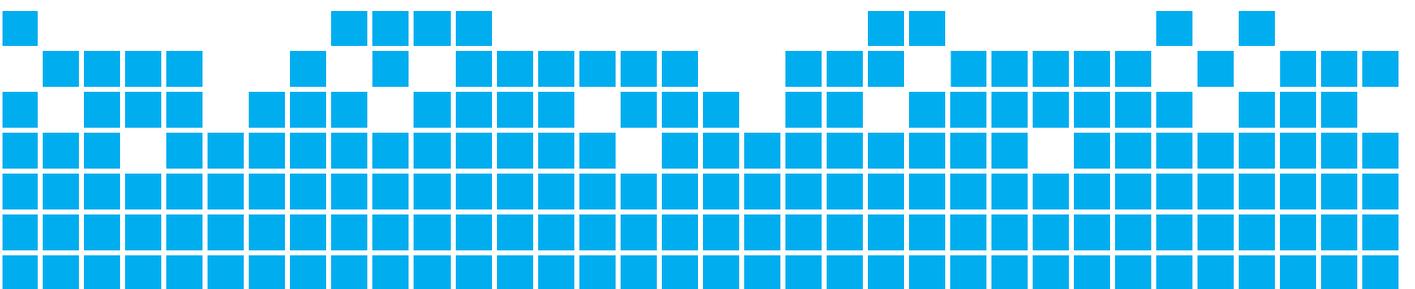


20 14 Activity Report



*Delivering transparency,
choice and control*



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Introduction

2014 Activity Report



Chair's message

In a dynamic and ever-changing EU advertising market and at a time of regulatory uncertainty, the EU programme - aimed at providing European citizens with greater transparency and control over advertising data - goes from strength to strength.

This report highlights that more and more businesses are stepping up to the challenge: delivering innovative ways for consumers to manage their privacy. People are now more aware of the tools available, such as the Icon, to do this, as demonstrated by the research EDAA and TRUSTe conducted across 10 EU markets (see page 12).

But there is still much work to do. The EDAA's processes need to deliver a globally aligned and efficient initiative for both companies and consumers, but also to continue to boost awareness of the privacy tools it offers. In 2015 we will seek to continue to achieve this.

An effective and robust initiative must maintain pace with market realities. Business models evolve as technology advances and consumer behaviour changes. The EDAA is facing that challenge head-on, working closely with companies themselves, their industry representatives – both at national and EU level – approved certification providers and enforcement bodies. The programme needs to encourage investment in privacy whilst enabling innovation in advertising technology to the benefit of brands, publishers and consumers.

As we move forward, the EDAA will continue to collaborate with all stakeholders, including the European Commission, other policy makers, regulators, consumer and civil society groups, wishing to help build a model of smart regulation across Europe.



Nick Stringer, EDAA Chair



Director General's remarks

I am sure that on reading this report you will see that the EDAA has moved from being a concept to a real reality across Europe. It is making a positive difference for industry, consumers and regulators. The scale of company support in joining this initiative has in 2014 been remarkable, and we continue to be impressed by the engagement particularly of SMEs as well as larger players. We are also delighted to continue our partnerships with the approved Icon Providers and the four approved Certification Providers. The number of companies obtaining the Seal after independent certification is growing and recent research for EDAA shows that the appearance of the OBA Icon drives up trust in the brand.

Thanks must go also to EASA and its network of national Self-Regulatory Organisations (SROs) who, through a coherent one-stop shop approach, are able to provide credible complaint handling and feedback to consumers.

With the emphasis on better regulation in the new EU Commission, 2015 provides an ideal opportunity to engage with new Commissioners and MEPs and provide the concrete proof points highlighted in this 2014 activity report that the self-regulatory programme delivers in a Digital Single Market. Effective self-regulation is better regulation. It helps to support economic growth and development across Europe and to foster innovation, whilst remaining mindful of the consumer experience and developing trust through accountable best practice.

Last but not least, I'd like to thank the EDAA Board who have promoted this initiative amongst their members and across respective markets, and the dedicated hardworking EDAA team and service providers, whose great work continues to drive the success of the EDAA initiative.



Dr. Oliver Gray, EDAA Director-General



About The EDAA

The European Interactive Digital Advertising Alliance (EDAA) is a non-profit organisation based in Brussels and is responsible for enacting key aspects of the self-regulatory initiative for Online Behavioural Advertising (OBA) across Europe. EDAA principally acts as the central licensing body for the OBA Icon and provides technical means for consumers to exercise transparency and control over OBA through the www.YourOnlineChoices.eu online Consumer Choice Platform. EDAA is governed by EU-level organisations which make up the value chain of OBA within Europe and acts to ensure pan-European consistency in approach.

More information can be found at: www.edaa.eu and on EDAA's FAQ's: www.edaa.eu/faq.

The European Principles

IAB Europe is the voice of digital business. Its mission is to protect, prove, promote and professionalise Europe's online advertising, media, research and analytics industries.

