

Digital Content Next

Legal and Legislative Committee
February 13, 2018

Agenda

Discussion of Digital Advertising Alliance (DAA) Initial Thinking About Political Ad Disclosures

Review of Coalition for Better Ads Program: Structure, Certification and Dispute Resolution

DAA Initial Thinking About Political Ad Disclosure

Concerns:

- Lack of transparency about political digital ads
- Fake news
- FCC enforcement on Sponsor ID rules
- State and Congressional attention

Could DAA program be used to provide disclosure/transparency for political ads?

- Scope:
 - Express Advocacy
 - Electioneering Communications
 - Issue Ads
- Disclosures:
 - "Paid for by..."
 - Enhanced Disclosure: Interactive link/icon to disclosure or state election database
- Trustworthy Accountability Group (TAG) could help with verification

Open Questions:

- Recordkeeping?
 - When/how many ads were placed?
- Responsibility for placing link/icon?
- New icon?
- Who is liable if bad actors get through?

CBA recommended banning 16 ad units

- Based on Google consumer research
- Voluntary

Chrome to begin blocking ads on Feb 15

- Will block ALL ads on sites that regularly run one of the 16 banned ad units
- Google will provide dashboard for publishers
- Likely to impact only 1% of sites
- **Ads will not be blocked on CBA member sites**, instead Google would rely on CBA independent dispute resolution process

Coalition for Better Ads: Structure, Certification and Dispute Resolution

CBA Membership

- Annual membership fee based on digital ad revenue

\$25m+	➡	\$25,000
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\$5 - \$25m	➡	\$5,000
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\$1 - \$5m	➡	\$1,000
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Under \$1m	➡	No fee
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CBA membership open only to publishers initially

- Companies submit list of all domains, update as necessary
 - All affiliates may be included as long as they are under common control
- Designate a point of contact and billing point of contact
- CBA may publish list of CBA members
- Access to dispute resolution process (likely cost \$5-10K per dispute)

Coalition for Better Ads: Structure, Certification and Dispute Resolution

Pros

- Sets standard based on consumer research
- Dispute resolution process provides check on Google

Cons

- Additional cost to publishers (TAG, DAA, etc)
- No consequences for marketers or intermediaries
- Solves only one browser (Chrome) but no extensions

Questions?
