

Activity

Report

2016



DELIVERING TRANSPARENCY, CHOICE AND CONTROL OVER  
ONLINE BEHAVIOURAL ADVERTISING

# Content

## **1: Introduction** p.3

About the EDAA p.4

## **2: EDAA Operations** p.5-7

The OBA Icon p.5

YourOnlineChoices.eu p.6

Programme Developments p.7

## **3: Compliance and Enforcement** p.8-9

Certification Process p.8

2016 Progress p.8

EASA and Self-Regulatory Organisations (SRO's) p.9

## **4: Consumer Awareness Campaign** p.10-12

Roll-out and Results Across 2016 p.10

Cross-Industry support p. 12

## **5: Consumer Research** p.13-14

## **6: EDAA Summit** p.15-16

## **7: Communications** p.17

## **8: Funding** p.18

## **9: 2017 Outlook** p.19

## **10: EDAA Governing Bodies, Board, and Secretariat** p.20

## Appendix: **Company Progress**

Independently certified, self-certified and participating companies

# 1. Introduction

## 2016 Activity Report

### Chair's message



In 2016, the evolving EU data privacy landscape continued to challenge the digital advertising sector, maintaining the uncertainty for the many ad-funded internet business models. Despite this, the EDAA has been working to evolve our offering to businesses who want to deliver transparency, choice and consumer control over digital advertising in the mobile and video environments.

Mobile and video continue to be the key growth drivers of the European digital ad market. Mobile display now accounts for €3.5bn or 25.4% of the ad display market, and online video advertising also showed strong growth, now representing 16.7% of the overall European display advertising market (IAB Europe, 2016). Within this context, the industry introduced new Mobile Principles adapting the existing principles of transparency and control to the mobile environment; specifically to cover the collection and use of cross-application data, location data, and personal device data (such as address book information) to tailor ads to users based on their preferences or interests. The industry also launched new guidelines to provide specific technical assistance to businesses applying the Online Behavioural Advertising (OBA) Icon to video ads.

We also held the EDAA's first-ever Summit in Brussels on 1 March, where discussions involved industry, EU policy-makers, research institutions, consumer groups and students, on the current advertising self-regulatory environment, within the context of the OBA Programme. The Summit was also the formal launchpad for the new mobile principles. With over 120 participants in attendance, the event was a great success with #EDAASummit a top trending topic that day.

This report sets out the range of activities carried out by the EDAA in 2016 and highlights how people continue to be aware of, and manage, their advertising preferences using the tools available to them via the Programme. This is demonstrated by the EDAA / TRUSTe research conducted, in collaboration with Ipsos MORI, across 15 EU markets (see page 13). Results show that awareness of the OBA Icon is growing in nearly every country where year-on-year data is available. In Great Britain – the largest digital advertising market in Europe – 34% of those surveyed (up from 13% in 2012) now recognise the Icon. Furthermore, those who have seen the Icon are choosing to find out more – in 14 out of 15 countries surveyed, at least 1 in 4 respondents who have seen the Icon report they have clicked on it.

This is taking place in anticipation of a wholesale overhaul of the EU privacy landscape - the forthcoming General Data Protection Regulation (GDPR) and a proposed ePrivacy Regulation. However, we remain confident that the Programme has shown its strength in promoting good practice in OBA and will continue to do so as the sector embraces the new data privacy environment.

A handwritten signature in black ink that reads "Nick Stringer". The signature is written in a cursive style and is underlined.

Nick Stringer, EDAA Chair (up until 15 February 2017)

# About The EDAA

The European Interactive Digital Advertising Alliance (EDAA) is a non-profit organisation based in Brussels and is responsible for enacting key aspects of the self-regulatory initiative for Online Behavioural Advertising (OBA) across Europe. EDAA principally acts as the central licensing body for the OBA Icon and provides technical means for consumers to exercise transparency and control over OBA through the [www.YourOnlineChoices.eu](http://www.YourOnlineChoices.eu) Consumer Choice Platform. EDAA is governed by EU-level organisations which make up the value chain of OBA within Europe and acts to ensure pan-European consistency in approach.

More information can be found at: [www.edaa.eu](http://www.edaa.eu) and on EDAA's FAQ's: [www.edaa.eu/faq](http://www.edaa.eu/faq).

## The European Principles

The self-regulatory initiative is underpinned by the European Principles, consisting of the IAB Europe OBA Framework and the EASA Best Practice Recommendation.

The [IAB Europe OBA Framework](#) is based on 7 key principles for online behavioural advertising: notice, user choice, data security, sensitive segmentation, education, compliance and enforcement, and review. An objective of the IAB Europe OBA Framework is to secure the future of Online Behavioural Advertising as an effective business practice in the toolbox of marketers, by ensuring that internet users can understand and control the OBA choices they make online.

IAB Europe is the voice of digital business. Its mission is to protect, prove, promote and professionalise Europe's online advertising, media, research and analytics industries.

The [EASA Best Practice Recommendation](#) on Online Behavioural Advertising builds on the IAB Europe OBA Framework and provides an industry-wide standard for OBA, ensuring that the entire advertising ecosystem is covered. With the adoption of the Best Practice Recommendation, national advertising self-regulatory organisations commit to applying self-regulatory standards for OBA, integrating the principles of the recommendation into their Codes, and handling complaints thereon. EASA is the single authoritative voice on advertising self-regulation issues.

The EDAA supported the revision of these documents in 2016 and now administers the amended rules, specifically, expanding the scope of the technical application of the rules to mobile and video, laying out the step-by-step certification process and strengthened enforcement and compliance of the Principles.



## 2.EDAA Operations

### The OBA Icon



The OBA Icon (pictured left) is licensed by the EDAA for use across European markets and provides notice and transparency to consumers. The OBA Icon creative and accompanying “ad marker” language for each European market is at the heart of the OBA initiative and has become a globally recognised symbol for the benefit of business and consumers. Businesses looking to learn more should consult our FAQ’s at: [www.edaa.eu/faq](http://www.edaa.eu/faq) or apply for a licence at: <http://www.edaa.eu/certification-process/apply-for-licence/>

### Icon delivery

The EDAA has approved two companies – Evidon (previously Ghostery) and TRUSTe as “Icon Providers”, offering credible solutions that ensure that all companies are able to integrate the OBA Icon according to the technical conditions and standards required for compliance. Though companies can implement the OBA Icon ‘in-house’, if choosing to outsource delivery of the OBA Icon, this should be done by an Approved Provider to ensure compliance. It is, of course, the responsibility of the company outsourcing this role to hold a valid licence from the EDAA.



