



# Is Video Poised for a Clean Data Revolution?

# A little about me

- I lead Habu's business in EMEA, a privacy-focussed ad technology company
- 15y in adtech and martech launching ad servers, DMPs, CDPs and more in this region
- I once drove from London to Mongolia in a £150 1988 Fiat Panda
- Cycled here today, so you can't doubt my green credentials!



**Tim Norris-Wiles**  
Managing, Director EMEA

**habu**

“data is the new oil”



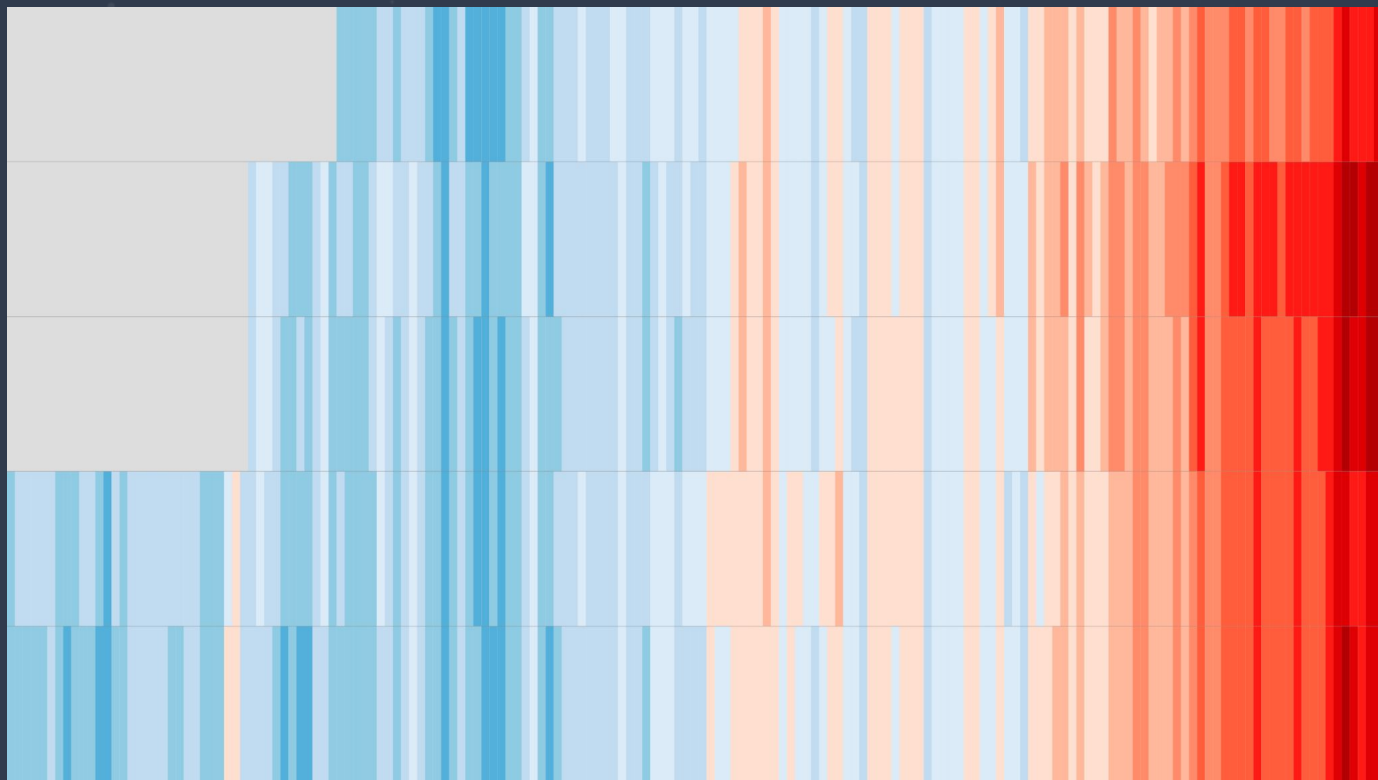
# Do we want it to be the new oil???

