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Power and dignity: the ends of online behavioral advertising in the European Union

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GLOSSARY

AdTech	broadly understood “AdTech” refers to advertising technology, including all technical tools for online advertising. This thesis refers to AdTech with its narrow meaning, often used within the policy to describe the industry and supply chain of open advertising exchange (“open exchange”).
Ad Exchange	ad intermediary that provides a sales channel and a technology platform that facilitates programmatic real-time auction in the open exchange of online advertising.
Ad Intermediary	digital service providers that intermediate online advertising, including ad networks, ad exchanges, Demand Side Platforms (DSP), Supply Side Platforms (SSPs), Data Management Platforms (DMPs), and Consent Management Platforms (CMPs).
Ad Network	ad intermediary provides publishers with outsourced sales ability, and advertisers aggregate advertising spaces from numerous publishers.
Advertiser	a legal or natural person paying for the advertisement.
Alphabet	<i>Alphabet Inc.</i> provides the following core platform services: Google Search, YouTube, Google Maps, Google Shopping, and Google Play, including ad intermediaries Google Ads (ad server), AdSense (ad network), Google Display Network (ad network), DV360 (DSP), Google AdX (ad exchange), DFP (SSP).
Capability Approach	a theoretical framework that focuses on the actual capability of persons to achieve lives they value instead of focusing on having a right or freedom to do so.
Core Platform Service	“platforms” listed in Article 2(2) Digital Markets Act (DMA), including online search engines.
Data Management Platforms	ad intermediaries that enrich vendors with consumer data. DMPs sometimes also provide

	algorithmic tools for OBA optimization and targeting.
Demand Side Platform	ad intermediary that provides advertisers with the capability to buy aggregated advertising spaces from numerous ad intermediaries and publishers
Digital Services	“information society services” with the meaning of Article 3(a)DSA
Gatekeepers	core platform service providers are designated as “gatekeepers” according to Article (3) DMA.
Harms	legally relevant adverse effects.
Human dignity	a legal concept that recognizes human beings as the source and the boundary of political and economic power. EU case-law has used the concept to recognize and protect the minimum quality of life that all human beings are entitled to live.
Meta	<i>Meta Inc.</i> provides the following core platform services: Facebook, Instagram, WhatsApp, including Meta Audience Network (ad network).
Non-platform Publisher	publishers that do not provide platform services.
Online Platform	platform service as within the meaning of Article 3 (i) Digital Services Act (DSA): “that at the request of a recipient of the service, stores and disseminates information to the public, unless that activity is a minor and purely ancillary feature of another service or a minor functionality of the principal service.” Such a definition covers platform services that provide social media, including social networks and video-sharing platform services.
Online Search Engine	platform service as defined by Article 3 (j) DSA: “that allows users to input queries in order to perform searches of, in principle, all websites, or all websites in a particular language, on the basis of a query on any subject in the form of a keyword, voice request, phrase or other input, and returns results in any format in which information related to the requested content can be found.”

GLOSSARY

Open Exchange	an open market for online advertising where advertising spaces are traded over ad exchanges. Open exchange is sometimes referred to as “AdTech”.
Platform	digital service that provides intermediation. Defined as “intermediation service” by the Article 3(g) DSA. Platform services include “online platform” and “online search engine” services as defined by the DSA.
Publisher	digital service provider that publishes advertising on their online interface, including platform providers and non-platform publishers.
Supply Side Platform	ad intermediary that provides publishers with outsourced sales ability.
Vendor	digital service provider that engages in online advertising as a publisher, advertiser, or advertising intermediary.
Walled Garden	ad networks provided by the platform service providers, such as Alphabet and Meta, are closed ecosystems that provide complete end-to-end technical solutions for advertisers and publishers.