Creating a decentralized future for data-driven advertising
The complex reality of data-driven advertising today

**EMAILS**
- joebloggs75@gmail.com
- joebloggs75@bt.com

**MEDIA OWNER ACCOUNTS**
- Google ID
- YouTube
- ITV ID
- ITV Hub

**MEDIA**
- Chrome
- ITV App
- Telefograph Cookie
- ITV App
- Telefograph Cookie
- ITV App
- ITV App
- ITV App
- ITV App
- ITV App
- ITV App

**DEVICES**
- IP
- IDFA
- Device App ID
The three forces reshaping our industry

- TECHNOLOGY POLICY CHANGES
- ECOSYSTEM FRAGMENTATION
- REGULATORY CHANGES & CONSUMER PERCEPTION
The big shift for advertisers

Addressability by *default*

Privacy by *default*

Addressability by *exception*

2021

2022
Unlocking full addressability in the future

Technical Functionality

Consumer Acceptance
What technical solutions are being proposed?

<table>
<thead>
<tr>
<th>PUBLISHER FIRST-PARTY IDS AS IDENTIFIERS</th>
<th>ALTERNATIVE IDENTITY SOLUTIONS</th>
<th>DEVICE / BROWSER-SPECIFIC DATA SERVICES AND APIS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PII-BASED REPLACEMENT IDENTIFIERS</td>
<td>PROBABILISTIC IDENTITY SOLUTIONS</td>
</tr>
<tr>
<td></td>
<td>Prebid Shared ID</td>
<td>experian.</td>
</tr>
<tr>
<td></td>
<td>theTradeDesk</td>
<td>flashtalking</td>
</tr>
<tr>
<td></td>
<td>LiveRamp</td>
<td>adform</td>
</tr>
<tr>
<td></td>
<td>PANORAMA</td>
<td>ID5</td>
</tr>
<tr>
<td></td>
<td>netID</td>
<td></td>
</tr>
</tbody>
</table>
The Google bombshell

We don’t believe [alternative identity solutions] will meet rising customer expectations for privacy, nor will they stand up to rapidly evolving regulatory restrictions, and therefore aren’t a sustainable long-term investment.

David Tempkin, Director of Product Management, Ads Privacy and Trust
It all comes down to Trust
Sustainable data-driven advertising needs a trust triangle
The portability paradox

Portability

Integrity
We believe in a decentralized future

Distributed identity resolution

- Email
- MAID
- Probabilistic ID
- Publisher ID

Distributed Activation

- DSP
- Deal ID
- SSP
Why a distributed approach works

- Publishers and advertisers own the consumer data relationships
- No single “gatekeeper” for digital identity
- Balances the interests of consumers, brands and media owners
Thank you!