Web Advertising BG Backgrounder

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May 13, 2020
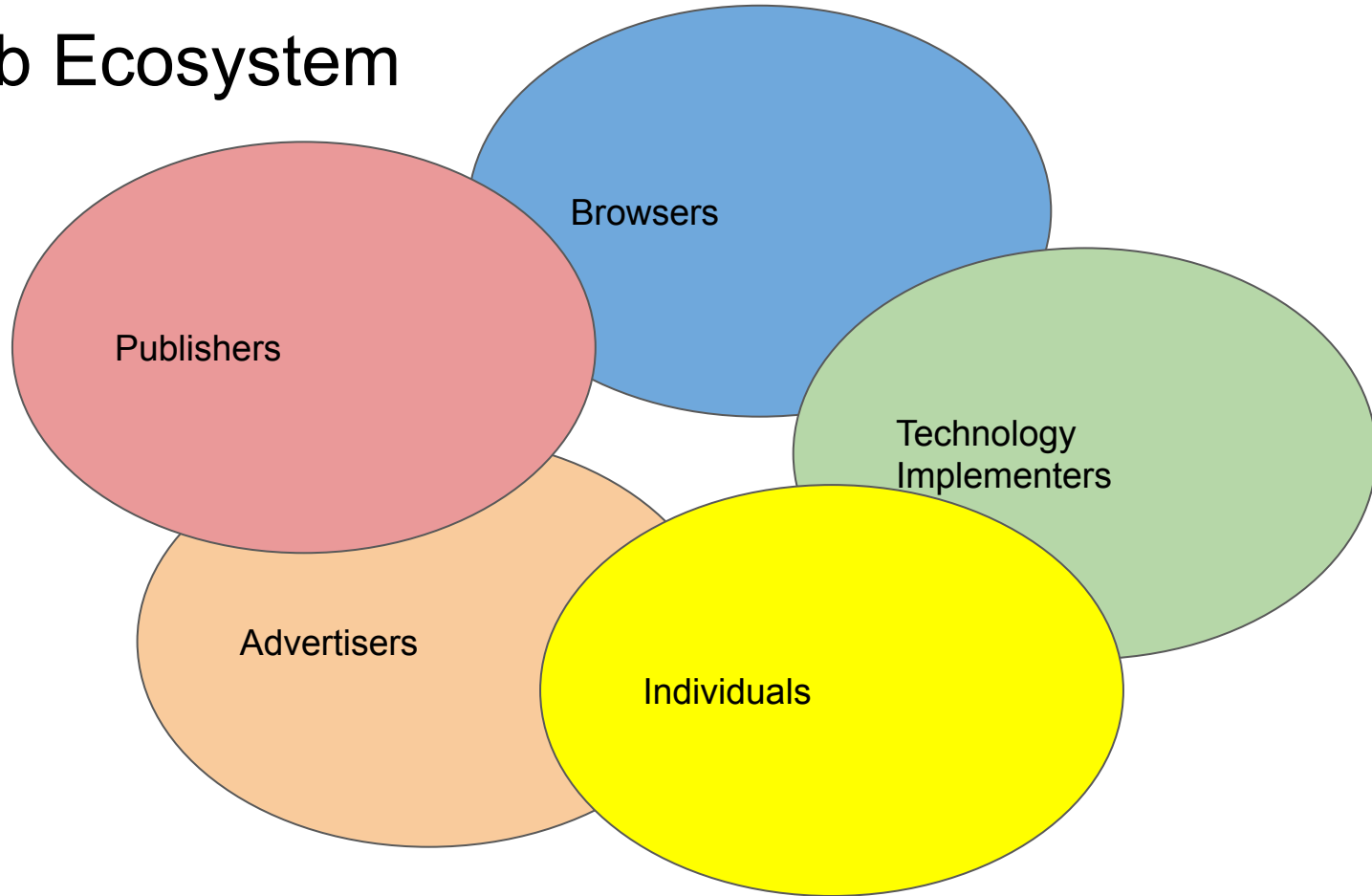Improving Web Advertising BG

World Wide Web Consortium

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

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

Browsers

Publishers

Technology Implementers

Advertisers

Individuals

Browsers as user's agent, policies on tracking

Chromium Privacy Sandbox: https://www.chromium.org/Home/chromium-privacy/privacy-sandbox

- https://github.com/michaelkleber/privacy-model

Webkit Tracking Prevention Policy: https://webkit.org/tracking-prevention-policy/

Edge: https://docs.microsoft.com/en-us/microsoft-edge/web-platform/tracking-prevention

Firefox: https://wiki.mozilla.org/Security/Anti_tracking_policy

Brave: https://brave.com/brave-fingerprinting-and-privacy-budgets/

Goals: Meet user expectations of the Web

- Stop individually-identified cross-site / web-wide tracking
  - Restrict third-party cookies
  - Restrict fingerprinting, e.g. IP blindness
  - Permit user choice

- Provide monetization opportunities that support the open web
  - Measurement of impressions, conversions, and attribution
  - Aggregate reporting APIs
  - Non-tracking-based targeting, e.g. FLoC, TURTLEDOVE, in-browser auction
  - Fraud-resistant

Business use cases:
Table of support for advertising use cases

- Impression and Conversion Measurement
- Lift Measurement
- Cross-browser anonymous conversion reporting
- Real-time Bidding
- Conversion Filters

More in the repo README and dashboard

https://github.com/w3c/web-advertising

Where do we go from here?

Working Groups (WG): produce specifications ("Recommendations") under royalty-free patent policy, Process.
Open to W3C Members and Invited Experts

Business Groups, Interest Groups: develop use cases and requirements, discuss interop issues, send these to WGs and other groups for specification.
Open to W3C Members, IEs, and BG Participants.

Community Groups: community-managed groups. Can manage incubations with Contributor License Agreement.
Open to all.

The Web Advertising BG might send work to

● Specification: WebAppSec WG, New "Private Ads WG"
● Incubation: Web Platform Incubator Community Group (WICG), Privacy Community Group
● External liaisons: WHATWG, IETF, IAB Tech Lab