

# EPC Positioning Paper

of the European Publishers Council and its members on the future of audience addressability, identity and privacy, and the impacts on the digital publishing business

# About the EPC



The European Publishers Council (EPC) is a collection of Europe's leading media companies, which are active in news media, television, radio, digital market places, journals, eLearning, databases and books.

The EPC's publishers run a unique business sector that is driven by the values of integrity, independence, and press freedom.

Publishers produce professionally-edited, high quality, and high-value content reaching vast audiences and enriching their readers' lives.

Publishers are dedicated to investing in and delivering unique content to entertain, inform, question, and challenge.

# A selection of our members



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# The EPC Publisher Paper



- Formulated to give publishers a clear and strong voice into the wider discussion around future solutions for audience addressability, identity and privacy
- A reference point for publishers, industry, as well as regulatory bodies, to help everyone understand publisher thoughts and needs in this space
- A thorough investigation was performed with members of the European Publishers Council, identifying key themes emerging across the group
- These were then further refined and recommendations arising from this have been prioritised

# Key findings



- A number of areas where publishers' opinions should be considered. 9 in total.
- Two key areas to highlight
  - A solution for an **effective, fair, transparent, and privacy-centric identifier** needs to be found
  - Consideration should be paid to **solutions that are overseen by a neutral entity** that does not have undue influence from dominant platforms and other advertising technology players

# Takeaways



- Ensure that a **viable solution to audience addressability** is agreed upon and adopted – simple, transparent, and enable value drivers
- **Rigorous protection of user privacy** - a clear dialogue around privacy, how the data is used, and the reason for the use of personal data in advertising
- A **neutral and balanced governance** structure
- **Accountability** on use of data, especially to **redress monopoly positions of dominant platforms**
- **Regular engagement** with publishers – shared responsibility

# Feedback



For more questions or feedback, contact us:

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