

MOBILE IDENTITY IN THE ~~ONLINE~~ MEDIA ECOSYSTEM

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CTO, AOL

verizon[✓] Aol.

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MEDIA TECHNOLOGY COMPANY

Audience & Engagement
Data & Monetization

 BUILD

autoblog

TE

MAKERS

1
by Aol.

kanvas

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verizon
digital media services

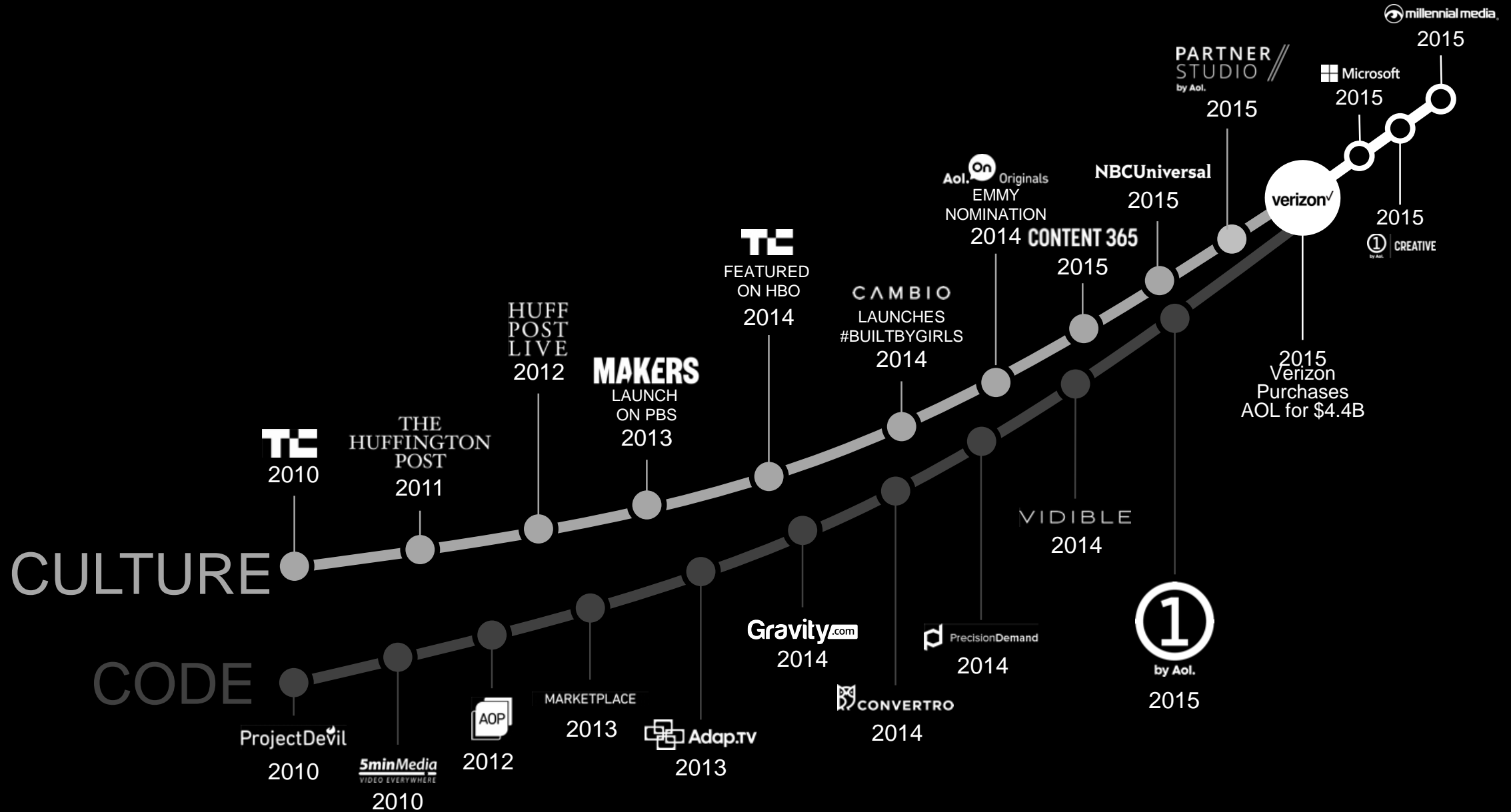
THE
HUFFINGTON
POST

 go90

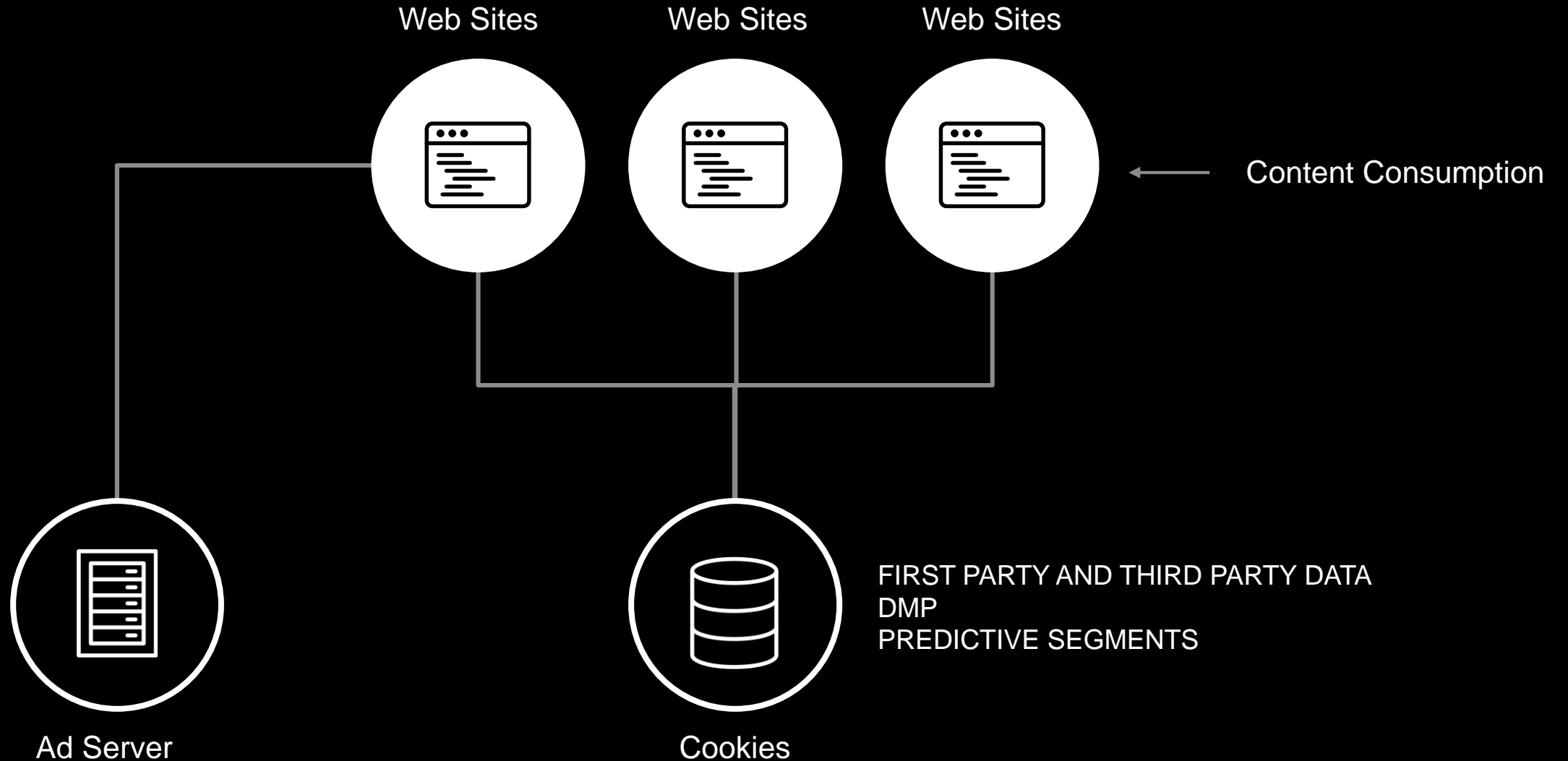
YAHOO!

