



World Federation
of Advertisers

WFA Digital Digest

30 March 2021

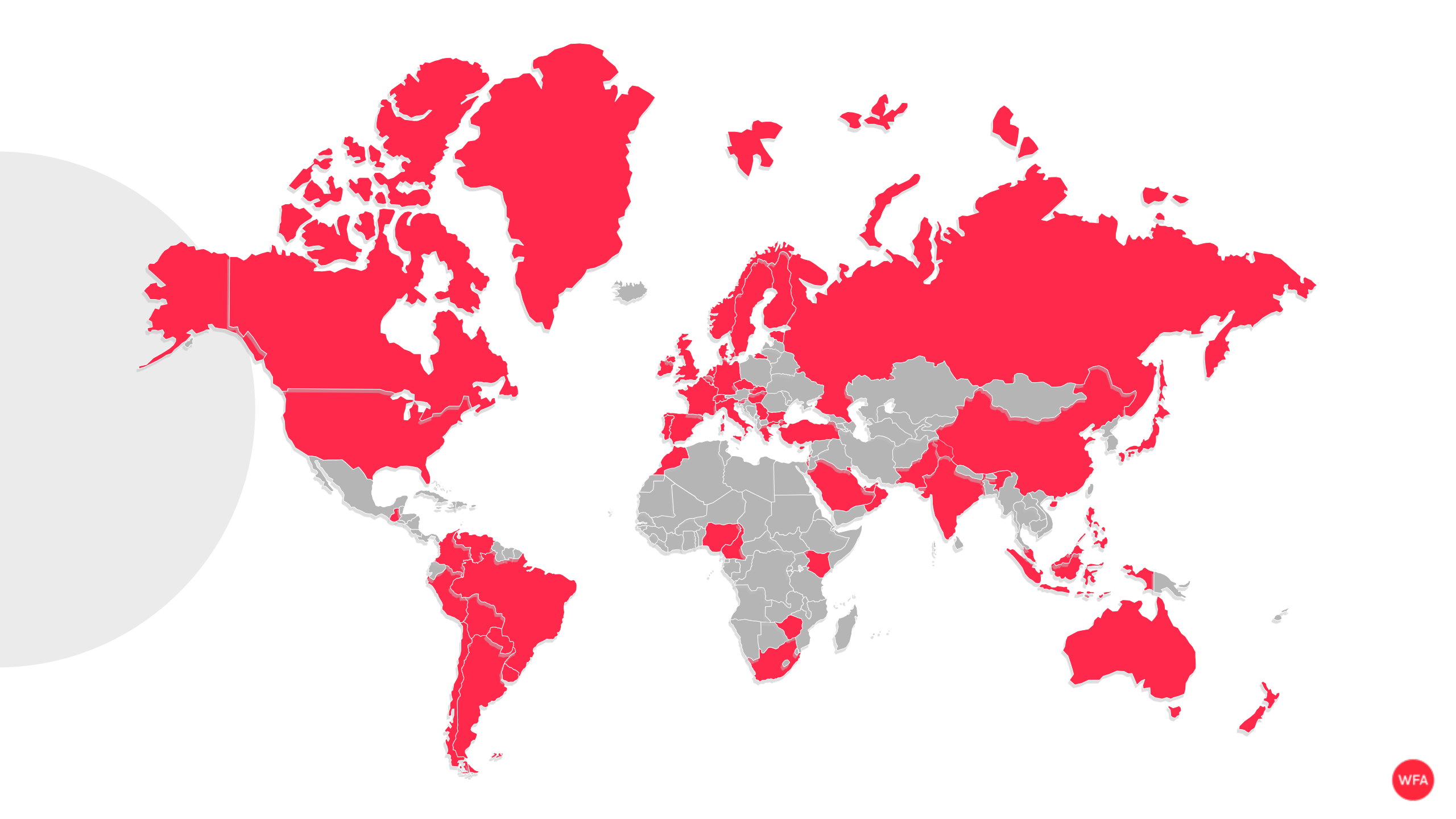


Introduction



Gabrielle Robitaille
Digital Policy Manager
WFA
g.robitaille@wfanet.org





Our purpose:

