



# BUILDING A TRANSPARENT DIGITAL SINGLE MARKET

## How EDAA's self-regulatory programme empowers European consumers and businesses

The European Interactive Digital Advertising Alliance's (EDAA) purpose is to support responsible advertising practices so consumers may enjoy transparency, choice and control online. The EDAA does this by delivering a technology-neutral online behavioural advertising (OBA) self-regulatory programme.



### WHAT IS ONLINE BEHAVIOURAL ADVERTISING?

Online advertising helps fund digital content and services that Europeans rely on every day. OBA links digital ads to consumers' interests, so they may enjoy a more relevant and engaging online experience.



### HOW DOES THE SELF-REGULATORY PROGRAMME WORK?



#### THE SELF-REGULATORY PROGRAMME

helps businesses comply with consistent good practice across Europe.



#### A GOLD STANDARD IS NOW SET

established on best practice principles, and backed up by credible enforcement.



#### THE OBA ICON DISPLAYED

on ads that consumers see on websites is at the heart of the programme.



#### THE YOURONLINECHOICES PLATFORM

is a simple online tool where consumers can exercise choice and control over their OBA preferences.



### EMPOWERING CONSUMERS

OBA means that consumers see ads relevant to their interests. EDAA has developed the platform [youronlinechoices.eu](http://youronlinechoices.eu) to provide consumers with transparent information and choice about OBA.



**56%**

of consumers in Bulgaria



**67%**

of consumers in Portugal

... are more favourable towards OBA when presented with the programme<sup>1</sup>



### ENABLING TRUST & CONTROL THROUGHOUT EUROPE

This pan-European initiative helps realise a truly connected Digital Single Market: all participating companies must consistently comply with European Principles on OBA across all markets, and consumers can make complaints in their own language, via credible local ad standards bodies.



EDAA's consumer choice platform [youronlinechoices.eu](http://youronlinechoices.eu) is available in ...

**33**

European countries

**27**

different languages

In 2016, the platform averaged ...

**1.9 MILLION**

monthly visitors



### ENABLING EUROPEAN INNOVATION & GROWTH

EDAA's pan-European programme supports the Digital Single Market: it fosters trust in cross-border data collection and use in digital advertising, contributing to the growth and competitiveness of the tech sector in Europe.

Online advertising is a key revenue generator contributing to the Digital Single Market, jobs and growth. In 2015, online advertising in Europe experienced ...



**13%** growth, resulting in

**€36.4 BILLION**

market value<sup>2</sup>

Since the start of the OBA self-regulatory initiative, the European Commission has run ...



**8**

EU multi-stakeholder roundtables on OBA consistently supporting the initiative



### LEARN MORE ABOUT THE PROGRAMME



HEAD OVER TO [YOURONLINECHOICES.EU](http://YOURONLINECHOICES.EU) to learn how behavioural advertising works and about the choices you have online.



VISIT US AT [EDAA.EU](http://EDAA.EU) to learn more about the OBA icon and the European self-regulatory programme.



TWEET YOUR SUPPORT AND FOLLOW [@EDAATWEETS](https://twitter.com/EDAATWEETS) for the latest updates on the OBA self-regulatory programme in Europe.

1. Research commissioned by TRUSTe and the EDAA and conducted by Ipsos MORI amongst 15,000 people across 15 European Markets in 4 Nov 20 Nov 2016. / 2. IAB Europe, 2 July 2016.