

# The Future of Online Advertising

*October 10, 2023*

## About CDT

The **Center for Democracy & Technology (CDT)** is the leading nonpartisan, nonprofit organization fighting to advance civil rights and civil liberties in the digital age. We shape technology policy, governance, and design with a focus on equity and democratic values. Established in 1994, CDT has been a trusted advocate for digital rights since the earliest days of the internet. The organization is headquartered in Washington, D.C. and has a Europe Office in Brussels, Belgium.



## Reminders

- Please share your name/pronouns/affiliation in Zoom chat
- Chatham House Rules
- CDT presentation will be recorded

## Agenda

- Why this project?
- How we'd like to work together
- Open discussion



Why are we thinking about the  
future of online advertising?



## Online advertising isn't working for most of its stakeholders...

Advertisers



[entrepreneur.com](http://entrepreneur.com)

Publishers



[digitalinformationworld.com](http://digitalinformationworld.com)

Internet Users



[coe.int](http://coe.int)

Content Creators



[about.fb.com](http://about.fb.com)



## Advertisers

- Brand safety
- Fraudulent 'made for advertising' sites
- Unwillingly funding hate/extremist groups
- Platform monopolies



entrepreneur.com

## Publishers

- Includes news media: central to democracy
- Loss of revenue
- Lack of control over ad content



bionic-ads.com



## Internet Users

- Surveillance-based targeting, lacking transparency and control
- Harmful ads
- Advertising to children
- Youth mental health crisis



pcmag.com





## Content Creators

- Inequitable revenue-sharing schemes
- Negative impacts of demonetization and brand safety efforts



apa.org



... and the policy environment is evolving from an unsustainable status quo

EU Regulation



[unsplash.com](https://unsplash.com)

Competition



[istockphoto.com](https://istockphoto.com)

US Regulation



[istockphoto.com](https://istockphoto.com)

Industry Norms



[hubspot.com](https://hubspot.com)



## The Policy Environment in Europe

- GDPR: Procedural Regulation (2023)
- Digital Services Act
- Digital Markets Act
- Political advertising regulation
- Various court cases
- Targeted ad ban in Norway (EFTA Country)



[european-union.europa.eu](https://european-union.europa.eu)

### Potential Proposals

- Online Advertising Regulation (2024)



## Competition considerations

- Importance of competition for a healthy online advertising marketplace
- Effects resulting from technological innovation
- Effects from concentration – network effects
- Effects from monopolistic practices – restrictive practices in the ad stack
- Antitrust enforcement actions – Justice Department, State AGs, UK, private suits
- US legislation



## US Privacy Legislation & Regulation

- Growing number of state privacy laws
- FTC rulemaking process
- Federal privacy legislation
- Policymaker desire to “regulate Big Tech”
  - But little agreement about how or to what end



## Changing industry norms

- Users are blocking ads
- Browsers are blocking tracking mechanisms
  - Cookies, fingerprinting and others
- Platforms limiting tracking
  - App Tracking Transparency
  - Privacy Sandbox



hubspot.com



## Multistakeholder work on more privacy-preserving advertising

- Measurement and attribution
- Aggregate analytics
- Targeting based on interests or groups
- Fraud and abuse prevention



### Envisioning *The Future of Online Advertising*

- Quarterly working group calls
- Joint working papers with partners
- Continued engagement with:
  - internet standards bodies
  - policymakers in US and Europe
- Open to suggestions!



istockphoto.com



# Open Discussion



## Questions

- What are some **themes** you'd like CDT to examine?
  - Is there something you'd be excited to work on with us?
- What **perspectives and voices** should we make sure to include?
- What would you like to see **change** in the online advertising ecosystem in the next 5 years?



THANK YOU | CDT.ORG

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