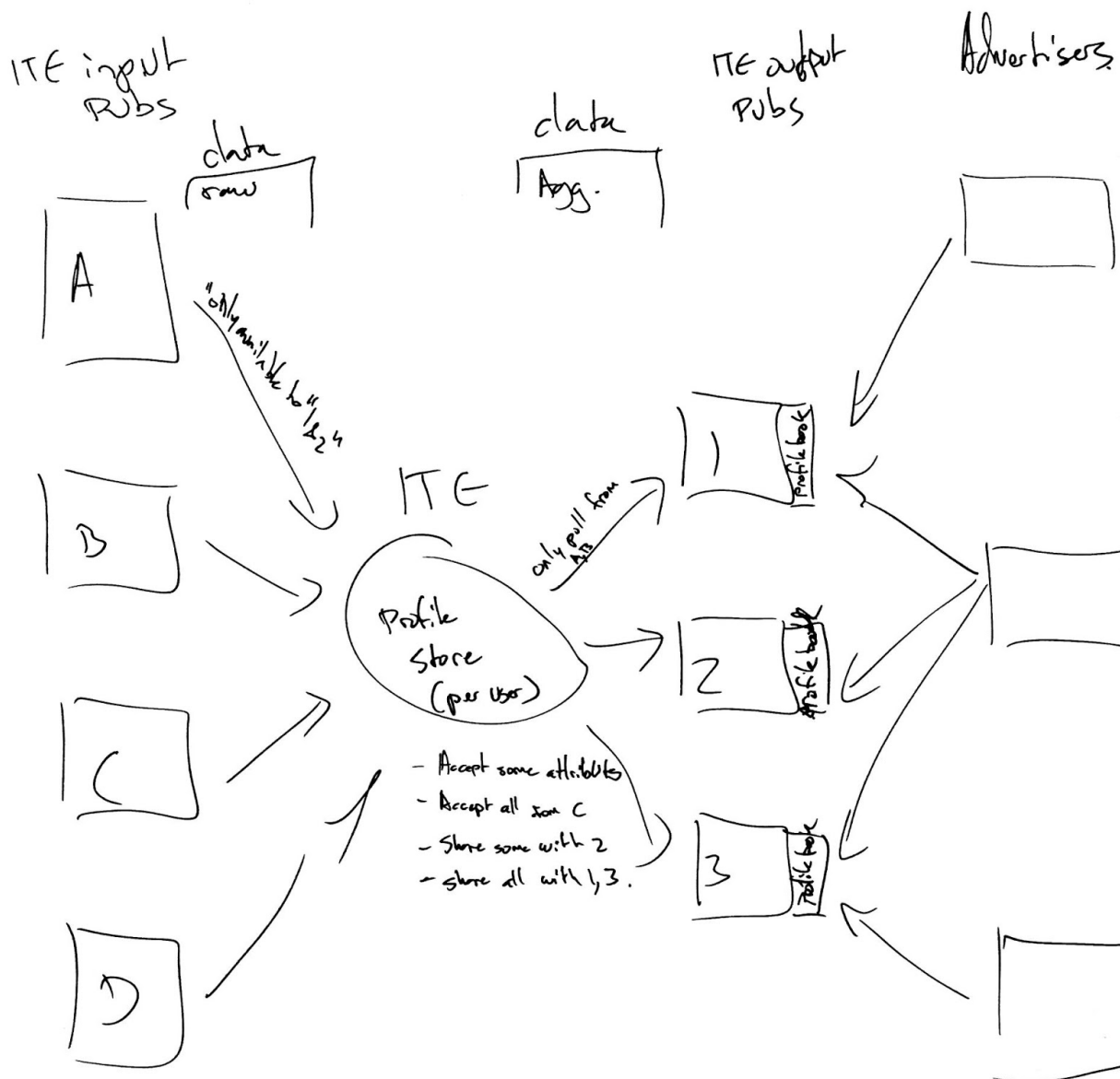


Audience Profile Books and the ITE Data Aggregator (or “profile store”)

The diagram below depicts contributing publishers, on the left (a “home-base” publisher) who contribute user profile data into a “Profile Store” operated by or for the ITE and its members; the Data Aggregator (or “profile store”) creates anonymized audience segments which it then shares out to other participating publishers, who can then each share their Audience Profile Book with advertisers. The access rights to sharing of specific user attributes are managed by end users and their home-base publisher. In a preferred implementation, advertisers and their agents never have a direct data link with a user’s browser; ads are served from the publisher’s domain using “server-side ad stitching” or other appropriate technology.



(Diagram by Brendan Riordan-Butterworth,
Interactive Advertising Bureau Lab, March 14, 2016)