### Increasing visibility

In 2016, over 242 billion Icons have been delivered on online ads across Europe, through a combination of the approved Icon Providers. This represents a 5.6% increase compared to last year, when 229 billion Icons delivered. The above figure is not inclusive of the vast number of icons delivered by companies that choose to integrate the OBA Icon ‘in-house’.

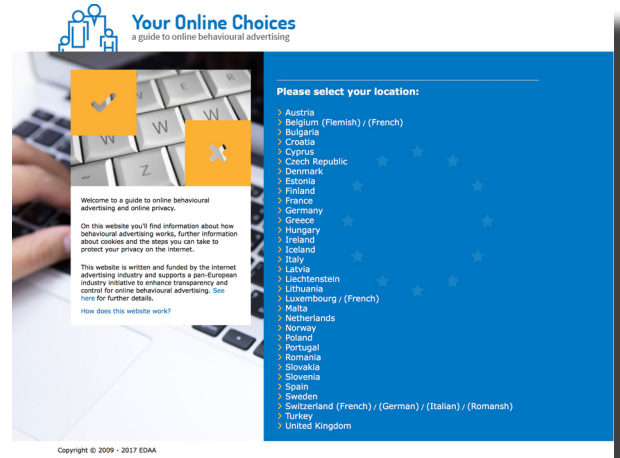
# YourOnlineChoices.eu

## The website

The YourOnlineChoices website serves a number of important functions, providing:

- Clear and understandable information about what OBA is, how it relates to the consumer, and how it helps fund content and services consumers enjoy online.
- A mechanism to exercise meaningful choice and control over consumers' advertising preferences.
- A mechanism to make a complaint where concerns are raised about a company's OBA practices.

In 2016, traffic to the site averaged 1.9 million visitors per month. Furthermore, an average of over 139,000 choices were expressed on a monthly basis.



## The Consumer Choice Platform

The country-specific versions of the [www>YourOnlineChoices.eu](http://www>YourOnlineChoices.eu) Platform include all EU and EEA markets, as well as Switzerland and Turkey. Each version is developed in the consumer's local language. The site is live today across 33 markets in 27 different languages.

As of December 2016, 120 companies are active on the Consumer Choice Platform, providing choice and control.

The Platform is also optimised for mobile, providing a recognisable interface and consistent consumer experience across devices.

In addition, browser plug-ins ensuring persistent user choice are available across three major browsers: Firefox, Chrome and Internet Explorer. The plug-in is available for download directly from the YourOnlineChoices site and ensures that a consumer opt-out remains effective despite the actions of a consumer to remove internet cookies from their browser.



Turn on or off individual companies.

Company	On / Off	Status	Info
4W MARKETPLACE SRL	<input type="radio"/> On <input checked="" type="radio"/> Off	✘	▼
Accordant Media	<input checked="" type="radio"/> On <input type="radio"/> Off	✔	▼
Acxiom	<input type="radio"/> On <input checked="" type="radio"/> Off	✘	▼
ad4mat@	<input checked="" type="radio"/> On <input type="radio"/> Off	✔	▼
AddThis (formerly Clearspring)	<input type="radio"/> On <input checked="" type="radio"/> Off	✘	▼
Adform	<input checked="" type="radio"/> On <input type="radio"/> Off	✔	▼
ADDITION	<input type="radio"/> On <input checked="" type="radio"/> Off	✘	▼
AdLantic	<input checked="" type="radio"/> On <input type="radio"/> Off	✔	▼
Admeta	<input type="radio"/> On <input checked="" type="radio"/> Off	✘	▼
Adobe	<input checked="" type="radio"/> On <input type="radio"/> Off	✔	▼

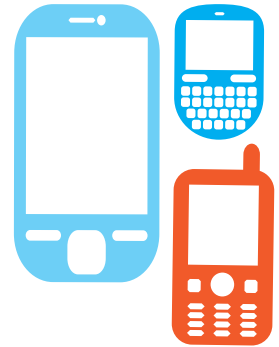
# Programme Developments

## The Mobile Principles

The [Mobile Principles](#) were launched at the first EDAA Summit on 1 March 2016, adapting the EU Self-Regulatory Programme on Online Behavioral Advertising to the mobile environment. The Mobile Principles confirm the application of the existing Principles of transparency and control to mobile web-browsing and extend the scope of the Programme to cover the collection and use of:

- cross-application data
- location data
- personal device data

This enables ads to be tailored to internet users based on their interests. As a result of these new principles being applied, companies in the mobile advertising space will be required to provide enhanced notice and choice to consumers with regard to their OBA practices, through the well-recognised 'OBA Icon', and Consumer Choice Platform. A pan-European consumer choice mobile app will be released to improve the user experience when exercising choice on mobile. This means that companies' mobile ad operations shall also be subject to the compliance and enforcement mechanisms under the Self-Regulatory Programme.



## Video Ads

In 2016, the EDAA launched [new guidelines](#) to enhance transparency and user control for online video advertising, responding to the distinct technical challenges video advertising presents, in providing enhanced notice and choice for consumers with regards to online behavioural advertising (OBA). The new guidelines provide specific technical assistance to businesses applying the online behavioural advertising (OBA) Ad Marker to video ads.


The guidelines propose specifications for the video environment, including advice on the size, positioning, duration of display and linking options for the Ad Marker, which should be displayed directly in the corner of the ad. Video advertising is currently presented in multiple formats, most commonly in-stream as part of the delivery of video content, but also in other formats where video advertising is presented independent of video content; the new guidelines cover these various formats.



# 3. Compliance and Enforcement

## The Certification Process



As a first step to engage with the EU Programme, companies should apply to the EDAA for a licence to use the OBA Icon  across their online advertising campaigns and websites and to integrate with the Consumer Choice Platform on [www.YourOnlineChoices.eu](http://www.YourOnlineChoices.eu) (YOC). The application form is available at <http://www.edaa.eu/certification-process/apply-for-licence/>.

