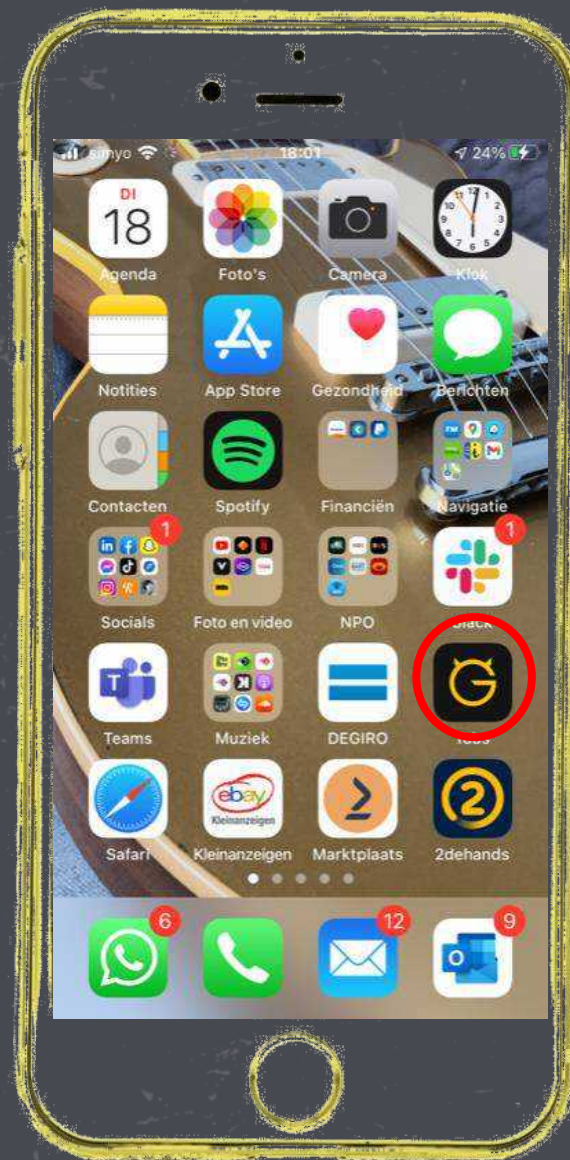


Opt Out Advertising

Matching Publishers and Advertisers in a
privacy-friendly way



Stefan Oude Wesselink
Sales Manager & Co-Founder
Opt Out Advertising



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0 days 10 hrs 04 min 51 sec

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771 guests

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MORE OPTIONS

AGREE

**LEARN SONGS
EASIER AND FASTER
WITH PRO**

Start your own
Pro experience.

START NOW

[TOP 100 TABS](#)

ADD SHOT

FEATURED

- Jingle Bells Misc Christmas
- Here Comes Santa Claus Misc Christmas
- Jingle Bells Misc Christmas
- Santa Baby Eartha Kitt

1	Noah Kahan	Stick Season	6,945 hits
2	Ed Sheeran	Perfect	5,625 hits
3	Elvis Presley	Cant Help Falling In Love	5,418 hits
4	Radiohead	Creep	4,806 hits
5	Eagles	Hotel California	4,644 hits

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We and our partners store or access information on devices, such as cookies and process personal data, such as unique identifiers and standard information sent by a device for the purposes described below. You may click to consent to our and our 761 partners' processing for such purposes. Alternatively, you may click to refuse to consent, or access more detailed information and change your preferences before consenting. Your preferences will apply to this website only. Please note that some processing of your personal data may not require your consent, but you have a right to object to such processing. You can change your preferences at any time by returning to this site or visit our privacy policy.

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Precise geolocation data, and identification through device scanning OFF >

Personalised advertising and content, advertising and content measurement, audience research and services development OFF >

Store and/or access information on a device (639 partners) OFF >

Special Purposes and Features >

PARTNERS LEGITIMATE INTEREST

SAVE & EXIT

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We need your consent

Review and set your consent preferences for each partner below. Expand each partner list item for more information to help make your choice. Some personal data is processed without your consent, but you have the right to object.

