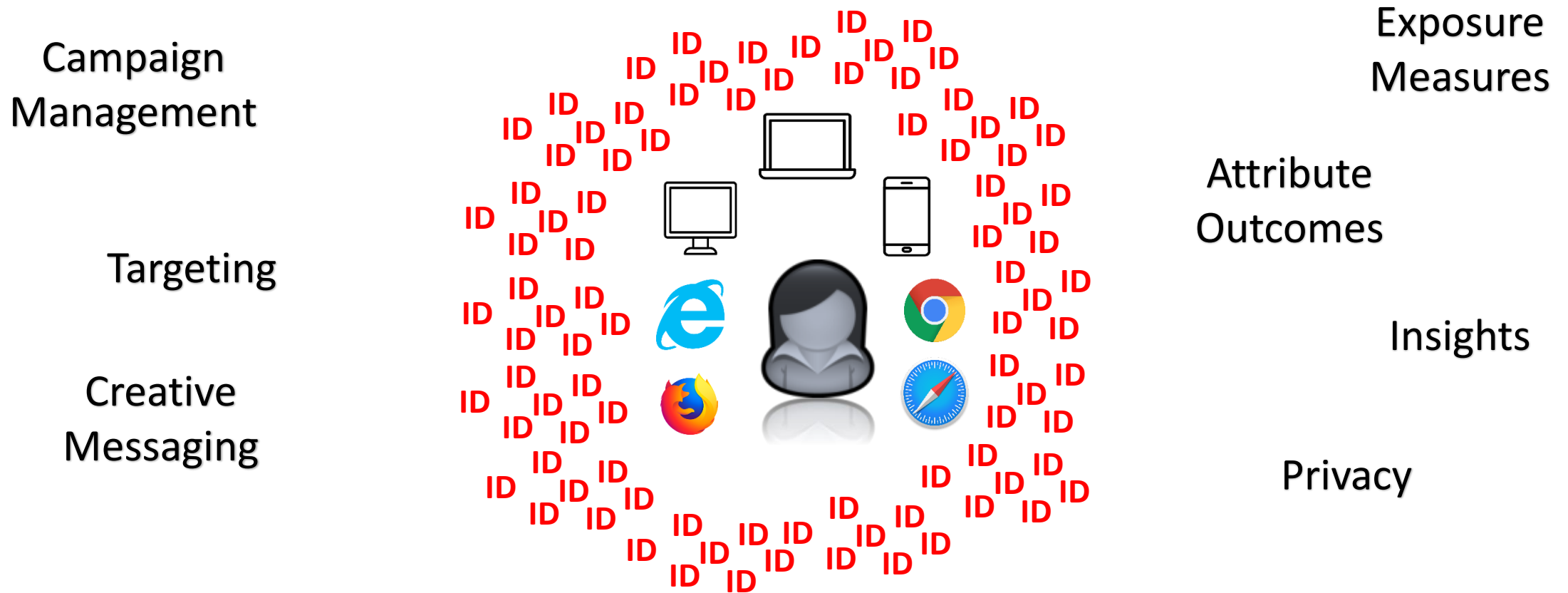
IDENTIFIERS FOR EFFECTIVE ADVERTISING





Identifiers, Addressability and Third-Party Vendors