destructive

dirty

unsustainable





Just like climate change,  
data is arriving at a boiling point

# Fuelling negative consumer sentiment across many vectors



Data itself is not the problem,  
**our approach to using & distributing it is**

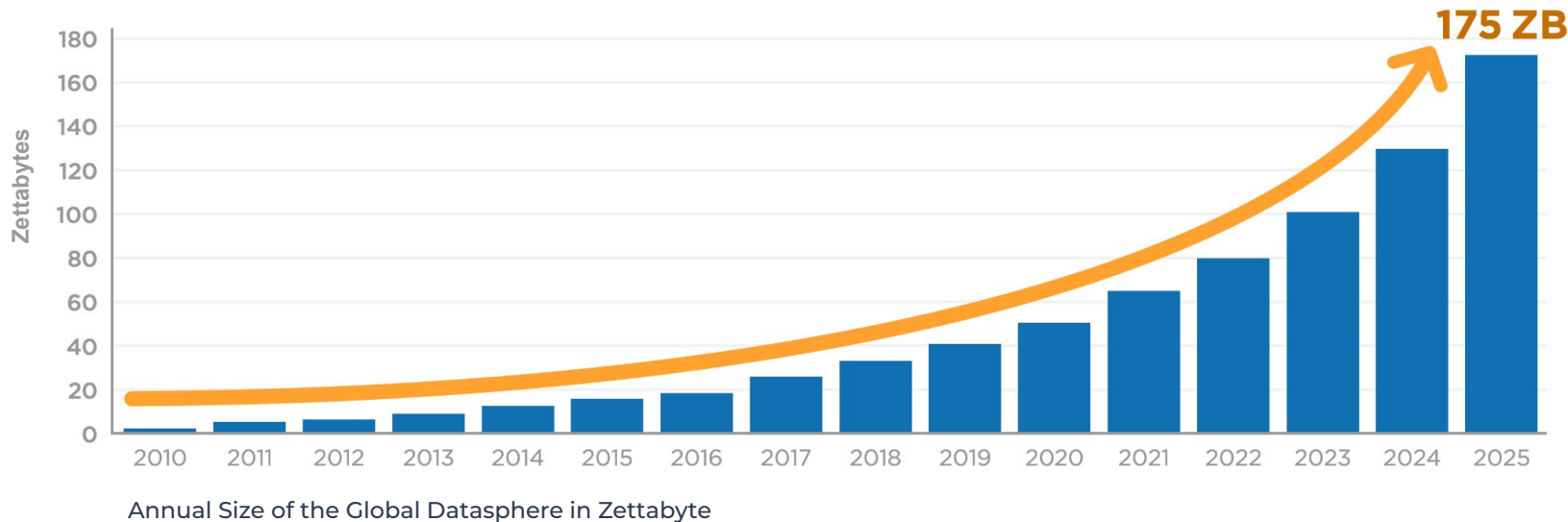




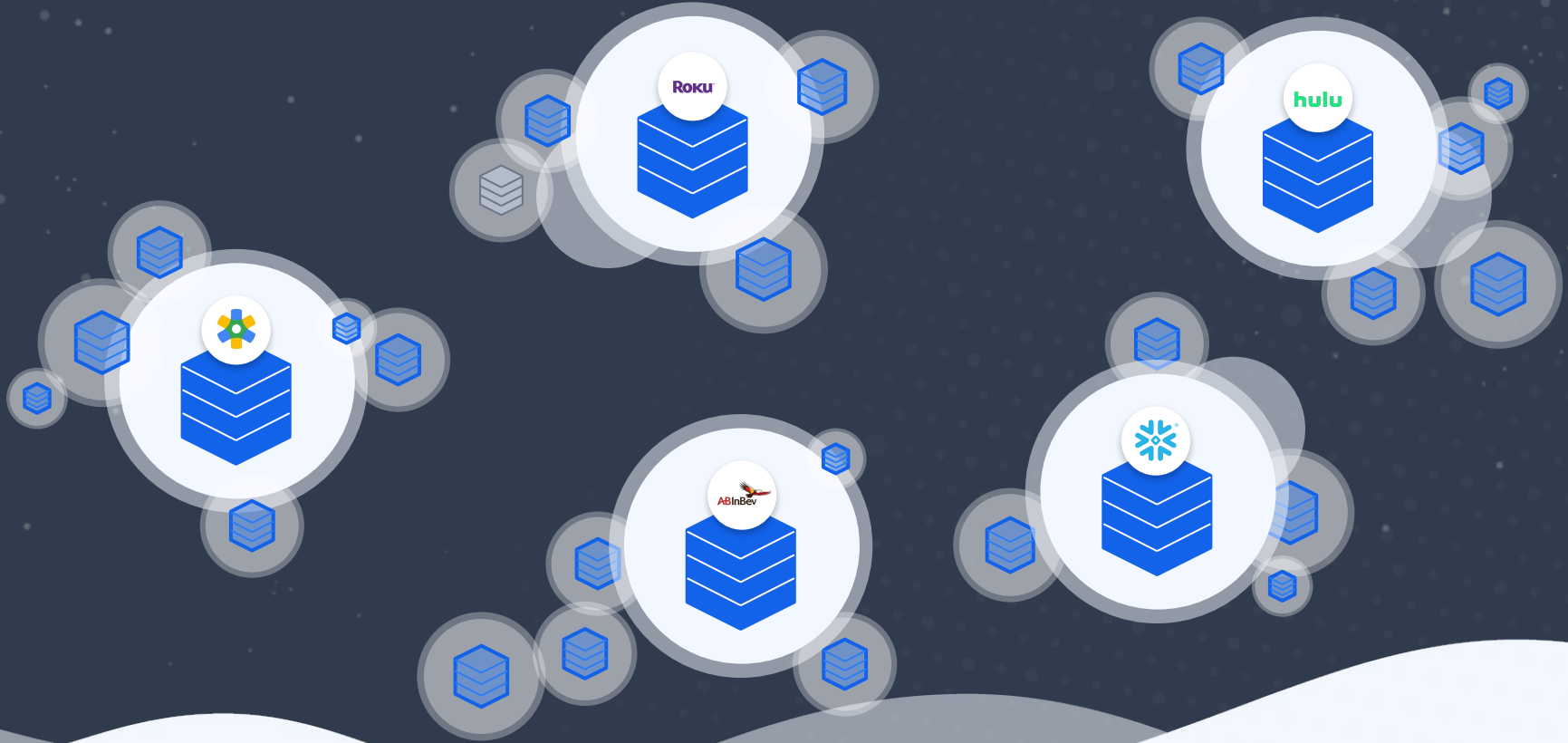
Data is ~~the new oil~~ energy



Harnessing this energy **responsibly** will become a **key competitive advantage**