Better marketing

Connections

Knowledge

Leadership



WFA digital policy priorities 2021

BRAND SAFETY



EU DIGITAL SERVICES ACT

ACCESS TO DATA



EU DIGITAL MARKETS ACT

DIGITAL TAX ISSUES



EU DIGITAL LEVY

PRIVACY



EU EPRIVACY REGULATION

BRAND SAFETY

EU Digital Services Act

Digital Services Act proposal: why is it important for advertisers?

1

Obligations for
online platforms to
prevent spread of
illegal content

2

Promoting online
advertising
transparency

Obligations for online platforms could support advertisers' brand safety efforts

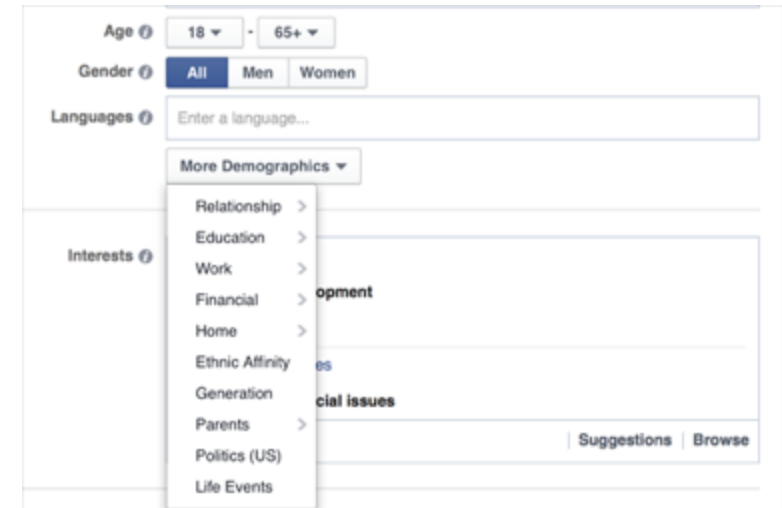


Global Alliance
for Responsible
Media



Promoting online advertising transparency

1 ***All ads on online platforms*** will have to disclose in real-time:



2 ***Google and Facebook*** will have to create a public ad repository

3 ***Codes of conduct on online advertising transparency***

Some policymakers want a ban on targeted advertising



"We want to limit and ban the tracking and targeting of users online"



"Online advertising transparency obligations are not enough"



WFA position on DSA

Obligations for platforms

Supportive of obligations for platforms aimed at driving accountability for content moderation policies and activities

Introduction of know your advertiser obligation for all online advertising platforms

Transparency

Supportive of ad transparency to consumers in 'real-time'

Competitive concerns related to sharing commercially sensitive information in public ad repositories

Targeted advertising

More safeguards are needed to prevent the monetisation of illegal and harmful content

Next Steps: tentative timetable

You are here



Q4 2020
DSA proposal

2021-2023 (?)
Normal Legislative Process

2023 (?)
Adoption of
regulation

2023-25(?)
Implementation
deadline

ACCESS TO DATA

EU Digital Markets Act

EU Digital Markets Act: an opportunity for advertisers

Increased data sharing for business users of online platforms

Obligation to share ad pricing data

Obligation to provide access to ad measuring tools

Obligation to provide access to data generated by use of platforms services

WFA

57%

86%

68%



Next Steps: tentative timetable

You are here



**Q4 2020
DMA
proposal**

Q1 2021
Normal Legislative Procedure

2023 (?)
Adoption of
regulations

2023-25(?)
Implementation
deadlines

WFA position on DMA

Supportive of obligations for platforms to share more data with advertisers

Measurement data

- Advertisers should have access to raw data to carry out own independent verification
- Advertisers should have access to third party measurement providers

Ad pricing data

- More granularity needed regarding what types of pricing data platforms need to share
- Platforms should be more transparent about the way prices are determined and auctions are carried out

