



ANNUAL
REPORT
2010

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.

The State of IAB and Our Industry

At the end of 2010, as my first year as Chairman of the IAB Board of Directors opens, I am pleased to report that the state of the IAB, like the state of the industry, is strong and growing.

In 2010, IAB focused more than ever on evangelizing and unleashing the power of interactive media, reaching across all parts of the media-marketing value chain to find the common ground on which to advance our industry. Simultaneously, the organization held true to its long-term mission of engagement, accountability, and operational effectiveness.

As we move into the organization's seminal 15th year, we have plans for remarkable accomplishments, many of which you will read about on the following pages.

After a decline in 2009 and a slowing pace of growth in 2008, our industry is flourishing again. While full-year figures are not yet available as we go to press, the industry's 2010 third-quarter revenue of \$6.4 billion set a new record high, according to the IAB Internet Advertising Revenue Report conducted by PricewaterhouseCoopers.

Tracking Broader Growth Trends

IAB itself joined the industry in experiencing a year of gratifying upswing, in membership, in dues revenues, and in revenues from its events business, enabling the organization to pursue its strategic mission of supporting the growth of interactive media. IAB ended the year with 426 general and associate members, an increase of 15 percent from 2009. Small-publisher participation surged, with 388 new Long Tail members.

Dues hit just over \$6M, a 6 percent increase from plan, and events contributed \$5M, up 37 percent from plan. The IAB's events business also cemented its reputation for producing conferences that serve as the central thought lead-



ership gatherings for the industry. Twenty-ten was also a year of internal growth, in which the IAB expanded its presence by opening a West Coast office.

Indeed, 2010 saw IAB enhance its centrality to the entire marketing and advertising ecosystem. The organization stood in Washington, D.C., to champion consumer privacy protection and defend our businesses against deleterious legislation and regulation. The IAB Privacy Matters public education campaign and the implementation of the Advertising Option Icon program—developed and supported by a vast, cross-industry alliance—demonstrated our industry's ability to work together to protect consumer privacy and ensure the vitality of the interactive advertising market.

Change Through Collaboration

IAB worked closely with many trade organizations throughout the year, and most recently cultivated the support of the American Association of Advertising Agencies (4A's) and the Association of National Advertisers (ANA) for the Making Measurement Make Sense initiative. That venture is charged with devising a business solution to one of the most perplexing metrics issues: how to create consistent, transparent, and reliable measure-

ment across all digital media.

Throughout the year, IAB dedicated its resources to minimizing friction in the buying and selling of online media. In June, IAB released the Networks & Exchanges Quality Assurance Guidelines to ensure transparency and consistency in ad network and exchange operations, which 16 member companies have already pledged to adopt, and issued the final version of Standard Terms & Conditions 3.0 to expedite contractual negotiations for the most common types of interactive media buys.

IAB efforts to overcome supply-chain friction and boost the marketplace extended to the burgeoning mobile platform. In collaboration with the Mobile Marketing Association (MMA), we released standards for mobile marketing measurement. IAB deepened its commitment to the space by launching the IAB Mobile Marketing Center of Excellence, whose mission is to drive the development of mobile advertising through research, best practices, and evangelism.

This year IAB also engaged agency creatives on its Agency Advisory Board and in the Rising Stars competition, asking them to tell us which ad formats they'd like to see standardized in 2011—formats that will inspire effective and breakthrough brand advertising within interactive media.

Members offered their time and expertise to advance IAB endeavors by participating in councils and committees and joining nonmember industry thought leaders on stage to educate the larger community at renowned events like the IAB Annual Leadership Meeting, MIXX Conference & Expo, and the new Case Study Road Show.

Focused on the Future

In 2011, IAB recognized the strength of its executive team by promoting Patrick Dolan to Executive Vice President and Chief Operating Officer, David Doty to Senior Vice President and Chief Marketing Officer, and Mike Zaneis to Senior Vice President and General Counsel.

I look forward to leading the organization into 2011. IAB is poised to deliver the most exciting and results-focused year in its history. You can see on the following pages the six-point strategy, entitled Digital Everywhere, that IAB will pursue. Among the most exciting adventures for the year are the launch of the IAB Ad Lab, a new industry meeting ground where creatives and technologists, device manufacturers and software developers, publishers and agencies, marketers and thought leaders, start-ups, and media titans can come together to discuss, debate, demonstrate, and network under the banner of IAB.

You have my pledge that IAB will continue to foster growth for all its member companies, and for the industry at large, in 2011. I look forward to working with the Board of Directors, IAB members, and the industry to advance our common interests—and to having a lot of fun in the process.

Bob Carrigan
Chairman
IAB Board of Directors
Chief Executive Officer
IDG Communications

Financial Growth as the “Great Recession” Subsides

Following two years of strong economic headwinds, IAB in 2010 experienced a period of growth. A broad, albeit uneven, recovery in the advertising marketplace and the expansion of ad-supported digital media companies allowed for growth in cross-industry membership and our events business. This allowed us to strategically invest in initiatives and projects that would raise membership value and add a level of much-needed financial security to our operations.