[REJECT ALL](#)
[ACCEPT ALL](#)

Partner Name	Consent Status	Partner Name	Consent Status
Tappx	ON	adality GmbH	ON
1020, Inc. dba Placecast and Ericsson Emodo	ON	ADARA MEDIA UNLIMITED	ON
1Agency	ON	adability media GmbH	ON
1plusX AG	ON	ADCELL Firstlead GmbH	ON
2KDirect, Inc. (dba iPromote)	ON	AdColony, Inc.	ON
33Across	ON	AddApptv GmbH	ON
360e-com Sp. z o.o.	ON	AdDefend GmbH	ON
3Q nexx GmbH	ON	Adlevance	ON
42 Ads GmbH	ON	AdElement Media Solutions Pvt Ltd	ON
6Sense Insights, Inc.	ON	Adevinta Spain S.L.U.	ON
A Million Ads Ltd	ON	Adform	ON
A.Mob	ON	AdGear Technologies, Inc.	ON
Aarki, Inc.	ON	Adhese	ON
AAX LLC	ON	adhood.com	ON
Accorp Sp. z o.o.	ON	Adikteev	ON
Active Agent (ADDITION technologies AG)	ON	ADDITION technologies AG	ON
AcuityAds Inc.	ON	ADman Interactive SLU	ON
Ad Alliance GmbH	ON	adMarketplace, Inc.	ON
ad6media	ON	AdMaxim Inc.	ON
Adacado Technologies Inc. (DBA Adacado)	ON	Admedo Technology Ltd	ON
		Adkernel LLC	ON
		Adloox SA	ON
		Adludio Ltd.	ON
		ADMAN - Phalstos Networks, S.A.	ON
		admetrics GmbH	ON
		Admixer EU GmbH	ON
		Admo.tv (Clickon)	ON
		Adnami Aps	ON
		adnanny.com SLU	ON
		Adnuntius AS	ON
		Adobe Advertising Cloud	ON
		Adobe Audience Manager, Adobe Experience Platform	ON
		Adpone SL	ON
		adQuery	ON
		AdQuiver Media SL	ON
		ADRENALEAD	ON
		adrule mobile GmbH	ON
		Adserve.zone / Artworx AS	ON
		ADSOCY	ON
		Adsolutions BV	ON

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NIEUW-
JAARS-
KNALLERS
KORTING
TOT
60%

Bitdefender. Ontvang nu uw exclusieve korting! -50% NU KOPEN

PRO | LEARN SONGS EASIER AND FASTER | Top Hits | Classic Rock | 90s Alternative



Perfect ★★★★★
Ed Sheeran

- Ed Sheeran Perfect ★★★★★
- Sam Smith Too Good At Goodbyes ★★★★★
- Camila Cabello Havana ★★★★★
- Imagine Dragons Thunder ★★★★★
- P!nk What About Us ★★★★★

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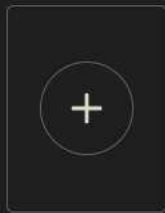
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SHOTS | EXPLORE →

ADD SHOT

FEATURED



TOP TABS | Today | All-time | TOP 100 TABS →

- 1 Noah Kahan Stick Season 6,945 hits
- 2 Ed Sheeran Perfect 5,625 hits
- 3 Elvis Presley Cant Help Falling In Love 5,418 hits
- 4 Radiohead Creep 4,806 hits
- 5 Eagles Hotel California 4,644 hits

Create your Account and get **Pro Access 80% OFF** **0** days **09** hrs **33** min **13** sec **SIGN UP**



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PRO
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Top Hits
Classic Rock
90s Alternative



Perfect ★★★★★
Ed Sheeran

- Ed Sheeran **Perfect** ★★★★★
- Sam Smith **Too Good At Goodbyes** ★★★★★
- Camila Cabello **Havana** ★★★★★
- Imagine Dragons **Thunder** ★★★★★
- P!nk **What About Us** ★★★★★

LEARN SONGS EASIER AND FASTER WITH PRO

Start your own Pro experience.