engadget

WE INVESTED IN CULTURE AND CODE

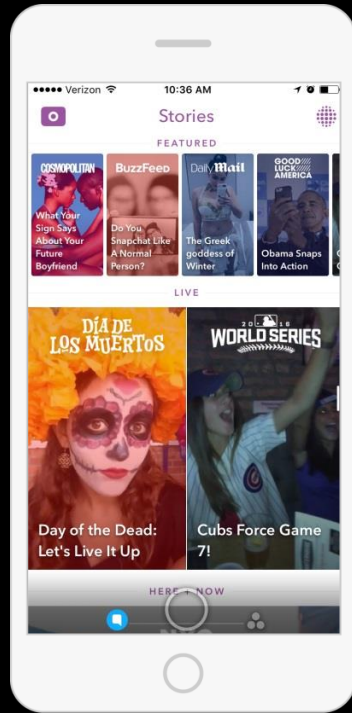
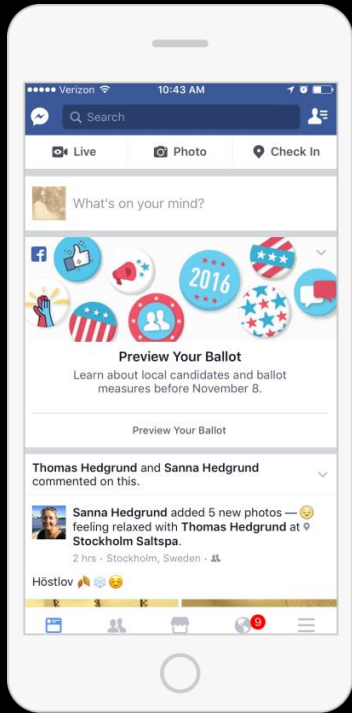


