



annual report
2008

The Interactive Advertising Bureau is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend.

- **engagement**

Showcase to marketing influencers interactive media's unique ability to develop and deliver compelling, relevant communications to the right audiences in the right context.

- **accountability**

Reinforce interactive advertising's unique ability to render its audience the most targetable and measurable among media.

- **operational effectiveness**

Improve members' ability to serve customers—and build the value of their businesses—by reducing the structural friction within and between media companies and advertising buyers.



A Letter From Randall Rothenberg

In 2008, as the recession loomed and the marketing and media sectors confronted unprecedented constraints, the IAB built on its legacy of achievement and coalesced the interactive industry around actions to propel profitable growth for our members.

Representing 409 companies—25 percent larger than 2007—your Interactive Advertising Bureau took bold steps to protect your interests in the public policy arena, increase accountability in metrics, and drive industry expansion by reaching out to and educating marketers and agencies about the advantages of our medium. We delivered on the promises we made to you exactly one year ago—we launched IAB Boot Camps for Senior Marketers, successfully prosecuted a war on impressions discrepancies with the agencies as our allies, launched a cross-industry self-regulatory initiative in Washington, released groundbreaking research on ad pricing, unveiled format standards for digital video advertising—and advanced the cause on many other of our industry’s most vexing issues, as the following pages will detail.

Your response to our efforts was overwhelmingly positive. By the end of 2008, the state of the IAB was strong. Thanks to careful strategic planning, effective cost management, and your participation in events that consistently outperformed expectations, IAB ended the year in a financially sound position. Membership revenues surpassed \$6,660,000 and events revenues reached \$4,440,000. As a result, IAB paid off our deficit two years earlier than projected, and that will allow us to start building a solid reserve. And not a moment too soon, for we needed to be prepared for the substantial economic headwinds that will confront us in 2009.

Despite the economic constraints, IAB remains confident that we will be able to mount a full slate of activities in the coming year to help interactive publishers expand their businesses. Foremost on our list of priorities is showing brand marketers why this is the medium that will accelerate their growth. We will take our training activities directly to marketers, collaborate more closely with the creative agencies that live upstream in the marketing value chain, launch measurement and accountability workshops to help customers take better advantage of this medium, and actively defend the interactive industry’s interests in Washington, state capitals, and with our trading partners.

We enter 2009, a year of certain economic challenges, fully aware and considerably cautious about the economic outlook. We know our industry’s growth is slowing, and our work will not be easy. But the nature of our medium provides new, measurable platforms for consumer engagement and a breadth of options for customers, from above-the-line and below-the-line. For those reasons, our industry will grow—and IAB will help its members take advantage of this ongoing marketing revolution.

I’d like to thank the IAB Board and all our member companies for your support and your participation. There’s never been a more important time to have our voices be heard.

A handwritten signature in black ink that reads "Randall Rothenberg". The signature is written in a cursive, flowing style.

Randall Rothenberg
President and Chief Executive Officer
Interactive Advertising Bureau
randall@iab.net

2008: THE YEAR AT IAB

A YEAR OF CONSOLIDATION AND EXECUTION

Together, we used the pillars of engagement, accountability, and operational effectiveness to move our vision forward—strategically positioning each initiative with the benefit of our members and the interactive ecosystem in mind. We built a framework that will help take costs and inefficiencies out of the supply chain by leading a series of cross-industry initiatives that will transform interactive operations through critical systems improvements.

Throughout 2008, the IAB was focused on a year of HOW.

- We divided our focus between cost-side and revenue-side activities
- We built membership and member engagement
- We enhanced agency and marketer relationships
- We built out our Events business
- We turned the IAB into a network-of-networks
- We brought our industry's voice to Washington, D.C.
- We became the go-to organization for information and guidance on interactive marketing, media, and advertising
- We built our staff judiciously.

In early 2008, we added to our already robust schedule of educational events, launching the IAB Boot Camp for Senior Marketers and Agencies and piloting a professional development program that will, in 2009, become a comprehensive curriculum.

On another front, we remade our own identity and logo, thanks to a new, bold, modern design created by Michael Bierut, a partner at Pentagram.

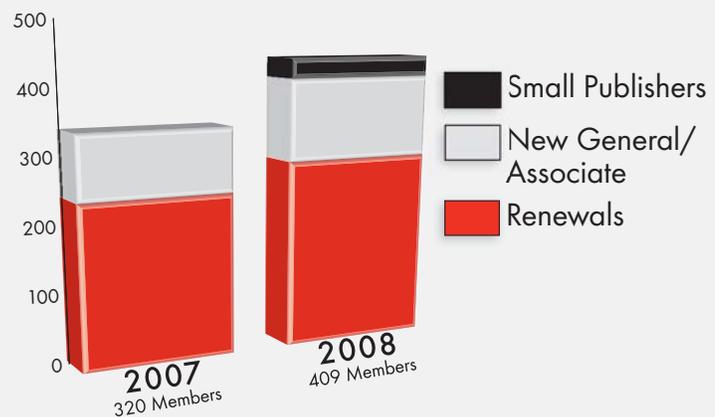
You'll find a summary of our achievements on these pages, and more details can be found on iab.net.

Key performance indicators exceeded expectations and past results—showing growth in both major revenue streams, membership and events.