We planned our 2010 budget cautiously, aware that the financial turbulence of the period might not have been ready to subside. We trimmed our planned expenses and our expected revenue from events, while slightly upping our budget for membership dues revenue. But as the year progressed, our performance began to outpace those conservative expectations.

Revenue from membership dues came in 6 percent over budget. This gain came from the broadening of our Associate tier, with 57 new industry-supportive members, and our Long Tail membership category for small publishers, which saw skyrocketing participation and ended the year

is \$1.350M, or 37 percent, over plan. This expansion in event attendance required greater expenditures, which is visible in the difference between our planned and actual expenses.

At the end of the year, our revenues exceeded our budget to produce a surplus of

for our nonprofit trade organization and represents an increase of \$500,000 from the reserve’s size at the end of 2009. IAB has dedicated the remaining balance of the surplus to the development of the IAB Ad Lab, the formation of the IAB Mobile Marketing Center of Excellence, and other

FINANCIAL KEY INDICATORS FOR 2010

(‘000)

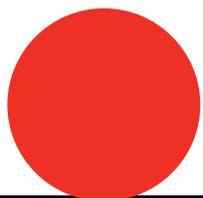
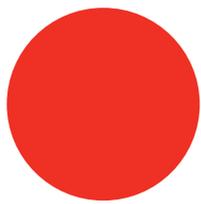
	2010 Actual	2010 Budget	Var from Budget \$	Var From Budget %
DUES REVENUE	\$ 6,175	\$ 5,825	\$ 350	6%
EVENTS REVENUE	\$ 5,000	\$ 3,650	\$ 1,350	37%
TOTAL EXPENSES	\$ 10,814	\$ 9,759	\$ 1,055	11%
GAIN (LOSS)	\$ 859	\$ 0	\$ 859	658%

with 388 members, up from 92 in 2009. Our general membership, dedicated to sellers of advertising inventory, showed a minor decrease of 2 memberships.

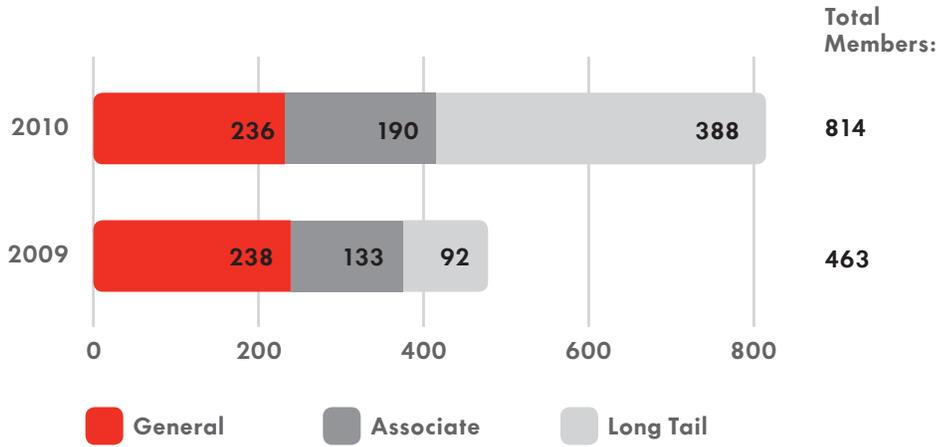
Our events business benefited from the brighter economic outlook and our proven track record of must-attend, high-quality events. Attendance and sponsorship income contributed \$5M of top-line revenue, which

\$859,000, bringing our net asset total to \$968,000. Of this figure, \$609,000 is being held in a reserve. This is a prudent measure

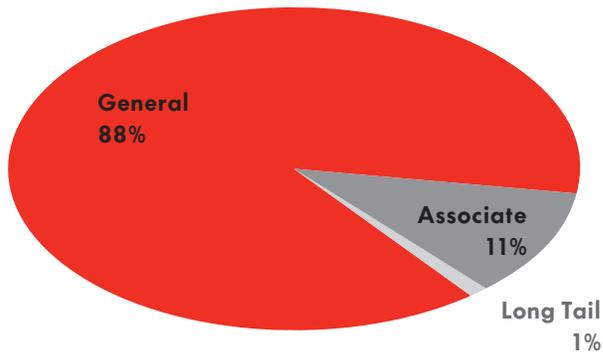
strategic investments that will increase our utility to members and help us maintain our central position in encouraging the advancement of the interactive advertising industry in 2011 and beyond.



