



# IMPROVING WEB ADVERTISING

For years the advertising industry has tried to work with a Web that hated it, has resorted to hacks because the ads weren't part of the Web design.

People resort to ad blockers because it's creepy to be tracked, because the ads are so ineffective that every page seems to have too many of them, because they slow down the Web experience.

What if the Web was designed to include advertising? What if we could actually change the Web to start fixing the problems?

How do we make systems to show people adverts they don't hate, targeted precisely, without leaking private details to third parties? And how do we do this in a world with GDPR?

You see someone in a movie eating pizza so you click on the TV screen and your tablet responds with the menu. You book a trip and later, when reading a news site, you see an ad for car rental—oops! You forgot!—Touch the ad and it grows almost to cover the news page. You rent the car and pre-pay and the ad goes away: back to the news. You're watching a movie in a hotel and there's an ad, extend your stay now for a 15% discount.

But how do we do all these things safely and securely, and at the same time without fraud and with proper analytics, even from behind firewalls and proxies?

At the [World Wide Web Consortium](http://www.w3.org) it's our job to think about how the Web is used and to make sure the Web is for everyone. So let's work together to make advertising be a first-class citizen.

Join our Improving Web Advertising Business Group

[www.w3.org/community/web-adv/](http://www.w3.org/community/web-adv/)

Find out more about working with the W3C: [www.w3.org](http://www.w3.org)