The [IAB Europe OBA Framework](#) is based upon 7 key principles for online behavioural advertising: notice, user choice, data security, sensitive segmentation, education, compliance and enforcement, and review. An objective of the IAB Europe OBA Framework is to secure the future of Online Behavioural Advertising as an effective business practice in the toolbox of marketers, by ensuring that internet users can understand and control the OBA choices they make online.

EASA is the single authoritative voice on advertising self-regulation issues.

The [EASA Best Practice Recommendation](#) on Online Behavioural Advertising builds on the IAB Europe OBA Framework and provides an industry-wide standard for OBA, ensuring that the entire advertising ecosystem is covered. With the adoption of the Best Practice Recommendation, national advertising self-regulatory organisations commit to applying self-regulatory standards for OBA, integrating the principles of the recommendation into their Codes, and handling complaints thereon.



EDAA Operations

The OBA Icon

The OBA Icon (pictured right), licensed by the EDAA for use across European markets, provides notice and transparency to consumers. The OBA Icon creative and accompanying “ad marker” language for each European market is at the heart of the OBA initiative and has become a globally recognisable symbol for the benefit of business and consumers.



Businesses looking to learn more should consult our FAQ's at: www.edaa.eu/faq

Icon delivery

The EDAA has approved two companies – Ghostery (formerly Evidon) and TRUSTe as “Icon Providers”, offering credible solutions that ensure that all companies are able to integrate the OBA Icon according to the technical conditions and standards required for compliance. Though companies can implement the OBA Icon ‘in-house’, if choosing to outsource delivery of the OBA Icon, this should be done by an Approved Provider to ensure compliance. It is, of course, the responsibility of the company outsourcing this role to hold a valid licence from the EDAA.



Increasing visibility

In 2014, over 160 billion icons have been delivered on online ads across Europe, through a combination of the approved Icon Providers.

The above figure is not inclusive of the vast number of icons delivered by companies that choose to integrate the OBA icon ‘in-house’.



YourOnlineChoices.eu

The Consumer Choice Platform

In 2014, the EDAA has also rolled-out further country-specific versions to now include all EU and EEA markets, as well as Switzerland and Turkey. Each version is developed in the consumer's local language. Impressively, the site is live today across 33 markets in 27 different languages.



Turn on or off individual companies

Company	On/Off	Status	Info
4W MARKETPLACE SRL	<input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼
ad4mat@	<input type="radio"/> On <input checked="" type="radio"/> Off	✗	▼
Adatus	<input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼
Adconion Direct	<input type="radio"/> On <input checked="" type="radio"/> Off	✗	▼
AddThis (formerly Clearspring)	<input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼
ADEX	<input type="radio"/> On <input checked="" type="radio"/> Off	✗	▼
Adform	<input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼
adGENIE	<input type="radio"/> On <input checked="" type="radio"/> Off	✗	▼
AdLantic	<input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼
Admeta	<input type="radio"/> On <input checked="" type="radio"/> Off	✗	▼
Adobe	<input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼

Across 2014, the EDAA has further developed the content on the site across all country-specific versions, enhanced the back-end monitoring system to check companies' connections to the platform in real-time, provided further explanation to consumers about the effects of opting-out, and improved the interface to enable companies to provide clearer information and links to their sites and privacy policies.

In addition, browser plug-ins ensuring persistent user choice are now available across three major browsers: Firefox, Chrome and Internet Explorer. The plug-in is available for download directly from the YourOnlineChoices site and ensures that a consumer opt-out remains effective despite the actions of a consumer to remove internet cookies from their browser.

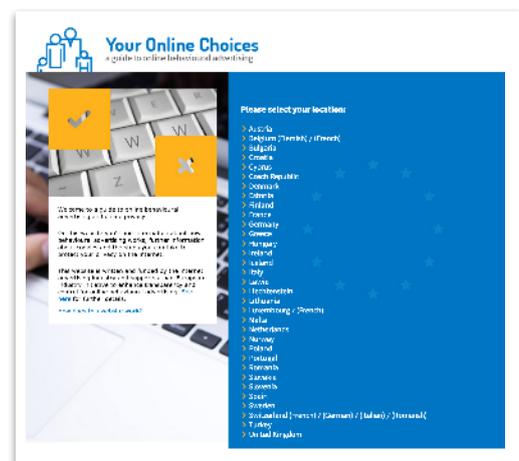
In 2014, traffic to the site reached 5.4 million visitors in December, well over double the level seen in 2013 and approximately five times more than in 2012.

The website

The YourOnlineChoices website serves a number of important functions, providing:

- Clear and understandable information about what OBA is, how it relates to the consumer, and how it helps fund content and services consumers enjoy online.
- A mechanism to exercise meaningful choice and control over consumers' advertising preferences.
- A mechanism to make a complaint where concerns are raised about a company's OBA practices.

There are 97 companies active on the Consumer Choice Platform, providing choice and control.

