

IAB EUROPE TRANSPARENCY GUIDE FOR THE DIGITAL ADVERTISING SUPPLY CHAIN

THE AIM OF THE **IAB EUROPE SUPPLY CHAIN TRANSPARENCY GUIDE** IS TO IMPROVE TRANSPARENCY IN THE DIGITAL ADVERTISING SUPPLY CHAIN IN THE AREAS OF DATA, COST, AND INVENTORY SOURCE. THE GUIDE PROVIDES QUESTIONS FOR EACH STAKEHOLDER CATEGORY TO BE ASKED OR ASK AT DIFFERENT STAGES OF THE SUPPLY CHAIN.

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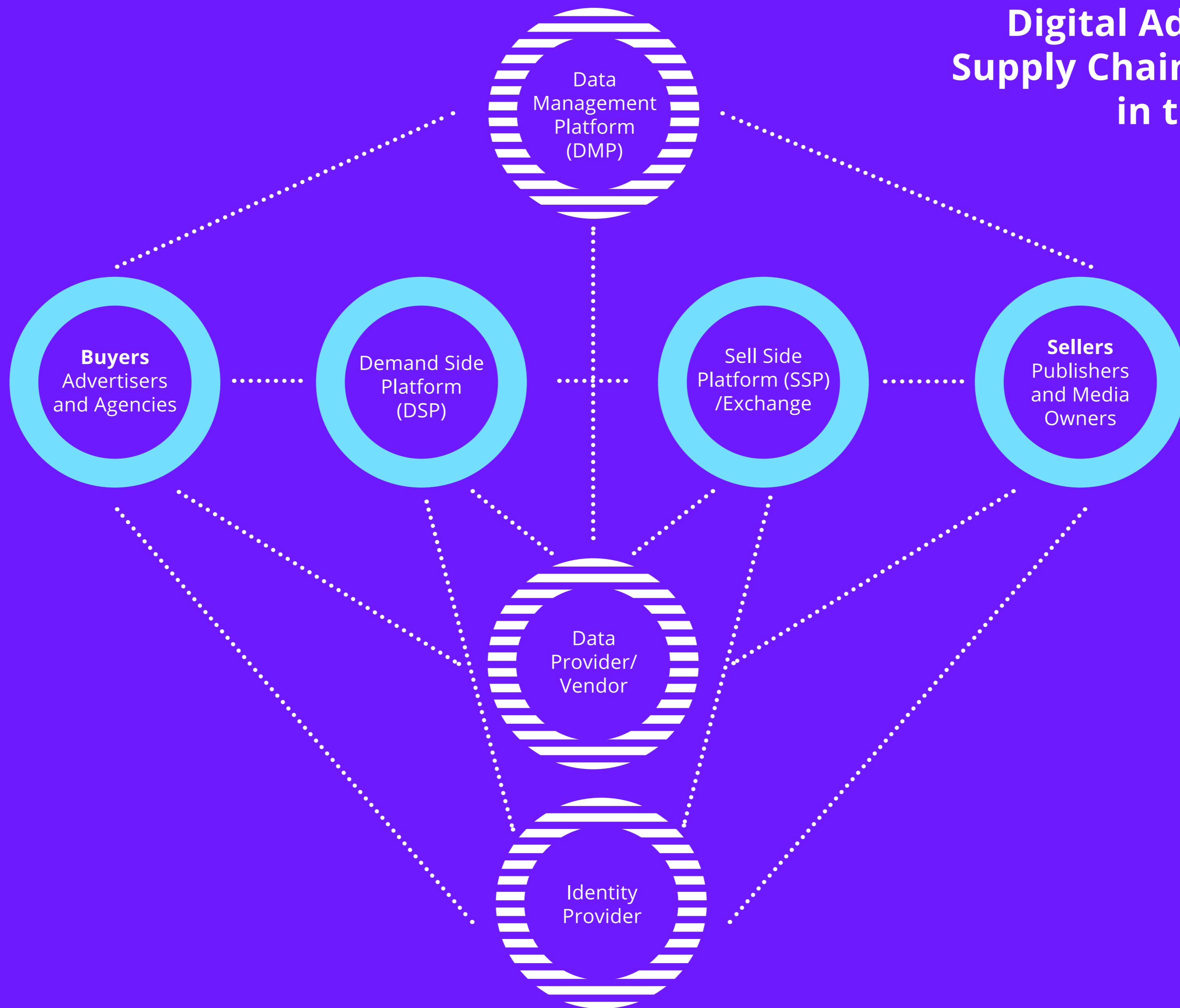
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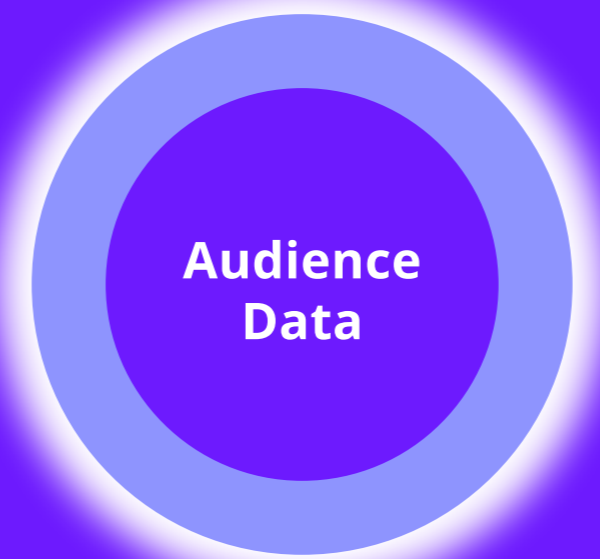


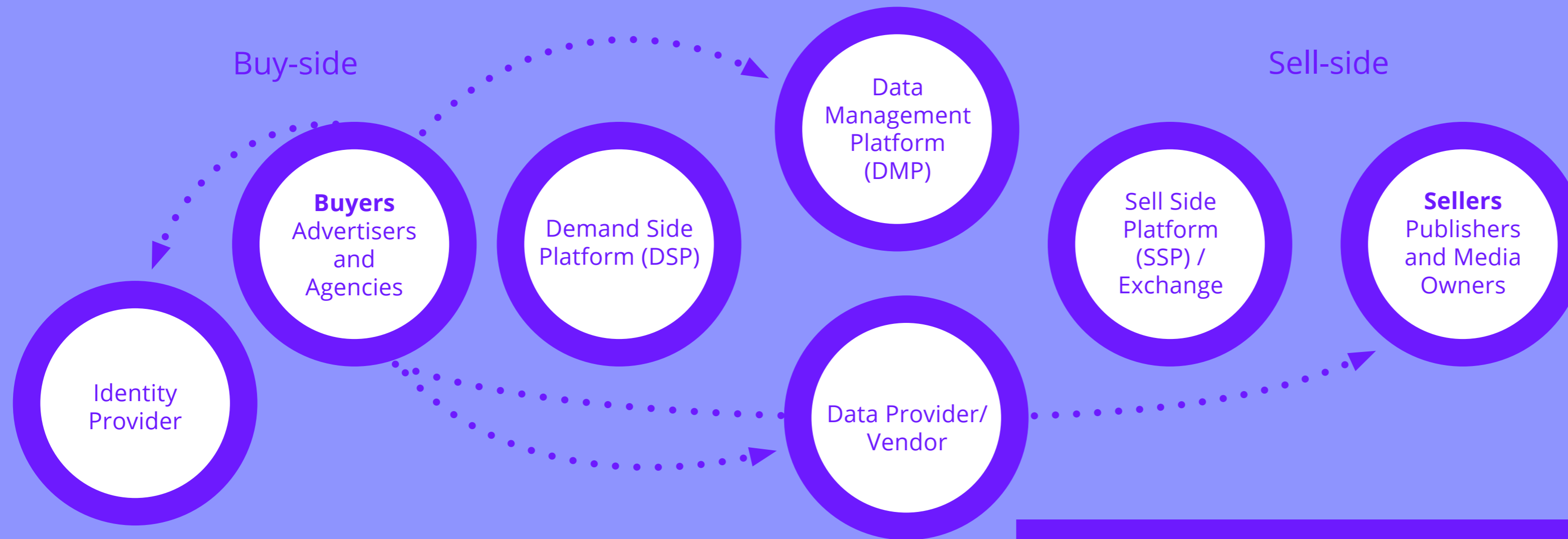
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Digital Advertising Supply Chain covered in this Guide







Buyer to Data Provider / DMP

- Has the data been verified as pseudonymous or anonymous data, as defined by GDPR?
- Has the sharing of this data been disclosed to the end-user?
- On what basis are you gaining consent under GDPR, explicit consent or legitimate interest?
- Can you demonstrate the consent mechanism used and does it meet your data collection requirement?
- Are you passing IAB Europe Transparency & Consent Framework consent signals with the data?
- How am I being charged for this data, independently to media or is it bundled with media?
- Is this first, second or third-party data?
- Is the data declared (i.e. given by the user), observed (i.e. based on user behaviour) or modelled (i.e. extrapolated from declared or observed, if extrapolated then what size was the base group)?
- How do I know the data I request is what I am getting?
- Is the data publisher data or independently sourced?
- If independently sourced, where was the data sourced?
- Is it local market data (e.g. regional relevance, local culture, consumption habits)?
- How old is the data?
- How often is the data updated?
- Is there any data cleaning process in place e.g. if a cookie/ID is not part of a segment, how fast will it be removed. (for example, a customer buys a product already)?
- How has the offline data been onboarded to online?
- Is the data modelled & if so, what modelling has been applied?
- Can the data be applied cross-device? If so, is this deterministic or probabilistic?
- Do you directly sell data as a revenue stream or do you simply enable the sale of data between buyers and sellers?
- What IDs are present in the data? Is this cookie based data and/or MAIDs (mobile ad IDs)?