IAB MEMBERSHIP BY TYPE: 2010 / 2009

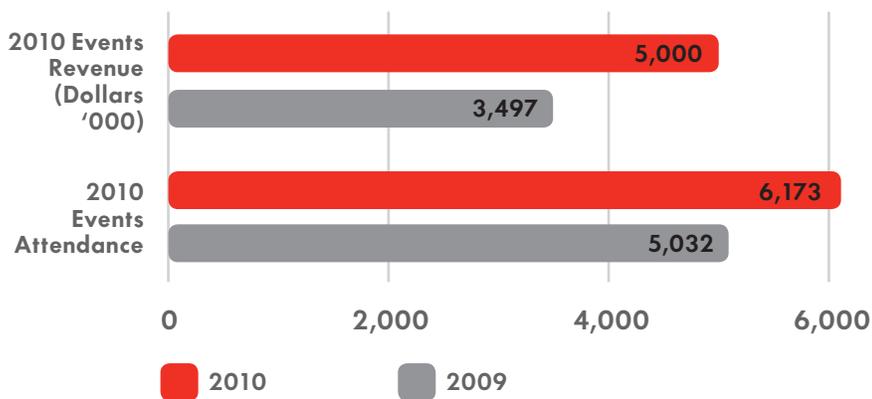


IAB MEMBERSHIP BY REVENUE: 2010



EVENTS RECORD YEAR

All Events FY 2010



2010: The Year at IAB

By identifying and leveraging the common threads that connect all segments of the media marketing ecosystem, IAB in 2010 redoubled its resolve to make significant advancements for all its member organizations and the interactive industry as a whole.

Public Policy

In 2010, IAB strengthened its stance on the front lines to protect consumer privacy, its member companies, and the interactive industry as a whole in Washington, D.C. Our aggressive efforts to be heard on Capitol Hill and across federal departments and agencies helped them understand that they should strike a balance in their oversight, allowing for greater industry innovation and growth, while amply protecting privacy and intellectual property. IAB advocated for policies that incentivize effective, legitimate business models, value consumer education, and give the industry the freedom to self-regulate where necessary.

The IAB supported these calls by making steady progress on three existing initiatives:

Self-Regulatory Principles for Online Behavioral Advertising

The year's work culminated on October 4, when the Digital Advertising Alliance (DAA)—a collaboration among IAB, the American Association of Advertising Agencies (4A's), the Association of National Advertisers (ANA), and the Direct Marketing Association (DMA), with support from the Council of Better Business Bureaus (CBBB)—released the Advertising Option Icon, which is to be present in or around online behaviorally targeted ads, and created a site the advertising community could visit: www.AboutAds.info. There, the industry could find the tools necessary for adopting the cross-industry coalition's Self-Regulatory Principles for Online Behavioral Advertising. Those principles, issued in 2009, define seven industry-wide standards designed to build consumer trust by calling on advertisers and ad networks to operate with transparency and to empower consumers with knowledge and choice.

The interactive icon was developed in conjunction with the Network Advertising Initiative (NAI) and powered by CLEAR (Control Links for Education and Advertising Responsibly) Ad Notice Technical Specifications, and when consumers click on the icon, they are directed to information about which



A BRIEF HISTORY OF THE IAB

15 YEARS OF A MEDIA REVOLUTION

1996: Internet Advertising Council formed with 25 members. Mission: Increase revenue for sellers of online media

1996: The Proposal for Voluntary Model Banner Sizes defines 8 standard ad units

1996: The organization changes its name to the Internet Advertising Bureau

1996: Online advertising revenue reported for the first time

1997: Value of brand advertising proven with the IAB Online Advertising Effectiveness Study

1997: Metrics and Methodology document establishes guidelines for the measurement of comparable online advertising data across websites

\$267M* *Interactive advertising revenues

\$906.5M



1996



1997



organization served the ad, where to find its advertising policies, and how to opt out of such targeting in the future. The site itself also provides consumers with information about how online behavioral advertising works and gives them a choice to simply opt-out of some or all participating companies' online behavioral ads.

In 2011, compliance with this program will be mandated and monitored. IAB is releasing a first-ever Code of Conduct, making adherence to the principles a condition of membership. The CBBB along with the DMA will be responsible for monitoring and enforcing compliance as well as for managing consumer complaint resolutions.

Consumer Education through Privacy Matters Campaign

In December 2009, IAB launched its first-ever consumer education campaign to promote consumer trust and confidence in interactive advertising. The campaign was fueled by the donation of creative from WPP digital creative agency Schematic, media planning from GroupM's Mediaedge:cia, ad serving from Atlas, and the commitment of more than 500 million impressions from 32 online publishers and ad networks.

Entitled "Privacy Matters," the campaign linked to a site that helped consumers manage their privacy online and invited them to roll over its tagline, "Advertising Is Creepy," in order to reveal a longer message that demystified key online advertising practices. The latest figures as we went to press show that in the first 11 months of the campaign, consumers initiated more than 29 million rollovers to display the more in-depth educational messaging. In total, the campaign had already delivered 460 million impressions.

Second Annual Long Tail Alliance Washington Fly-In

In June, 46 small publishers joined IAB in the nation's capital to address their elected representatives and impress upon them the critical role that online advertising plays in small business growth. Over the two-day event, these Long Tail publishers from 14 different states met with 35 House Districts and 12 Senate Offices, including members of the Senate Commerce Committee. They also took part in IAB training sessions and presentations tailored to their business interests. These small publisher constituents play an increasingly prominent role at IAB.

