



2015 Activity Report



DELIVERING TRANSPARENCY, CHOICE AND CONTROL OVER ONLINE ADVERTISING



Contents

1: Introduction p.3

- 2015 Activity Report p.3
- About the EDAA p.4

2: EDAA Operations p.5

- The OBA Icon p.5
- YourOnlineChoices.eu p.6

3: Compliance and Enforcement p.7

- 2015 Progress p.7
- Certification Process p.7
- EASA and Self-Regulatory Organisations p.8

4: Consumer Awareness Campaign p.9

- Roll-out and Results Across 2015 p.9
- Cross-Industry Support p.10
- Key Developments p.10-11

5: Consumer Research p.12

6: Communications p.13

7: EDAA Funding and Budget p.14

8: 2016 Outlook p.15

9: EDAA Governing Bodies, Board, and Secretariat p.16

Appendix: Company Progress

- Independently certified, self-certified and participating companies



Introduction

2015 Activity Report



Chair's message

2015 was a year of many challenges for digital advertising. Industry has been working hard to build a better experience to minimise those users who wish to block ads but who still want access to the many great benefits the advertising funded internet offers. Giving European citizens greater transparency and control over advertising data via the EU programme (as well as in places such as the US and Canada) is a big part of this and lies at the heart of the IAB's global LEAN initiative (see: www.iab.com/iab-tech-lab-solutions).

This report highlights how people continue to be aware of and use the advertising privacy tools available to them, such as via the icon. This is demonstrated by the research the EDAA and TRUSTe conducted across 13 EU markets (see page 12). Among all the adults surveyed, 40% were aware of the icon in Portugal and in Great Britain awareness has doubled from 13% in 2012 to 28% in 2015.

The work continues in an ever-changing market and uncertain European regulatory environment. In December, policy-makers agreed a new EU data protection law, the General Data Protection Regulation, which - when it is applied from 25 May 2018 - will present challenges but also opportunities for data-driven businesses. I hope the programme will play a significant role in promoting good privacy practice in this new climate, encouraging investment in privacy whilst enabling advertising innovation to the benefit of the market and users themselves.



Nick Stringer, EDAA Chair



Director General's remarks

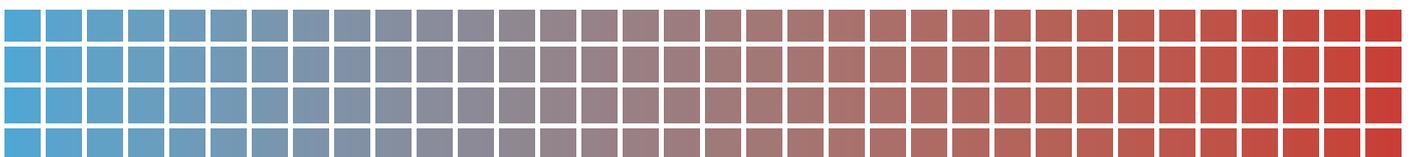
This report shows the Programme continuing to progress and mature in 2015. The steady growth in participants and particularly self-certified and certified companies is significant. Consumer awareness campaigns were launched in more European markets, with brand new visuals that ensured stronger engagement with consumers. The initial steps to adapt the Programme for OBA on mobile were also activated in 2015 for the launch in early 2016.

2015 also saw a brand new approach to EDAA communications leading to some simple and informative infographics, key messaging, the preparation of the 1st ever EDAA summit and use of social media. We also ran the first ever national roadshow to dynamise the adoption of the Programme in more Member States. We can expect in 2016 key discussions to see how the EU Programme can continue to evolve in response to the technological changes and new EU legislative environment for privacy within the GDPR and the upcoming revision of the E-privacy Directive.

My thanks for EDAA's continued success must go first to the staff Axel, Dave and Ionel who ably have ensured the day to day functioning and the key actions above. Particular thanks must also go to the technical wizardry of Ascendnet and Huxcoders concerning the website, platform and plugins and to Jon Chase for the coordination of the consumer awareness campaigns. Finally to the Officers, Board and steering group who have supported the key decisions to further the Programme throughout 2015.



Dr. Oliver Gray, EDAA Director-General



About The EDAA

The European Interactive Digital Advertising Alliance (EDAA) is a non-profit organisation based in Brussels and is responsible for enacting key aspects of the self-regulatory initiative for Online Behavioural Advertising (OBA) across Europe. EDAA principally acts as the central licensing body for the OBA Icon and provides technical means for consumers to exercise transparency and control over OBA through the www.YourOnlineChoices.eu online Consumer Choice Platform. EDAA is governed by EU-level organisations which make up the value chain of OBA within Europe and acts to ensure pan-European consistency in approach.

The EDAA will announce, at the the 2016 EDAA Summit, the launch of new Mobile Principles, adapting the EU Self-Regulatory Programme on Online Behavioural Advertising to the mobile environment. It will confirm the application of the existing Principles of transparency and control to mobile web-browsing and extends the scope of the Programme. Along with the Principles, the EDAA will release the Icon technical specifications for mobile.

More information can be found at: www.edaa.eu and on EDAA's FAQ's: www.edaa.eu/faq.

The European Principles

IAB Europe is the voice of digital business. Its mission is to protect, prove, promote and professionalise Europe's online advertising, media, research and analytics industries.

The [IAB Europe OBA Framework](#) is based upon 7 key principles for online behavioural advertising: notice, user choice, data security, sensitive segmentation, education, compliance and enforcement, and review. An objective of the IAB Europe OBA Framework is to secure the future of Online Behavioural Advertising as an effective business practice in the toolbox of marketers, by ensuring that internet users can understand and control the OBA choices they make online.

EASA is the single authoritative voice on advertising self-regulation issues.

