



SUPPLY CHAIN TRANSPARENCY

26TH MARCH 2020

iab europe.eu

SPEAKERS



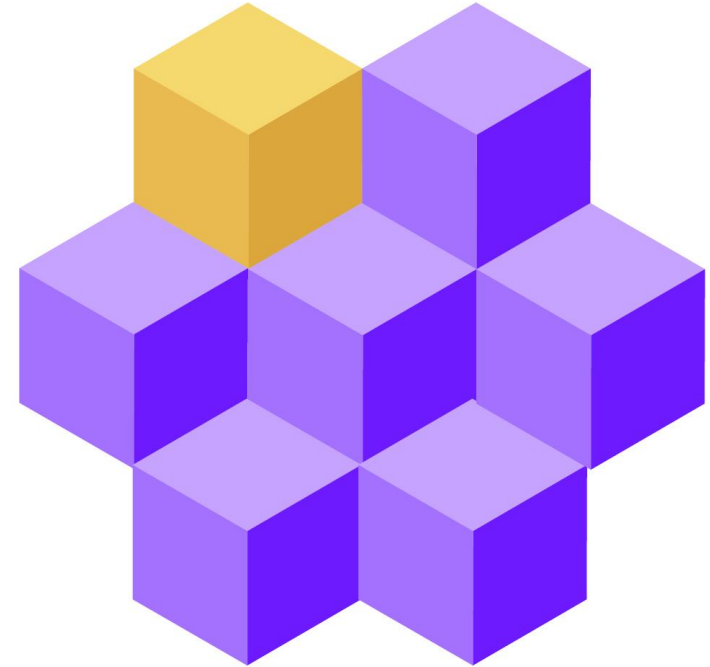
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TODAY'S AGENDA

- The need for Supply Chain Transparency
- How can we work together as an industry
- What is the IAB Europe Supply Chain Transparency Guide?
- Deep dive into the Guide
- Audience Q&A





SUPPLY CHAIN TRANSPARENCY CONTINUES TO HINDER PROGRAMMATIC INVESTMENT

More than **1/3** of advertisers, agencies and publishers cite supply chain transparency as a barrier to investment

This rises to **nearly 50%** of ad tech vendors

HOW CAN WE ENHANCE TRANSPARENCY IN THE PROGRAMMATIC SUPPLY CHAIN?



Work together



Ask the right questions



Provide answers



SUPPLY CHAIN TRANSPARENCY GUIDE

ACCESS THE GUIDE NOW



WHAT IS IT AND HOW DOES IT WORK?



Created by the industry for the industry



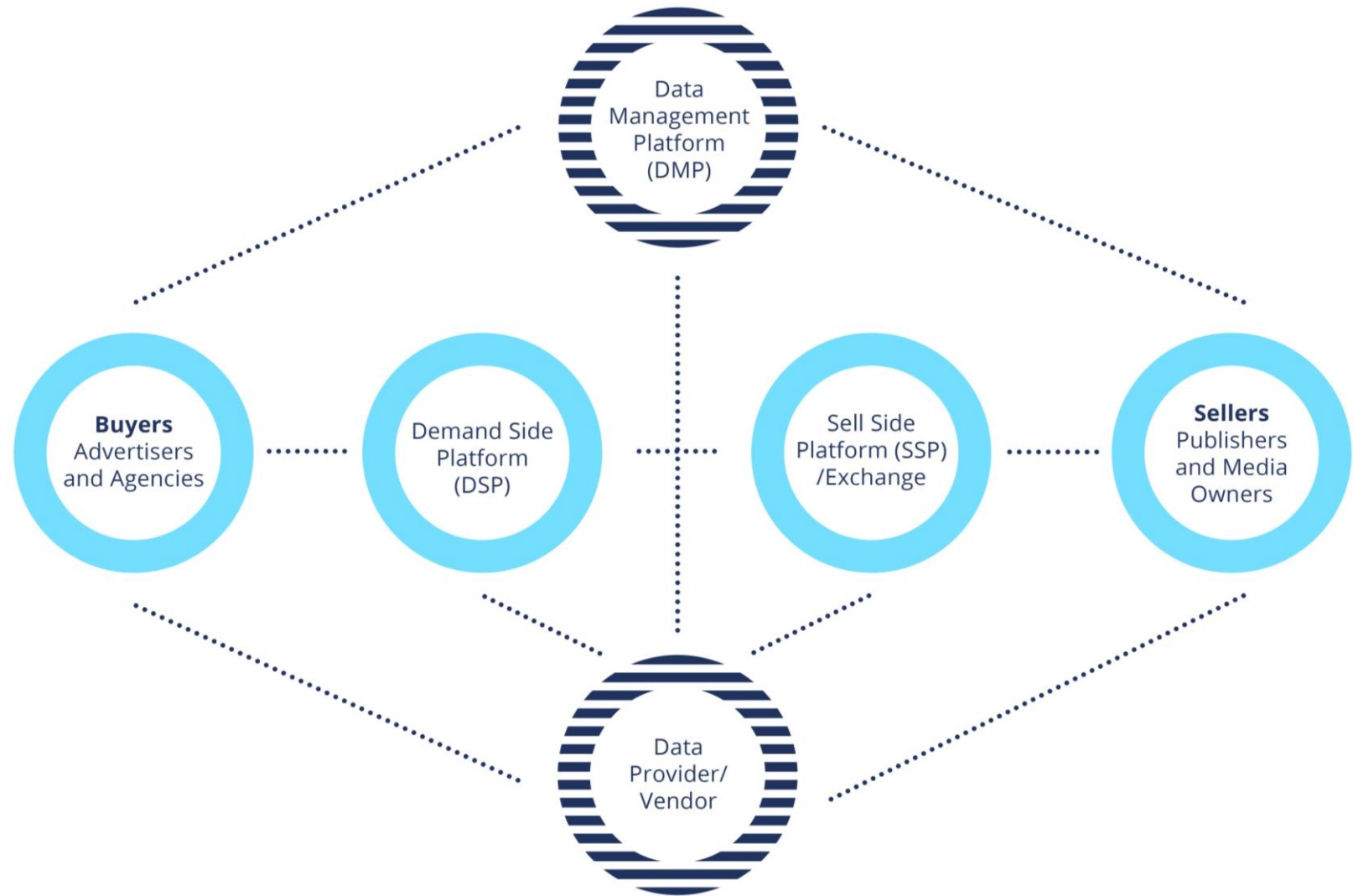
Provides questions for each stakeholder category to be asked at different stages of the supply chain