FINANCIAL INDICATORS FOR FY 08
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	2008 Actual	2008 Budget	Var from Budget \$	Var from Budget %
DUES REVENUE	\$6,667	\$6,295	\$372	6%
EVENTS REVENUE	\$4,440	\$3,959	\$482	12%
TOTAL EXPENSES	\$10,705	\$10,455	\$250	2%
GAIN (LOSS)	\$853	\$250	\$602	241%
SURPLUS (DEFICIT)	\$57	(\$546)	\$603	110%

TOTAL MEMBERSHIP GROWTH: 2007/2008 MEMBERSHIP



RECORD BREAKING YEAR FOR EVENTS

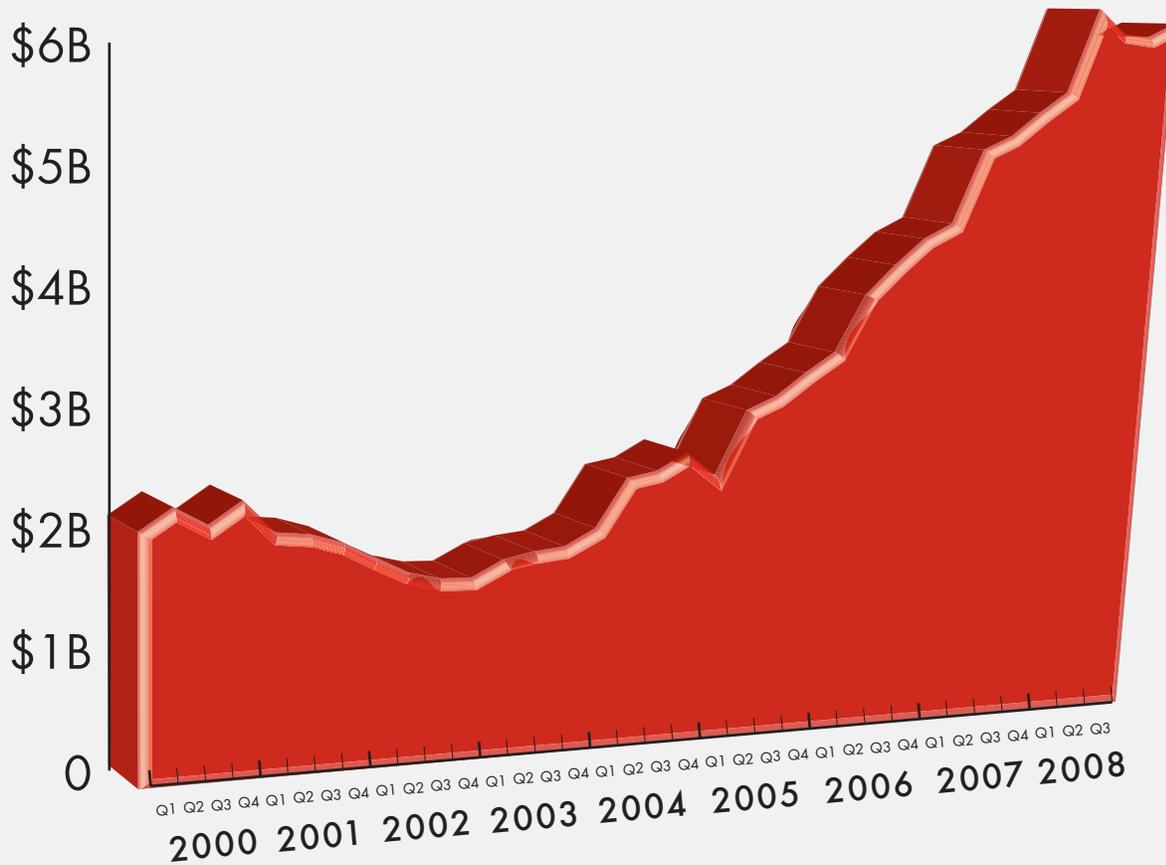


IAB INTERNET ADVERTISING REVENUE REPORT

The 2008 IAB Internet Advertising Revenue Report, produced by PricewaterhouseCoopers LLP, shows that the growth of Internet advertising stabilized in 2008 due in large part to the current difficult economic climate. Revenue reached almost \$5.9 billion for the third quarter of 2008, representing an 11 percent increase over the same period in 2007. While double-digit annual growth continues, the quarter-to-quarter curve remains relatively flat compared to

recent past performance. The Q3 2008 figures are 2 percent higher than the Q2 2008 results. Set against strong economic headwinds in the U.S. economy, Q3 2008's \$5.9 billion represents nonetheless the second-highest quarter results ever. For the first nine months of 2008, revenues totaled \$17.3 billion, up from \$15.2 billion in the same period a year ago and surpassing the record set in the first nine months of 2007 by nearly 14 percent.

Full year 2008 revenues will be released in April 2009. Visit www.iab.net/adrevenue-report for the results at that time.





THE CROWD AT THE 2008 MIXX CONFERENCE & EXPO: SOLD OUT

Education

EVANGELIZING THE VALUE OF INTERACTIVE ADVERTISING

Growth starts with education. From digital immigrants to Chief Digital Officers, the IAB offered learning and networking opportunities to drive acceptance, immersion, and industry sharing throughout the advertising and marketing ecosystem. Educating brand marketers and advertising agencies on the value of interactive advertising is essential to shift perceptions and increase budget allocations, along with showcasing interactive media's unique ability to develop and deliver compelling relevant communications to the right audiences in the right context. Adding greater dimension to our robust calendar of industry events, we undertook new outreach to engage a wider audience by launching IAB's Interactive Boot Camp for Senior Marketers and Creative Agencies. The IAB extended its reach and audience across a number of dimensions, including creating Facebook and LinkedIn groups now connecting more than 5,000 users. IABConnect, a members-only networking site, provided a professional community for discussion and exchanging of best practices. The member webinar series inaugurated in 2008 reached

approximately 100 participants at each of the seven online learning events.

