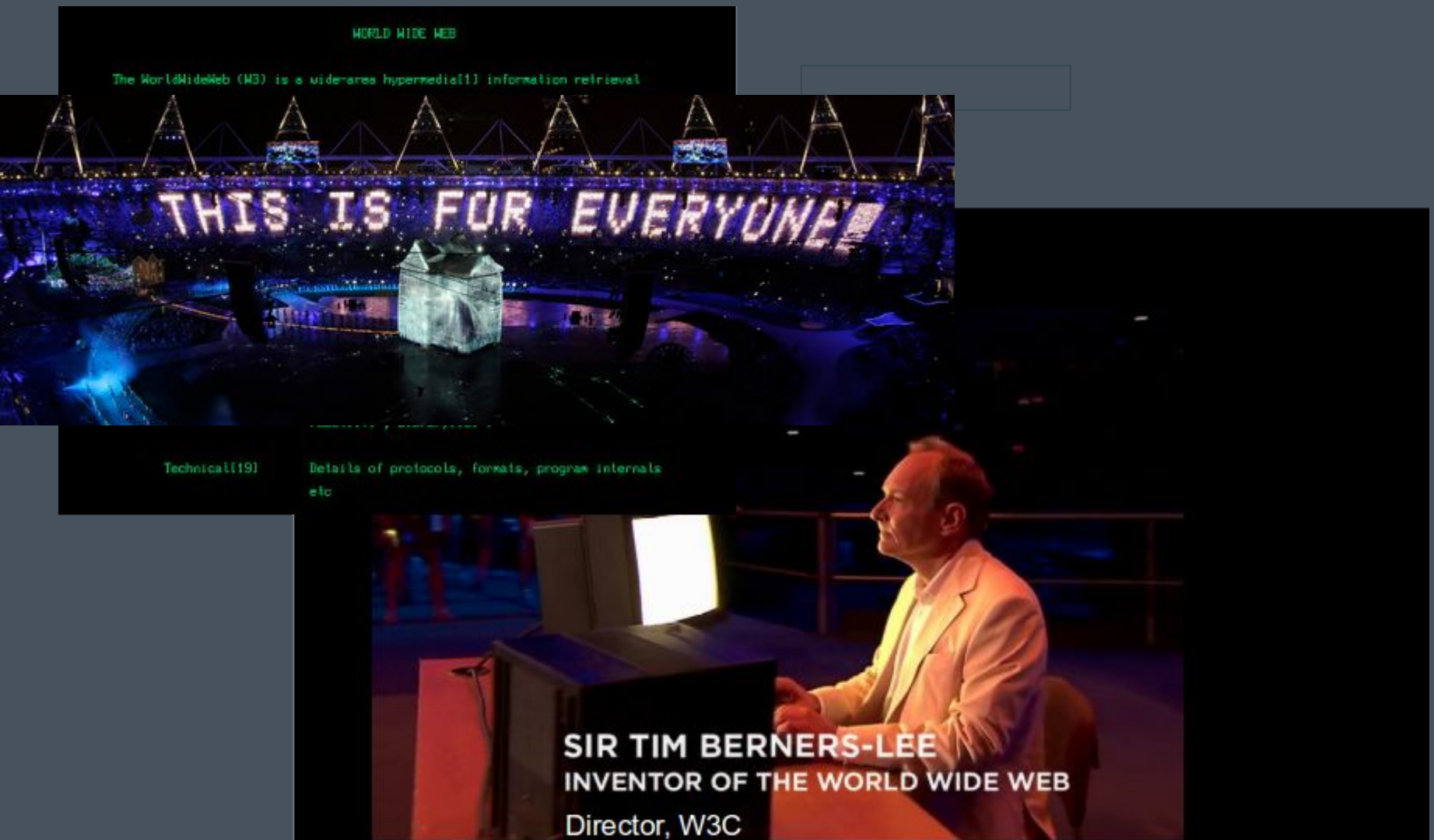
Improving Web Advertising

Strategy Lead W3C/MIT CSAIL
Wendy Seltzer, wseltzer@w3.org
NAB NY Show, October 18, 2018


WORLD WIDE WEB
The WorldWideWeb (W3) is a wide-area hypermedia[1] information retrieval
THIS IS FOR EVERYONE
Technical[19] Details of protocols, formats, program internals
etc
SIR TIM BERNERS-LEE
INVENTOR OF THE WORLD WIDE WEB
Director, W3C

The Generative Web

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Regulating the internet giants

The world's most valuable resource is no longer oil, but data

The data economy demands a new approach to antitrust rules

TECHNOLOGY

The Internet's Original Sin

It's not too late to ditch the ad-based business model and build a better web.

