**Frequently Asked Questions:**

**Partnership for Responsible Addressable Media**

**What is the Partnership for Responsible Addressable Media?**

The Partnership is an initiative to advance and protect critical functionalities like customization and analytics for digital media and advertising, while safeguarding privacy and improving the consumer experience. Recent changes proposed by operating systems, browsers, and other technologies could significantly impact the traditional marketplace language of cookies and mobile IDs. The Partnership was created to serve as a collaborative forum for the digital advertising industry to ensure addressability standards that preserve privacy, provide a consistent and effective framework for advertisers, and enrich the consumer experience.

**Which organizations and companies are involved in the Partnership?**

The work of the Partnership will be coordinated by a governing group that includes the leading advertising trade associations and major brand advertisers, agencies, publishers, and ad tech providers. Those organizations and companies include:

* Trade bodies: 4A’s, Association of National Advertisers/ANA, Interactive Advertising Bureau, IAB Tech Lab, Network Advertising Initiative, World Federation of Advertisers
* Advertisers: Ford, General Motors, IBM, Mastercard, Procter & Gamble, Unilever
* Agencies: UM (an IPG Mediabrands company), Publicis Media
* Publishers: NBCUniversal
* Ad Tech/Martech: Adobe, LiveRamp, MediaMath, The Trade Desk

**How will the Partnership be structured?**

The Partnership is led by ANA Group EVP Bill Tucker as Executive Director, ensuring it has a core focus on marketer needs. To advance its work, the Partnership will utilize four working groups of industry stakeholders focused on different elements of the initiative:

* Business Practices, led by marketing industry veteran Michael Donnelly;
* Technical Standards, led by IAB Tech Lab President Dennis Buchheim;
* Privacy, Policy, and Legal Considerations, led by Venable Chair Stu Ingis; and
* Communications & Education.

The working groups will engage participants from across the digital advertising ecosystem and around the world to develop consensus-based standards, technologies, and policies.

**How will the Partnership work toward its objectives?**

The Partnership released a draft of six initial principles that will guide its work.

1. Consumer privacy should remain a foundational pillar of the solution by providing consumers with meaningful transparency and controls, giving the marketplace the tools to understand consumer preferences and the ability to abide by those preferences.
2. Consumers should have access to diverse and competitive content offerings, supported by their choices to engage with digital advertising in exchange for content and services.
3. Business operations, including ad targeting, ad delivery, frequency capping, campaign management, analytics, cross-channel deployment, optimization, and attribution should be sufficiently supported and improved upon through better technological and policy standards for all critical use cases.
4. Solutions should be standardized and interoperable for consumers and businesses across browsers, devices, and platforms, subject to applicable privacy laws and guidelines and to the extent it is reasonably technically feasible, efficient, effective, and improved over existing technology.
5. All browsers, devices, and platforms should allow equal access, free from unreasonable interference, to the new solutions.
6. Companies that utilize the resulting solutions should follow industry and legal privacy standards, with strong accountability and enforcement for those that violate the standards.

(The principles may be further modified with input from the working groups over time.)

**Have Apple and/or Google been invited to take part in the Partnership’s work?**

The Partnership is planning to invite all browser and operating system developers to work collaboratively with their industry peers to develop constructive solutions to address these addressability challenges. Those invitations will be extended in the very near future with a proposed process and timeline for engagement.

**Why aren’t Apple and/or Google part of the Partnership’s governing body?**

The Partnership was created by the digital advertising industry to address the significant changes that have been proposed or implemented in browsers and operating systems around addressability, so those companies will be vital participants in this process, but not members of the governing body. The Partnership plans to work with those companies in a collaborative manner to protect the critical functionalities of digital advertising, while safeguarding consumer privacy and improving the consumer experience.

**What is IAB Tech Lab’s role in the Partnership?**

The IAB Tech Lab team began its efforts to evaluate and address some of the underlying technical issues through “Project Rearc” in March, and they are transitioning those efforts into the Partnership by leading the Technical Standards Working Group. By expanding the Working Group’s remit beyond the ad tech community to include marketers and other key stakeholders, IAB Tech Lab will ensure its technical work addresses relevant business use cases and receives feedback and support from across the supply chain.

**What is the Partnership’s position on the proposed policy changes to Apple’s Identification for Advertisers (IDFA) in iOS 14?**

The Partnership believes Apple’s proposed policy changes to the IDFA could result in grave harm to both consumers and businesses, as iPhone users lose access to popular free apps funded by ads, news organizations and other publishers are starved of a vital source of revenue during the current economic crisis, ad-supported innovation and competition wither, and critical functionality grinds to a halt across the advertising supply chain.

Among others, the Partnership is deeply concerned about the following issues:

* What mechanism, if any, can advertisers use in future to cap the frequency of their ads, so users don’t face a blizzard of the same repeating ads?
* Can apps that depend on advertising revenue require IDFA activation from their users or will they be forced to shut down and/or limit their distribution to non-Apple devices?
* If privacy is the reason for the change, why can’t the IDFA be used for non-targeting purposes, such as campaign measurement, attribution, and ad fraud detection?
* What other privacy-protective systems or tools can a marketer use in future to reach groups of users with common interests on Apple devices?
* Will Apple require an opt-in with the same language before it collects any user information for its own marketing purposes?

We commend Apple for delaying the implementation of the new IDFA policy until next year, and we look forward to a constructive dialogue with Apple and other stakeholders to address these and other concerns and ensure we protect both consumer privacy and the ad-supported digital economy.

**What is the Partnership’s position on the proposed policy and timeline for the deprecation of third-party cookies proposed by Google?**

The Partnership believes it is critical the industry not jump off a policy cliff until there is an accepted and widely adopted technological standard for a safe landing. We look forward to working closely with Google to ensure that advertisers and their partners continue to have access to the critical functionality necessary for analytics, measurement, audience building, delivery, campaign management, optimization, attribution, and fraud prevention.

**Is there any relationship or overlap between the Partnership (sometimes called PRAM) and the Global Alliance for Responsible Media (GARM)?**

The Partnership and GARM share a number of members and a commitment to strengthening the digital advertising ecosystem, but there is no relationship or overlap otherwise.

**When will the Partnership release its draft policy recommendations or technological standards for addressability?**

The timing of specific deliverables from the Partnership will depend on the working group process and the engagement of key outside stakeholders, but we hope to release draft recommendations in the last quarter of 2020 and first quarter of 2021.

**How can my company participate in a working group or learn more about the Partnership’s efforts?**

To learn more about the Partnership’s work or the opportunity to take part more directly in a working group, please contact Michael Donnelly at donnellymr@gmail.com.