Neil Thurman

Amsterdam Privacy Conference,
25-26 October 2015
Today I'm introducing a new line of Apple products for the kitchen.

There's the iToaster, with settings that allow for total customization.
‘new particularity’ of individualism, personalisation, and consumerism – Jean Seaton
Growth in personalisation at 11 UK and US news publishers, 2007-2010

Source: Thurman & Schifferes, 2012
Hi, Leah Singer

FRIENDS' ACTIVITY

Log in with Facebook to see your friends' activity | What's this?

View more friends' activity | What's this?

Keirsun Scott recommended How Facebook won the web • about an hour ago

Navy SEAL not guilty of charges in Iraq

1023 people shared this.

NASA unveils new images of the sun

9539 people shared this.
Question time with Hannah Pool:
Stephan Merchant

Comedy: The Office and Extras' second string

Stephan Merchant on Ricky Gervais, his 'obscene' wealth, and teenagers shouting 'Oi, Office' at him in the street.

Sri Lanka poll victory challenged

President Mahinda Rajapaksa is declared winner of Sri Lanka's presidential poll, but the outcome is rejected by his challenger.

Rivalries in Iraq Keep G.I.'s in the Field

Latest Bombings Add New Layer of Anxiety and Suspicion in Baghdad

U.S. to Join Talks on Helping Yemen

Dubai Monor: Entrenched Monarchy Thrives Aspirations for Modernity

How an Inflammatory Term, Baathist, Bars Candidates in Iraq

At Yemen College, Scholarship and Jihadist Ideas

Deir Mar Moussa Journal: Modern-Day Pilgrims Find Interfaith Bond in Ancient Syrian Monastery

Baghdad Blast Shatters Sense of Security in Capital

Hussein Aide 'Chemical' Ali Executed in Iraq

Oil Company Near Settling Over Contract in Kurdistan
1. What is NYTimes Recommendations?

NYTimes Recommendations creates a personalized list of recommendations based on your browser history. If you've viewed content on NYTimes.com, you'll find interesting mobile site and apps that might appeal to you.

2. How do I use NYTimes Recommendations?

If you're not logged in, you're not recommended content. For accurate recommendations, you should log in.

3. Why are NYTimes Recommendations recommended for you?

Based on your browser history, NYTimes.com content we think you'll find interesting and apps. The recommended content is based on what you've viewed.

4. What are NYTimes Recommendations pointing to?

NYTimes.com content we think you'll find interesting includes mobile sites and apps. The recommended content is based on what you've viewed.

5. How do I access NYTimes Recommendations?

NYTimes Recommendations are available on NYTimes.com. If you're not logged in, you're not recommended content. For accurate recommendations, you should log in.

6. What do NYTimes Recommendations recommend for you?

NYTimes Recommendations recommend content we think you'll find interesting, including mobile sites and apps. The recommended content is based on what you've viewed.

7. How do NYTimes Recommendations recommend content?

NYTimes Recommendations recommend content we think you'll find interesting, including mobile sites and apps. The recommended content is based on what you've viewed.
White House Correspondents’ Dinner
The White House Correspondents Dinner, held annually in Washington, D.C., has evolved from a staid all-male gathering of journalists in 1920 to a gala event that attracts a cross-section of personalities, leaders and glitterati.

The technology of covering the President
In this age of the digital news deluge, we still rely on the moxie of that intrepid reporter who cuts through the chaos to lob an uncomfortable question to the President during his briefings. While covering the White House might not get you shoved off a subway platform into an oncoming commuter train à la [...]
Sanders, Democratic Socialist Capitalist

Bernie Sanders, the senator from Vermont, calls himself a socialist, but he doesn’t want to nationalize the steel mills. Or anything else, actually.

‘Star’ Force Awakens’ Trailer

The two-and-a-half-minute trailer was, for millions of loyal science-fiction fans, the fullest opportunity yet to revisit a galaxy far, far away.

Stuyvesant Town to Be Sold for $5.3 Billion

The deal includes a provision to ensure that 5,000 apartments would remain affordable for the next 20 years.

The Toronto Blue Jays will not sell beer cans in the upper deck at Rogers Centre during the A.L.C.S., after fans threw them on the field during a ruckus earlier in the playoffs.

The Associated Press

9h

The daily fantasy sports website DraftKings said that a law firm it hired found that it was not possible for an employee to use inside information to win $350,000 on a rival site.

Send Feedback
is a multi-currency union, deleting references to the euro as the EU's official currency.

Practical changes
- Repatriating powers from Brussels to Britain, giving Parliament more autonomy and scaling back the influence of EU law on decisions about the UK.