ETHAN ZUCKERMAN AUG 14, 2014

LIBRARY OF CONGRESS

Ron Carlson's short story "What We Wanted To Do" takes the form of an apology from a villager who

Are Targeted Ads Stalking You? Here's How to Make Them Stop - The New York Times - Google Chrome

Are Targeted Ads Stalking Yo

https://www.nytimes.com/2018/08/15/technology/personaltech/stop-targeted-stalker-ads.html

TECH FIX

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https://www.scientificamerican.com/article/where-will-the-ad-versus-ad-blocker-arms-race-end/

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By Chris Baraniuk on May 31, 2018

Credit: John Reden Wikimedia

AdBlock

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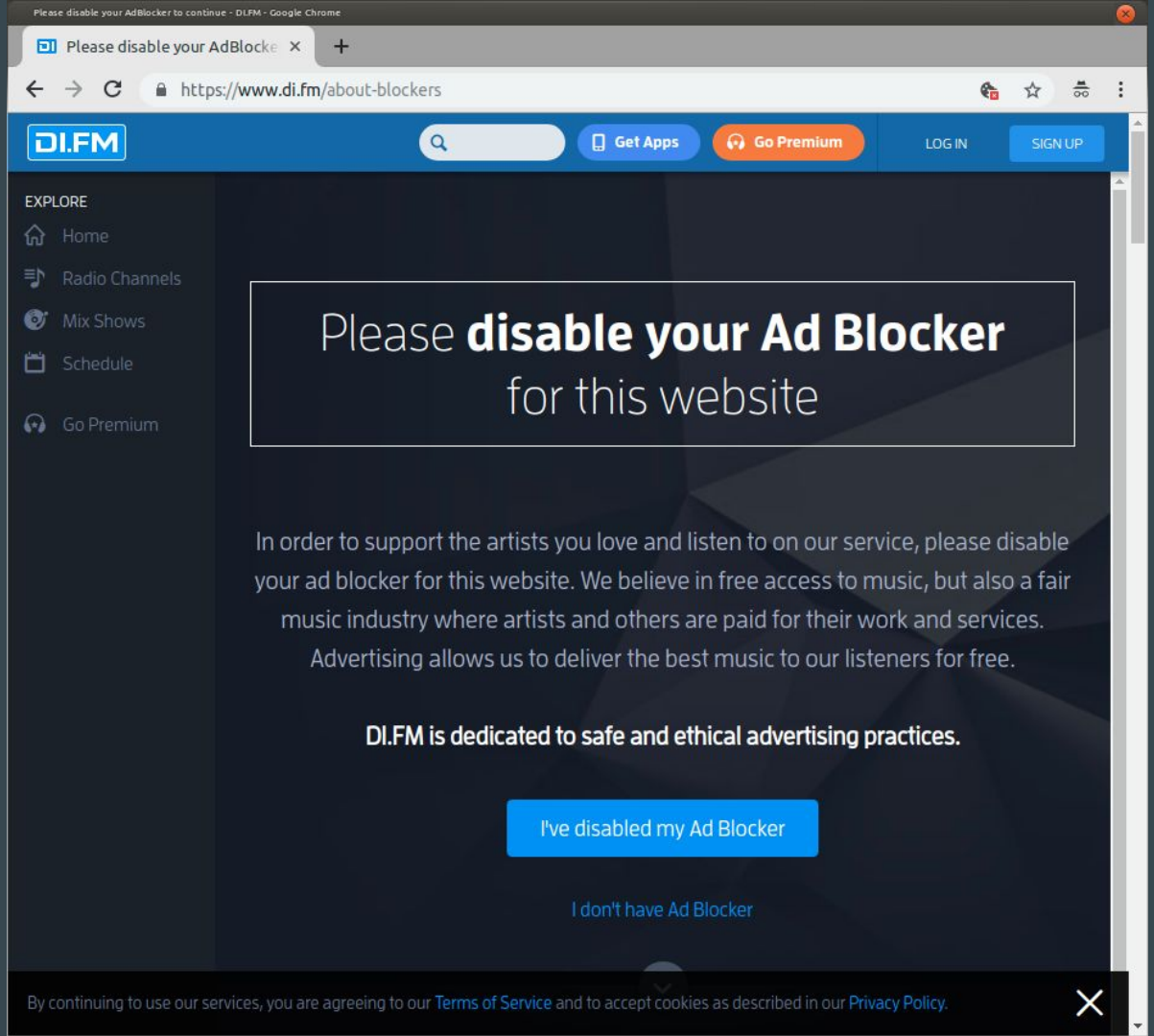
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Jay Gonzalez puts Charlie Baker on the ropes in TV debate in Massachusetts governor's race - The Boston Globe - Google Chrome