Consumer data

- Platforms should be required to provide access to *all* data generated from the use of their platform services



POLITICAL ADVERTISING

EU Democracy Action Plan

EU Consultation on transparency in political advertising



Common definitions of political and issues-based advertising

Transparency obligations

Restricting micro-targeted and behavioural profiling



Carve out for commercial advertising

Ensure provisions on political advertising do not extend to commercial advertising

Next steps: Transparency in political advertising

You are here



January-April 2021
Public Consultation on
Transparency in
political advertising

Q3 2021
Legislative proposal on transparency in
political advertising

July 2021 - ?
Normal legislative
process

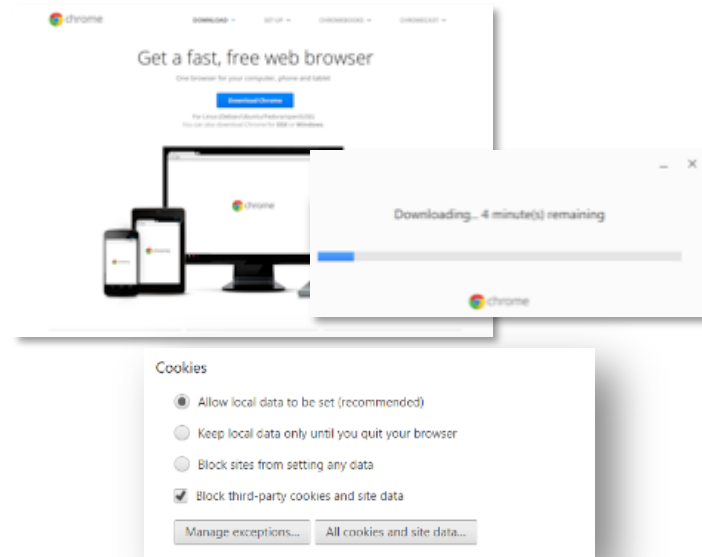
PRIVACY

EU ePrivacy Regulation

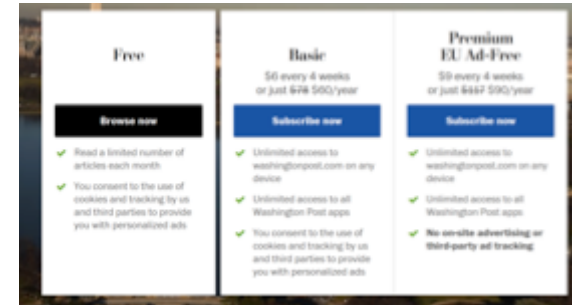
ePrivacy Regulation: what could it mean for advertisers?