IAB
recommended
ways forward
that incentivize
effective,
legitimate
business
models, value
consumer
education, and
give the industry
the freedom to
self-regulate

continued



Founding
IAB Chairman,
Rich LeFurgy

1999: IAB launches Professional Development Series

1999: Membership policy revised to include adoption and posting of privacy policies

2001: IAB and 4A's release the first-ever Terms & Conditions for Internet advertising to ease buying and selling negotiations

2001: Standard banner ad unit guidelines updated with larger Interactive Marketing Units

2001: To increase the accuracy of audience measurement, IAB with ABCi launches initiative to publish and maintain a master list of spiders and robots

1998: Standard definition of an impression established by IAB Impression Guidelines

2001: Internet Advertising Bureau changes its name to the Interactive Advertising Bureau

\$1.92B

\$4.62B

\$8.2B

\$7.2B

1998

1999

2000

2001

2010 HIGHLIGHTS

The IAB also actively responded to actions of legislative and regulatory bodies:

IAB emphatically voiced the online advertising industry's deep concerns about the Federal Trade Commission's call for a Do Not Track list.

Influencers in Washington, D.C., and the general public learned about the detrimental effects of the FTC's recommendation through extensive direct quotes from IAB in major national media and political outlets including *The New York Times*, *Wall Street Journal*, *Politico*, *National Journal*, *The Hill*, *USA TODAY*, *U.S. News & World Report*, and *PBS NewsHour*, all of which highlighted our strong opposition.

IAB testified before the U.S. Congress to express the advertising industry's serious reservations about two legislative proposals on consumer privacy that both jeopardized the health of the Internet and the interactive advertising industry: HR 5777, the BEST PRACTICES Act introduced by Rep. Bobby Rush (IL), and the discussion draft bill on consumer privacy introduced by Rep. Rick Boucher (VA), Chairman of the House Energy and Commerce Committee's Subcommittee on Communications, Technology, and the Internet; and Subcommittee Ranking Member Cliff Stearns (FL).

IAB increased engagement with the Department of Commerce by welcoming a report that acknowledged the key role of advertising in the global information economy and the value of self-regulation, and by commenting on the DOC's inquiry



Long Tail Fly-In participants gather on the steps of the Capitol

on Copyright Policy, Creativity, and Innovation in the Internet Economy.

IAB met with Obama Administration Executive Branch staff to discuss IAB's efforts in copyright protection.

IAB applauded the FTC's timely and necessary request for inquiry on how to empower parents and protect children, and offered guidance on the FTC's review of the Children's Online Privacy Protection Rule.

Supply Chain

Friction in the supply chain is a direct inhibitor of revenue growth in the online advertising industry. That's why for the last 15 years, IAB has been consistently

Friction in the supply chain is a direct inhibitor of revenue growth in interactive advertising

A BRIEF HISTORY OF THE IAB CONTINUED FROM PAGE 5

15 YEARS OF A MEDIA REVOLUTION

2002: IAB and 4A's release Terms & Conditions Version 2.0



2002: First cross-media optimization study completed by IAB with a coalition of organizations proves an increase in online advertising in a CPG's media mix can significantly impact effectiveness

2004: The first-ever global media measurement guidelines agreed-on by key industry bodies establish a detailed definition for measuring online ad impressions



\$6B* *Interactive advertising revenues*

\$7.3B

\$9.6B

2002

2003

2004

2010 HIGHLIGHTS

dedicated to alleviating pain-points from all stages of the buying and selling processes. In 2010, IAB pursued those objectives through various programs:

Networks & Exchanges Quality Assurance Guidelines

More than 1 million websites carry advertising, and there are reports of more than 300 ad networks and exchanges populating them with ads. To demystify for advertisers and agencies this flourishing market, integral to our industry's health, and to ensure networks and exchanges maintain a high quality of inventory, IAB released the finalized Networks & Exchanges Quality Assurance Guidelines in June. The document outlines standards that ad networks and exchanges should abide by to homogenize operations enough for advertisers and agencies to know what to expect when making transactions, and to reassure marketers that their brands won't be aligned with unsavory content. Two months after these guidelines were published, 16 member ad networks and exchanges pledged to adopt the new standards of practice in early 2011.

Standard Terms and Conditions Version 3.0

In early 2010, IAB and the 4A's issued the final version of the third update of the Standard Terms & Conditions, intended for use by media companies, agencies, and advertisers to expedite contractual negotiations for the most common types of interactive media buys. It includes critical components that

address the way the marketplace has evolved since the publication of the last iteration in 2002. IAB commits its resources to the Standard Ts&Cs in order to relieve unnecessary drags on day-to-day operations of its members.

First-Ever Ad Verification Summit

IAB hosted marketers, agencies, publishers, ad networks, and technology companies in March 2010 for a candid and productive discussion of ad verification tools at Ad Verification Day: An Introduction and Discussion of Methodologies. Ad verification tools are an increasingly important and potentially valuable component of the ecosystem, as they hold the promise of reassuring advertisers and agencies that their ads were delivered where intended in a brand-safe environment. Currently, however, there's some confusion about these tools, and there has been a proliferation of companies offering services based on different technologies, some of which may not be aligned with industry standards of measurement. The result can be an unjustified increase in the operational costs associated with the investigation of measurement discrepancies. This ecosystem-wide summit kicked off a must-heed call for transparency and standardization in ad verification methodology.