Buyer to DSP

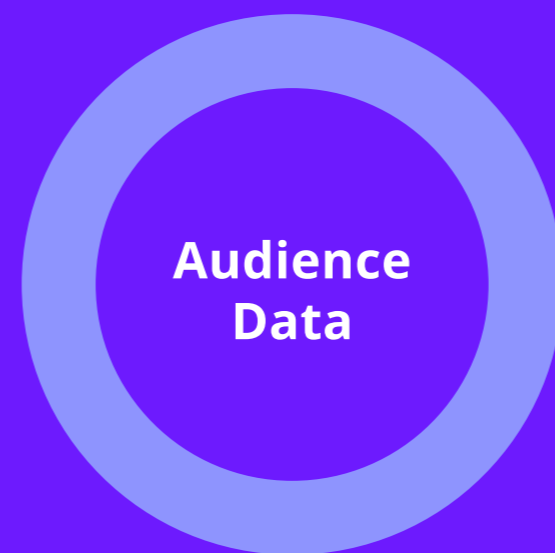
- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- Are you reading IAB Europe Transparency and Consent Framework signals and managing the data according to the consent and purpose given by the user?
- How do you handle opt-outs? How quickly are these processed?
- How often is the data updated?
- Is there any data cleaning process in place e.g. if a cookie/ID is not part of a segment, how fast will it be removed (for example, a customer buys a product already)?

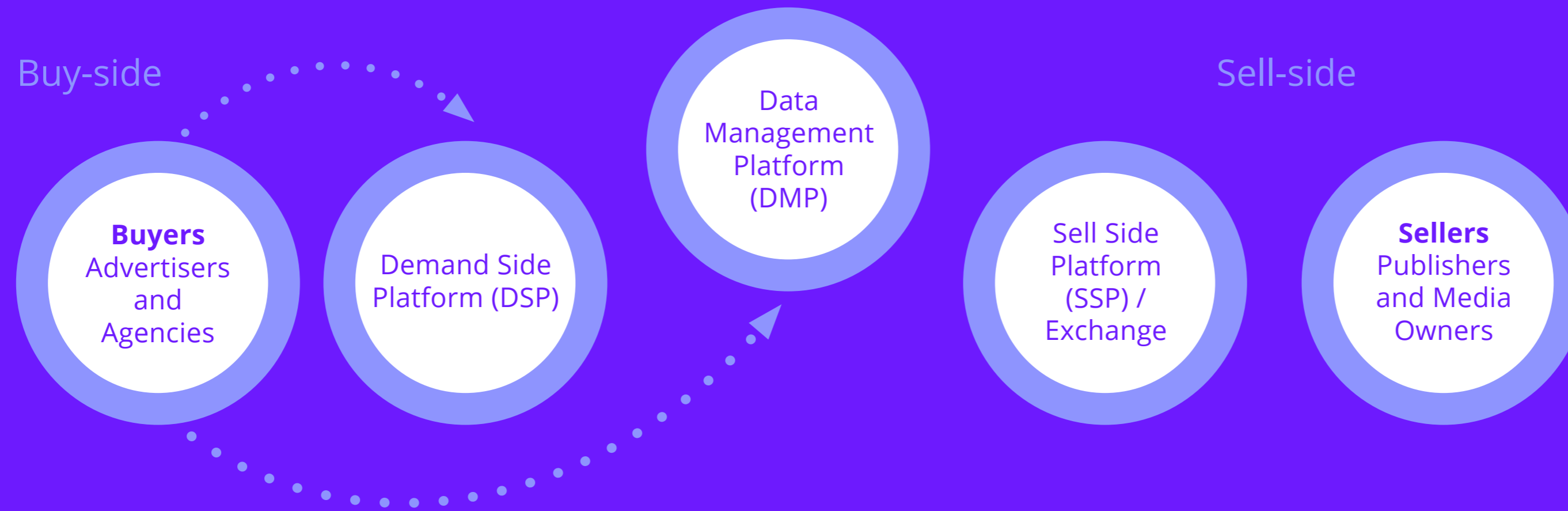
Buyer to Seller

- Under which legal basis are you storing cookies in line with GDPR and national legislation?
- Are you reading IAB Europe Transparency and Consent Framework signals and managing the data according to the consent and purpose given by the user?
- Do you have a CMP in place?
- Do you own / operate media properties you are monetising?
- How am I being charged for this data, independently to media or is it bundled with media?
- How has the offline data been onboarded to online?
- Is the data declared (i.e. given by the user), observed (i.e. based on user behaviour) or modelled (i.e. extrapolated from declared or observed)?

Buyer to Identity Provider

- What is the availability and scale by country?
- What current SSP integrations do you have, by region and country?
- What is the timeline of future SSP integrations by region and country?
- What DSP integrations are there?
- Can you provide a list of publishers integrated with a first-party addressability solution?
- Can you confirm monthly active addressable users seen in Safari, Firefox and Edge?
- Is the creation of your ID dependent on users providing personally identifiable information (PII)? (email, phone number, address, etc.)
- Does your company tie consumer preferences (opt-in/opt-out) to your ID, or is the recording of these preferences dependent on legacy identifiers (such as third-party cookies)?
- Can you list the consent frameworks your ID solution is integrated or compatible with?
- Can you explain how the solution works technically or provide a flow diagram?
- Is the ID user-level?
- Does the ID provide addressability in cookie-restricted browsers? And what is the step-by-step workflow for propagating the identifier?
- Will the ID provide addressability in iOS apps? And what is the step-by-step workflow for propagating the identifier?
- Is the ID present in CTV supply? If yes:
 - With what SSPs?
 - How is the ID able to associate CTV devices to users? And what is the step-by-step workflow for propagating the identifier?
- What is the ID's value proposition statement?
- What are the primary benefits of the ID?
- What are the differentiators of the ID compared to others in the marketplace?





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?
- Are you charging the SSP a fee?
- Are all costs included in the clearing price or are there additional costs appended?
- Are fees correlated with volume or price or both?
- Are bid prices reduced due to associated fees?
- Do you know if the publisher is being charged any margin?
- Are DMP fees only applied for purchased / won impressions?
- Are DMP fees added to the cost of media or are they separate fees?
- What service model is being deployed?
- Is the number of bidders within the same auction disclosed?
- How do you manage discrepancies with SSPs? What does the buyer pay?
- How do you manage header bidding and the same impression appearing multiple times via different supply routes? How do you ensure the buyer gets the best price?
- Are you charging for or retaining any share of bid shading savings?
- Are you respecting first, second price auction flags or both in bid requests?
- How do you ensure I don't bid against myself?
- What currencies are supported for bidding/reporting/invoicing?

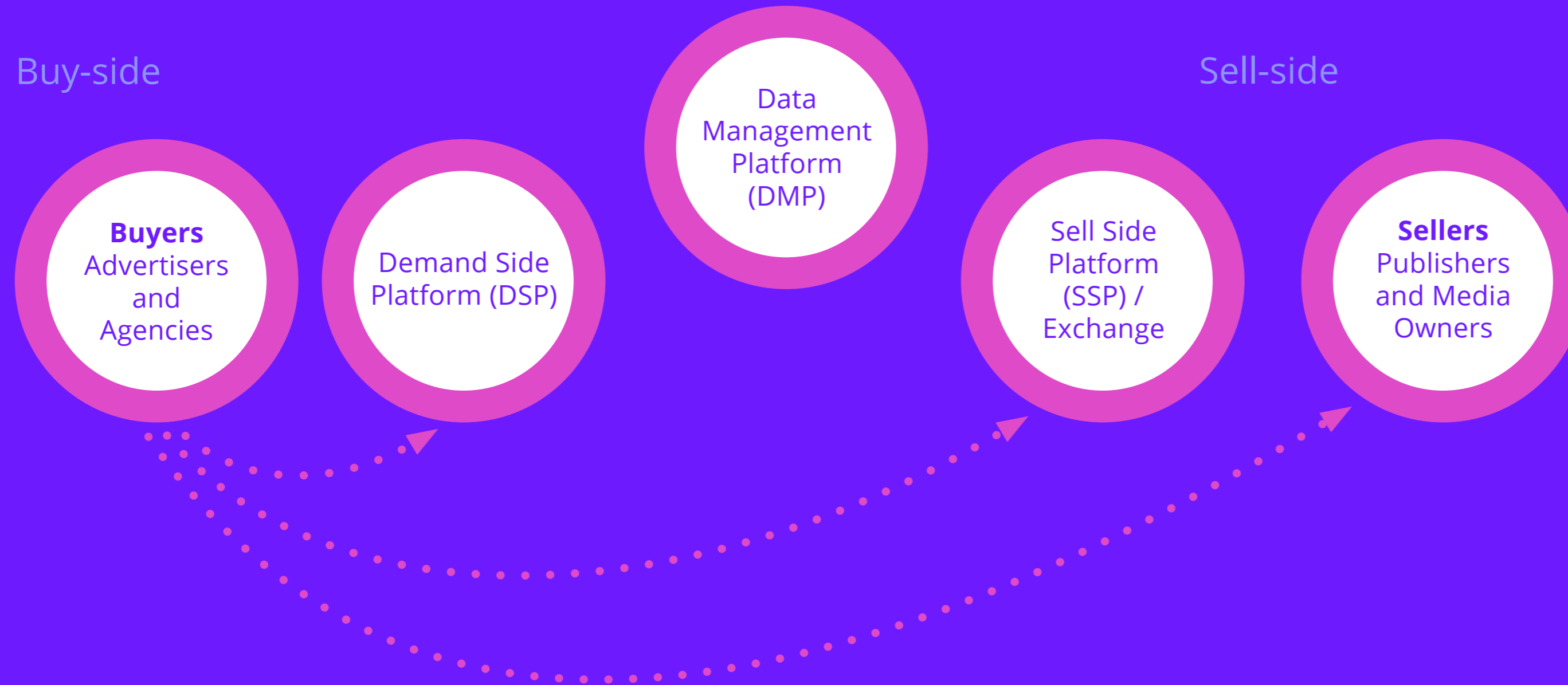
Buyer to DMP

- Are DMP fees only applied for purchased / won impressions?
- Are DMP fees added to the cost of media or are they separate fees?
- Are you adding a margin on third-party data purchased through the DMP?

