

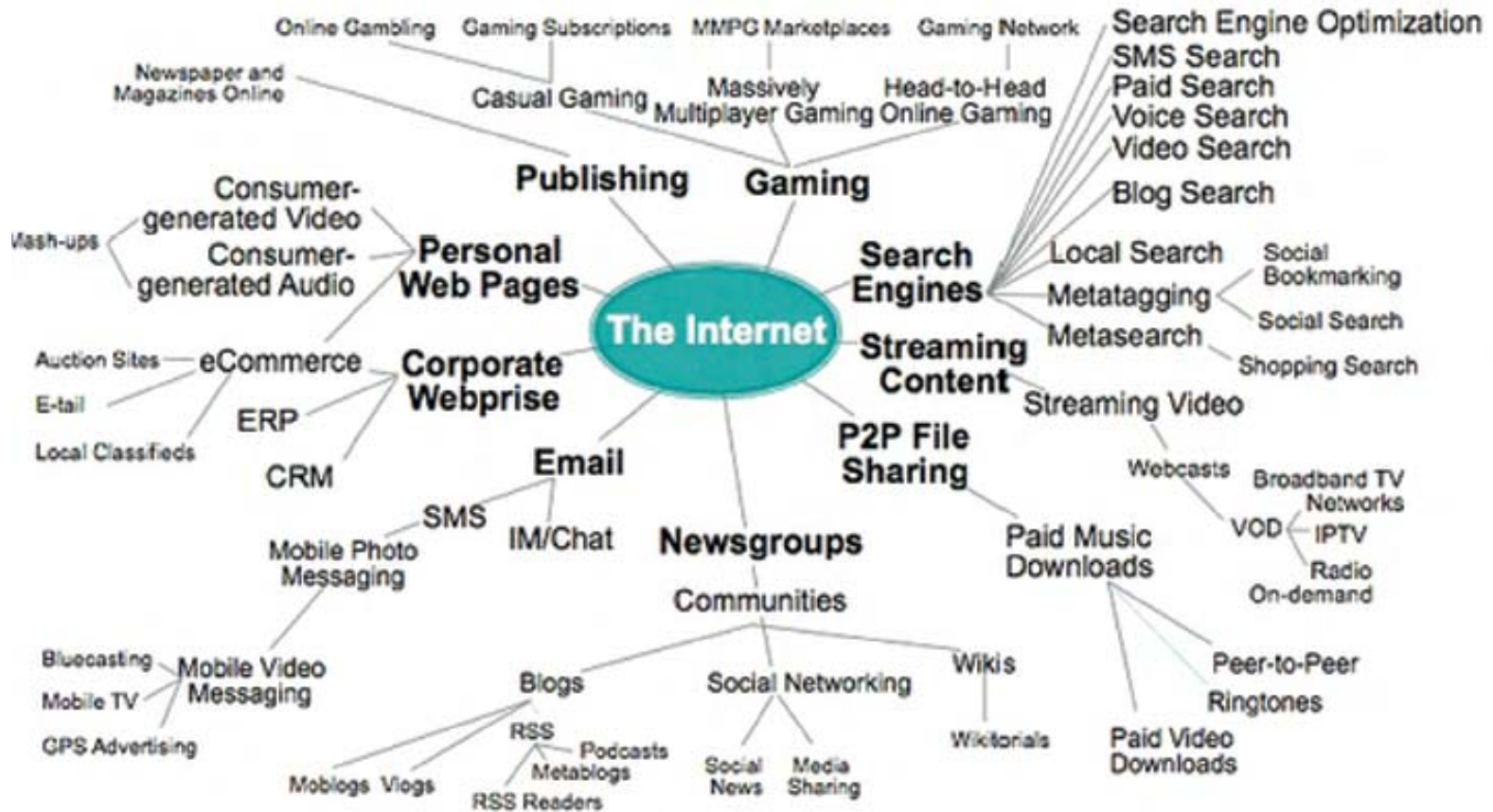
31st

Madrid, 4th, 5th and 6th, november 2009
international conference
of data protection
and privacy commissioners



- *Cookie Wars, Real-Time Targeting, and Proprietary Self Learning Algorithms: Why Data Protection Regulators Should Swiftly Act to Protect the Privacy of Consumers and Citizens.*
- Jeffrey Chester, Executive Director, Center for Digital Democracy. www.democraticmedia.org

Digital Ecosystem



Source: *A Marketer's Guide to Understanding the Economics of Digital.....2009, AAAA.*

Global Interactive Market Research Infrastructure



WM³ 2009
WORLDWIDE MULTI MEDIA MEASUREMENT
CHANGE IS IN THE AIR...
STOCKHOLM / 4 - 6 MAY



European Interactive Advertising Association



Behavioral Profiling & Targeting



- Ongoing data collection
- Psychographic, behavioral, financial data, etc.
- One-to-one model
- Personalized ads
- Tracking online/offline behaviors across platforms and over time
- Multicultural behavioral profiling

Mobile: BT+Location

Each dimension of profiling enriches the value of an ad impression

Demographics

- Age
- Gender
- Zip Code, Country
- Race / Ethnicity
- Nationality
- Language
- Education
- Occupation
- Income
- Marital status
- Family Size
- Hobbies (Sport, Travel, Entertainment, Shopping...)
- ...