The [EASA Best Practice Recommendation](#) on Online Behavioural Advertising builds on the IAB Europe OBA Framework and provides an industry-wide standard for OBA, ensuring that the entire advertising ecosystem is covered. With the adoption of the Best Practice Recommendation, national advertising self-regulatory organisations commit to applying self-regulatory standards for OBA, integrating the principles of the recommendation into their Codes, and handling complaints thereon.



EDAA Operations

The OBA Icon

The OBA Icon (pictured right), licensed by the EDAA for use across European markets, provides notice and transparency to consumers. The OBA Icon creative and accompanying “ad marker” language for each European market is at the heart of the OBA initiative and has become a globally recognisable symbol for the benefit of business and consumers.



Businesses looking to learn more should consult our FAQ's at: www.edaa.eu/faq

Icon delivery

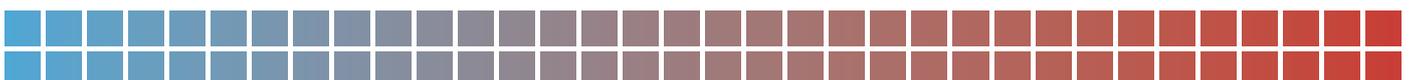
The EDAA has approved two companies – Ghostery (formerly Evidon) and TRUSTe as “Icon Providers”, offering credible solutions that ensure that all companies are able to integrate the OBA Icon according to the technical conditions and standards required for compliance. Though companies can implement the OBA Icon ‘in-house’, if choosing to outsource delivery of the OBA Icon, this should be done by an Approved Provider to ensure compliance. It is, of course, the responsibility of the company outsourcing this role to hold a valid licence from the EDAA.



Increasing visibility

In 2015, over 229 billion Icons have been delivered on online ads across Europe, through a combination of the approved Icon Providers. This represents an impressive increase of approximately 43% over last year's 160 billion Icons delivered.

The above figure is not inclusive of the vast number of icons delivered by companies that choose to integrate the OBA icon ‘in-house’.



YourOnlineChoices.eu

The Consumer Choice Platform

The country-specific versions of the www>YourOnlineChoices.eu Platform now include all EU and EEA markets, as well as Switzerland and Turkey. Each version is developed in the consumer's local language. The site is live today across 33 markets in 27 different languages.



Turn on or off individual companies.

Company	On / Off	Status	Info
4W MARKETPLACE SRL	<input type="radio"/> On <input type="radio"/> Off	✘	▼
Accordant Media	<input checked="" type="radio"/> On <input type="radio"/> Off	✔	▼
Acxiom	<input type="radio"/> On <input type="radio"/> Off	✘	▼
ad4mat@	<input checked="" type="radio"/> On <input type="radio"/> Off	✔	▼
AddThis (formerly Clearspring)	<input type="radio"/> On <input type="radio"/> Off	✘	▼
Adform	<input checked="" type="radio"/> On <input type="radio"/> Off	✔	▼
ADDITION	<input type="radio"/> On <input type="radio"/> Off	✘	▼
AdLantic	<input checked="" type="radio"/> On <input type="radio"/> Off	✔	▼
Admeta	<input type="radio"/> On <input type="radio"/> Off	✘	▼
Adobe	<input checked="" type="radio"/> On <input type="radio"/> Off	✔	▼

Across 2015, the EDAA has further developed the content on the site across all country-specific versions, enhanced the back-end monitoring system to check companies' connections to the platform in real-time, provided further explanation to consumers about the effects of opting-out, and improved the interface to enable companies to provide clearer information and links to their sites and privacy policies.

In addition, browser plug-ins ensuring persistent user choice are now available across three major browsers: Firefox, Chrome and Internet Explorer. The plug-in is available for download directly from the YourOnlineChoices site and ensures that a consumer opt-out remains effective despite the actions of a consumer to remove internet cookies from their browser.

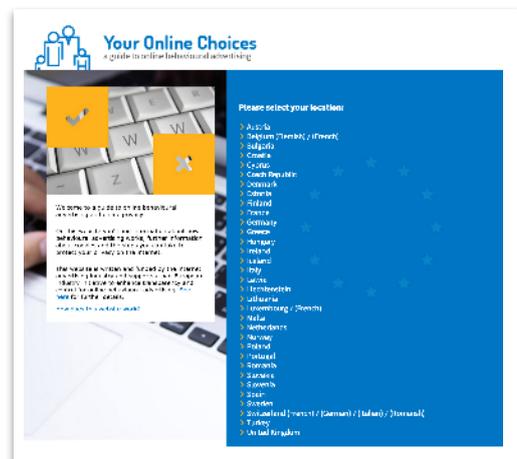
In 2015, traffic to the site averaged 2.7 million visitors per month, which represents a monthly increase of 1 million compared to the 2014 average of 1.7 million monthly visitors. Furthermore, an average of 73,000 choices were expressed on a monthly basis.

The YourOnlineChoices website serves a number of important functions, providing:

- Clear and understandable information about what OBA is, how it relates to the consumer, and how it helps fund content and services consumers enjoy online.
- A mechanism to exercise meaningful choice and control over consumers' advertising preferences.
- A mechanism to make a complaint where concerns are raised about a company's OBA practices.