Impression Exchange Solution: Tested and Updated

Publishers and third-party ad servers, which regularly provide metrics to advertisers, manage their

Sixteen member ad networks and exchanges pledge to adopt the Networks & Exchanges Quality Assurance Guidelines in early 2011

continued

2005: First-ever creative guidelines for video ads published

2006: First-ever measurement guidelines for video ads launched

2007: Washington, D.C., office opened

\$21.2B

2005: IAB SmartBrief All Access starts sending daily emails with news highlights

\$16.9B

2007: Creative Specs Database launched with ad specification units for 88 major publishers

\$12.5B

2007: Third-party measurement companies challenged to submit to an audit of their measurement process

2007: Booz & Co.'s Marketing & Media Ecosystem 2010 identifies how to optimize the value chain

2005: The first Best in Show MIXX Award presented to McKinney for Audi's Art of the H3ist campaign

2006: IAB tackles click fraud with commitment to produce Click Measurement Guidelines

2007: Guidelines for ad impression measurement in Rich Internet Application environments issued

2007: IAB commends FTC for release of proposed principles to guide development of self-regulation in behavioral advertising

2007: Rich Media Measurement Guidelines determine at which point a rich media ad impression is counted

2005

2006

2007

2010 HIGHLIGHTS

campaign data differently, and this causes challenging discrepancies. The goal of this program is to empower publishers by providing them with automated, daily reports from ad servers that allow them to seamlessly compare line items. In 2010, IAB updated the functional requirements for the automated transactions and tested the Impression Exchange Solution at scale at a major third-party ad server.

David Moore, Chairman and Founder, 24/7 Real Media, and immediate past Chair of IAB Board of Directors, unveils the IAB Data Usage & Control Primer



E-Business Interactive Standards

This initiative aims to reduce a vast number of inefficiencies and errors in the media buying workflow caused by the manual creation and management of RFPs, proposals, and insertion orders. The tactical objective is to develop a streamlined and automated buying process based on standards in communication and data.

In 2010, IAB hired developers to build an e-business registry that allows buyers to identify sellers with complementary transactional materials so they can work together efficiently and automatically.

Data Usage and Control

As the value of collecting, aggregating, and analyzing data has become more

broadly realized and the technology used to accumulate and monetize data has become more sophisticated, contractual and competitive challenges have arisen across the online advertising ecosystem. In May 2010, the IAB Data Usage and Control Taskforce—a group entrusted with the responsibility of defining and producing best practices for the collection and use of data—released its first product, the Data Usage & Control Primer: Best Practices & Definitions.

Measurement

Standardizing and simplifying key audience measurements in order to make it easier for marketers and agencies to advertise online has long been one of the pillar commitments of IAB to the industry. Fifteen years in, it's still a core focus. In 2010, that commitment continued to take a front seat on our agenda as shown by these steps forward:

Making Measurement Make Sense

The objective of this ambitious initiative, spearheaded by the IAB with the full partnership of the 4A's and the ANA, is to form an ecosystem-wide consensus at the business management level on the metrics and measurement systems that will make transactions—from planning through buying to post-buying and evaluating—go smoothly across all types of digital media. In 2010, IAB, 4A's, and ANA jointly evaluated proposals from major consulting firms to lead a course of action for standardizing the ways digi-

A BRIEF HISTORY OF THE IAB CONTINUED FROM PAGE 7

15 YEARS OF A MEDIA REVOLUTION

\$23.4B*

**Interactive advertising revenues*

2009: In-Game Advertising Measurement Guidelines announced

2009: IAB releases VAST 2.0

2008: Digital Video In-Stream Ad Format Guidelines & Definitions released

\$22.7B



2009: Advertising Agency Advisory Board formed

2008: New interactive advertising privacy guidelines issued

2008: Digital Video Ad Serving Template (VAST) Released

2009: First Long-Tail Fly-In, Washington, D.C.

2008: IAB extends membership to Long Tail publishers

2009: Impression Exchange Solution launched

2009: IAB and Bain & Co. release Building Brands Online study, revealing six steps media companies must take to meet marketers' needs

2008: Ad Campaign Measurement Process Guidelines address the process of a publisher's or advertising agency's use of a third-party ad server and its application service provider

2009: Cross-industry coalition embraces Self-Regulatory Principles for Online Behavioral Advertising

2009: "Privacy Matters" public education campaign kicks off

2008

2009

2010 HIGHLIGHTS

tal media are measured and to build the governance processes for determining those standards.

Project TAXI

IAB is a full partner in a complementary program dedicated to investigating the feasibility of universal data codes to allow for the tracking and identifying of content and advertising across media platforms. Project TAXI, which stands for "trackable asset cross platform identifier," is led by the television industry's own Committee for Innovative Media Measurement in collaboration with the 4A's and the ANA. The program was begun to produce a significant first step for providing an operational solution to many of today's measurement problems.

IAB ignited a debate about the utility and quality of ad effectiveness research with the release of "An Evaluation of Methods Used to Assess the Effectiveness of Advertising on the Internet." It was the industry's first independent review of the methodology behind site intercept studies, which are sometimes misused and often create significant supply chain friction. Another major release was the "Interactive Advertising and the Optimal Marketing Mix," a study conducted for IAB by MarketShare Partners, the leading cross-marketing optimization company. The report evaluated three brand scenarios in three different verticals to determine opportunities for optimizing marketing spend. It found the optimal allocation of interactive media spend should

be between 1.6x and 2.2x the percentage of the budget originally allocated to interactive in the scenarios.

