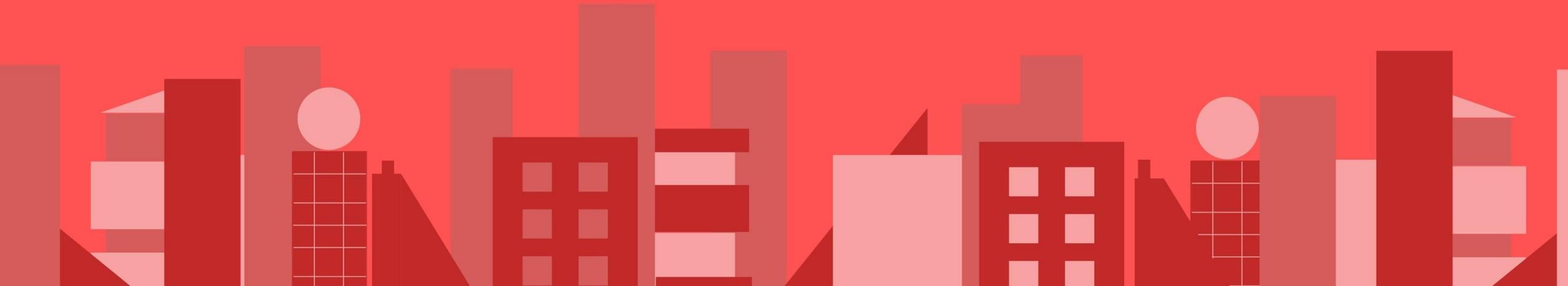


brisbane market update





YEARS OF ADVERTISING EDUCATION

EST. QUT 1974

1974 ... an iconic year

- Advertising Standards Council
- Advertising Federation of Australia
- Brisbane Advertising and Design Club
- Sydney Opera House
- Cold Chisel
- Countdown
- Australia's first Advertising major at QUT

2024 ... a year to celebrate 50 years of Advertising Education and make it relevant for the next 50 years

- Advertising industry – and especially advertising graduates
- Advertising students and potential students
- Advertising academics

"For half a century, the Australian advertising industry has been influenced by the ingenuity and creativity of its graduates. It's high time we honour and highlight the significant impact these advertising pioneers have had on our industry."

Leigh Terry, project co-leader and CEO of IPG Mediabrands APAC.



Five Decades of Advertising Graduates

- Five Decades of Advertising Graduates was a competition that sought to identify an outstanding advertising graduate from each of the five decades of advertising education.
- Judged by Leigh Terry, Tony Hale, Chris Pash and Louise Kelly.

Five Decades of Advertising Graduates

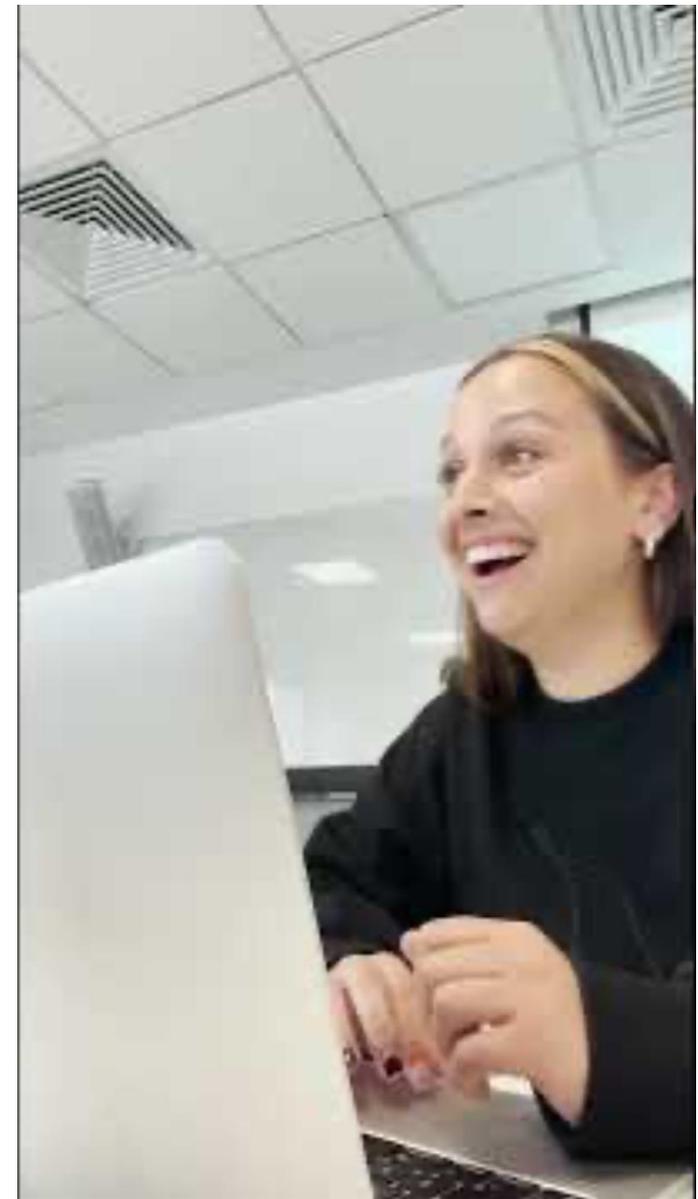
- 1974-1983 Gayle Kerr, QUT
- 1984-1993 Rem Bruijn, QUT
- 1994-2003 Justine Armour, QUT
- 2004-2013 Chris Colter, Charles Sturt
- 2014-2023 Matthew Moran, QUT

Ad Student X TikTok

- This competition asked advertising students to create a TikTok video to encourage high school students to study advertising at university.
- Thanks to Paul Nagy, Chief Creative Officer VML, for producing a funny video to get advertising students to enter.
- Thanks also to Smaran at TikTok for producing a video to provide students with some “how to” advice.
- Thanks to our judges – Gai le Roy, Paul Nagy, Smaran Jworchan and Xavier Amouroux.

Congrats to National Winner
Marika (Swinburne),
Qld Winner Damian (QUT),
NSW Winner Natasha (UTS)
WA Winner Zoe (Edith Cowan)

<https://www.youtube.com/shorts/31KOdclp0tE>



White Paper on the State of the Advertising Industry and the Role of Education

- Three industry people and three academics.
- Brought together secondary research, primary research, industry insight and academic scrutiny to develop a White Paper.
- Launched at MSIX in Sydney in September.
- Access a free copy on our website. Go to QUT website and search 50 years of advertising education

<https://www.qut.edu.au/about/faculty-of-business-and-law/school-of-advertising-marketing-and-public-relations/50-years-of-advertising-education>



Advertising Educator Awards

- Led by David Waller from UTS
- Judged by an international academic panel including UK Professor Philip Kitchen and US Professor Anna McAlister
- Five Categories
- Announced at ANZMAC on December 3

There is always something new to learn

- Ideas from our industry partners
- Creative thinking from our advertising students
- Achievements of our advertising graduates
- Application of research for new discovery
- And that education is not just a great lecture but a mindset for lifelong learning and wonderful adventures along the way

Thank you to our industry partners

- Gai le Roy, CEO IAB Australia
- Adam Ferrier, Chief Thinker, Thinkerbell
- Leigh Terry, APAC CEO IPG Mediabrands
- Paul Nagy, Chief Creative Officer VML
- Adam Kennedy and VML Brisbane
- Simone Waugh, Ryan Petie and Publicis Brisbane
- Tony Hale, Advertising Council of Australia
- Chris Pash, Editor AdNews
- Mumbrella, B&T, Advertising Industry Careers
- MSIX
- Xavier Armourex and QUT Media Team

**market trends – advertising investment, retail
media, commerce, sustainability & talent:**

iab.
australia

gai le roy

ceo | iab australia



brisbane
market update

australian digital media ecosystem.

21.5 million

australians (age 14+) online this month, spending on average 137 hours on a computer, laptop, smartphone, or tablet.

\$15.6 billion

digital advertising market direct revenue.

\$94 billion

direct and flow-on contribution to Australia's national income (as measured by gross domestic product, or GDP) in 2021.

\$55.5 billion

total annual consumer benefit from access to free ad supported digital services and content, consumption being more closely matched to consumer preferences and decreased transaction costs via reduced time and cost savings.

our purpose.

grow
sustainable
and diverse
investment in
digital
advertising
australia

what?

data management & privacy:

The digital advertising industry provides a significant data driven value proposition for both consumers and marketers. With the loss of identifiers and increased privacy regulation, IAB Australia is supporting businesses in the digital advertising industry to find new ways of operating businesses, addressing customers and complying with local and global legislation.

sustainability:

The digital advertising industry needs to reduce its environmental impact by identifying a path to a net zero future. Through collaboration, agreed measurement and industry action plans, IAB Australia will be a driving force to enable this future.

measurement & effectiveness:

The continued evolution of transparent and effective measurement is vital to the digital advertising ecosystem. With changes to ad formats, privacy requirements and buy-side measurement expectations, IAB Australia plays a key role in providing guidance on measurement methodologies and frameworks to ensure greater trust in digital advertising practices.

transparency & efficiency:

Transparency and the ongoing development and adoption of technical standards are critical for driving the growth of the ad-supported digital economy and instilling marketers with confidence and trust in their digital advertising investments.

preparing the industry for the future:

The digital advertising ecosystem is a key driver in Australia's economy. It facilitates the delivery of free online content, products and services to all Australians, fosters business growth, supports 450,000 jobs and contributes \$94 billion to GDP. IAB Australia actively promotes industry innovation, effectiveness and diversity to ensure the industry's prosperity.

how?

promotion & advocacy

research & insights

events & community

education & mentoring

standards & best practice



IAB Australia Internet Advertising Revenue Report

For the financial year and quarter ended
30 June 2024



headline results – financial year 2024



Total internet advertising market FY24

\$15.6 billion

Internet advertising market growth FY24 vs FY23

+9.7%



Search and directories

\$6.9bn +10.4% on FY23

Search represents 44% of the total Australian internet advertising market in FY24



Video

\$4.1bn +18.6% on FY23

Video advertising continues to outperform the broader display advertising market



Classifieds

\$2.5bn +4.3% on FY23

Mixed performance across classified categories with job advertising volumes declining on record 2021/2022 levels whilst real estate and automotive record solid growth



Display (excluding Video)

\$2.0bn -1.1% on FY23

Non-video display declines for the second consecutive financial year



Audio

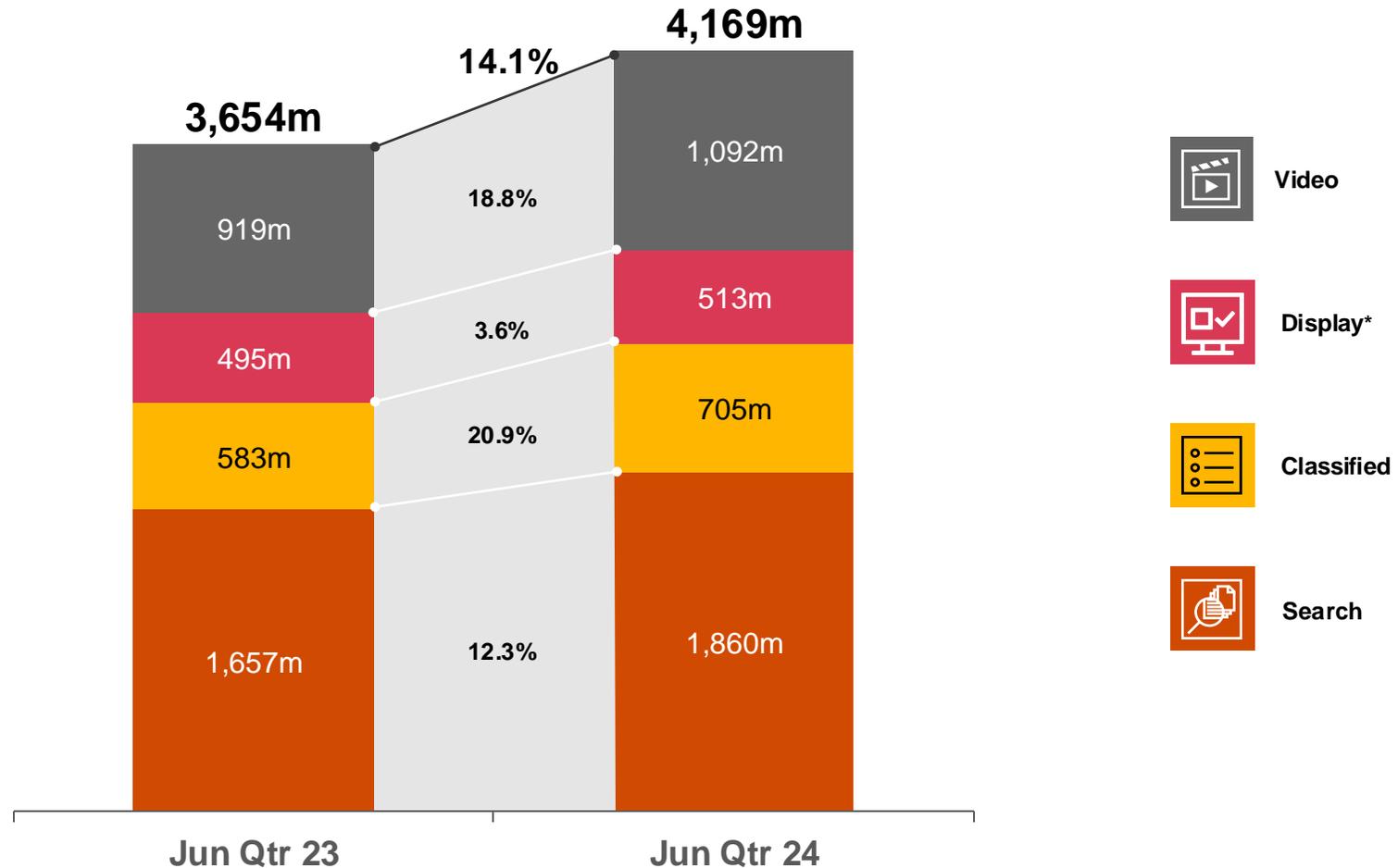
\$290.2m +23.6% on FY23

Internet audio advertising expenditure represents 4.7% of the general display advertising market (including video) in FY24