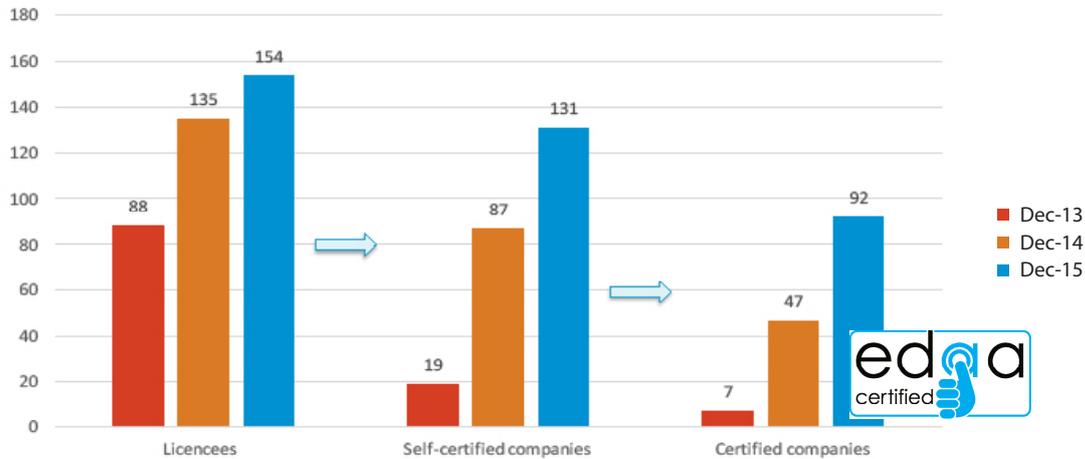
As of December 2015, 110 companies are active on the Consumer Choice Platform, providing choice and control.

The Platform is also optimised on mobile, providing a recognisable interface and consistent consumer experience across devices.



Compliance and Enforcement

2015 Progress



Certification Process

Compliance journey



As a first step to engage with the EU Programme, companies should apply to the EDAA for a licence to use the OBA Icon  across their online advertising campaigns and websites, and to integrate with the Consumer Choice Platform on www.YourOnlineChoices.eu (YOC). The application form is available at: <http://www.edaa.eu/certification-process/apply-for-licence/>.

All participating companies must then 'self-certify' their compliance: a company's own declaration of compliance, backed up with evidence, sent directly to the EDAA. This is in the form of a questionnaire requiring detailed information about a company's OBA policies and practices.

Within one month of their self-certification, all Third Parties must begin an independent verification of compliance with an EDAA-approved Certification Provider. This process includes a 30-day period of continuous monitoring of compliance. Certification Providers will grant compliant companies with the EDAA Trust Seal. The seal is envisaged to have significant market value to compliant businesses, conveying a sense of trust and good standing from consumers and business partners towards the company that receives it.



Approved Certification Providers are ABC, BPA Worldwide, ePrivacy and TRUSTe. More information at: <http://www.edaa.eu/certification-process/trust-seal/>



EASA and Self-Regulatory Organisations

The EDAA supports EASA's tried and tested Cross-Border-Complaints mechanism to ensure that consumers are able to register a complaint about a company's OBA practices to their national SRO in their own language. Where relevant (actionable), complaints are then transferred to the national SRO in the company's "Country of Origin". All companies participating in the European Self-Regulatory Programme must designate one central country of origin where it is engaged in competent decision-making for OBA activities. The competent SRO then handles the complaint, which includes investigation and sanctions (where appropriate) specifically tailored to OBA. An outcome is informed to the SRO in the country of the consumer, which is then able to inform the consumer of the resulting actions of their complaint.

This coherent and consistent approach provides real benefit for both consumers and business, and is a real example of a functional European Digital Single Market initiative.

By end of 2015, the following SROs had all extended their remits to cover OBA:

- Bulgaria – National Council for Self-regulation (NCSR)
- France – l'Autorité de Régulation Professionnelle de la Publicité (ARPP)
- Finland – Mainonnan Eettinen Neuvosto (MEN)
- Germany – Der Deutsche Datenschutzrat Online-Werbung (DDOW)
- Greece – Συμβούλιο Ελέγχου Επικοινωνίας (ΣΕΕ)
- Hungary – Önszabályozó Reklám Testület (ÖRT)
- Ireland – Advertising Standards Authority for Ireland (ASAI)
- Italy – Istituto dell'Autodisciplina Pubblicitaria (IAP)
- Portugal – Instituto Civil da Autodisciplina da Comunicação Comercial (ICAP)
- Spain – Asociación para la Autorregulación de la Comunicación Comercial (AUTOCONTROL)
- Sweden – Reklamombudsmannen (Ro.)
- UK – Advertising Standards Authority (ASA)



Given the number of multinational companies in the Programme, these SROs currently cover approximately 84% of all participating companies. Planning is underway to ensure that further SROs extend their remits across 2016.

National SROs help to ensure effective enforcement of the rules in a coherent and consistent manner across Europe. A full list of SROs, along with contact information, can be found on the website of the European Advertising Standards Alliance (EASA): www.easa-alliance.org.



Under the EU Self-Regulatory Programme on OBA, consumer complaints are handled in a consistent and coherent manner through the well-established mechanisms of national advertising Self-Regulatory Organisations (SROs) operating under the umbrella of the European Advertising Standards Alliance (EASA) at European level.