Mobile

IAB welcomes the responsibility to support the growth of interactive advertising, whether it lives on a PC, interactive television, video game, smartphone, or tablet. In 2010, IAB stepped up to this call by dedicating unparalleled resources to the development of mobile advertising, a move that mirrors the growing importance of mobile in the marketing-media ecosystem.

Launch of the IAB Mobile Marketing Center of Excellence

In December, IAB announced the creation of the Mobile Marketing Center of Excellence, an independently funded and staffed unit inside IAB, charged

IAB drives the evolution of mobile advertising with the new IAB Mobile Marketing Center of Excellence

IAB Mobile Marketing Center of Excellence Board of Directors

Cameron Clayton, The Weather Channel

Kevin Conroy, Univision

Bobby Figueroa, Yahoo!

Chris LaSala, Google

Maria Mandel, AT&T

Randall Rothenberg, Time Inc.

Jamie Wells, Microsoft

Michael Zimbalist, The New York Times

\$12.1B Half Year Record

Final 2010 results not available at press time

2009: First-ever Mobile Buyer's Guide published

2010: Data Usage and Control Primer published

2010: IAB and 4A's publish Standard Terms & Conditions Version 3.0

2009: Economic Value of the Advertising-Supported Internet Ecosystem study shows ad-supported Internet contributes \$300B to the U.S. economy

2010: Mobile Marketing Center of Excellence formed

2010: West Coast office opened

2009: Reimagining Interactive Advertising Task Force meets to develop roadmap for evolving ad formats

2010: On-demand training made available

2010: Networks & Exchanges Quality Assurance Guidelines published

2009: IAB Certificate in Interactive Advertising program launched



2010: IAB works collaboratively with industry to release Advertising Option Icon

2010: Rising Stars Competition launched

2010

2010 HIGHLIGHTS

PRESS COVERAGE SOARS



Source 2007-2009 = Burrell's Luce. Source 2010 = Vocus. In 2010 we began to use Vocus for increased accuracy in measuring online media.

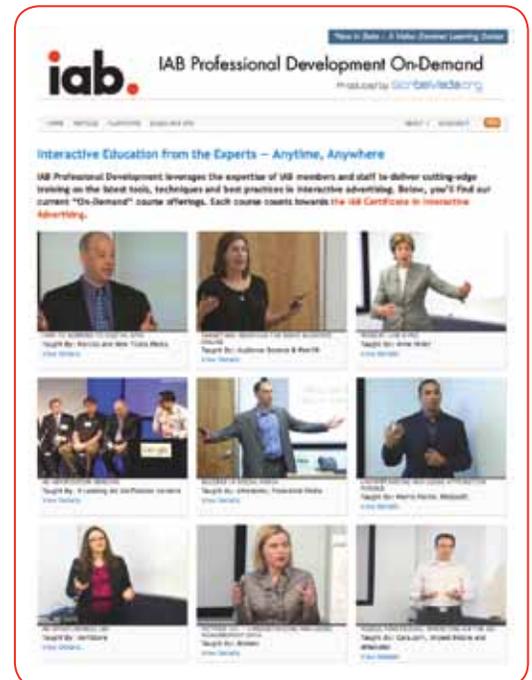
with driving the growth of the mobile marketing, advertising, and media marketplace. With its own Board of Directors, vice president and general manager, as well as councils and committees, the new mobile center will actively develop market and consumer research; provide mobile advertising case studies; offer executive training and educational opportunities; issue standards and guidelines to increase accountability, reduce costs, and streamline the supply chain; showcase creativity in mobile advertising; and identify best practices in the burgeoning field. The intention is for the center to serve as the industry-wide resource for innovation in mobile advertising.

Mobile Web Advertising Measurement Guidelines

Measuring the ad impressions delivered by the mobile web can be quite different from counting the impressions generated by PC-based online ads, particularly if the advertisement is accessed from a feature phone rather than a smart phone. These operating differences, amplified by the growth of mobile web advertising, required that measurement guidelines be tailored for the mobile advertising industry. In November, IAB, with the MMA and the Media Rating Council (MRC), released the industry's first Mobile Web Advertising Measurement Guidelines for public comment. These guidelines are based upon but distinct from the 2005 pioneering IAB Interactive Audience Measurement and Advertising Campaign Reporting and Audit Guidelines. The objective is to define a mobile ad impression, establish a standard methodology for counting these impressions, and ultimately provide advertisers with a clear way to quantify the value of their investment in mobile advertising.

Prevailing Mobile In-Application Advertising Formats

The market for mobile advertising expands beyond the browser, as does IAB's engagement with this segment of the industry. In July 2010, IAB released the ecosystem's first benchmark for ad formats offered in mobile applications. The document summarizes the results of a survey of IAB member companies and showcases the current trends in in-app ad units and sizes spanning the seven major mobile/portable application platforms: Android, Blackberry, iPad, iPhone/iPod Touch, Palm, Symbian, and Windows Mobile. This first installment of a resource to be reg-



ularly updated by IAB provides guidance to the burgeoning mobile in-app marketing community.