video and classifieds outperform total market growth on June quarter 2023



Internet advertising expenditure by category (\$ million)



Video



Display*



Classified

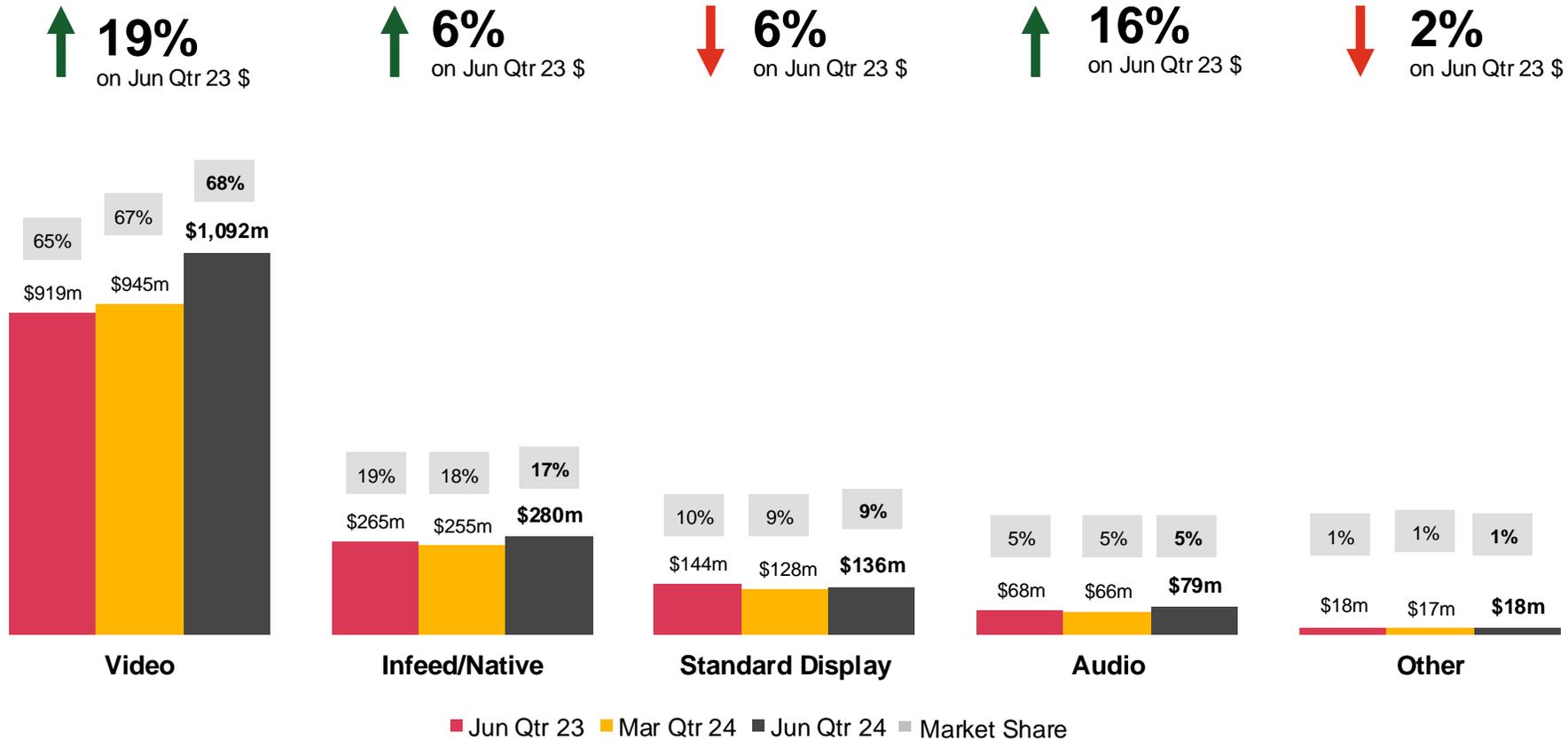


Search

video's share of quarterly display reaches new peak in june 2024



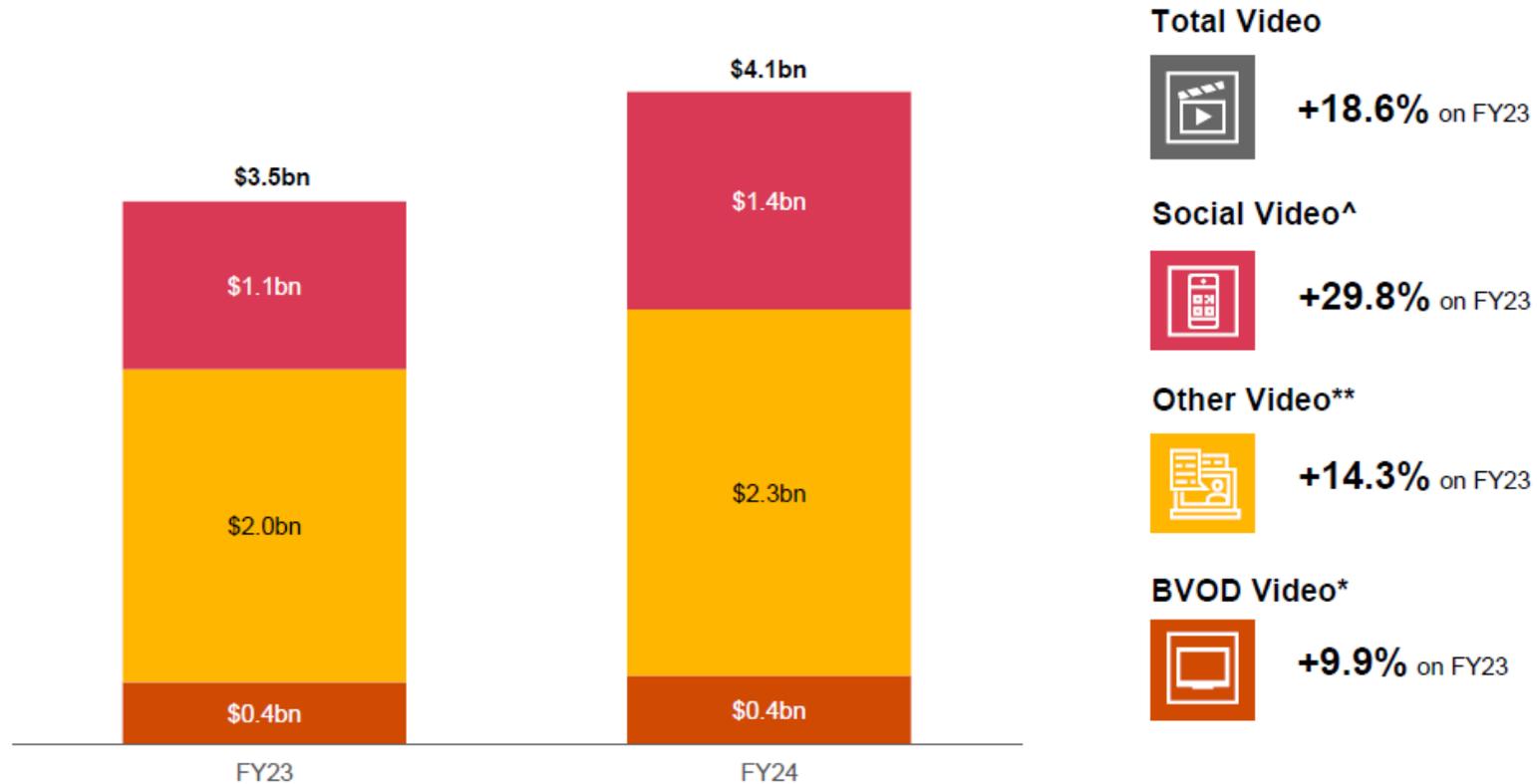
Display and video advertising – by type compared to prior and comparative quarters (\$ millions)



* Display advertising includes the use of banners, images, video or audio elements, which may be presented on websites, personal feeds, social platforms and/or streaming offerings. For further information on definitions see "Scope, Methodology and Format" section.

social video is the fastest growing subsector of general display

Total video expenditure by video platform classification, by financial year



* Broadcaster Video on Demand (BVOD) video comprises expenditure on video ads displayed on 7Plus, 9Now and 10Play aligning with data release by Think TV

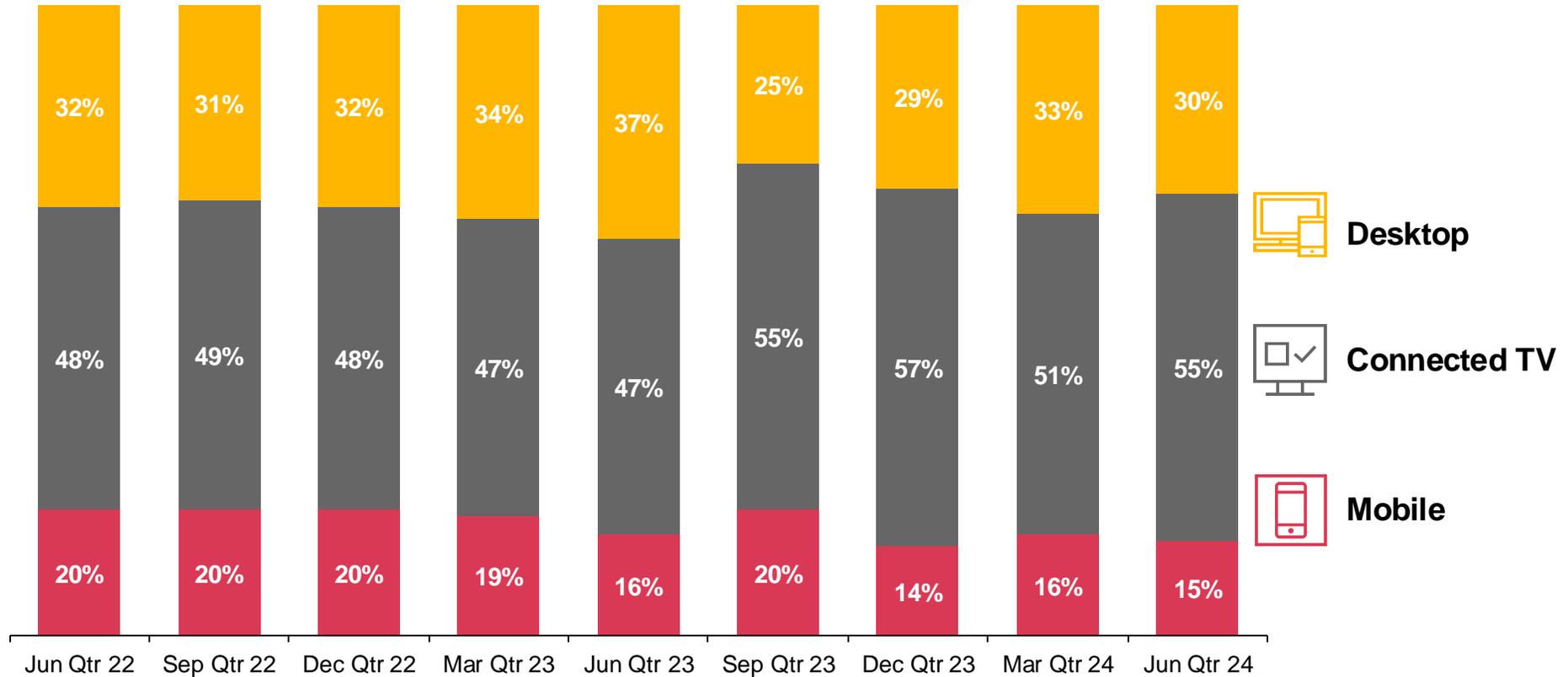
** Other video comprises expenditure on video ads displayed on YouTube, SBS On Demand, Foxtel, short form editorial video and other video formats

