



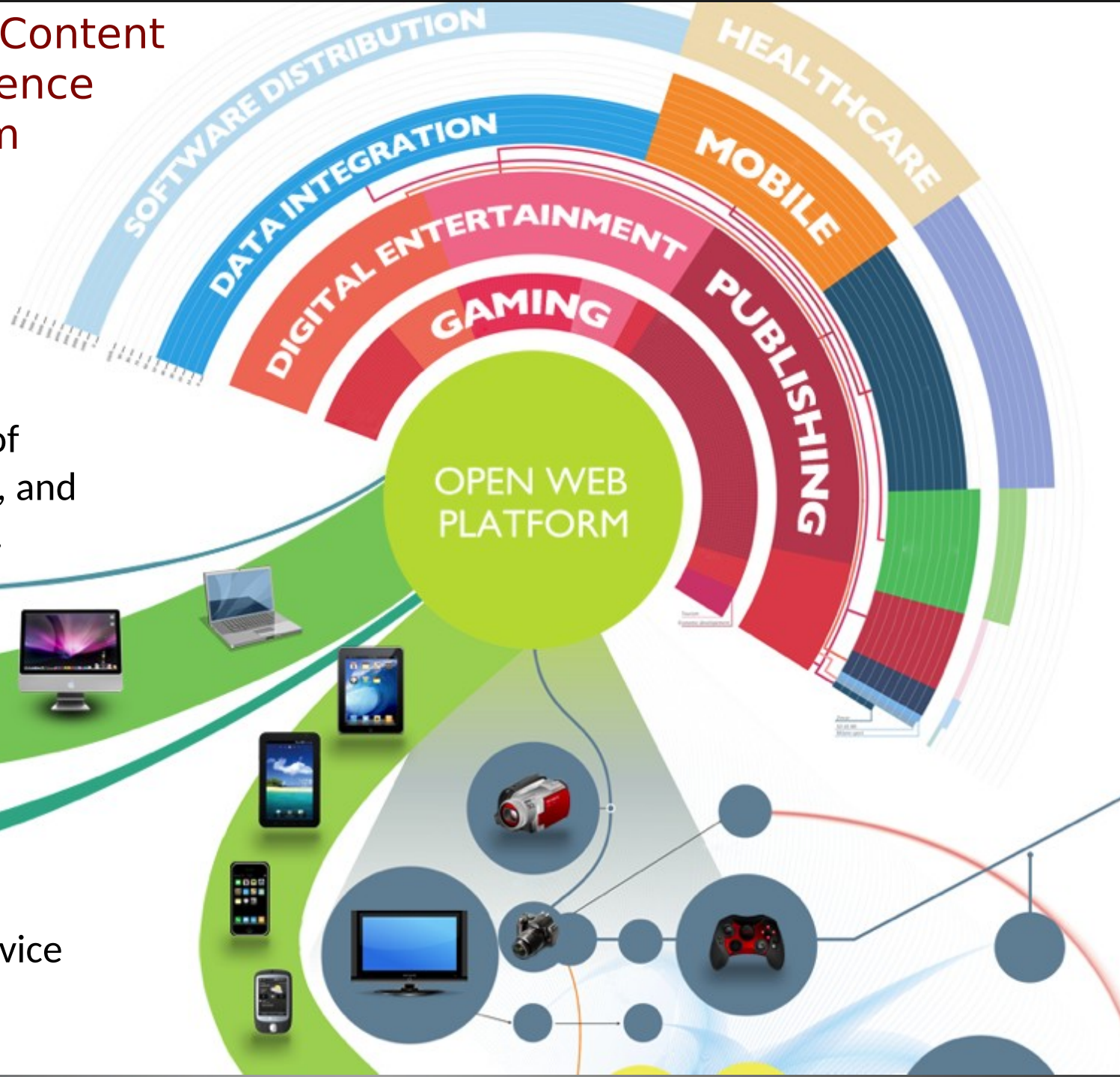
Improving Web Advertising

November 2017
Liam Quin, W3C

The Universal Content and Experience Platform

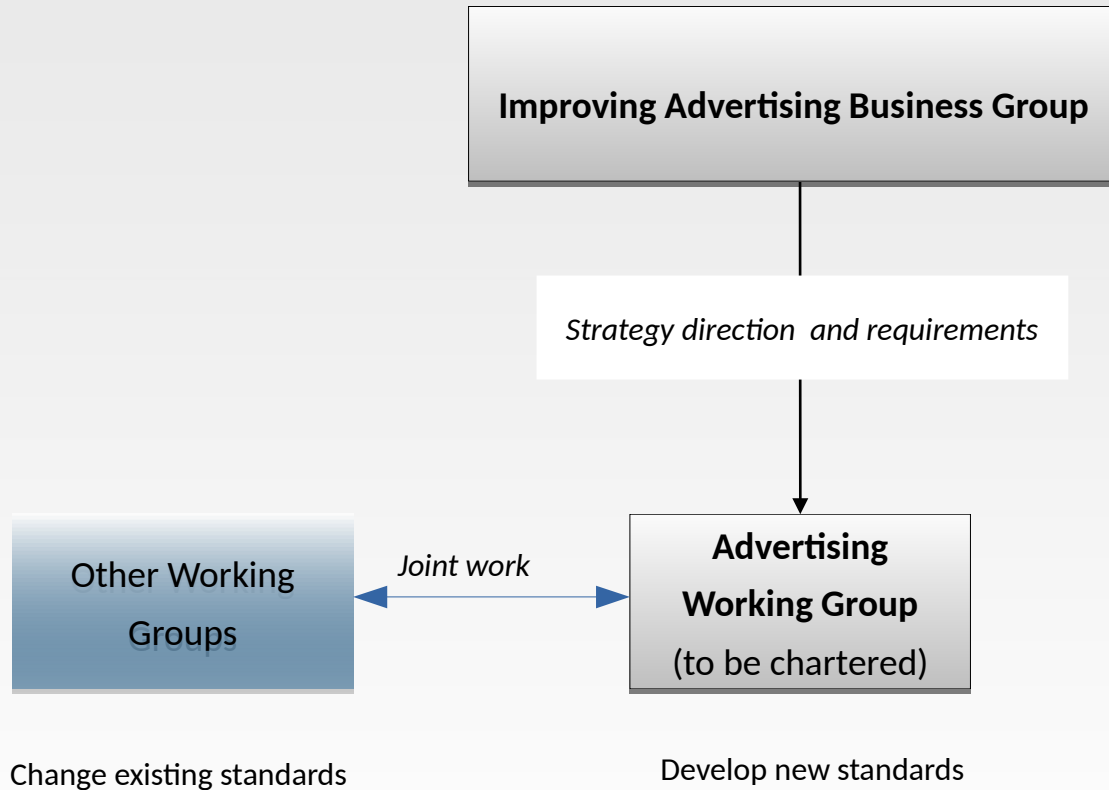
For all types of content, data, and experiences...

...on every device





Advertising@W3C Groups





Getting Involved

Type of Group	Group's Focus, Scope	Eligibility	Fees
Publishing Business Group (PBG)	Strategic feedback between Advertising industry and W3C. Shape new WG.	Open to any organization and to unaffiliated individuals	Small organizations, associations: \$2K /year Large organizations: \$10K /year
Regular W3C Membership	Participation in all W3C Business, Interest, and Working Groups	Open to any organization	Fees based on size of organization: start-up, affiliate, full and >\$1Billion
Comparison: Transitional Publishing Industry (TPI) Membership	Participation in Publishing Business Group and new Publishing Working Group	Available to former IDPF members in good standing	Equal to former IDPF fees for first two years, based on revenue of organization