PROGRAMMATIC ADVERTISING

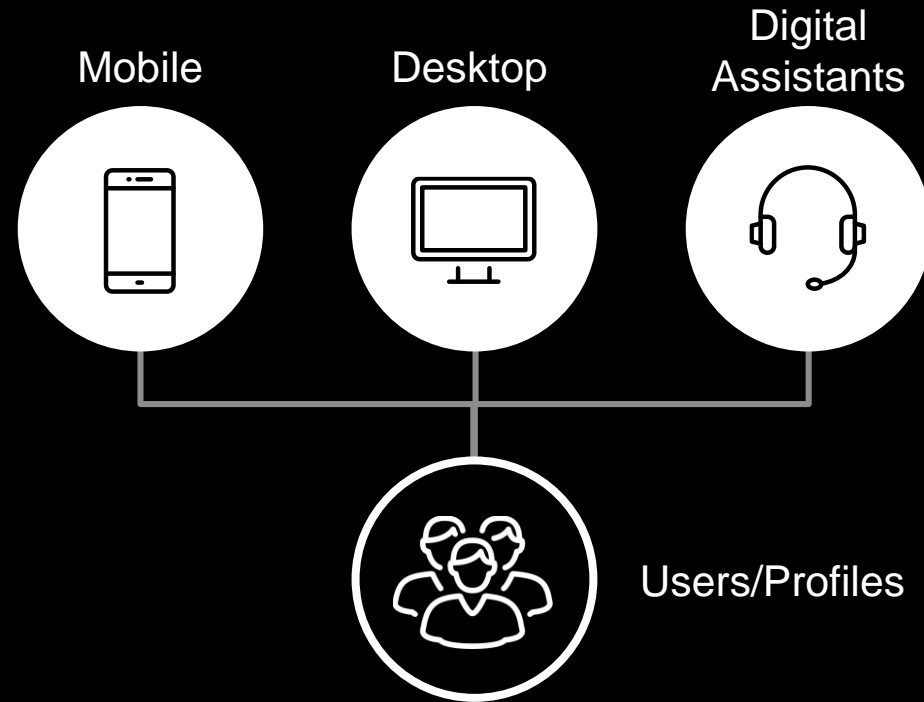


THE MOVE TO PEOPLE BASED MARKETING CHANGING PRIVACY AND OPT IN ECOSYSTEM

Engagement + First Party Data are the keys



Closed ecosystems
Default ID Graph for the Web

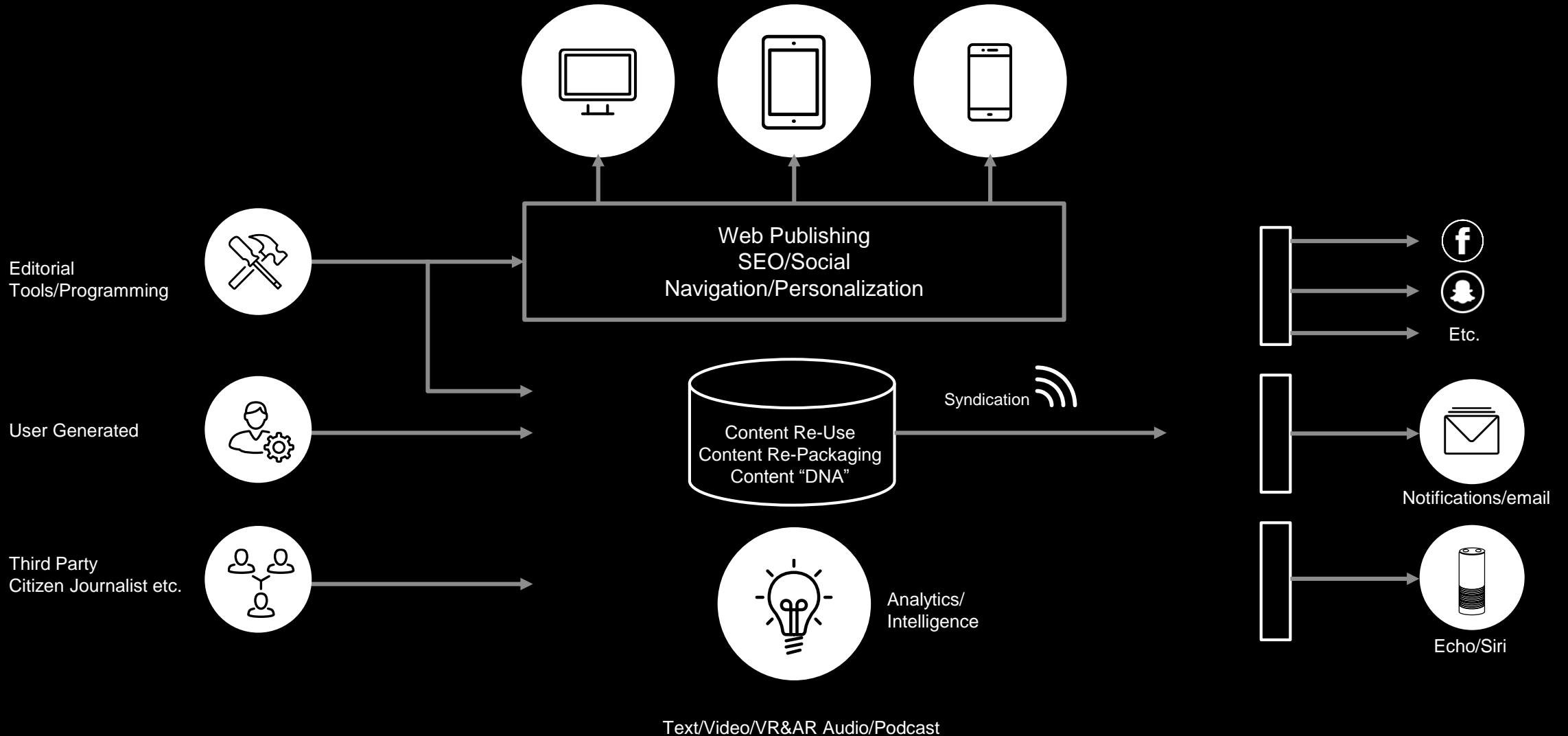


100%

accurate cross screen targeting/data onboarding