^Social video comprises expenditure on video ads displayed on Meta platforms, TikTok, Snapchat, Pinterest, LinkedIn and X

connected TV's increases its dominance in video investment



Content publishers' video expenditure by device, by quarter

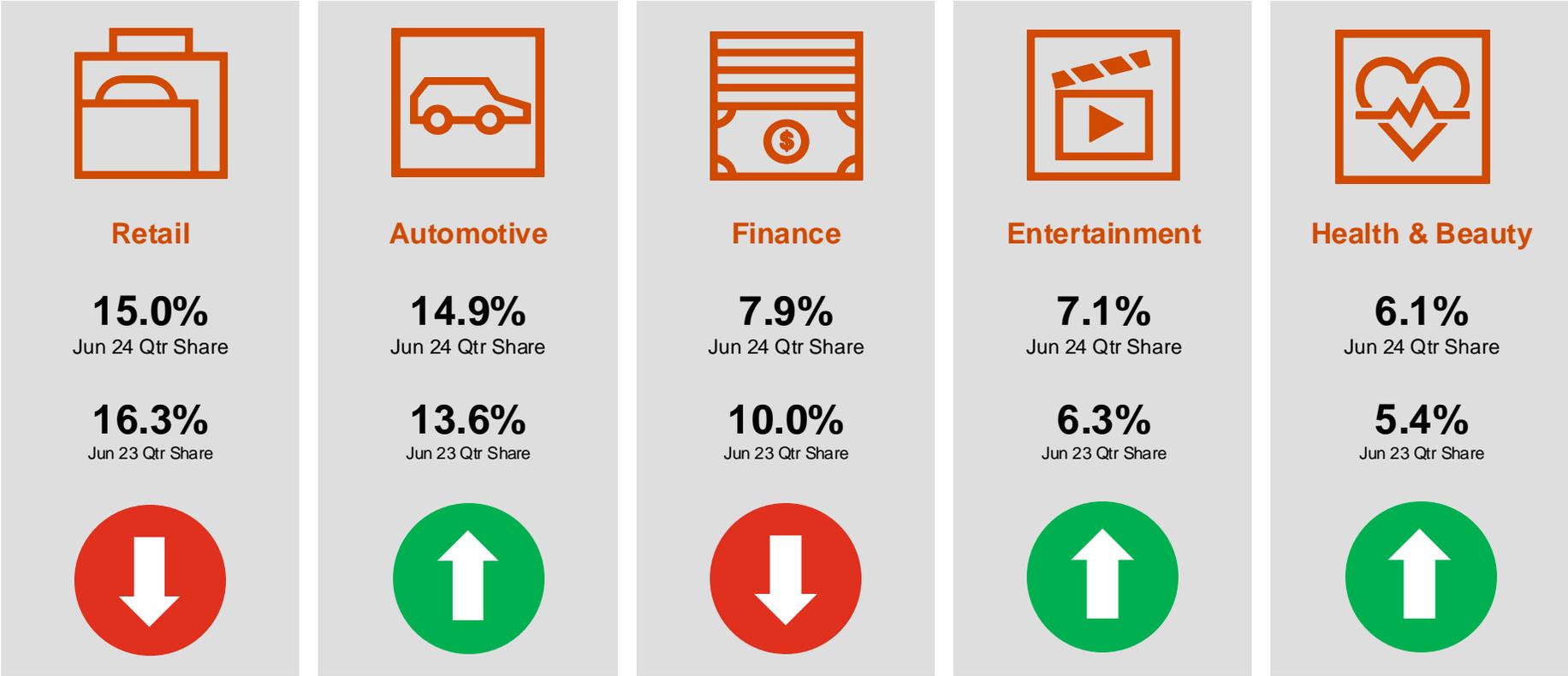


Expenditure by device presented above is only in relation to content publishers and therefore percentages presented above cannot be extrapolated across total video expenditure.

entertainment re-enters the top five industry categories in June 2024



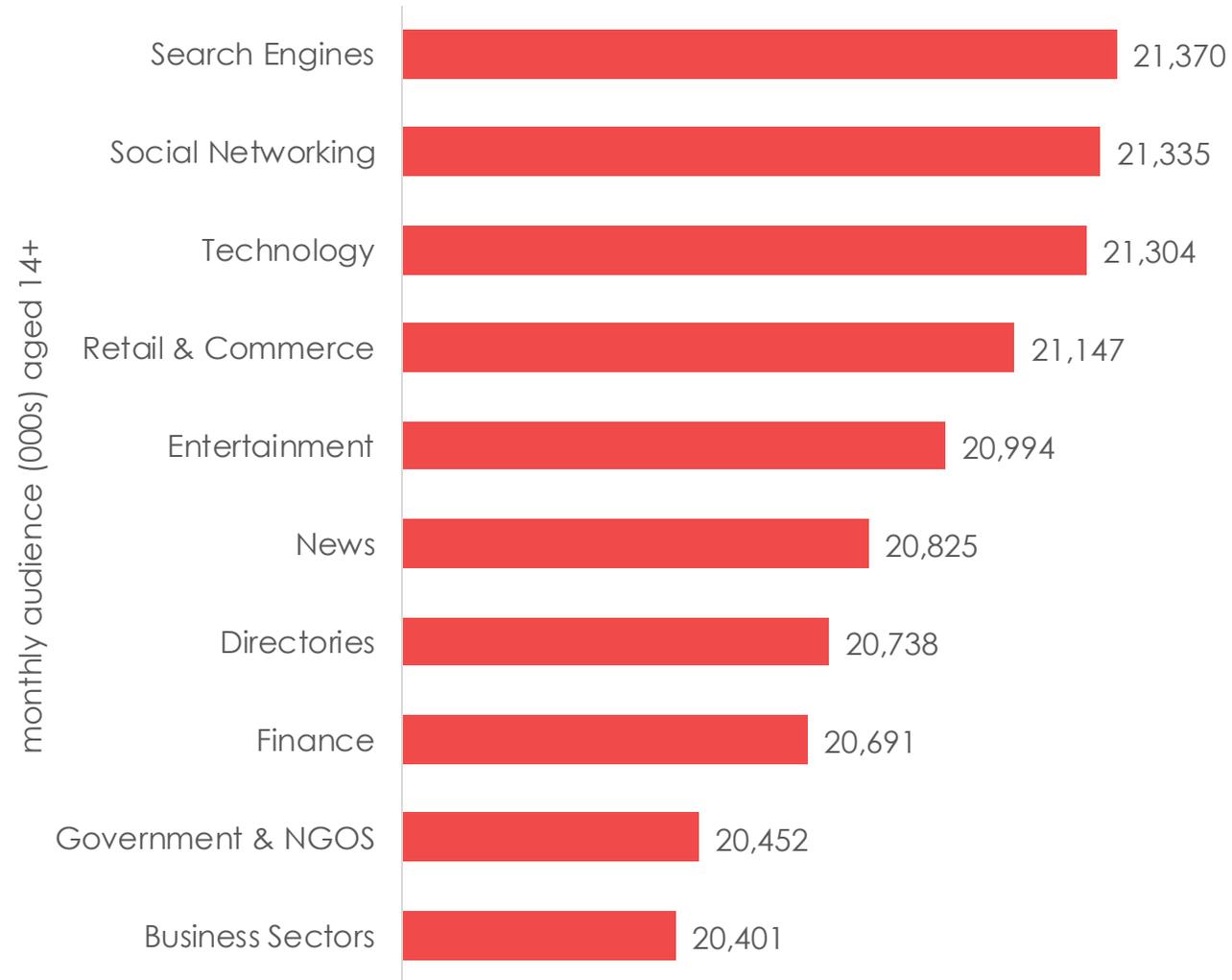
Top five industry categories for reported general display by expenditure type, June 2024 quarter



Reported General Display market refers to General Display expenditure reported by survey contributors and therefore excludes Facebook, Google, X (formally known as Twitter), Snapchat, Spotify, TikTok, Pinterest, Amazon, LinkedIn, Foxtel General Display advertising.

consumer trends

australians consume a wide range of digital content & services.

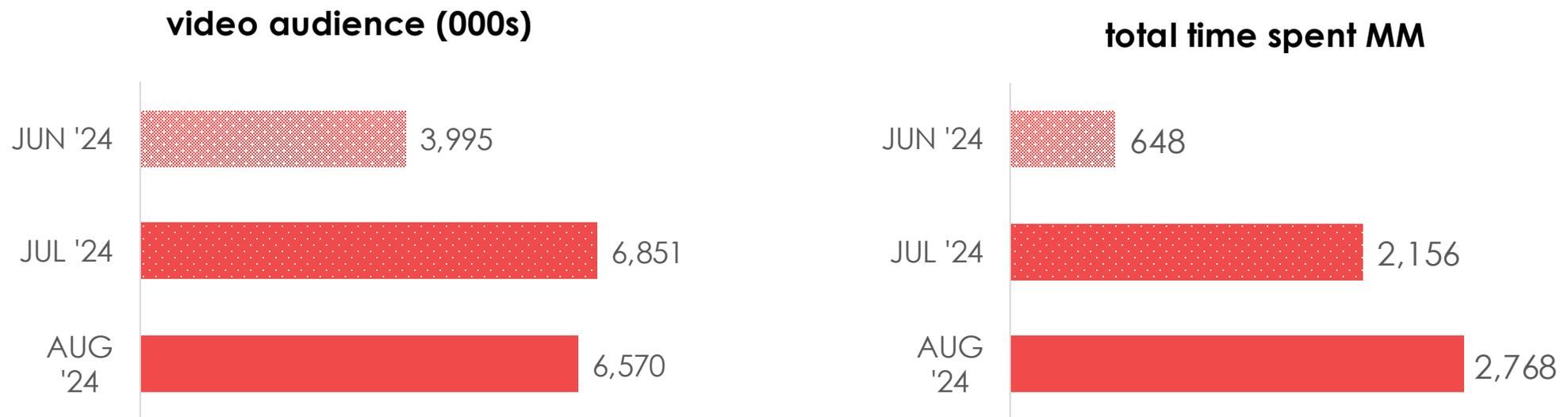


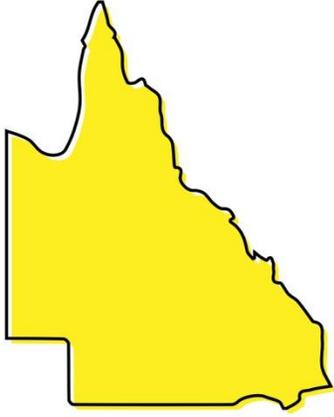
paris olympics drove consumption of BVOD sports content across all devices including CTV in july and august 2024



video audience and time spent - sports events/programs

-computer, smartphone, tablet and connected TV-
9Now, 7Plus, SBS on Demand ABC iView and 10Play combined





% of time per person
more than AU average

- 18% - entertainment
- 14% - events & attractions
- 13% - education
- 12% - x-rated adult
- 11% - retail



% of time per person
less than AU average

- 57% - energy & utilities
- 30% - telco & ISP
- 18% - health
- 17% - lifestyle
- 16% - technology

nearly all online australians visit a retail website or app in a ~~month~~

21.1 million

australians aged 14+ visited an **online retail or commerce** website or app on computer, smartphone, tablet in July 2024.

