



Activity Report 2022

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 Self-Regulatory 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 self-regulatory 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.

EDAA Officers



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Executive Director



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Chair's remarks

When we launched EDAA 10 years ago, we did so in the context of heightened privacy regulations. At this time, the digital advertising industry had been challenged directly by the European Commission to deliver self-regulatory standards with teeth. We responded emphatically. Under the auspices of EDAA, the self-regulatory principles for interest-based advertising in Europe were shaped. Companies have been providing tools and resources to equip consumers with greater transparency, choice and control over their online advertising preferences ever since. An entire accountability structure was developed around those principles – one that saw effective and regular compliance audits, alongside independent complaint handling and enforcement.

EDAA has subsequently delivered value to the market and society and has developed its offering over the years that followed. But industry was not operating in a vacuum, left to its own devices. In tandem, regulators continued and are continuing to push. As we look with broad strokes at the regulatory context today, there is so much more to come, in Europe and beyond – the Digital Services Package, comprising the Digital Services Act and Digital Markets Act, the Data Act, the Data Governance Act, the AI Regulation, the new Political Ads regulation, the Online Safety Bill in the UK and the CCPA in the USA. Something that is clear is that legislators are not done, and I'm glad to see that the online advertising ecosystem is convinced that new regulatory developments can enable real meaningful opportunities for self-regulation to do what it does best: harmonise a potentially fragmented market response and fragmented regional laws, into actionable and clear guidance for companies.

Together we can make a positive difference and achieve great things. We can overcome the uncomfortable uncertainty of change and be stronger for it. I look forward to the next decade and all the challenges it has in store.

Angela Mills Wade



10 years of EDAA

10
YEARS
EDAA

2022 has marked the **tenth anniversary** of EDAA, an important milestone for our self-regulatory programme and for the industry as a whole. Throughout the years the EDAA programme has proved to be a valuable partner for all actors in the digital advertising ecosystem.

During the past year, EDAA has had the chance to accomplish a great number of goals, despite the many challenges posed in particular by the changing regulatory landscape.

EDAA is **ready to face the next 10 years** of activity with a fresh desire of providing transparency, choice and control to consumers, bringing together all stakeholders and moving towards a stronger, responsible and sustainable industry.

EDAA Toolkit

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 2022, **121 companies** were participating in the EDAA Self-Regulatory Programme on Data-Driven Advertising.

Over **180 billion icons** were delivered on online ads across Europe in 2022 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.youronlinechoices.eu

Thanks to this platform, consumers have access to greater transparency, choice and control over Data-Driven Advertising, providing 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 2022, **nearly 90 companies** were active on youronlinechoices.eu.

15 pageviews every minute have been registered throughout 2022.

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 daily. The average resolution time for 2022 was **13.44 hours**.

Across 2022, EDAA received **207 queries**. SROs that handle complaints under the EDAA programme received

183 consumer complaints and **70 queries**.



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

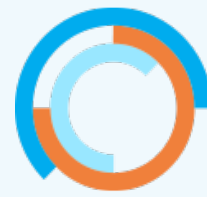
1. **APPLY** to start using the AdChoices Icon

2. **INTEGRATE** on the consumer choice platform
If you actively collect data, you must also integrate on the www.YourOnlineChoices.eu Consumer Choice Platform



Consumer research Your Online Voices: Your Voice, Your Choice

In March 2022, the EDAA launched a new consumer research, in order to investigate the sentiments of consumers when it comes to online advertising and in particular data-driven advertising. For the very first time, people were given an actual voice through a **deliberative conversation**, and were able to submit their **perceptions, expectations, and needs**. This research, the biggest of its kind, has been carried out in collaboration with the international agency Clever Together and involved a great number of consumers across different European markets.



Your
Online
Voices.

Your Voice. Your Choice.

3,210

EUROPEANS LOGGED INTO
THE CONVERSATION

1,162

OF THEM PARTICIPATED IN
THE DISCUSSION

16,000

CONTRIBUTIONS MADE TO
THE CONVERSATION

1,812

RESPONSES GENERATED BY THE
YOUR ONLINE VOICES SURVEY

Over **1,100 people** joined the conversations, generating more than **25,000 data points**. The wide range of participants joined from five European markets, such as England, France, Germany, Belgium and Latvia.

People shared their **concerns** about being spied on, having their personal data stolen, about the risk for vulnerable people of being exploited, and about the unfairness of giving up personal data with no immediate benefits. The **level of trust** in online advertising is low, although consumers tend to trust more known advertisers and publishers than ads on social media. Some people claimed that they find data-driven advertising useful. Consumers claimed that they would like to have **better control** on targeting and privacy, they would like to receive less intrusive and better quality of ads, **more information and transparency** on what their legal rights are, how to know who to trust with their data, and what other controls they have at their disposal - even though more than 50% of participants do not seek any information. Participants gave their insights on **what they would like digital advertising to be like**, many responded with a possible appreciation for an identifier, while others claimed to prefer a dashboard where they could submit their preferences.

The **key themes** of the consumer sentiments:

- **Respect** for what consumers actually feel and expect from brands online;
- **Relevance** of advertising messaging to consumers' interests, intents and lifestyles;
- **Clarity** around the entities and processes involved in delivering digital advertising;
- **Practicality** of information, resources, and tools available to make digital advertising useful;
- **Meaningfulness** of brand-to-consumer interactions that occur through digital advertising.