Education & Training for Members

In 2010, the IAB Professional Development Program launched a new online, on-demand portal for distance learning; completed its first full year providing in-person classes to more than 500 employees of agencies, marketers, and publishers; and awarded its first Certificates in Interactive Advertising. To qualify for the certificate, each student had to accumulate 40 hours of instruction. Courses included Advertising Effectiveness 101, Professional Presentations: Turn Information Into a Story That Sells, Secrets to Success in Social Media, and The Right Ad for the Right Consumer at the Right Time: Data-enabled Advertising Through Exchanges and DSPs, among others.

Council & Committee Highlights

IAB Committees and Councils

IAB Committees and Councils dedicate their significant resources toward turning IAB's objectives into accomplishments. Here are just some highlights of their contributions in 2010:

Ad Operations Council

- Ad Operations Summit
- Ad Verification Day

Digital Audio Committee

- Digital Audio Advertising Overview

Digital Video Committee

- Digital Video Agency Day

Games Committee

- Updated Games Advertising Overview Report

Interactive TV Committee

- Interactive Television Advertising Overview

Legal Affairs Council with the Ad Operations Council

- Standard Terms and Conditions Version 3.0

Local Committee

- Targeting Local Markets: An IAB Interactive Advertising Guide

Mobile Advertising Committee

- Prevailing Mobile In-Application Advertising Formats document
- Mobile Web Advertising Measurement Guidelines
- Mobile Marketplace Event

Multicultural Council

- U.S. Latinos Online: A Driving Force document

Networks & Exchanges Committee

- Networks & Exchanges Quality Assurance Guidelines
- Networks & Exchanges Marketplace Event

Public Policy Council

- IAB and the NAI released the CLEAR Ad Notice Technical Specifications
- Launch of Advertising Option Icon
- Long Tail Alliance Washington Fly-In

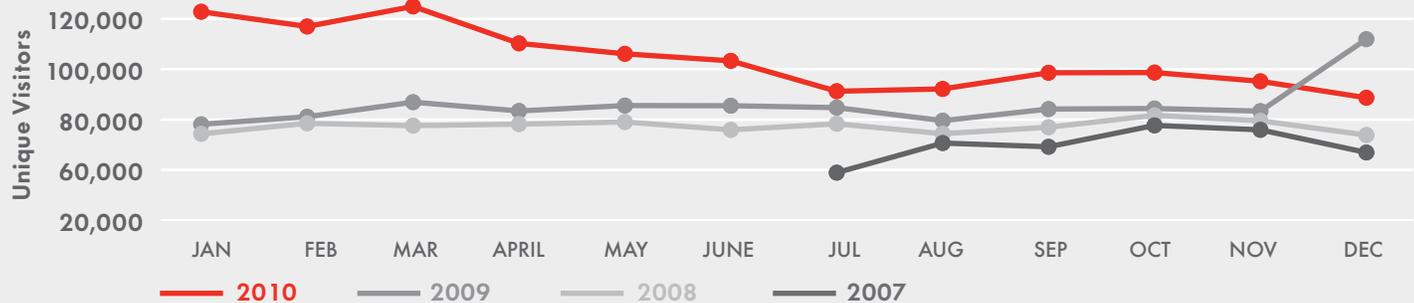
Research Council

- Seller's Guides, kicked off with Autos
- Interactive Advertising and the Optimal Marketing Mix study
- An Evaluation of Methods Used to Assess the Effectiveness of Advertising on the Internet

Social Media Committee

- Social Media Buyer's Guide

IAB.NET TRENDS STABILIZE BUT FULL-YEAR NUMBERS INCREASE YEAR OVER YEAR



Note: 2007 data not available prior to 7/1/2007

Creativity in Interactive Advertising

Great advertising is emotionally resonant and culturally significant, builds powerful and memorable brands, and inspires consumers to welcome marketing messages into their

ers and media companies, and to industry experts in ad operations to develop new ad formats that would inspire the creation of premium online experiences with the audience as first priority. We dubbed this initiative Rising Stars.

Rising Stars Emerge

Rising Stars began with an unprecedented call for the submission of new, brand-hospitable display ad formats to enhance the existing list of standard ad units. Submissions came from more than two dozen forward-thinking companies across the ecosystem, and winners were chosen based on criteria, including how the ad format positively impacts user experience, how well it empowers brand messaging, and how easily the new unit could be adopted within the marketplace. This wisdom-of-the-crowd approach—involving creatives, technologists, publishers, sales executives, and marketers—represents the first time in IAB history that we asked representatives of the entire value chain to work together to innovate new ad formats specifically for brand marketers. The select ad formats will be evaluated in-market, and if adopted by the industry, will be officially included as part of the IAB's standard ad unit guidelines. Already, seven of the IAB standard ad units comprise approximately 80 percent of all online ads served in the U.S.