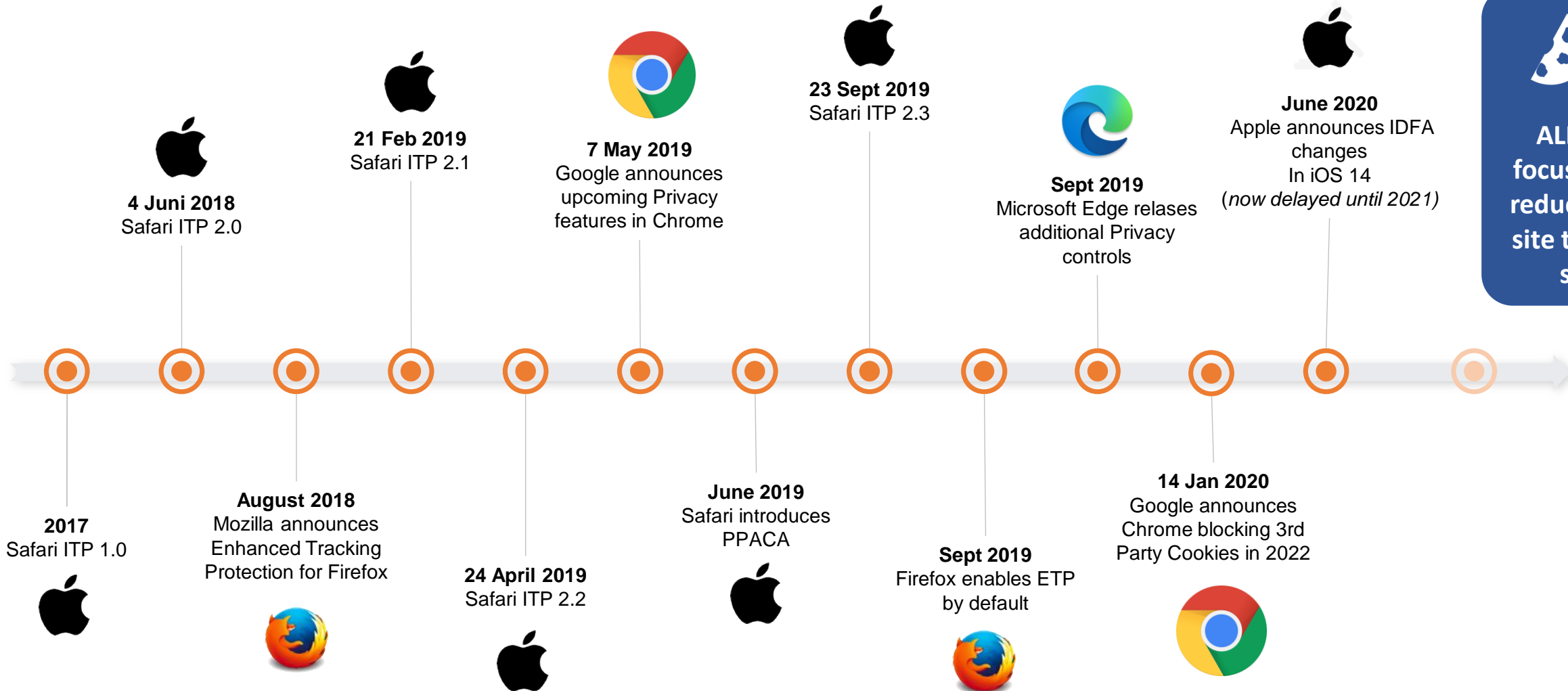
Identifiers and addressability fuel all core ad-supported use cases and systems



