

# Bridging the Data Divide

THE ROLE OF DATA CLEAN ROOMS  
IN ELEVATING MODERN ADVERTISING

As the advertising industry grapples with increasing audience fragmentation, stricter privacy regulations, and rising demands for precision targeting, brands and publishers face a critical challenge: how to unlock the value of first-party data and enable seamless data collaboration, while aligning to privacy and security requirements, as well as consumer expectations.

**Bridging the Data Divide: The Role of Data Clean Rooms in Elevating Modern Advertising** examines how Warner Bros. Discovery is leveraging data clean rooms to unlock the full potential of audience insights while safeguarding the integrity of client data. By enabling highly secured, privacy-preserving collaboration, data clean rooms are driving advancements in audience targeting, campaign execution, and holistic measurement.

This white paper highlights how WBD's adoption of these innovations, including its proprietary Audience Graph, power ad products and help reshape advertising strategies for clients—delivering smarter, more efficient campaigns in a rapidly evolving media landscape.

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# 01 THE LANDSCAPE

Advertisers partner with Warner Bros. Discovery (WBD) to secure premium media inventory and engage target audiences at scale alongside best-in-class content and iconic IP. As a story-driven media company, WBD's ability to captivate viewers' attentions makes us an essential partner in helping brands connect to culture for more impactful advertising results.

Over the past decade, shifts in media consumption have led to unprecedented audience fragmentation, disrupting traditional advertising models. The rise of big data has further exposed the limitations of legacy age-and-gender targeting, pushing advertisers to adopt more refined strategies with precise targeting and granular measurement capabilities. These efforts are often made challenging, however, by privacy concerns and third-party data restrictions, which could limit targeting accuracy and measurement reliability.

## A reliance on third-party activation presents additional challenges:

- Fragmented data systems slow campaign execution.
- Poor match rates limit reach and inflate costs.
- Compliance challenges increase risks in a privacy-first world.

Industry consensus embraces first-party data as the foundation for a future-proof strategy. First-party data offers the precision, scalability, and relevance needed for effective targeting and measurement. Advertisers have long valued their proprietary data, and WBD mirrors this commitment.

WBD's diverse distribution channels provide a unique advantage, enabling advertisers to reach a scalable, multifaceted audience portfolio across linear, digital, and streaming platforms. To unify first-party data across these endpoints, WBD has developed a comprehensive Audience Graph encompassing over 100 million households and 700 million devices in the US—one of the largest and most robust audience inventories in the industry—which positions WBD as a leader in effective targeting capabilities.

With both advertisers and WBD carrying extensive first-party data, the focus now shifts to building an optimized data path that allows both parties to truly unlock the full potential of their data.



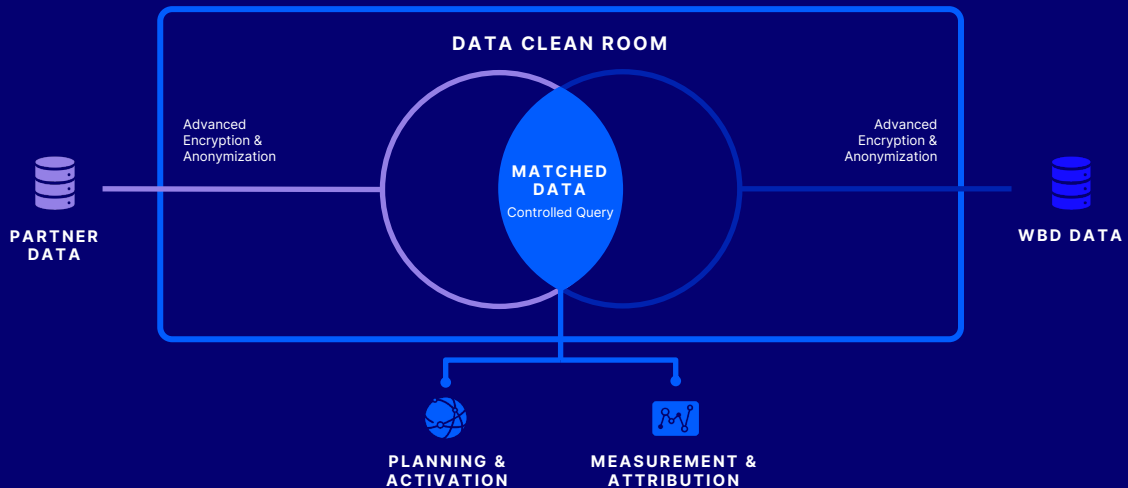
## Enter Data Clean Rooms

Data clean rooms have emerged as the bridge between advertisers and WBD data, enabling more secure collaboration for advanced targeting and campaign measurement. By optimizing the path from a brand's proprietary data to implementing in advertising, data clean rooms can aid to streamline processes, reduce costs, and improve advertising outcomes.

