# Paramount Ad Exec Urges Publishers to Stop Pushing Their Own ID Solutions

Social media is evolving. Are you adapting? Connect with a community of brand pros and content creators at Social Media Week, May 12–14 in NYC, to learn how to keep pace with new trends and technology. Register now to save 20% on your pass.

---

John Halley, the president of advertising at Paramount, wants publishers to work with multiple identity solutions.

While speaking at The Trade Desk's FWD25 event in New York on Feb. 27, Halley encouraged publishers to adopt more flexibility in integrating with media buyers' preferred identity solutions.

"The future of advertising is not going to be dependent on a single identifier. It is also not going to rely on proprietary sell-side identifiers," he said.

A number of major publishers, including Paramount, Disney, NBCUniversal, Warner Bros.,

WORK SMARTER – LEARN, GROW AND BE INSPIRED.

SUBSCRIBE TODAY!

To Read the Full Story Become an Adweek+ Subscriber

View Subscription Options

Already a member? Sign in

https://www.adweek.com/media/paramount-ad-exec-urges-publishers-to-stop-creating-their-own-id-solutions/