NEW CONTENT OPERATING SYSTEM

Traditional Web & App

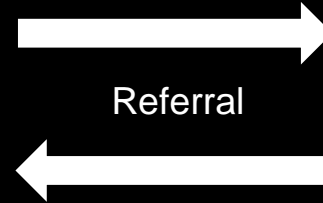


CONTENT + UTILITY IS KEY

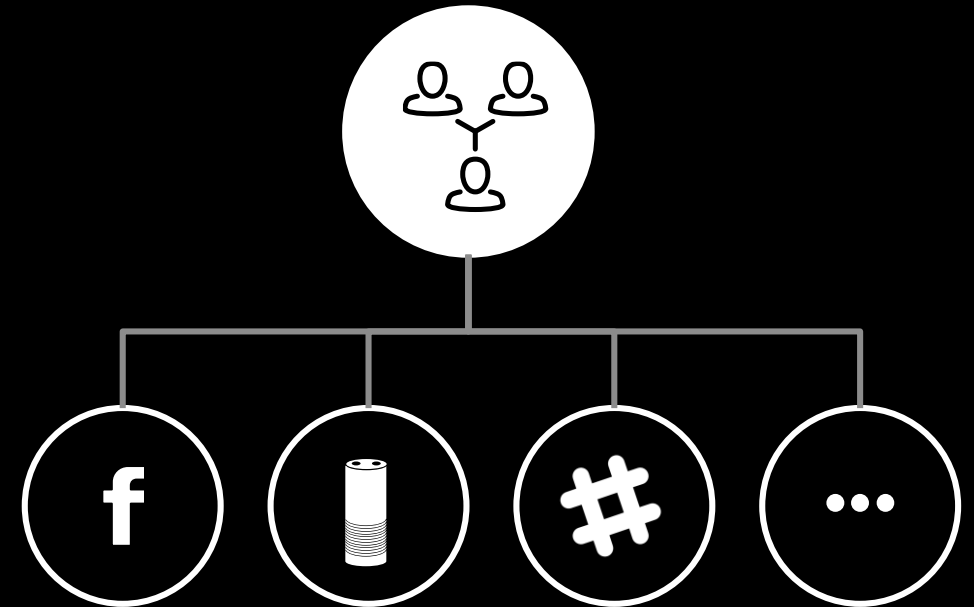
AOL/YAHOO PROPERTIES "SUPER CHANNELS"



Content (especially Premium)
Utility (mail/messaging, or
widgets, livestream, score,
Fantasy sports, etc.)



