

Welcome to our new Webinar

# No Cookies = Revenue Losses?

# Agenda:

01	<b>Introduction</b>
02	<b>What publishers can expect in 2024 regarding the new privacy consent requirements?</b> Jan Winkler's expert opinion.
03	<b>Will DSA, DMA, and cookies phase-out affect publishers' revenue?</b> Robin de Wit's expert opinion.
04	<b>No cookies = revenue losses? Is there a direct correlation?</b> Jan Winkler & Robin de Wit.
05	<b>Q&amp;As</b>





Webinar

# Outlook 2024

## What Publishers have to expect of 2024



# January

## Google TCF Requirement

- ✓ Google requires publishers to use the TCF and Additional Consent v2 through a certified CMP partner
- ✓ 16<sup>th</sup> Jan 2024 for Web + Mobile
- ✓ CTV inventory from July 2024
- ✓ Additional Consent v2 updated for non-TCF vendors (e.g. Facebook, Booking.com, IBM, ... about 600 vendors)
- ✓ Required for AdSense, AdMob, Ad Manager
- ✓ Required in the EEA + UK

## IAB USPrivacy API deprecation

- ✓ Replaced with IAB GPP





### Information about Advertising on this Website

The following ad has used personal data to determine that this ad should be presented to you.


Why do I see this Advertising?

The following companies were involved in the decision-making process and used personal data in order to determine that this advertising should be presented to you:

**adspirit.net**

The company used the following main parameters to determine to present the ad to you:

- Information about your activity, interests, demographic information, or other characteristics. Information may be collected and used across contexts.
- Real-time information about the context in which the ad will be shown. This includes information about the content and your device, such as your device type and capabilities, user agent, URL, IP address, or non-precise geolocation data. Additionally, use of basic cross-context information not based on your behavior or characteristics, for uses such as frequency capping, sequencing, brand safety, anti-fraud.



**twiago.com**

The company used the following main parameters to determine to present the ad to you:

- Precise real-time geolocation of your device, i.e. GPS coordinates within 500 meter radius precision.

## Digital Services Act

- ✓ for VLOPs AND non-VLOPs
- ✓ 16<sup>th</sup> Feb 2024
- ✓ Applies to “Online platforms”:
  - Social media: LinkedIn, Xing, Vkontakte, ...
  - Online Forums: GuteFrage, Vanilla Forums, Disqus, ...
  - Content Sharing: Dropbox, SoundCloud, Slidshare, ...
  - Video&Music Sharing: Spotify, Twitch, Caffeine, ...
  - Online marketplaces: Etsy, Rakuten, Walmart market, ...
  - Online booking: Booking.com, Expedia, Opodo, HRS, ...
  - Auctions: eBay, Mobile.de, Autoscout, Catawiki
  - Price comparison: Check24, Veriox, Rakuten, ...
  - Crowdfunding: Kickstarter, Seedrs, Indiegogo, ...
- ✓ Transparency requirements for all ads:
  - Advertiser (and who paid for the ad)
  - Main parameters used to display the ad (“targeting”)