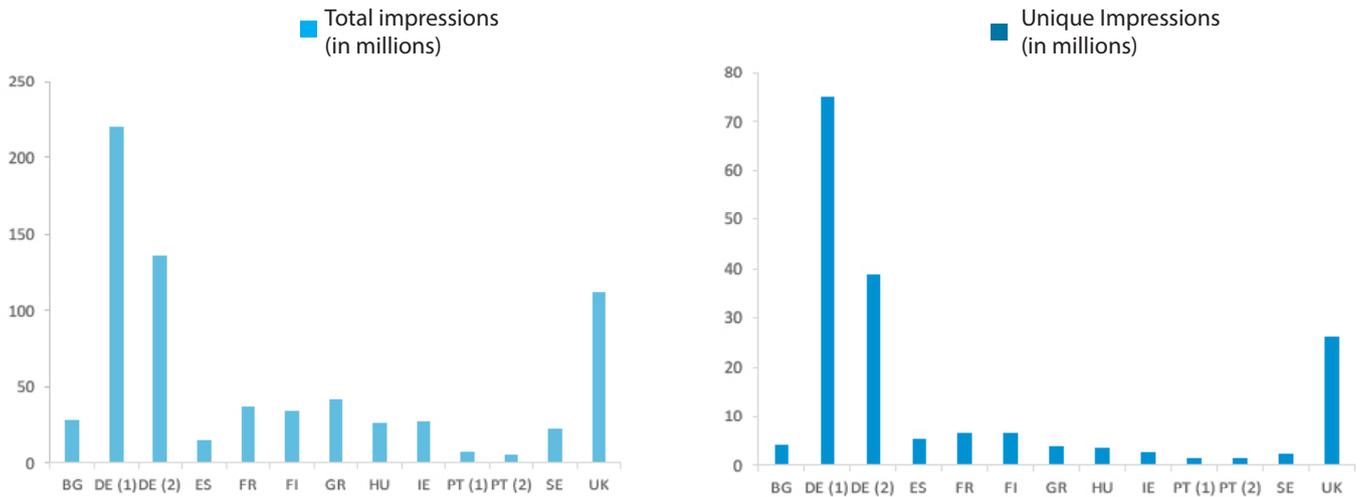
Consumer Awareness Campaign

Roll-out And Results Across 2015

In 2015, the campaign launched in 3 key markets: Bulgaria, Hungary, and Spain. During the second half of the year, a second wave also ran in Germany and Portugal.

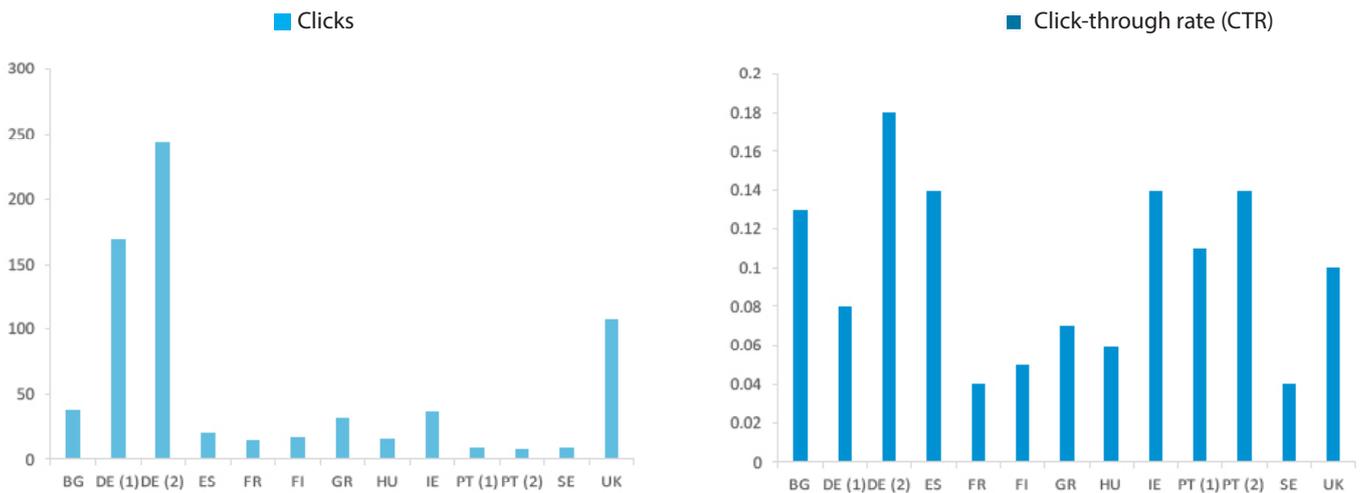
Additionally, the core activity of the French campaign, started late in Q4 2014, was undertaken in 2015.

Total impressions & unique browser visits

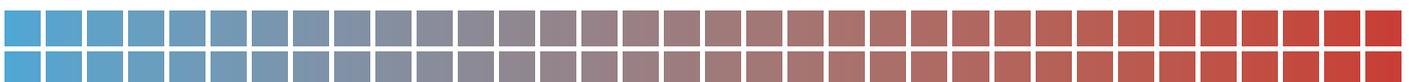


	BG	DE (1)	DE(2)	ES	FR	FI	GR	HU	IE	PT(1)	PT(2)	SE	UK	Total
Total Impressions (in millions)	28.4	220.8	136.4	14.8	37.6	34.1	41.8	25.8	26.8	7.8	5.7	21.9	112.3	714.2
Unique Impressions (in millions)	4.3	74.9	38.8	5.3	6.5	6.6	4.0	3.7	2.7	1.4	1.6	2.4	26.2	178.4

Total clicks to landing page



	BG	DE (1)	DE (2)	ES	FR	FI	GR	HU	IE	PT(1)	PT(2)	SE	UK	Total
Total clicks (in 000's)	37.5	169.7	242.9	19.8	14.7	17.1	30.9	16.0	37.4	8.6	8.3	9.1	107.9	719.9
CTRs	0.13	0.08	0.18	0.14	0.04	0.05	0.07	0.06	0.14	0.11	0.14	0.04	0.1	0.10



Cross-Industry Support

There has been unprecedented support from all the sections of the online advertising industry - both at a national and EU level. The key supporting partners were highlighted within the bespoke landing pages of the campaign.

Consumers who clicked on the online advertising banners were directed to these landing pages. From the landing pages, users could also choose to go through to the national YOC websites to find more information.