IMPACT?
Reduced access
to data for
advertising
purposes



IMPACT?
Decrease in opt-in
rates from
consumers

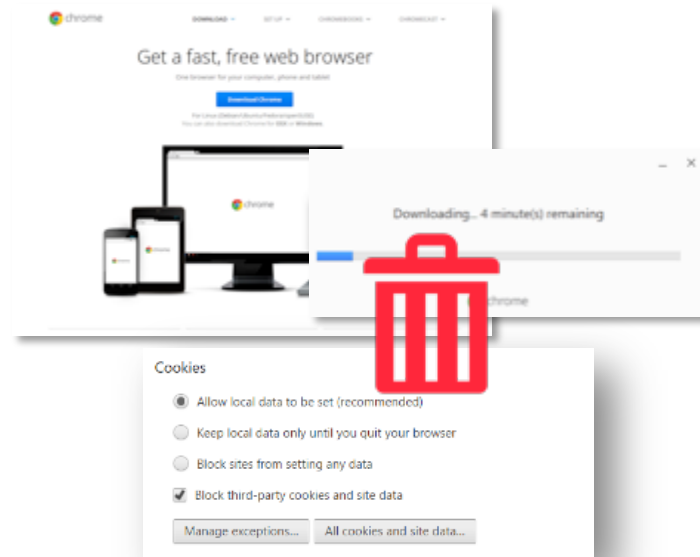


IMPACT?
Possible shift
from advertising
to subscription
model

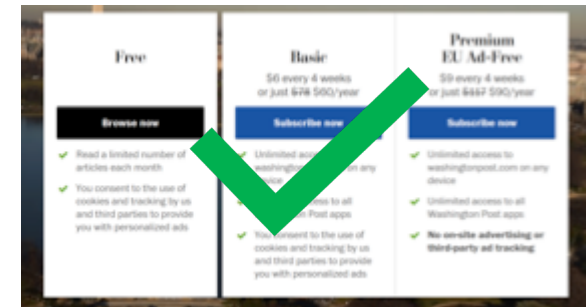
WFA position



Exceptions to the requirement to get consent for key advertising activities


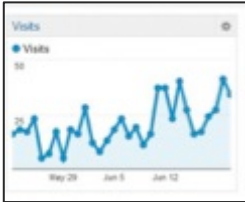
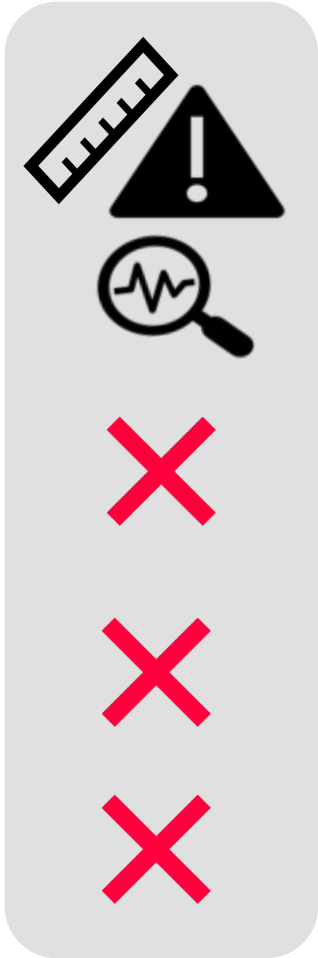


No obligations mandating where, how and when consent should be gathered



Access to content can be made conditional on well-informed consent

EU institutions vs WFA position

						
Commission	✗	✗	✗	✗	✗	—
Parliament	✗	✗	✓	✗	✗	✗
Council	✗	✓	✓	✗	✓	✓

A long battle ahead before the adoption of a regulation...



ATTACK ON DIGITAL PRIVACY: COUNCIL POSITION ON EPRIVACY DOES NOT DESERVE ITS NAME!



"Industry's attempts to erode ePrivacy rules over the past few years have borne fruit" MEP Birgit Sippel



Digital Taxes

EU Digital Levy

What are digital taxes?

WHAT?

A corporate income tax top-up and a tax on revenues created by certain digital activities



WHO?