THIRD PARTY SYNDICATION OFF-NETWORK CONSUMPTION



Ambience Scale/Frequency/Targeting
ID = Engagement across platforms

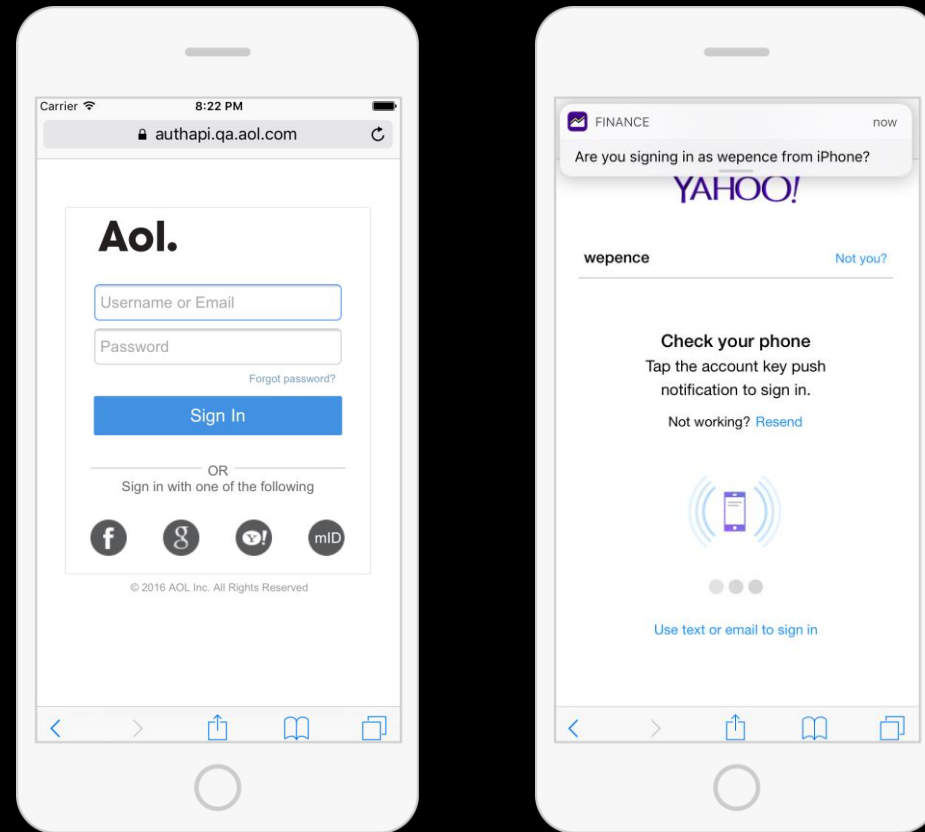
IDENTITY IS BROKEN TODAY

- Identity increasingly owned by closed, “black box”, platforms – Facebook et al.
- Friction around creating other logins is high & security risks are growing.
- Regulatory environment pushing towards login.
- Market need to “level playing field” for other publishers – Aligned with carrier interests in identity.
- Move to Mobile.