# March

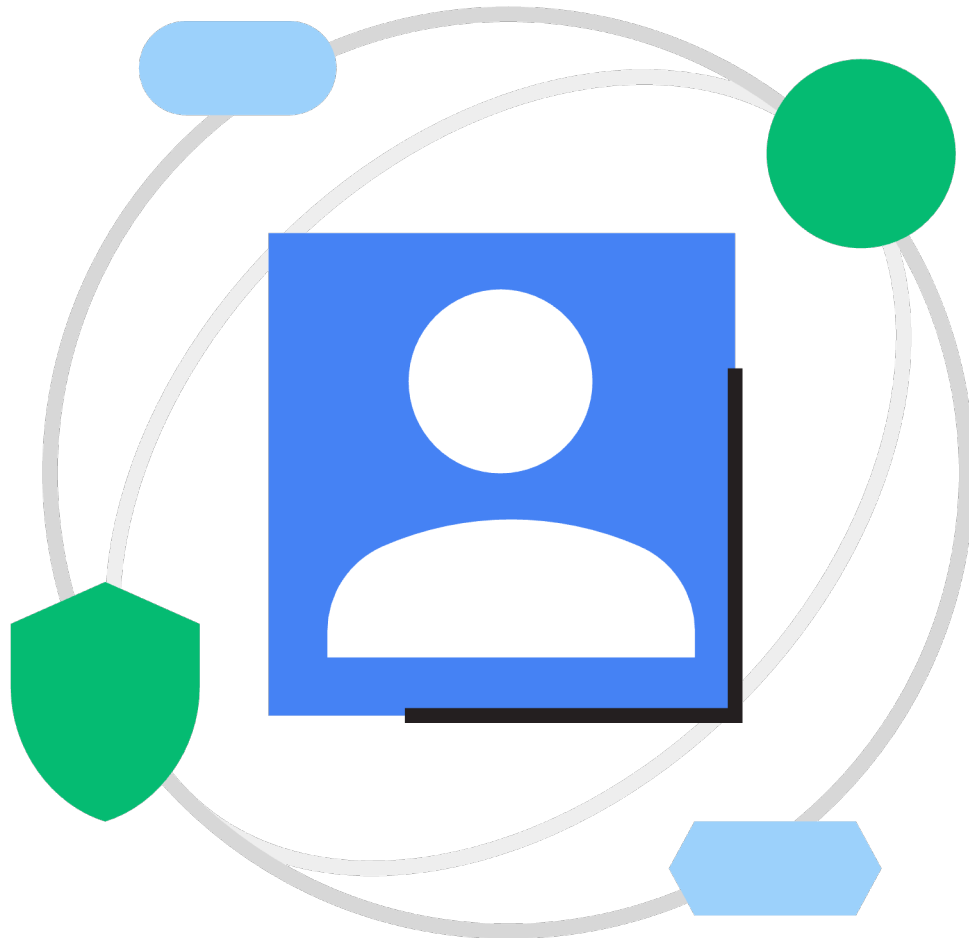
## Digital Markets Act

- ✓ 06<sup>th</sup> March 2024
- ✓ Google requires the Consent Mode v2 for Google Analytics + Google Ads (Adwords)
- ✓ Limited Tracking without Consent Mode

## ECJ court ruling on IAB TCF

- ✓ 7<sup>th</sup> March 2024
- ✓ TCString (“Consent String”) is personal data (=> needs consent?)
- ✓ IAB Europe is a Joint Controller with its members (=> JCA?)
- ✓ IAB is not Joint Controller for processing that the vendors do





### Google Chrome 3<sup>rd</sup> Party Cookie deprecation

- ✓ “Privacy Sandbox” as alternative to Cookies
- ✓ Protected Audience API: In-Browser auction of online ads (Remarketing)
- ✓ Fenced frames: Privacy friendly iFrames
- ✓ Topics API: Interest based ads without Cookies

### New US State laws on data protection

- ✓ Oregon (1<sup>st</sup> July), Texas (1<sup>st</sup> July)
- ✓ Opt-out of sale, Opt-out of targeted ads & profiling
- ✓ Data deletion requirements