The leak has already led to a shake-up of the Bank of England's Strategy division.

After the leak, the Bank of England said it would not come as a surprise that the Bank is undertaking such work about a stated government policy. There are a range of economic and financial issues that arise in the context of the renegotiation and national referendum. It is one of the Bank's responsibilities to assess those that relate to its objectives.

"It is not sensible to talk about this work publicly, in advance. But as with work done prior to the Scottish referendum, we will disclose the details of such work at the appropriate time," a Bank spokesman continued.

Mr Carney's speech and the publication of the report will come less than two weeks after the launch of the respective "In" and "Out" campaigns, and as Mr Cameron faces a rebellion from six Cabinet ministers who wish to campaign in favour of the UK's departure from the EU.
# BENCHMARKING OTHER INDUSTRIES

TRUSTe's Website Monitoring Service performed a scan of 20 sites across different industries.

<table>
<thead>
<tr>
<th>Scan Stats</th>
<th>News sites</th>
<th>Insurance sites</th>
<th>Shopping sites</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gross</td>
<td>Average per site (20 sites)</td>
<td>Gross</td>
</tr>
<tr>
<td>Number of third parties</td>
<td>517</td>
<td>25.85</td>
<td>170</td>
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<td>3rd cookies</td>
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<td>3rd LSO</td>
<td>100</td>
<td>5</td>
<td>2</td>
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<tr>
<td>3rd LS</td>
<td>142</td>
<td>7.1</td>
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<tr>
<td>3rd beacons</td>
<td>17,014</td>
<td>850.7</td>
<td>4,361</td>
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<tr>
<td>3rd JS</td>
<td>10,386</td>
<td>519.3</td>
<td>2,077</td>
</tr>
<tr>
<td>3rd e-tags</td>
<td>8,156</td>
<td>407.8</td>
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<tr>
<td>1st cookies</td>
<td>524</td>
<td>26.2</td>
<td>378</td>
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<tr>
<td>1st LSO</td>
<td>6</td>
<td>0.3</td>
<td>0</td>
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<tr>
<td>1st LS</td>
<td>527</td>
<td>26.35</td>
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<td>1st beacons</td>
<td>1,653</td>
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<tr>
<td>1st JS</td>
<td>1,893</td>
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<tr>
<td>1st e-tags</td>
<td>1,464</td>
<td>73.2</td>
<td>2,724</td>
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<td>High PSI</td>
<td>70</td>
<td>3.5</td>
<td>16</td>
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<tr>
<td>% Ads-related third parties</td>
<td>32.29</td>
<td></td>
<td>14.12</td>
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<tr>
<td>% Targeting-related third parties</td>
<td>7.54</td>
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<td>7.64</td>
</tr>
</tbody>
</table>

“fat finger problem”
Average number of different forms of personalization on the mobile and desktop editions of 11 UK and US news publishers, 2010

<table>
<thead>
<tr>
<th>Forms of personalization</th>
<th>Mobile editions and ‘apps’</th>
<th>Full web editions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.7</td>
<td>22.54</td>
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</tbody>
</table>

Source: Thurman and Schifferes, 2012
make it yours
‘new particularity’ of individualism, personalisation, and consumerism – Jean Seaton
Social discovery more popular with the young

Under 35s favour social media but in strong-brand countries like the UK and Denmark they are no less likely to start a journey directly with a brand than over 35s. For them social media are additive, while in the US and Japan they appears to be more substitutional.

Q10. Thinking about how you got news online (via computer, mobile or any device) in the last week, which were the ways in which you came across news stories? Please select all that apply. Base: Under/Over 35s UK = 486/1663, US = 538/1757, France = 353/1368, Germany = 452/1517, Denmark = 568/1451, Japan = 510/1507.
Mark Zuckerberg Wants To Build The ‘Perfect Personalized Newspaper’ For Every Person In The World

EUGENE KIM
NOV. 7, 2014, 1:51 AM

During his first-ever public Q&A on Thursday, Facebook CEO Mark Zuckerberg explained his vision for News Feed, the page where every Facebook user gets to see a constant stream of “stories.”

“Our goal is to build the perfect personalized newspaper for every person in the world,” Zuckerberg said. “We’re trying to personalize it and show you the stuff that’s going to be most interesting to you.”

He said each user gets exposed to more than 1,500 stories each day, but an average
• New brands’ personalisation – stalled.
• Industry consolidation – Outbrain # 1 for content recommendations.
• Content recommendations commoditised – concern over editorial / advertising boundaries.
• News personalisation mostly done by social media / aggregators.
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