All major browsers are gradually blocking cross-site tracking

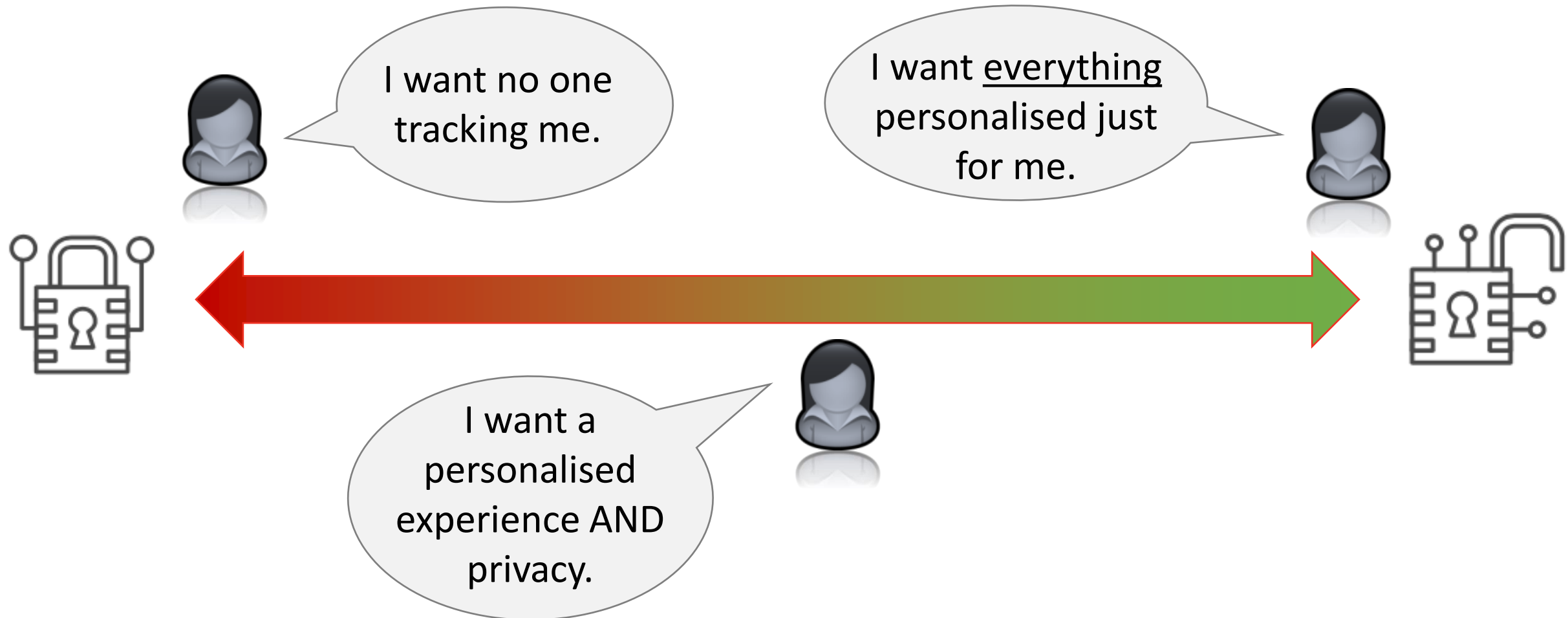


ALL efforts
focussed upon
reducing cross-
site tracking at
scale...



It's Between Consumers and the Brands They Trust Now

Consumers have different tolerances on the continuum of privacy and personalisation



Can Digital Marketing Work without 3P Identifiers?

The Software and Systems Supporting the Ad Industry Will Need to be Retooled Over the Next 18 Months ... with Built-in Privacy

Campaign
Management

Exposure
Measures

Targeting

Attribute
Outcomes

Creative
Messaging

Insights

Privacy



Project Rearc: Rearchitecting Digital Marketing

Mission: Harmonise privacy, personalisation, and safety

Goals / Objectives:

Rearchitect digital marketing with solutions that support:

- A robust open web that fuels innovation in content and services
- Consumer transparency, choice, and control across all experiences
- More explicit relationships between 1st parties & trusted 3rd parties
- Interoperability and efficiency
- Improved industry accountability and trust

Critical Components:

- Technical standards and guidelines
- Accountability/compliance program

Standards for Authenticated Consumers

Enabling Privacy and Accountability Across a Trusted Supply Chain



- Ensure responsible use of consumer-provided identifiers.
- Allow third parties to execute on behalf of trusted first parties, without enabling third-party tracking.
- Standardised consumer messaging, policies, disclosures, controls.
- Tech standards and accountability/compliance mechanisms...

NOT a universal identifier!