# Q3 + Q4 / 2024

## IAB GPP extensions

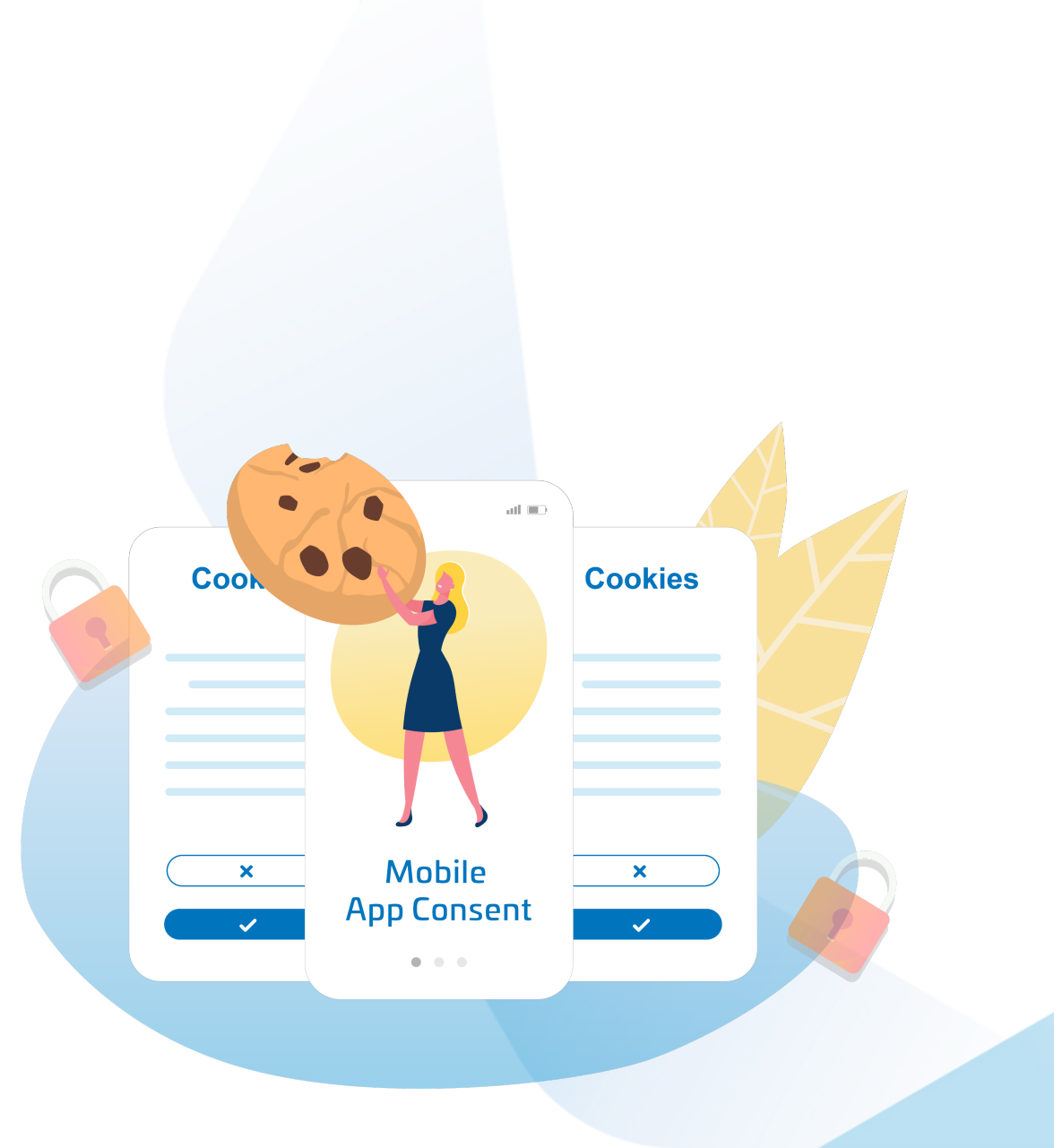
- ✓ Switzerland
- ✓ India (?), Brazil (?)

## TCF to GPP transition (End of Year)

- ✓ Deprecation of `__tcfapi`, replaced with `__gpp`
- ✓ Change of codes / SDKs necessary

## New US State laws on data protection

- ✓ Montana (1<sup>st</sup> Oct), Iowa (1<sup>st</sup> Jan)



A photograph of two men in a meeting. The man in the foreground is wearing a dark suit and is pointing towards the right. The man in the background is wearing a light-colored shirt and is looking towards the same direction. The image has a blue tint.

**Publishers**

**No cookies = Revenue losses?**







# Life will go on!

**Not everything that is faced can be changed, but nothing can be changed until it is faced.**

# Shift in the digital ecosystem





# Same changes going to be happening

Google decided to phase out cookies in 2020, after many postponements they declared that they had reached a point of no return and definitively started the process in January 2024



The **market** has been preparing for this for a long time



## Advertisers

Testing cookie-less solutions



## Third parties

**Google**  
Privacy Sandbox  
**Consentmanager.net**  
Legal requirements



## Publishers

**CMP implementations**  
**First party data experimentation**

"The best thing Google can do for the industry to progress is to stick to its deadlines"

# Advertisers

A key part of the ecosystem!