¶ Educated brand marketers, advertising agencies, and publishers on the benefits of interactive tools and techniques through a series of "news you can use" initiatives that included a full suite of conferences, attracting more than 4,900 registrants for 10 events, where they were educated on such topics as Performance Marketing, Digital Video, UGC, and Audience Measurement, and exposing marketers and agencies to mobile advertising and ad networks and exchanges through new two Leadership Forum events

¶ 34 percent of event attendees were high-level brand marketers and advertising agency executives, whom we educated on the value of interactive marketing, the differences between traditional and digital marketing, and how cross-platform integration could change the outcome of any campaign

¶ Launched IAB Interactive Boot Camp for Senior Marketers and Creative Agencies—a flexible, in-depth educational tool that teaches executives and their teams the most effective ways to leverage interactive media for greater results

¶ Piloted a professional development program with two seminars on Yield

Management which will expand in 2009 to include multiple sessions and topics. Completion of specific requirements will result in an IAB Interactive Advertising Certificate

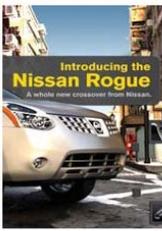
¶ Engaged more than 400 top industry leaders at the sold-out IAB 2008 Annual Leadership Meeting in Phoenix. Speakers included media luminaries from the major players in the interactive industry—Wenda Harris Millard, President, Media and Co-CEO Martha Stewart Living Omnimedia; Jerry Yang, Co-founder and Chief Yahoo! at Yahoo!; Rob Norman, CEO, GroupM Interaction Worldwide and many more. See iab.net for a full report

¶ Hosted the most successful MIXX Conference & Expo ever, reaching an expanded audience and delivering groundbreaking content from main-stage industry leaders. Keynote presenters included Deborah Meyer, then-Vice President and CMO, Chrysler LLC; Clay Shirky, Writer, Consultant and Teacher on New Media; Leslie Moonves, President and CEO, CBS Corporation; Tim Kring, Executive Producer/Creator, *Heroes*

¶ Increased traction in the creative community and saw a 38 percent increase in MIXX Awards submissions over 2007. Recognized 55 campaigns, across 18 categories in the only awards



MIXX Awards 2008 | Best in Show



Nissan

Lead Agency
TEQUILA

Campaign Name
Rogue Launch

[Watch Video](#)

[View Sample Creative](#) 1



Category Winners

Brand Awareness and Positioning	Direct Response and Lead Generation	Product Launch																		
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LEFT COLUMN: WENDA HARRIS MILLARD, JERRY YANG, AND ROB NORMAN SPOKE AT THE 2008 IAB ANNUAL LEADERSHIP MEETING

RIGHT COLUMN: CLAY SHIRKY, LESLIE MOONVES, DEBORAH MEYER, AND TIM KRINGS WERE KEYNOTE SPEAKERS AT THE 2008 MIXX CONFERENCE & EXPO

LEFT: 2008 MIXX AWARDS CREATIVE GALLERY AT WWW.MIXX-AWARDS.COM AND THE NEWLY DESIGNED AWARD

that honor the best in creativity and effectiveness in interactive advertising

- Engaged 24 percent more industry leaders, including advertising creatives, with record attendance at the MIXX Awards Gala

- Introduced the Marketplace format into several platform specific events, giving attendees the opportunity to study solutions providers' value propositions in short, informative sessions

- Created market-making white papers on the state of mobile, UGC and social media, and digital video to help marketers and agencies maximize their understanding of each platform's unique benefits

- Turned iab.net into a central industry resource, highlighting research from leading market research organizations, providing timely video interviews of thought leaders and breaking news on the interactive industry. Unique visitors increased in second half of year by 25 percent, compared to the same period of 2007

- Launched IAB wiki, iab.net widget, MIXX Awards creative gallery, IAB for Blackberry function and other improvements to the site to increase its value and role as a resource

- Drove important industry research including Marketing & Media Ecosystem 2010—a joint study between IAB, the Association of National Advertisers, American Association of Advertising Agencies, and management consulting firm Booz & Co—and a groundbreaking digital pricing benchmarking study in conjunction with Bain & Company

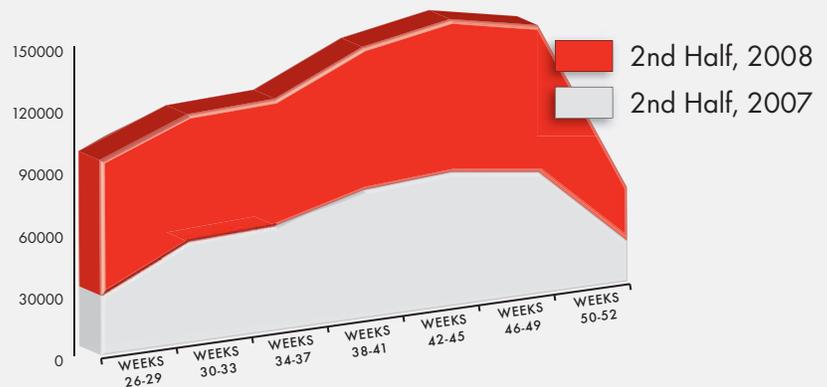
- Fostered consistent media discussion about our industry, increasing press stories by 49 percent year-over-year

- Broadened outreach by increasing *IAB Informer* subscriptions by 27 percent to more than 46,000 and *IAB SmartBrief* subscriptions 26 percent to more than 30,000

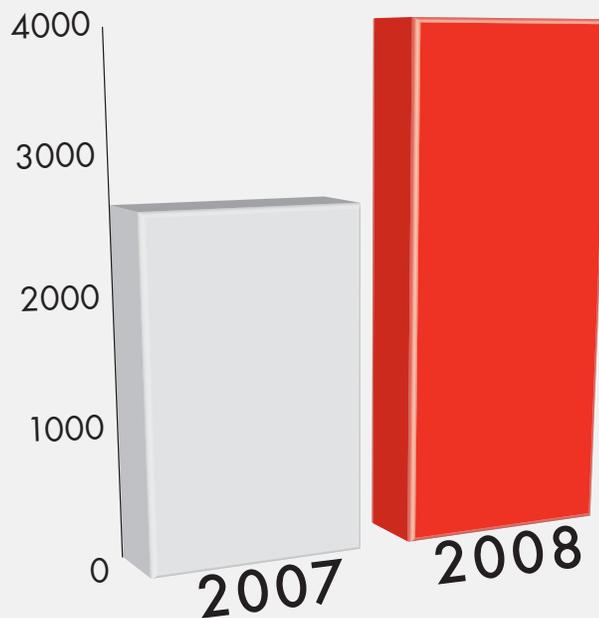
- Hosted 10 iab.networking events and 33 Innovator's Roundtable Dinners around the U.S.