On average online retail visitors spent **7 hours** on retail or commerce websites and apps in June 2024.

most popular online retail and commerce subcategories in July 2024 audience aged 14+



consumer electronics
18.5 million



voucher/rewards
17.9 million



**grocery/supermarket
s**
16.5 million



dept, discount stores
15.0 million



fast food and delivery
14.5 million



fashion & beauty
14.5 million

ecommerce report

The changing shape of the local ecommerce
and retail marketing landscape

australia : wave 4
new zealand : wave 1
2024

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value

value hunting
research time
sales events
price comparison sites
loyalty programs
cash back programs

control

research time
range of buying
methods / subscriptions
delivery expectations
data concerns

discovery

research time
sales events
influencers driving
discovery
price comparison sites
appetite for video

what's hot

pets
medication / personal care

objectives &
measurement

reach and data also drive advertisers to invest in other digital media channels

top drivers for digital media advertising channels

retail media

1. reach shoppers point of purchase
2. access to retailer first-party data
3. influence across purchase funnel

programmatic DOOH

1. data & targeting
2. flexible buying options
3. contextually relevant environments

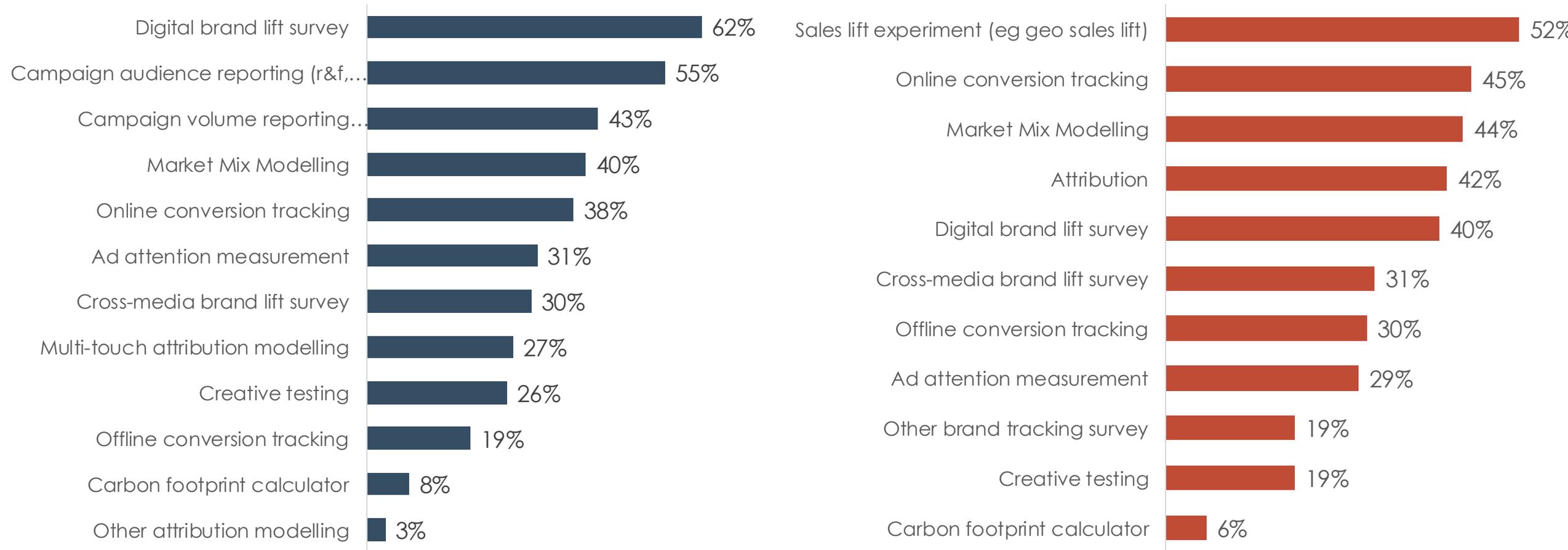
digital video

1. targeting & personalisation
2. reach audiences at scale
3. expanding linear tv reach

Source; IAB Australia Retail Media State of the Nation 2024 n=134 advertising decision makers or influencers with experience in retail media
Q - What do you see as the key opportunities of partnering with retailers? (Please select all that apply)

* IAB Australia [Video Advertising State of the Nation 2024](#); IAB Australia [Attitudes to Programmatic DOOH Report 2024](#)

measurement techniques: video advertising vs retail media



Sources: IAB Australia Video Advertising State of the Nation 2024, IAB Australia Retail Media State of the Nation 2024

case study – the university for the real world

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xavier amouroux

head of marketing & communications |
QUT

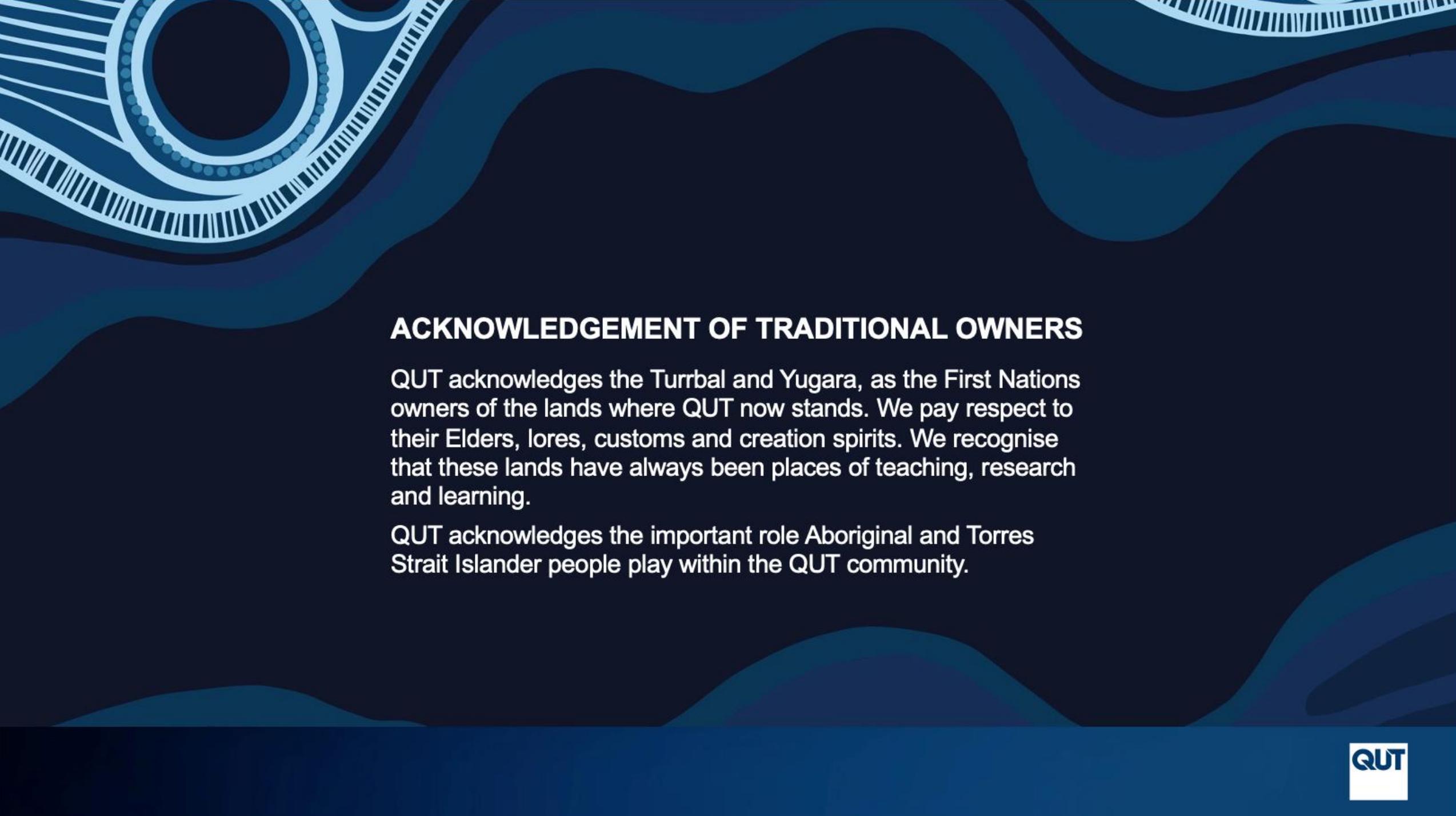


brisbane
market update



Our new campaign 'Real is...'

Xavier Amouroux
Executive Director Marketing and Student Recruitment



ACKNOWLEDGEMENT OF TRADITIONAL OWNERS

QUT acknowledges the Turrbal and Yugara, as the First Nations owners of the lands where QUT now stands. We pay respect to their Elders, lores, customs and creation spirits. We recognise that these lands have always been places of teaching, research and learning.

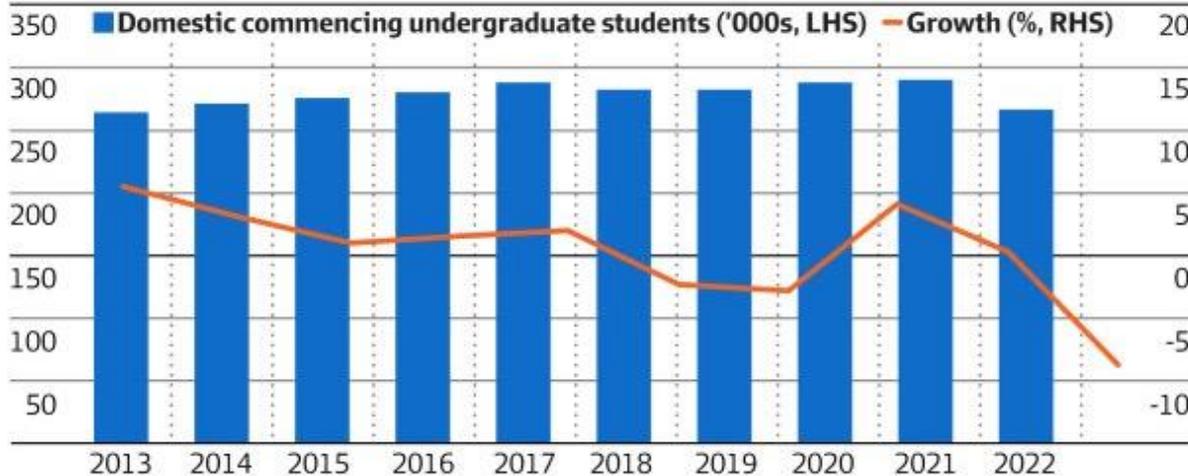
QUT acknowledges the important role Aboriginal and Torres Strait Islander people play within the QUT community.

Domestic market

Declining demand for university degrees

-8.2% new students in 2023 (lowest in 9 years)

- More young people get to work or take a gap year
- Robust jobs market with record low unemployment rate
- Rising tuition fees and fear of student debt



SOURCE: EDUCATION DEPARTMENT



 **THE AUSTRALIAN** 

HOME NATION WORLD BUSINESS COMMENTARY SPORT ARTS

Uni v tradies: Vocational training flexes its muscle

Domestic trends

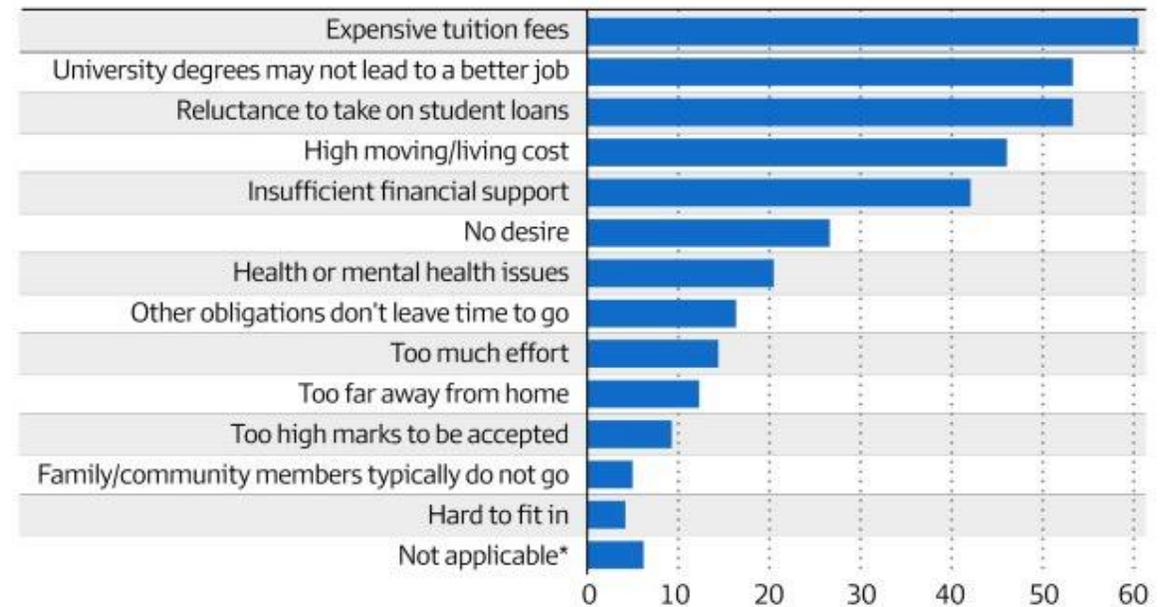
Prospective students' expectations:
study anytime, anywhere, any device



After employability, prospective students prioritise 3 things:

- Course offerings
- Flexible ways of learning (online + accelerated courses)
- Talking to uni staff before choosing a degree

Perceived barriers to higher education (%)



* Because they would pursue a university education

SOURCE: ABS, FINANCIAL REVIEW, MELB INSTITUTE

Campaign idea and narrative

OBJECTIVE

Reinvigorate the brand promise of **Real World**.