In addition to ad:tech, providing the ad serving capabilities, the following companies have also actively supported the campaign, since its broader launch in 2013, and have donated inventory in one or more markets:

24 MEDIA	A-LEHDET	AD:TECH	ADAPTIVE MEDIA
ADAUDIENCE	ADMETA	ADOBE	ADWEB
ALLER MEDIA	ALMA MEDIA	AMÁRACH RESEARCH	ANMEDIA
ANT	AOL	AXEL SPRINGER	BAUER MEDIA
CAPITAL.GR	CBS INTERACTIVE	CEMP	CM SALES
COFINA	CONVERSANT	CRITEO	CXENSE
DELTA PROJECTS	DISTILLED MEDIA	DONEDEAL.IE	DPG DIGITAL MEDIA
EXPONENTIAL	FONECTA	FORWARD AD GROUP	G MEDIA
G+J EMS	GAZZETTA.GR	GRUNER & JAHR	HASZNALTAUTO
HIMEDIA	INDEPENDENT.IE	INFINITY	IP DEUTSCHLAND
JOFOGAS	K=J	KATHIMERINI.GR	KLIKKI
MEC	MEDIACOM	MICROSOFT ADVERTISING	MTV
NAFTEMPORIKI.GR	NAPI	NETBOOSTER	NETPOINT MEDIA
NEWPOST.GR	NOSALTY	NUGG.AD	OMNICOM MEDIA GROUP
OMS	ORIGO MEDIA GROUP	OTAVA MEDIA	PLISTA
PRIME MEDIA	PROCTER & GAMBLE	QC	QUISMA
RTL KLUB	RUBICON	SANOMA	SCHIBSTED
SCOUT 24	SEVENONE MEDIA	SKY MEDIA	SOCIOMANTIC
SPECIFIC MEDIA	SPIEGEL QC	SVERIGES ANNONSÖRER	TALENTUM
TELEGRAPH MEDIA GROUP	THE FINANCIAL TIMES	THE GUARDIAN	THE IRISH TIMES
THINKDIGITALGROUP	TOMORROW FOCUS MEDIA	TV2	TV3
UNISTER MEDIA	UNITED INTERNET MEDIA	VELVET ROCK	VEVO
XAXIS	YAHOO!	ZOUGLA.GR	

If interested in donating inventory for future rollout of the campaign either at a pan-European or market-specific level, please contact us directly at: info@edaa.eu

Key Developments

Awareness is a core principle behind the EU self-regulatory initiative, and the EDAA launched the pan-European consumer awareness campaign in 2013 to help empower EU citizens to make their own choices about online advertising.

The campaign provides information about the OBA Icon and the YourOnlineChoices website to the general public. The campaign aims to increase awareness and understanding of the Programme, whilst enhancing consumer transparency and control. Consumers are empowered through greater awareness of their online ad choices and also learn how online advertising helps to fund sites and services they use.

Between 2013 and 2015, the campaign ran across 11 different markets – including 2 bursts in Germany and Portugal.

By the end of 2015, the campaign had delivered over 710m total impressions and nearly 180m unique impressions across all markets. In addition, more than 715,000 clicks have been made with an average click through rate (CTR) of 0.10.

The new creative designs have already proved highly effective – with an average CTR more than twice as high (0.18) as the original banner ads (0.08).



2015 Creative copy examples (fully localised for European markets)

"InnerWorkings"-English version(300x250)

This icon gives

 you control

Come behind-the-scenes
 of online advertising

Find out how to set
 your adchoices 

"ZoomIcon"execution-German version(728x90)

Datenerhebung für Online-Werbung steuern 

Mehr dazu auf youronlinechoices.eu 



Nutzen Sie  dieses Icon

"User Control"- English version (160 x 600)

Look out

 for this icon

It means
 the ads
 you see
 are based
 on your
 interests

Use it to
 control
 your
 online ad
 settings

Click to find
 out more



Consumer Research

Key findings

- Among all adults surveyed across 13 countries, awareness of the OBA Icon with the Admarker text (e.g. Ad-Choices in English) is highest in Portugal (40%), Greece (38%) and Ireland (32%), followed by Great Britain, where awareness has risen steadily for the last four years from 13% in 2012 to 28% this year. In eight of the thirteen countries surveyed, awareness of the OBA Icon when accompanied by the Admarker text is significantly higher.
- In the ten countries where the research was also completed in 2014, awareness of the Icon with Admarker text has increased by three points, reaching 21% among 18-50 year olds.
- Among adults who have seen the Icon in either form, in ten of the 13 European countries surveyed at least 1 in 4 report they have clicked on it. This is as high as around 2 in 5 in Poland (40%), Spain and Bulgaria (both 39%) and Greece (38%). Furthermore, understanding of the Icon is increasing with adults in 11 (of 13) countries who had seen the Icon placing “manage your privacy preferences” in their top two choices for the meaning of the Icon, compared with only 4 (of 10) countries in 2014.
- Seeing the information provided by clicking on the Icon and the option to manage privacy preferences can lead to adults having more favourable attitudes towards the concept of OBA and trust of the brand being advertised. Among 18-50 year olds in the 13 countries surveyed in 2015 44% say they are more favourable towards the concept of OBA when presented with information provided by clicking on the Icon and having the opportunity to manage their privacy preferences and 35% report having this information available makes them trust the brand being advertised more.

Consumer research index 2015

Infographic (Consumer Research Index 2015) and the full research report available through the banner below:



Background and objectives

In 2015, for the second year running, the EDAA in collaboration with TRUSTe ran a consumer research initiative to assess consumer attitudes and perceptions of the EU Self-Regulatory Programme across a range of European markets. The research was conducted by Ipsos-MORI, a leading independent research agency.



The research comprised of a questionnaire specifically tailored to the Self-Regulatory Programme (e.g. consumer recognition of the OBA Icon and Consumer Choice Platform), completed by 10,000 consumers, between 21 October – 13 November 2015, and ran in Bulgaria, France, Germany, Great Britain, Finland, Greece, Hungary, Italy, Ireland, Poland, Portugal, Spain and Sweden. Markets were selected based on two main factors: geographic spread, and implementation status of the initiative at national level.



