New Rules for Digital Media:
Privacy & Trust

October 27th, 2021
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Guest Speakers</th>
<th>Company</th>
<th>Job Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00 – 3:15pm</td>
<td>Introduction</td>
<td>Angelina Eng</td>
<td>IAB</td>
<td>VP, Measurement &amp; Attribution</td>
</tr>
<tr>
<td>3:15 – 3:40pm</td>
<td>Fireside Chat</td>
<td>Arielle Garcia</td>
<td>UM Worldwide</td>
<td>Chief Privacy Officer</td>
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<tr>
<td>3:40 – 4:05pm</td>
<td>Panel Discussion</td>
<td>Casey Hill</td>
<td>OneTrust</td>
<td>Product Manager</td>
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<td></td>
<td></td>
<td>Lisa Giacosa</td>
<td>Spark Foundry</td>
<td>President and Global Head of Data, Technology, Analytics &amp; Insights</td>
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<td></td>
<td></td>
<td>Derek Nicol</td>
<td>ViacomCBS</td>
<td>VP, Advertising Technology</td>
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<tr>
<td>4:05 – 4:30pm</td>
<td>Panel Discussion</td>
<td>Rachel Glasser</td>
<td>Magnite</td>
<td>Chief Privacy Officer</td>
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<td></td>
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<td>Glenn Hansen</td>
<td>BPA Worldwide</td>
<td>President &amp; CEO</td>
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<td>Richy Glassberg</td>
<td>Safeguard Privacy</td>
<td>Co-Founder &amp; CEO</td>
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</table>
Programmatic + Data Center Team

Orchid Richardson
Senior Vice President
Programmatic+Data Center
IAB

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

Ranjeeta Baijnauth
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
Google and Apple are leading in protecting consumers’ privacy

- **Sep 2015**: Apple allows users to block certain types of content in Safari, such as ads, tracking scripts and elements that can cause slow page loads.
- **Jun 2017**: Apple introduces Storage Access API Partitioned Cookies no longer persistent, blocked cookies set to purge.
- **Apr 2018**: Apple limits single set of cookies per site. 7-days storage cap for client-side cookies, Partitioned cache verification.
- **Sep 2018**: Apple implements Enhanced Prevention of Tracking Via Link Decoration. Updates the Storage Access API.
- **Jun 2018**: Apple introduced Storage Access API Partitioned Cookies no longer persistent, blocked cookies set to purge.
- **Feb 2019**: Apple limits single set of cookies per site. 7-days storage cap for client-side cookies, Partitioned cache verification.
- **Apr 2019**: Apple implements Enhanced Prevention of Tracking Via Link Decoration. Updates the Storage Access API.
- **Jun 2019**: Apple implements Enhanced Prevention of Tracking Via Link Decoration. Updates the Storage Access API.
- **Sep 2019**: Apple implements Enhanced Prevention of Tracking Via Link Decoration. Updates the Storage Access API.
- **Mar 2019**: Apple limits single set of cookies per site. 7-days storage cap for client-side cookies, Partitioned cache verification.
- **Jul 2020**: Apple limits single set of cookies per site. 7-days storage cap for client-side cookies, Partitioned cache verification.
- **Jan 2021**: Apple limits single set of cookies per site. 7-days storage cap for client-side cookies, Partitioned cache verification.
- **Mar 2021**: Apple limits single set of cookies per site. 7-days storage cap for client-side cookies, Partitioned cache verification.
- **Jun 2021**: Apple limits single set of cookies per site. 7-days storage cap for client-side cookies, Partitioned cache verification.
- **Sep 2021**: Apple limits single set of cookies per site. 7-days storage cap for client-side cookies, Partitioned cache verification.
- **Oct 2021**: Apple limits single set of cookies per site. 7-days storage cap for client-side cookies, Partitioned cache verification.
- **Late 2021**: Apple limits single set of cookies per site. 7-days storage cap for client-side cookies, Partitioned cache verification.
- **2022**: Apple plans to release iOS 16.
- **2023**: Rolls out Privacy Sandbox.
Google and Apple have the largest US share of browser usage

### Browser

- **Chrome**: 50.37%
- **Safari**: 34.64%
- **Edge**: 5.95%
- **Firefox**: 3.47%
- **Samsung**: 1.96%
- **IE**: 0.85%

**Total Share**: 84.7%

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

### Browser Version

- **Safari iPhone**: 24.42%
- **Chrome for Android**: 18.2%
- **Chrome 93**: 15.12%
- **Chrome 92**: 7.07%
- **Safari 14.1**: 5.21%
- **Edge 93**: 4.06%

Source: [gs.statcounter.com](http://gs.statcounter.com) - September 2021
iPhone users are quick to install the latest version of iOS

<table>
<thead>
<tr>
<th>iOS Version</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>iOS 14.7</td>
<td>61.73%</td>
</tr>
<tr>
<td>iOS 14.8</td>
<td>8.79%</td>
</tr>
<tr>
<td>iOS 14.6</td>
<td>8.26%</td>
</tr>
<tr>
<td>iOS 14.4</td>
<td>4.46%</td>
</tr>
<tr>
<td>iOS 15.0</td>
<td>3.8%</td>
</tr>
<tr>
<td>iOS 12.5</td>
<td>2.15%</td>
</tr>
</tbody>
</table>

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.

Source: gs.statcounter.com - September 2021
A spectrum of consumer preferences for personalized ad experiences

- **I do not want** sites & apps use my data for ads.
- **I’m ok if** sites & apps **recognize** my visits to control how often I see ads.
- **I want everything personalized** just for me.
And we’re seeing that play in real-time with Apple iOS’s ATT Framework: ~15% Opt-In

Source: Flurry: iOS 14 Opt-In Rate Since Launch. Updated September 6, 2021
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

**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

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

- 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
Fireside Chat

Arielle Garcia
Chief Privacy Officer
UM Worldwide
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
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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
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**

To register for events, visit  **WWW.IAB.COM/EVENTS**
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