INSIGHT

Getting a job isn't enough. Future students want a university to help them get their **ideal** job, so they can **make an impact**.

IDEA

QUT understands how the world is evolving and leans bravely into change, so their students can **shape the future**.

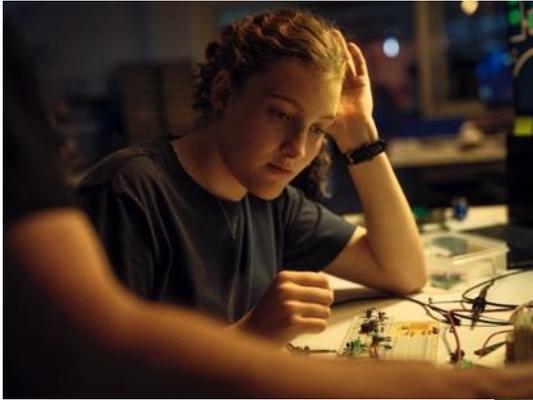


At QUT, we're famous for being 'the university for the real world'.

realis



Feat. Real Students & Graduates



SASHA THOMAS /
Bachelor of Business / Bachelor of
Engineering (Honours)



JASPER VERMEULEN /
Doctor of Philosophy – PhD, Collaborative
Robotics

SIENA STUBBS /
Bachelor of Fine Arts
(Film, Screen & New Media)



EMILY CAMPLING /
Bachelor of Design /
Bachelor of Engineering (Honours)

HAI DI WONG /
Bachelor of Business / Bachelor of
Fine Arts



**JESSICA
OOSTENBROEK /**
Executive MBA



EMERALD WATTS /
Bachelor of Communications
JAMES PYKE /
Bachelor of IT and Master of IT

YUAN LIU /
Doctor of Philosophy - PhD,
AR/VR in Collaborative Robotics



JESSE COSTELLOE /
Bachelor of Sports and
Exercise Science



LAUREN FELL /
Doctor of Philosophy - PhD,
Quantum Cognition

And many more...

This campaign reinvigorates our 'Real World' brand promise by showing how QUT's stature, innovation, and student-centricity set us apart.

Innovative Initiatives:

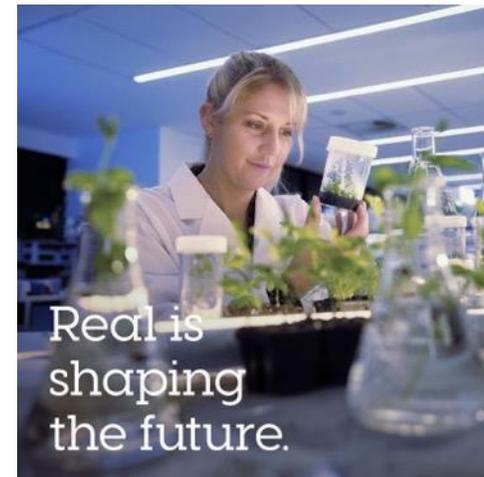
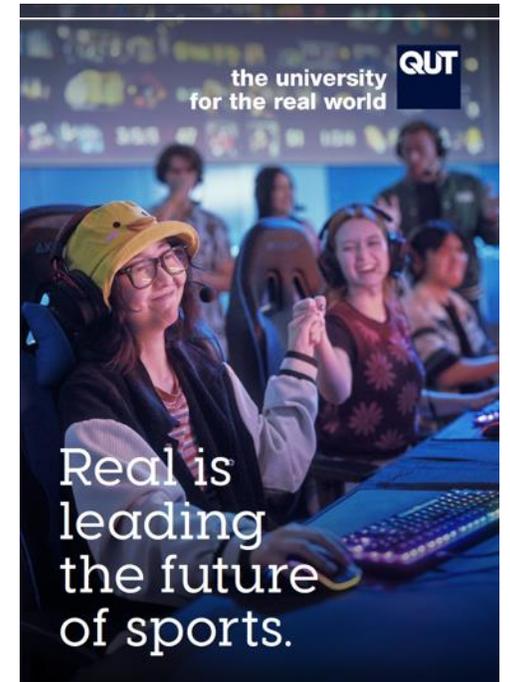
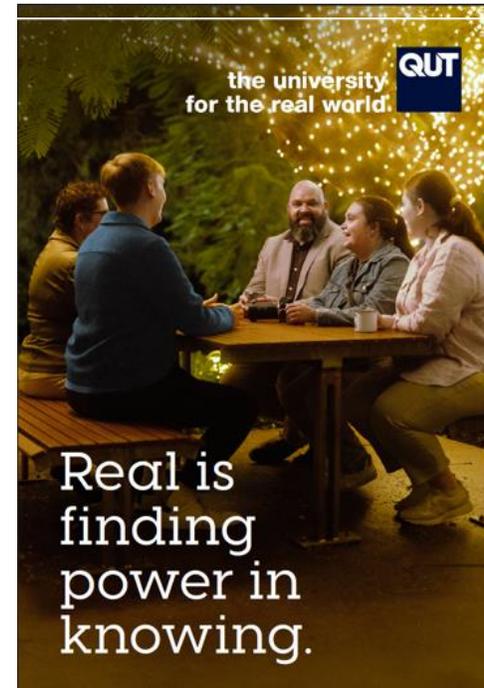
Launch of QUT You, Faculty of Indigenous Knowledges and Culture, rise of eSports, vertical degrees, and a focus on sustainability.

Real-World Learning:

Featuring student projects, blue-chip internships, and industry partnerships that exemplify our practical approach.

Success Stories:

Profiling real students, graduates and alumni who have made significant contributions to their fields, demonstrating the real-world impact of a QUT education.

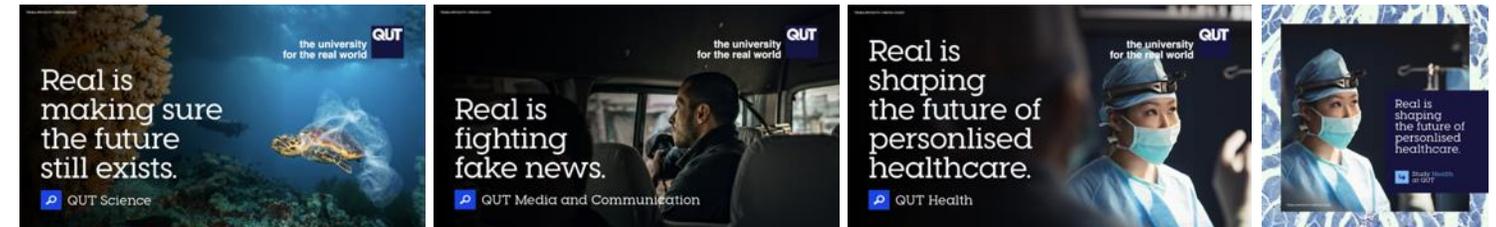


Tier 1: Brand | Awareness

Reinvigorate the brand promise of **Real World**.



Tier 2: Faculty | Consideration



Tier 3: Course | Conversion



Integrated Campaign Framework

The campaign delivers across all levels of the marketing funnel, driving long term brand metrics and creating short term, immediate impact on course enrolments.

Most university ads focus solely on the end goal, the achievements, and the success stories, not what it actually takes to get there.

The 'Real is...' platform dramatises the real (unfiltered) uni experience, the highs, the lows and the in-between moments that drive us **to shape the future.**



The films are directed by [Paul Nevison](#), an awarded documentarist and commercial Director. Paul is a storyteller. Big stories, small stories, true stories, but most importantly, real stories with heart and soul.

**market update – data, privacy, reducing ad wastage
& industry standards:**

iab.
australia

jonas jaanimagi

technology lead | iab australia



brisbane
market update



Australian Government

Government Response

| Privacy Act Review Report

Privacy Reform – what is it?

Why do we need privacy reform?

Australians increasingly rely on digital technologies for work, education, health care, daily commercial transactions and to connect with loved ones.

The digital economy has led to innovation, advances in productivity and a range of other benefits. However, the vast data flows underpinning digital ecosystems have also created the conditions for recent major data breaches, exposing millions of Australians to the risk of identity fraud and scams.

What are the benefits of reforming the Privacy Act?

The Privacy Act was introduced to promote and protect the privacy of individuals and to regulate how personal information is handled by entities.

Privacy reforms will deliver a range of benefits to consumers, businesses, government and the broader economy.

For **Australians**, this means more choice and control over how their personal information is collected and used, and a shift away from complex and lengthy privacy policies and collection notices.



On September 12, 2024 [Policy and Regulation](#)

SHARE



First tranche of Privacy Reforms Released – advertising specific reforms not included

The [Privacy and Other Legislation Amendment Bill 2024](#) has today been introduced into the Parliament. More analysis to follow, but below is a brief summary of what it contains:

- **A statutory tort for serious invasions of privacy**

The statutory tort is informed by the ALRC's proposed version of the tort in its 2014 report on serious invasions of privacy.

What is the AU Privacy Act?

Privacy Act of 1988

- First enacted in 1988, the Australian Privacy Act spells out the requirements for both public and private organizations that collect personal information.
- In 2014, the Australian Privacy Principles (APPs) were introduced which establish rights and regulations regarding:
 - Collection, use, and disclosure of personal information;
 - Use of personal information for direct marketing;
 - Cross-border transfer of personal information;
 - Quality and security of personal information; and
 - Access and correction to personal information.
- In February of 2023, Australia's Attorney-General's Department (AGD) released a Review Report, presenting over a hundred proposals to amend the 1988 Privacy Act.
 - The main aim of these proposals are to make requirements in the Australia Privacy Act closer to those provided by other major data protection laws internationally such as GDPR

Key Proposals - What's changing?

- **Broadening "Personal Information":** Expanding the definition of "personal information" to cover pseudonymous data sets such as IP address and other advertising identifiers as well as de-identified data sets. The Government's response may ultimately narrow the definition of de-identified data, but the Government recognizes that more thought and discussion would be helpful when it comes to de-identified data.
- **Covering Small Businesses:** Removing the "small business exemption" in APA for private-sector entities with a turnover below Australia 3 million so that smaller businesses would be covered by the APA.
- **Notice, Consent, Transparency:** Amending the Privacy Act's requirements regarding notice, consent, and transparency. Interestingly, the report demonstrates that the current thinking is to avoid imposing a consent requirement for processing of non-sensitive, pseudonymous data sets. However, the trading of personal information (i.e., the "the disclosure of personal information for a benefit, service or advantage") would require data subject consent - and it does not currently appear that there would be an exception for pseudonymous personal information.
- **Fair and Reasonable Test:** Implementing a "fair and reasonable" test for all personal information processing. The Government response notes that too many Australians don't understand or like certain uses of personal information - and this may stoke fears that the APA will create a more specific list of prohibited uses of data.
- **Privacy Impact Assessment (PIA):** Requiring PIAs for high-risk activities.

Key Proposals - What's changing?