## 02 WBD'S DATA CLEAN ROOM: THE SOLUTION

### What is a Data Clean Room?

A Data Clean Room (DCR) is a secure, privacy-first environment where advertisers and publishers can collaborate on audience insights and campaign analysis by directly sourcing proprietary data while minimizing the exposure of raw or identifiable data. A well-designed data clean room will comply with stringent data protection regulations and consumer expectations, while enabling data-driven advertising strategies.



### Delivering Value Through Data Clean Room Integration

WBD's data clean room integration is designed to support next-gen audience and media planning, transparent measurement, and robust attribution. By streamlining data exchange and preserving both fidelity and scale within a secure, privacy-compliant environment, this integration improves audience-based campaign performance while reducing the need for third-party intermediaries.

### Key Benefits

#### ENHANCED SECURITY

Retain oversight of your data strategy in a privacy-first environment.

#### BETTER RESULTS

Achieve higher ROI with improved match rates and precision targeting.

#### SAVE TIME

Accelerate onboarding from days to hours with seamless integration.

#### IMPROVE THE VIEWER EXPERIENCE

Better matches mean more relevant ads, driving higher engagement.

#### SAVE MONEY

Minimize reliance on third-party vendors and reduce costs.

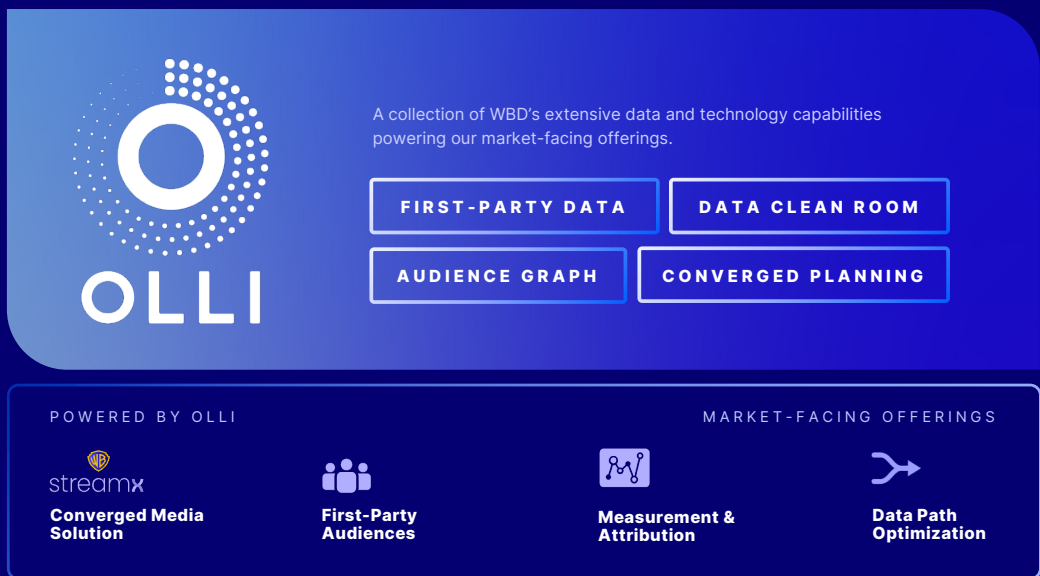
## 02 WBD'S DATA CLEAN ROOM: THE SOLUTION

### The WBD Point of View

At WBD, we empower advertisers to harness their proprietary data effectively to drive campaign success, while maintaining a steadfast commitment to data protection. To this end, we are dedicated to advancing our data path optimization strategies and promoting widespread adoption of data clean room integration across our partnerships. With an agnostic approach to data interoperability, we ensure compatibility with various providers, aligning with our partners' existing tech stacks and offering advertisers the flexibility and simplicity they need for seamless integration.

### Data Clean Rooms in the WBD Ad Tech Ecosystem

Playing a pivotal role in powering data path optimization, data clean rooms are built as a key component within the WBD ad tech platform – Olli. Integrated within Olli is also WBD's proprietary Audience Graph, embedded directly into the clean room environment, enabling on-demand overlap analysis with advertiser data for audience planning.



#### OLLI

The technological backbone of WBD's Data-Driven solutions - integrates all of WBD's ad product stacks, data infrastructures, and ad technology. It connects the various endpoints of our large, distributed media company, enabling optimized planning, activation, and measurement of audience-based campaigns across WBD endpoints.

#### AUDIENCE GRAPH

The WBD Audience Graph features data from over 100M households and 700M devices, powering extensive reach and precise targeting capabilities. This comprehensive data set allows for a granular understanding of audience behaviors and preferences, further enhancing the effectiveness of data-driven campaigns.