Includes questions related to data, cost and inventory source transparency



Updated every 6-8 months





EXAMPLE QUESTIONS – AUDIENCE DATA

Buyer to data provider

Has the data been verified as pseudonymous or anonymous data, as defined by GDPR?

Buyer to DSP

Under which legal basis are you storing cookies in line with GDPR and national legislation?

Buyer to Seller

Are you reading IAB Europe Transparency and Consent Framework signals and managing the data according to the consent and purpose given by the user?

SSP to Buy-side

Has the sharing of this data been disclosed to the end-user?

SSP to Data Provider

Is this data collected in a GDPR compliant way?



EXAMPLE QUESTIONS – COST / FEES

Buyer to DSP

Is the cost I see a blended cost or is there a breakdown of cost from media CPM to technology and data fees?

DSP to DMP / SSP

What other buying models can we implement, and can there be loss notifications at scale avoiding tech costs?

SSP to DSP

What service model is being deployed?

Seller to SSP

Do you know if the advertiser is being charged any margin?



EXAMPLE QUESTIONS – INVENTORY SOURCE

Buyer to DSP

Do you have access to any exclusive inventory?

Buyer to SSP

How often do you ask publishers to update their ads.txt files?

DSP to SSP

What is the inventory source, e.g. tags, header bidding or server to server?

SSP to DSP

Do you represent any unique demand?

Seller to SSP

Is programmatic guaranteed supported?