- **Children's Privacy:** Introducing new provisions for protecting children's privacy.
- **Individual Rights:** Establishing new rights for individuals, including the right to erasure, delisting from online search engines, and opting out of specific processing, including Automated Decision-Making (ADM).
- **ADM Transparency:** Requiring transparency in Automated Decision-Making (ADM) processes.
- **Protection Against Direct Marketing:** Providing protections against direct marketing, targeting, and trading in personal information.
- **Controller-Processor Distinction:** Introducing a distinction between data controllers and processors.
- **Cross-Border Data Transfer:** Refining mechanisms for cross-border data transfers.
- **Penalty Framework:** Implementing a tiered penalty framework.
- **Direct Right of Action:** Allowing individuals to take direct action for breaches of the Australian Privacy Principles (APPs) and statutory torts for serious invasions of privacy.
- **Data Breach Notification:** Amending data breach notification requirements under the Privacy Act.



policy update

sarah waladan

director of policy and regulatory affairs

iab australia



HELLO, I WOULD LIKE...



HOLD ON — I CAN GUESS.



LET ME PULL UP YOUR "INTENT SIGNALS"...



BROWSING, SEARCH, AND SOCIAL DATA...



YOUR LEAD ACTIVITY SCORE...



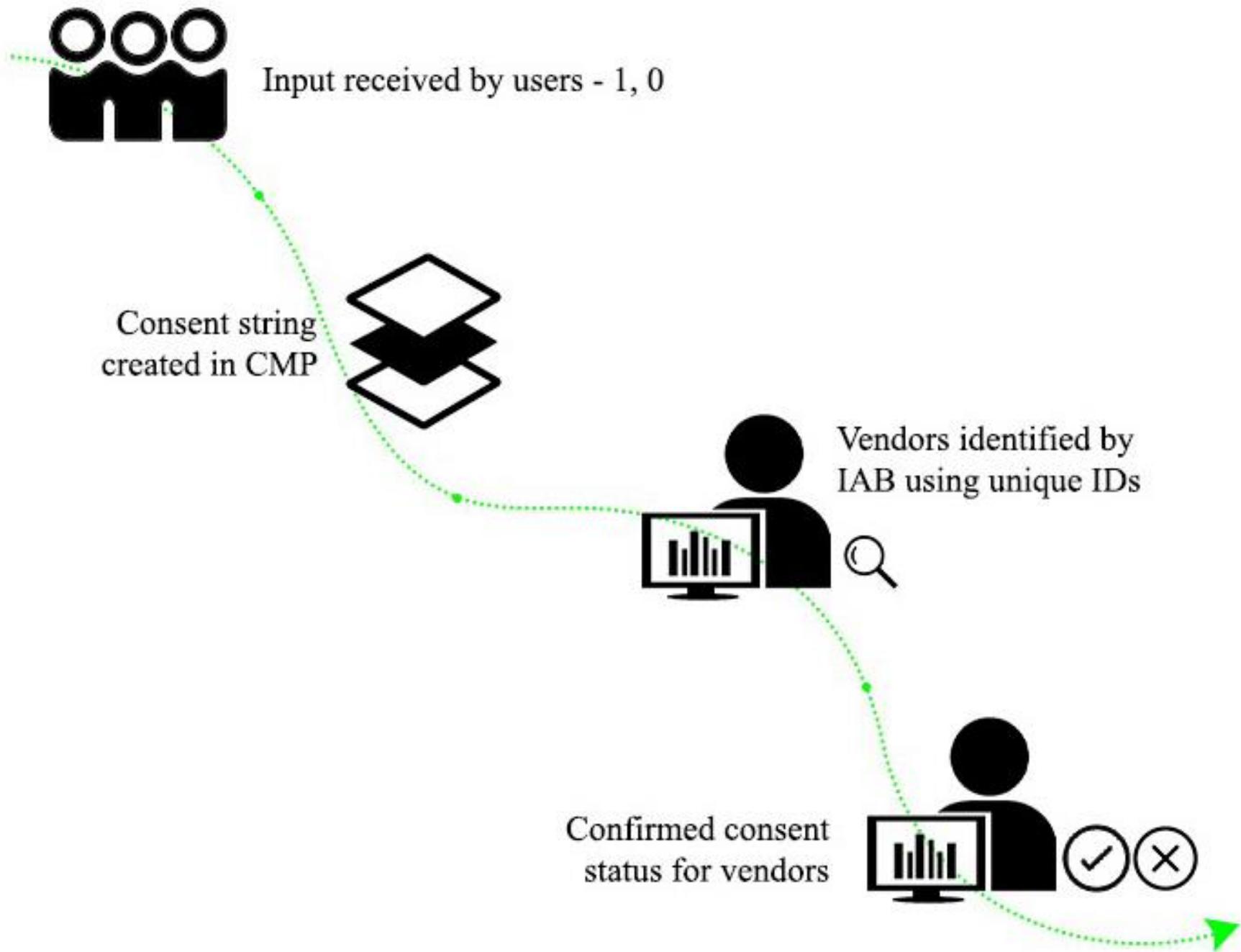
AND VOILA! SPECIAL OFFERS JUST FOR YOU!



ACTUALLY, I JUST WANTED TO BE TAKEN OFF YOUR LIST.



	United States	European Union
Consent Model	Notice and Opt-Out	Notice and Opt-In
What it means	You are informed about privacy-invasive data practices and given the opportunity to broadly object	You are informed upfront about privacy-invasive data practices and asked to expressly consent to each
Default assumption	You automatically agree until you say otherwise	You do not agree until you actually do
Cultural driver	Stronger emphasis on the freedom of individuals and companies to contract and exchange information.	Stronger emphasis on protecting individual's privacy rights and freedoms.
Example laws	California Consumer Privacy Act (CCPA) US CAN-SPAM Act	General Data Protection Regulation (GDPR) ePrivacy Directive (ePD)



APPROVED STATUS



Transparency
and Consent
Framework

REGISTERED VENDOR

TCF Supporting Resources

To support your implementation of TCF v2.2 we have listed all relevant resources.

TCF Policies

- TCF v5.0 Policies (Updated June 2024) - ([here](#))
- TCF Terms & Conditions (Updated April 2023) - ([here](#))
- Previous TCF v2.0 Policies - ([here](#))

TCF Technical Specifications

- TCF Implementation Guidelines ([here](#))
- Transparency and Consent (TC) String with Global Vendor List Format ([here](#))
- Consent Management Platform API ([here](#))
- Vendor Device Storage & Operational Disclosures ([here](#))
- Additional Vendor Information List Specification ([here](#))

TCF Operational Resources

- TCF Vendor Registration ([here](#))
- TCF CMP Registration ([here](#))
- TCF v2.2 Translations ([here](#))
- List of registered TCF Vendors ([here](#))
- List of registered TCF Vendors logos ([here](#))
- List of registered TCF Operational CMPs ([here](#))

TCF – Transparency & Consent Framework

TCF Standardisation Principles

JOIN THE TCF

TCF for Publishers

TCF for CMPs

TCF for Vendors

TCF for Advertisers & Agencies

TCF Compliance Programmes

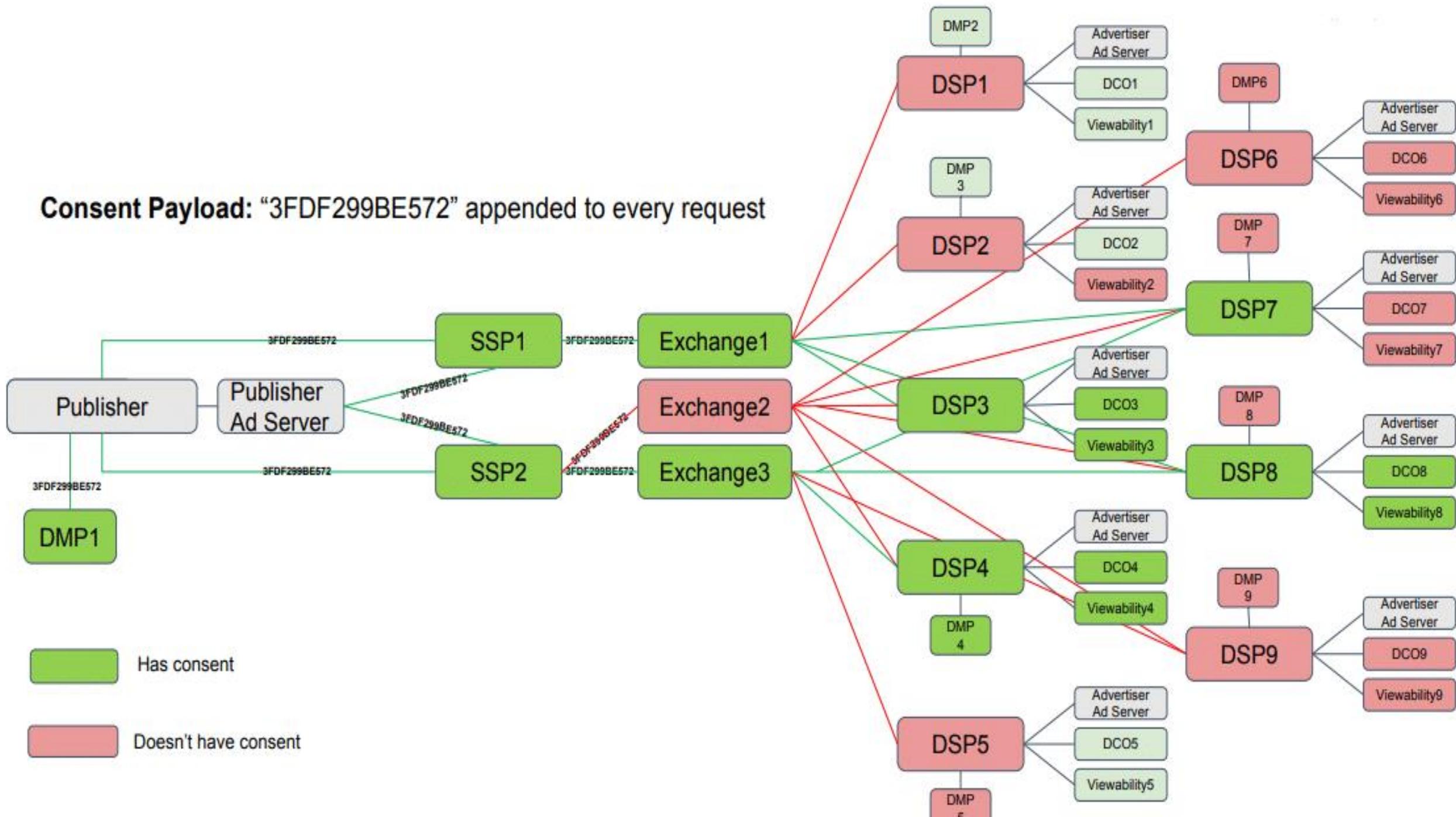
TCF Governance

TCF Supporting Resources

IAB Europe Transparency & Consent Framework Policies

CMP & Vendor Notifications

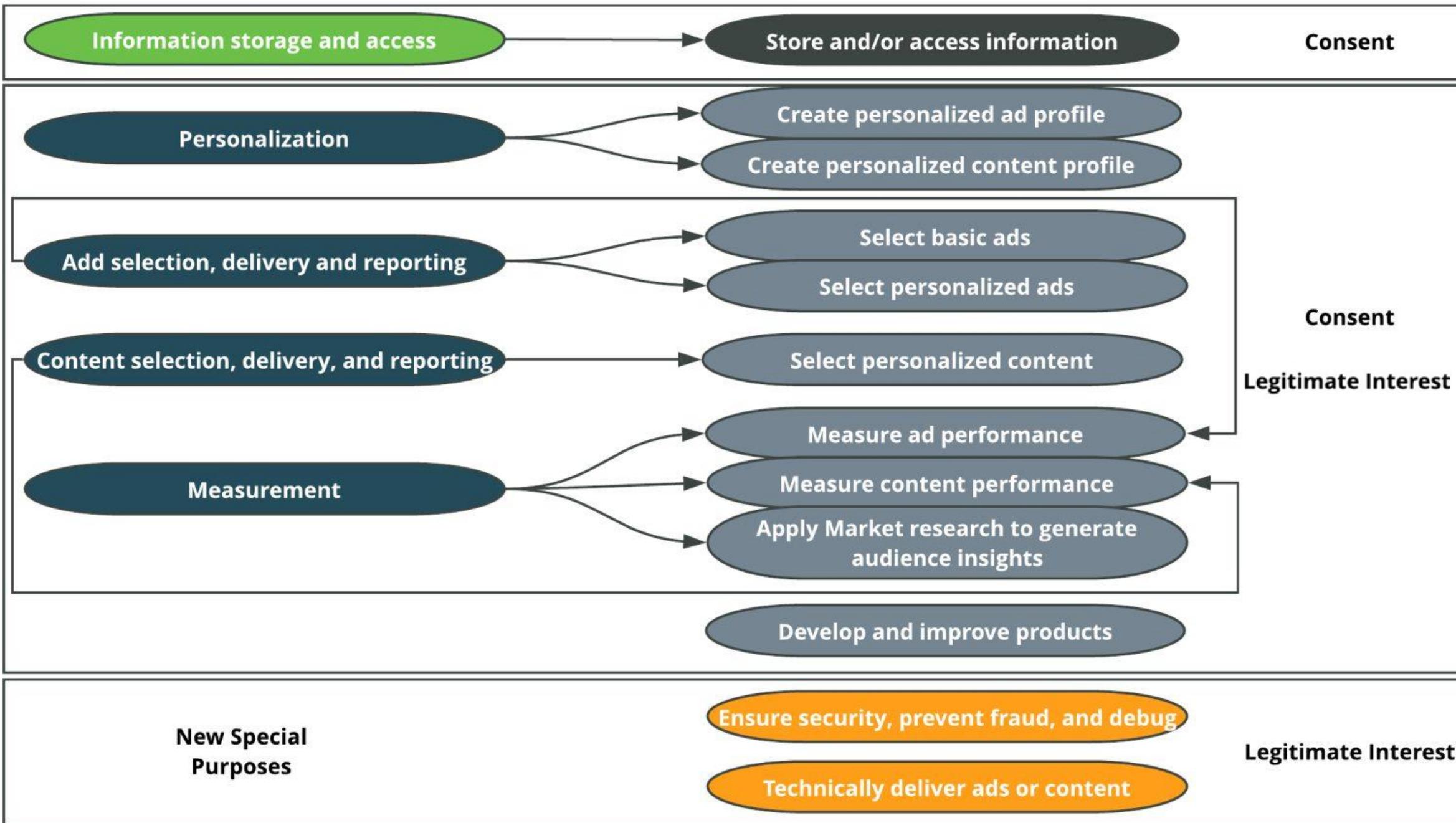
Consent Payload: "3FDF299BE572" appended to every request



