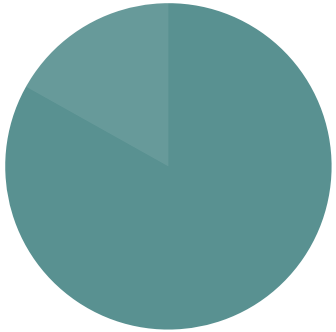
how privacy will save journalism

applying ethical innovation to generate revenue

Greg Swanson and Bill Densmore
NENPA

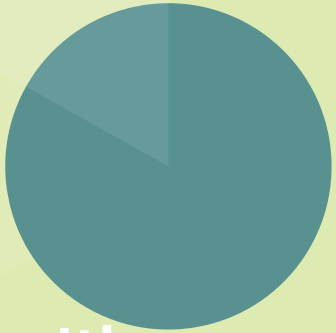
Privacy, Ad fraud, And The Problem With Facebook And Google's Single Sign On Services

Digital advertising is totally dominated by Google and Facebook



In 2018, Google and Facebook took in **65% of the $60 billion** generated by digital advertising.

Platform advantages

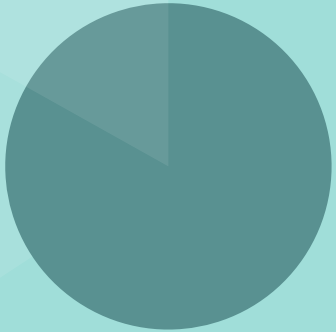


SCALE. Publishers are siloed and easy to pick off, one by one.

FREE REIGN. Platforms are everywhere with no accountability. They have facilitated rampant ad fraud.

FOCUS. Platforms are designed to sell advertising and buy your attention, and they don’t care how they get it.