Communications

2015 saw the development of key EDAA communications materials tailored towards diverse audiences, including policy makers, industry professionals and consumers. To that end, the EDAA built on a communications strategy focused on growing its social media presence through Twitter, and published a set of user-friendly infographics with new EDAA branding.

Updated Twitter handle



In 2015, the Twitter handle was amended, from @EDAAstatus to @EDAATweets. Beyond the latest news and developments within the European digital ad industry, EDAA uses the platform to showcase company compliance, highlighting when EDAA Trust Seals are awarded, and welcoming new companies to the Programme. This translated to an important uptake in engagement and followers, growing from 240 followers in January 2015, to 560 followers by the end of the same year, spanning from policy makers to industry thought-leaders.

2015 infographics



2015 EDAA infographic for policy makers

This lays out the steps that the online advertising industry has taken to provide European citizens with greater transparency, choice, and control over online advertising.



2015 EDAA infographic for companies.

This outlines the key reasons for participating in EDAA's crucial industry-wide initiative, and breaks down the steps needed to prove compliance.



EDAA Funding and Budget

Fee structure

As part of our commitment to ensure the Programme is inclusive and open to all players, fees for participation in the EU Self-Regulatory Programme remain unchanged since the launch of the EDAA.

There are two distinct tiers: (i) regular companies; (ii) SMEs. The SME tier applies for all companies with less than 3 million Euros of annual revenue from all online display and video advertising.

The fees (detailed below) cover participation across all European markets. EDAA is established as a non-profit organisation and fees are put towards ensuring an effective administration, support of national Self-Regulatory Organisations in their extension of remit to OBA, a consumer awareness campaign across all European markets as well as activities to complement these core aspects of the roll-out.

OBA Icon and Consumer Choice Platform fees

	OBA ICON LICENCE FEES	OBA USER CHOICE PLATFORM FEES
THIRD PARTIES: REGULAR FEE	5 000 EUR	5 000 EUR
THIRD PARTIES: SME FEE	3 000 EUR	3 000 EUR
WEB SITE OPERATORS	3 000 EUR (FREE OF CHARGE IF WITH PURELY NATIONAL FOCUS)	N/A

2014 close of accounts

EDAA's official results from 2014, as declared under the Belgian fiscal system to the Trade Court, showed a positive end-of-year balance as follows:

INCOME	EXPENDITURE	BALANCE
1,094,156 EUR	503,866 EUR	590,290 EUR

We are thankful to all companies and associations who provide the support to enable the EDAA to administer its duties efficiently and effectively, and to remain firmly established as an impactful and sustainable organisation.

In Q1 2015 the EDAA also launched a limited financial and operational review of the previous year (2013) accounts, performed independently by Brussels-based EuraAudit.



2016 Outlook

Adapting to the mobile environment

- In March 2016, the EDAA launched the mobile principles and accompanying technical specifications for the application of the OBA Icon and Consumer Choice Platform in the mobile environment, bringing to life the same core values of greater transparency, choice and control into the mobile space.
- Companies were prepared for the announcement and were ready to bring their OBA mobile practices in line with the self-regulatory approach. Importantly, this development extended the scope of OBA to cover cross-device, location and personal device data.
- The principles will be followed by a limited implementation period for companies, prior to independent compliance and enforcement of the new rules. Stay tuned in 2016 and don't miss a beat!

Communications

- In 2016 we were excited to deliver our first ever EDAA Summit. The event brought the industry and European policy-makers together, showcasing the activities of EDAA and providing a platform for meaningful debate. Check out our videos and presentations on our EDAA Summit website at <http://ow.ly/AV8f3014ROq>.
- Later in the year, look out for info on two key webinars: (i) The OBA Programme is going Mobile!; and (ii) The Relationship between OBA Self-Regulation and the GDPR.
- In 2016, we will also plan an awareness campaign tailored towards the European Institutions, highlighting the benefits of the Programme and the proven, effective nature of well-established ad self-regulation in the policy mix.
- Finally, keep an eye on our websites as new content will be developed on a regular basis - including a blog which will go live in the second quarter on www.edaa.eu.

Compliance and enforcement of the European Principles

- Continue to work with the European Advertising Standards Alliance and national Self-Regulatory Organisations to provide support in extension of SRO remits across Europe to encompass OBA and the European Principles.
- Work closely with companies to ensure full compliance with the European Principles, ensuring that companies have all the tools not to fall afoul of independent SRO investigations and potential sanctions.

Empowering consumers

- Continuing efforts of previous years, we'll roll out the consumer awareness campaign across further European markets, offering consumers clear information in a contextual manner.
- Build on existing research into consumer attitudes and perceptions towards OBA and the self-regulatory initiative across European markets.

Legislative developments

- As details of the General Data Protection Regulation (GDPR) become clearer, and the anticipated consultation on the ePrivacy Directive is launched, the EDAA will work to ensure that the Programme continues to deliver relevant solutions and adds value to all participating companies.

Building resources

- As the EDAA continues to build on a highly successful Programme, the team will also adapt and grow to meet the ever evolving challenges. In 2016, we will be looking for a Technical Assistant and Project Assistant to support our busy agenda as we deliver on the many commitments, above and beyond those outlined above!

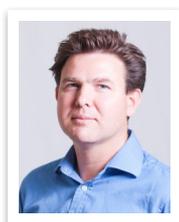


EDAA Governing Bodies, Board and Secretariat

Governing bodies



2015 Board composition



Nick Stringer
EDAA Chair
IAB Europe



Mathilde Fiquet
EDAA Vice-Chair
FEDMA



Dominic Lyle
EDAA Treasurer
EACA



Ross Biggam
ACT



Julia Maier-Hauff
AER



Conor Murray
EGTA



Angela Mills Wade
EPC



Max von Abendorth
EMMA



Francine Cunningham
ENPA



Christopher Payne
WFA

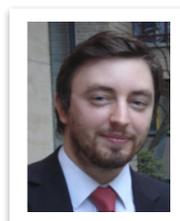
2015 Secretariat



Dr. Oliver Gray
EDAA Director General



Dr. Ionel Naftanaila
EDAA Programme Development
Director



David Barron
EDAA Project Manager



Axel Debry
EDAA Project Officer



Appendix: Company Progress

Independently certified companies (at 31 Dec 2015)

All participating companies listed below have completed the independent certification process with an EDAA-approved Independent Certification Provider. These companies have been granted the corresponding Trust Seal, demonstrating full compliance with the European Self-Regulatory Programme. This is the final step of the compliance journey within the Programme.