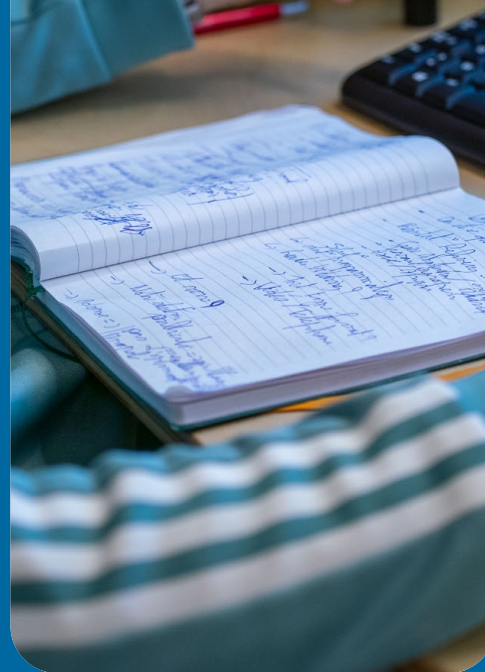
Buy without third parties



Contextual+



First party solutions



# Contextual +

Our answer to the 3rd party cookie deprecation



## Contextual

### Keyword Targeting

- ✓ Keywords
- ✓ Lots of waste
- ✓ Includes negative articles



What *we* do

## Contextual +

### AI Based Contextual

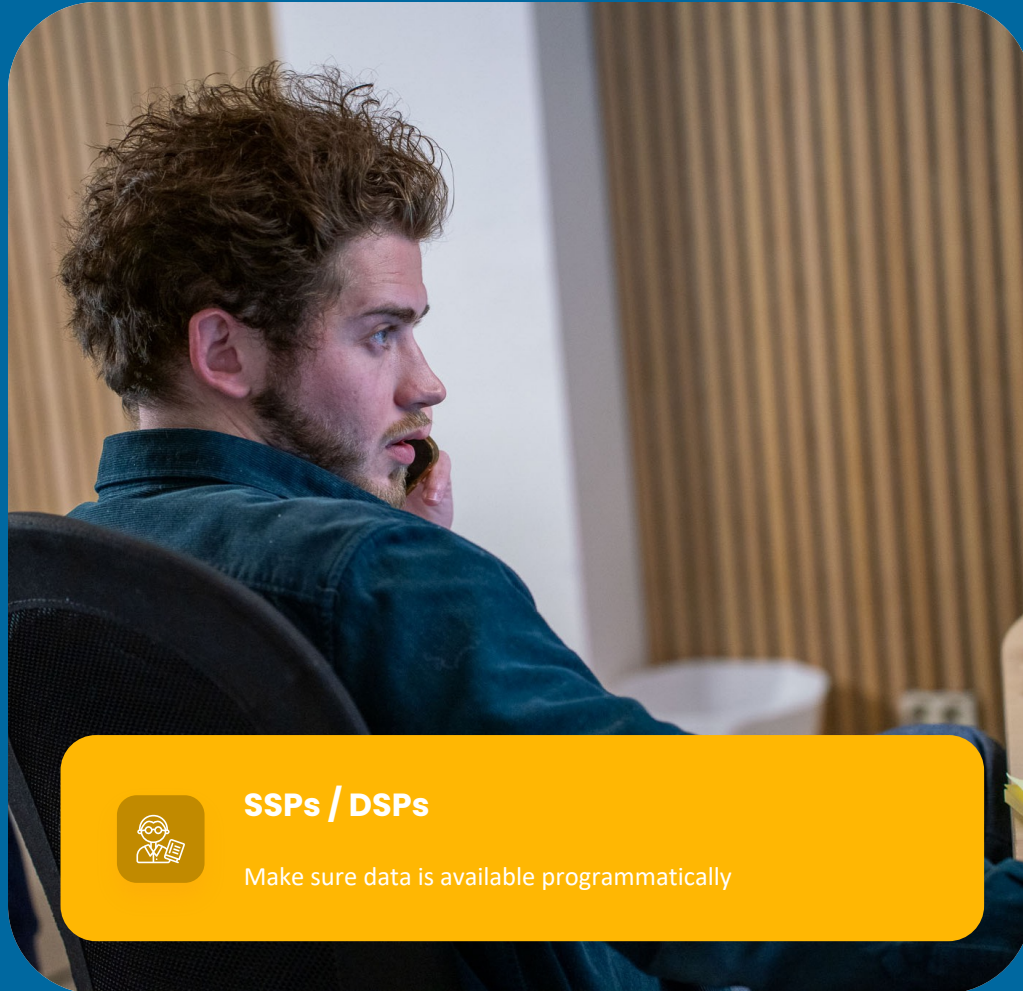


### Contextual Interest Audiences

- ✓ Understanding of the actual content
- ✓ Sentiment analysis
- ✓ Audiences with proven interest
- ✓ Can be reached in the whole network



# Third Parties



**SSPs / DSPs**

Make sure data is available programmatically



**CMP's**

Adjust product to local requirements

# CMP

What do the different CMP options do exactly?

**Reject All**

Allow no cookies

## Consent to Cookies & Data processing

On this website we use cookies and similar functions to process end device information and personal data. The processing is used for purposes such as to integrate content, external services and elements from third parties, statistical analysis/measurement, personalized advertising and the integration of social media. This consent is voluntary, not required for the use of our website and can be revoked at any time using the icon on the bottom left.

- Store and/or access information on a device
- Precise geolocation data, and identification through device scanning
- Personalised advertising and content, advertising and content measurement, audience research and services development

Reject All

Settings

Accept All

**Accept All**

Allow all 3rd party cookies\*

# 1<sup>st</sup> vs 3<sup>rd</sup> Party Cookies

## 1<sup>st</sup> Party Cookies

- ✓ First-party cookies are set by the website domain that the user is currently visiting.