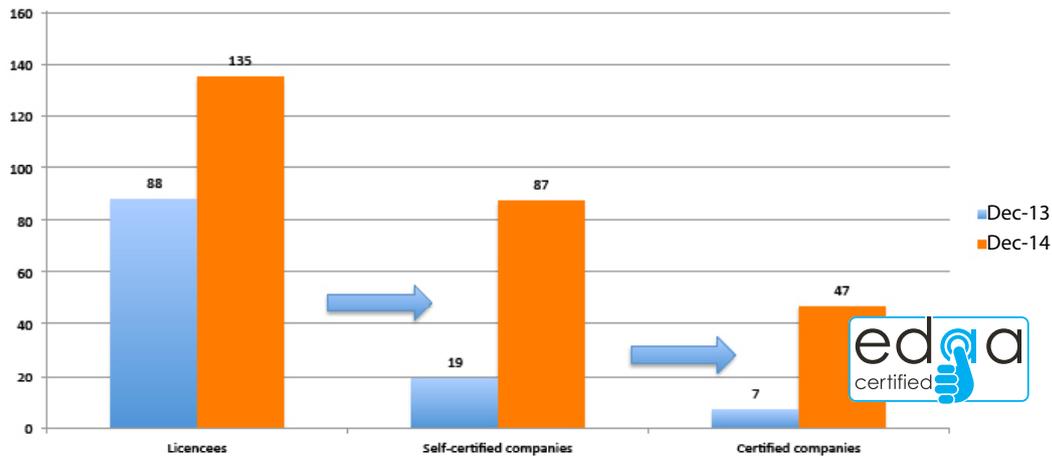


The Platform is also optimised on mobile, providing a recognisable interface and consistent consumer experience across devices.



Compliance and Enforcement

2014 Progress



Certification Process

Compliance journey



As a first step to engage with the EU Programme, companies should apply to the EDAA for a licence to use the OBA Icon  across their online advertising campaigns and websites, and to integrate with the Consumer Choice Platform on www.YourOnlineChoices.eu (YOC). The application form is available at: <http://www.edaa.eu/certification-process/apply-for-licence/>.

All participating companies must then 'self-certify' their compliance: a company's own declaration of compliance, backed up with evidence, sent directly to the EDAA. This is in the form of a questionnaire requiring detailed information about a company's OBA policies and practices.

Within one month of their self-certification, all Third Parties must begin an independent verification of compliance with an EDAA-approved Certification Provider. This process includes a 30-day period of continuous monitoring of compliance. Certification Providers will grant compliant companies with the EDAA Trust Seal. The seal is envisaged to have significant market value to compliant businesses, conveying a sense of trust and good standing from consumers and business partners towards the company that receives it.



Approved Certification Providers are ABC, BPA Worldwide, ePrivacyconsult and TRUSTe. More information at: <http://www.edaa.eu/certification-process/trust-seal/>



EASA and Self-Regulatory Organisations

Earlier in 2014, EASA adapted its tried and tested Cross-Border-Complaints mechanism to ensure that consumers are able to register a complaint about a company's OBA practices to their national SRO in their own language. Where relevant (actionable), complaints are then 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 it is engaged in competent decision-making for OBA activities. The competent SRO then handles the complaint, which includes investigation and sanctions (where appropriate) specifically tailored to OBA. An outcome is informed to the SRO in the country of the consumer, which is then able to inform the consumer of the resulting actions of their complaint.

This coherent and consistent approach provides real benefit for both consumers and business, and is a real example of a functional European Digital Single Market initiative.

By end of 2014, the following SROs had all extended their remits to cover OBA:

- France – l'Autorité de régulation professionnelle de la publicité (L'ARPP)
- Finland – Mainonnan eettinen neuvosto (MEN)
- Germany – Der Deutsche Datenschutzrat Online-Werbung (DDOW)
- Greece – Συμβούλιο Ελέγχου Επικοινωνίας (ΣΕΕ)
- Hungary – Önszabályozó Reklám Testület (ÖRT)
- Ireland – Advertising Standards Authority for Ireland (ASAI)
- Portugal – Instituto Civil da Autodisciplina da Comunicação Comercial (ICAP)
- Spain – Asociación para la Autorregulación de la Comunicación Comercial (AUTOCONTROL)
- Sweden – Reklamombudsmannen (Ro.)
- UK – Advertising Standards Authority (ASA)



KAUPPAKAMARI



Given the number of multinational companies in the Programme, these SROs currently cover approximately 84% of all participating companies. Planning is underway to ensure that further SROs extend their remits across 2015.

National SROs help to ensure effective enforcement of the rules in a coherent and consistent manner across Europe. A full list of SROs, along with contact information, can be found on the website of the European Advertising Standards Alliance (EASA): www.easa-alliance.org.

Under the EU Self-Regulatory Programme on OBA, consumer complaints are handled in a consistent and coherent manner through the well-established mechanisms of national advertising Self-Regulatory Organisations (SROs) operating under the umbrella of the European Advertising Standards Alliance (EASA) at European level.

