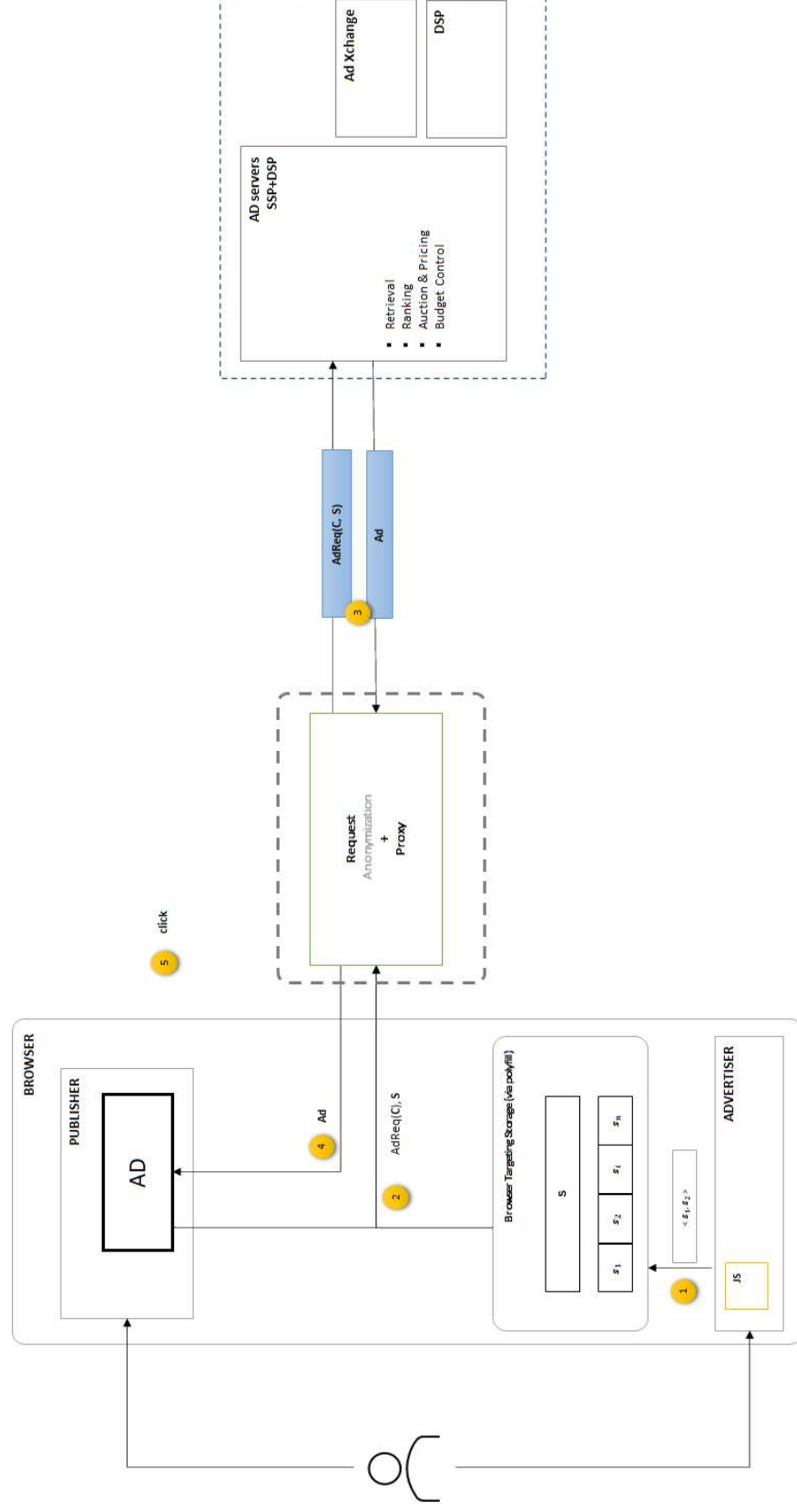


PARAKEET test setup

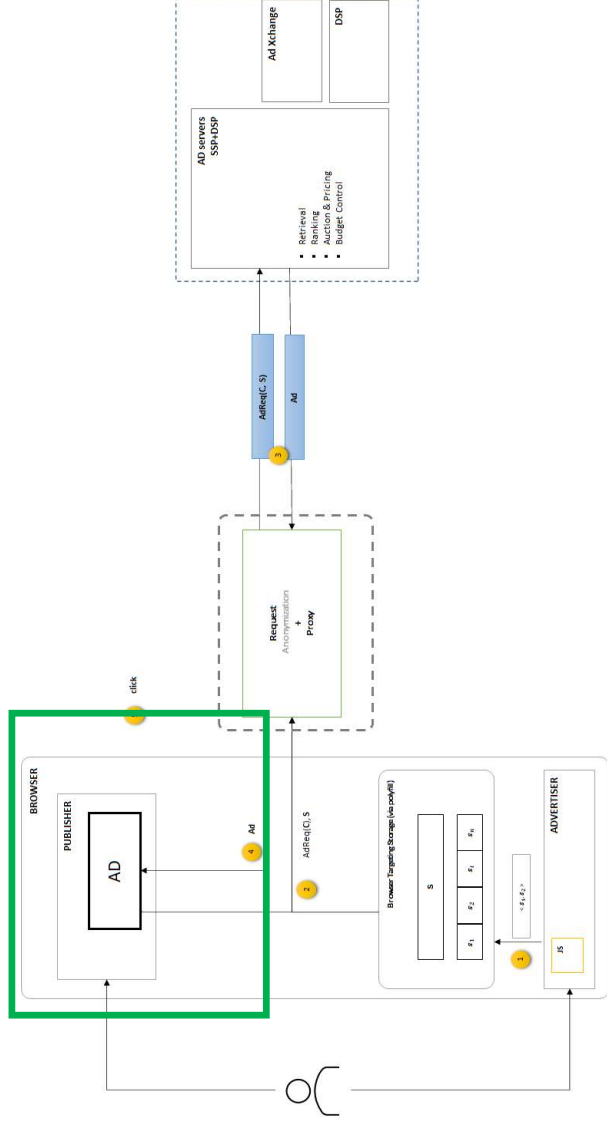
PARAKEET – Testing Plan

- Two Stage Approach
 - Stage1 [Q3 2021]: Functional Testing to validate PARAKEET
 - Stage2 [Q4 2021]: Set level of anonymization needed to balance privacy vs. monetization
- **Goals for stage 1**
 - Validate PARAKEET APIs can be used to replace existing 3p cookie-based functionality
 - Confirm if PARAKEET model that retains auction in SSP/DSP is relatively easy to enable
- **Goals for stage 2**
 - Evaluate Privacy and Monetization criteria for PARAKEET
 - Influence industry standards by meeting privacy, monetization, and adoption needs
- Ask: Ad-Tech partners (SSP/DSP/Publisher/Advertisers) to run functional test during in Q3 2021.
 - Sign up via Edge Origin Trials Page

Parakeet v0 – First step



Publisher Page changes



1. Include the PARAKEET polyfill either directly on a page or with other scripts/ad-tech (SSP)
2. Execute new Javascript API to request an ad with any contextual information or interests available. See: Create an AdRequest and serve an ad
 - I. **On success**, create an iFrame, set the src to the provided URL and insert into the Document to display the ad.
 - II. **On failure**, be sure to use sendBeacon or other mechanisms to log and track failures.

As an alternative, programmatic SSP can enable PARAKEET ad request on behalf of publisher. SSP needs to create and support service at endpoint specified in proxiedAnonymizingOrigin

Include JS on a webpage

```
<script src='https://somecontentsite.example/Libs/parakeet.min.js' type='text/script' /> <script>Parakeet.SetStorageOrigin(new URL("https://edge.microsoft.com/parakeet/frame.html"));</script> <!-- You're now ready to use PARAKEET! -->
```

Add JS through DSP

```
let scriptTag = document.createElement('script'); scriptTag.src = 'https://somecontentsite.example/Libs/parakeet.min.js'; document.body.appendChild(scriptTag); // You're now ready to use Parakeet!
```

[PARAKEET/Polyfill](#)

Next Steps

Please express interest & signing up in GitHub: [Polyfill Sign-up](#)

Encryption steps will be coming soon; please prepare to share your domain well-known URL for validation of data encryption

Additional development for polyfill capabilities – participate in development

- Support **s** in ad request with standard RTB format (`$user.data` or `$user.ext`)
- **Ad Response validation and register flows**
- Capabilities for Trust Token and additional fraud detection
- Publisher JS for direct-sold decision

Ask questions and provide feedback by opening [Polyfill Github Issues](#)