START NOW

SHOTS [EXPLORE](#)

ADD SHOT

FEATURED

- Jingle Bells cover - Misc Christmas
- Here Comes Santa Claus - Misc Christmas
- Jingle Otamatone - Misc Christmas
- Santa Baby - Eartha Kitt

TOP TABS Today All-time [TOP 100 TABS](#)

- Noah Kahan **Stick Season** 6,945 hits
- Ed Sheeran **Perfect** 5,625 hits
- Elvis Presley **Cant Help Falling In Love** 5,418 hits
- Radiohead **Creep** 4,806 hits
- Eagles **Hotel California** 4,644 hits



Be prepared for a

World Without Personal Data

A privacy first world

opt out



Users



Governance



Technology



What do we do with video?

In-stream video



Out-stream video



Video-in-banner



Unlock your full potential

How do we match publishers and
advertisers the privacy-friendly way?

An alternative for cookies isn't directly a solution for non-consented inventory

A solution for non-consented inventory is directly a solution for the cookieless era

Privacy is to the digital age what product safety was to the Industrial Age

- As an online publisher you can set an example in securing the privacy of your visitors
- As an advertiser you can make the deliberate choice to be on the forefront of the new way of advertising

The advertising ecosystem when the user doesn't want to be tracked

Non-Consent



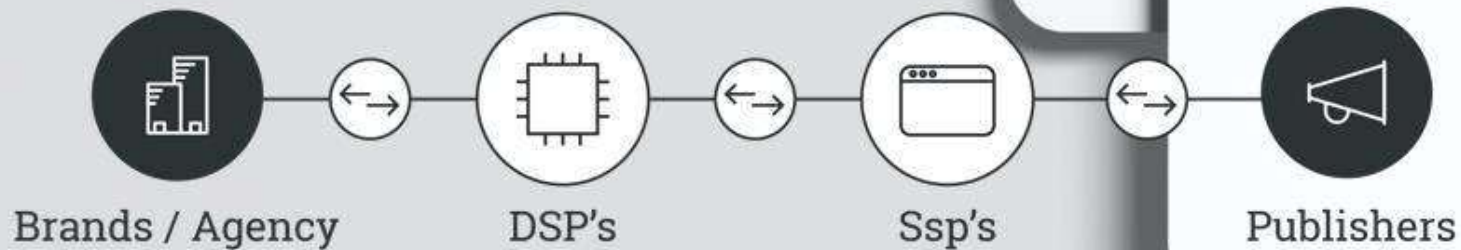
No Cookies /
No Tracking



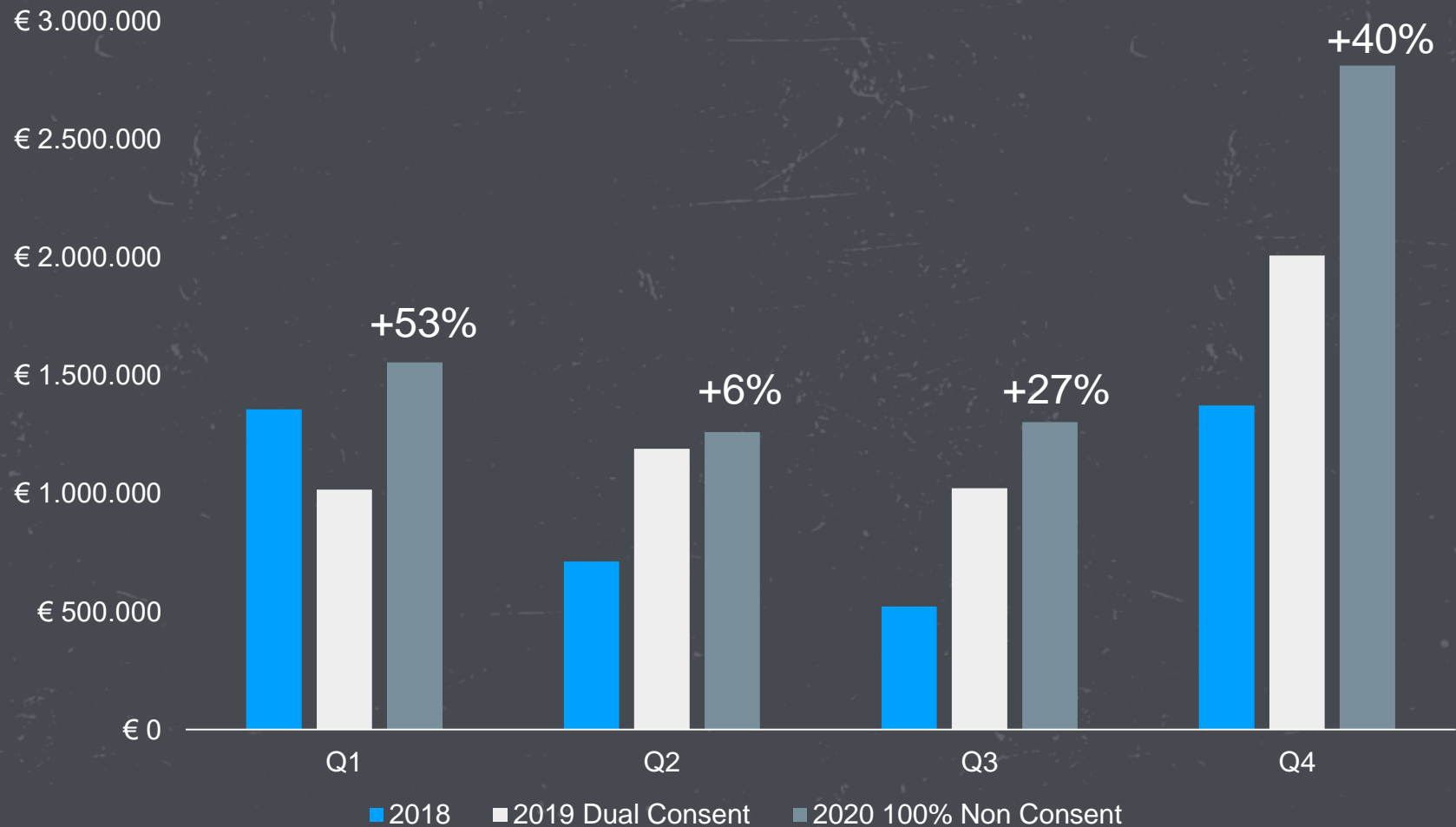
Consent



Cookies / Tracking



Ster +32% revenue increase with consentless inventory



Hoe ABN AMRO impactvol adverteert zonder gebruik van persoonsgegevens

De privacyvriendelijke techniek achter de plaatsing