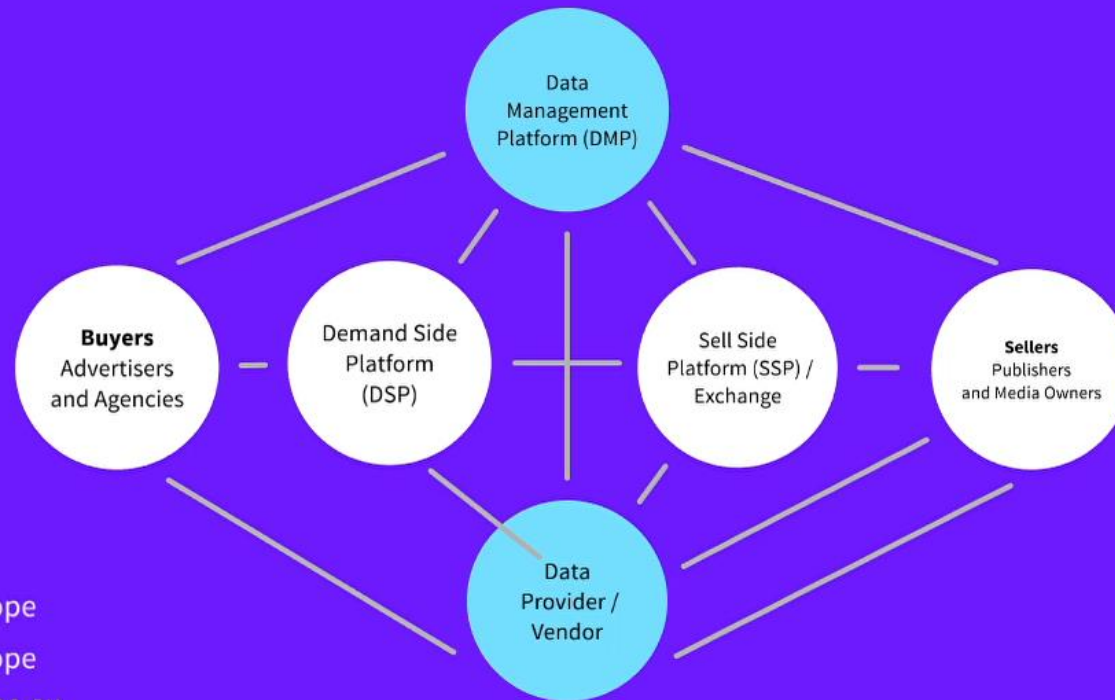
INTERACTIVE GUIDE



IAB Europe Supply Chain Transparency Guide

This guide was developed by the IAB Europe Transparency Working Group. It provides questions for stakeholders to ask of their supply chain partners in relation to the transparency of data, cost and inventory source.

To start, choose your place in the supply chain to see the relevant areas and questions to you

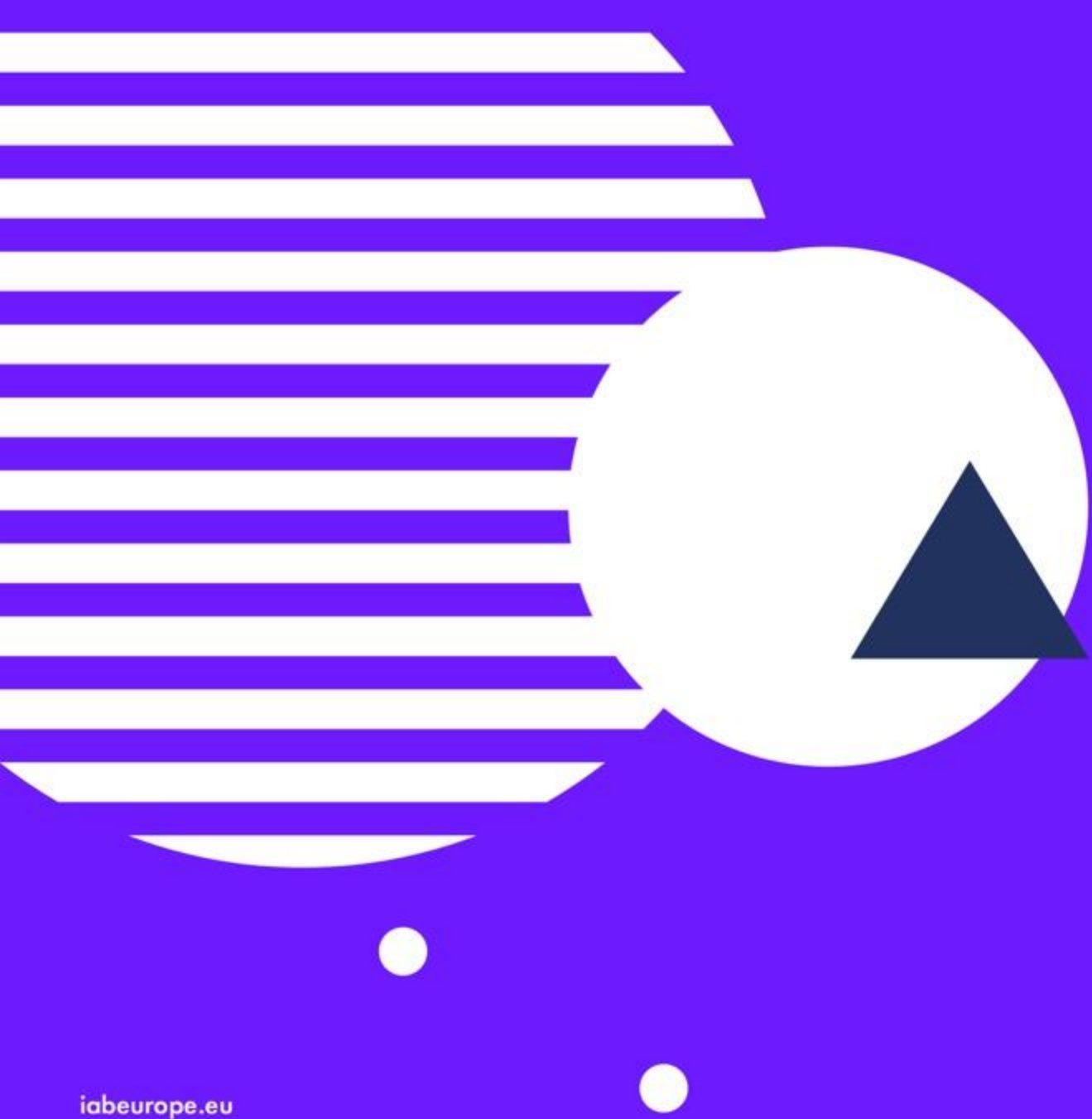


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**ACCESS THE SUPPLY CHAIN
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