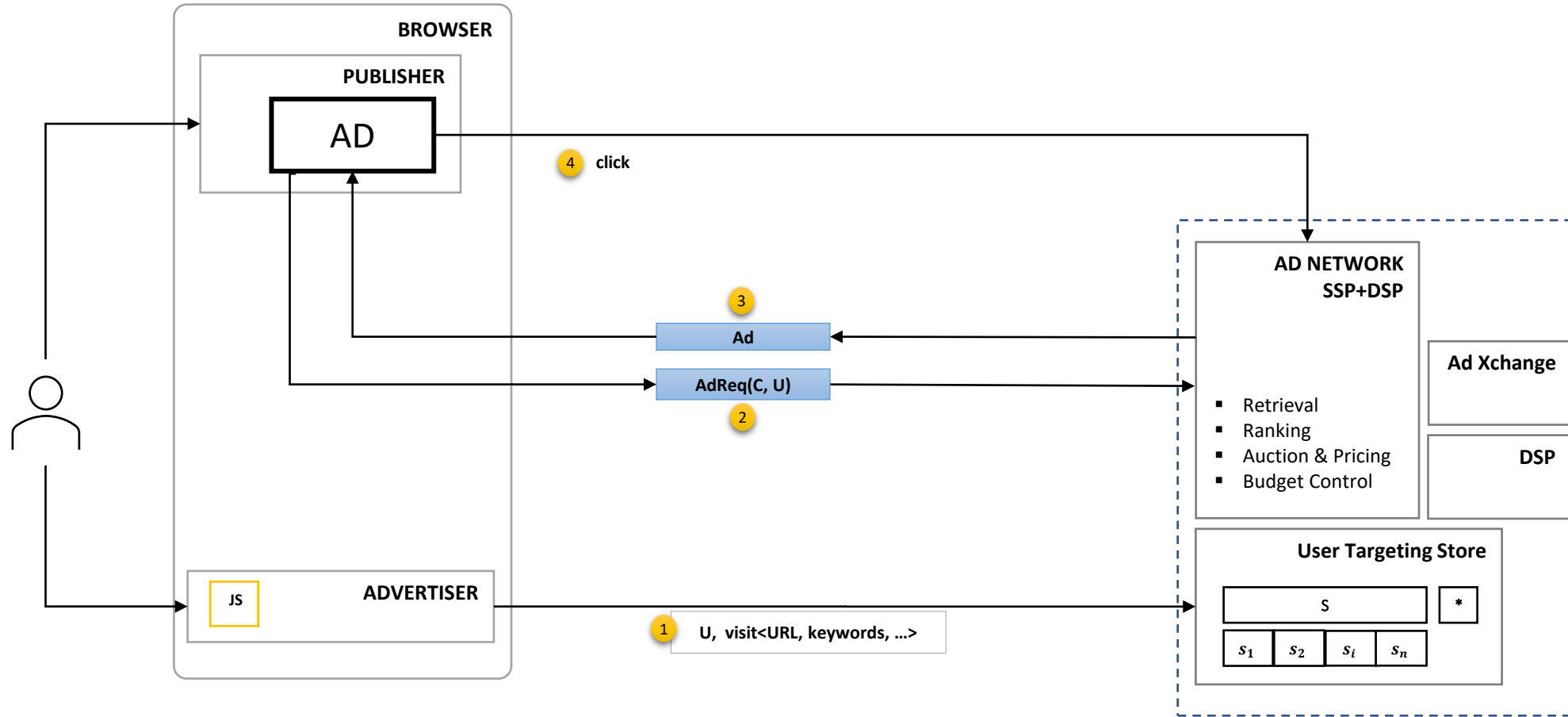


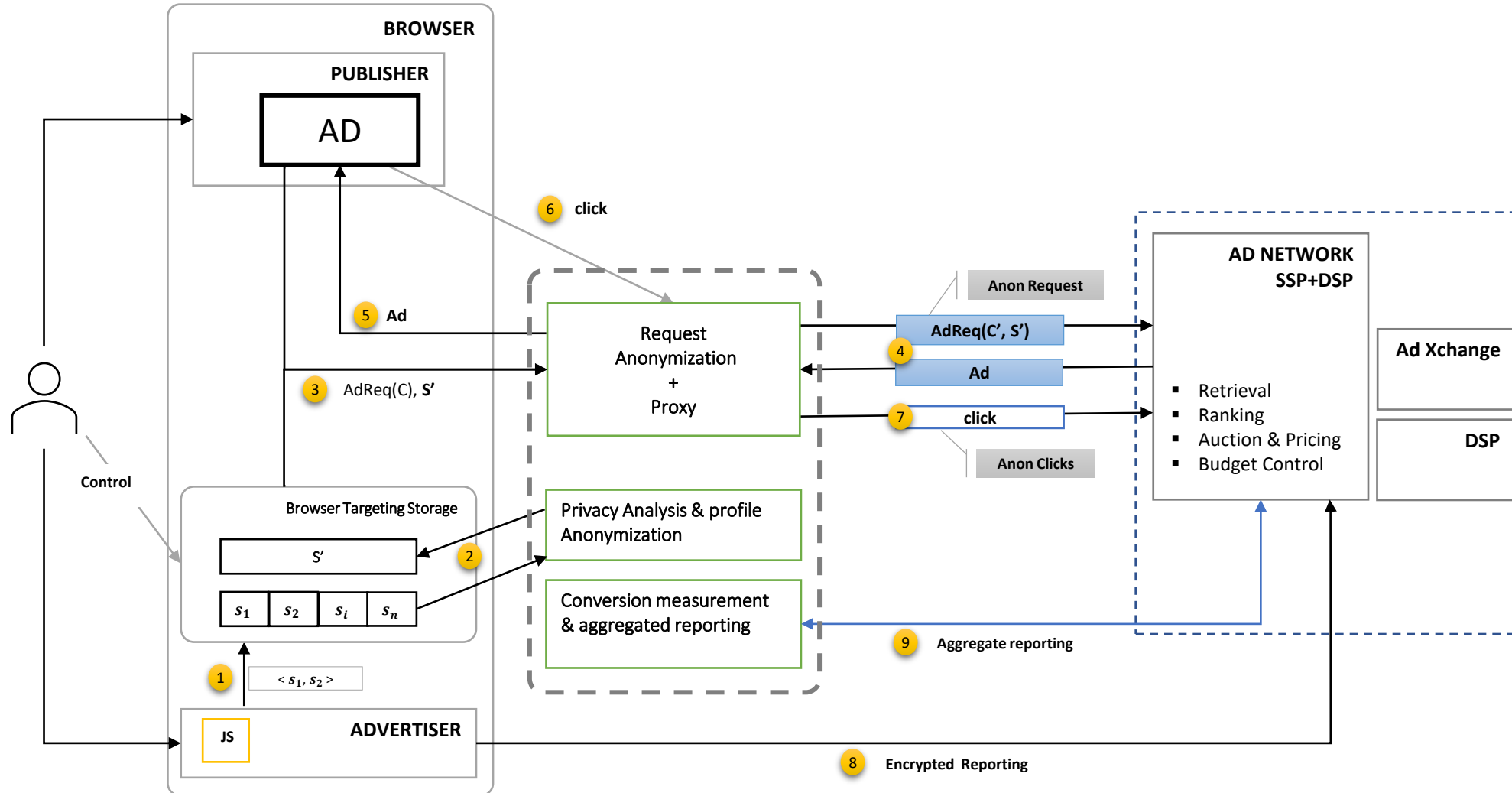
Agenda

- Issues update
 - Brand safety – [Issue 12](#)
 - Publisher – SSP Collusion risk due to anon contextual signal c' in request – [issue 11](#)
- Experiment and implementation setup
 - Current setup
 - Transition to v0 and development setup

