2013 NAI ANNUAL SUMMIT

The Glass Houses – Chelsea, New York City
May 21, 2013

Underwriting Sponsors

Agenda

11:30 am  Registration Opens on 21st Floor

12:00 pm  Lunch

Welcome and Opening Remarks
Marc M. Groman, Executive Director and General Counsel, NAI

Introduction
Will DeVries, Privacy Counsel, Google

Keynote Address
Maureen Ohlhausen, Commissioner, Federal Trade Commission
1:15 pm  NAI Initiatives and Presentation of New Board of Directors

NAI – What Your Association is Doing for You

• Membership Growth and Diversity - James Campbell, Director of Member Development & Operations
• Educating Policy Makers - Meredith Halama, Deputy General Counsel & Director of Policy and Compliance
• The Development of Mobile Principles - Anthony Prestia, Associate Counsel for Policy & Technology
• Do Not Track Efforts - Jack Hobaugh, Counsel & Senior Director of Technology
• The Compliance and Technical Monitoring Program - Anthony Matyjaszewski, Associate Counsel Compliance & Technology
• Coordination with Other Associations - Charles Simon, Policy & Compliance Analyst, Technology Lead
• Public Relations and Communications Efforts - Lana McGilvray, blast! PR

Annual Meeting and Presentation of New Board of Directors

1:45 pm  Is There a Technology Arms Race?

Over recent months there have been countless articles, columns, speeches, and blog posts suggesting that the advertising industry is engaged in a technological arms race with browser companies, privacy advocates, and others. Citing moves by Microsoft to turn on Do-Not-Track headers by default in Internet Explorer, Apple’s statements at W3C, and Mozilla’s announcement that Firefox will block third-party cookies, some commentators and industry thought leaders lament what they see as a counterproductive and potentially detrimental game of chess with the Internet and online advertising ecosystem. Moreover, debates seem to focus on the difference between first parties and third parties, rather than on shared values of promoting privacy and a robust marketplace for online advertising and ad-supported content. This panel will explore these issues from the perspective of third-party technology companies and intermediaries. Are we truly in an arms race? How did we get here? What is the potential impact on competition, innovation, and, most importantly, consumers? Is there a responsible resolution that is win/win for everyone?

Moderator:
• Sheila A. Millar, Partner, Keller & Heckman LLP
Panelists:
- Lydia Parnes, Partner, Wilson Sonsini Goodrich & Rosati
- Alan Chapell, President, Chapell & Associates
- Joshua Koran, SVP of Product Management, Turn

2:45 pm  **Amber Alerts and Tornado, Hurricane, & Flood Warnings**

Demonstration of how third-party technology and cookies can dramatically increase the reach and effectiveness of Amber Alerts and tornado, hurricane, and flood warnings.

Presenters:
- Jason Bier, Chief Privacy Officer, ValueClick
- Noga Rosenthal, Senior Vice President and General Counsel, 24/7 Media

3:00 pm  **Networking Break**

3:15 pm  **Do Not Track**

Earlier this month, the W3C Tracking Protection Working Group held its eighth face-to-face meeting in an effort to develop a global "do not track" standard. This process, which commenced in September 2011, faces a July 2013 deadline to reach consensus on the definition and implementation of a standard. This panel will provide an update on some of the proposals on the table, explain what a consensus standard could look like, and highlight issues that are important for NAI members.

Presenters:
- Shane Wiley, Vice President of Privacy & Data Governance, Yahoo!
- Alan Chapell, President, Chapell & Associates

3:45 pm  **HTTP Cookies RIP?**

In 2009, the NAI established a policy effectively setting HTTP cookies as the de facto technology permitted by the NAI. The policy identified technologies that should not be used for Interest-Based Advertising until such time as these technologies allow for a similar level of transparency and control as is available for standard cookies. For many reasons, including the increase and prevalence of mobile advertising, the limitations of cookies, new technologies, browser settings, and more, companies are seeking guidance on the use of non-cookie mechanisms to monetize impressions and engage in Interest-Based Advertising. Looking ahead, as technology
changes, the NAI may need to move beyond HTTP cookies but cannot abandon the organization’s high standards around transparency and choice or compromise the NAI’s hallmark compliance and enforcement program. How do we do this? This panel will be a provocative and thought-provoking discussion about new tracking technologies, privacy, and the NAI Code.

Moderator:
• Matthew Haies, Vice President, Privacy Strategy, AppNexus

Panelists:
• Omar Tawakol, CEO, BlueKai
• Doug Miller, Global Privacy Leader, AOL
• Estelle Werth, Legal Director, Criteo

4:30 pm  CEO Panel & Debate
This final panel will continue and bring together all of the themes of the afternoon – the role of third parties, Do Not Track, online privacy, browsers, competition, life beyond cookies, and more, with challenging questions presented to leading CEOs of NAI member companies. The CEOs will explore and debate the most controversial and important issues of the day for third parties—including reactions to comments from other panels.

Panelists:
• Eric Wheeler, CEO, 33Across Inc.
• Mark Zagorski, CEO, eXelate
• Ramsey McGrory, CEO, AddThis
• Nicolle Pangis, President, Real Media Group

5:15 pm  The Path Forward
• Marc M. Groman, Executive Director and General Counsel, NAI

5:30 pm  Conference Concludes – Cocktails and Networking Reception on 21st Floor

7:00 pm  VIP Dinner – By Invitation Only on 21st Floor