Buyer to SSP

- Do you charge a buy side fee?
- Are you Transparent with buyers about your publisher revenue share?
- Are you bid shading?
- Are you bid caching?





Buyer to SSP

- Is the PMP one (Publisher) to one (buyer) (meaning Preferred deal)? or one (Publisher) to many (buyers) (meaning private auction)?
- Which Open RTB version is supported?
- Are you operating a first or second price auction?
- Is the URL transparent or masked?
- Is the top level domain passed or complete page URL passed (page level detail)?
- Is the app ID and / or bundle ID passed?
- Can I filter bid requests by Geo?
- Can I run a blacklist or whitelist?
- Do you have access to any exclusive inventory?
- What strategies do you employ (broadly) to acquire traffic to your properties?
- Do you offer programmatic guaranteed inventory?

Buyer to SSP - Inventory Quality

- How do you get your supply?
- How often do you update the blocklists?
- How often do you ask publishers to update their ads.txt files?
- Are you app.ads.txt compatible?
- Do you support Sellers.json?
- Do you provide a fraud free guarantee?
- What is your ad fraud tolerance?
- Where do you excel as an SSP to support brand safety?
- What proportion of your supply is sourced directly from the publisher?
- What proportion of your supply is sourced from resellers?
- Regarding ads.txt and app-ads.txt - what proportion of your inventory is; authorised; not authorised; unknown (from publishers with no ads.txt file)?

Buyer to closed ecosystem (Walled Garden)

- Do you accept third-party ad serving tech?
- What level of transparency in post campaign reporting?
- Is the URL masked?
- Do you support third-party verification or the OMSDK?

Buyer to DSP

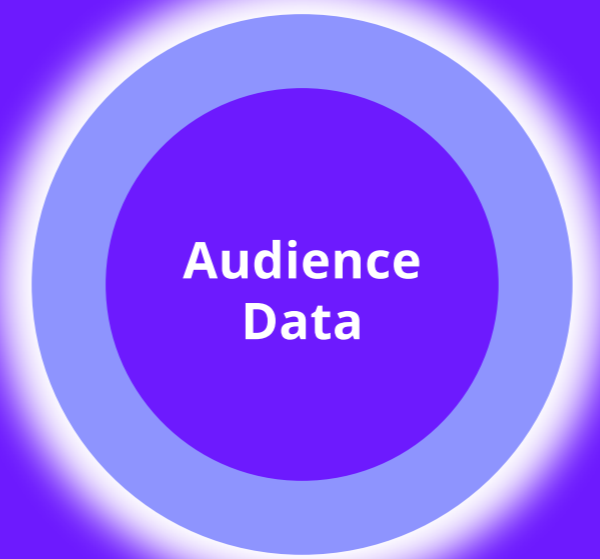
- How do you manage supply path optimisation?
- Do you have access to any exclusive inventory?
- Do you deduplicate bid requests?
- Are you able to read arrays in the bid request?
- How do you manage discrepancies with your SSPs?
- How do your algorithms manage 1st and 2nd price auctions differently?

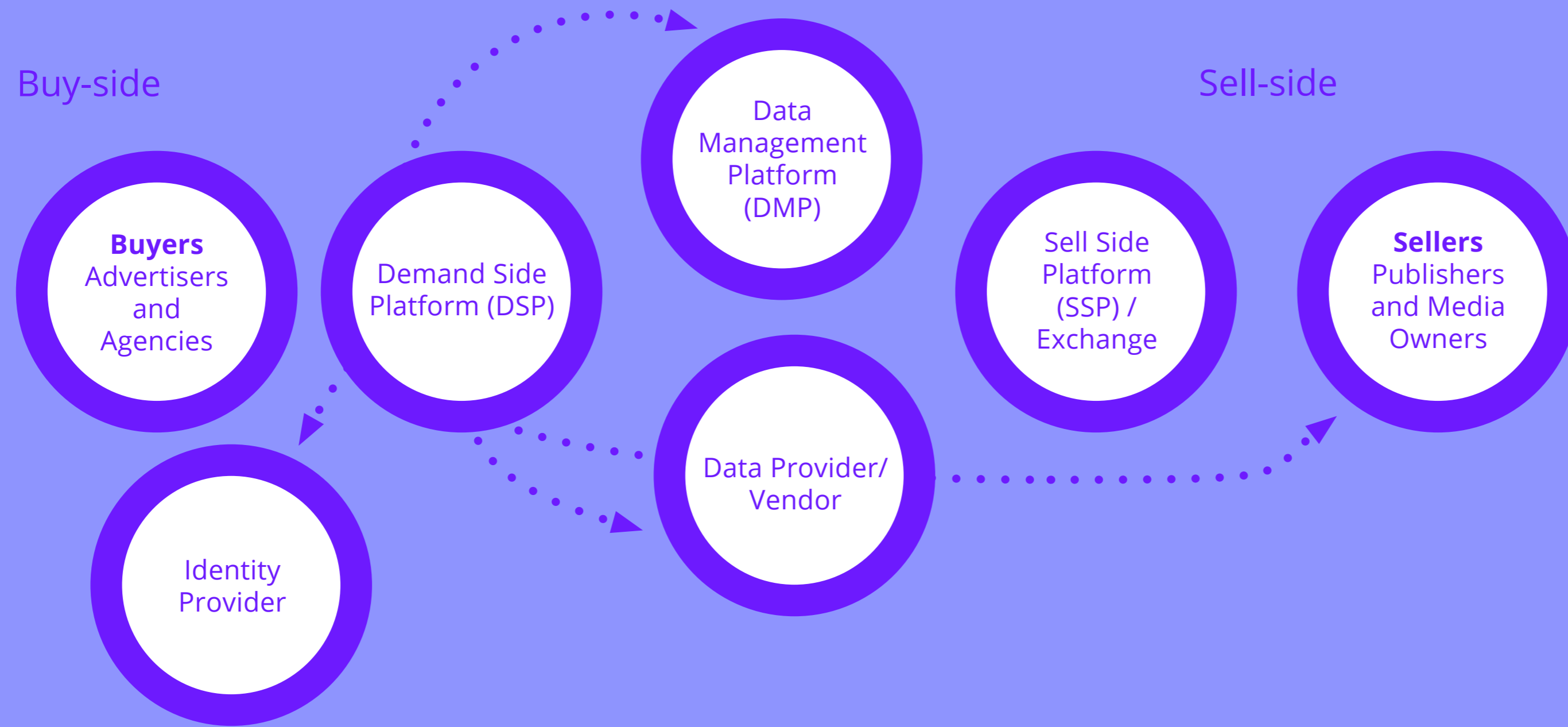
Buyer to Publisher

- Can a PMP be setup with the publisher or is the SSP required?
- Which SSPs receive prioritised access to your inventory for PMPs?
- Is the PMP one (publisher) to one (buyer) (meaning Preferred deal) or one (publisher) to many (buyers) (meaning private auction)?
- What strategies do you employ (broadly) to acquire traffic to your properties?
- Do you support third-party verification? and to what level (JS, blocking, OMSDK)?

Video specific for all

- Is the supply pre-roll or in-banner?
- Is the supply in-stream or out-stream?
- Is the supply VPAID or VAST? Which version of VAST?





DSP to Data Provider / DMP

- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- Are you reading IAB Europe Transparency and Consent Framework signals and managing the data according to the consent and purpose given by the user?
- How am I being charged for this data, independently to media or is it bundled with media?
- Is this first, second or third-party data?
- How do I know the data I request is what I'm getting?
- Is the data declared (i.e. given by the user), observed (i.e. based on user behaviour) or modelled (i.e. extrapolated from declared or observed)?
- Is the data publisher data or independently sourced?
- If independently sourced, where was the data sourced?
- Is the data modelled and if so, what modelling has been applied?
- Can the data be applied cross-device? If so, is this deterministic or probabilistic?
- Is it local market data (e.g. regional relevance, local culture, consumption habits)?
- How old is the data?
- How has the offline data been onboarded to online?
- Has the publisher approved data usage / sharing with buy-side and is there an indicator of this?
- Is do not track (DNT) being respected?
- What is the audience match rate? Can this be improved?