**We need to
Democratize
Identity**

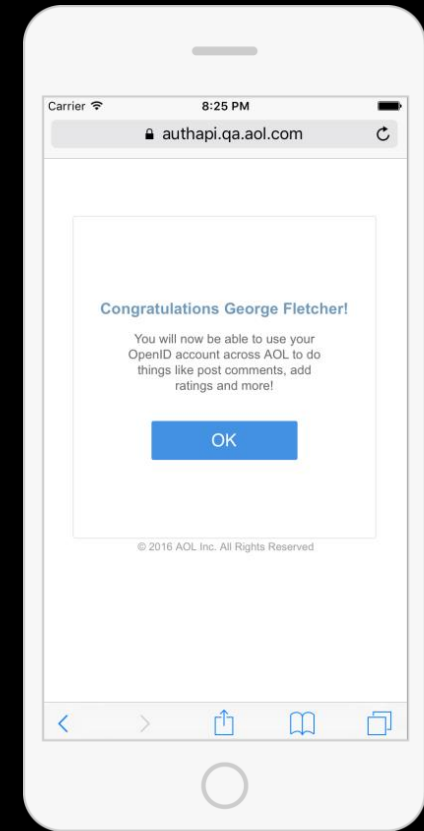
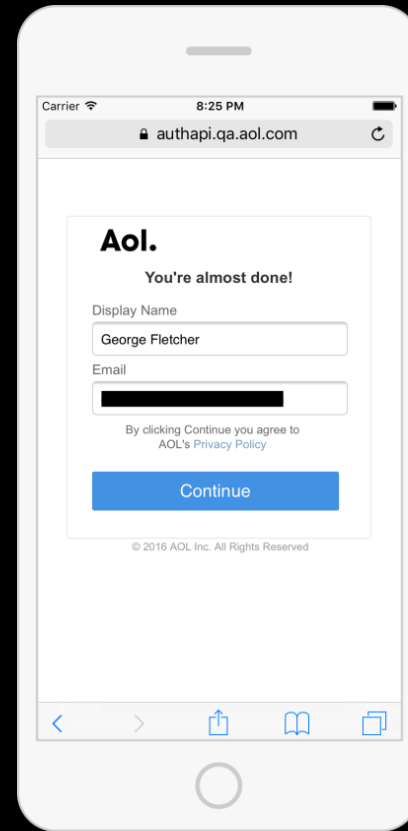
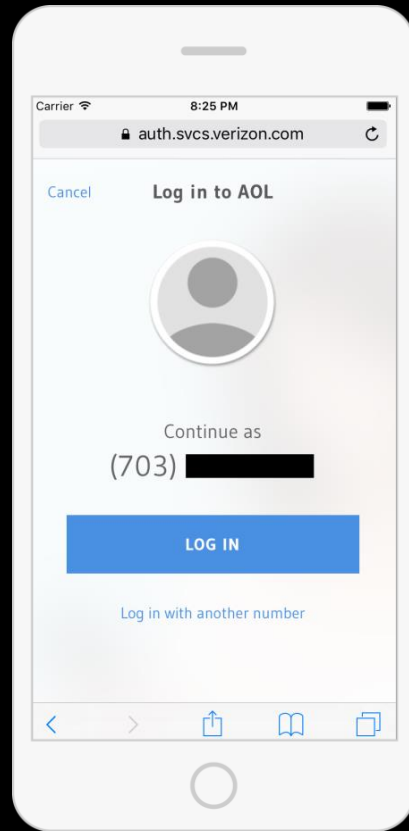
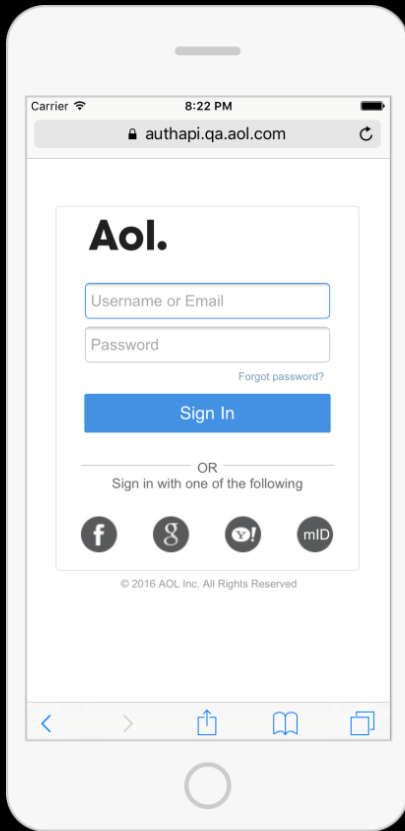
MOBILE IS THE DOMINANT PLATFORM – AND THE PHONE IS YOUR KEY DEVICE



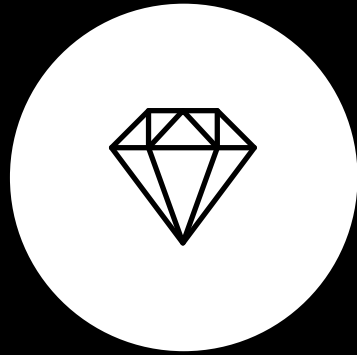
Low friction, cross-carrier solution tied to data is needed

MOBILE IDENTITY

A superior experience; full opt-in; deterministic first party data

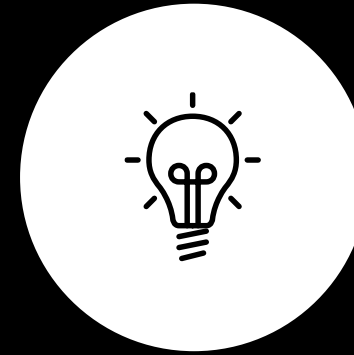


VALUE



- Fix broken Identity – Give superior consumer experience
- Democratize login for publishers – break identity “monopolies”
- Enable richer, more engaging experiences with less friction
- Capture opt-in and move away from cookie based, imprecise approaches
- Enable publishers to manage user data responsibly

OPPORTUNITY



- Need to move Quickly
- Other User control points getting stronger (AI, Digital Assistants)
- Good for publishers, good for users, good for carriers

THANK YOU



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