Private Ad Systems Task Force

Patent Mode: RF Mode

Objective

Bring industry participants together to review privacy-preserving advertising technologies, such as Google's Privacy Sandbox, Microsoft's Ad Selection API, Apple's SKAdNetwork, W3C's Privacy-Preserving Attribution and other similar systems that may emerge, to provide industry guidance and feedback regarding the suitability and efficacy of proposed solutions as well as suggestions for improvement.

Scope

The group will explore existing and emerging private ad systems standards and technologies with potential for scaled adoption to determine their viability as replacements for existing technologies and the capabilities they support.

- Evaluate suitability and support for advertising use cases
- Identify deficiencies that may limit usability or hinder adoption and enhancements which would improve usability and adoption within programmatic advertising.
- Understand and validate data flow in the ad systems
- Evaluation and fit-gap analysis of ad system functionality vs industry requirements
- Collect feedback from implementers and testing and communicate results, with suggestions for improvements when available, to developers.
- Participate in industry groups to represent the adtech perspective, provide feedback and gather insights to keep the broader community informed.
- Provide feedback to industry groups on behalf of the programmatic ecosystem on goals, charters, and technical specifications.
- Advocate for changes to existing efforts and develop and submit new proposals to industry groups on behalf of the programmatic ecosystem.

Standards

- Fit Gap Analysis for upcoming Private Ad Systems (as directed by task force)
- Proposal for W3C for attribution APIs (as determined by Task Force)
- Prepare guidance/comments/fit gap analysis for W3C PPA APIs

Tech Lab reserves the right to, upon notice to the working group, amend the Charter, including the scope and applicable standards.