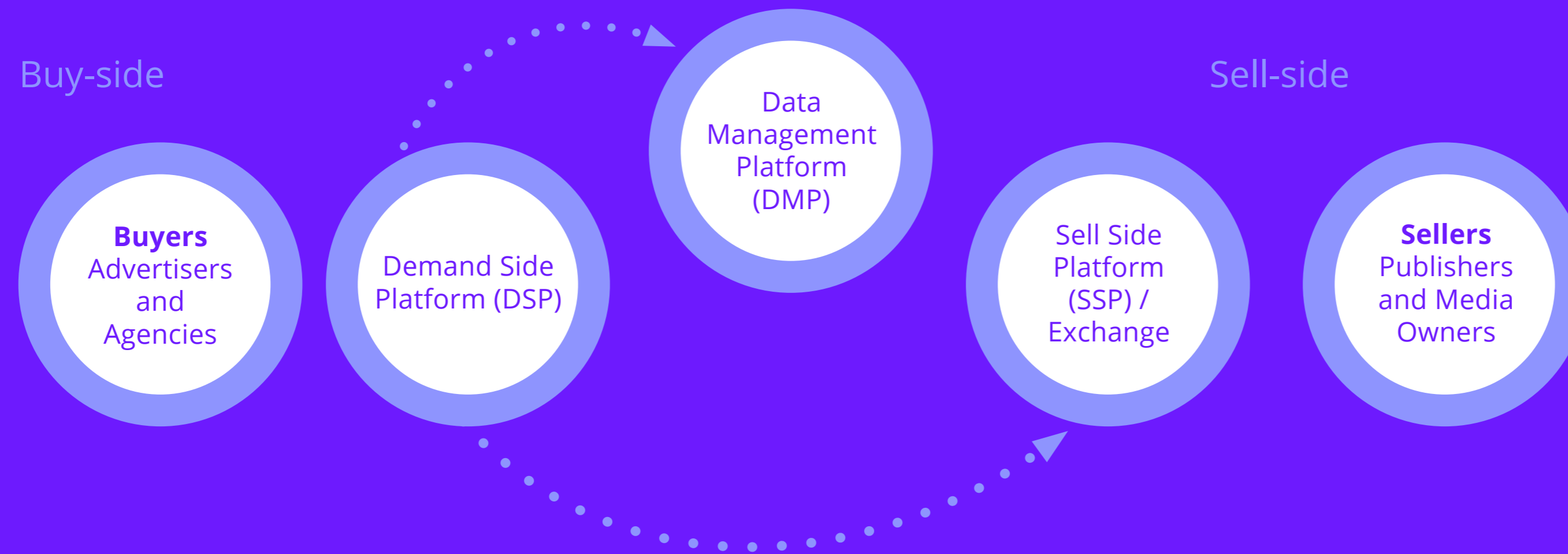
DSP to Sell-Side

- Under which legal basis are you storing cookies for inline with GDPR and national legislation?
- Are you reading IAB Europe Transparency and Consent Framework signals and managing the data according to the consent and purposed given by the user?
- How am I being charged for this data, independently to media or is it bundled with media?
- What is my audience match rate? Can this be improved?

DSP to Identity Provider

- What is the availability and scale by country?
- What current SSP integrations do you have, by region and country?
- What is the timeline of future SSP integrations by region and country?
- What DSP integrations are there?
- Can you provide a list of publishers integrated with a first-party addressability solution?
- Can you confirm monthly active addressable users seen in Safari, Firefox and Edge?
- Is the creation of your ID dependent on users providing personally identifiable information (PII)? (email, phone number, address, etc.)
- Does your company tie consumer preferences (opt-in/opt-out) to your ID, or is the recording of these preferences dependent on legacy identifiers (such as third-party cookies)?
- Can you list the consent frameworks your ID solution is integrated or compatible with?
- Can you explain how the solution works technically or provide a flow diagram?
- Is the ID user-level?
- Does the ID provide addressability in cookie-restricted browsers? And what is the step-by-step workflow for propagating the identifier?
- Will the ID provide addressability in iOS apps? And what is the step-by-step workflow for propagating the identifier?
- Is the ID present in CTV supply? If yes:
 - With what SSPs?
 - How is the ID able to associate CTV devices to users? And what is the step-by-step workflow for propagating the identifier?
- What is the ID's value proposition statement?
- What are the primary benefits of the ID?
- What are the differentiators of the ID compared to others in the marketplace?

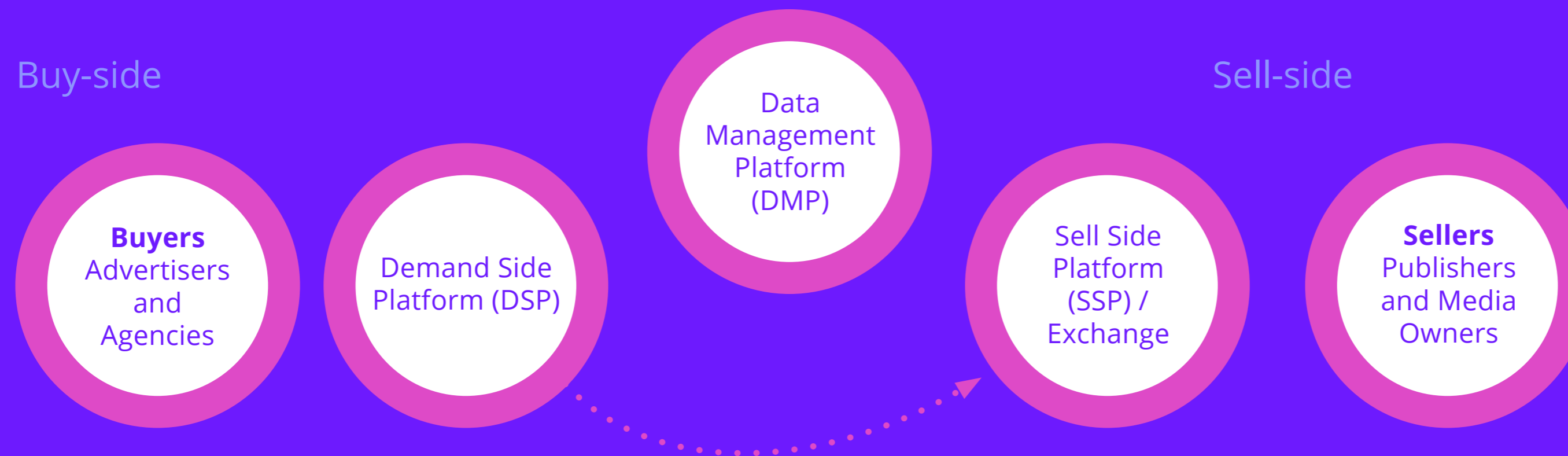




DSP to DMP / SSP

- What other buying models can we implement, and can there be loss notifications at scale avoiding tech costs?
- Is it possible to generate loss notifications for programmatic guaranteed to prove its working?
- Is the number of bidders within the auction disclosed?
- Are all costs included in the clearing price or are there additional costs appended?
- Do I pay media fees here?
- Do I pay platform fees here?
- Are fees correlated with volume or price, or both?
- What service model is being deployed?



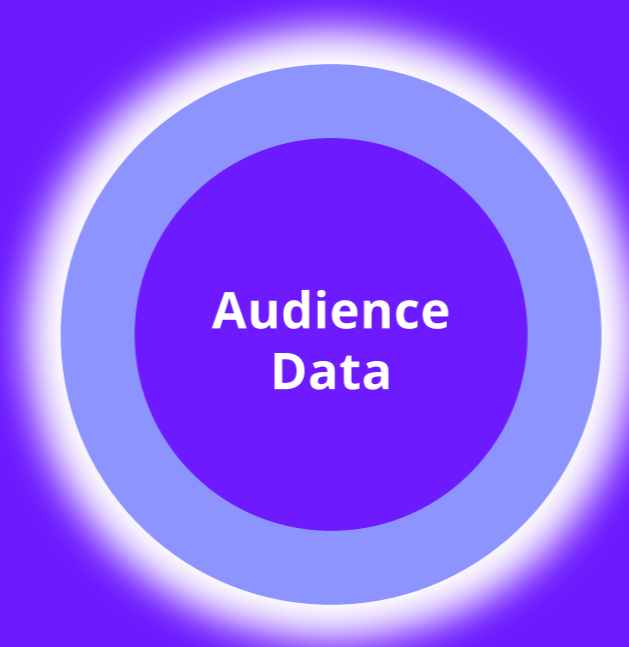
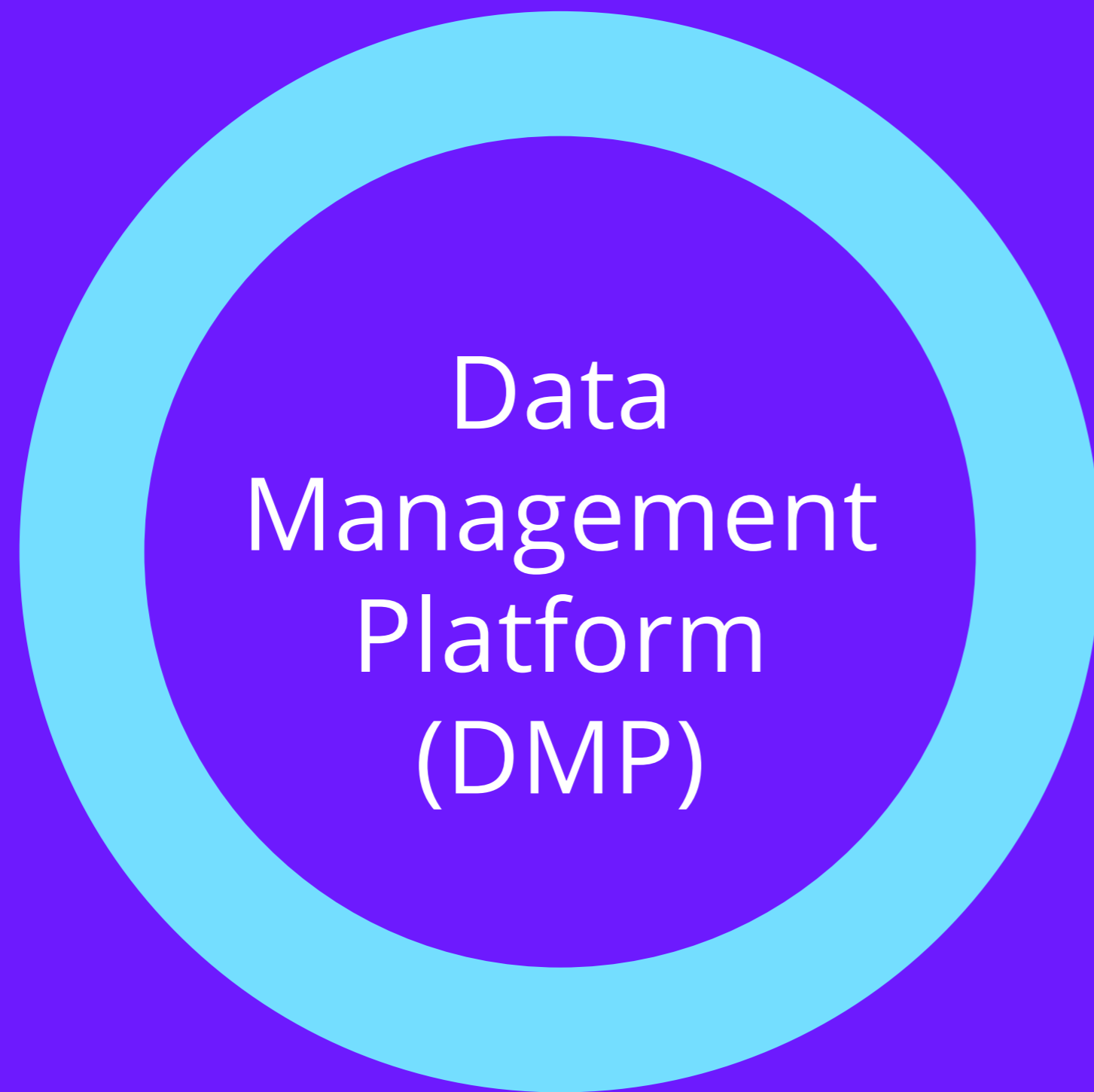