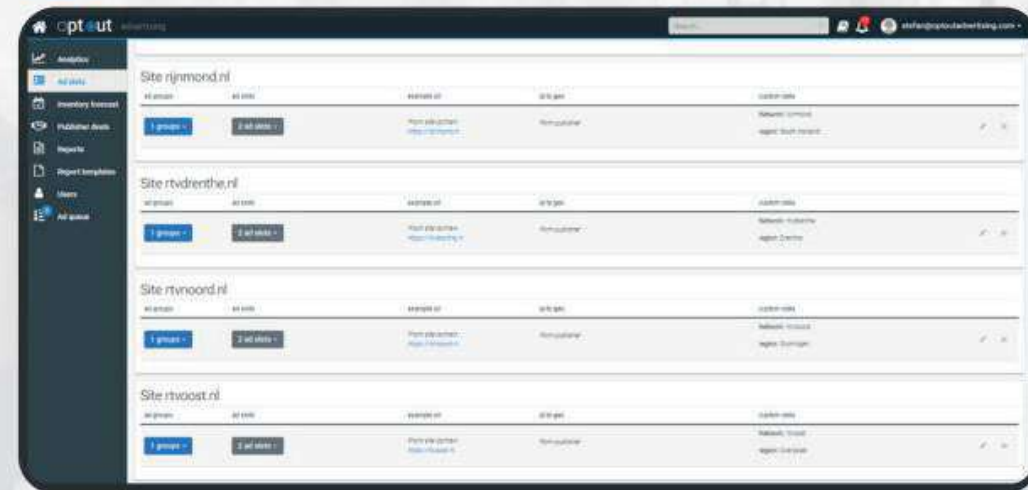
ABN·AMRO

opt out

1. Website publisher



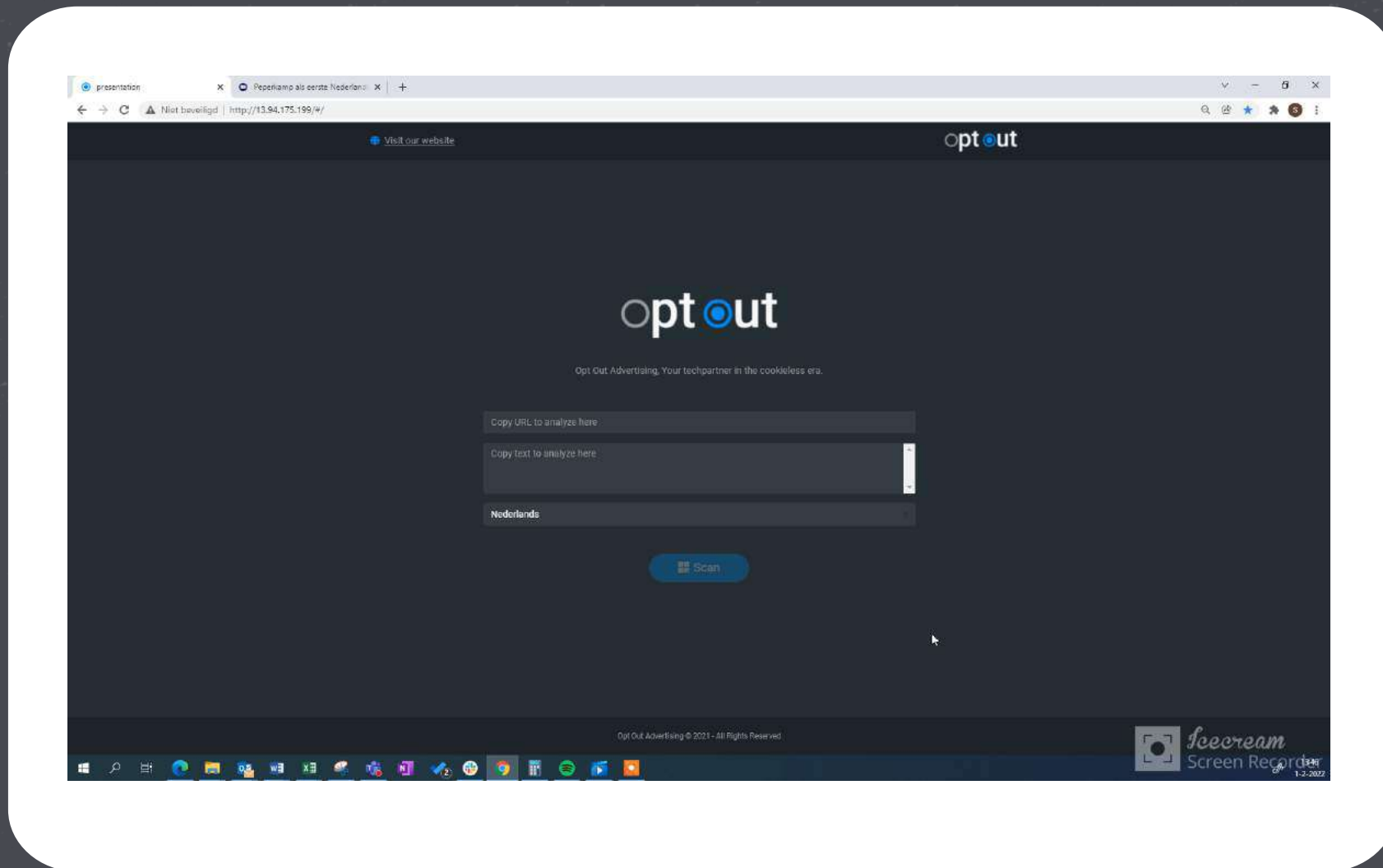
2. Privacyvriendelijke Adtag & Adslot



3. Rehoused creaties binnen Opt Out infrastructuur

141942	Jongerenrekening_970x250 REHOSTED	0	●	✓	Display (HTML)	970 x 250	2	ACTIVATE	APPROVE
141934	Jongerenrekening_720x90 REHOSTED	0	●	✓	Display (HTML)	720 x 90	2	ACTIVATE	APPROVE
141934	Jongerenrekening_320x250 REHOSTED	0	●	✓	Display (HTML)	320 x 250	2	ACTIVATE	APPROVE
141936	Jongerenrekening_300x600 REHOSTED	0	●	✓	Display (HTML)	300 x 600	2	ACTIVATE	APPROVE
141920	Jongerenrekening_300x250 REHOSTED	0	●	✓	Display (HTML)	300 x 250	2	ACTIVATE	APPROVE
141922	Jongerenrekening_160x600 REHOSTED	0	●	✓	Display (HTML)	160 x 600	2	ACTIVATE	APPROVE
141918	Jongerenrekening_120x600 REHOSTED	0	●	✓	Display (HTML)	120 x 600	2	ACTIVATE	APPROVE





