SUPPLY CHAIN TRANSPARENCY

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iab Europe
SPEAKERS

David Goddard
Chair, IAB Europe Programmatic Trading Committee and Senior Director, Business Development for EMEA, DoubleVerify

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Senior Director, Advertiser Solutions, EMEA, PubMatic
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.

Source: IAB Europe Attitudes to Programmatic Advertising survey 2019
HOW CAN WE ENHANCE TRANSPARENCY IN THE PROGRAMMATIC SUPPLY CHAIN?

- Work together
- Ask the right questions
- Provide answers
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

<table>
<thead>
<tr>
<th>Role</th>
<th>Question Details</th>
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</thead>
<tbody>
<tr>
<td>Buyer to data provider</td>
<td>Has the data been verified as pseudonymous or anonymous data, as defined by GDPR?</td>
</tr>
<tr>
<td>Buyer to DSP</td>
<td>Under which legal basis are you storing cookies in line with GDPR and national legislation?</td>
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<tr>
<td>Buyer to Seller</td>
<td>Are you reading IAB Europe Transparency and Consent Framework signals and managing the data according to the consent and purpose given by the user?</td>
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<tr>
<td>SSP to Buy-side</td>
<td>Has the sharing of this data been disclosed to the end-user?</td>
</tr>
<tr>
<td>SSP to Data Provider</td>
<td>Is this data collected in a GDPR compliant way?</td>
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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?
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.
ACCESS THE SUPPLY CHAIN TRANSPARENCY GUIDE HERE
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