## 02 WBD'S DATA CLEAN ROOM: THE SOLUTION



WBD StreamX is Warner Bros. Discovery's flagship **converged media product**, purpose-built to simplify the complexity of today's fragmented media landscape. It unifies media planning, activation, and measurement across linear TV, digital, and streaming platforms. Leveraging comprehensive audience insights, WBD StreamX campaigns deliver optimal reach and frequency of an advertiser's audience seamlessly across all WBD endpoints, minimizing waste and maximizing efficiency.

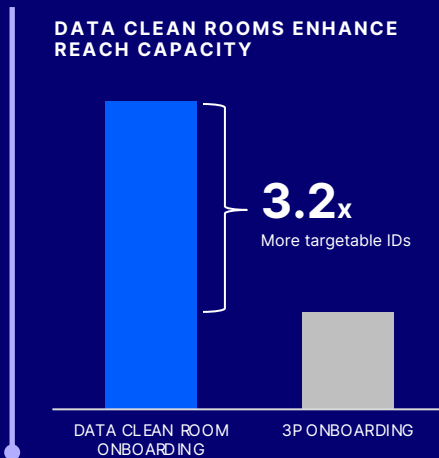


Data clean rooms play a pivotal role throughout the entire campaign lifecycle, serving as a prime example of how the technology can enhance planning, activation, and measurement. Among the many clean room providers with varying capabilities, WBD has partnered with Snowflake to develop our proof of concept and deliver successful campaigns for our inaugural brands in 2024.

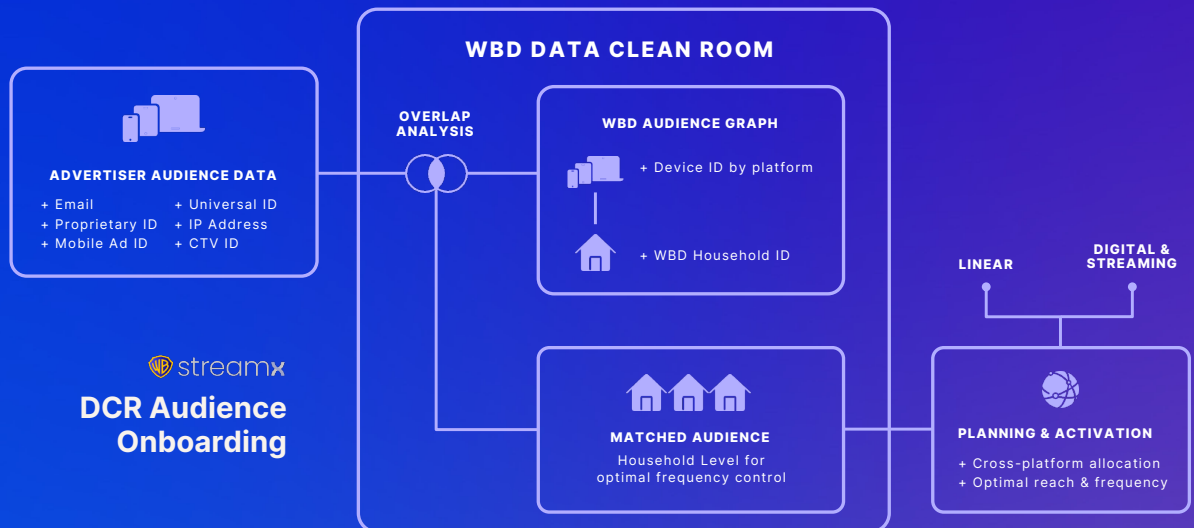
## 03 DATA CLEAN ROOM IN ACTION: PLANNING, ACTIVATION, AND MEASUREMENT

### Planning & Activation: Scaling Audience Reach and Enhancing Precision

Data clean rooms empower advertisers to retain more of their audience segments for activation by securely matching proprietary identifiers (e.g., device IDs, MAIDs, emails) with WBD's extensive Audience Graph.



WBD's recent study demonstrated that onboarding audiences via data clean rooms delivered **3.2x more unique targetable IDs** compared to traditional third-party methods—a **200% improvement in match rates**. This means advertisers can target high-value audiences at greater scale, driving more effective campaigns and opening new investment opportunities.



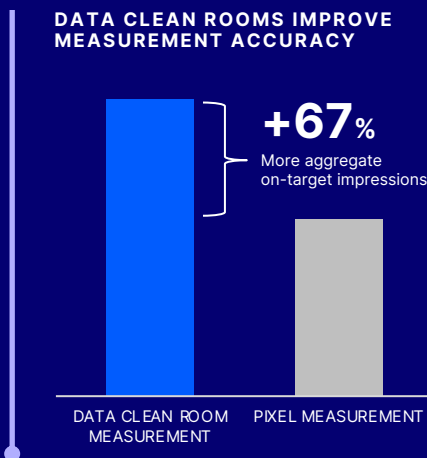
In WBD StreamX campaigns, clean room-enabled overlap analysis is conducted between the advertiser and WBD identifiers at the user or device level. WBD's proprietary household identification methodology links matched users and device IDs to households within the WBD Audience Graph. This produces a unified, cross-platform audience segment that supports optimal media planning across linear TV, digital, and streaming.

