W3C and Web Advertising

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World Wide Web Consortium (W3C)

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Voluntary consensus standards: cooperative solutions for open, interoperable platform improvement. The Art of Consensus.

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Standards work well for
- Shared technical problem
- Good enough technical solution
- Ecosystem interest in common resolution

W3C provides the forum and process: community and membership develop the specifications.

Web Ecosystem

Browsers

Publishers

Technology Implementers

Advertisers

Individuals
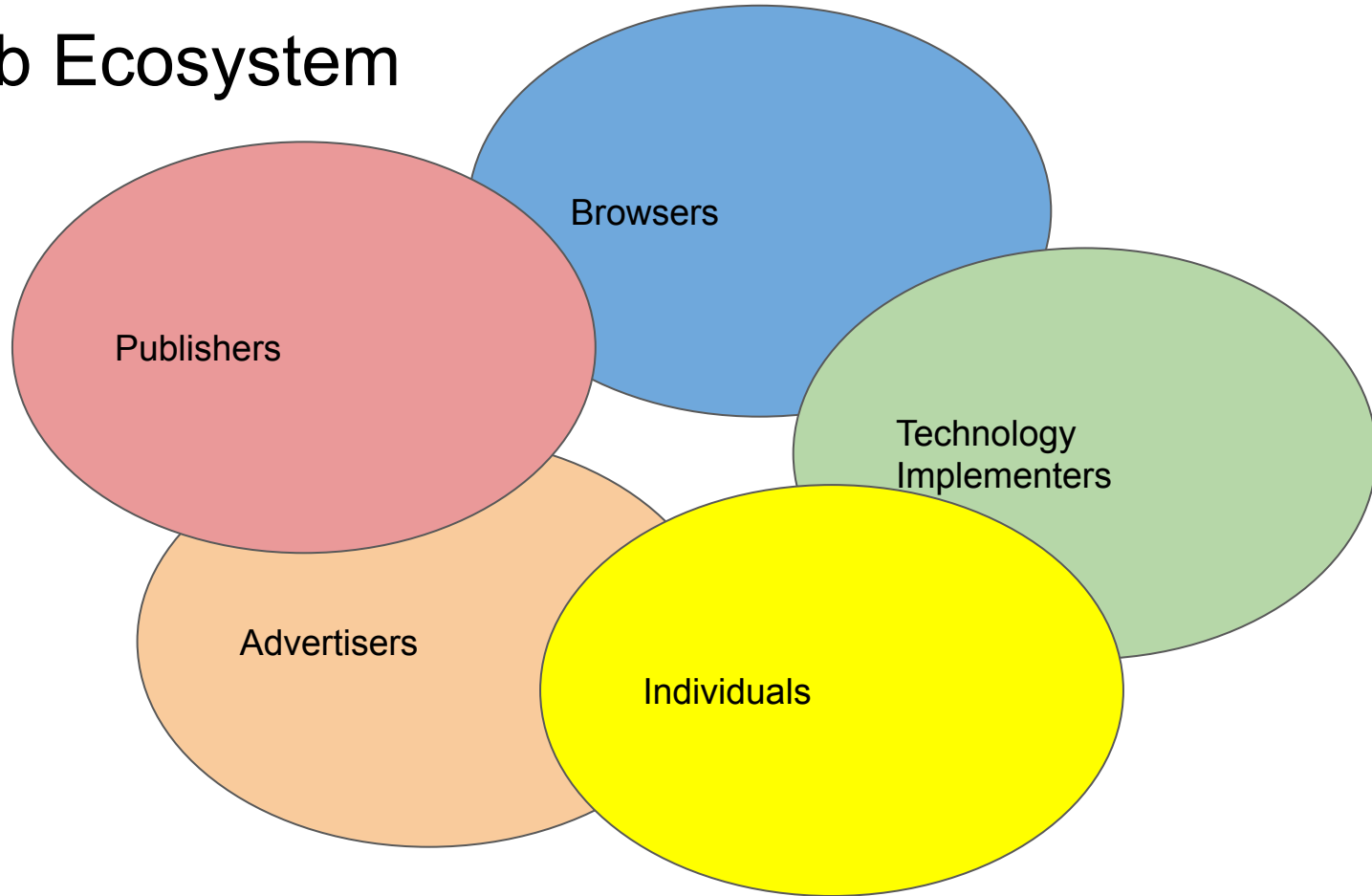
SELL SIDE | BUY SIDE

COOKIE
DEPENDENT
OPERATORS

PUBLISHERS

1

COOKIE BASED
SERVICES

SELL SIDE TECH

- SSP/EXCHG
- CMP
- AD SECURITY
- AD BLOCK
- AD SERVERS

2

BROWSERS

3