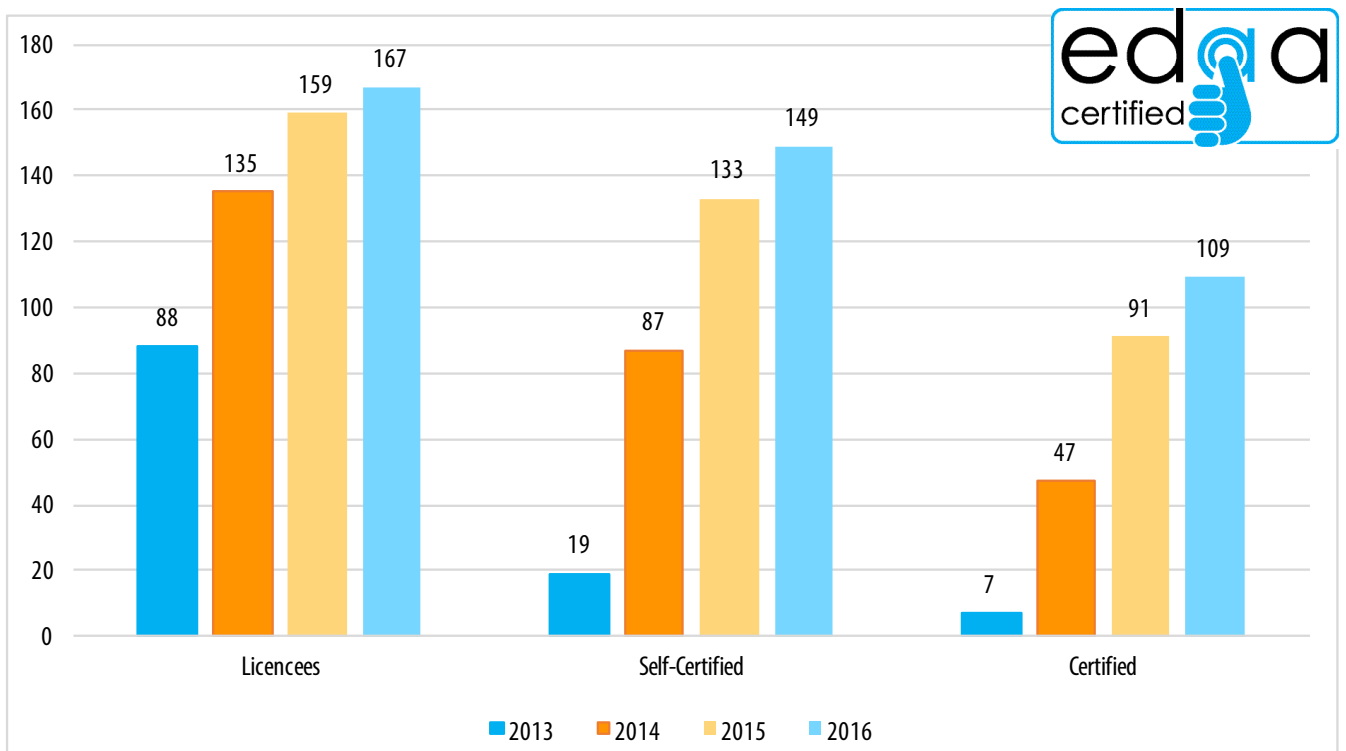
All participating companies must then 'self-certify' their compliance: a company's own declaration of compliance, backed up with evidence, sent directly to the EDAA. This is in the form of a questionnaire requiring detailed information about a company's OBA policies and practices.

Within one month of their self-certification, all Third Parties must begin an independent verification of compliance with an EDAA-approved Certification Provider. This process includes a 30-day period of continuous monitoring of compliance. Certification Providers will grant compliant companies with the EDAA Trust Seal. The seal is envisaged to have significant market value to compliant businesses, conveying a sense of trust and good standing from consumers and business partners towards the company that receives it.

Approved Certification Providers are ABC, BPA Worldwide, ePrivacy and TRUSTe. More information at <http://www.edaa.eu/certification-process/trust-seal/>



## 2016 Progress





# EASA and Self-Regulatory Organisations (SRO's)

The EDAA supports EASA's tried and tested Cross-Border-Complaints mechanism to ensure that consumers are able to register a complaint about a company's OBA practices to their national SRO in their own language. Where relevant (actionable), complaints are then transferred to the national SRO in the company's "Country of Origin". All companies participating in the European Self-Regulatory Programme must designate one central country of origin where it is engaged in decision-making for OBA activities. The competent SRO then handles the complaint, which includes investigation and sanctions (where appropriate) specifically tailored to OBA. The outcome is communicated to the SRO in the country of the consumer, which is then able to inform the consumer of the resulting actions of their complaint.

This coherent and consistent approach provides real benefit for both consumers and business and is an example of a functional European Digital Single Market initiative.

By end of 2016, the following SROs had all extended their remits to cover OBA:

- Bulgaria – National Council for Self-regulation (NCSR)
- France – l'Autorité de Régulation Professionnelle de la Publicité (ARPP)
- Finland – Mainonnan Eettinen Neuvosto (MEN)
- Germany – Der Deutsche Datenschutzrat Online-Werbung (DDOW)
- Greece – Συμβούλιο Ελέγχου Επικοινωνίας (ΣΕΕ)
- Hungary – Önszabályozó Reklám Testület (ÖRT)
- Ireland – Advertising Standards Authority for Ireland (ASAI)
- Italy – Istituto dell'Autodisciplina Pubblicitaria (IAP)
- Portugal – Instituto Civil da Autodisciplina da Comunicação Comercial (ICAP)
- Romania - Romanian Advertising Council (ROC)
- Spain – Asociación para la Autorregulación de la Comunicación Comercial (AUTOCONTROL)
- Sweden – Reklamombudsmannen (Ro.)
- UK – Advertising Standards Authority (ASA)



The remit of the SRO's listed cover over 390 million of the 500 million people in Europe, and better, still planning is underway to ensure that further SROs extend their remits across 2017.

National SROs help to ensure effective enforcement of the rules in a coherent and consistent manner across Europe. A full list of SROs, along with contact information, can be found on the website of the European Advertising Standards Alliance (EASA): [www.easa-alliance.org](http://www.easa-alliance.org).



Under the EU Self-Regulatory Programme on OBA, consumer complaints are handled in a consistent and coherent manner through the well-established mechanisms of national advertising Self-Regulatory Organisations (SROs) operating under the umbrella of the European Advertising Standards Alliance (EASA) at European level.

