



The European Interactive Digital Advertising Alliance (EDAA) is a non-profit organisation founded in 2012 and based in Brussels. It is responsible for enacting key aspects of the **European Industry Programme for Data-Driven Advertising** across Europe.

EDAA is governed by a European industry coalition representing advertisers, the advertising agency sector, the direct marketing sector, the advertising technology sector and the media sector, which make up the value chain of data-driven advertising within Europe and act to ensure pan-European consistency in approach.

With the EDAA's Programme, the advertising industry rebuilds consumer trust through enhanced transparency and consumer control, complementing existing legislation, whilst ensuring that the online advertising industry continues to help Europe's digital sector thrive and innovate.

Activity Report 2023

Chair's remarks

2023 has been a year of change, for EDAA and for the entire online advertising ecosystem. As the regulatory landscape develops, the digital advertising industry is fully engaged; ready to respond and demonstrate its accountability. The EU's landmark **Digital Services Act** ("DSA"), in particular, marks the cusp of a **new era of enhanced advertising transparency**. EDAA has pressed forward with planned changes to ensure such transparency can be actioned at an industry-level, engaging a wide range of relevant stakeholders and setting the path towards a new programme – **the EDAA's Advanced Advertising Transparency Programme** ("AATP"). Our efforts on this new initiative not only respond to new regulations, but to a wider call from civil society and notably consumers, as unveiled in EDAA's award-winning YourOnlineVoices research.

Consumers need to be front and centre, with the consumer experience paramount to the future success of digital advertising, built on respect for data. As EDAA, our job has always been to **listen, educate and provide consumers with choices**, and for this reason, it is our duty to answer this call. The answer is in fact in our DNA – a collective industry alliance; a consumer-facing programme backed by research and outreach; an insistence on accountability at the core.

I believe that EDAA can and will continue contributing towards a digital advertising future that is brighter than the past. Yet progress will continue to be based on the active buy-in of a broad collection of actors. The online digital advertising industry is dynamic, innovative, and the people within it are dedicated and caring. **Together we can get this right and foster a more sustainable path ahead.**

I couldn't be prouder of what EDAA has achieved so far and I look forward to the next chapter of **delivering transparency, choice and control to European consumers** as we head into 2024 with a truly action-oriented programme!

Angela Mills Wade

EDAA Officers



Angela Mills Wade
Chair, EDAA
Executive Director



Conor Murray
Treasurer, EDAA
Director of Regulatory
and Public Affairs
egta.



Robin de Wouters
Vice-Chair, EDAA
Communication and
Commercial Director
FEDMA

EDAA Board Members



Gregoire Polad
Secretary General



Tamara Daltroff
CEO



Ninon Vagner
Privacy Director



Ilias Konteas
Executive Director



Stephan Loerke
CEO



Francesca Fabbri
Association Manager



Observer Member



Charo Fernando Magarzo
Deputy General Director



EDAA Secretariat



Ionel Năftănăilă
Programme Development Director



David Barron
Director of Operations



Giorgio La Rosa
Industry Relations &
Compliance Coordinator



Martina Gerli
Project Coordinator




Federica Detomas
Communications Coordinator



Consumer empowerment through meaningful transparency and simple choices

EDAA has a longstanding experience in delivering transparency, choice and control to European citizens, thanks to its cross-industry composition. Since 2012, the organisation has been delivering meaningful transparency in a way that provides clear and relevant information and choices for consumers to take control over their preferred online advertising experience.

EDAA's reputation and successes are backed by an array of research that demonstrate the effectiveness and positive impact of the AdChoices Icon  in increasing not only brand trust, but also trust towards the very concept of data-driven advertising.

2023 has been a year of change for EDAA and the European online advertising industry due to the regulatory developments, and in particular Article 26 of the Digital Services Act. This year, EDAA has been working on a solution to facilitate companies in meeting the requirements set out in this new regulation.