Behavior

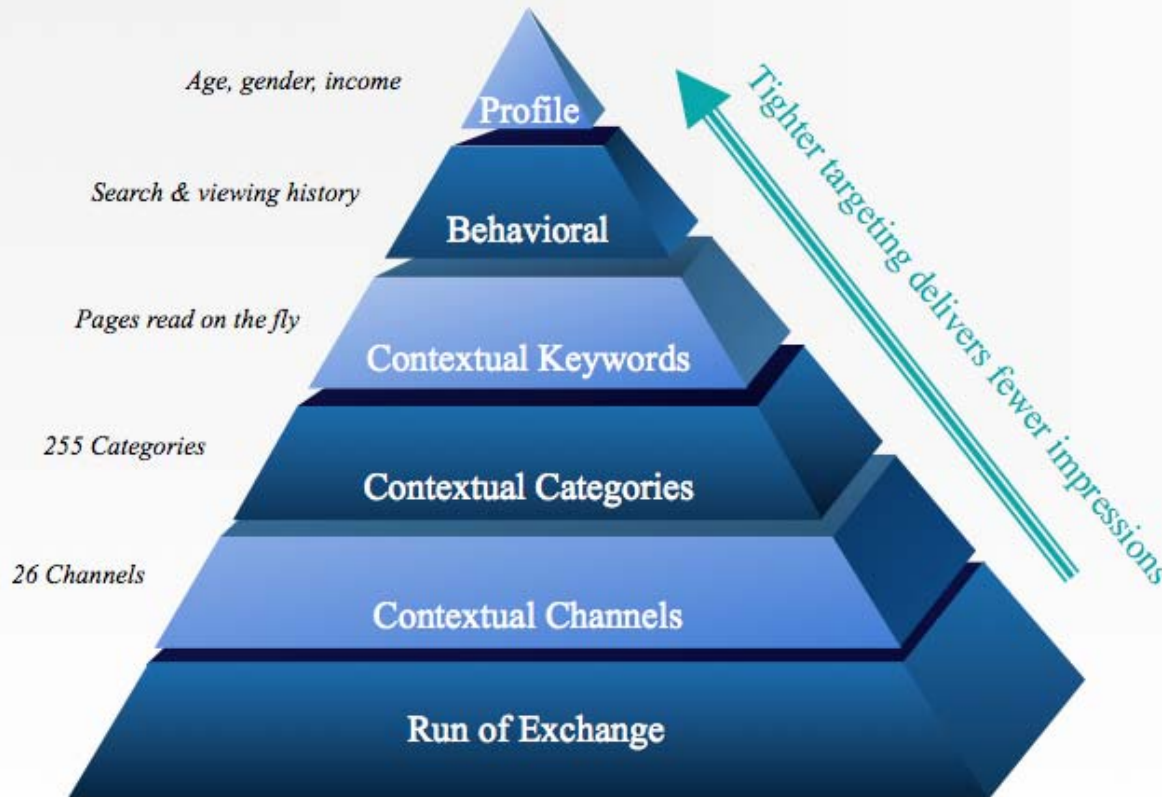
- TV channels watched (Sports, News & Info)
- Purchasing history
- Movie consumption
- Communities
- Device Usage Statistics
- Downloads
- Games
- Gambling
- Favorite Portals
- RSS news feeds
- Interests
- Shops at
- ...

Context

- Location
- Presence
- 2G/3G coverage
- ARPU/Account balance
- Watched TV channel/clip
- # sent SMS/MMS
- # Pl. av. Session length
- Ad click rate
- Carrier
- Device Manufacturer
- Device Platform
- Device Capabilities
- ...