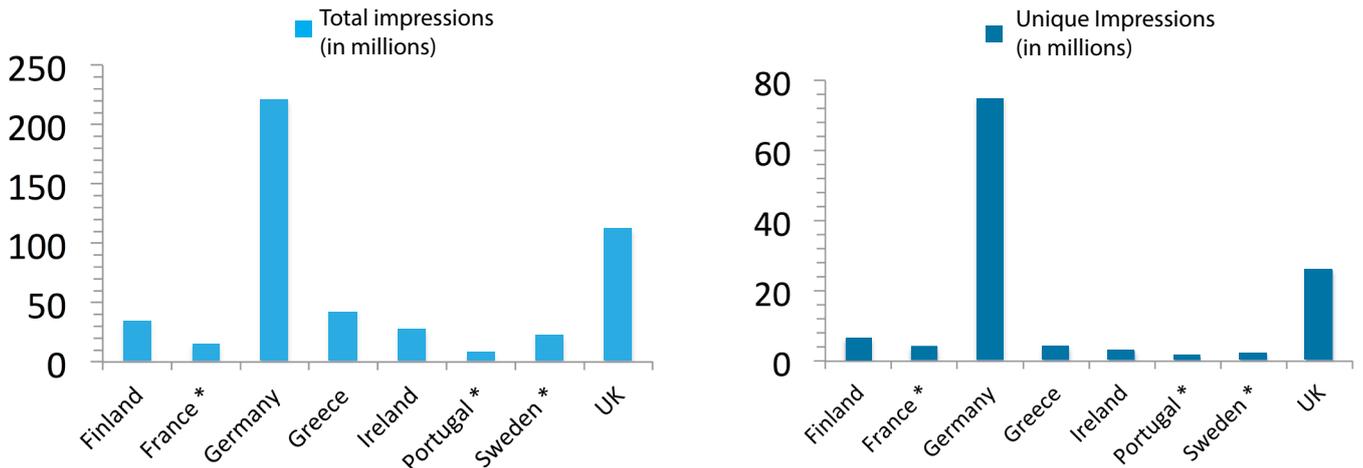


Consumer Awareness Campaign

Roll-out And Results Across 2014

In 2014, the campaign launched in 5 key markets: France, Finland, Greece, Portugal and Sweden. Due to launching late in the year, and in order to reach a higher number of consumers, the campaigns in France, Sweden and Portugal are continuing to run across early 2015.

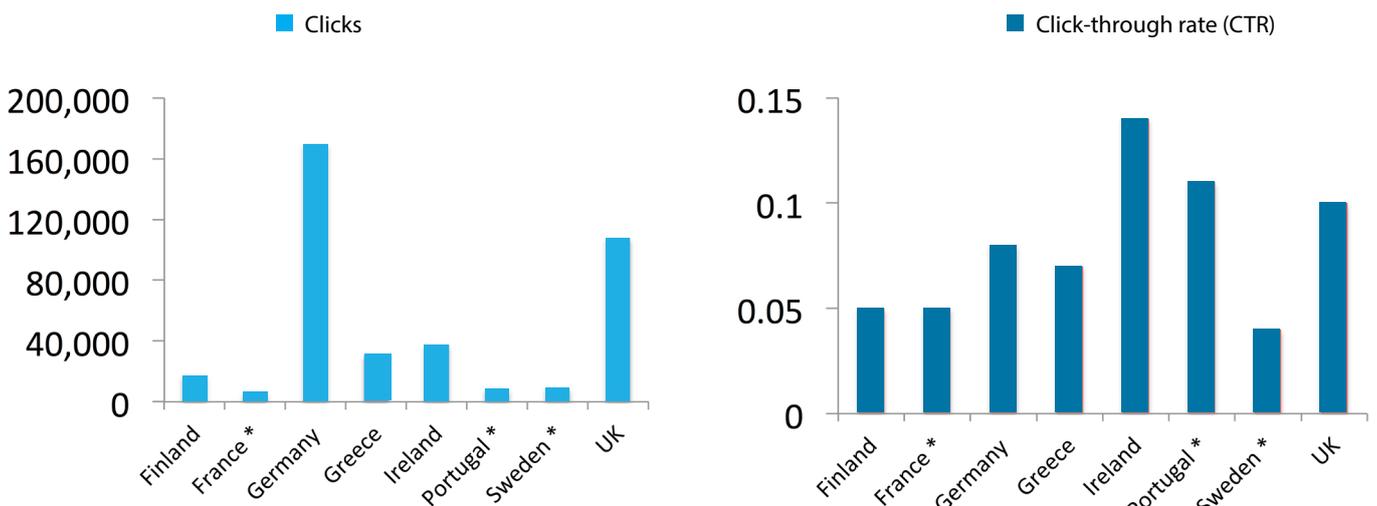
Total impressions & unique browser visits