IAB TCF 1.0

IAB TCF 2.0

Legal Basis





You're in control

We need your consent so that we and our trusted partners can store and access cookies, unique identifiers, personal data and information about your browsing behaviour on your device. This enables us to serve you relevant content and advertising to you, and to improve the service we provide to our readers. This only applies to telegraph.co.uk.

You can change your preferences at any time via 'Privacy Permissions' which you'll find at the bottom of every page. You don't have to accept, but should you not, you might not see adverts and content that are relevant to you.

To see a list of our [partners](#) and check how your data might be used, click or tap 'manage' below. You can also review where our partners claim a legitimate interest to use your data and, should you wish, opt out of them doing so.

Accept

Manage

Summary

CMP Found: [Sourcepoint Technologies, Inc.](#) CMP Id: 6
CMP Version: 1 TCF API Version: 2
TCF Policy Version: 2 GDPR Applies: true

Technical Compliance Checks passed: 7, failed: 2, to do: 3
Policy Compliance Checks passed: 0, failed: 0, to do: 31
The user **rejected consent** for all purposes!
The user **did not object** to the use of legitimate interest for all purposes!
The user **rejected consent for any** special features!
Number of vendors the user has expressed consent for: 0
Number of vendors the user agreed to the use of legitimate interest: 109

Technical Compliance Checks

1	Are consent signals in the TC String created after affirmative action by the user				
2	If a 'Reject All' option is provided in the user interface, when the user clicks on it, are all consent signals for purposes and vendors set to 'off'?				
3	Does the API return an updated TC string after a change of users' choices made in the CMP UI?				
4	Did all CMP API required commands return a correct response?				
5	Is the CMP registered?				
6	Is the GVL version format correct?				
7	Is the current or penultimate version of the GVL being				

TCF CANADA

What Is The Transparency & Consent Framework Canada (TCF Canada)?

The Transparency and Consent Framework Canada (TCF Canada) acts as a roadmap for publishers, technology vendors, agencies, advertisers and digital marketers to ensure they are working under appropriate legal purposes for processing personal data in the Canadian market. TCF Canada provides technical specifications and policy documents to help players in the digital marketing and advertising ecosystem clearly and consistently communicate with end users about how their data is being used, while also providing an opportunity for users to object and manage their consent preferences.

Based off the revolutionary IAB EU TCF designed to harmonize data privacy laws across Europe, IAB Canada's TCF is the only consent solution built for the industry by the industry. Leveraging over four years of in-market experience from one of the most stringently regulated markets, top engineers across the global supply chain have developed the framework to ensure scalability and enhanced features for North American adoption.

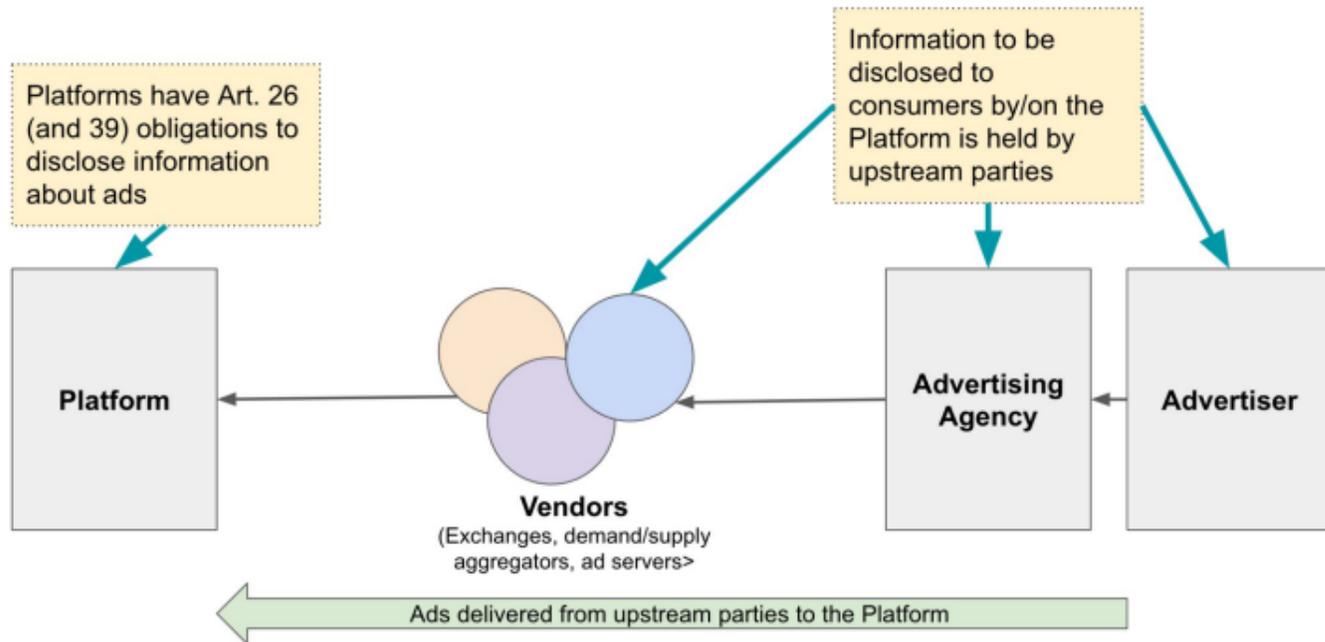
TCF Canada creates an environment where website publishers can tell visitors what data is being collected and how their website and the companies they partner with, intend to use it. The Framework gives the publisher and advertiser stakeholders a common language with which to communicate consumer consent for the delivery of relevant online advertising and content.

All CMPs on the list have passed the compliance checks required by IAB Canada's CMP Compliance Programme. CMPs that are not on this list are either not registered with the TCF, or not compliant. This list is updated on a regular basis.

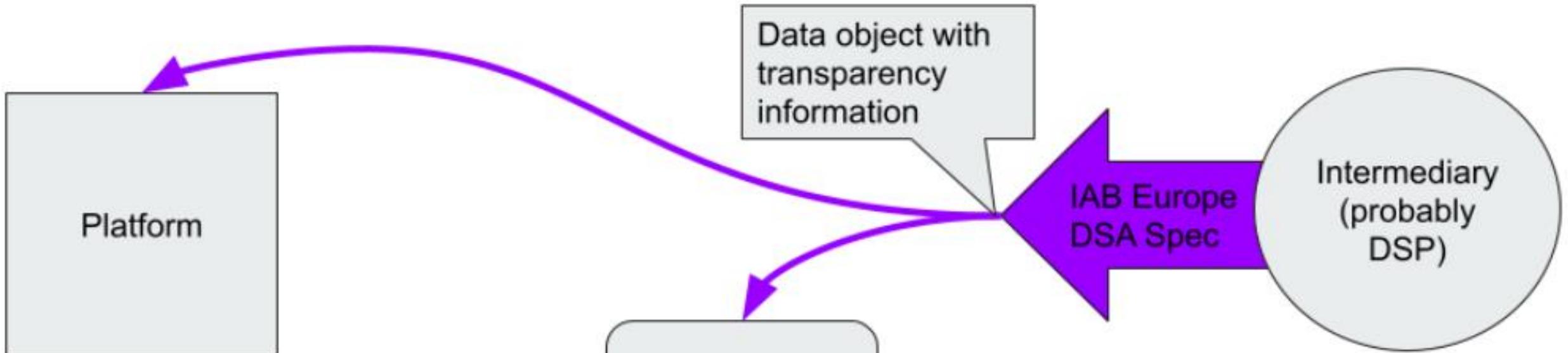
ID	Company Name
388	ATOMIOS
31	Consent Manager AB
68	Transfon Ltd
311	Plex GmbH
340	Ketch Kloud Inc.
28	OneTrust, LLC
6	Sourcepoint Technologies, Inc.
7	Didomi
260	Azeptio



Digital Services Act



- DSA Art. 26 requires Online Platforms to make certain disclosures about ads
- Information is in the hands of intermediaries, not the Platforms
- Required information includes "parameters" for selecting the ad
- Communication between parties is necessary to facilitate compliance



- Ad Creative**
- Buy-side display (AdChoices provider or other)
 - Defines delivery of the transparency behind the creative after data is received via the API/macros
 - IAB Europe Spec
 - Define delivery of the data to the creative, plus standardised API/macros extract the data

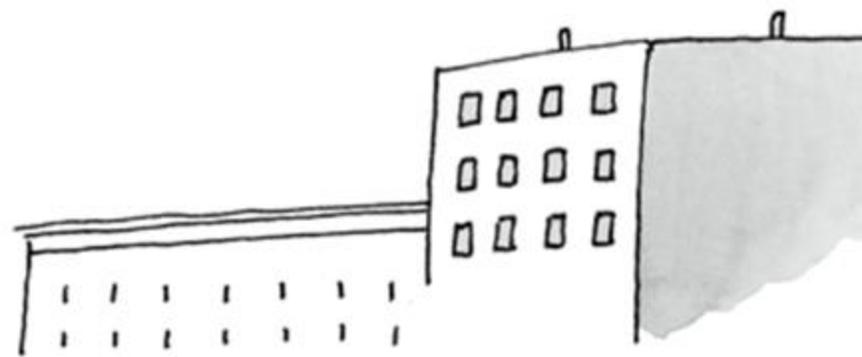
Article 26, Subject matter - the Digital Services Act (DSA)

Article 26 DSA requires online platforms to ensure that users have real-time access to certain elements of information, *per advertisement*, about each ad shown to them on the platform. These elements of information are:

- That the ad is indeed an ad;
- The identity of the advertiser;
- The identity of the party that financed the ad, if it is different from the advertiser;
- Information about the “main parameters” used to determine the recipient of the ad;
- Where applicable, information about any means users may have at their disposal to change those main parameters.