The IAB message reached more brand marketers, agency executives, publishers, and others in 2008. Industry leaders relied more heavily on IAB.net as an in-depth resource and stayed current through expanded media coverage.

UNIQUE VISITORS INCREASED 25% DURING COMPARABLE MONTHS



PRESS STORIES MENTIONING IAB INCREASED 49% YOY





Public Policy

FENDING OFF ADVERSE LEGISLATION AND REGULATION

The IAB maintains a strong presence in Washington, D.C., on behalf of our member companies, consumers, and the wider business community. We are committed to promoting the value of the interactive advertising industry to legislators and policymakers, helping fend off adverse legislation and regulation. In 2008, our Public Policy efforts addressed legislative and regulatory initiatives related to industry self-regulation, consumer privacy, data and cyber security, and tax and trade issues. We also monitored important new, and potentially adverse, developments in state capitols across the country and kept members informed about important policy-related events. A new Director of Public Policy was added to the Washington, D.C., staff in 2008, adding additional strength to our focus there.

¶ Joined forces with the American Association of Advertising Agencies, the Association of National Advertisers and the Direct Marketing Association to develop enhanced self-regulatory principles for online behavioral advertising in order to address privacy concerns and to increase consumers' trust and confidence in how online information

is gathered and used. The Council of Better Business Bureaus was also part of the effort.

¶ Led ongoing industry-wide effort to create new interactive advertising privacy guidelines that will help ensure users' control over personal information

¶ Took a lead role in Washington—Randall Rothenberg, IAB President and CEO, testified on June 25, 2008, as an expert witness about the critical role that Internet advertising plays for small businesses in the U.S. economy during a U.S. House of Representatives Small Business Committee Subcommittee on Regulations, Healthcare and Trade hearing

¶ Worked to ensure passage of a new, strong anti-spyware enforcement law. Congress passed H.R. 5938, which provides additional tools and resources to law enforcement agencies for tracking down and prosecuting cyber criminals

¶ Defeated a number of onerous regulatory proposals at the Federal and state levels that would have inhibited the ability of online advertisers to deliver high value, relevant advertising. Led coalition that defeated anti-industry bills in New York state and Connecticut

¶ Helped provide guidance and set standards of truth and accuracy for national advertisers by participating in the National Advertising Review Council.

Randall Rothenberg, IAB President and CEO, is now a member of its Board of Directors

¶ Promoted the value of the ad-supported Internet through a broad educational campaign and supporting research that was divorced from corporate self-interest

¶ Led industry effort to inform major browser developers, showing them how privacy protections they have built inadvertently block advertising

¶ Worked with Harvard Business School professors John Deighton and John Quelch, as well as Hamilton Consultants, to develop the "Value of the Interactive Marketing Ecosystem" study. To be released in 2009, it will be a comprehensive analysis of the definition and scope of the U.S. ad-supported Internet economy. It will be the first study of the full scope of the Internet since 2002, and the first-ever research that examines economic and social benefits of the Internet in one place

¶ Mobilized small publishers to give them voice against ill-considered Federal regulation that could hinder their ability to sell or carry advertising, through IAB's new Small Publisher membership category. Within a short period of time, 30 small publishers joined our ranks in 2008, building toward our goal of 100 by the end of 2009.

Accountability

COMMITTED TO TRANSPARENCY IN ALL AREAS OF MEASUREMENT AND COMMUNICATION

Interactive advertising remains the most measurable and accountable way to reach consumers, and the importance of this powerful advantage is even more pronounced in unsettled economic times. More than ever, marketers and agencies scrutinize every dollar and analyze every metric. In 2008, the IAB pursued zealously its responsibility to be the central point of convergence for the ecosystem—publishers, agencies, and marketers—coming together to define guidelines and highlight those best practices that result in the best returns on investment.

¶ Leading a major industry-wide initiative, developed the IAB Audience Reach Measurement Guidelines, which provided clear, consistent definitions of metrics and set standards for how to measure unique audience across different methodologies

¶ Drove broad, active participation in the shaping of those guidelines by hosting the first-ever live public comment workshops onsite at the IAB Audience Measurement Leadership Forum in December 2008

¶ Kept the spotlight on the importance of audits of syndicated audience measurement firms

¶ Supported and recognized, through a new compliance seal program, those advertisers, agencies and publishers who adopted and practiced consistency with the Rich Media Creative Guidelines, Digital Video In-Stream Ad Format Guidelines and the Universal Ad Package

¶ Fostered consistent industry procedures and terminology in best practices documents about online lead generation, email data management, and lead-quality accountability. These documents contained vital recommendations to reduce common friction points

¶ Launched the IAB Networks and Exchanges Committee to promote the highest standards of professionalism and accountability in relationships with publishers, advertisers, and the agency community, to develop programs that enable revenue growth, and to create best practices that protect consumers and the industry.



ABOVE: GEORGE IVIE, EXECUTIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER, MEDIA RATING COUNCIL (MRC), AND OTHER ATTENDEES AT THE DECEMBER IAB AUDIENCE MEASUREMENT LEADERSHIP FORUM PROVIDED INSIGHTS ON THE IAB AUDIENCE REACH MEASUREMENT GUIDELINES DURING THE FIRST-EVER COLLABORATIVE PUBLIC COMMENT WORKSHOPS

BELOW: RANDALL ROTHENBERG CALLS ON THE INDUSTRY TO SIMPLIFY COMPLEX AUDIENCE MEASUREMENT CONCEPTS AND TECHNIQUES DURING THE 3 MINUTE AD AGE VIDEO, "IAB CEO RANTS AGAINST AUDIENCE MEASUREMENT COMPLEXITY" FILMED AT THE IAB AUDIENCE MEASUREMENT LEADERSHIP FORUM

INSET: A SAMPLE IAB COMPLIANCE SEAL

AdvertisingAge



3 Minute Ad Age, December 9, 2008
IAB CEO Rants Against Audience Measurement Complexity

NEW YORK (AdAge.com) – Online and bricks-and-mortar marketing are being crippled by a “crisis of complexity,” according to Interactive Advertising Bureau chief Randall Rothenberg. Speaking at yesterday’s Audience Measurement Leadership Forum at the Roosevelt Hotel, the IAB president and CEO went on a bit of a rant. He called on the industry to address the fact that audience measurement concepts and techniques have become so incomprehensively complicated, that the majority of marketers still use guesswork to determine their annual media strategies.