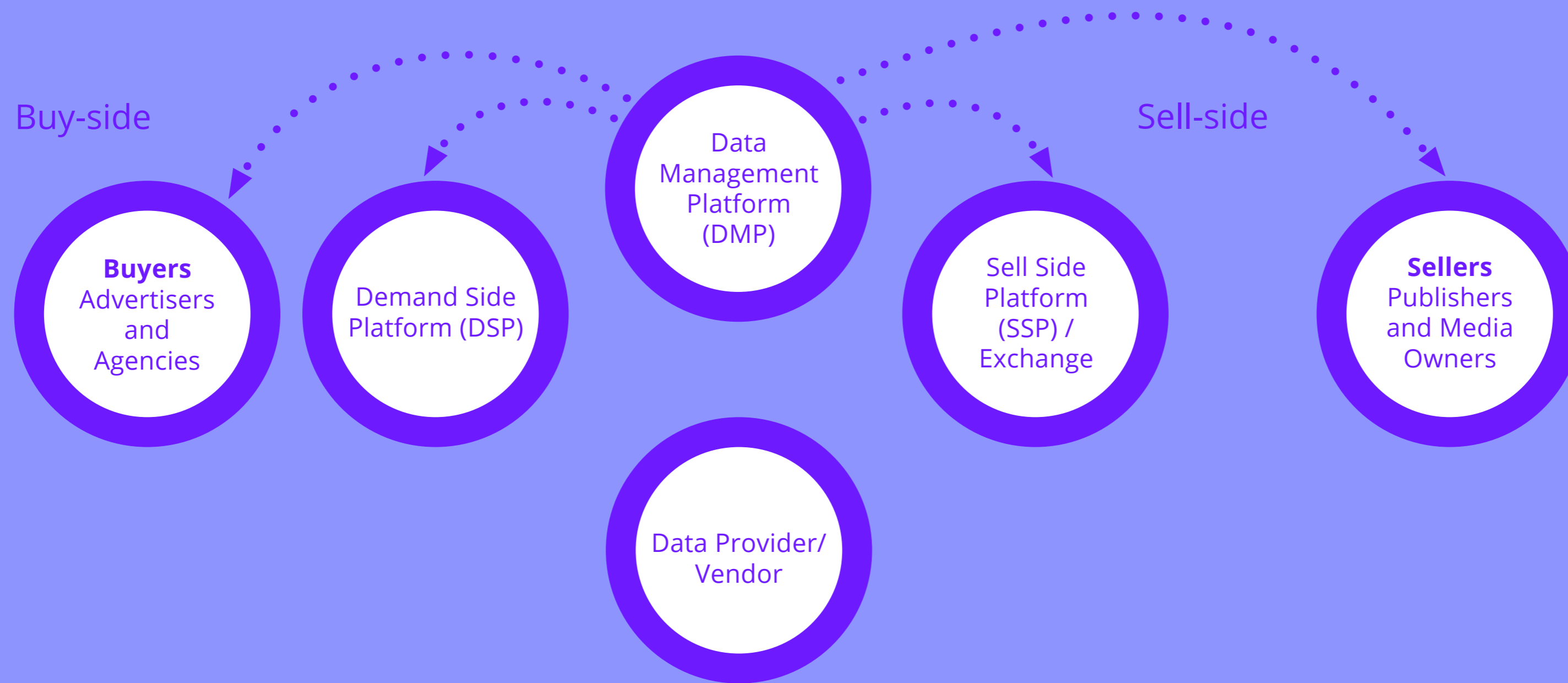
DSP to SSP

- What is the inventory source, e.g. tags, header bidding or server to server?
- Are first price and/or second price flags passed and source of inventory type disclosed?
- Which Open RTB version is supported?
- Is the URL transparent or masked?
- Is the top level domain or complete page URL passed (page level detail)?
- Is the app ID and / or bundle ID passed?
- Can I filter bid requests by Geo?
- Can I run a blacklist or whitelist?
- Is the supply being throttled or scaled in any way?
- Is inventory throttled based on Geos, GDPR or cookies or any parameters not present?
- What proportion of your supply is sourced directly from the Publisher?
- What proportion of your supply is sourced from resellers?
- Are you authorised in the publishers ads.txt file?
- If an ads.txt file is present and you are not listed, do you reject inventory?
- Are you bid shading?
- Are you bid caching?
- Do you represent any unique supply sources? If so, for which media?
- What strategies do you employ (broadly) to acquire traffic to your properties?
- Do you support/are you planning to support sellers.json and supply chain object?

Video specific

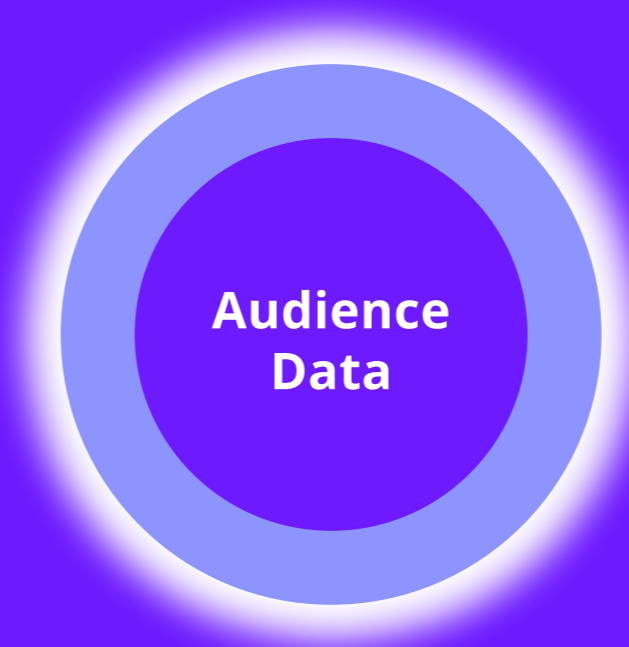
- Is the supply pre-roll or in-banner?
- Is the supply in-stream or out-stream?
- Is the supply VPAID or VAST? Which version of VAST?
- What bid signals do you provide to help identify video supply?