# 4. Consumer Awareness Campaign

## Roll out and Results 2016

Raising awareness of the industry-wide OBA programme amongst European citizens is a core principle behind this self-regulatory initiative. As a result, the EDAA has consistently made a firm commitment to delivering on this priority - both to the European Commission and a diverse range of industry stakeholders.

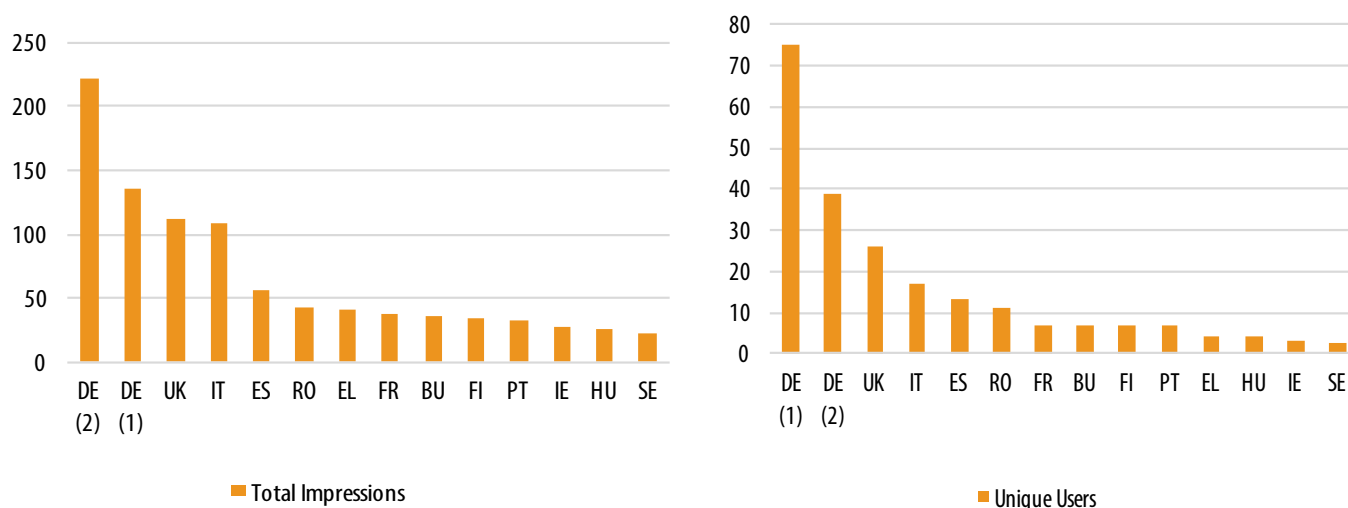
With the above in mind, the OBA consumer awareness campaign was first launched in 2013 with two key objectives: firstly, helping to increase awareness and understanding of OBA and the associated icon; secondly, to enhance consumer transparency and control (i.e. education about how to make individual choices regarding OBA). As a result, the campaign messaging and content provides information about the OBA Icon and the YourOnlineChoices website - primarily via multiple online ad formats, but also including a bespoke landing page and relevant videos.

The underlying aim is to empower consumers with greater awareness of their online ad choices, whilst also learning how online advertising helps to fund websites and services accessed by internet users.

Since 2013, the campaign has run across 13 different countries in Europe - in some cases more than once. Across 2016, two new markets were added to this list - namely, Italy in the first half of the year and Romania in the second. Delivering in excess of 150 million total impressions and nearly 175,000 clicks across both markets.

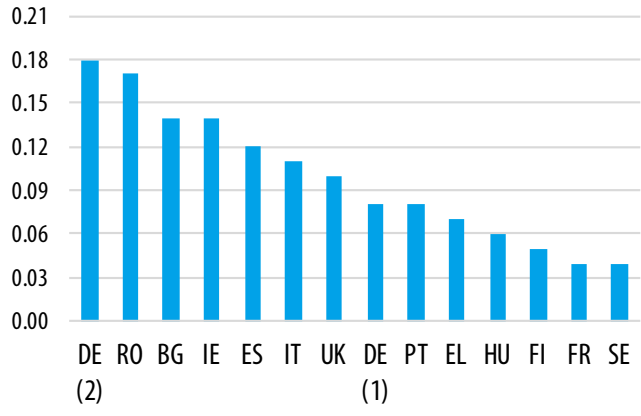
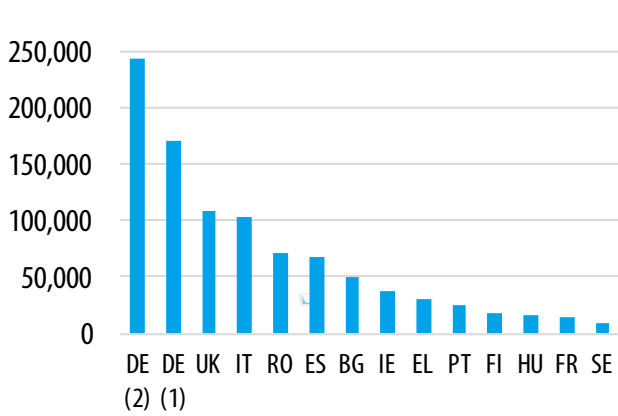
Over the past four years, the multi-market European campaign has now delivered nearly 940m online ad impressions, including over 220m unique impressions. In addition, the ads have been clicked on more than 960,000 times (i.e. driving these audiences to the OBA landing page and videos) - delivering an average click through rate (CTR) of over 0.10.