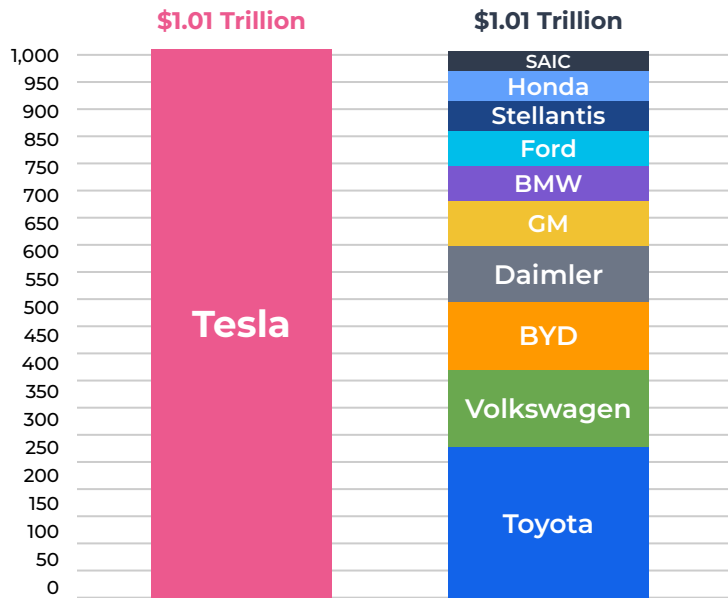


And going forward, we must accept that data will be  
sovereign & decentralised

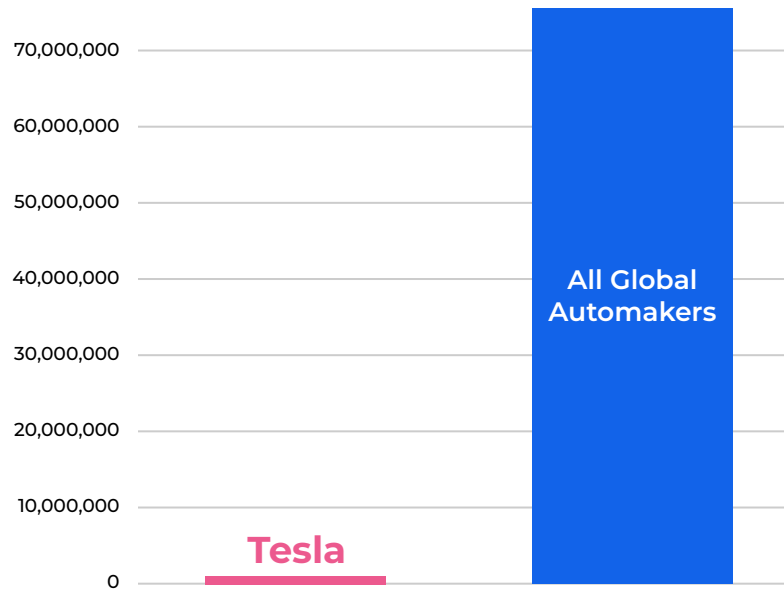


# The opportunity for first-movers is massive

Market Capitalization, USD, Oct 25, 2021  
Tesla v. Next 10 Automakers



Global Deliveries in 2021 (est.):  
Tesla v. All Automakers



# Embracing change brings opportunities



To embrace a **privacy-first martech ecosystem** that doesn't compromise consumer trust

