

Information Trust Exchange Project			
Comparing 3rd-party cookies systems ("old") with ITE shared-user network ("new")			
	Old third-party cookie ad tech system	New ITEGA governed shared-user networks	Advantage
Reaching users	Same user can be tracked to multiple sites	User can only be reached as part of a site audience	Take high-value sites out of competition with low-value sites and fraud to reach the same users.
Fraud	Legit sites depend on third parties to show they have legit users. Fraud sites can use the same third parties.	Users share attributes with sites they trust. Legit sites can aggregate attributes that fraud sites do not have access to.	Fraud metrics depend on data where legit sites have an advantage over fraud sites.
Performance	Ad is matched to user in real time, while page loads. Dozens of "cookie calls" and scripts clog browser response and slow user experience.	Ads are matched to audience, asynchronously. Most processing occurs in server/cloud rather than in browser, speeding load times.	Move placement calculations off the critical path of page loading and rendering. Enable more sophisticated calculations for agencies, improve responsiveness for user.
Signaling	Ad may be a low-information "cold call" that user has incentive to block. They appear unpredictably on sites that may be inappropriate.	Ad is matched to the content site, so many users in a local area or community of practice may see it. Ads "make sense" to viewer.	Less likely that ads are economically rational to ignore. Lower incentives to block ads.
Deceptive advertising	Easy for deceptive advertisers to buy low-priced, fraud-vulnerable user demographics.	All readers of the same content see the same ad.	Less cost-effective for fraudulent advertisers to connect with victims.
Identity and "cookie" management	Third-party cookies allow a plurality of parties unknown to user to assemble and trade untrustworthy and varying profiles of user for unknown purposes.	User can deploy safe tracking protection services which block third-party cookies responsible for privacy challenges and slow user experience.	User can make their identity opaque to bad-actor advertisers, while managing enhanced identity to trustworthy publishers, advertisers
Price management	Users can be readily presented with different offers based on third-party data which affects price without their knowledge or consent.	Users choose what data to share, and can choose not to share information that could result in ending up in a higher-price category.	Make the medium more trustworthy. Lower incentives to block ads.
Service Management	Content and other services are presented in "silos" because there is no open standard for sharing user identity attributes that could provide for multi-site services.	Users can opt into collaborative subscription services enabled by the network logging and settlement of activity.	Allow transparent, competing offers of tiered pricing and content access based upon marketplace innovation and user demand.