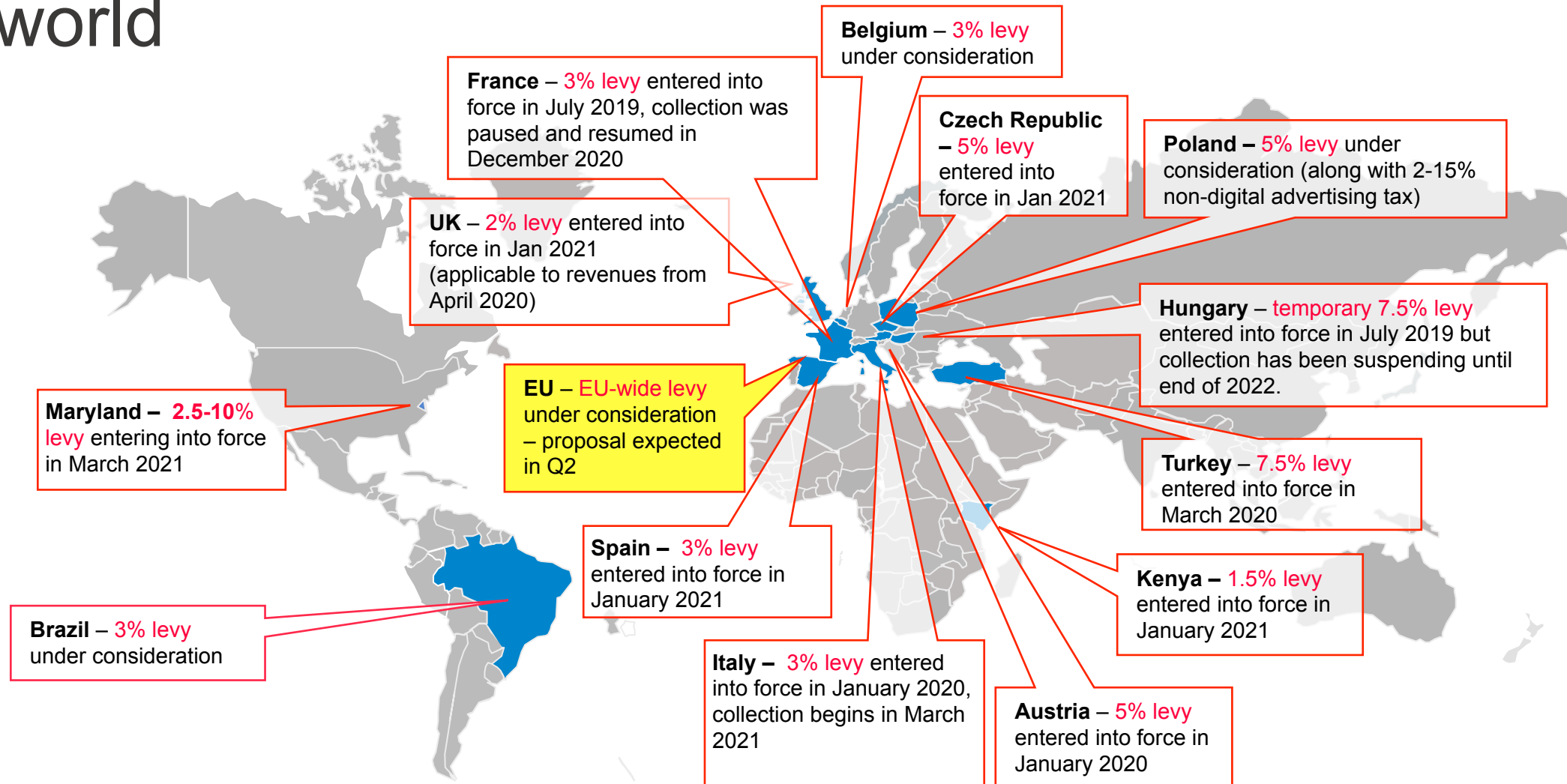
Companies with total global and national revenues above a certain threshold (e.g. €750m global turnover, €25m national turnover)



WHY?

To modernise tax rules to better fit the digitalised economy

Digital Services Taxes are emerging across the world



Why are they relevant for advertisers?



WFA global position on digital taxes



Digital tax issues
require a global
solution



Digital taxes will
result in increases in
the price of digital
advertising



Advertisers are
forced to pay more
because of lack of
competition



Increases in prices
could impact post-
Covid-19 economic
recovery

Next steps: EU Digital Levy

You are here



January-April 2021
Public Consultation on
EU Digital Levy

July 2021
Proposal for an EU Digital Levy

July 2021 - ?
Normal legislative
process



WFA

Global Marketer Week 2021

April 20-22



BOOK YOUR SEAT

wfanet.org/GMW



Conny Braams

Rupen Desai

Gail Gallie

Cheryl Goh

Jonathan Greenblatt



Project17



Isabel Massey

Marc Pritchard

Raja Rajamannar

Mark Ritson

DIAGEO



Johan Rockström

Chatri Sityodtong

Jane Wakely

Andrew Wu



MARS

LVMH