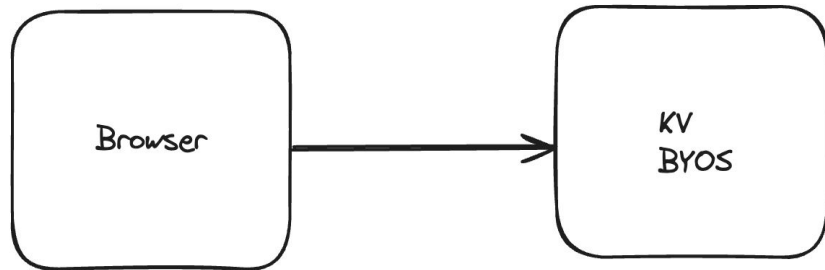


Hybrid protocol proposal

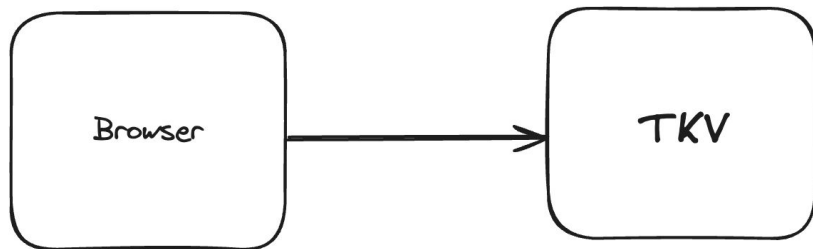
WICG Protected Audience
Alexander Tretyakov, tretyakov@google.com
June 26th, 2024

Today

BYOS



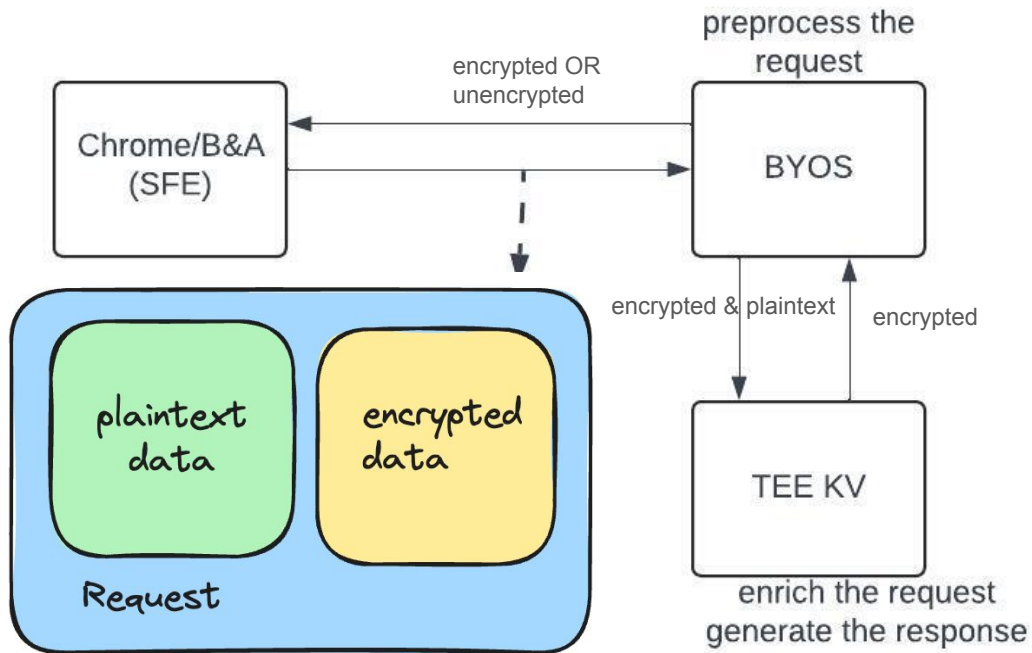
TKV



Making migration easier

- All or nothing migration is non-trivial for complicated stacks.
- Having a way to do piecemeal migration with an ability to rollback simplifies adoption. AdTechs can assess the cost, latency and other parameters with real production traffic before fully committing

What is hybrid protocol?



Getting access to additional signals

By encrypting signals sent to the TEE, the browser knows they are not exposed or logged elsewhere.

This allows the browser to send more signals, e.g. those sent to `generateBid()` today.

This can include more contextual signals.

Key features

- Can be used in three different ways: BYOS only, BYOS+TKV, TKV only.
- Ease of adoption: AdTechs can start a piecemeal migration, and get the benefits of access to additional contextual signals.
- Temporary support: when the enforcement starts only TKV mode will be available.

Using BYOS+TKV downsides

- Extra latency
- Extra cost