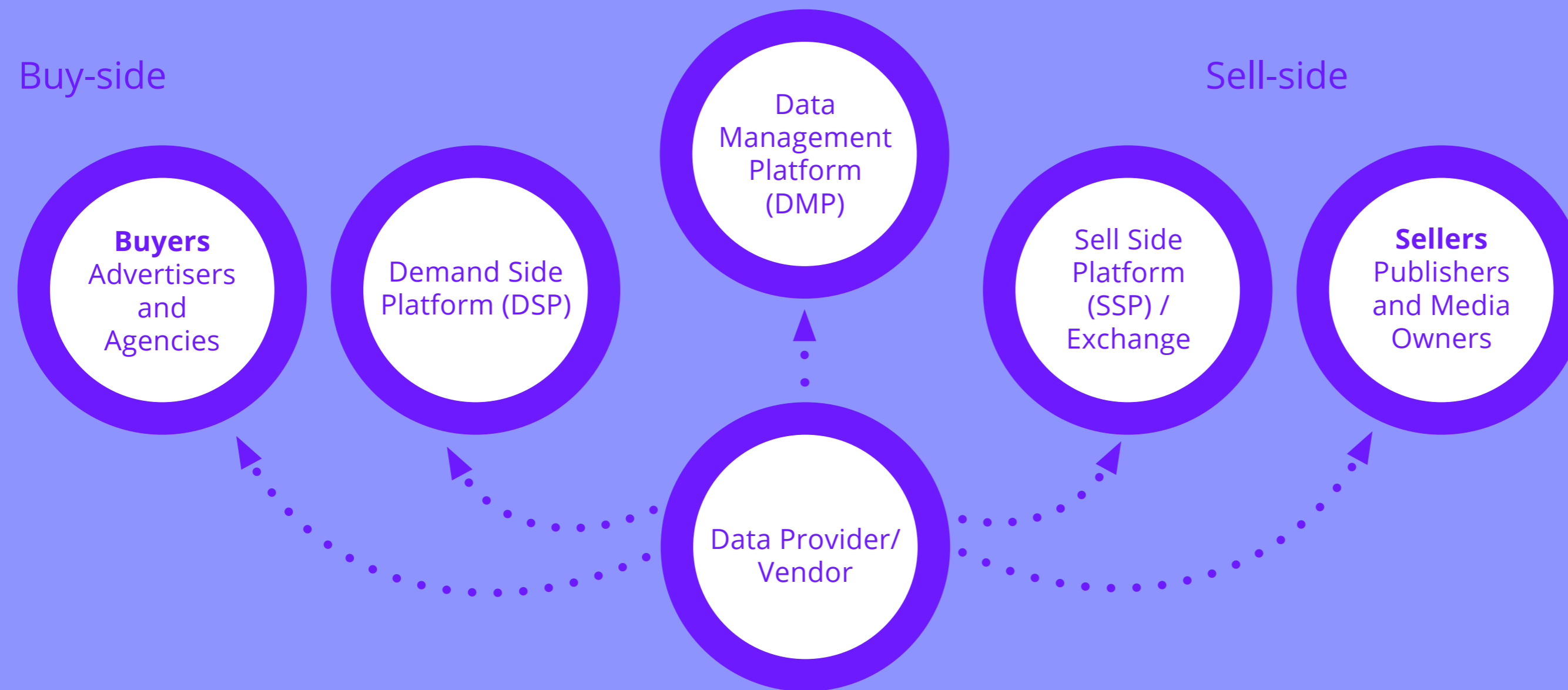




DMP to Buyers, Sellers, DSPs, DMPs and SSPs

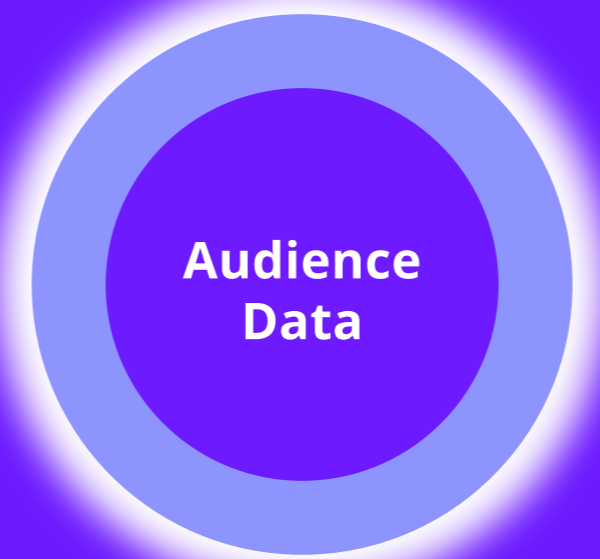
- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- How will the data be used?
- Will the data be matched to other data and if so, how?
- What are your match rates to common activation platforms?
- Will the data be shared with additional parties?
- How long will the data be retained?
- How was the data collected and the audience profiled?

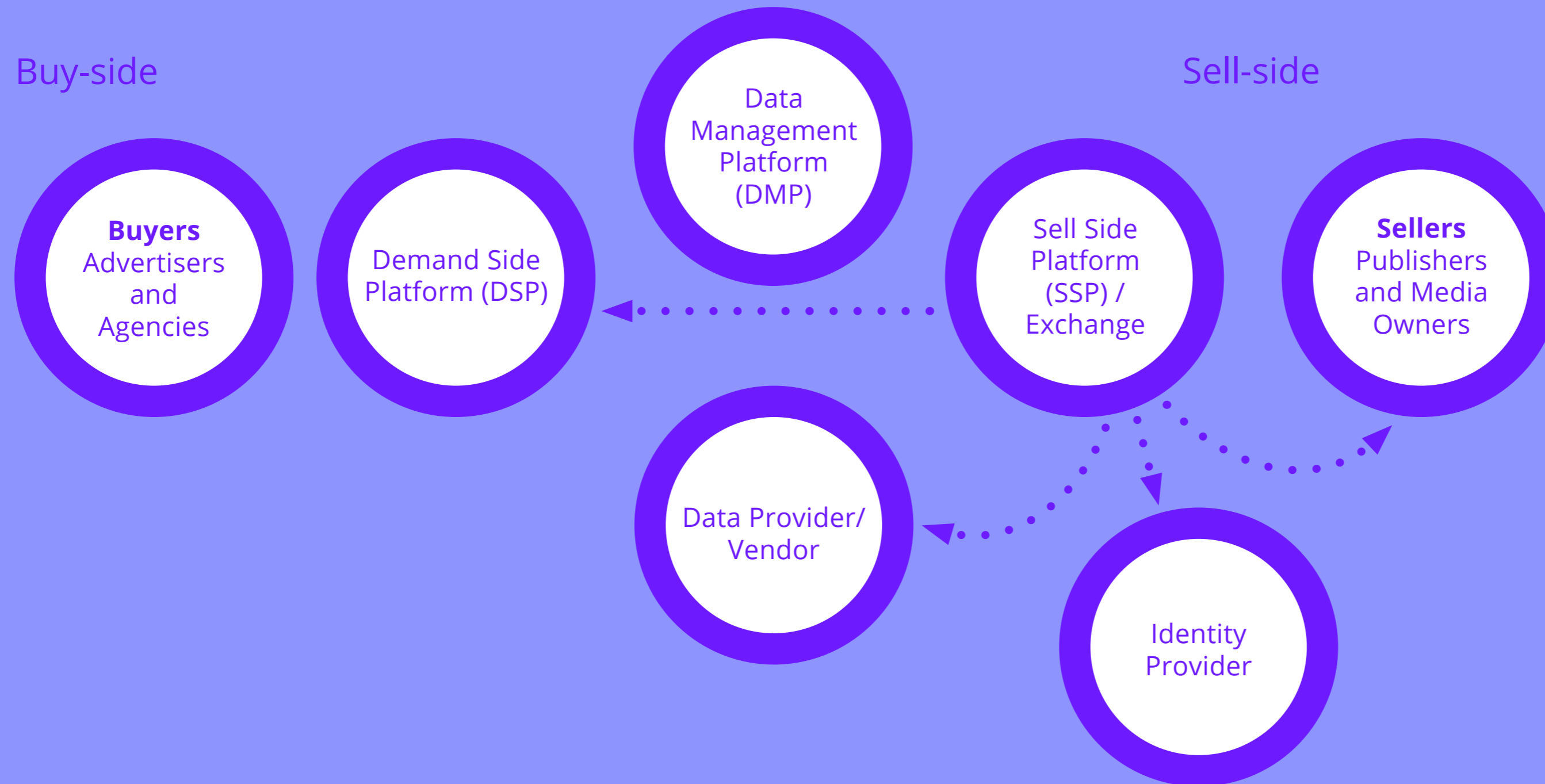




Data Provider to Buyers, Sellers, DSPs, DMPs and SSPs

- How will the data be used?
- Will the data be matched to other data and if so, how?
- Will the data be shared with additional parties?
- How long will the data be retained?





SSP to Buy-Side

- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- Has the sharing of this data been disclosed to the end-user?
- How am I being charged for this data, independently to media or is it bundled with media?
- How has the offline data been onboarded to online?
- How does the DSP respond to a bid request without GDPR signals?
- What mechanism does the DSP have in place to identify fraudulent inventory?
- Is the DSP equipped with the right targeting tools to buy OTT inventory across multiple devices and the ability to report on it?

SSP to Data Provider

- What are the sources of the data you are providing?
- Is this data collected in a GDPR compliant way?
- How can you protect against audience profiling by third-parties?
- How is the advertiser converting offline data to online data?

SSP to Publisher / Seller

- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- Are you passing IAB Europe Transparency and Consent Framework signals and managing the data according to the consent and purpose given by the user?

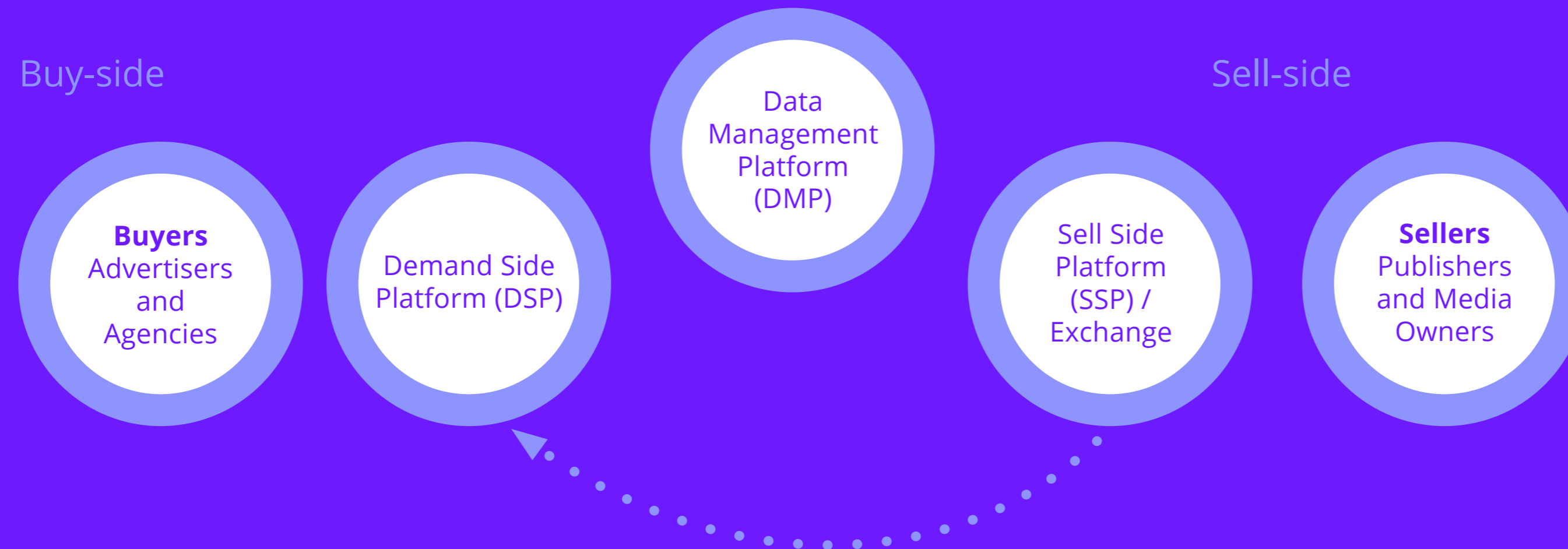
SSP to Identity Provider

- What is the availability and scale by country?
- What current SSP integrations do you have, by region and country?
- What is the timeline of future SSP integrations by region and country?
- What DSP integrations are there?
- Can you provide a list of publishers integrated with a first-party addressability solution?
- Can you confirm monthly active addressable users seen in Safari, Firefox and Edge?
- Is the creation of your ID dependent on users providing personally identifiable information (PII)? (email, phone number, address, etc.)
- Does your company tie consumer preferences (opt-in/opt-out) to your ID, or is the recording of these preferences dependent on legacy identifiers (such as third-party cookies)?
- Can you list the consent frameworks your ID solution is integrated or compatible with?
- Can you explain how the solution works technically or provide a flow diagram?
- Is the ID user-level?
- Does the ID provide addressability in cookie-restricted browsers? And what is the step-by-step workflow for propagating the identifier?
- Will the ID provide addressability in iOS apps? And what is the step-by-step workflow for propagating the identifier?
- Is the ID present in CTV supply? If yes:
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- What are the primary benefits of the ID?
- What are the differentiators of the ID compared to others in the marketplace?