THE IAB MOBILE ADVERTISING PLATFORM STATUS REPORT (ABOVE) WAS ONE OF THREE MARKET-MAKING WHITE PAPERS IN 2008

Operational Effectiveness

SECURING A STRONG FOUNDATION FOR SCALABILITY AND LONG-TERM EXPANSION

Announcing its intention to win the war on discrepancies, the IAB led the charge to reduce the structural friction within and between media companies and advertising buyers—and thereby improving members’ ability to serve their customers and build the value of their businesses. We pushed forward our efforts to reduce costs and increase revenues industry-wide by driving adoption among media companies and advertising agencies of critical workflow improvements, best practices, and guidelines—all aimed at limiting inefficiencies within the digital marketing ecosystem. By the end of 2008, the IAB had launched a full suite of initiatives designed to transform interactive operations and accelerate industry growth.

¶ Developed and released E-Business Interactive Standards, a beta version of an automated solution for the transfer of information between advertising agencies and media companies—decreasing manual entry and communication errors and improving overall advertising and financial operations

¶ Produced a set of comprehensive process recommendations, entitled Interactive Advertising Workflow Best Practices, for advertising agencies and publishers, focused on improving the management of advertising accounts by decreasing discrepancies, campaign set-up errors, and billing cycles

¶ Defined and released digital video in-stream ad metrics and VAST, a digital video ad serving template for increasing yield

¶ Drove significant progress for the industry by releasing Revenue Cycle Best Practices, Campaign Set-Up Best Practices, Best Practices for Rich Media Ads in Asynchronous Ad Environments, and Ad Load Performance Best Practices

¶ Reinforced the collaborative working spirit of the Ad Operations community through the October 30, Ad Operations Summit that attracted 72 percent more attendees in 2008—an unprecedented number of both agencies and publishers. Demonstrated the advertising industry’s desire—and commitment—to make strides collectively in the war on discrepancies

¶ Delivered Digital Video Ad Format Guidelines, Revised Ad Unit and Rich Media Creative Guidelines, and Ad Campaign Measurement Process Guidelines

¶ Laid the ground work for the IAB/AAAA Reinvention Taskforce by identifying seven common areas of friction on current standard Terms & Conditions, developing a standard RFP format, which was implemented in the E-Business Solution, and beginning development of an impression exchange solution. §

IAB COUNCILS, COMMITTEES & WORKING GROUPS

COUNCILS

IAB Councils are each based on a specific role within General Members' organizations, i.e., Ad Operations, Research, etc. Council members share best practices and periodically develop tools to improve efficiency and thought leadership within their respective companies, and to grow interactive advertising.

- Ad Ops Council
- CFO Council
- Legal Affairs Council
- Public Policy Council
- Research Council
- Sales Executive Council

COMMITTEES

IAB Committees are each based on a specific platform within the interactive advertising medium, i.e., Digital Video, Lead Generation, etc. Committees work together to prove value in the marketing mix or simplify the processes associated with buying, planning, and creating interactive advertising within their platform segments.

- Digital Video Committee
- eMail Committee
- Games Committee
- Hispanic Committee
- Lead Generation Committee
- Local Committee
- Mobile Advertising Committee
- Networks and Exchanges Committee
- Search Committee
- User-Generated Content & Social Media Committee

WORKING GROUPS

Working Groups are sponsored by Committees or Councils in order to address directly issues facing the industry. They are tasked with creating the initiative's deliverables and presenting them for review to the sponsoring Committee or Council. Working Groups are seeded with members from the sponsoring body and have the ability to invite guests from non-member companies to participate on a regular basis.

- Ad Sizes Working Group
- Audience Measurement Working Group
- Clicks Measurement Working Group
- Conference Programming Working Group
- Digital Video Evangelism Working Group
- Discrepancies Working Groups
- Discrepancy Detection Working Group
- Engagement Working Group
- In-Game Ad Measurement Working Group
- Local Education Working Group
- Mobile Buyer's Guide Working Group
- Nomenclature Working Group
- Performance Ad Scoring Working Group
- Professional Development Advisory Group
- Sales Talent Recruitment Working Group
- Search Evangelism Working Group
- Social Ad Formats Working Group
- Standards Working Group
- User Generated Content & Social Media Metrics Working Group
- Widgets Working Group

If 2008 was the year of HOW, 2009 is the year of NOW. We will focus on converting more customers to interactive advertising, taking our case directly to CMOs and agencies. In challenging economic times such as these, there *are* opportunities—we commit ourselves to helping our members grab share, readying interactive to catapult forward when the economic picture improves. We will provide “Why Now!” intelligence to publishers and focus on adoption and implementation of guidelines and best practices. We will focus on the importance of sparking a debate about creativity in interactive advertising as a source of emotionally resonant, culturally significant and successful brand campaigns.