The Project Rearc Process

Phase 1 (Q2) – Understanding the Problem *

- Business activities and identifier dependencies
- Business impact from loss of identifiers
- Privacy issues and principles

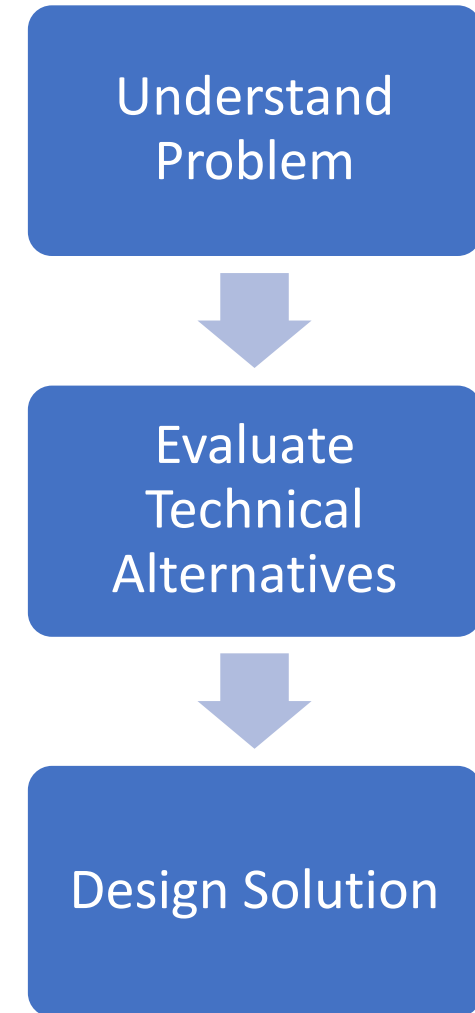
Phase 2 (Q3) – Understanding Technical Alternatives *

- Discussion of technical alternatives
- Business, technical, and policy considerations around each
- Definition and application of evaluation criteria
- Browser/OS proposal analysis and feedback
- Selection of proposed alternative(s)

Phase 3 (Q4) – Solution Design of Selected Alternative(s)

- Business and policy requirements
- Minimum standards required, including accountability mechanisms

* Drawing from work already completed, whenever possible.



Project Rearc – Global Collaboration

Rearc Addressability Working Group

Member-only group **defining standards for a range of addressability solutions** to prioritized business use cases, informed by business and policy stakeholders

Rearc Accountability Working Group

Member-only group **defining accountability programs and mechanisms** to ensure adherence to privacy considerations and addressability standards

Rearc Task Force

“Umbrella” group of technical, business, and policy stakeholders, members and non-members of Tech Lab, who want to stay abreast of Rearc technical developments and provide input and feedback

National/Regional IABs and other organisations globally...
engaging their members to join the Rearc Task Force and working groups

Participation and Progress To Date

Participation from **37** countries

Project Rearc Task Force – **512** people from **392** companies

Addressability Working Group – **189** people from **114** companies

Accountability Working Group – **196** people from **112** companies

20 industry trade orgs globally, including **12** national/regional IABs

Deliverables and Current Status

- Digital Media Business Activities and Identifier Dependencies
 - The Digital Publisher business model - 80% complete
 - The Digital Marketer process - 90% complete
- Consumer Privacy Principles (as technical design constraints for Phase 2 evaluation)
 - Working Privacy Premises - 85% complete
 - Why Accountability? - 90% complete
 - Foundational thinking (considered within Rearc Accountability WG)
- Addressability Proposal Template and Guidelines (for Phase 2 proposals)
- Stakeholder needs/wants - 50% complete

We are now entering into Phase 2 - and accepting addressability and accountability proposals for discussion within the related working groups

In Summary...

- Digital advertising systems today depend on cookies, device IDs and ID ‘fingerprinting’ to support addressability use cases.
- Cookies, device IDs and the signals for fingerprinting are all being removed.
- Tech Lab’s Project Rearc endeavors to re-architect those systems for privacy-preserving addressability, with:
 - Technical standards and guidelines
 - Accountability/compliance program
- Now is NOT the time for fragmented + proprietary + opaque tracking solutions. Instead we must all work together on baseline standards that result in:
 - Predictable privacy for consumers through the 1st parties they trust
 - Improved market innovation and competition

If you want to go fast, go alone. If you want to go far, go together

Industry panel - Identity

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IAB Tech Lab update – iOS 14 & IDFA



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RETAIL REVOLUTIONISED: ECOMMERCE & THE GROWTH OF ONLINE RETAIL