Jay Gonzalez puts Charlie Bak

https://www.bostonglobe.com/metro/2018/10/17/baker-and-gonzalez-set-debate-wednesday/8CE...

The Boston Globe

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Connecting...

World Wide Web Consortium

“Leading the Web to its full potential.”

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

Royalty-free patent policy. Web for all.

478 members as of October 2018, including technology builders and users; for-profit companies, academics, non-profits, and government agencies.

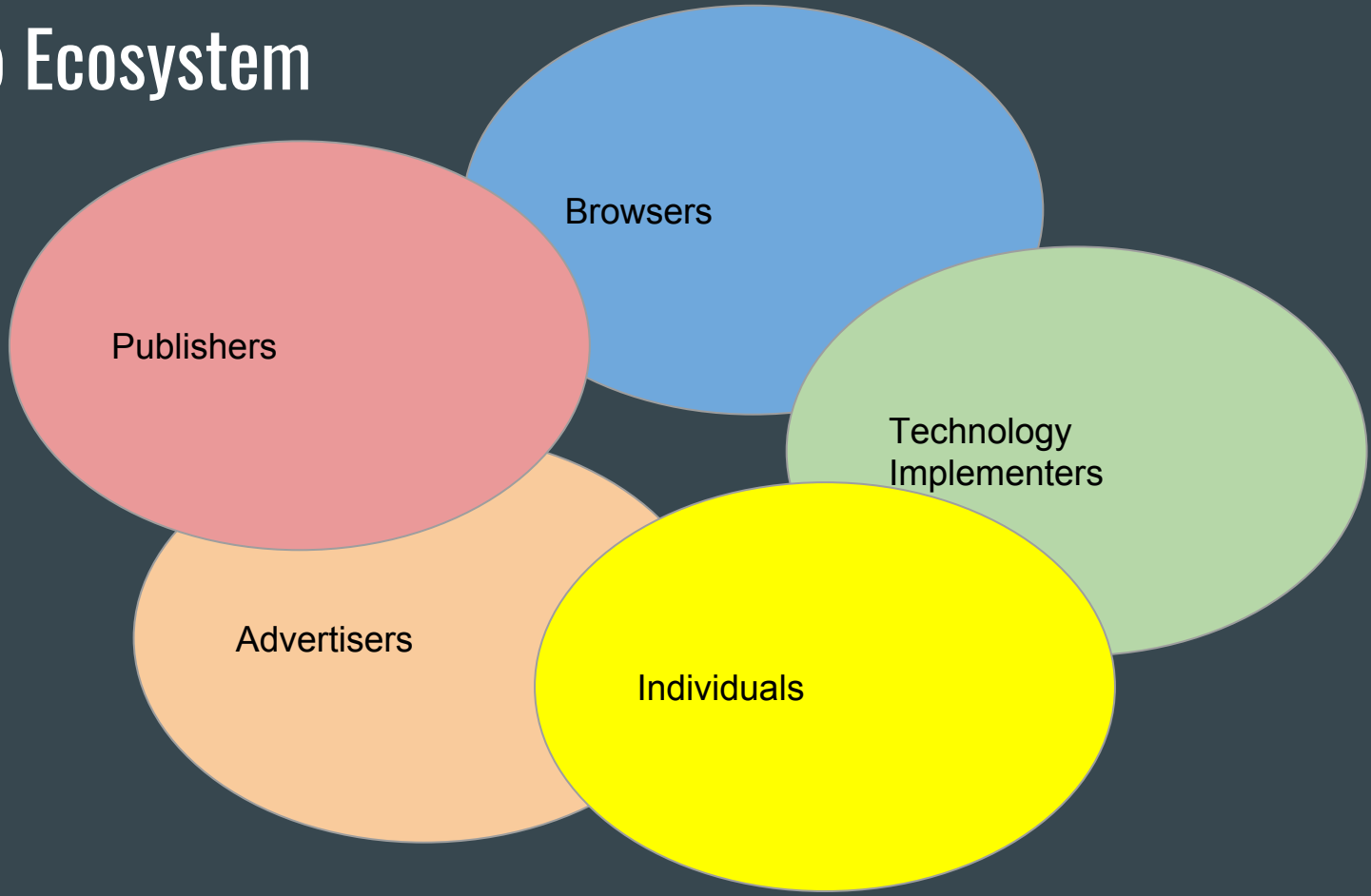
World Wide Web Consortium

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



What Improvements can find consensus?

- Performance and load-time improvements
- Privacy-sensitive measurement
- Reliable state- and consent-management beyond cookies
- Ad-display interoperability, including labeling and accessibility
- Glossary for talking about these topics among different parts of the ecosystem

Performance and Load-Time

- Because advertising comes from many places and back-ends
  - Redundant loading of scripts
  - Security concerns
  - Latency (blank page or blank spaces)
  - High data usage
- Everyone wants better performance and faster loads

- Opportunities for Improvement
  - Common script libraries or subset?
  - Sandboxing?
  - “Ad element”?

Measurement

- Web offers more individualized measurement than broadcast
  - Advertisers want to know who's seen their ads, attribution for clicks and purchases
  - Publishers want to prove they've shown ads, audience, viewing time
  - Users may like "personalization," dislike "tracking"
- Both privacy and economic value at stake

- Opportunities for Improvement
  - Anonymous "Ad ID"?
  - Harmonization among tracking protection and blocking regimes?