### Total impressions and unique browser visits



	DE (1)	DE (2)	UK	IT	ES	RO	GR	FR	BU	FI	PT	IE	HU	SW	Campaign Total
<b>Impressions</b>															
<b>Total (in millions)</b>	221	136	112	110	56	43	42	38	36	34	33	27	26	22	<b>936</b>
<b>Uniques (in millions)</b>	75	39	26	17	13	11	4	7	7	7	7	3	4	2.5	<b>222.5</b>

## Total clicks on landing page



Clicks

CTRs

	DE (2)	DE (1)	UK	IT	RO	ES	BG	IE	EL	PT	FI	HU	FR	SE	
<b>Clicks</b>															<b>Campaign Total</b>
<b>Total</b>	242,856	169,739	107,881	102,829	71,254	67,726	50,032	37,386	30,937	24,816	17,110	16,013	14,701	9,147	<b>962,427</b>
<b>CTRs</b>	0.18	0.08	0.1	0.11	0.17	0.12	0.14	0.14	0.07	0.08	0.05	0.06	0.04	0.04	<b>0.103</b>

## Current Creative copy examples (fully localised for European markets)

"Inner Workings" - English version (300 x 250)

This icon gives



you control



Come behind-the-scenes of online advertising



Find out how to set your adchoices 

"Zoom Icon" execution - Italian version (728 x 90)

Fai attenzione  a questa icona



Significa che gli annunci che vedi sono basati sui tuoi interessi 

Usa l'icona per controllare le impostazioni della pubblicità online 

Clicca qui per scoprirlo 

**“User Control”- Romanian version (300 x 250)**



Afli cum functioneaza pe [youronlinechoices.eu](http://youronlinechoices.eu)



Poti decide ce reclame iti sunt afisate online



## Cross-Industry Support

There has been unprecedented support from all sections of the online advertising industry - both at a national and EU level. The biggest thanks must go to all the online ad businesses that have donated space on their websites to this initiative - in some cases across multiple markets. For each national campaign, the key supporting partners have been highlighted on the associated campaign landing page. See below for the long list of contributors:

24 MEDIA	A-LEHDET	AD:TECH	ADAPTIVE MEDIA
ADAUDIENCE	ADMETA	ADOBE	ADWEB
ALLER MEDIA	ALMA MEDIA	AMÁRACH RESEARCH	ANMEDIA
ANT	AOL	AXEL SPRINGER	BAUER MEDIA
AOL MICROSOFT	BANZAI	BURDA	CAPITAL.GR
CBS INTERACTIVE	CEMP	CM SALES	COFINA
CONVERSANT	CRITEO	CXENSE	DELTA PROJECTS
DIGITAL ADS	DISTILLED MEDIA	DONEDEAL.IE	DPG DIGITAL MEDIA
EXPONENTIAL	FONECTA	FORWARD AD GROUP	G MEDIA
G+J EMS	GAZZETTA.GR	GRUNER & JAHR	HIMEDIA
HASZNALTAUTO	IL SOLE 24	INDEPENDENT	INFINETY
INTERNETCORP	IOL	IP DEUTSCHLAND	JOFOGAS
K=J	KATHIMERINI.GR	KLIKKI	LEONARDO
MANZONI	MEC	MEDIACOM	MEDIMOND
MICROSOFT ADVERTISING	MTV	NAFTEMPORIKI.GR	NAPI
NETBOOSTER	NETPOINT MEDIA	NEWPOST.GR	NOSALTY
NUGG.AD	OLX	OMNICOM MEDIA GROUP	OMS
ORIGO MEDIA GROUP	OTAVA MEDIA	PLISTA	PRIME MEDIA
PROCTER & GAMBLE	QC	QUISMA	RAI
RTL KLUB	RUBICON	SANOMA	SCHIBSTED
SCOUT 24	SEVENONE MEDIA	SKY MEDIA	SOCIOMANTIC
SPECIFIC MEDIA	SPIEGEL QC	SVERIGES ANNONSÖRER	TALENTUM
TELEGRAPH MEDIA GROUP	THE FINANCIAL TIMES	THE GUARDIAN	THE IRISH TIMES
THINKDIGITALGROUP	TOMORROW FOCUS MEDIA	TRILULILU	TV2
TV3	UNISTER MEDIA	UNITED INTERNET MEDIA	ZOUGLA.GR
VEVO	XAXIS	YAHOO!	

Many thanks again to all our partners and contributors, in particular Ad:Tech (Germany) for donating campaign ad serving across all markets. Historically all activity has run in individual countries around Europe. From 2017 onwards, however, we are in the process of developing a more multi-national (semi Pan-European) approach. We look forward to providing an update in our 2017 Activity Report.

If your business is interested in donating inventory for future campaigns, either, at a pan-European, or, market-specific level - please contact us directly at: [info@edaa.eu](mailto:info@edaa.eu)

# 5. Consumer Research

## Background

In 2016, for the third year running, the EDAA in collaboration with TRUSTe ran a consumer research initiative to assess consumer attitudes and perceptions of the EU Self-Regulatory Programme across a range of European markets. The research was conducted by Ipsos-MORI, a leading independent research agency.

The research ran from the 4th - 20th November 2016 with over 15,000 adults across 15 different European countries who were interviewed online. Selected countries – Belgium, Bulgaria, Finland, France, Germany, Great Britain, Greece, Hungary, Ireland, Italy, Poland, Portugal, Romania, Spain and Sweden – were chosen for their diversity both in geography and the implementation status of the European Self-Regulatory Programme. Tracking data is available for thirteen of these markets as TRUSTe and the EDAA also included them in comparable research conducted in 2015.