Publisher advantages

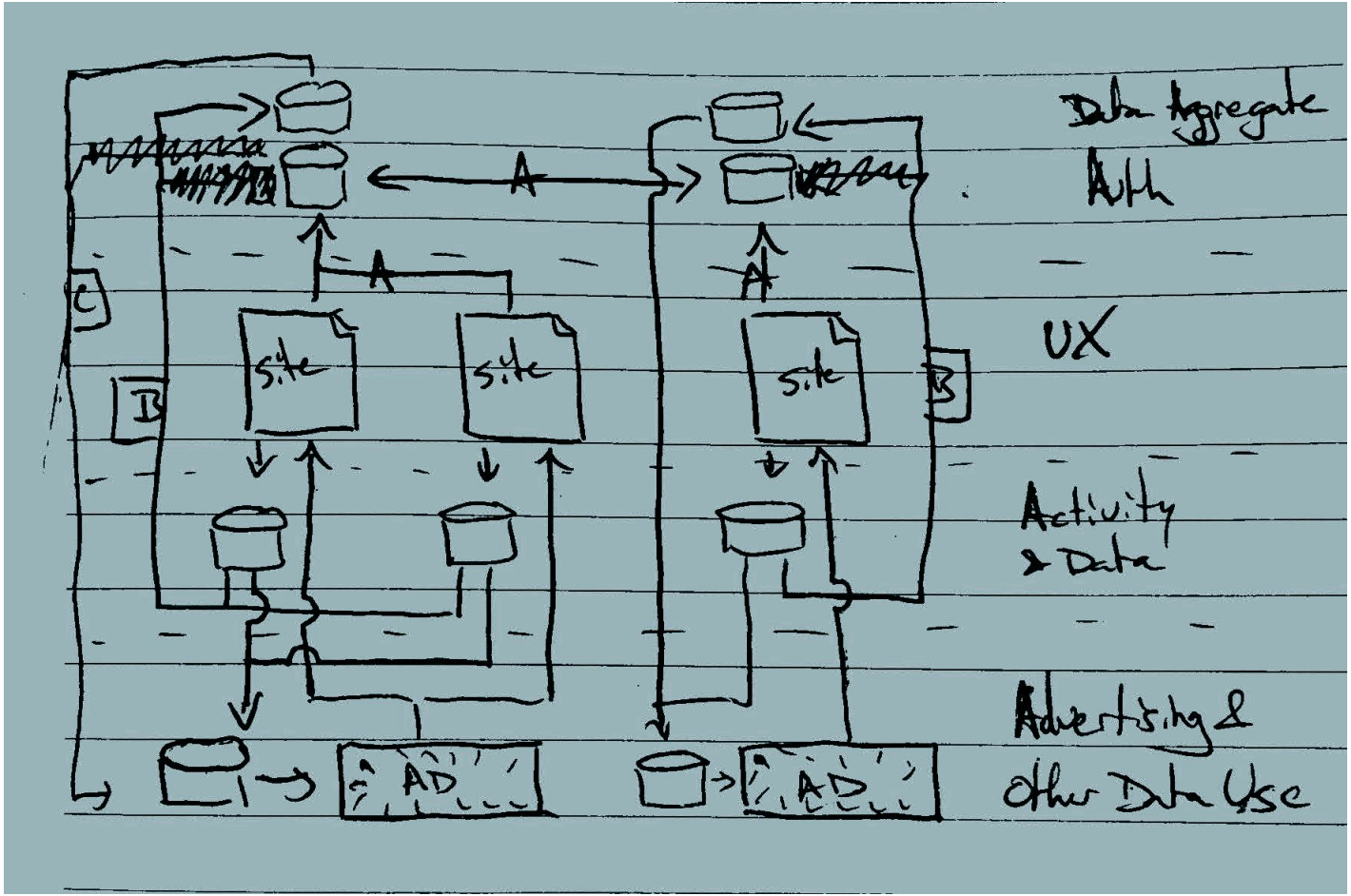


VALUE. Ad fraud steals $7 billion a year from advertisers.

TRUST. Publishers have trusted relationships with real people and their communities.

QUALITY. Publishers can deliver quality and engaging content without resorting to violating privacy.

SO HOW DO WE LEVERAGE OUR ADVANTAGES TO MAKE DIGITAL ADVERTISING WORK FOR US?



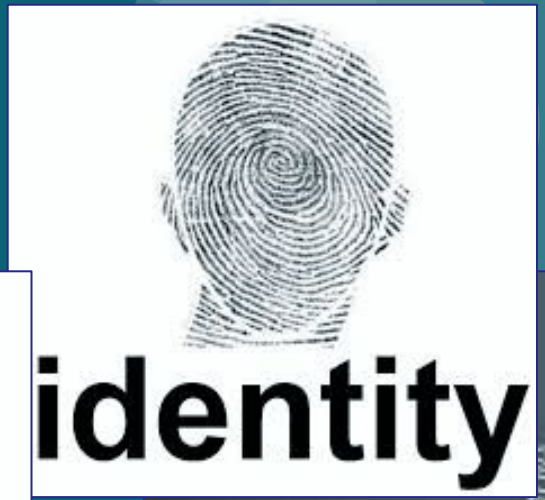
Every
Revolution
Starts
Small

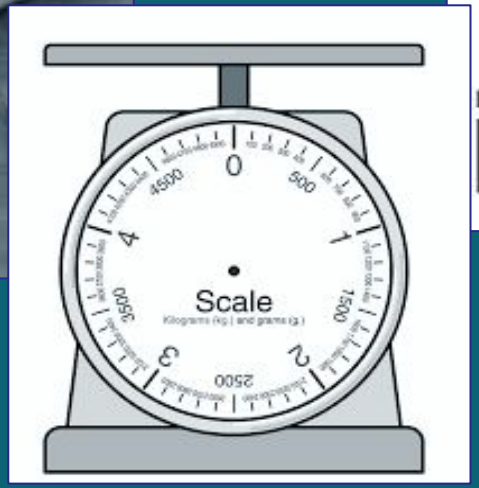
THREE BIG IDEAS

Privacy + Scale + Identity = Revenue

Users

ITEGA/Mozilla/Shibboleth





Local Media Consortium

Advertisers

What does this formula look like in practice?

