PILOT First Party Data Program

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What is happening to 3\textsuperscript{rd} party data?

- Chrome browser disabling 3P cookie in 2024
- Ask to Track
- Browser plug-ins / options
- Regulatory requirements (GDPR, CCPA, others)

- Also… 3\textsuperscript{rd} party data isn’t really that good to begin with
The Problem

- $2.1 billion potential loss in annual digital revenue for the broadcast industry
  - $1.1 million for the average TV station
  - $735k for the average multi-station radio market cluster
- Cannot rely on vendors / providers to solve the problem for you
- But an effective first-party data strategy can mitigate the loss and potentially even grow revenue
Program Overview

• 6-month program to proactively deal with the loss of third-party cookies and develop first-party strategies

• Goal: Ongoing broadcaster education and design & testing of strategies related to first-party data

• 9 broadcast groups:
  
  - Beasley Media Group
  - Capitol Broadcasting Company
  - E.W. Scripps
  - Graham Media Group
  - Gray TV
  - Hubbard Radio
  - Morgan Murphy Media
  - TEGNA
  - Salem Media Group
Resources

What the Loss of Third-Party Cookies Means for Broadcasters (Borrell Report):

First Party Data Accelerator Report:
Summary of Learnings

• Building Internal Consensus
  • Executive buy-in is critical
  • Building the right team matters
  • Show impact all along the way

• Leveraging data
  • It takes time to accumulate enough data and understand how to use it
  • First-party data is much higher quality than third-party data, but also lower scale. Advertisers need education too.
  • Data useful for more than just advertising

• Collecting data
  • Explicit vs Implicit 1st party data
  • Very important to test assumptions & collection techniques
  • Requires a lot of different pieces of software - ask lots of questions of vendors about how things work together
Key Takeaways

1. 3rd-party cookies are already going away – this will dramatically impact your advertising revenue if you don’t act
2. Start now – you cannot wait!
3. Get executive-level buy-in on approach & establish point person
4. If you are relying on a vendor, ask lots of questions
5. First-party data is not just for advertising – use it for audience development & engagement
6. When developing first-party data strategy, test, test, test
Thank you!

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