	FINLAND	FRANCE*	GERMANY	GREECE	IRELAND	PORTUGAL*	SWEDEN*	UK	All Markets
Total Impressions	34,109,267	13,997,411	220,768,331	41,808,085	26,720,467	7,860,617	21,874,850	112,298,688	479,437,716
Unique Impressions	6,594,184	3,978,941	74,954,303	3,972,592	2,752,512	1,418,640	2,384,199	26,213,909	122,269,280

* Campaigns still running across Q1, 2015

Total clicks to landing page



	FINLAND	FRANCE*	GERMANY	GREECE	IRELAND	PORTUGAL*	SWEDEN*	UK	All Markets
Clicks Total	17,110	6,307	169,739	30,937	37,386	8,563	9,147	107,881	387,070
CTRs	0.05	0.05	0.08	0.07	0.14	0.11	0.04	0.1	0.081 (average)

* Campaigns still running across Q1, 2015



Cross-Industry Support

There has been unprecedented support from all the sections of the online advertising industry - both at a national and EU level. The key supporting partners were highlighted within the bespoke landing pages of the campaign.

Consumers who clicked on the online advertising banners were directed to these landing pages. From the landing pages, people could also choose to go through to the national YOC websites to find more information.

In addition to ad:tech, providing the ad serving capabilities, the following companies have also actively supported this campaign and have donated inventory in one or more markets:

24 MEDIA	A-LEHDET	ADMETA	ADOBE
AD:TECH	ADAUDIENCE	ADWEB	ALMA MEDIA
ALLER MEDIA	ANMEDIA	ANT	AMÁRACH RESEARCH
AOL	AXEL SPRINGER MEDIA IMPACT	BAUER MEDIA GROUP	CBS INTERACTIVE
CAPITAL.GR	COFINA	CONVERSANT	CRITEO
CXENSE	DELTA PROJECTS	DISTILLED MEDIA	DONEDEAL.IE
DPG DIGITAL MEDIA	EXPONENTIAL	THE FINANCIAL TIMES	FONECTA
G+J EMS	GAZZETTA.GR	THE GUARDIAN	INDEPENDENT.IE
IP DEUTSCHLAND	THE IRISH TIMES	K=J	KATHIMERINI.GR
KLIKKI	MEC	MEDIACOM	MICROSOFT ADVERTISING
MTV	NAFTEMPORIKI.GR	NETBOOSTER	NETPOINT MEDIA
NEWPOST.GR	NUGG.AD	OMNICOM MEDIA GROUP	OMS
OTAVA MEDIA	PLISTA	PRIME MEDIA	PROCTER & GAMBLE
QC	QUISMA	RUBICON	SANOMA
SCHIBSTED	SEVENONE MEDIA	SKY MEDIA	SOCIOMANTIC
SPECIFIC MEDIA	SPIEGEL	SVERIGES ANNONSÖRER	TALENTUM
TELEGRAPH MEDIA GROUP	THINKDIGITALGROUP	TOMORROW FOCUS MEDIA	TV3
UNITED INTERNET MEDIA	VELVET ROCK	VEVO	XAXIS
YAHOO!	ZOUGLA.GR		

If interested in donating inventory for future rollout of the campaign either at a pan-European or market-specific level, please contact us directly at: info@edaa.eu

Background

Education is a core principle behind the EU Self-Regulatory Programme on OBA, and with this in mind, the EDAA launched a pan-European consumer awareness campaign in 2013 to help empower EU citizens to make their own choices about online advertising.

The campaign provides information about the OBA Icon and the [YourOnlineChoices website](#) to the general public. The aim is to increase ubiquity and understanding of the Programme, whilst enhancing consumer transparency and control. Consumers are empowered through greater awareness of their online ad choices, and can learn how online advertising helps to fund the sites and services they use.

After running successfully across 2013 in Germany, Ireland, and the UK, the campaign launched in France, Finland, Greece, Portugal and Sweden in 2014.



Creative copy examples (fully localised for European markets)

OBA "Reveal" execution (300 x 250)

Ireland / UK



Finland



Germany



OBA "Behind" execution (728 x 90)

Greece



Portugal



Sweden



Consumer Research

Key findings

The research highlights a number of important points for the Programme:

- Consumer awareness of the icon is highest in Greece (39%) where the most recent consumer awareness campaign took place, at the time of running the research.
- Across four countries surveyed (Great Britain, Greece, Hungary, and Portugal) the recognition is significantly higher when the icon is accompanied by the Admarker text e.g. "AdChoices".
- Among those who have previously seen the icon, the proportion who report they have clicked on it is highest in Spain (49%).
- 1 in 25 respondents aged between 18-50 in the ten markets surveyed say that they have visited the www.YourOnlineChoices.eu website.
- Across the ten countries, the majority (57%) of 18-50 year olds who report they have visited www.YourOnlineChoices.eu correctly believe its primary purpose is to provide instructions to manage their advertising preferences.
- The Programme has the potential to improve consumer attitudes with 54% of respondents in Portugal saying that having the option of managing their privacy preferences and information about how ads are delivered to them online would make them more favourable towards behavioural or interest-based ads.