**THE END OF
THIRD-PARTY
COOKIES
IS NIGH**



The Three Core Scenarios

← No linkable user ID available →

Unlinked 1st-party Audiences

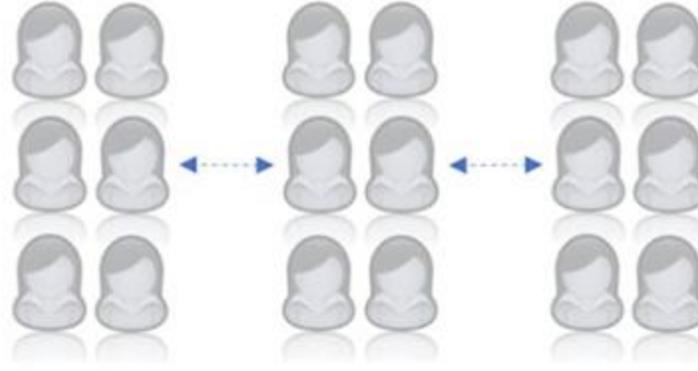
Advertiser/Publisher data not connected



- Contextual
- Seller-defined audiences
- Private marketplaces

Browser/OS-linked Audiences

No 3rd-party tracking

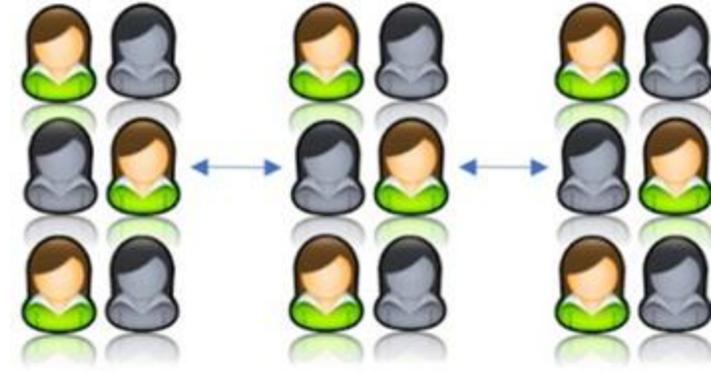


- In-browser cohorts & interest groups
- In-browser auctions
- On-device measurement & attribution

Linkable user ID available

Linked 1:1 Audiences

Advertiser/Publisher data connected



- User-enabled ID matches
- Clean rooms



The Three Core Scenarios

- **ID-Enabled Responsible Addressability**
- **Contextual & Seller Defined Audiences**
- **On-Device Facilitated Personas**

document release

2024
edition

identifiers explainer guide and matrix

iab.
australia

Why is this updated document important to me?



Buyers (Agency & Brands)

Guidance on reviewing future proofed privacy-safe solutions.

Best practices in activating authenticated first party data.

Latest standards for interoperability between data clean rooms.



Sellers

Responsibly grow revenues whilst improving user experiences & privacy.

Privacy-safe guidance on first party matching & monetisation.

Mitigate any risks related to Data leakage.



Vendors

Mitigate risks related to ongoing signal loss through the latest standards.

Evolve audience targeting for both your sell side and buy side clients.

Privacy-safe guidance on first party matching, activation & execution.

data advertising
state of the nation report

1st party
data handbook.

2022

iab.
australia

2023

data collaboration platforms explainer



Worldwide

This Is Exactly What The Behavior Of Your Dog Really Means

Published on 02/13/2020

ADVERTISEMENT

Dogs see the world through different lenses. However, they also use their bodies to communicate. Do you want to know what your pooch is thinking at all times? If so, keep reading to figure out what they have on their minds! We bet that you will find something shocking on this list.



MAYBE WE SHOULD
TAKE MEDIA CONTEXT
INTO ACCOUNT.





made for advertising (mfa)

definitions and guidance
june 2024

iab.
australia

knowledge
series.



contextual targeting test.



**exclusive
member briefing.**



ad tech matters.

**seller defined audiences:
an explainer**



hosted by

Jonas Jaanimagi

TECHNOLOGY LEAD IAB AUSTRALIA





A new path for Privacy Sandbox on the web

Share

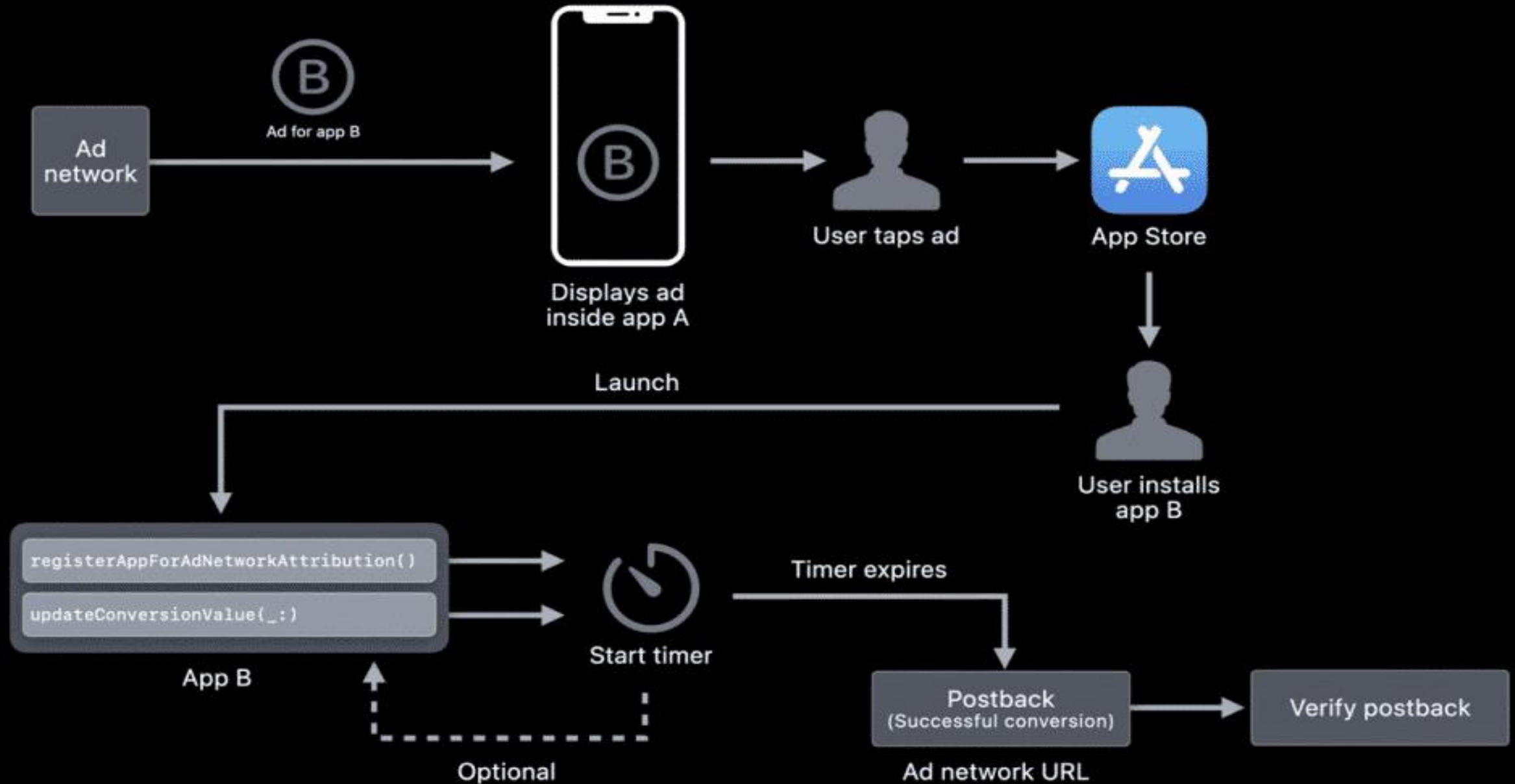


Jul 22, 2024



Anthony Chavez
VP, Privacy Sandbox

SKAdNetwork



Reset all

Ad Selection API

Enables the Ad Selection API and associated features such as Attribution Reporting, Fenced Frames, Shared Storage, Private Aggregation. – Mac, Windows, Linux, Android

Disabled

[#edge-ad-selection-api](#)

Ad Selection API - Consented Debug Token

Enables Ad Selection API debugging with the provided token. Privacy-preserving auctions running on an Ad Selection API trusted server with a matching token will be able to log information about the auction to enable debugging. Note that this logging may include information about the user's browsing history normally kept private. – Mac, Windows, Linux, Android

Disabled

[#edge-ad-selection-debug-token](#)

Ad Selection API - Enrollment Overrides

Allows a list of sites to use Ad Selection API features without them being enrolled and attested into the Ad Selection Origin Trial. – Mac, Windows, Linux, Android

Disabled

[#edge-ad-selection-enrollment-overrides](#)

I think we may have a solution to all our problems.



Google



Google

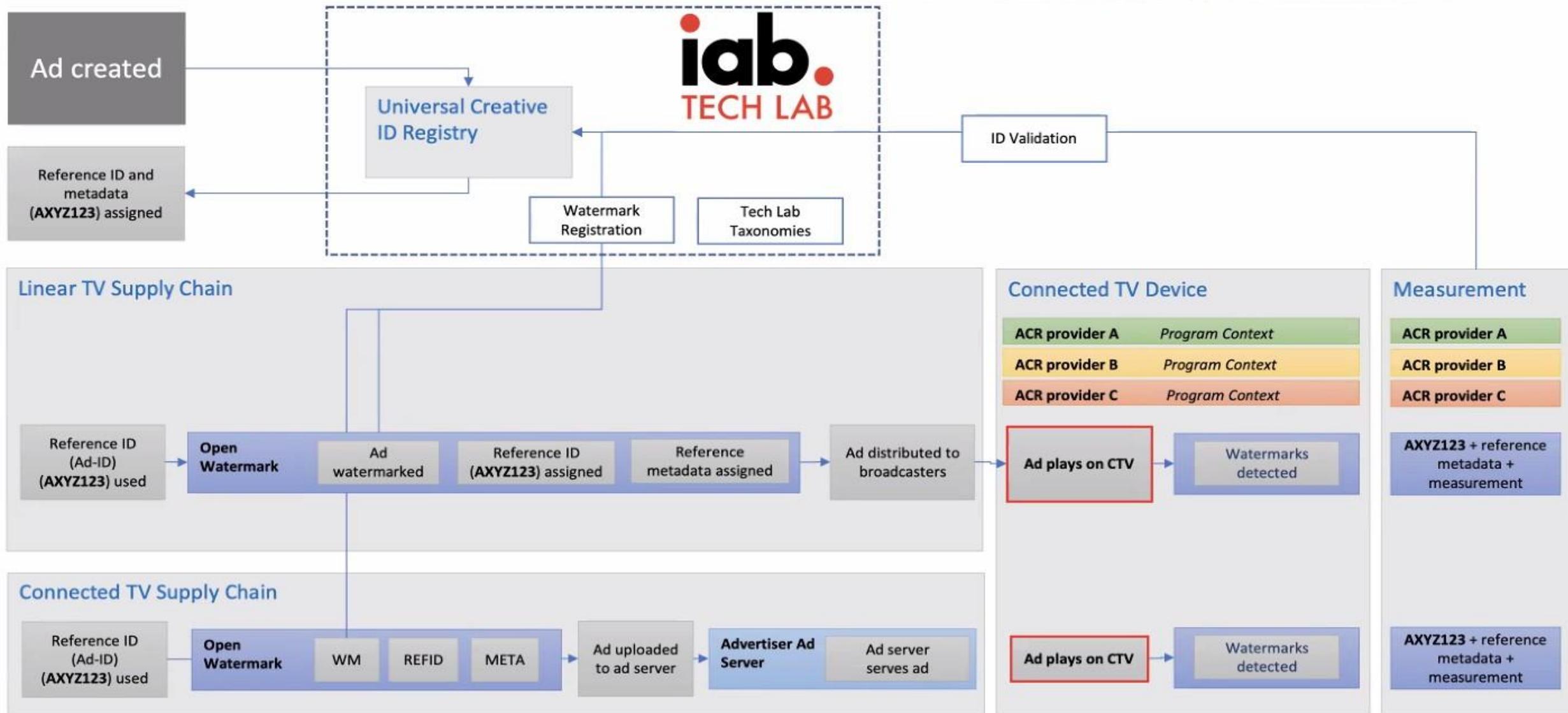
Google AI Overviews

Celebrating
a decade of
setting {high}
standards!

iab.TECH LAB



VISION: Unified Supply Chain



Vision

A system of standardized technology, protocols, and operations that enable a seamless, robust, and measurable experience for providing video content and addressable advertising to consumers on any screen, in any format, and across all television environments.

The TV advertising delivery, distribution and measurement landscape is fragmented owing to complex ad break management, multiple TV environment and distribution services, and the variance in technologies used across these systems to achieve similar outcomes. Interoperability for addressable ad delivery in linear TV and digital video is possible if we standardize and develop existing technology.

Our roadmap for Advanced TV is informed by the following objectives:

- Interoperability for Frame Accurate Ad Delivery and Ad Break Management
- Universal Addressability and Reconciliation for Audience Measurement
- Full Auditability for Advertising Campaigns delivery
- Ad Measurement for delivery and Viewability verification
- Omni channel sales management for Programmatic buying and selling of Upfronts as well as spot buys