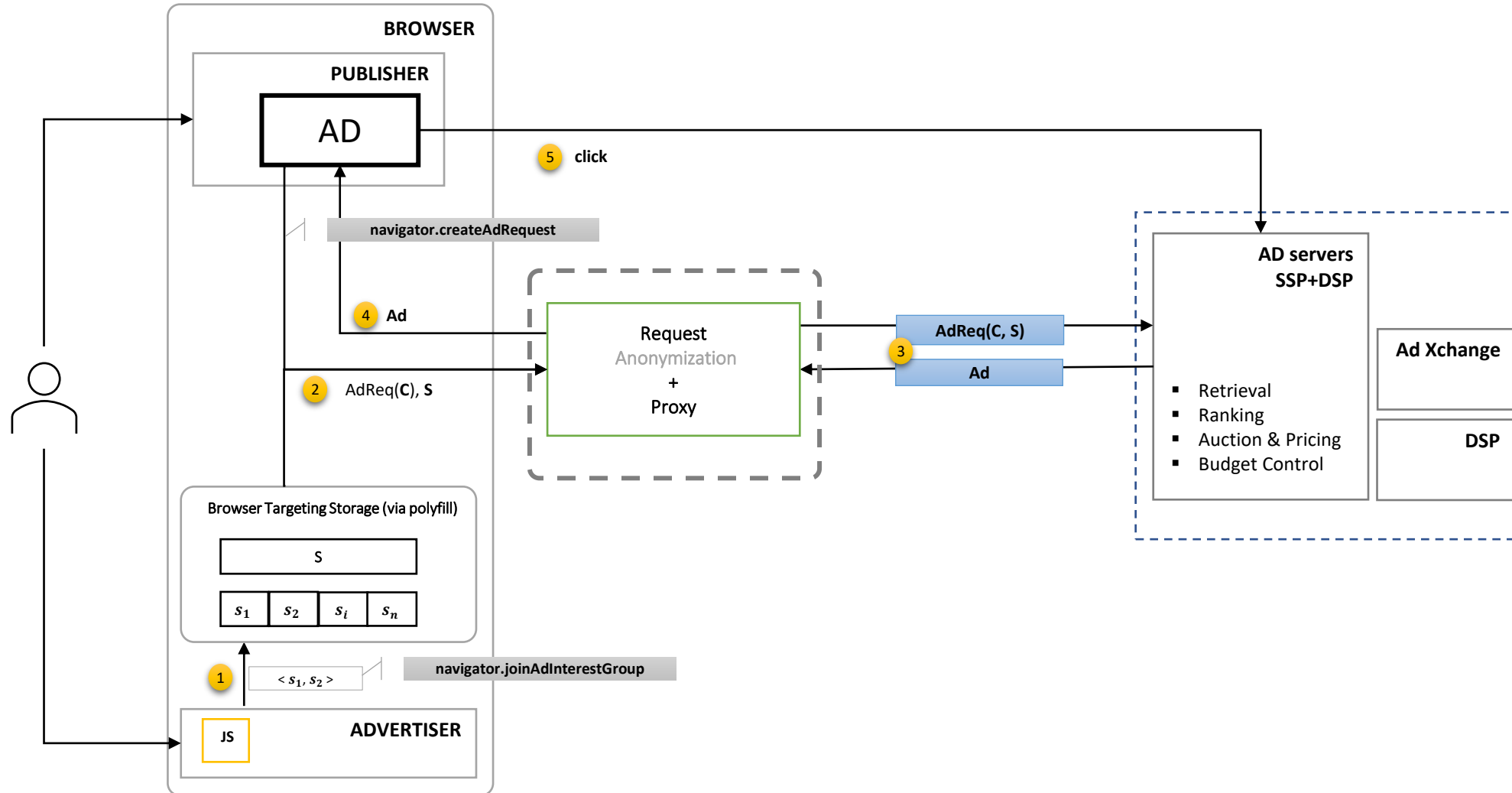
Ø - A 10,000 ft view of an extant ads stack