Consumer research index 2014

Infographic (Consumer Research Index 2014) and the full research report available through the banner below:



Background and objectives

In 2014, the EDAA in collaboration with TRUSTe ran a consumer research initiative aimed at consumer attitudes and perceptions of the Self-Regulatory initiative across a range of European markets. The research was conducted by Ipsos-MORI, a leading independent research agency.



The research comprised of a questionnaire specifically tailored to the Self-Regulatory Programme (e.g. consumer recognition of the OBA Icon and Consumer Choice Platform), completed by 10,000 consumers, between 21 October – 10 November, and ran in France, Germany, Great Britain, Greece, Hungary, Italy, Poland, Portugal, Spain and Sweden. Markets were selected based on two main factors: geographic spread, and implementation status of the initiative at national level.



Market Education

Quarterly EDAA Webinars

In 2014 the EDAA, in collaboration with various industry associations and participating companies, ran a series of quarterly webinars to discuss key topics related to participation in the EU Self-Regulatory Programme on OBA:

Webinar 1 – Understanding OBA Self-Regulation in Europe

This first webinar of the series explored the need for a strong Self-Regulatory Programme in Europe, and explained how the initiative applies across the entire online digital advertising ecosystem, setting out the requirements for all relevant business models.

Webinar 2 – Compliance and enforcement

This webinar offered a panel discussion by all of the approved Certification Providers on the role of compliance and certification, and the value of the EDAA Trust Seal. The Advertising Standards Authority (UK) also discussed the role of national SROs on consumer complaint handling.

Webinar 3 – OBA Self-Regulation for Agencies

This webinar provided key insights into the role and main obligations of agencies under the Programme, the benefits of joining, and helpful information about the running of the EDAA's Consumer Awareness Campaign across Europe.

Webinar 4 – OBA Self-Regulation for Advertisers

In our final webinar of 2014, we discussed the role of responsible and engaged brands, their management of third parties to protect brand reputation, along with the benefits for brand reputation of licensing the icon as an advertiser. The session was capped off by a great case study from Procter & Gamble.

We are extremely grateful to all of the speakers for their valuable contributions. With the number of registrants ranging from 80 to 125, with widespread and positive feedback throughout, we intend to run a similar quarterly webinar series across 2015 and hope you'll join us!

All of our webinar recordings are available at: <http://www.edaa.eu/edaa-webinars/>



EDAA Funding and Budget

Fee structure

As part of our commitment to ensure the Programme is inclusive and open to all players, fees for participation in the EU Self-Regulatory Programme remain unchanged since the launch of the EDAA.

There are two distinct tiers: (i) regular companies; (ii) SMEs. The SME tier applies for all companies with less than 3 million Euros of annual revenue from all online display and video advertising.

The fees (detailed below) cover participation across all European markets. EDAA is established as a non-profit organisation and fees are put towards ensuring an effective administration, support of national Self-Regulatory Organisations in their extension of remit to OBA, a consumer awareness campaign across all European markets as well as activities to complement these core aspects of the roll-out.

OBA Icon and Consumer Choice Platform fees

	OBA ICON LICENCE FEES	OBA USER CHOICE PLATFORM FEES
THIRD PARTIES: REGULAR FEE	5 000 EUR	5 000 EUR
THIRD PARTIES: SME FEE	3 000 EUR	3 000 EUR
WEB SITE OPERATORS	3 000 EUR (FREE OF CHARGE IF WITH PURELY NATIONAL FOCUS)	N/A

2013 close of accounts

EDAA's official results from 2013, as declared under the Belgian fiscal system to the Trade Court, showed a positive end-of-year balance as follows:

INCOME	EXPENDITURE	BALANCE
1,024,595 EUR	660,218 EUR	370,274 EUR *

* Including small surplus of 5,897 EUR carried forward from 2012

The 2013 income enabled the EDAA to pay back all loans provided from supporting associations in 2012 in order to set up the EDAA and continue forward as the pan-European centralised body for administering the Self-Regulatory Programme.

We are thankful to all companies and associations who provided the support to enable the EDAA to become quickly and firmly established an impactful and sustainable organisation.

In Q1 2015 the EDAA will also launch a limited financial and operational review of the 2013 accounts, to be performed independently by Brussels-based EuraAudit.



2015 Outlook

Adapting to the mobile environment

- Build on the progress made in 2014 to adapt the technology-neutral principles to the mobile environment. This is a proactive development of the Programme, as self-regulation adapts to market realities, with ad spend increasing exponentially on mobile platforms and interest-based advertising following suit. This direction of the Programme is in recognition that consumers expect similar standards and consistency across devices.
- Transparent consultation on a draft Addendum tabled in Q4 2014 to include a broad range of stakeholders (EASA, national SROs, relevant industry associations and mobile bodies).

