

WEBINAR



IAB EUROPE TCF WEBINAR: CTV & CONSENT

NOVEMBER 29, 2022 | 4:00 PM CET



Pat Effinger
Director, Client Services (US)



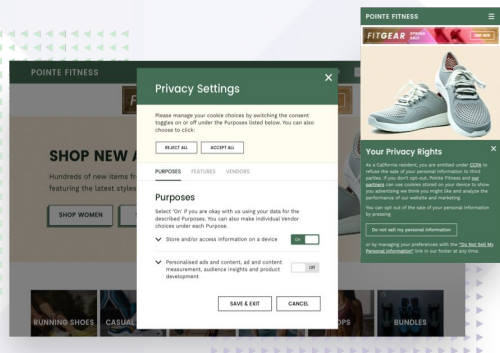
Chris Maurer
Director, Solutions Consulting

WHAT WE DO

ENABLING PRIVACY ACROSS THE DIGITAL MARKETING ECOSYSTEM

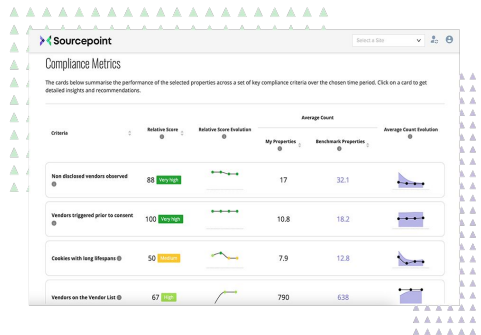
Dialogue CMP

Leading consent and choice management for brands and media owners



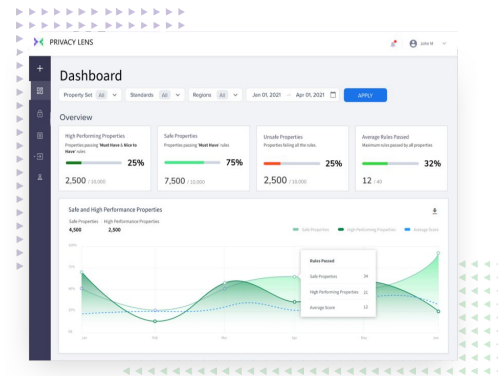
Diagnose Compliance

Monitors vendor behavior on owned channels to identify and address privacy risks



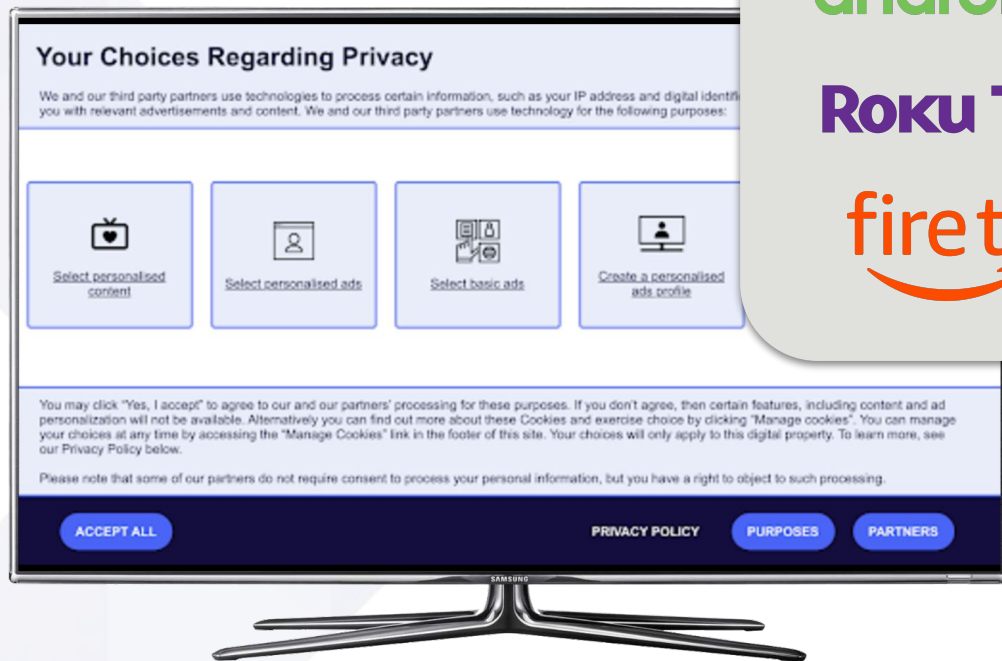
Privacy Lens

Evaluates media inventory sources for privacy and data ethics practices to help brands target privacy-safe impressions.



CTV & CONSENT

CONSIDERATIONS FOR CONSENT MANAGEMENT ON CTV



androidtv TIZEN™
Roku TV Apple tv
firetv webOS

- ▶ Customizable messaging/design
- ▶ Streamlined user experience
- ▶ Cross-device consent profiles
- ▶ Wide range of device support

CTV & CONSENT SOURCEPOINT DEMO

