



DAA USA 2016 Update


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DAA in USA | Entering 2016...


- Background: DNA of the DAA in USA
- Consumer Choice Expansion | Mobile Choice, AppChoices, Spanish – and Enforcement
- Cross-Device Guidance | Transparency & Control
- Video Ad Marker & DAA Icon Specifications
- DAA Summit 2016 | Thursday & Friday, May 12-13, 2016
in Los Angeles (Silicon Beach)





Mobile Choice Expansion
AppChoices & Mobile Web Launch

Consumer Choice Page for Mobile Web



AdvertisingAge
Digital Advertising Alliance Extends Opt-Out Program to Mobile Apps



DIRECT MARKETING
Digital Advertising Alliance Intros App for Data Opt-Out


MediaPost
Digital Advertising Alliance Launches Opt-Out App

Mobile Marketer
DAA app, Web page ease control of mobile ad views

iapp
Behind the Scenes With the New DAA AppChoices Program


AppChoices





Self-Regulation Helps Preserve Innovation: AppChoices | Participants to Date (30)







Self-Regulation that Builds Credibility: 'AppChoices en Español'

FTC Chairwoman: "[DAA] ...also just launched an updated version of its mobile app for Spanish Speakers."





DAA Accountability in USA > Illuminating How To Comply with DAA Principles

- **63** Public Decisions
- Issued **compliance guidance** on a full range of advertising issues: mobile, native, cookie-less identification & more
- Directly **counseled hundreds** of companies
- **DAA Mobile Guidance** now in Enforcement (as of September 2015)








Cross-Device Guidance | November 2015

• Year-Long Process

- DAA began examining this practice in 2014
- Convened the Principles & Communications Committee in June 2015
- Added several new companies to the Committee to advise and educate on the state of the market

• DAA Principles page:

http://www.aboutads.info/DAA_Cross-Device_Guidance-Final.pdf

• Focus on Transparency and Control

Digital Advertising Alliance
Extends Privacy Rules To Cross-
Device Tracking



by Wendy Davis @wendydavis, November 18, 2015, 9:13PM

Comments Recommended



Notice & Choice Rules Apply Across Platform

- Note: companies need to clearly explain the scope of the opt-out stating exactly what users are opting-out of and extent of devices it applies to

Cross-Device





Specifications for Ad Marker & DAA Icon for Video IBA

DAA Resources:

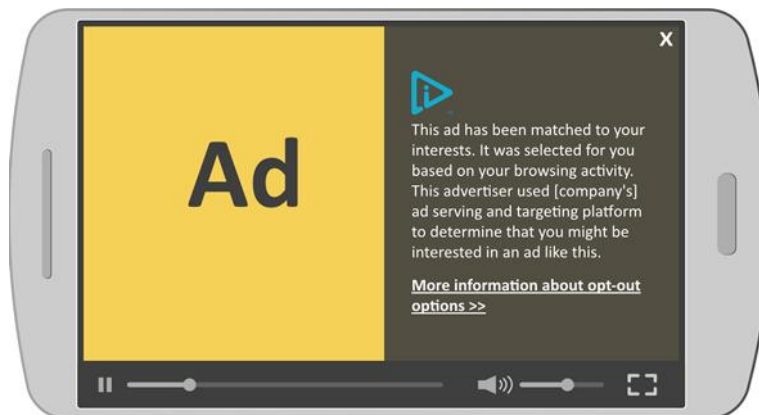
http://www.aboutads.info/sites/default/files/resource/DAA_Ad_Marker_Implementation_Guidelines_for_Video_Ads.pdf

Sample placement of DAA Ad Marker (including the DAA icon) in pre-roll video ad:



The Guidelines also Cover Video Ads on Mobile Devices

Example of an overlay displayed in mobile format where the video continues playing.





DAA Summit 2016 | Silicon Beach | May 12-13

'Connecting Self-Regulation, Relevant Ads & Respect for the Consumer'



Thank You | Questions

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