The 2009 IAB strategy emphasizes taking our message outbound and revolves around five core areas:

Policy

SELF-REGULATION II: BUILDING THE INFRASTRUCTURE

- ¶ FTC Privacy Principles releases and industry challenged to self-regulate

- ¶ Build on cross-industry self-regulatory principles, released February 09

- ¶ Work with National Advertising Review Council to create and fund self-enforcement mechanism

DATA OWNERSHIP

- ¶ Develop business strategy for data types, collection, and partnerships—which must comply with consumer privacy protection

LOBBY POWER

- ¶ Capitol Hill Interactive Boot Camp

- ¶ Small Publisher D.C. fly-in

- ¶ “Economic Value of Internet Marketing Ecosystem” – national and state PR campaign

- ¶ Publisher/Congress Leadership Dinners

ADDRESSING AD BLOCKING

- ¶ Take case to main browser developers

- ¶ Public education campaign: value exchange, privacy self-protection

Measurement

AUDIENCE MEASUREMENT EDUCATIONAL OUTREACH

- ¶ Goal: Dispel the ongoing misconception that online audience measurement is either inadequate, confusing or not trustworthy

- ¶ Target: Agency planners, marketers, communication planners

- ¶ Venues: Agency and marketer roadshows, training courses, webinars

“BEYOND COUNTING EXPOSURES”: VALUE-OF-ADVERTISING STANDARDIZATION PROJECT

- ¶ Goal: Develop generally accepted principles of objective-based measurement with agencies and marketers

- ¶ Goal: Develop dashboard tool for marketers and agencies that accommodates different campaign goals, brands, media

- ¶ Process/task force to expand from IAB and AAAA to OPA and ANA by mid 2009

Research

“DIGITALLY DRIVEN BRANDS” RESEARCH PROGRAM

- ¶ “The Verticals Project”: CPG, Pharma, Auto - brand shift research/brand online effectiveness

- ¶ “In store”: Study on Drivers of Retail Traffic

“BARING THE CROSS”: CROSS-MEDIA EFFECTIVENESS PROJECT

- ¶ XMOS: The Next Generation

- ¶ Digital Video and TV Advertising Study

Training

INTERACTIVE BOOT CAMPS FOR SENIOR MARKETERS

- ¶ Strategy: Full rollout of 6+ marketer-specific programs

- ¶ Local boot camps: redesigned program for multiple small marketers

- ¶ Partner with local organizations and members

INTERACTIVE BOOT CAMPS FOR CREATIVE AGENCIES

- ¶ Strategy: Go upstream in the creative/marketing development process targeting account management and creatives

- ¶ Utilize MIXX Awards case-study archive plus member expertise

CERTIFICATE PROGRAM FOR PUBLISHERS

- ¶ Strategy: Use IAB’s unique intellectual capital and member experts as teachers

- ¶ On-demand training solutions being developed for launch

- ¶ Open to sales executives and others

Supply Chain: “War on Discrepancies”

IAB-AAAA REINVENTION TASKFORCE II

- ¶ Terms & Conditions (Ts & Cs) Revision: Negotiations among IAB and agency counterparts; creation of “Dream Team” to resolve outstanding issues

- ¶ “Impression Exchange” solution: nightly feed from third-party ad servers to publishers to allow for daily discrepancy detection and reduction

- ¶ “Adopting the Standards” Campaign: Program with agency and publisher leadership to implement taskforce conclusions

E-BUSINESS ADOPTION

- ¶ Complete beta test 2009; widespread use by mid-2010

- ¶ To involve all major agency workflow systems and ad servers

- ¶ To involve all major publisher workflow/order systems and ad servers

RICH MEDIA AUDITING

- ¶ Encourage vendor audits against IAB guidelines

- ¶ Additional research into discrepancies on rich media campaigns

- ¶ Learnings will inform billing and Ts & Cs issues.

§

We'd like to thank all our members for their support throughout the years. With your ongoing participation, the ranks of the IAB will continue to grow.

GENERAL MEMBERS

[x+1]

1105 Media, Inc. *

24/7 Real Media, Inc.

4INFO

7.tv *

AccuWeather.com

aCerno

Active Response Group

ActiveVideo Networks, Inc. *

Ad Infuse

adap.tv *

Adconion Media Group *

Adify

AdMob

Adtegrity

Advanstar Communications, Inc.

Advertising Age Group Interactive

agInteractive

AKMG, Inc. *

Allrecipes.com

Allyes

Alpha Media Group

American Express Publishing

Answers.com *

AOL

Aptimus, Inc. *

Associated Content

Associated Press

AT&T *

AT&T Internet Services

AT&T Wireless

Atigeo LLC *

Autotrader.com

Babelgum *

BabyCenter, LLC

Batanga

BBC Worldwide *

Bebo

Blinkx

Blue Lithium

Bonneville International

Brand.net *

Break Media *

Brightcove

Broadband Enterprises

Burst Media Corporation

Business.com

BusinessWeek Online

BzzAgent *

CafeMom *

CareerBuilder

Caring.com

Cars.com

Casale Media

CBS Interactive

CBS Television Stations

Digital Media Group

Cha Cha Search, Inc. *

Clash Media Inc. *

Clearspring Technologies *

Clip Syndicate

CNET Networks

(now part of CBS Interactive)

CNN.com

Collective Media *

Comcast Corporation

Condé Nast Digital

ContextWeb, Inc.

Cox Cross Media / Cox TV *

Cox Newspapers, Inc.

CPX Interactive

Crain Communications Inc. *

Dailymotion, Inc. *

Digital Broadcasting Group *

Discovery Communications

Disney Interactive Media Group

Double Fusion, Inc.

eBay *

Edmunds.com

Electronic Arts

e-Miles, LLC

Emmis Interactive

Epic Advertising

Expedia Media Solutions

Eyeblaster

Facebook

Federated Media Publishing

Feeva Technology *

First Light Net *

Forbes.com

FOX Interactive Media

FOX News Channel

Freedom Communications

Friendster

Game Show Network *

Gemstar - TV Guide International, Inc.

GIGYA, Inc. *

Glam Media

Goodmail Systems *

Google, Inc.

Grandparents.com *

Greystripe

Hachette Filipacchi Media

Harpo Inc.

Harvard Business Review

Hearst Magazines Digital Media

Hearst-Argyle Television

Heavy.com

Hoover's, Inc.

Hulu

IAC Media & Advertising

Idearc Media Corp.'s

SuperPages.com

IDG

IGA Worldwide

Impact Mobile

Interactive One

interCLICK *

Internet Broadcasting Systems

JellyCloud *

Jogo Media Inc.

Joost

Jump TV

JumpTap *

Kaboose Inc.

