



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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Jan 4, 2011 8:30 AM ET

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 flagship PCMag.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



THE WALL STREET JOURNAL ONLINE

clickonf5.org

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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.



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What does this have to do with **Do Not Track?**



Advanced

General Tabs Content Applications Privacy Security Sync Advanced Inquisitor

General Network Update Encryption

Accessibility

- Always use the cursor keys to navigate within pages
- Search for text when I start typing
- Warn me when web sites try to redirect or reload the page

Browsing

- Use autoscrolling
- Use smooth scrolling
- Use hardware acceleration when available
- Check my spelling as I type
- Tell me about all web sites I do not want to be tracked

System Defaults

- Always check to see if Firefox is the default browser on startup Check Now
- Submit crash reports

?



As currently conceived, DNT
does not facilitate a transparent,
two-way dialog
Between the **Consumer**
and the **Publisher**



BlueKai says...

Let's empower the Publishers



kai



Lets give publishers a Plugin...

to create a mechanism that enables publishers to **highlight** that **economic tradeoff** to consumers in a fully transparent way.

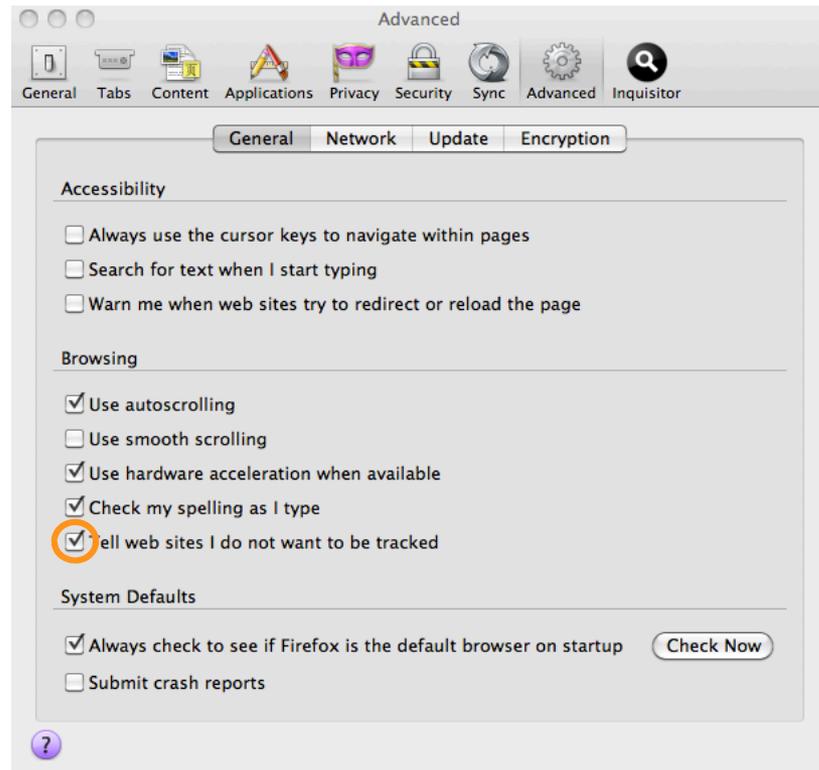


While **Users**
make the ultimate (and informed)
decision



Use-Case / Workflow

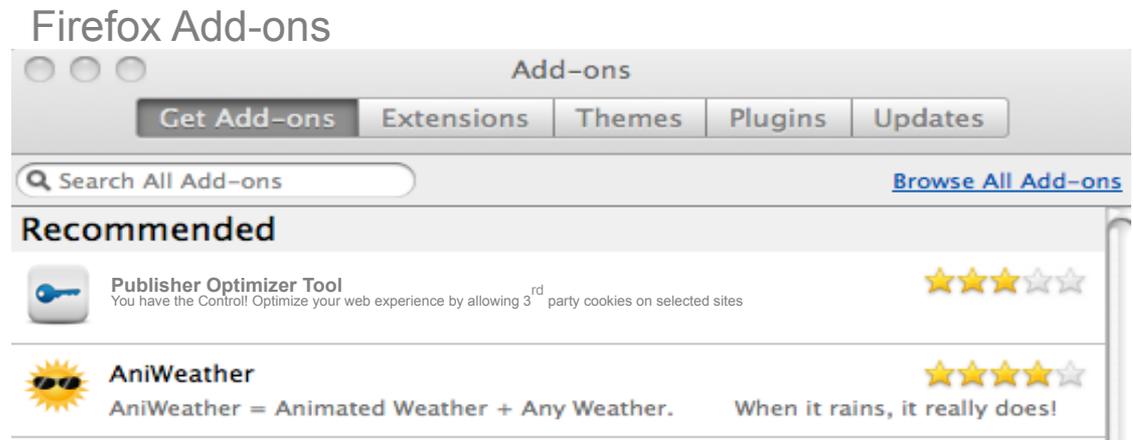




[1] User goes to FireFox User Preferences – check ‘Tell web sites I do not want to be tracked’

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

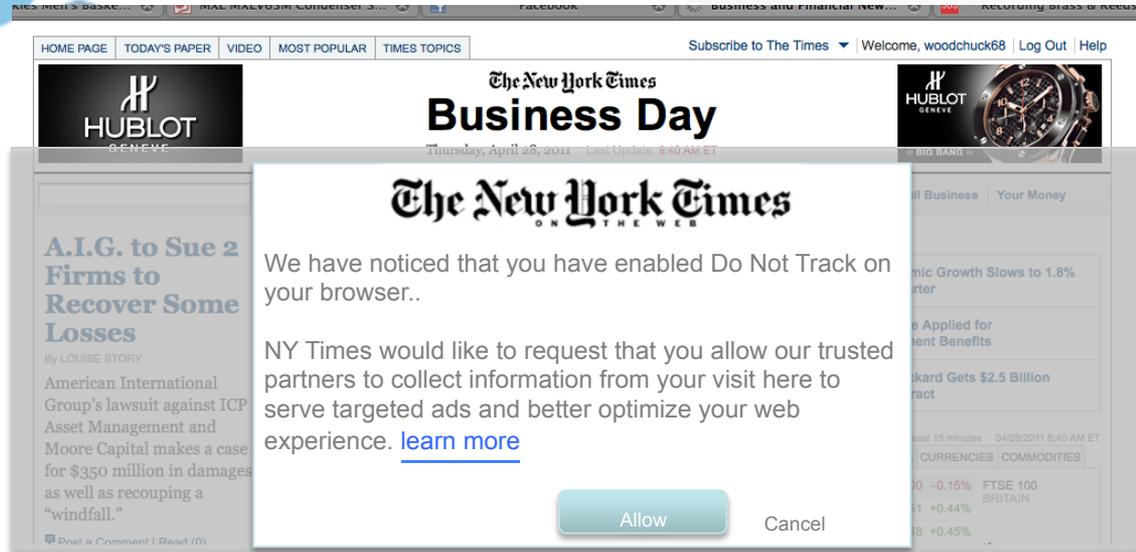
Bluekai Supports DNT: When publisher firers Bluekai Pixel in the header we can see that the user DNT = 1 and we treat the user as if they had clicked to Bluekai’s Opt-Out.



[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



[5] User goes to NY Times.com for the first time.

[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



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