



DIGITAL ADVERTISING ALLIANCE ANNOUNCES FIRST 100 COMPANIES PARTICIPATING IN SELF-REGULATORY PROGRAM FOR ONLINE BEHAVIORAL ADVERTISING

***Top Names in Auto, Airline, Publishing, Finance, Tech and Other Industries Using Advertising Option Icon in Online Ads;
DAA Reports Accelerating Rate of Adoption by Companies***

WASHINGTON, D.C., JUNE 7, 2011 – The Digital Advertising Alliance (DAA), a self-regulatory body that develops industry best practices and effective solutions for consumer choice in online behavioral advertising (OBA), today confirmed the names of the first 100 companies currently participating in the Self-Regulatory Program for Online Behavioral Advertising. This program is a preference management system that gives consumers enhanced control over the collection and use of data relative to OBA delivered in either Web-based or mobile consumer environments.

The full list of confirmed participating companies – reflecting some of the biggest brand names in the automotive, airline, finance, publishing, telecommunications, technology and other industries – can be found on a new Web page (<http://www.aboutads.info/participating>), which will be updated regularly. Among the companies now actively using the [Advertising Option Icon](#) are AT&T, Bank of America, BMW, Chrysler, Dell, Delta Airlines, ESPN(Disney), Harley Davidson, Procter & Gamble, Verizon, Washington Post Digital and Whirlpool.

Additionally, nine of the 10 largest ad networks are fully engaged in the Self-Regulatory Program including 24/7 Real Media, AOL, Collective Network, Google, Microsoft, Specific Media, Turn Media, ValueClick and Yahoo!. The DAA also confirmed that 90 more companies have registered for the Program and are preparing to deploy the Advertising Option Icon over the next two months.

“We are seeing tremendous interest from advertisers, ad agencies and ad networks,” said Peter Kosmala, DAA managing director. “Adoption of the DAA’s Self-Regulatory Program for Online Behavioral Advertising is currently growing at an average rate of 55 percent, month over month. For a modest investment, companies of every size engaging in OBA will gain immeasurable value in terms of building greater trust among their consumer audiences. Savvy marketers know that transparency in OBA is not only good business, it is good *for* business.”

To date, more than two trillion online ads have displayed the Advertising Option Icon (also known as the “ad choices” icon). The icon is an interactive symbol found within or near online advertisements, or on Web pages, where consumer data is collected and used to deliver online advertising based on inferences derived from that data.

To learn more about participating in the Self Regulatory Program for Online Behavioral Advertising and the consumer-opt-out option, visit www.aboutads.info.

About The DAA Self-Regulatory Program for Online Behavioral Advertising

The DAA Self-Regulatory Program for Online Behavioral Advertising was launched in 2010 by the [Digital Advertising Alliance](#) (DAA), a consortium of the nation's largest media and marketing associations including the American Association of Advertising Agencies (4As), the Association of National Advertisers (ANA), the American Advertising Federation (AAF), the Direct Marketing Association (DMA), the Interactive Advertising Bureau (IAB) and the Network Advertising Initiative (NAI). These associations are committed to developing effective self-regulatory solutions to consumer choice in online behavioral advertising (OBA).

Based on seven “*Self-Regulatory Principles for Online Behavioral Advertising*” proposed by the Federal Trade Commission, the DAA Self-Regulatory Program is designed to give consumers enhanced control over the collection and use of data regarding their Internet viewing for OBA purposes. With the support of the six, stakeholder trade associations –representing more than 5,000 U.S. companies – the Program promotes the use of the [Advertising Option Icon](#), (known more commonly as the “ad choices” icon), a universal symbol found within or near online advertisements or on Web pages where data is collected and used to deliver online advertising that is based on inferences derived from the collected data. By clicking on the icon, consumers are able to link to a clear disclosure statement regarding the participating company's online behavioral advertising data collection and use practices, as well as a universal, easy-to-use, opt-out mechanism.

To learn more about the Self-Regulatory Program for Online Behavioral Advertising, please visit www.aboutads.info.

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