Read more about the process on p.7 of this Report.

ACCORDANT MEDIA	ACXIOM CORPORATION	ADAUDIENCE
ADBRAIN	ADDTTHIS	ADFORM APS
ADJUG (TRADING AS IGNITION ONE)	ADLANTIC ONLINE ADVERTISING	ADMETA AB
ADOBE	ADROLL	ADVANCEDSTORE
AFFECTV	AGGREGATE KNOWLEDGE	AMOBEE
AOL	ARC SCIENCE	AUDIENCE SCIENCE
CAPTIFY MEDIA LTD	COLLECTIVE EUROPE	CRIMTAN HOLDINGS
CRITEO SA	DATA XU LTD.	DELTA PROJECTS
DENTSU AEGIS	DIGITIZE	EXELATE
EXPEDIA MEDIA SOLUTIONS	EXPONENTIAL INTERACTIVE	EYEOTA LIMITED
FLXONE	G+J ELECTRONIC MEDIA SALES	GOLDBACH MANAGEMENT
INFECTIOUS MEDIA	INTELLIGENT OPTIMISATIONS	INTENT MEDIA
IP DEUTSCHLAND	IPROMOTE	KRUX
KUPONA	LIGATUS	LOTAME SOLUTIONS
MAXPOINT INTERACTIVE	MEDIA IQ DIGITAL	MEDIA MATH
MERCHANTA	METRIGO	MICROSOFT ONLINE
MOBILE.DE	MYTHINGS	NUGG.AD
OMS VERMARKTUNGS	OPENX	ORACLE
PERFORMANCE MEDIA DEUTSCHLAND	PLISTA	PROCTER & GAMBLE
QUANTCAST	RADIUM ONE	ROCKET FUEL
RUBICON PROJECT	SEMASIO	SERVICEPLAN GRUPPE
SEVEN ONE MEDIA	SIZMEK	SOCIOMANTIC LABS
SOJERN LIMITED	SPECIFIC MEDIA	SPREE 7
TAPAD	THE ADEXCHANGE	THE ECONOMIST GROUP
THE EXCHANGE LAB	THE TRADE DESK	TURBO
TURN	UNDERTONE	UNITED INTERNET MEDIA
VE INTERACTIVE	VIBRANT MEDIA	VIDEOLOGY
VIRTUAL MINDS	VIVAKI	WEBORAMA
XPLOSION INTERACTIVE	YAHOO!	YELDR
ZANOX	ZIFF DAVIS	

Self-certified companies (at 31 Dec 2015)

All participating companies listed below have submitted their self-certification of compliance to the EDAA. The self-certification of compliance is a declaration by the company that their OBA policies and practices comply with the industry standards administered by the EDAA, and is the first compliance step under the Programme. The Third Parties listed below are currently working with their chosen Certification Provider towards obtaining the EDAA Trust Seal, and becoming fully compliant.

1PLUSX AG	4WMARKETPLACE	ACCORDANT MEDIA
ACXIOM CORPORATION	ADAUDIENCE	ADBRAIN
ADDITION+	ADDDTHIS	ADFORM APS
ADJUG (TRADING AS IGNITION ONE)	ADLANTIC ONLINE ADVERTISING	ADMETA AB
ADOBE	ADROLL	ADSERVERPUB
ADVANCEDSTORE	AFFECTV	AGGREGATE KNOWLEDGE
ALLER MEDIA OY	ALMA MEDIA	AMOBEE
AOL	ARC SCIENCE	AUDIENCE SCIENCE
BRANDCRUMB	CAPTIFY MEDIA LTD	COLLECTIVE EUROPE
CONVERSANT	CRIMTAN HOLDINGS	CRITEO SA
DATA XU LTD.	DELTA PROJECTS	DENTSU AEGIS
DEUTSCHE EISHOCKEY LIGA	DIGITIZE	DISTILLED MEDIA GROUP
DMG::MEDIA	EXELATE	EXPEDIA MEDIA SOLUTIONS
EXPONENTIAL INTERACTIVE	EYEOTA LIMITED	EZAKUS
FACEBOOK	FLASHTALKING	FLXONE
G+J ELECTRONIC MEDIA SALES	GAMNED	GOLDBACH MANAGEMENT
GRUPA AMP MEDIA	GUARDIAN NEWS & MEDIA	HI-MEDIA SA
IMAGINI EUROPE (VISUAL DNA)	INFECTIOUS MEDIA	INTELLIGENT OPTIMISATIONS
INTENT MEDIA	IP DEUTSCHLAND	IPROMOTE
KRUX	KUPONA	LAGARDÈRE PUBLICITÉ
LAOLA1	LAOLA1 MULTIMEDIA	LEHRERFREUND
LIGATUS	LOTAME SOLUTIONS	MAXPOINT INTERACTIVE
MEDIA IQ DIGITAL	MEDIA MATH	MERCHANTA
METRIGO	MICROSOFT ONLINE	MOBILE.DE
MODE MEDIA	MONEYSUPERMARKET.COM	MONSTER
MYTHINGS	NETFLIX	NEXTPERFORMANCE
NUGG.AD	OMS VERMARKTUNGS	OPENX
ORACLE	OTAVAMEDIA	PERFORMANCE MEDIA DEUTSCHLAND
PLISTA	PROCTER & GAMBLE	PUBLIC-IDÉES
QUANTCAST	RADIUM ONE	ROCKET FUEL
RUBICON PROJECT	SC JOHNSON & SON	SEMASIO
SERVICEPLAN GRUPPE	SEVEN ONE MEDIA	SIZMEK
SMART ADSERVER	SOCIOMANTIC LABS	SOJERN LIMITED
SPECIFIC MEDIA	SPREE 7	STARWOOD HOTELS & RESORTS WORLDWIDE
SWITCH CONCEPTS	TAPAD	TELEGRAPH MEDIA GROUP
TEMELIO	TF1 PUBLICITÉ	THE ADEXCHANGE
THE ECONOMIST GROUP	THE EXCHANGE LAB	THE TRADE DESK
TUBEMOGUL	TURBO	TURN
UNDERTONE	UNITED INTERNET MEDIA	VE INTERACTIVE
VIBRANT MEDIA	VIDEOLOGY	VIRTUAL MINDS
VIVAKI	WEBOOST MEDIA	WEBORAMA
XAD	XPLOSION INTERACTIVE	YAHOO!
YIELDR	ZANOX	ZIFF DAVIS