The AdChoices Icon

The globally recognised symbol in digital advertising provides notice and transparency to consumers. Companies can outsource the delivery of the AdChoices icon according to the technical conditions and standards required for compliance via an approved provider.

As of 31 December 2023, **115 companies** were participating in the EDAA's Programme on Data-Driven Advertising.

Hundreds of billions of icons were delivered on online ads across Europe in 2023 by Evidon, from Crownpeak; and TrustArc, our approved providers. Many more icons were delivered by companies that chose to integrate the AdChoices icon 'in-house'.

www.youonlinechoices.eu

Thanks to this platform, consumers have access to greater transparency, information on the functioning of data-driven advertising, the possibility to customise users' ad experience and access to a mechanism to file complaints. The platform is available in 27 languages across 33 markets, optimised both for desktop and mobile.



On 31 December 2023, **nearly 90 companies** were active on youonlinechoices.eu.

Compliance and enforcement

EDAA & SROs

National SROs help to ensure effective enforcement of the rules in a coherent and consistent manner across Europe. Where relevant, complaints submitted by consumers are 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 they are engaged in decision-making for data-driven advertising activities.



Consumer queries and complaints

EDAA handles consumer queries on data-driven advertising and responds to them in a timely manner with useful tips for consumers to make the most of their online ad experience and understand the options available to them.

National Advertising Self-Regulatory Organisations under the umbrella of the European Advertising Standards Alliance directly handle consumer queries and complaints in their national markets.



Certification Process



3. COMPLY with the European Self-Regulatory principles

Self-certification: Participating companies will be required to self-certify their compliance with the European Principles

Independent certification: All "third parties" must independently verify their compliance with an approved Certification Provider, who will grant successful companies a renewable Trust Seal

1. APPLY to start using the



2. INTEGRATE on the consumer choice platform If you actively collect data, you must also integrate on the



The Advanced Advertising Transparency Programme

EDAA & the Digital Services Act

The entry into force of the European Union's Digital Services Act introduced **new transparency requirements** for the digital advertising industry. As of 17 February 2024, "online platforms" will be required to present enhanced transparency disclosures with every ad they present. EDAA collaborated with companies and associations across the supply chain to develop a solution that will facilitate the transfer and delivery of ad transparency information, supporting industry efforts to align with the specific requirements of DSA Art. 26.

The Advanced Advertising Transparency Programme (AATP)

Set to launch in February 2024, the Advanced Advertising Transparency Programme (AATP) was created with and for the digital advertising ecosystem in response to such regulatory challenge. The **AATP addresses the requirements of the DSA** by establishing a framework for industry collaboration around the transfer and delivery of enhanced ad transparency information. It leverages the ubiquitous AdChoices Icon and technical advancements in the OpenRTB space to deliver a harmonised industry response to ad transparency across relevant online properties. Supported by solid accountability and enforcement structures, the AATP will contribute to advancing the provision of transparency, choice and control to European consumers, to the benefit of the entire ecosystem.

The benefits of the new solution

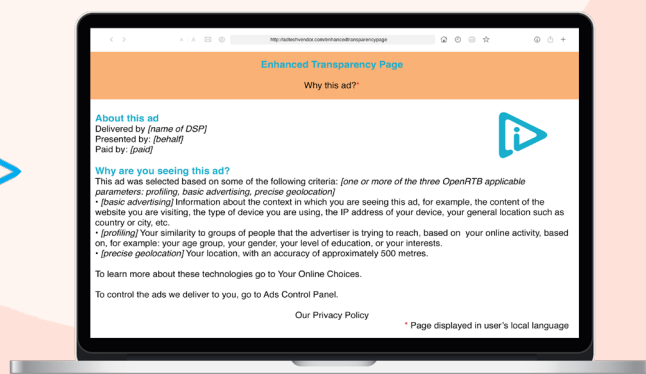
- Adopt a **harmonised approach** across the industry
- Be viewed as a **responsible partner**
- Leverage the **AdChoices Icon**
- Apply a **common standard**
- Receive **100% support on implementation**
- Meet the **expectation** from industry and consumers



The commitments from companies

- Ensure the **delivery of enhanced transparency disclosures**
- Respect the AATP Principles**
- Undergo independent certification**
- Respect and adhere to the **SRO query and complaint handling process**

What will it look like?



