

Digital Content Next

Legal and Legislative Committee
July 11, 2017

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Agenda

- Update on Coalition for Better Ads
- Review of DCN Comments on FCC's NPRM re Net Neutrality

Update on Coalition for Better Ads

- Early 2017, released list of 16 ad experiences that will be “banned”
- Google announced Chrome to implement CBA standard
 - If a publisher is known to show ads banned by CBA, then all ads on that site will be blocked
- Apple announced “intelligent tracking prevention” in Safari
 - Machine learning tool that blocks cross-site tracking from domains not visited by consumers

Update on Coalition for Better Ads

- CBA to develop principles for how standard should be used
 - Proportionality
- CBA will engage with browsers
- Certification program?
 - Revenue source and list of good actors
 - Due process
- Web wide consumer consent mechanism shelved

- Consensus Support for Basic Framework:
 - No Blocking
 - No Throttling
 - Concerns with Discriminatory Paid Prioritization and Zero Rating
 - Potentially favors established players
 - Adverse effects on start-ups and non-profits
 - Zero-rating => game of musical chairs

- Key Changes:
 - Call for Net Neutrality legislation
 - Remove criticism of FTC Section 5 Authority, replace with general concern about “FTC’s lack of rulemaking authority”
 - Broaden use case on Yahoo Finance to include other verticals (Yahoo Tech, Yahoo Beauty, Yahoo Sports)

DCN Comments re Net Neutrality

- Next Steps:
 - Circulate final draft to LL Committee and DCN Board tomorrow (Wednesday, July 12)
 - Any objections by COB Friday, July 14
 - Comments to be submitted on Monday, July 17