Market education and company progress

- Further increase industry awareness and participation in the initiative.
- Provide clarity about roles and responsibilities of evolving business models in the online digital advertising space.
- Support all participating companies to navigate the compliance journey, fulfil their commitments and achieve the EDAA Trust Seal within concrete timeframes.
- Run a second webinar series across 2015, involving partners to the Programme (approved Icon Providers, approved Certification Providers) as well as national Self-Regulatory Organisations (SROs).
- Develop key communications materials and toolkits for EU and national-level trade associations, businesses, SROs, and partners in order to improve awareness of the EU Principles and the Self-Regulatory programme.

Compliance and enforcement of the European Principles

- Continue to work with the European Advertising Standards Alliance and national Self-Regulatory Organisations to provide support in extension of SRO remits across Europe to encompass OBA and the European Principles.
- Work closely with companies to ensure full compliance with the European Principles, ensuring that companies have all the tools not to fall afoul of independent SRO investigations and potential sanctions.
- Review the current certification processes to ensure continued relevance and accountability.

Empowering consumers

- Continue to develop user-friendly content for the YourOnlineChoices.eu website, including a set of short, simple videos about how to use the site and opt out of OBA.
- Roll out the consumer awareness campaign across further European markets, offering consumers clear information in a contextual manner.
- Launch further research into consumer attitudes and perceptions towards OBA and the self-regulatory initiative across European markets.

2015 EDAA event

- Stay tuned for more information about our first annual event to be held in 2015, bringing together industry with European policy-makers, showcasing the activity of EDAA and providing an ideal forum for debate!



EDAA Governing Bodies, Board and Secretariat

Governing bodies



Board composition



Nick Stringer
EDAA Chair
IAB Europe



Mathilde Fiquet
EDAA Vice-Chair
FEDMA



Dominic Lyle
EDAA Treasurer
EACA



Ross Biggam
ACT



Julia Maier-Hauff
AER



Conor Murray
EGTA



Angela Mills Wade
EPC



Max von Abendorth
EMMA



Francine Cunningham
ENPA



Christopher Payne
WFA

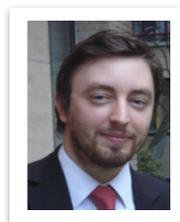
Secretariat



Dr. Oliver Gray
EDAA Director General



Dr. Ionel Naftanaila
EDAA Project and
Technical Manager



David Barron
EDAA Project Manager



Axel Debry
EDAA Project Assistant



Appendix: Company Progress

Independently certified companies

ADFORM	ADITION	ADJUG (TRADING AS IGNITION ONE)
ADOBE	ADROLL	ADVANCEDSTORE
AFFECTV	ARC SCIENCE	CAPTIFY MEDIA
COLLECTIVE	CRIMTAN	CRITEO
DELTA PROJECTS	DENTSU AEGIS	DIGITIZE
EXPONENTIAL INTERACTIVE	EYEOTA	G+J EMS
GDM DIGITAL	GOLDBACH	INFECTIOUS MEDIA
INTELLIGENT OPTIMISATIONS	IP DEUTSCHLAND	IPROMOTE
KRUX	KUPONA	LIGATUS
MEDIA IQ	MEDIAMATH	METRIGO
NEXT AUDIENCE	NUGG.AD	OMS
PERFORMANCE MEDIA	PILOT	QUANTCAST
RADIUM ONE	ROCKET FUEL	RUBICON PROJECT
SERVICEPLAN GRUPPE	SEVENONE MEDIA	SIZMEK
SPREE 7	THE EXCHANGE LAB	TURBO
TURN	UNITED INTERNET MEDIA	VIBRANT MEDIA
VIRTUAL MINDS	VIVAKI	XPLOSION INTERACTIVE
YELDR	ZIFF DAVIS	