If you wish to know more about this new initiative, make sure you reach out to EDAA:
aatp@edaa.eu

Join the AATP programme and be part of a united industry that empowers consumers!



On 14 November 2023, the seventh iteration of the EDAA Summit took place in Brussels, under the banner **The new era of advertising transparency**. With the marvellous view of the Grand Place, EDAA hosted a series of topical and engaging sessions dedicated to the most relevant issues for online advertising. In particular, the panel dedicated to the Digital Services Act and the new transparency requirements was of particular relevance due to the **announcement of the new Advanced Advertising Transparency Programme (AATP)**. The event was boosted by the contribution of key decision-makers from leading companies, as well as regulators, which welcomed the new solution.

A full room of attendees joined our fully in-person event, and **14 speakers** give their insights on the privacy landscape and online advertising, on the relationship between advertising standards and regulation, ethics and adtech, as well as the connections between different pieces of European regulation from a company's perspective. The precious contributions from our speakers helped the attendees grasp the complexities of the moment and gave them the tools to understand what the future of online advertising will look like.



Sponsor the EDAA Summit 2024!

The next iteration of the EDAA Summit is going to take place on 16 October 2024 in London. Reach out to learn about all the sponsorship opportunities available at info@edaa.eu

EDAA wins IAB Research Award

At the end of May 2023, EDAA participated and **won the Research Award** in the Consumers Attitudes and Behaviour category at IAB Interact in Madrid.

In 2022, EDAA conducted a research project in collaboration with the people participation and strategy agency Clever Together, in order to investigate the **sentiments of consumers** when it comes to data-driven advertising and online advertising in general. The "Your Online Voices: Your Voice, Your Choice" study was the first and biggest of its kind, and involved citizens from 5 different European countries. The participants engaged in a **deliberative conversation**, expressing their **hopes, expectations, and needs**.



"I'm not bothered by personalised ads on the internet but I'd like to have more controls with regard to whom my data is sold to and to what purpose."

33



Winning the first prize for EDAA's Research itself provides a platform and evidence-base for the industry to actively listen, adapt, and prioritise the interests of consumers. Listening to consumers will enable us to collectively shape a brighter future for online advertising, built on the foundation of consumer empowerment and meaningful engagement, which is also at the centre of what EDAA can achieve with the AATP.

2024 Outlook

Cookies-and-beyond future

The EDAA is actively assessing options to deliver enhanced value in a cookie-and-beyond future landscape, with “technology- neutral” principles and their application, at the core of the EDAA’s self- regulatory approach. Companies with youronlinechoices.eu integration will be able to continue to rely on the good management and functioning of this platform even after 3P cookies are widely deprecated. EDAA will in particular evaluate the opportunities to leverage new industry technologies, and Chrome’s Privacy Sandbox, among others.

Political Advertising

In 2024, the EDAA will closely monitor the new targeting and transparency requirements for online political advertising discussed in the European Institutions and in particular the elements that the new regulation on political advertising has in common with the Digital Services Act.

Digital Services Act

The Digital Services Act, effective from 17 February 2024, applies to all online platforms. The European Digital Advertising Alliance (EDAA) is introducing its Advanced Advertising Transparency Programme for companies. This programme aims to enhance transparency in online advertising practices by providing tools and guidelines. It will help companies align with DSA requirements and build trust with consumers in the digital space.

Contact us!

- ✉ Email: info@edaa.eu
- ✉ X: [@EDAATweets](https://twitter.com/EDAATweets)
- in LinkedIn: [European Interactive Digital Advertising Alliance](https://www.linkedin.com/company/european-interactive-digital-advertising-alliance)
AATP contact: aatp@edaa.eu