



## DAA in USA Today

IAB Global Summit, Self-Regulation in  
the Global Marketplace

October 1, 2014 –  
@DAAUSA #IABGlobal



# DAA Program Timeline: 2009-2013

## FEBRUARY

FTC Behavioral Advertising Report

## JULY

DAA Publishes OBA Practice Principles

## OCTOBER

Icon Program Launches

## NOVEMBER

Choice Page Live to Web

## JUNE

DAA Announces 100 Program Participants

## OCTOBER

11 million+ monthly visits to [www.YourAdChoices.com](http://www.YourAdChoices.com)

2009

2010

2011

2012

2013

## NOVEMBER

DAA Publishes Multi-Site Data Principles

## FEBRUARY

White House Event & Support

## MARCH

Global licensing programs (Europe, Canada)

## JUNE

- First Summit for DAA Participants

## JULY

- Mobile Guidance Announced to OBA and MSD Principles
- Industry Education of Mobile Guidance Begins

# Going Global – Beyond Borders

- **Increasingly Global**
  - 32 countries
  - 24 languages
- **USA, EU/EEA, Canada**



2010



2012



2013





# DAA Program in 2014

- DAA to Launch AppChoices & Mobile Optimized Consumer Choice Page (Coming Soon)
- Hundreds of companies
  - Brands
  - Agencies
  - Ad Tech
- DAA-commissioned Industry Research on Information Transfer's Value in Advertising (February)
- DAA Summit 2014 (June)
- DAA Web Sites Top 34 million Unique Visits & 4 million Opt-Out Choices
- Finalizing date for Mobile Guidance enforcement

# The State of Self-Regulation: DAA Leadership

## Digital Advertising Alliance:



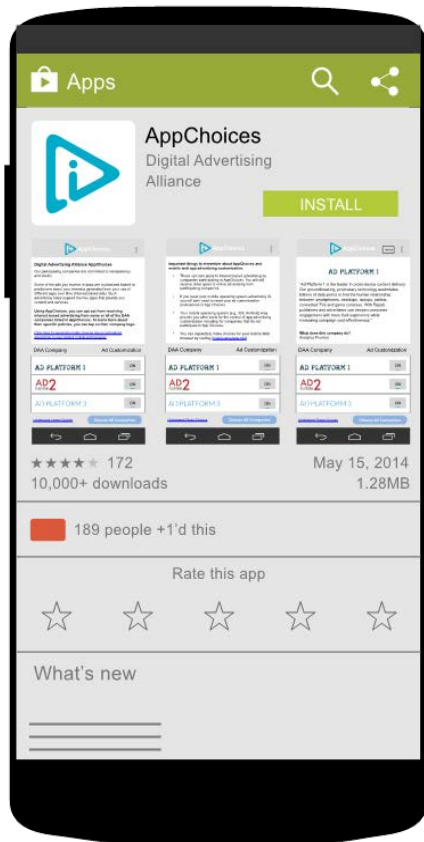
# Independent Enforcement of DAA Principles



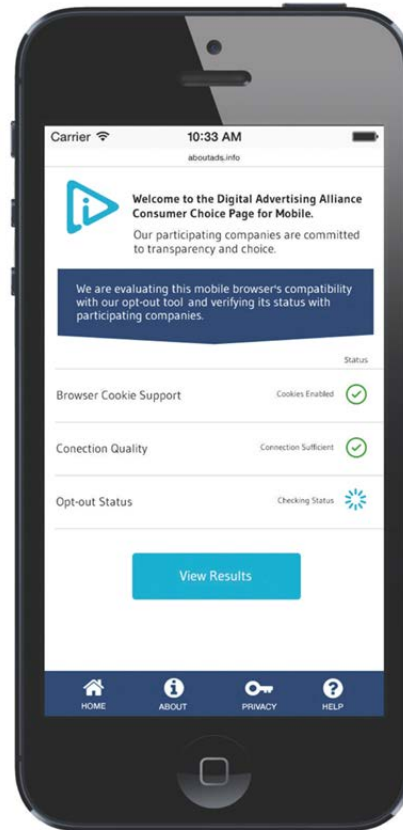
- 37 Publicly Announced Compliance Actions to date
- Complaint Driven
- Active Monitoring

# DAA Choice In Mobile – Coming Soon!

## AppChoices



## Mobile Site



+

=

User  
Choice  
in  
Multi-  
Screen  
Platforms



# AppChoices | Early Support

- A single app to give consumers choice in an application environment
- Additional level of granular choice

*“These developments will help ensure consumer protections that don’t get lost in the shuffle as consumers move into mobile.”*

*-- Jessica Rich, Director, FTC’s Bureau of Consumer Protection*



# Contacts

- Lou Mastria: [lou@aboutads.info](mailto:lou@aboutads.info) | @Imastria | [www.digitaladvertisingalliance.org](http://www.digitaladvertisingalliance.org) | @daausa