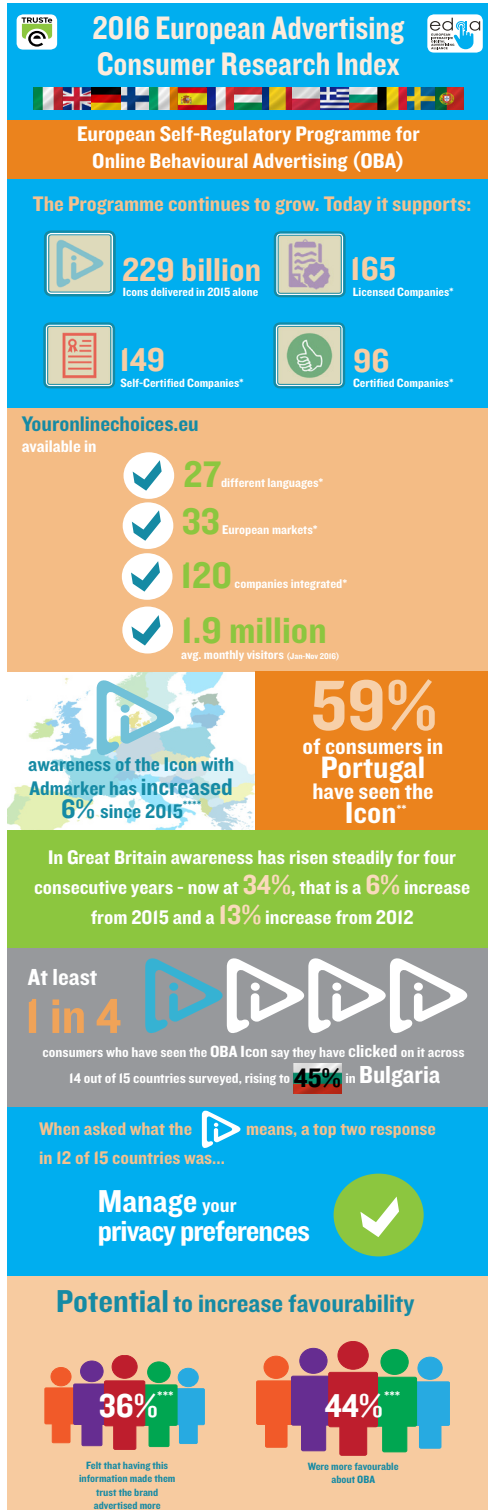
- At least 1 in 4 (25%) of the respondents who are aware of the Icon in either format have clicked on the Icon in 14 of the 15 European markets surveyed (note: Hungary is nearly there at 22%).
- Recognition of the OBA Icon with Admarker by consumers increased in 11 out of 13 markets where tracking data is available (Belgium and Romania were not tracked in the 2015 report).
- Consumer awareness of the OBA Icon with Admarker is highest in Portugal (59%), Greece (52%) and Ireland (39%), followed by Great Britain (34%) where awareness has risen steadily for five consecutive years. All four markets made significant gains, compared to 2015, led by Portugal's 19% growth.
- Across two-thirds of countries surveyed the recognition of the OBA Icon is greater when accompanied by the Admarker text e.g. "AdChoices". Recognition in the other countries was the same despite the presence of the Admarker text.
- Understanding of the Icon was largely constant. When those aware of the Icon were asked what they believed the meaning of the Icon was, in 12 of the 15 countries "Managing your privacy preferences" was one of the top two options selected. This is roughly in line with 11 out of 13 countries in 2015, but greater than 2014 when only 4 countries responded accordingly.
- In all countries, more than 1 in 5 respondents said the Icon makes them trust the brand being advertised more. Better still, in Portugal (66%) and Bulgaria (54%), the value exceeds 1 in 2.



## Press Materials

The report was accompanied by a Press Release and Infographic, both of which featured on the EurActiv website. The Research report was also shared on EDAA's social platforms, Twitter and LinkedIn.

### Infographic



### Press Release



### Consumer Research Report




# 6. EDAA Summit

## Overview

The first EDAA Summit took place on 1st March 2016 at the Steinberger Wiltcher's, in Brussels - with great success!

High level debate around the key policy and business challenges for the online advertising industry in promoting transparency and control towards consumers took centre stage at the Summit. The event presented a unique opportunity for EDAA to demonstrate leadership on self-regulation in the digital advertising environment and engage in lively debates about the self-regulation landscape with a wide-range of stakeholders, including policymakers, consumer advocates, business lobbies, current and potential licensees, and students. The event also highlighted the key achievements of the EDAA Programme to-date.

The EDAA also notably launched its mobile principles at the Summit, which adapt rules on transparency and control to a mobile environment (see more on p. 7).



- 120 PARTICIPANTS
- 3 POLICY KEYNOTES
- 5 PANEL DISCUSSIONS
- 23 SPEAKERS
- #EDAASUMMIT TOP TRENDING TOPIC OF THE DAY

## Keynote Speaker Highlights



*"We also need... more modesty and self-monitoring and an attitude that we don't know all the answers today, but we are going to go on learning."*

Robert Madelin,  
Innovation Adviser,  
European Political  
Strategy Centre.

Laure Chapuis,  
European  
Commission delivered  
a policy keynote on:

**The role of effective  
Self-regulation and  
recognition in policy  
mix**



*"The Better Regulation  
Package, adopted  
by the European  
Commission, also  
recognises fully the  
place of self, and co-  
regulation in European  
Union policy making."*

Despina Spanou,  
European Commission



## Student Panel Highlights



*"We can be protected  
and we can choose what  
brands know about us...  
we have the choice"*

Kady Nancy Diebkilé,  
Student, ULB

## Launch of the Mobile Principles

Unleashing the major milestone of the day, the EDAA launched its mobile principles, at the Summit, which adapt rules on transparency and control to a mobile environment. As a result of these new principles being applied, companies in the mobile advertising space will be required to provide enhanced notice and choice to consumers with regard to their OBA practices, through the well-recognised 'OBA Icon', and Consumer Choice Platform (see more on p. 7).

*"Mobile now accounts for around  
27% of total digital advertising  
spend. As this advertising spend  
shifts to mobile, we want to deliver  
greater transparency and control  
for users"*

Nick Stringer, EDAA Chair



## Media

The EDAA secured two media partners for its first Summit, leading Brussels publications, EurActiv and The Parliament Magazine and secured media coverage not only about the event but also about the launch of its Mobile Principles, the increasing public trust in the OBA self-regulatory programme and the digital ad industry's contribution to EU jobs and the economy.

**THE PARLIAMENT**  
POLITICS, POLICY AND PEOPLE  
.COM





# 7. Communications

## FEDMA Data Protection Day

EDAA were proud sponsors of the FEDMA (Federation of European Direct and Interactive Marketing) Data Protection Day event on 27 January 2016. Nick Stinger, Chair of the EDAA took part in the panel discussion on *'Being responsible with data, the role of ethics and self-regulation.'*



## Blogging

The EDAA launched its blog in 2016, where it detailed key milestones and announcements, including EDAA's participation at the DAA Summit in Los Angeles, the EDAA Summit and the revised [IAB Europe OBA Framework](#) and [EASA Best Practice Recommendation](#).

The EDAA secured a guest blog post in EurActiv, following the launch of the 2016 Truste/EDAA Consumer Research Report, conducted by Ipsos MORI. The guest blog post detailed the need for smarter regulation for digital advertising, as well as a regulatory environment that preserves the room for the collection and use of data to provide relevant advertising, which also means the ad industry can continue funding a wealth of content, services and applications making them widely available to consumers, often at little or no cost.

## The EDAA Summit Website

We launched the EDAA Summit Website in 2016, which includes video testimonials from the participants and speakers, as well as pictures from the course of the day, and an overview of the media coverage. Visit the [website](#) for more information.