SSP to Publisher / Seller

- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- Are you passing IAB Europe Transparency and Consent Framework signals and managing the data according to the consent and purpose given by the user?





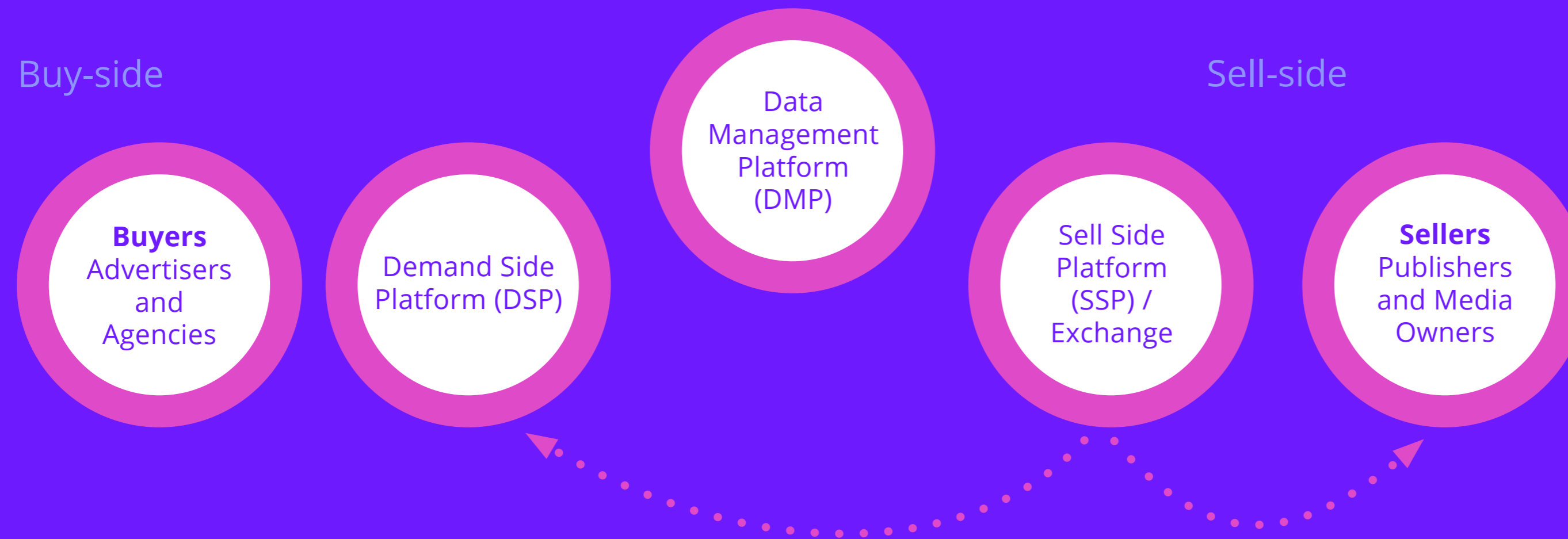
SSP to DSP

- Do I pay media fees here?
- Are fees correlated with volume or price, or both?
- What service model is being deployed?
- Are you able to handle bid requests containing arrays?
- What method do you use for impression counting?
- Do you support OMSDK?

SSP to Buyers

- Does your DSP refund you for fraudulent Inventory?
- What tools do you use to measure viewability?
- Is your DSP providing you with bid shading capabilities?
- What fraud detection tools do you use?
- How much OMP v PMP do you buy?
- Do you have a preferred PMP SSP?
- Does your DSP provide a comprehensive cost breakdown (media, data, tech fees)?





SSP to Seller

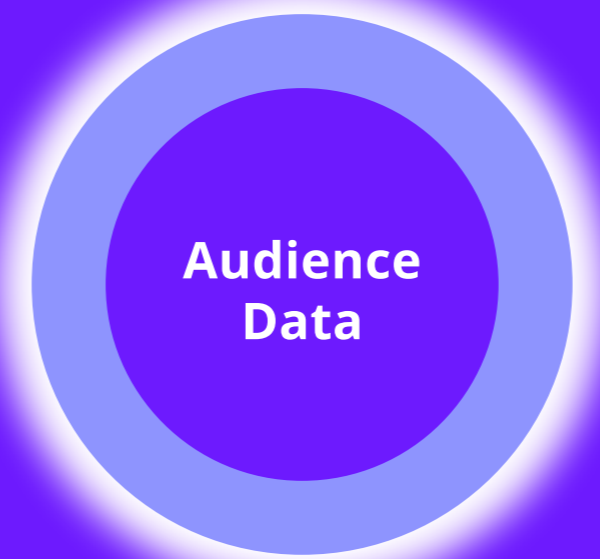
- Is the URL transparent or masked?
- Is the top level domain passed or complete page URL passed (page level detail)?
- Is the inventory you have owned and operated by you or exclusive?
- Is the app ID and / or bundle ID passed?
- Can the inventory be filtered by Geo?
- How will I be listed in your ads.txt file?
- Can third-party verification vendors track your URLs?
- What level of content granularity do you provide? (e.g. TV channels, TV programmes)
- If no user ID info is available, do you pass Device IFA on the ad request?

SSP to DSP

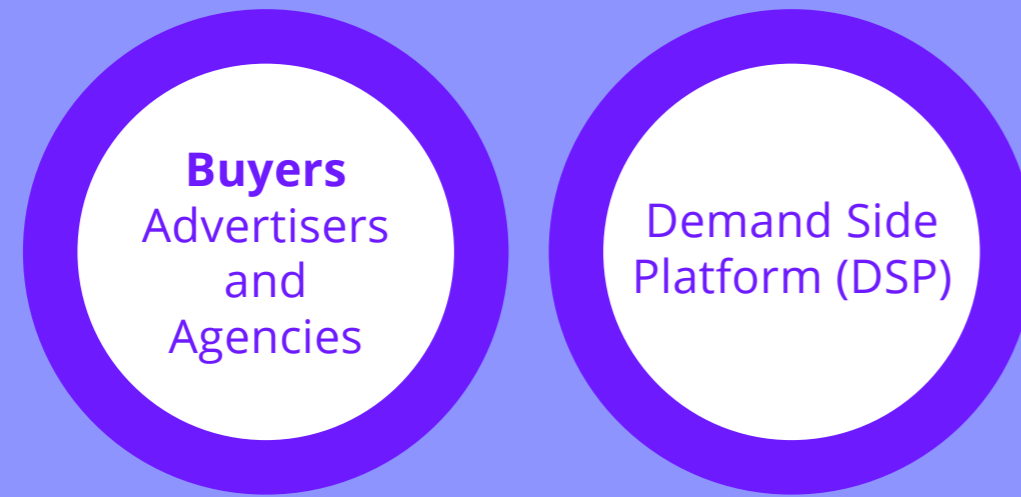
- Do you represent any unique demand?

