

Report of videoconference between IAB and Cabinet Vestager on DSA, 9 March 2022

Attendees

- [REDACTED] - [REDACTED] IAB France & IAB Europe [REDACTED]
- [REDACTED] - [REDACTED] RTL Deutschland GmbH (RTL Group is a member of IAB Europe)
 - [REDACTED] - [REDACTED] IAB Europe
 - [REDACTED] - [REDACTED] IAB Europe
 - Werner Stengg (CAB VESTAGER)
 - [REDACTED] (SG)

IAB Europe presented itself as the European-level association for the digital marketing and advertising ecosystem, including in its membership media, technology and marketing companies and national IABs. The meeting focused on the DSA with the guests pointing at their statement on the Parliaments position (see for details: [*IAB Europe's statement post adoption of the Parliament's text, dated 20 January*](#)). IAB in particular dwelled on the issues of (i) consent for data processing, as according to IAB it can have unintended negative consequences of strengthening the position of gatekeeper platforms at the expense of publishers, as well as (ii) targeted advertising, and in particular how to operationally identify minors, with references to a possible introduction of a “known minors” concept .

On his side Mr Stengg took good note of all the observations made by the guests. The trilogue negotiations are now at the final stages and the Commission is trying to facilitate finding proportionate compromises between the co-legislators. He also invited the guests to share these positions with the relevant services in the Commission as well as the co-legislators.