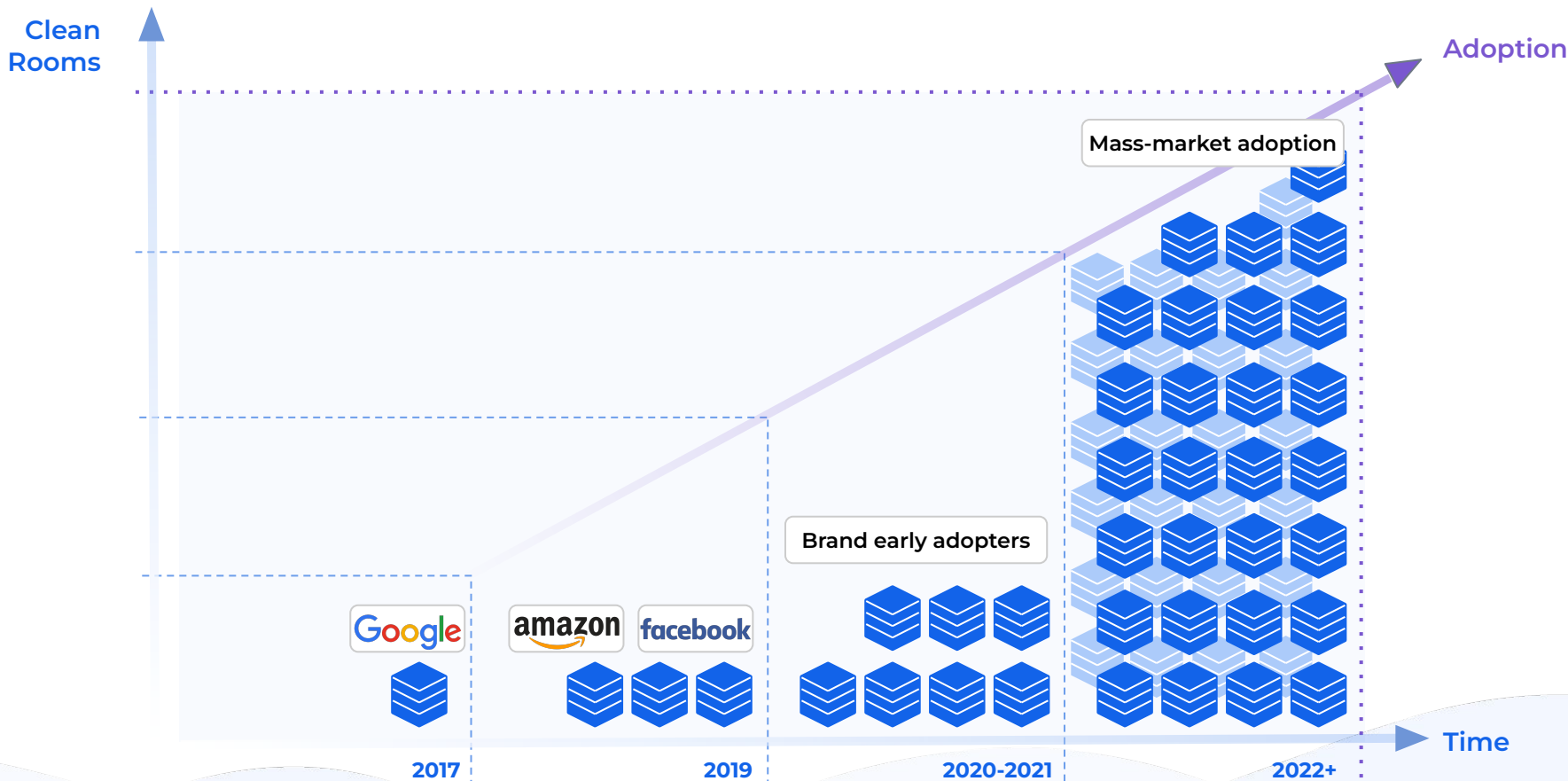


To establish **new data partnerships** that bring enhanced insights to the table and create scale



To **operationalize data science** and machine learning in new ways, to power smarter outcomes

# The Rise of the Data Clean Room



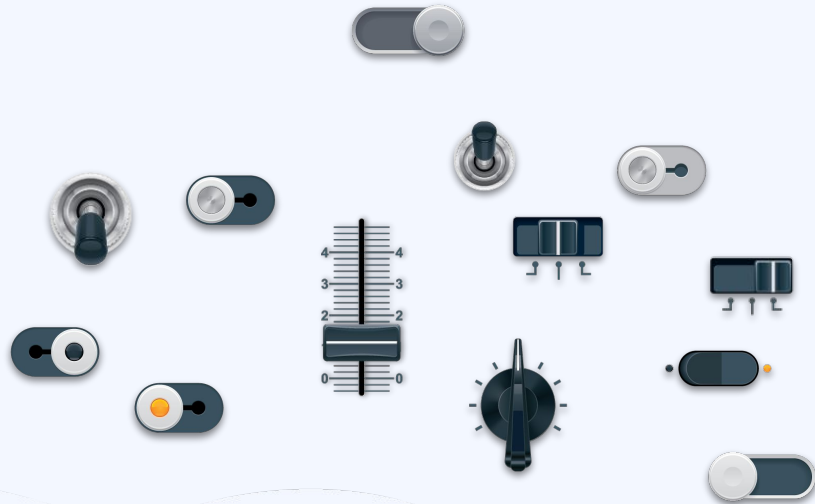
# Data clean rooms are the vehicle to access decentralized data to fuel insights, measurement, & targeting



It's a secure environment that enables the connection of distributed data across multiple platforms and parties.

