Bluekai’s Publisher DNT Tool
Proof of Concept
Premise 1: SOME publishers derive a benefit from tracking*
Ziff Davis Acquires LogicBuy, Unveils Ad Targeting Platform

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Six months after former Time Inc. (NYSE: TWX) digital news exec Vivek Shah became the owner of tech publisher Ziff Davis, the company has done its first acquisition and is now one of the first major publishers to run its own ad targeting platform. In an interview with paidContent, Shah spoke about how the new additions, which includes the purchase of tech deals site LogicBuy, help ZD advance into areas that are increasingly important to publishers.

The acquisition is about finding a way to tie e-commerce, content and display advertising closer together, while helping it manage advertisers’ demands to “buy audiences” on the publishers’ terms.

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With the purchase of LogicBuy, ZD’s websites, such as its flexible DCMag.com, will now be able to present deals and

the bestsellers

From iTunes and YouTube to Facebook and Kindle, the most popular content on the web, free and paid.

Hulu Movies
Premise 2: SOME Publishers are adopting a tiered content strategy
Asia

Seoul to Blame North for Ship Attack
South Korea’s government will formally charge North Korea with attacking a South Korean warship with a torpedo this March, killing nearly 50 South Korean sailors.

Asian Markets Decline on German Curb

Ex-Gome Chairman Sentenced to 14 Years in Prison

Europe

Germany to Ban Some Naked Short-Selling
Germany’s financial regulator said it is banning naked short-selling of certain euro-zone debt offerings, certain credit default swaps and 10 financial stocks effective at midnight local time.

EU Moves to Tighten Control of Hedge Funds

Euro Falls to Four-Year Low
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What does this have to do with Do Not Track?
As currently conceived, DNT does not facilitate a transparent, two-way dialog between the Consumer and the Publisher.
Let’s empower the Publishers
Lets give publishers a Plugin...

to create a mechanism that enables publishers to **highlight** that **economic tradeoff** to consumers in a fully transparent way.
While Users make the ultimate (and informed) decision
Use-Case / Workflow
[1] User goes to FireFox User Preferences – check ‘Tell web sites I do not want to be tracked’

[2] This set the DNT=1 header on the Browser

*Bluekai Supports DNT*: When publisher firers Bluekai Pixel in the header we can see that the user DNT = 1 and we treat the user as if they had clicked to Bluekai’s Opt-Out.
[3] User visits Firefox Add-ons*

[4] User searches and downloads "Publisher Optimizer Tool"

*ideally this plugin would be adapted into the future Browser Versions
We have noticed that you have enabled Do Not Track on your browser.

NY Times would like to request that you allow our trusted partners to collect information from your visit here to serve targeted ads and better optimize your web experience. 

[Learn more]

[Allow]
[Cancel]


[6] NY Times reads the DNT header=1

[7] NY Times throws a pop-up asking for them to override the ‘DNT’ browser header to better optimize the user experience on their site.

[8] User clicks Allow – NY Times’s code connects to the ‘Publisher Optimizer Tool’ browser add-on so that the ‘Publisher Optimizer Tool’ can override the DNT setting for NY Times’s domain.

[9a] User click Cancel - ‘do no track browser header’ counties to block 3rd party cookies.

[9b] Publisher Optimizer Tool will let NY Times know what the User has decided. From there NY Times could make any necessary changes to the users experience
privacy@bluekai.com