Video specific

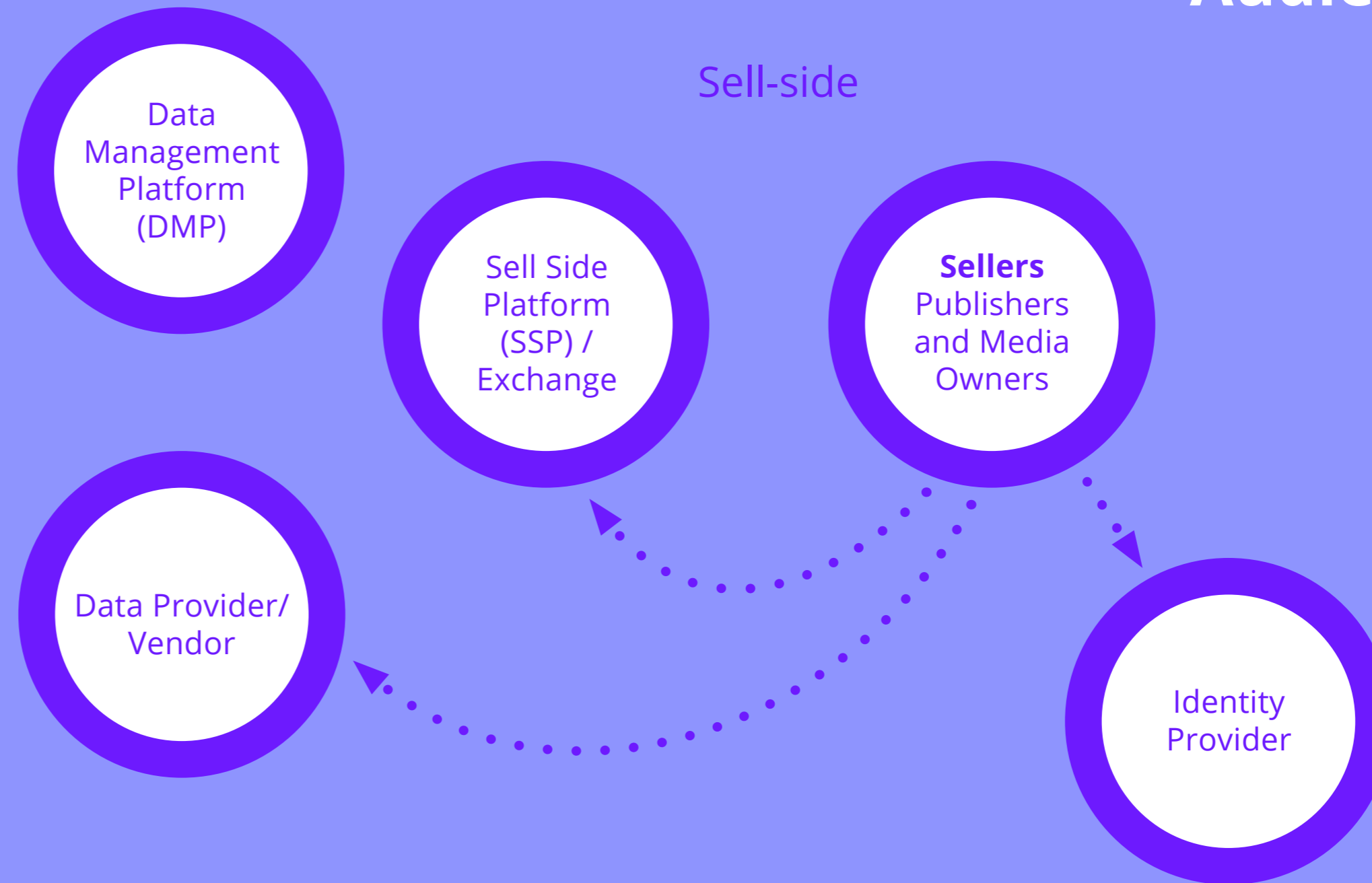
- Is the supply pre-roll or in-banner?
- Is the supply in-stream or out-stream?
- Is the supply VPAID or VAST? Which version of VAST?
- Do you support ad-podding?
- Does your video supply support VAST 2.0?
- Does your video supply support VAST 4.2?



Buy-side



Sell-side



Seller to SSP

- Under which legal basis are you storing cookies for in line with GDPR and national legislation?
- How can I use my data for premium programmatic transactions, e.g. via a PMP or programmatic guaranteed?
- How can you protect against audience profiling by third-parties?
- How do you prevent malware?
- Can I block specific ad technology?

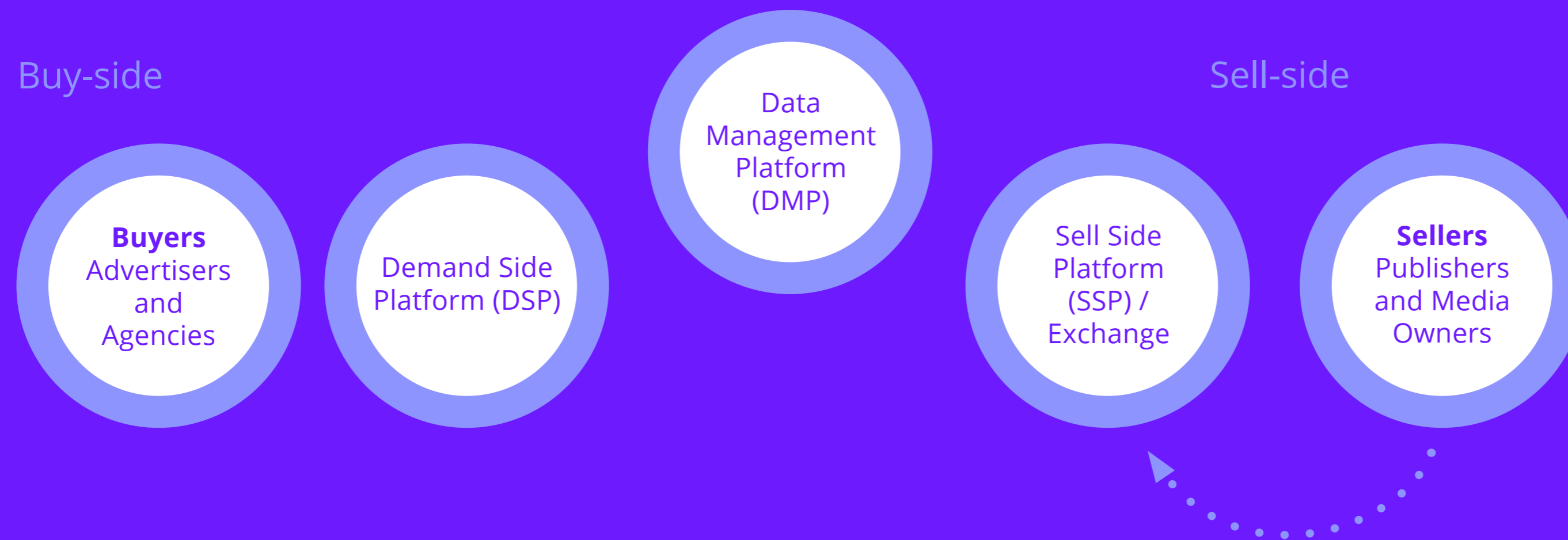
Seller to Data Provider

- How unique is the data? Is it being bid on by many buyers pushing up the auction price?
- What are the sources of the data you are providing?
- Is this data collected in a GDPR compliant way?
- Can I block specific ad technology?
- How is the advertiser converting data to online data?
- How can you protect against audience profiling by third-parties?
- How do you prevent malware?
- How is the advertiser converting offline data to online data?

Seller to Identity Provider

- What is the availability and scale by country?
- What current SSP integrations do you have, by region and country?
- What is the timeline of future SSP integrations by region and country?
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- Can you provide a list of publishers integrated with a first-party addressability solution?
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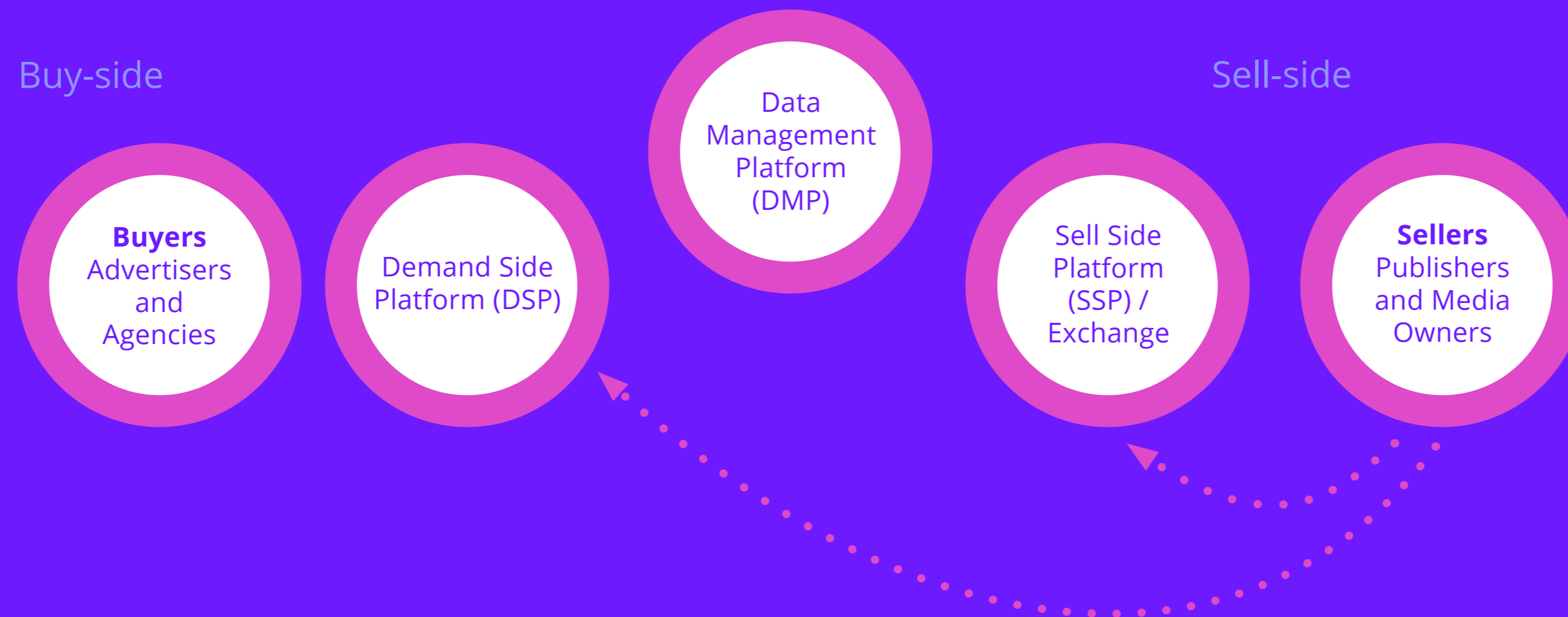
Seller to Ad Network

- Do I pay media fees here?
- Do I pay platform fees here?
- Are fees correlated with volume or price, or both?
- What service model is being deployed?

Seller to SSP

- Do you know if the advertiser is being charged any margin?
- Do I pay media fees here?
- Do I pay platform fees here?
- Are fees correlated with volume or price, or both?
- What service model is being deployed?





Seller to SSP

- Is the supply directly linked to the SSP?
- What is your ads.txt authorised seller ID?
- Can a PMP be setup or is the SSP required?
- Is programmatic guaranteed supported?
- Can I run a blacklist or whitelist?
- How do you prevent malware?
- Can I block specific ad technology?

Seller to DSP

- Do you represent any unique demand?



For more information, please contact:

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