Kelley Blue Book

Kontera Technologies, Inc.

Lat49 *

LexisNexis Martindale-Hubbell

Lifetime Entertainment Services *

LinkedIn *

Local.com

LookSmart

Lotame Solutions Inc. *

LucidMedia Networks, Inc. *

Marchex

Marketing Technology Solutions *

Martha Stewart Living Omnimedia

McClatchy Interactive

Media General *

Media6° *

MediaFLO USA, Inc.

MediaMath *

MediaSpan

MediaTrust *

MediaWhiz *

Meredith Interactive Media

Metacafe

Metro Corp.

Mevio, Inc. *

Microsoft Advertising

Millennial Media

Mindset Media

MIVA Media

Morningstar.com

Move, Inc. Related Services

MTV Networks

Myers Publishing, LLC. *

Nabbr.com *

National Geographic

NAVTEQ

NBC Universal Digital Media

NebuAd, Inc. *

NeoEdge Networks *

New York Times Digital

Next New Networks *

NextAction

NHL *

Nielsen Business Media

Digital Media Group

NOKIA INC

Northstar Travel Media

NPR

OpenX Limited *

Orbitz Worldwide

Oxygen

Pandora Media Inc. *

Peer39 *

PerfSpot.com

Permission Data

Phorm, Inc. *

PlanetOut Inc.

Publishers Clearing House

Publishing Group of America

PureVideo

Q Interactive

Quattro Wireless

Quigo Technologies

Rainbow Advertising Sales

Corporation

Reader's Digest Association Interactive

RealNetworks, Inc.

Reed Business Information US

Return Path

Revenue Science

Revolution Health Group

Ripe Digital Entertainment

RockYou!

Rodale, Inc. *

ROO

ScanScout

ScrIPps Network

Sevast

Sezmi Corporation *

ShareThis

Silver Carrot Group *

Sina.com

Skyworks Technologies

Smithsonian Media Group

Social Media Networks, Inc. *

Sony Computer Entertainment

America, Inc. (SCEA) *

Sony Pictures Television *

SourceForge Inc.

SpecificMEDIA

SpotXchange

StarMedia

Strategy+Business

Studio One Networks

TargetSpot *

Tatto Media *

Telemundo

Tennis.com *

Terra Networks USA

The Rubicon Project *

The Sales Athlete, Inc. *

The Wall Street Journal

Digital Network

TheStreet.com

Thomson-Reuters

TicTacTi *

Time Inc.

Traffic Marketplace

Traffiq

Transpera

Tremor Media

Triad Digital Media

Turn, Inc.

UGO

United Business Media LLC

United Online Advertising Network

Univision Online

US News & World Report

USATODAY.com

ValueClick Media

Van Wagner

Verizon Communications *

Vibrant Media
 Video Egg
 Vizi
 Washingtonpost.Newsweek
 Interactive
 Waterfront Media
 Weather Channel Interactive
 WeatherBug
 WebMD
 Westwood One, Inc. *
 Whitepages.com
 Widgetbox *
 Wild Tangent
 World Wrestling Entertainment, Inc.
 WorldNow
 Yahoo!, Inc.
 Yardbarker *
 YellowPages.com
 YuMe Networks
 Zango
 Ziff Davis Media, Inc.

ASSOCIATE MEMBERS

Accenture *
 Ad Juggler *
 Adjustables *
 AdMeld *
 Adobe Systems Inc.
 ADOjects
 AdReady *
 AdShuffle
 ADTECH US, Inc.
 Agency.com
 Akamai
 AlmondNet Inc.
 AMC Group Online Media Services
 Anchor Intelligence, Inc. *
 Archer Advisors
 Audit Bureau of Circulations (ABC)
 Auditude *
 Aurix LTD
 Authenticlick
 BIA Information Network, Inc.
 BlackArrow *
 BlueStreak *
 Borrell Associates Inc. *
 BPA Worldwide
 Brickfish *
 BuzzLogic
 Centro
 Cisco Media Solutions Group
 Claria
 Click Forensics
 Cognizant Technology Solutions
 Compete, Inc.
 comScore
 CoreMetrics
 Covario, Inc.
 Crisp Wireless
 Critical Mass
 DAC Group
 Deloitte & Touche, LLP
 DeSilva + Phillips, LLC
 Didit
 Digital Element

DoubleClick, Inc.
 Dynamic Logic
 eBureau
 Efficient Frontier
 Ernst & Young LLP
 Espresso | Brand Infiltration *
 Exent Technologies Ltd.
 ExtendMedia Corp. *
 Eyewonder
 Factor TG *
 Fair Isaac Corporation
 FatTail, Inc. *
 Format Dynamics
 Freewheel Media Inc. *
 Goldspot Media *
 Greater Than One *
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 Impact Engine, Inc.
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 Newspaper National Network, LP *
 Nielsen Games *
 Nielsen Mobile
 Nielsen Online
 Nurun
 Omniture
 Operative
 Opinion Lab Inc. *
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 Origin Digital *
 Panache Technologies
 PBJs
 PermissionTV *
 PointRoll
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SEMPO
 Solbright
 Steak *
 Taboola
 TARGUSinfo
 Television Bureau of Advertising
 The Howard-Sloan-Koller Group *
 The Laredo Group *
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 TMP Directional Marketing
 True North, Inc.
 Tumri, Inc.
 Unicast
 UnsubCentral *
 VeriSign, Inc. *
 Verve Wireless
 Visible Measures Corp.
 Vizu *
 WebTrends
 Widemile *

SMALL PUBLISHER MEMBERS

Ad Operations Interactive *
 AdPropel *
 AskTheBuilder.com *
 Blue Sky Publications *
 DailyMe, Inc *
 Ebeisbol.com *
 Far Hills Media LLC *
 FertilityAuthority.com *
 InflectionPointMedia.com *
 Metromajo *
 Mother Jones Magazine *
 MUZU.TV *
 MyAdventurers.com LLC *
 neomaxcom, LLC *
 Papa Coyne *
 PickupPal Inc. *
 PremiumChannels.com *
 Savetz Publishing *
 Scranton Gillette Communications, Inc. *
 Selling 2.0 *
 SheZoom *
 Spiceworks *
 Sunrise Broadcasting *
 Surfnetkids.com, Inc. *
 The Above Network, LLC *
 TopTenReviews, Inc. *
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 tyBit, Inc. *
 Wikia, Inc. *
 Yabsta (BVI) Limited *

* New member in 2008

List includes member subsidiaries

To learn more about IAB membership opportunities, please visit

www.iab.net/member_center.