- ✓ Privacy Safe
- ✓ GDPR/CCPA+ Compliant
- ✓ Controlled Data Access
- ✓ Identity/Cloud Agnostic

Clean Rooms enable business partners to finally collaborate in **broad daylight**, with fine grain **control** over **access** and **usage**, and in a **privacy preserving** manner.

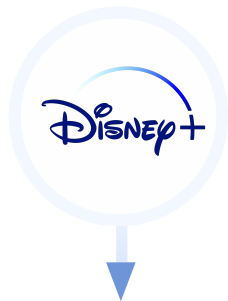


This new **data collaboration** technology is unlocking, more **interesting**, more **impactful**, and more **compliant** opportunities for companies of all kinds to partner.





# So Why Video and Why Now?



**Disney Select  
Clean Room**

First movers moving fast to capture market share.

Disney+ lauded as one of the greatest product launches of all time.

With great power comes great responsibility...

How can they leverage this massive amount of data in a safe a privacy-first way?

**Disney launches clean room powered by Disney Select.**

Disney+ will extend their clean room offering with an ad supported version for advertiser collaboration

And the race for market share in video continues...



**NBCU Audience  
Insights Hub**

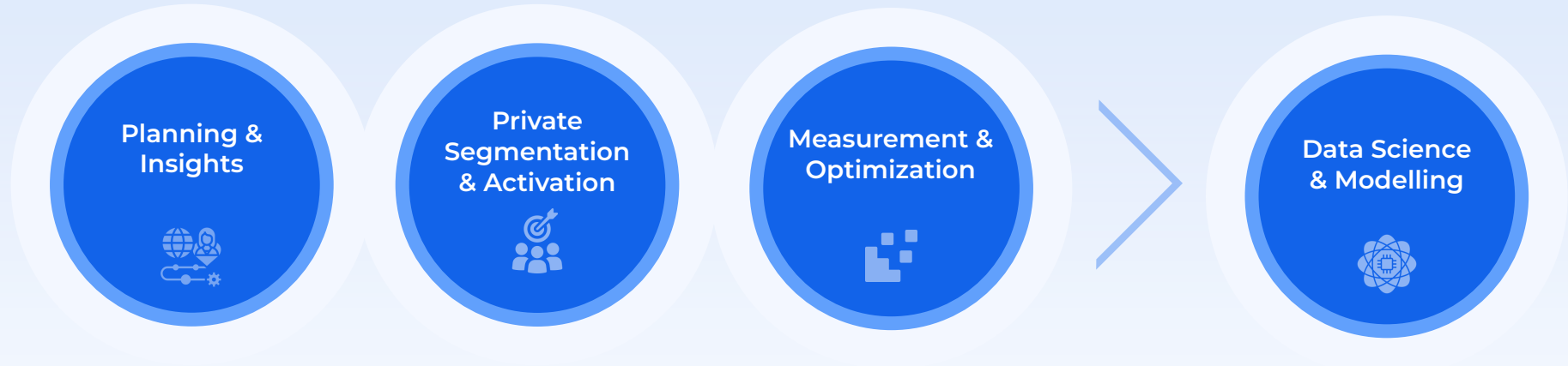


**Roku**



**Samsung Ads**

# How are media companies using clean rooms today?



# What should you be doing to keep up with this trend?

- As the rule book around data transfer gets ripped up, all constituents of the ecosystem need to **be actively exploring “Privacy Enhancing Technologies” (PETs) now.**
- **Assess your existing data flows and transfers**, especially those that leverage consumer identity and pseudonymous IDs.
- **The IAB Tech Lab has a PETS working group** which is highly active and working to build for privacy  
<https://iabtechlab.com/working-groups/privacy-enhancing-technologies-working-group/>
- Complete our **“State of Data Collaboration”** survey and I’ll send you a copy of the report and results which we think will help arm anyone facing budgeting and stakeholder buy-in issues





Thank You

To talk more about the clean data revolution:

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