Privacy policies that put people in control of their data +

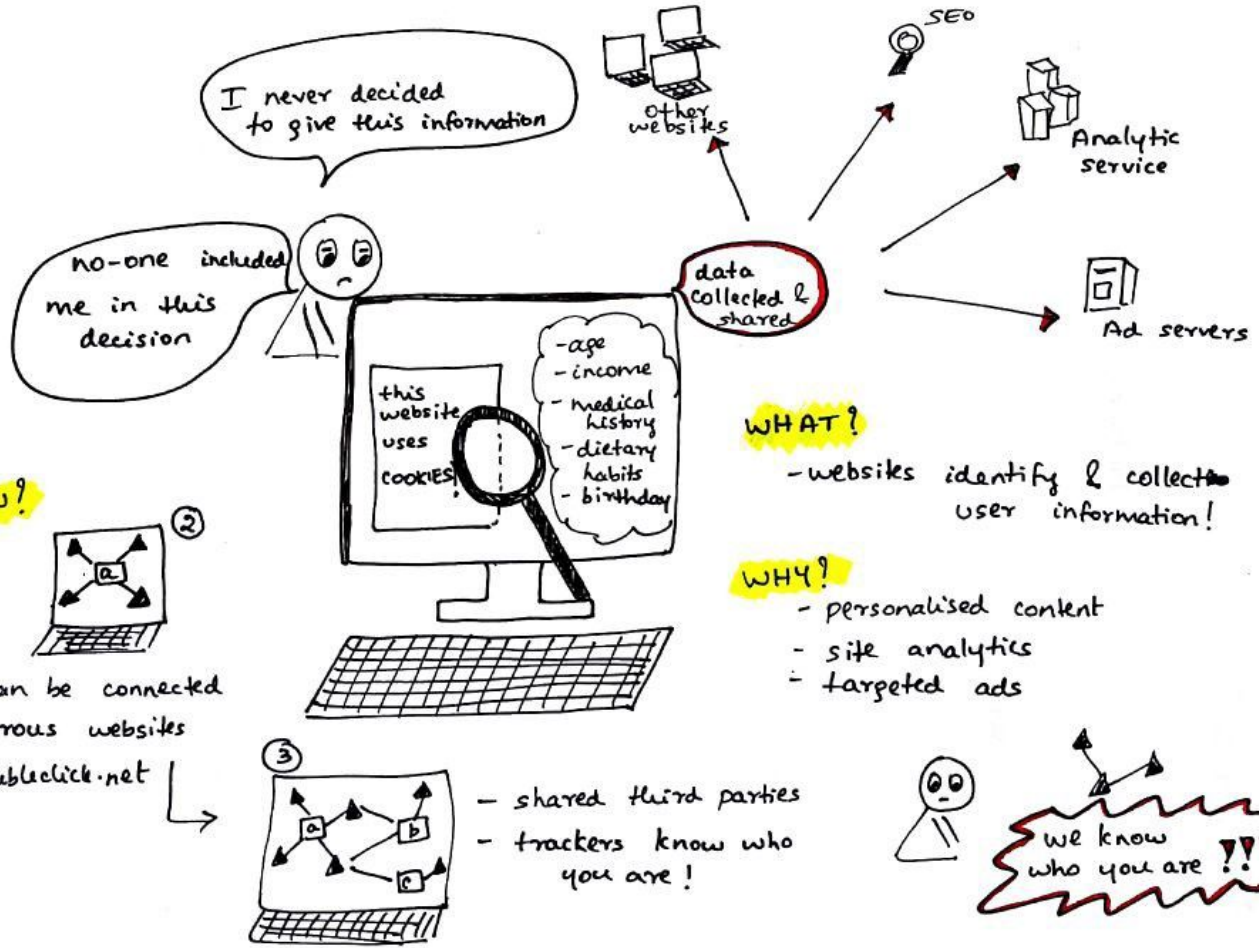
Publishers working together +

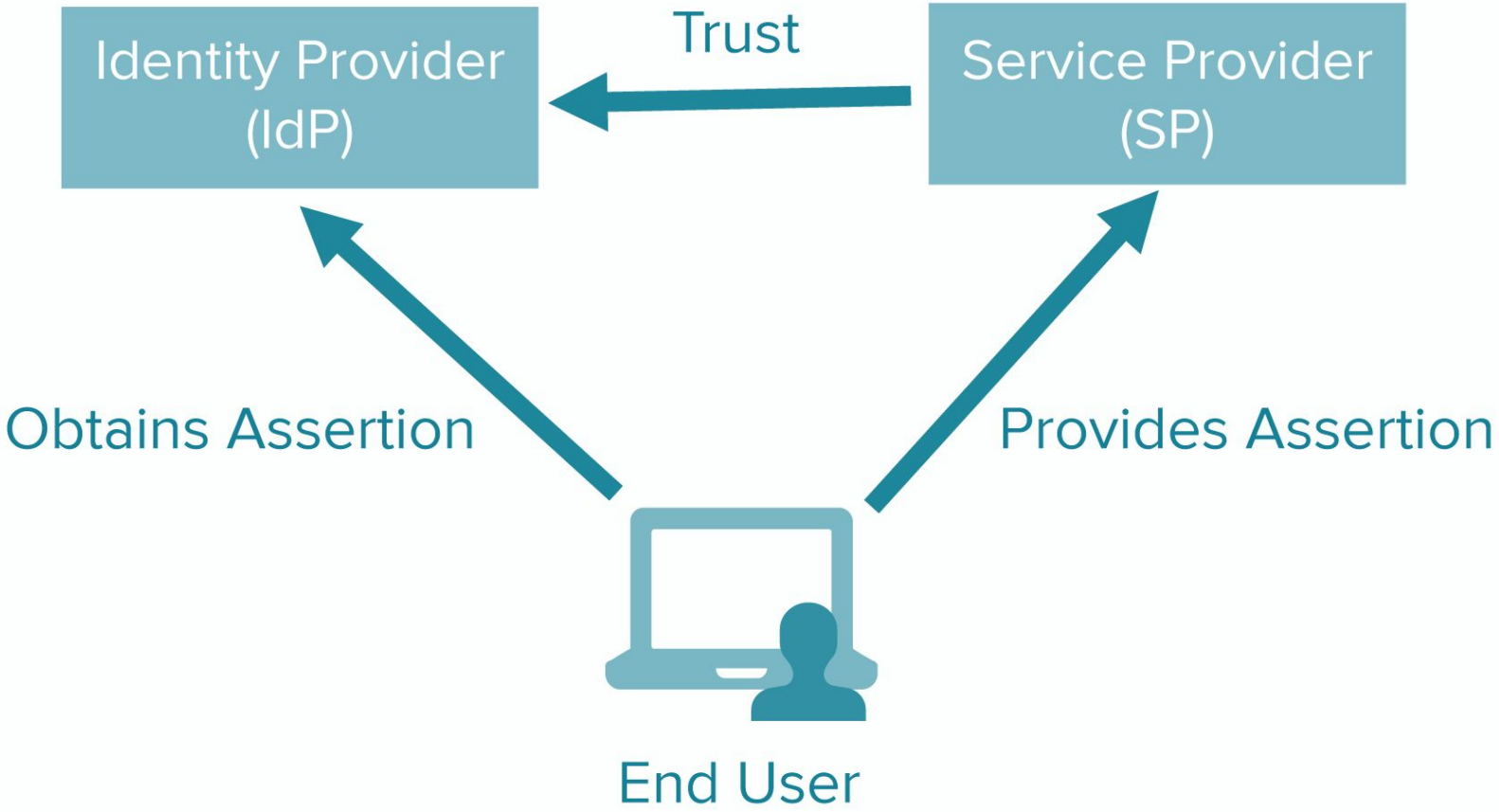
Single sign on +

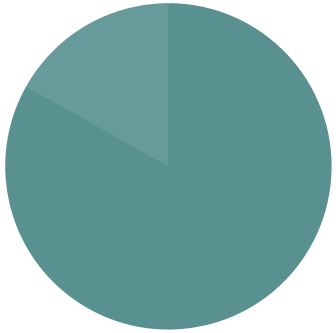
User data exchanged with trusted advertisers

don’t be the lone antelope.

WEB TRACKING




Identity Provider
(IdP)
Trust
Service Provider
(SP)
Obtains Assertion
Provides Assertion
End User



Users determine what data they want to exchange (if any) and broadcast this as they surf across media properties.

Join the privacy revolution.

Publishers seeking a new and more sustainable advertising and consumer data model can become members of ITEGA.

Members receive:

- **Early access to participate in initiatives like Privacytown** (a project in conjunction with LMC and Mozilla).
- **Chance to be a beta tester** for innovative technology projects like the single sign on.
- Receive up-to-the-minute resources on the **latest in privacy research, laws, and forthcoming regulations.**
- Access to educational materials so that you can can a **local ambassador for privacy** in your community.
- Invitations to events hosted by ITEGA and its partners on **privacy, identity, and advertising.**

moz://a

Local Media Consortium
A NATIONAL PARTNERSHIP OF POWERFUL LOCAL MEDIA

Infotrust eXchange

Be an innovator.
Be an insider.
Be the change.