

## Company details

Company name: Sibbo

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Sibbo is an independent company founded in 2015 offering a consent management platform (CMP), this solution allows to manage and store users' consent and comply with GDPR regulations in HbbTV, CTV, apps and webs.

Sibbo also has a programmatic advertising consultancy business unit dedicated to digital strategy, business and sales plan definition, project management and advertising operations consultancy (adserver implementations and migrations, header bidding, supply/demand platform connections...).

## Sibbo Consent Platform mission

Our mission is providing tools for CTV and HbbTV editors to gather users' consent and comply with the GDPR regulations. Advising on the "best practices" and providing the latest advances in privacy, using as a base the transparency and consent framework.

Sibbo believes in customer service and flexibility to client requirements in the different TV ecosystems. The final target should be getting the best user experience with the maximum percentage of accepted consents while complying with the current regulations.

**Sibbo means proactivity, service and know-how.**

## Why Sibbo Consent Platform?

- Certified by IAB TCFv2
- Cross device solution (HbbTV, Smart TV, APPs, Web & Mobile, AMP)
- Holistic and independent platform: we do not use your data
- Customizable: include partners and purposes out of IAB TCFv2
- Multilingual and configurable solution (look&feel, legal, technical)
- Online configurator tool
- Improve advertisement performance (direct + programmatic advertising)
- Tech support (Ticketing, email and phone) & product wiki
- Dashboard with key metrics and A/B testing options



SIBBO Consent platform complies with IAB Transparency and Consent Framework v2 and is registered as CMP (CPM Web, App and Connected TV sections)

## Sibbo Consent Platform clients



## Testimonials



*"Sibbo Consent Platform provides us with a turnkey solution ideal for implementing our business models quickly and securely".*



*"It has been a pleasure to have the professionalism of Sibbo and to continue growing with a business plan that will also mean taking a further step for the Spanish Regional Televisions within the digital ecosystem"*

## Webinars attended by Sibbo Consent Platform

### IAB Europe Webinar:

Overview from IAB Europe's Policy & TCF team on how the TCF works in the CTV environment with best practices and legal know how

<https://www.youtube.com/watch?v=aPb4ly4ENNO&t=1399s>

### HbbTV Association

This webinar focuses on HbbTV-based programmatic advertising solutions, data collection and consent management on connected TVs, and legal aspects.

<https://www.youtube.com/watch?v=bOTYQAeSycw>

### Sibbo presentation @Hbbtv Association

[https://www.hbbtv.org/wp-](https://www.hbbtv.org/wp-content/uploads/2022/02/220222_HBBTV_PROGRAMMATIC_GDPR.pdf)

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