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"I find online advertising frustrating, I know my online activity is used to decide what advertising to show me, but I'm not always looking at things online I want or need sometimes it's research and I know if I look up something I am soon bombarded with ads for something I have no interest in. I've even gone as far as adding ad blockers to my email and social media, so I can actually see the content I want and not be interrupted by ads every click of the mouse."

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"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."



EDAA Summit 2022

From choices to voices: transparency in action



On 15 November 2022, EDAA hosted the sixth iteration of its flagship event - the EDAA Summit in London at The Royal Horseguards.

Over 110 attendees joined our fully in-person event, after the hybrid edition of the previous year.

We had the honour to have **27 speakers** giving us their insights on a great variety of topics related to the most recent changes affecting the digital advertising industry.

We welcomed Stephen Bonner, from the ICO, delivering the opening keynote speech on their **enforcement priorities** over ad tech, with some advice about how companies can avoid breaches. MEP Henna Virkkunen updated the audience about the evolution of the Digital Services Act, providing the **regulators' expectations** on the implementation of such regulation and the potential role that self-regulation can play in this context. The challenges that the DSA has placed on the digital advertising industry have been analysed, and EDAA is **well positioned** to implement key transparency provisions. **Data ethics, self-regulatory developments** across the globe and the new **digital and data policies** being advanced in the UK were discussed alongside “Your Online Voices: Your Voice, Your Choice”, the **first-of-its-kind consumer research** that EDAA carried out in 2022. Our brilliant speakers acknowledged the relevance of the work of the EDAA in **delivering transparency, choice, control and education**, bringing forward the strengths of the organisation, which will serve well over the years to come.

Sponsor the EDAA Summit 2023!

The next iteration of the EDAA Summit is going to take place on **14 November 2023 in Brussels**. Reach out to learn about all the sponsorship opportunities available at info@edaa.eu!



Programme developments & 2023 outlook

EDAA & the Digital Services Act

The digital advertising industry has been going through a period of change due to the implementation of new regulations at the European level and beyond. The Digital Services Act in the European Union has introduced **new transparency requirements** for the various actors in the industry established in Europe and beyond, targeting European consumers. EDAA is working to provide a solution that responds to such new regulatory developments and that harmonises the entire ecosystem.

Cookie-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.

Political Advertising











































































In 2023, 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.

Media Smart educational resource

The educational materials created in collaboration with Media Smart UK will be introduced in new European markets in 2023. The resources are designed for teachers and children aged 11-16 as part of a set of classroom lessons.

Appendix

Our participating companies (as of 31 Dec 2022)

1PLUSX 	4W MARKETPLACE 	ADFORM 	ADGEAR 	ADITION 	ADOBE 
ADVANCED STORE 	AGGREGATE KNOWLEDGE 	ALLER MEDIA	ALMA MEDIA	AMAZON 	AMNET
AMOBEE 	ANNALECT	BASIS TECHNOLOGIES	BEESWAX 	BETTER ADS 	CAPTIFY TECHNOLOGIES 
CRITEO 	DELTA PROJECTS 	DENTSU	DER LEHRERFREUND	DISQUS 	DISTILLED MEDIA 
DMG MEDIA	EMERSE	EMETRIQ 	EPSILON 	ERMES 	EYEOTA 
EXPEDIA	FLASHTALKING	GAMNED 	GOOGLE 	GROUP M	GUMGUM 
HYBRID THEORY 	I-PROSPECT	IPROMOTE 	IQ DIGITAL MEDIA	KNOREX 	KUEEZ
KUPONA 	LIGATUS 	LIVERAMP 	LOOP ME 	LOTAME SOLUTIONS 	M PLATFORM
MAGNITE 	MAIL ONLINE	MEDIAFORGE	MEDIAMATH 	META 	MICROSOFT 
MIQ	MOBILE.DE 	MONSTER	NANO INTERACTIVE 	NEODATA 	NEORY 
NEXT MEDIA	NEXTROLL 	NIelsen MARKETING CLOUD	OMNICOM MEDIA GROUP EUROPE	OPENWEB 	OPENX 
ORACLE 	ORANGE 	OTAVA MEDIA	OUTBRAIN 	PIA MEDIA 	PLATFORM 161
PLISTA 	PROGRAMATTIK (TURKTELECOM) 	PUBLICIS MEDIA	Q DIVISION 	QUANTCAST 	QUISMA
RAKUTEN	ROKU	SALESFORCE 	SANOMA	SCOOTA 	SEMASIO
SHARETHIS 	SIZMEK 	SKIMLINKS 	SMARTCLIP 	SOJERN	SOVRN 
SPORTRADAR 	STARWOOD	TABOOLA	TEADS 	THE ADEXCHANGE 	THE TRADE DESK 
THE GUARDIAN NEWS & MEDIA	TELEGRAPH MEDIA GROUP	TRAVELCLICK	TREMOR VIDEO	TRIPLE LIFT 	TUBEMOGUL 
UNICREDIT	UNRULY	VE GLOBAL 	VERTICAL MASS	VIBRANT MEDIA 	VIRTUAL MINDS 
VISUALDNA	WEBOOST MEDIA	WEBORAMA 	XAXIS DIGITAL	YAHOO 	YIELDKIT 
YIELDLAB 	ZEMANTA 	ZETA GLOBAL 	ZIFF DAVIS 		

Reach out for more information!

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