## EDAA/Truste Research Shortlisted for IAB Europe Research Awards 2016

The European Advertising Consumer Research Index 2015 was shortlisted for the best use of Research Budget for the IAB Europe Research Awards. The Awards represent industry recognition for innovative research projects and the contribution they have made to the development of the digital advertising industry.



# 8. EDAA Funding and Budget

## Fee structure

As part of our commitment to ensuring the Programme is inclusive and open to all players, fees for participation in the EU Self-Regulatory Programme remain unchanged since the launch of the EDAA.

There are two distinct tiers: (i) regular companies; (ii) SMEs. The SME tier applies for all companies with less than 3 million Euros of annual revenue from all online display and video advertising.

The fees (detailed below) cover participation across all European markets. EDAA is established as a non-profit organisation and fees are put towards ensuring an effective administration, support of national Self-Regulatory Organisations in their extension of remit to OBA, a Consumer Awareness campaign across all European markets as well as activities to complement these core aspects of the roll-out.

## OBA Icon and Consumer Choice Platform fees

	OBA ICON LICENCE FEES	OBA USER CHOICE PLATFORM FEES
THIRD PARTIES: REGULAR FEE	5 000 EUR	5 000 EUR
THIRD PARTIES: SME FEE	3 000 EUR	3 000 EUR
WEB SITE OPERATORS	3 000 EUR (FREE OF CHARGE IF WITH PURELY NATIONAL FOCUS)	N/A

## 2015 close of accounts

EDAA's official results from 2015, as declared under the Belgian fiscal system to the Trade Court, showed an end-of-year balance as follows:

INCOME	EXPENDITURE	BALANCE
1,231,952 EUR	1,261,134 EUR	-29,182 EUR

We are thankful to all companies and associations who provide the support to enable the EDAA to administer its duties efficiently and effectively, and to remain firmly established as an impactful organisation.

# 9. 2017 Outlook: The Road Ahead

## Empowering European citizens online

- **Management of advertising preferences across devices:** Consumers will soon be able to have their advertising preferences updated across all their devices - cross-device guidance to follow
- **Keeping consumers aware:** The Consumer Awareness campaign will be rolled out across Europe, providing millions of consumers with accessible information about the programme.
- **Listening to consumers:** EDAA will build upon the past three years of experience in conducting research into consumer attitudes and perceptions towards OBA, and the self-regulatory programme, in order to feed into its continuous development.

## Compliance and Enforcement

- **Supporting the SRO's in compliance and enforcement:** EDAA will continue to work with the European Advertising Standards Alliance (EASA) and National advertising Self-Regulatory Organisations (SRO), to provide support in the extension of SRO remits, at the national level, and across Europe to integrate the European Principles into their national codes. The EDAA will ensure appropriate tools and training is available for the SROs to handle OBA complaints.
- **Encouraging company compliance:** We will work closely with companies to ensure full compliance with the European Principles, ensuring that companies have all the tools available to be compliant with the Programme.

## Legislative developments

- **Navigating the legislative landscape:** As details of the General Data Protection Regulation (GDPR) become clearer, and the proposed ePrivacy Regulation is finalised, the EDAA will work to ensure that the Programme continues to deliver relevant solutions and adds value to all participating companies.

## Communications

- **EDAA Summit 2017:** In 2017 we are looking forward to delivering the second edition of the EDAA Summit.
- **Brand new website:** The EDAA will launch a brand new website and rebranded blog in 2017.
- **Talking to the business community:** We will deliver tailored webinars to key stakeholders in the ecosystem covering a range of critical developments from the mobile application of the Programme to the relationship between self-regulation and the General Data Protection Regulation (GDPR).

# 10. EDAA Governing Bodies, Board Members and Secretariat

## Governing bodies



## EDAA Board



Nick Stringer  
\*EDAA Chair  
IAB Europe



Mathilde Fiquet  
EDAA Vice-Chair  
FEDMA



Dominic Lyle  
EDAA Treasurer  
EACA



Max von  
Abendroth  
EMMA

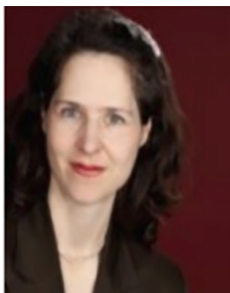


Axel Debry  
WFA



Masa Lampret  
ACT

\*Until 15 February 2017



Julia  
Maier-Hauff  
AER



Charo Fernando  
Magarzo  
AUTOCONTROL



Conor Murray  
EGTA



Angela Mills  
Wade  
EPC



Carolin Wehrhahn  
ENPA

## EDAA Secretariat



Dr. Oliver Gray  
Director General



Dr. Ionel Naftanaila  
Programme  
Development Director



Dave Barron  
Director of  
Operations



Astrid Helferstorfer  
Project Assistant



Uzo Madu  
Communications  
Coordinator



Salim Nazary  
Finance  
Coordinator

# Appendix: Company Progress

## Independently certified companies (at 31 Dec 2016)

All participating companies listed below have completed the independent certification process with an EDAA-approved Independent Certification Provider. These companies have been granted the corresponding Trust Seal, meaning that these companies listed are fully compliant with the European Self-Regulatory Programme. This is the final step of the compliance journey within the Programme. Read more about the process on p.8 of this Report.

