

Deutsche Telekom, Orange, Telefónica and Vodafone to form AD tech JV



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Deutsche Telekom AG, Orange SA, Telefónica SA and Vodafone Group Plc are to form a joint venture for the implementation of a privacy-by-design digital marketing technology platform in Europe that could benefit consumers, advertisers and publishers alike.

The post [Deutsche Telekom, Orange, Telefónica and Vodafone to form AD tech JV](#) appeared first on [Telefónica](#).

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