IAB PRODUCTS & SERVICES

HOW THEY HELP YOU

Keeping the Industry Informed

We created the daily *IAB SmartBrief* as well as the monthly *IAB Informer* newsletter to keep members and the wider industry community updated on important trends in the industry as well as progress at the IAB.

IAB SMARTBRIEF

Designed specifically for advertising, marketing and media executives, *IAB SmartBrief* is a free daily email newsletter. It provides the latest need-to-know news and industry information that maximizes your time, giving you an edge over your competition.

IAB INFORMER

The *IAB Informer*, the monthly IAB newsletter, features the latest information from the IAB as well as research and other highlights from the world of Internet advertising and marketing.

Solutions for Your Business Growth

The IAB has also developed a number of industry products to help member companies increase your business efficiencies and drive revenue including the first-ever Creative Specifications Database, the most comprehensive Spiders and Bots list, the highly informative Media Credit System and the results-oriented Job Board.

CREATIVE SPECS DATABASE

The Creative Specs Database serves both agencies and publishers by reducing the complex search for ad specs and alleviating late and inaccurate creative.

Visit www.iab.net/creativespecs to see how the IAB Creative Specs database can help decrease friction points for your business.

IAB/ABCe INTERNATIONAL SPIDERS & ROBOTS LIST

What is causing your ad impression discrepancies? How much of your traffic is really from your customers vs. non-human agents? Are you filtering with the same list as the third-party ad servers and other publishers? Who's really visiting your web site?

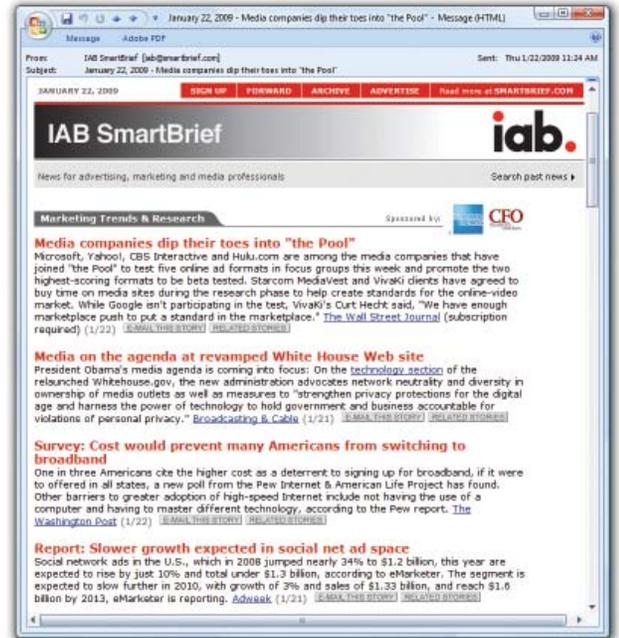
The IAB/ABCe International Spiders & Bots List can help you answer all these questions. The major publishers and third-party ad servers are using it, and if discrepancies are an issue for you, you should be using it too. Without it, you will never know what is real and what is not.

Visit www.iab.net/spiders for more.

THE IAB JOB BOARD

Trying to recruit the interactive industry's top professionals? The IAB Job Board can help. In addition to listing your openings on IAB.net, the IAB is partnered with SmartBrief to maximize your exposure and deliver your job postings to over 30,000 potential candidates each day.

Visit www.iab.net/jobs to see how we can help fill your recruiting needs. §



IAB SMARTBRIEF



IAB INFORMER

WHAT DO YOUR PEERS THINK OF SMARTBRIEF AND THE INFORMER?

SmartBrief has more than 30,000 subscribers, up **26%** from 2007

The *Informer* has more than 46,000 subscribers, up **27%** from 2007

WHO'S WHO AT THE IAB?

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IAB BOARD OF DIRECTORS 2008

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Six Reasons the IAB Exists

- Fend off adverse legislation and regulation
- Coalesce around market-making measurement guidelines and creative standards
- Generate industry-wide research and thought leadership that's divorced from corporate self-interest
- Create common ground with customers to reduce costly friction in the supply chain
- Create countervailing force to balance power of other media, marketing, and agency trade groups
- Share best practices that foster industry-wide growth

The Interactive Advertising Bureau (IAB) is comprised of more than 400 leading media and technology companies who are responsible for selling 86 percent of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit www.iab.net.



2009 EVENTS CALENDAR

The Interactive Advertising Bureau is the convening voice of the industry. Learn from and network alongside industry experts during all our cutting-edge events.

IAB ANNUAL LEADERSHIP MEETING
February 22-24, 2009 • Orlando

IAB DIGITAL VIDEO MARKETPLACE
April 20, 2009 • New York

IAB SOCIAL MEDIA MARKETPLACE
May 18, 2009 • New York

IAB GAMES MARKETPLACE
June 15, 2009 • San Francisco

IAB MOBILE MARKETPLACE
July 13, 2009 • New York

IAB MIXX CONFERENCE & EXPO
September 21-22, 2009 • New York

IAB MIXX AWARDS
September 22, 2009 • New York

IAB AD OPERATIONS SUMMIT
November 16, 2009 • New York

IAB AUDIENCE MEASUREMENT LEADERSHIP FORUM
December 7, 2009 • New York

Find out more at www.iab.net



For information on IAB sponsorship opportunities, contact Phil Ardizzone at 212-994-1790 or phil@iab.net.