Self-certified companies

ACXIOM	ADAUDIENCE	ADBRAIN
ADDTTHIS	ADFORM	ADGENIE
ADITION	ADJUG (TRADING AS IGNITION ONE)	ADLANTIC ONLINE ADVERTISING
ADOBE	ADROLL	ADVANCEDSTORE
AFFECTV	AGGREGATE KNOWLEDGE	AOL
ARC SCIENCE	AUDIENCESCIENCE	BLUEKAI
CAPTIFY MEDIA	COLLECTIVE	CRIMTAN
CRITEO	DATA XU	DELTA PROJECTS
DENTSU AEGIS	DEUTSCHE EISHOCKEY LIGA	DIGITIZE
EXELATE	EXPONENTIAL INTERACTIVE	EYEOTA
G+J EMS	GDM DIGITAL	GOLDBACH
GUARDIAN NEWS & MEDIA	HI-MEDIA	IMAGINI EUROPE (VISUAL DNA)
INFECTIOUS MEDIA	INTELLIGENT OPTIMISATIONS	IP DEUTSCHLAND
IPROMOTE	KRUX	KUPONA
LAOLA1	LAOLA1 MULTIMEDIA	LIGATUS
LOTAME SOLUTIONS	MAKAZI	MAXPOINT INTERACTIVE
MEDIA IQ DIGITAL	MEDIAMATH	MERCHANTA
METRIGO	MOBILE.DE	MONSTER
NEXT AUDIENCE	NEXTPERFORMANCE	NUGG.AD
OMS	OTAVAMEDIA	PERFORMANCE MEDIA
PILOT	PLISTA	PROCTER & GAMBLE
PUBLIC-IDÉES	QUANTCAST	RADIUM ONE
ROCKET FUEL	RUBICON PROJECT	SALOMAA GROUP
SERVICEPLAN GRUPPE	SEVENONE MEDIA	SIZMEK
SOCIOMANTIC LABS	SOJERN	SPECIFIC MEDIA
SPREE 7	TELEGRAPH MEDIA GROUP	THE ADEXCHANGE
THE ECONOMIST GROUP	THE EXCHANGE LAB	THE TRADE DESK
EXPEDIA MEDIA SOLUTIONS	TURBO	TURN
UNITED INTERNET MEDIA	VIBRANT MEDIA	VIDEOLOGY
VIRTUAL MINDS	VIVAKI	WEBBOOST MEDIA
WEBORAMA	XPLOSION INTERACTIVE	YAHOO!
YELDR	ZANOX	ZIFF DAVIS

Participating companies

4WMARKETPLACE	ACCORDANT MEDIA	ACXIOM
ADAUDIENCE	ADBRAIN	ADDDTHIS
ADFORM	ADGENIE	ADITION
ADJUG (TRADING AS IGNITION ONE)	ADLANTIC ONLINE ADVERTISING	ADMETA
ADOBE	ADROLL	ADSERVERPUB
ADVANCEDSTORE	AFFECTV	AGGREGATE KNOWLEDGE
ALLER MEDIA	ALMA MEDIA	AMAZON
AMOBEE	AOL	ARC SCIENCE
AUDIENCESCIENCE	BLUEKAI	CAPTIFY MEDIA
COLLECTIVE	CONVERSANT	CRIMTAN
CRITEO	DATA XU	DELTA PROJECTS
DENTSU AEGIS	DEUTSCHE EISHOCKEY LIGA	DIGITIZE
DISTILLED MEDIA	DMG: MEDIA	EPSILON
EXELATE	EXPONENTIAL INTERACTIVE	EYEOTA
EZAKUS	FACEBOOK	FLASHTALKING
FLXONE	G+J EMS	GDM DIGITAL
GOLDBACH	GROUPM	GUARDIAN NEWS & MEDIA
HI-MEDIA	HORYZON MEDIA	IMAGINI EUROPE (VISUAL DNA)
INFECTIOUS MEDIA	INTELLIGENT OPTIMISATIONS	INTENT MEDIA
IP DEUTSCHLAND	IPROMOTE	KRUX
KUPONA	LAGARDÈRE PUBLICITÉ	LAOLA1 MULTIMEDI
LBC FRANCE	LIGATUS	LOTAME SOLUTIONS
MAKAZI	MAXPOINT INTERACTIVE	MEDIA IQ DIGITAL
MEDIAMATH	MERCHENTA	METRIGO
MICROSOFT	MOBILE.DE	MODE MEDIA
MONSTER	MTV	MYTHINGS
NEXT AUDIENCE	NEXTPERFORMANCE	NUGG.AD
OMNICOM MEDIA GROUP	OMS	OPENX
OTAVAMEDIA	PERFORMANCE MEDIA	PILOT
PLISTA	PROCTER & GAMBLE	PUBLIC-IDÉES
QUANTCAST	RADIUM ONE	REALTIME TARGETING
RESPONSYS	ROCKET FUEL	RUBICON PROJECT
TRADEADS INTERACTIV	SALOMAA MEDIA	SANOMA ENTERTAINMENT FINLAND
SANOMA MAGAZINES FINLAND	SANOMA NEWS	SC JOHNSON & SON
SCHOBER INFORMATION GROUP	SERVICEPLAN GRUPPE	SEVENONE MEDIA
SIZMEK	SMART ADSEVER	SOCIOMANTIC LABS
SOJERN	SPECIFIC MEDIA	SPREE 7
STARWOOD HOTELS & RESORTS WORLDWIDE	TELEGRAPH MEDIA GROUP	TF1 PUBLICITÉ
THE ADEXCHANGE	THE ECONOMIST GROUP	THE EXCHANGE LAB
THE TRADE DESK	THINK DIGITAL GROUP	TOMORROW FOCUS MEDIA
TUBEMOGUL	TURBO	TURN
UNDERTONE	UNITED INTERNET MEDIA	VIBRANT MEDIA
VIDEOLOGY	VIRTUAL MINDS	VIVAKI
WEBOOST MEDIA	WEBORAMA	WEVE
XAD	XAXIS	XPLOSION INTERACTIVE
YAHOO!	YIELDR	YSANCE
ZANOX	ZIFF DAVIS	