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DAA Announces List of First Confirmed Participants in Program for Online Behavioral Advertising

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The Digital Advertising Alliance (DAA), a self-regulatory alliance of the largest media and marketing companies, has released a list of the first 100 participants in the alliance's self-regulatory Program for Online Behavioral Advertising. A [statement](#) released by DAA member associations confirms that nine of the 10 largest ad networks, including AOL, Google, Microsoft and Yahoo!, are participating fully in the program. A [web page](#) on the DAA's website, www.aboutads.info, lists the names of confirmed participants, including some of the most prominent brand names in the automotive, airline, finance, publishing, telecommunications and technology industries, as well as several well-known consumer products brands. An additional 90 companies have registered and are preparing for implementation of the Program.

The self-regulatory Program, designed to give consumers greater notice and control over the collection and use of data relative to OBA, promotes the use of the Advertising Option Icon, commonly known as the "ad choices" icon. The icon is placed within or near online advertisements or on Web pages where data is collected and used to deliver OBA. By clicking on the icon, consumers link to a clear disclosure statement regarding the participating company's online behavioral advertising data collection and use practices, as well as an easy-to-use, opt-out mechanism.

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