<b>1PLUSX</b>	<b>EXELATE</b>	<b>NANO INTERACTIVE</b>	<b>TAPAD</b>
<b>33ACROSS</b>	<b>EXPONENTIAL INTERACTIVE</b>	<b>NEORY</b>	<b>TEMELIO</b>
<b>ACCORDANT MEDIA</b>	<b>EYEOTA</b>	<b>NETFLIX</b>	<b>TF1 PUBLICITÉ</b>
<b>ACXIOM</b>	<b>FLXONE</b>	<b>NEXTPERFORMANCE</b>	<b>THE ADEXCHANGE</b>
<b>ADAUDIENCE</b>	<b>FONECTA</b>	<b>NUGG.AD AG PRE-DICTIVE BEHAVIORAL TARGETING</b>	<b>THE ECONOMIST GROUP</b>
<b>ADBRAIN</b>	<b>G+J ELECTRONIC MEDIA SALES</b>	<b>OMS VERMARKTUNGS</b>	<b>THE TRADE DESK</b>
<b>ADFORM APS</b>	<b>GAMNED</b>	<b>OPENX</b>	<b>TUBEMOGUL</b>
<b>ADLANTIC ONLINE ADVERTISING</b>	<b>GOLDBACH MANAGEMENT</b>	<b>ORACLE</b>	<b>TURBO</b>
<b>ADOBE</b>	<b>GUMGUM</b>	<b>PERFORMANCE MEDIA DEUTSCHLAND</b>	<b>TURN</b>
<b>ADROLL</b>	<b>IGNITIONONE</b>	<b>PLISTA GMBH</b>	<b>UNDERTONE</b>
<b>ADTAXI</b>	<b>IMAGINI EUROPE</b>	<b>PROCTER &amp; GAMBLE</b>	<b>UNITED INTERNET MEDIA</b>
<b>ADVANCEDSTORE</b>	<b>INFECTIOUS MEDIA</b>	<b>PUBLIC-IDÉES</b>	<b>VE INTERACTIVE</b>
<b>AFFECTV</b>	<b>INTELLIGENT OPTIMISATIONS</b>	<b>PUBLICIS MEDIA</b>	<b>VIBRANT MEDIA</b>
<b>AGGREGATE KNOWLEDGE</b>	<b>INTENT MEDIA</b>	<b>QUANTCAST CORP.</b>	<b>VIDEOLOGY</b>
<b>AMOBEE</b>	<b>IP DEUTSCHLAND</b>	<b>RADIUM ONE</b>	<b>VIRTUAL MINDS</b>
<b>AOL</b>	<b>IPROMOTE</b>	<b>ROCKET FUEL</b>	<b>WEBORAMA</b>
<b>ARC SCIENCE</b>	<b>KRUX</b>	<b>RUBICON PROJECT</b>	<b>WIDE ORBIT</b>
<b>AUDIENCE SCIENCE</b>	<b>KUPONA</b>	<b>RUN</b>	<b>XPLOSION INTERACTIVE</b>
<b>CAPTIFY TECHNOLOGIES</b>	<b>LIGATUS</b>	<b>SEMASIO</b>	<b>YAHOO!</b>
<b>COLLECTIVE EUROPE</b>	<b>LOTAME SOLUTIONS</b>	<b>SERVICEPLAN GRUPPE</b>	<b>YELDR</b>
<b>CRIMTAN HOLDINGS</b>	<b>MAXPOINT INTERACTIVE</b>	<b>SEVEN ONE MEDIA</b>	
<b>CRITEO</b>	<b>MEDIA IQ DIGITAL</b>	<b>SMART ADSEVER</b>	
<b>DATA XU</b>	<b>MEDIAMATH</b>	<b>SOCIOMANTIC LABS</b>	
<b>DELTA PROJECTS</b>	<b>METRIGO</b>	<b>SOJERN</b>	
<b>DENTSU AEGIS</b>	<b>MICROSOFT ONLINE</b>	<b>SPECIFIC MEDIA</b>	
<b>DIGITIZE</b>	<b>MOBILE.DE</b>	<b>SPREE 7</b>	

## Self-certified companies (at 31 Dec 2016)

All participating companies listed below have submitted their self-certification of compliance to the EDAA. The self-certification of compliance is a declaration by the company that their OBA policies and practices comply with the industry standards administered by the EDAA, and is the first compliance step under the Programme. The Third Parties listed below are currently working with their chosen Certification Provider towards obtaining the EDAA Trust Seal, and becoming fully compliant.

<b>4W MARKETPLACE</b>	<b>DMG:MEDIA</b>	<b>LEHRERFREUND</b>	<b>TELEGRAPH MEDIA GROUP</b>
<b>ADDITION+</b>	<b>EZAKUS</b>	<b>MODE MEDIA</b>	<b>TOMORROW FOCUS MEDIA</b>
<b>ADSERVER PUB</b>	<b>FLASHTALKING</b>	<b>MONSTER</b>	<b>TRAVELCLICK</b>
<b>ALLER MEDIA</b>	<b>GRUPA AMP MEDIA</b>	<b>OTAVAMEDIA</b>	<b>TWYN GROUP</b>
<b>ALMA MEDIA</b>	<b>GROUPM</b>	<b>PLATFORM 161</b>	<b>VARICK MEDIA MANAGEMENT</b>
<b>AMAZON</b>	<b>GUARDIAN NEWS &amp; MEDIA</b>	<b>SANOMA MEDIA FINLAND</b>	<b>WEBOOST MEDIA</b>
<b>BRANDCRUMB</b>	<b>ADUX</b>	<b>SC JOHNSON &amp; SON</b>	<b>XAD</b>
<b>CONVERSANT</b>	<b>LAGARDÈRE PUBLICITÉ</b>	<b>SCOOTA</b>	<b>XAXIS DIGITAL</b>
<b>DEUTSCHE EISHOCKEY LIGA</b>	<b>LAOLA1</b>	<b>STARWOOD HOTELS &amp; RESORTS WORLDWIDE</b>	
<b>DISTILLED MEDIA GROUP</b>	<b>LAOLA1 MULTIMEDIA</b>	<b>SWITCH CONCEPTS</b>	

## Participating companies (at 31 Dec 2016)

The companies listed below hold a relevant EDAA Licence Agreement for use of the OBA Icon across European markets and/or integration with the pan-European consumer choice platform at [www.YourOnlineChoices.eu](http://www.YourOnlineChoices.eu). All participating companies are actively providing notice and choice to consumers over their behavioural advertising preferences, and are working to achieve full compliance with the industry standards (certified and self-certified).

<b>ADARA</b>	<b>AUDIENCE2MEDIA</b>	<b>OMNICOM MEDIA GROUP</b>	<b>WEVE</b>
<b>AD COMPASS</b>	<b>DEMANDBASE</b>	<b>PLACE IQ</b>	<b>YSANCE</b>
<b>ADMEDO</b>	<b>KNOREX</b>	<b>STATIQ</b>	
<b>ANNALECT</b>	<b>LBC FRANCE</b>	<b>THINK DIGITAL GROUP</b>	







**26 Rue des Deux Églises  
1000 Brussels  
Belgium  
+32 (0) 2 513 78 06**



**DELIVERING TRANSPARENCY, CHOICE AND CONTROL OVER ONLINE  
BEHAVIOURAL ADVERTISING**