Advertiser Benefit 1: Extreme Targeting



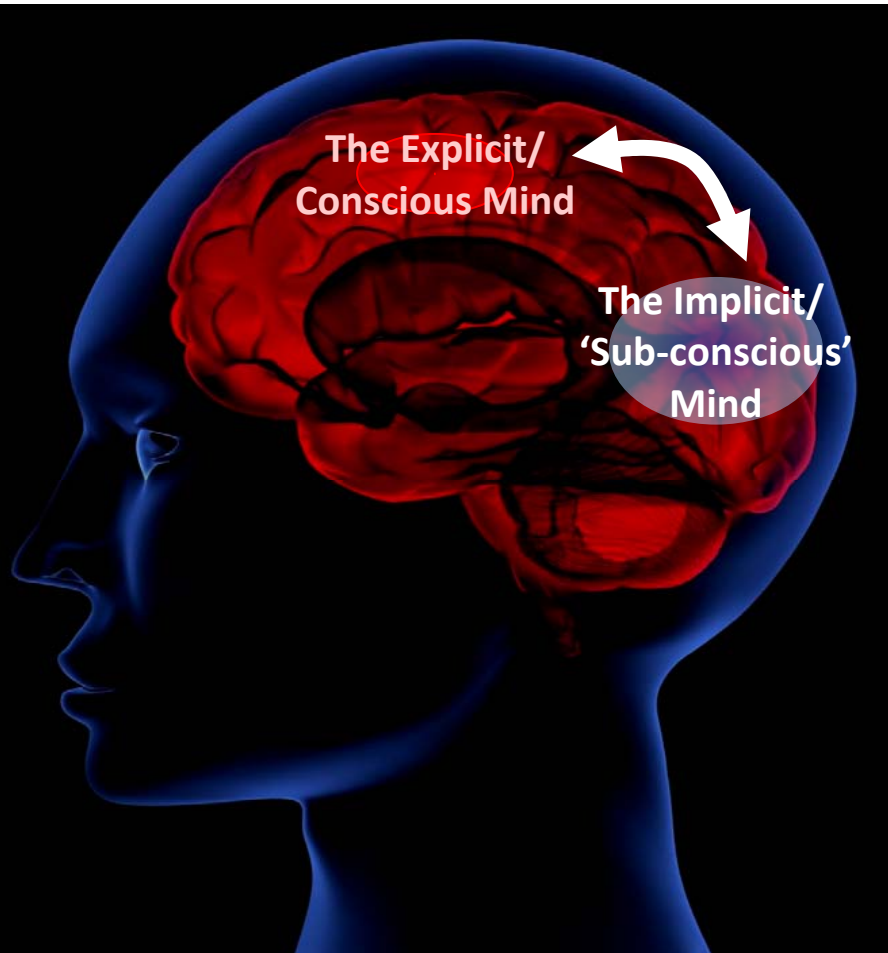
MODIFIERS FOR ALL TARGETING

- Geo Location
- Frequency Caps
- User Time Zone
- Specific Time Zone
- Browser Type
- Operating System

Advertisers can also target by specific site and specific spot.

More highly targeted ads are more effective, and give greater control.

This includes advertising...



Explicit processing:

- Ads give brand information for consumers to rationally consider
- Brand decision via ***reasoning***

Implicit processing:

- Ads influence what we automatically associate with the brand, thereby changing how we *feel* about it
- Brand decision via how we ***feel***

YouTube ads stand out and are noticed without interrupting the user experience

Eye-tracking shows that autoroll homepage ads become **the hottest part of the homepage**



InVideo ads appear on uncluttered watch pages and are **closest to the viewing hotspot**



Users spend 50% longer viewing the companion display banner than standard display ads*

Ads receive attention without annoying users: the majority of users say the ads on YouTube are non-obtrusive and do not interrupt the user experience.

"I really like it. You notice it but it doesn't get in the way, and if it was relevant to what I was watching then that would be even better" Male, 22, UK

* Compared to average ad dwell time measured in an Eyetools study, 2004.

The New York Times

ADVERTISING

Two-Thirds of Americans Object to Online Tracking

By [STEPHANIE CLIFFORD](#)

Published: September 29, 2009

ABOUT two-thirds of Americans object to online tracking by advertisers — and that number rises once they learn the different ways marketers are following their online movements, according to a [new survey](#) from professors at the [University of Pennsylvania](#) and the [University of California, Berkeley](#).

Self-Regulation: lack of transparency



Your Online Choices:

What do I need to know, and why?

This is a quick and simple guide to online behavioural advertising: the basics on how it works, what information is used, what it delivers and what control you have over it. As with a lot of technology its quite complex so we've tried to make this an easy-to-understand guide.

July 2, 2009

Key Trade Groups Release Comprehensive Privacy Principles for Use and Collection of Behavioral Data in Online Advertising



Top Trade Associations Embrace First-Ever Broad Industry Self Regulation

Need for Global Policy



Art.29 Data Protection Working Party



...[.org](#).[.org](#).[.org](#).[.org](#)
The Public Voice



Privacy Groups Lobby Congress to Limit Behavioral Targeting