

# Digital Marketing



## Web and Digital Marketing Convergence

What's missing? What's next?

A W3C workshop hosted by [Nielsen](#)

September 17-18, 2015 Tampa, Florida

### Key topics

- Campaigns
- Experience, Content, and Assets
- Metrics and Data Collection
- Channel and Delivery
- Audiences
- Context
- Performance
- Security and Privacy

[See session list...](#)

### Who should attend?

- Marketers and advertisers, agencies, operations
- System and technology providers and consumers
- Publishers
- Ad eco-system players
- Market researchers
- Retailers

[See more...](#)

### How to join

We invite you to submit a paper and to attend this workshop to help shape future W3C work.

[Join here](#)

[Registration and participation instructions](#)

## Goals and Scope

Why Digital Marketing?

## Thanks

Day 1 (Thursday, Sept. 17): 9 am - 5 pm [draft minutes](#)

- 8:30 *Continental breakfast*
- 9:00-10:30 Welcome and Introduction
- Session 1: Setting the Stage
  - Co-chairs Chad Hage, Nielsen, and Reza Jalili, Adobe; Wendy Seltzer, W3C
  - Global and academic perspectives:
  - Keiji Takeda, Keio University: [Digital Marketing AntiPatterns](#)
  - Balaji Padmanabhan, University of South Florida, [slides](#)
- 10:30 *Morning break*
- 11-12:30 Session 2: Metrics and Data Collection
  - Moderator: Chad Hage
  - Ad-ID, Jarrett Wold, [slides](#)
  - Adobe, Reza Jalili, [slides](#)
  - Nielsen, Chad Hage, [slides](#)
- 12:30-1:30 *Lunch*
- 1:30-3:00 Session 3: Security and Viewability
  - Moderator: Chris Clark [group slides](#)
  - WhiteOps, Ash Kalb [slides](#)
  - Facebook, Brad Hill
  - Mozilla, Olivier Yiptong [slides](#)
  - IAB, Brendan Riordan-Butterworth
  - Rocket Fuel, Mark Torrance
  - WhiteOps, Dan Kaminsky
- 3:00 *Afternoon Break*
- 3:30-5:00 Session 4: Data Modeling and Context
  - Moderator: Satya Satyamoorthy
  - Apple, Alexandre Bertails [slides](#)
  - GS1, Eric Kauz [slides](#)
  - Kaist, Sungkwan Jung [slides](#)
  - Nielsen Catalina Solutions, Satya Satyamoorthy [slides](#)

Day 2 (Friday, Sept. 18): 9 am - 4 pm [draft minutes](#)

- 8:30 *Continental breakfast*
- 9:00-10:30 Session 5: Privacy and Identity
  - Moderator: Keiji Takeda
  - CDT, Greg Norcie [slides](#)
  - USEMP/VELTI, Theodoros Michalareas [slides](#), [position paper](#)
- 10:30 *Morning break*
- 11-12:30 Session 6: Connections
  - Moderator: Reza Jalili
  - Fuji TV, Kazuhiro Hoya [slides](#)
  - Kaist (share button), Jinhong Yang [slides](#)
  - NACS, David Ezell [slides](#)
- 12:30-1:30 *Lunch*
- 1:30-2:30: Running Code -- Demonstrations
  - WhiteOps, Ad-ID
- 2:30-4:00 Session 7: Conclusions and Next steps
  - Moderator: Wendy Seltzer and co-chairs
  - Participation by all encouraged!

# Digital Marketing Workshop

Integrity in digital marketing:

- security of web ad delivery mechanisms, application and page context, and viewability;
- robust and auditable data measurement
- reliable marketing asset tracking and product description; and
- user privacy assurances

<https://www.w3.org/2015/digital-marketing-workshop/agenda.html>

# Participants

- Ad-ID
- Adobe
- Apple
- CDT
- Facebook
- Fuji TV
- GS1
- IAB
- KAIST
- Keio University
- Mozilla
- NACS
- Nielsen
- Nielsen Catalina Solutions
- Rocket Fuel
- University of South Florida
- USEMP/VELTI
- WhiteOps
- W3C Brazil
- + additional participants and regrets

# Possible Next Steps

WebAppSec: IronFrame, Sandboxing

Web and TV: Asset and product labeling; Second screens

Digital Marketing IG/BG/CG: coordination

User-privacy agent (CG)

Cooperative work with IAB, GS1, schema.org

Join us!