Non-consent inventory enthusiasts



nederlandsdagblad

GEWISTE BETROKKE

NOS

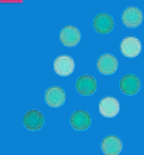


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Publieke
Omroep



MEDIAHUIS

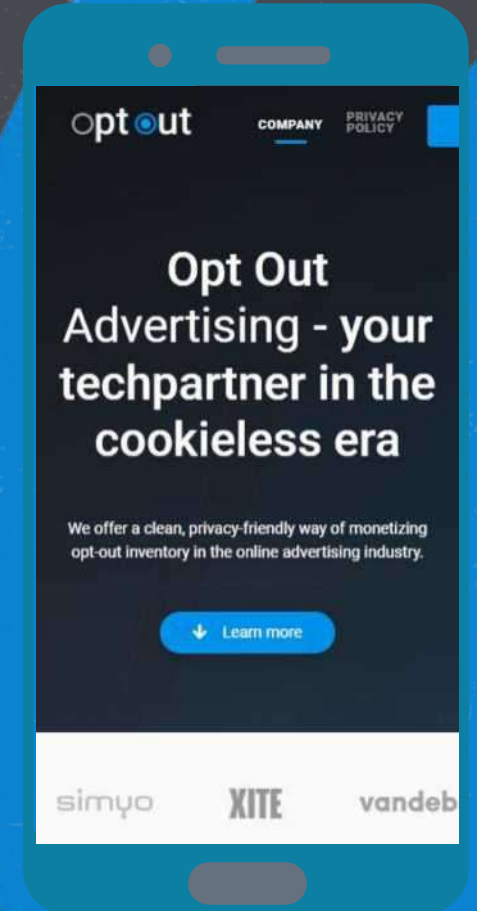
FASHIONCHICK

The
Guardian
The Telegraph

SNACK
MEDIA

Key Take-Outs

1. Be **100% compliant in the whole chain**
2. Unlock **additional revenue for publishers**
3. Great **user experience**
4. Monetize inventory while **respecting users' privacy**
5. Tap into a completely **new audience** for advertisers: the privacy conscious individuals



A large, stylized blue circular graphic composed of concentric arcs, positioned at the top of the slide.

Thank you

Stefan Oude Wesselink

Stefan@optoutadvertising.com

+31 (0)612745308