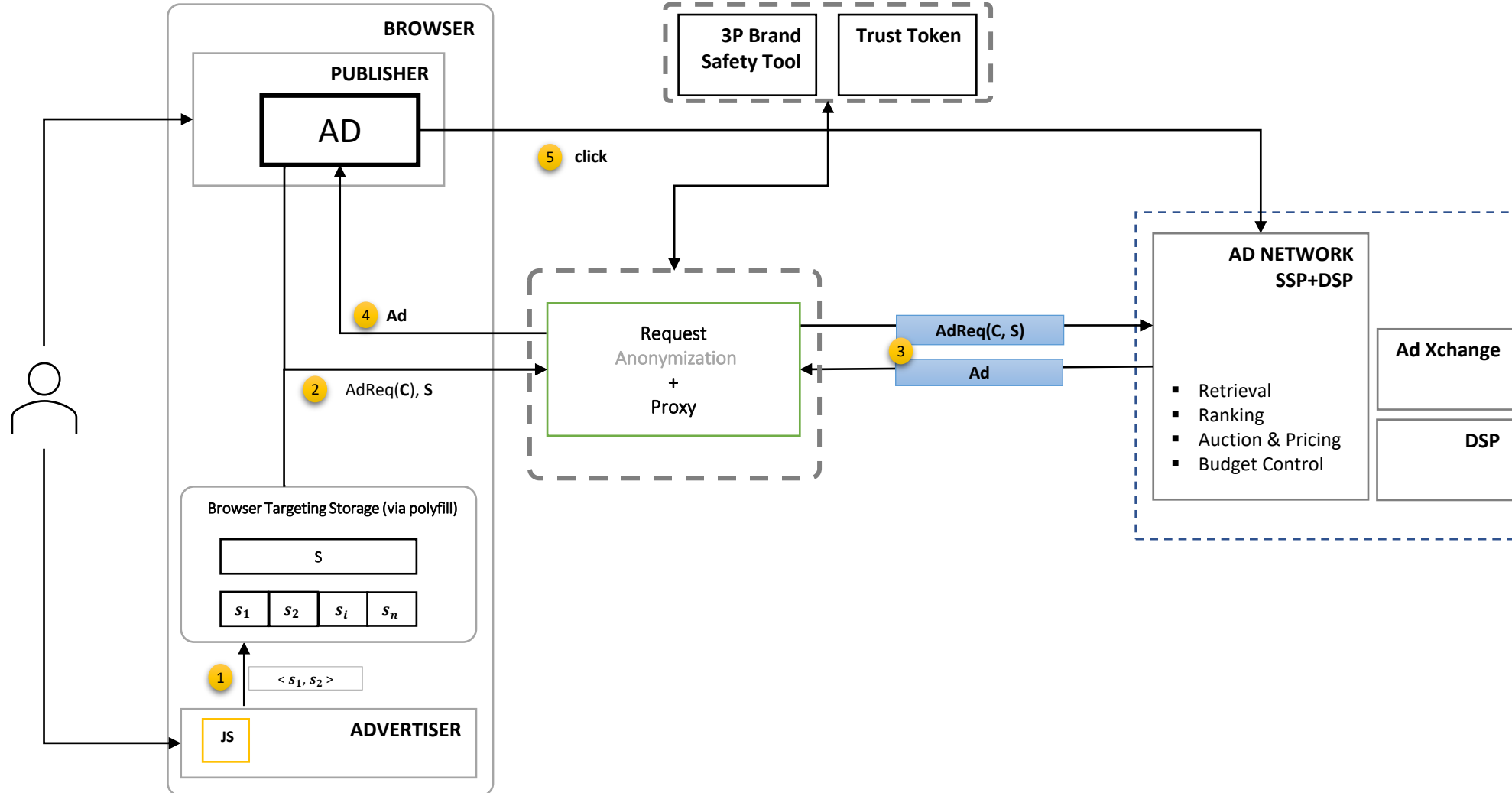
Parakeet – Destination



Parakeet v0 – First step



Parakeet v0.1



Parakeet v0

The first step towards Parakeet moves user segments from advertiser-side targeting stores to the browser. Instead of relying on a third-party cookie for targeting, user ad interests will be passed along with contextual information in each request.

The goal of Parakeet V0 is to determine a baseline for targeted advertising utilizing browser-side user interests.

The initial offering will then function as a testing platform for the anonymization techniques outlined in the Parakeet (and subsequent) proposals, thereby enabling metric-driven balancing of user privacy and monetization.

Parakeet v0 – Onboarding

This section assumes a 'targeting.js', responsible for recording web events to be mapped to ad interests, and an 'ads.js', responsible for calling an ads API and embedding the resulting ads in a page.

- Include our polyfill in ads.js and targeting.js
 - This polyfill simulates the eventual functionality of the Parakeet browser API
- Call navigator.joinAdInterestGroup(adInterest) in targeting.js
- Call navigator.createAdRequest(config) in ads.js
 - This bundles the user's ad interest groups with an ads request, and issues it to the Parakeet browser service, which will then proxy the request to the origin specified in config.proxied-anonymizing-origin
- Expose /.well-known/ad-bundles on the origin specified above
 - The browser service will proxy the ads-request to this endpoint, passing through the response to the browser

Parakeet v0 – A concrete example

- A user visits `www.contoso.com/widgets`, which embeds a `targeting.js` provided by `ad-tech.com`
- `targeting.js` calls `navigator.joinAdInterestGroup` to register an interest in “widgets”
- The user visits a publisher that embeds an `ads.js` from `ad-tech.com`
- `ads.js` calls `navigator.createAdsRequest`, providing a proxied-anonymizing-origin of `www.ad-tech.com`, along with contextual information (publisher, ad placement, etc.)
- The ads request, along with the “widgets” interest registered by `targeting.js`, is sent to an `edge.microsoft.com` endpoint, and then proxied to `www.ad-tech.com/.well-known/ad-bundles`
- `ad-tech.com` uses the contextual information and user ad interests to select and return an appropriate ad
- The selected ad is rendered on the publisher site