- ✓ They are primarily used to enhance the user experience on the website, such as remembering login credentials or preferences.

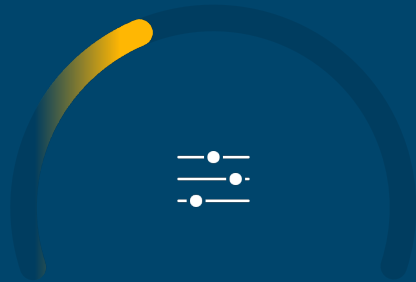
## 3<sup>rd</sup> Party Cookies

- ✓ Set by domains other than the one the user is currently visiting.
- ✓ Used for tracking and advertising purposes across multiple websites, allowing advertisers to gather information about a user's browsing behavior for targeted advertising.



# Going back to the question

## Step by step deprecation of the Cookie



Currently at 1%

## Options to compensate loss of Third-Party Cookies



**Contextual**  
**Universal IDs**  
**Data clean rooms**

- 1% Testing period will last until at least July 2024
- CMA standstill evaluation period of 60-120 days
- Q4 planned total phase out of 3rd party cookies



A man in a dark suit and light-colored shirt is shown in profile, looking intently at a computer screen. The scene is dimly lit with a blue tint, suggesting a professional or technical environment. Another person is partially visible in the background, also looking towards the screen.

**Publishers**

**Will the end of third-party cookies impact Publisher's revenue?**





The market will decide the best solution,  
**and self-adapt.**



The background of the image is a close-up, slightly blurred view of a computer keyboard. The keys are a light blue color, and the entire image is overlaid with a semi-transparent, darker blue gradient. The text "Questions?" is centered in the middle of the image in a white, sans-serif font.

**Questions?**





# Thank you

## Consentmanager

Jan Winkler

[consentmanager.net](https://consentmanager.net)

## Refinery89

Robin de Wit

[refinery89.com](https://refinery89.com)