

Digital Content Next

Legal and Legislative Committee
January 10, 2016

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Agenda

- Update on Coalition for Better Ads
- Fake News
- Miscellaneous

- Coalition to adopt testing methodology developed by Google
 - 37 ad experiences/types (i.e. sticky ad on bottom, pop-up ad with countdown)
 - Consumers asked to rank 1-5 (1 worst, 5 best) for:
 - Satisfaction
 - Predictability
 - Fast
 - Annoying
 - Useful
 - Trustworthy
 - Visually Pleasing
 - Inappropriate
 - Creepy

- Testing Methodology cont'd
 - Tested on mobile and desktop
 - Results from last 18 mos developed a ranking
 - Per attribute – creepy, annoying, etc
 - Overall – combined rankings
 - Coalition to focus on banning worst performing ad experiences

- Next Steps
 - Affirm testing methodology, decide next round of testing
 - Coalition to test ad experiences on premium content and non-premium content
 - Question – do consumers view ad experiences differently when trying to access premium content?
 - Where to draw lines on ad experiences?
 - Enforcement?

- Questions?

- DCN letter to Facebook and Google
 - “Fake News”
 - Knowingly false content
 - Not issues of bias, human error
 - Offered DCN assistance
 - Urged them to focus appropriate resources on addressing problem
 - No need to serve as gatekeepers

- DCN Subcommittee on VPPA
 - Conference call on Jan 4
 - To review draft language soon
- EU Privacy
 - GDPR compliance call for DCN members?
 - ePrivacy Directive released today