DMP/DATA/ID

COOKIE BASED
SERVICES

BUY SIDE TECH

- DSP
- MEASUREMENT
- VERIFICATION

4

COOKIE
DEPENDENT
OPERATORS

**MARKETERS
&
AGENCIES**

5

Browsers, as users' agents, have adopted anti-tracking policies

Chromium Privacy Sandbox: https://www.chromium.org/Home/chromium-privacy/privacy-sandbox

https://www.blog.google/products/chrome/building-a-more-private-web/

Webkit Tracking Prevention Policy: https://webkit.org/tracking-prevention-policy/

Edge Tracking Prevention: https://docs.microsoft.com/en-us/microsoft-edge/web-platform/tracking-prevention

Firefox Anti-Tracking: https://wiki.mozilla.org/Security/Anti_tracking_policy

Brave, Fingerprinting and Privacy Budgets:

https://brave.com/brave-fingerprinting-and-privacy-budgets/
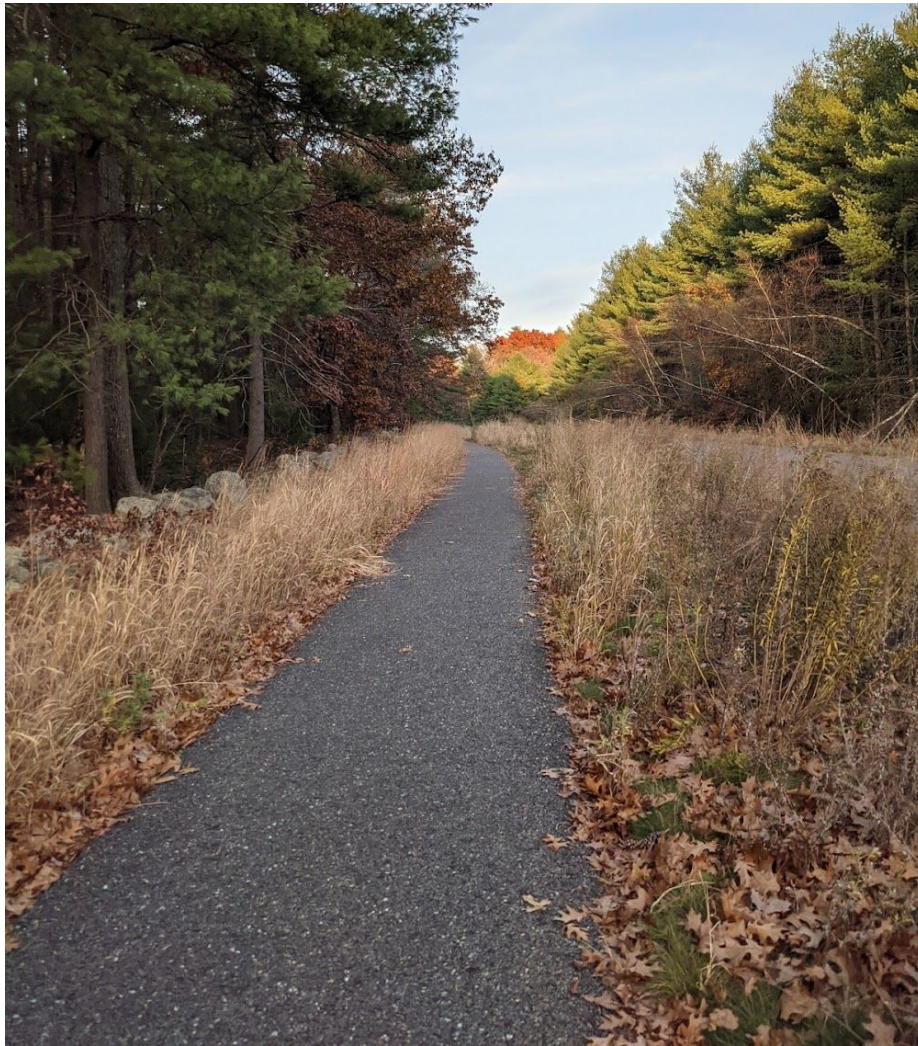
Improving Web Advertising Goals:
Meet user expectations and web platform needs