It also enables simultaneous activation across all endpoints, ensuring precise frequency control across every device within a household for maximum reach and efficiency. VideoAmp is WBD's trusted partner for audience planning and activation, leveraging data clean rooms to improve precision of campaigns.

## 03 DATA CLEAN ROOM IN ACTION: PLANNING, ACTIVATION, AND MEASUREMENT

### Measurement: Validating Campaign Efficacy

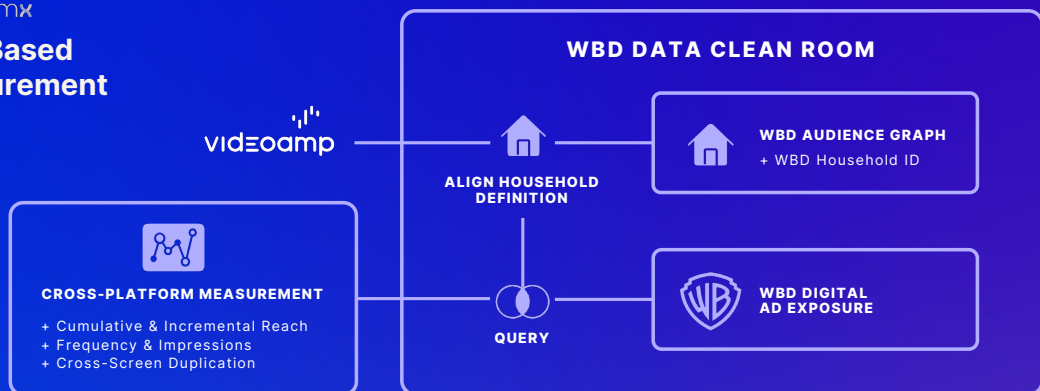
Data clean rooms set a new benchmark for measurement accuracy by building a direct pipeline to first-party ad log data. This approach minimizes reliance on third-party methods such as pixel tracking or server-to-server integrations, resolving data leakage, operational limitations, and unnecessary costs.



In a test of 25 digital campaigns, data clean room measurement captured **67% more on-target impressions** compared to traditional pixel tracking, attributed to its ability to capture impressions found on endpoints that were otherwise untagged or inaccessible to pixels.



### DCR-Based Measurement



WBD's clean room integration with measurement partner VideoAmp enables more secure sourcing of first-party digital ad logs to analyze cross-platform reach, frequency, and delivered impressions. This also supports measurement of deduplicated cross-platform reach, which is critical for assessing converged campaign success.

Early WBD StreamX campaigns demonstrated the effectiveness of this cross-platform activation strategy. Data clean room measurement with VideoAmp found campaigns drove **an average 14% incremental digital reach lift** for traditionally linear buyers, alongside **an exceptionally low overlap reach of under 2.5%**.

Additionally, data clean room-based attribution studies revealed that WBD StreamX campaigns drove **5x more visitors to brand websites** and achieved **7x greater sales penetration** compared to industry norms. These results help to validate campaign success with high confidence in delivering meaningful business outcomes by reaching high-value, action-oriented audiences at scale.

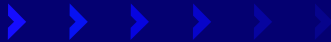
## 04 ADOPTING A DATA CLEAN ROOM STRATEGY WITH WBD

**WBD is actively driving clean room integrations with most major agency holding companies, with the goal of providing advertisers an opportunity to explore data path optimization for their campaigns at WBD.**

To learn more about our integrated partners or how Data Clean Rooms and WBD StreamX can elevate your advertising strategy, contact your WBD account executive.

### Questions to consider

- How will increasing your match rates and improving your data fidelity impact your results?
- Do you have a first-party data strategy?
- Do you work with a data company that warehouses first-party data? Have they already established a data clean room integration with WBD?
- Are you currently using a data clean room for audience activation or measurement purposes with other publishers?



## 05 CONCLUSION

Warner Bros. Discovery is dedicated to addressing the complexities of modern media consumption with forward-thinking solutions. Our investment in data clean room technology highlights our commitment to effective, efficient, and privacy-conscious data collaboration with our partners that delivers impactful advertising outcomes.

As the media landscape progresses, precise targeting, robust measurement, and privacy-enhancing technologies are critical for campaign success. Data clean rooms underpin WBD's strategy for advanced ad products like WBD StreamX, offering advertisers a powerful solution to navigate audience fragmentation and achieve measurable results in an evolving media environment.

### OUR PARTNERS