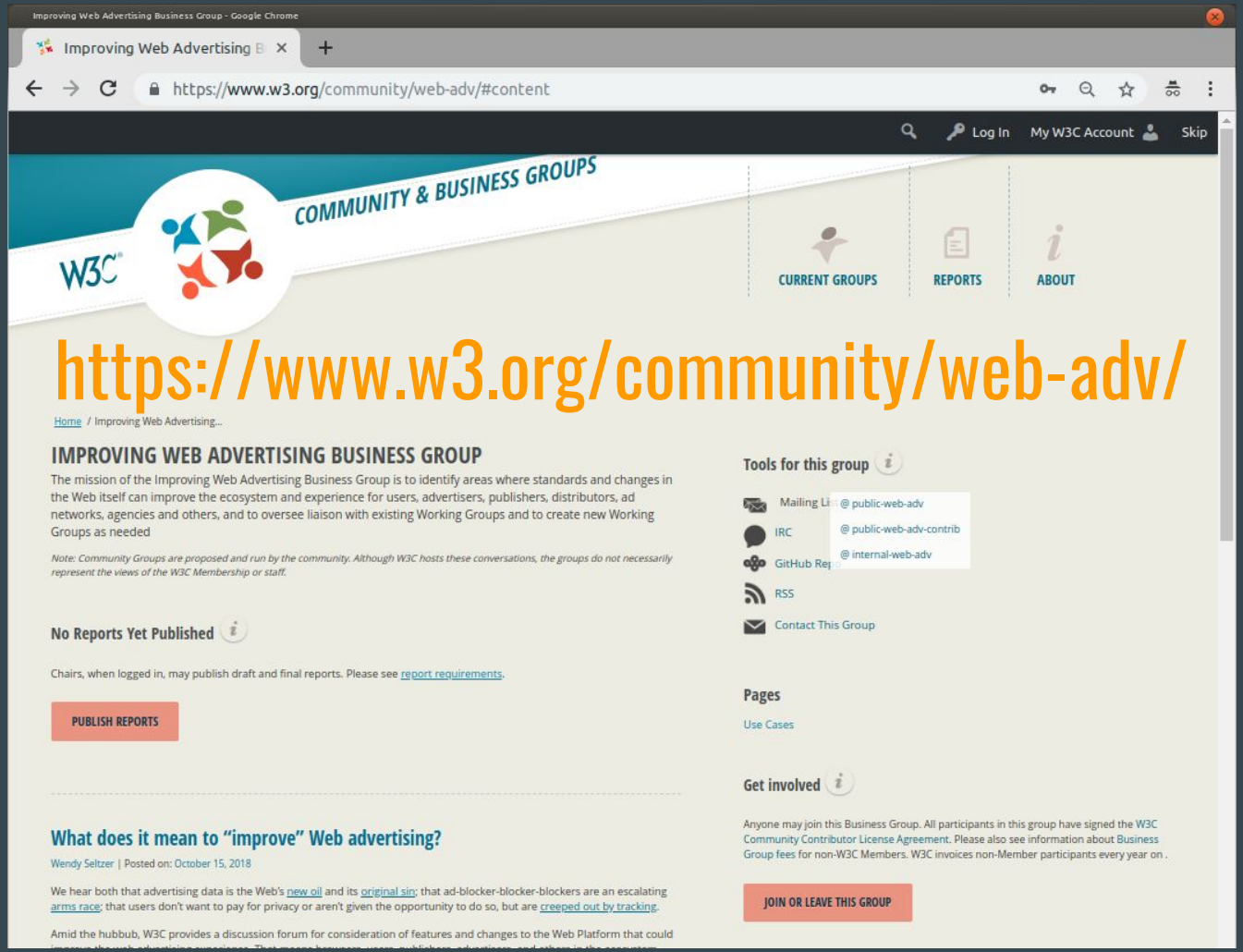
State- and Consent-Management

- Growing requirements to obtain and record user consent
  - GDPR: affirmative consent as legal basis for processing of personal information
    - Demonstrable, freely given
    - May be withdrawn at any time
  - California Consumer Privacy Act: requires viable opt-out (opportunity to demonstrate non-consent)
  - Cookies are increasingly unreliable to manage state
    - Clearing and customer annoyance
    - Tracking Protection and ITP
- There must be a better way than all these cookie banners!

- Opportunities for Improvement
  - Common options or script libraries?
  - Harmonization among tracking protection and blocking regimes?
  - Browser-based consent storage?

Other areas for exploration

- Vocabularies for ad metadata
- Labeling, e.g. for accessibility
- Glossary for talking about these topics among different parts of the ecosystem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Home / Improving Web Advertising...
IMPROVING WEB ADVERTISING BUSINESS GROUP
The mission of the Improving Web Advertising Business Group is to identify areas where standards and changes in the Web itself can improve the ecosystem and experience for users, advertisers, publishers, distributors, ad networks, agencies and others, and to oversee liaison with existing Working Groups and to create new Working Groups as needed
Note: Community Groups are proposed and run by the community. Although W3C hosts these conversations, the groups do not necessarily represent the views of the W3C Membership or staff.
No Reports Yet Published
Chairs, when logged in, may publish draft and final reports. Please see report requirements.
PUBLISH REPORTS
What does it mean to "improve" Web advertising?
Wendy Seltzer | Posted on: October 15, 2018
We hear both that advertising data is the Web's new oil and its original sin; that ad-blocker-blocker-blockers are an escalating arms race; that users don't want to pay for privacy or aren't given the opportunity to do so, but are creeped out by tracking.
Amid the hubbub, W3C provides a discussion forum for consideration of features and changes to the Web Platform that could
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Thanks!

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