- Stop individually-identified cross-site / web-wide tracking
  - Restrict third-party cookies
  - Restrict fingerprinting
  - Permit user choice

- Provide monetization opportunities that support the open web
  - Measurement of impressions, conversions, and attribution
  - Aggregate reporting APIs
  - Non-tracking-based targeting and associated measurement/reporting
  - Optimization of advertising budget
  - Fraud-resistance

The Path to Standards

Chartering,
Specification,
Recommendation

(Working Groups)

Exploration,
Incubation,
Evaluation

(Community and
Business Groups)

What happens where?

Business Groups, Interest Groups: develop use cases and requirements, discuss interop issues, send these to WGs and other groups for specification.
Open to W3C Members, IEs, and BG Participants.

Community Groups: community-managed groups. Can manage incubations with Contributor License Agreement.
Open to all.

Working Groups (WG): produce specifications ("Recommendations") under royalty-free patent policy, Process. Sometimes called "standards-track"
Open to W3C Members and Invited Experts (IEs)

- Discussion: Improving Web Advertising Business Group: use cases, demos

- Incubation: Web Platform Incubator Community Group (WICG);
Privacy Community Group (PCG);
Private Advertising Technology Community Group (PATCG);
Federated Identity CG; Anti-Fraud CG

- Specification: WebAppSec WG, *Proposed* PATWG

- Reviews: Privacy Interest Group (PING), Technical Architecture Group (TAG)

- External liaisons: WHATWG, IETF, IAB Tech Lab

What happens where? detail

Pre-Standards Incubation

Improving Web Advertising **BG**: use cases, proposals repo

PATCG: PATWG charter draft, Private Attribution Measurement, refinement of advertising use cases and requirements

PCG: Private Click Measurement, Client Side Storage Partitioning, Storage Access API, IsLoggedIn, other privacy-specific APIs

WICG: FLEDGE, PARAKEET, Attribution Reporting API, Fenced Frames, Trust Tokens, First Party Sets, any web feature incubation

Standards-track

WebAppSec

PATWG, charter discussion in progress

Horizontal and wide review

PING, TAG: Security and Privacy Self-Review; Privacy Principles

Advertising Use Cases

This document provides an overview of key advertising use cases that depend on cross-site data sharing.

This document is broken down into 4 main sections based on the needs of the various entities in the web advertising ecosystem:

- Advertiser Needs
  - Basic Advertiser Needs
  - Specialized Advertiser Needs
- Ad Network Needs
  - Core Ad Network Needs
  - Specialized Ad Network Needs
- Publisher Needs
- User Needs

Advertiser Needs

Basic Advertiser Needs

All advertising aims to drive an outcome. There are many types of desirable outcomes, and these outcomes differ along several key axes:

1. **Immediate vs delayed**: signing up to be an Uber driver right now, vs. remembering to consider a Mercedes next time they're buying a car
2. **Actions vs. Attitudes**: taking a specific action like dialing a lawyer's office vs. just remembering to "Think Different"
3. **Direct vs. Indirect**: buying glasses directly from warbyparker.com, vs. buying Ray-Ban's from their local optician after seeing a Youtube ad

Outcomes that are immediate, direct actions are typically referred to as "conversions" and the type of advertising that prioritizes conversions is

Thank you!

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https://github.com/w3c/web-advertising