Participating companies (at 31 Dec 2015)

The companies listed below hold a relevant EDAA Licence Agreement for use of the OBA Icon across European markets and/or integration with the pan-European consumer choice platform at www.YourOnlineChoices.eu. All participating companies are actively providing notice and choice to consumers over their behavioural advertising preferences, and are working to achieve full compliance with the industry standards (certified and self-certified).

1PLUSX AG	33ACROSS	4WMARKETPLACE
ACCORDANT MEDIA	ACXIOM CORPORATION	ADAUDIENCE
ADBRAIN	ADCOMPASS	ADDITION+
ADDTHIS	ADFORM APS	ADJUG (TRADING AS IGNITION ONE)
ADLANTIC ONLINE ADVERTISING	ADMEDO LTD	ADMETA AB
ADOBE	ADROLL	ADSERVERPUB
ADVANCEDSTORE	AFFECTV	AGGREGATE KNOWLEDGE
ALLER MEDIA OY	ALMA MEDIA	AMAZON
AMOBEE	AOL	ARC SCIENCE
AUDIENCE SCIENCE	AUDIENCE2MEDIA	BRANDCRUMB
CAPTIFY MEDIA LTD	COLLECTIVE EUROPE	CONVERSANT
CRIMTAN HOLDINGS	CRITEO SA	DATA XU LTD.
DELTA PROJECTS	DENTSU AEGIS	DEUTSCHE EISHOCKEY LIGA
DIGITIZE	DISTILLED MEDIA GROUP	DMG::MEDIA
EXELATE	EXPEDIA MEDIA SOLUTIONS	EXPONENTIAL INTERACTIVE
EYEOTA LIMITED	EZAKUS	FACEBOOK
FLASHTALKING	FLXONE	FONECTA
G+J ELECTRONIC MEDIA SALES	GAMNED	GOLDBACH MANAGEMENT
GOOGLE	GROUPM	GRUPA AMP MEDIA
GUARDIAN NEWS & MEDIA	HI-MEDIA SA	IMAGINI EUROPE (VISUAL DNA)
INFECTIOUS MEDIA	INTELLIGENT OPTIMISATIONS	INTENT MEDIA
IP DEUTSCHLAND	IPROMOTE	KRUX
KUPONA	LAGARDÈRE PUBLICITÉ	LAOLA1
LAOLA1 MULTIMEDIA	LBC FRANCE	LEHRERFREUND
LIGATUS	LOTAME SOLUTIONS	MAXPOINT INTERACTIVE
MEDIA IQ DIGITAL	MEDIA MATH	MERCHANTA
METRIGO	MICROSOFT ONLINE	MOBILE.DE
MODE MEDIA	MONEYSUPERMARKET.COM	MONSTER
MYTHINGS	NETFLIX	NEXTPERFORMANCE
NUGG.AD	OMNICOM MEDIA GROUP	OMS VERMARKTUNGS
OPENX	ORACLE	OTAVAMEDIA
PERFORMANCE MEDIA DEUTSCHLAND	PLISTA	PROCTER & GAMBLE
PUBLIC-IDÉES	QUANTCAST	RADIUM ONE
RESPONSYS	ROCKET FUEL	RUBICON PROJECT
SANOMA MEDIA FINLAND	SC JOHNSON & SON	SCHOBER INFORMATION GROUP DEUTSCHLAND
SEMASIO	SERVICEPLAN GRUPPE	SEVEN ONE MEDIA
SIZMEK	SMART ADSERVER	SOCIOMANTIC LABS
SOJERN LIMITED	SPECIFIC MEDIA	SPREE 7
STARWOOD HOTELS & RESORTS WORLDWIDE	SWITCH CONCEPTS	TAPAD
TELEGRAPH MEDIA GROUP	TEMELIO	TF1 PUBLICITÉ
THE ADEXCHANGE	THE ECONOMIST GROUP	THE EXCHANGE LAB
THE TRADE DESK	THINK DIGITAL GROUP	TOMORROW FOCUS MEDIA
TRAVECLICK	TUBEMOGUL	TURBO
TURN	TWYN GROUP	UNDERTONE
UNITED INTERNET MEDIA	VARICK MEDA MANAGEMENT	VE INTERACTIVE
VIBRANT MEDIA	VIDEOLOGY	VIRTUAL MINDS
VIVAKI	WEBBOOST MEDIA	WEBORAMA
WEVE	XAD	XAXIS DIGITAL
XPLOSION INTERACTIVE	YAHOO!	YIELDR
ZANOX	ZIFF DAVIS	