IAB MIXX Awards Expand

The MIXX Awards celebrated, and by extension nurtured, creativity in online advertising industry by honoring the forces behind brilliant ad executions



Best in Show campaign called "Hacking Reality" by Digital Kitchen for HBO's hit show True Blood

daily lives. The innovative interactivity available in online media enhances advertisers' opportunities for striking creative that deeply engages consumers.

In 2010, IAB reached out to its Agency Advisory Board—composed of elite creatives from top advertising agencies—to thought leaders at major market-



Winner of the Rich Media Display Ad, a single execution entitled "Call Woody" by Digitas and Publicis for T.G.I. Friday's



Winner of the Experimental and Innovative category, the iPhone app-based Real Racing GTI campaign by AKQA for Volkswagen

and campaigns. The all-star panel of judges—spanning the most influential advertising agency executives, top-tier marketers, and major media company leaders—advanced the MIXX Awards’ reputation as the leading interactive accolade. Three new categories in 2010 acknowledged groundbreaking, evolving creative possibilities in interactive—Rich Media Display Ad, Experimental and Innovative, and VOD and Interactive Television. The prestigious Best in Show award was presented to HBO and the agency Digital Kitchen for their creation of the True Blood campaign called “Hacking Reality.”



Winner of the VOD and Interactive Television award, a campaign called “Cold Sore Confessions” for Abreva by BrightLine iTV

IAB Agency Advisory Board

The IAB Agency Advisory Board, consisting of some of the best-known creative agency executives in the U.S. as well as media agency leaders and executives representing earned media, reinforces the importance of premium online experiences by infusing the conversation about online advertising with a clear call for creative excellence. In 2010, the board lent great support to the Rising Stars campaign and the MIXX Awards.

IAB Agency Advisory Board 2010

Brad Brinegar, Chairman & CEO, McKinney, Founding Chair, IAB Agency Advisory Board

Julie Atherton, Worldwide Director Digital, Hill & Knowlton

Tom Bedecarré, Chairman, AKQA

Jeff Benjamin, Interactive Creative Director, Crispin Porter + Bogusky

Emma Cookson, Chairman, BBH New York

Colleen DeCourcy, Founder, Socialistic

Brian DiLorenzo, Director of Integrated Production and Executive Director of Content, BBDO

Maria Luisa Francoli, Global CEO, MPG

Quentin George, Chief Digital Officer, Mediabrands

Nick Law, EVP & Chief Creative Officer, R/GA

Michael Lebowitz, Founder & CEO, Big Spaceship

Jean-Philippe Maheu, Worldwide CEO, Publicis Modem

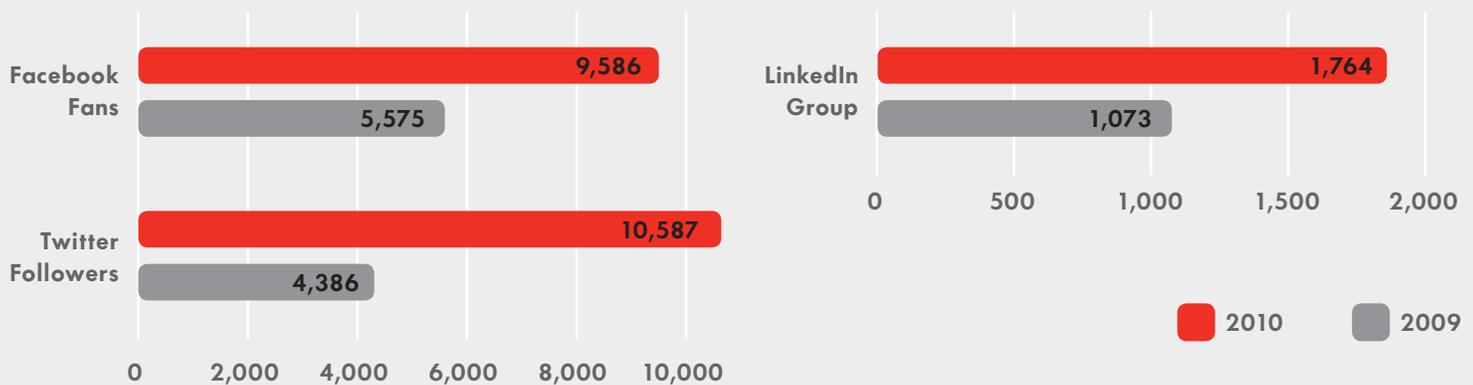
Ty Montague, Co-Founder, co collective

Benjamin Palmer, Co-Founder & CEO, Barbarian Group

Steve Wax, Co-Founder, Campfire

Bryan Wiener, CEO, 360i

IAB SOCIAL MEDIA REACH CONTINUES TO GROW



IAB Events at a Glance

Powerful decision makers and the brightest minds in the ecosystem addressed sold-out audiences at IAB events—the center of gravity for the interactive industry. In 2010, IAB events attracted more of our members' clients than ever before, with 40 percent of audiences composed of marketers and agency executives.

Blake Irving, ▶
Chief Product Officer,
Yahoo!,
MIXX 2010



Faris Yakob,
Chief Innovation
Officer,
MDC Partners,
IAB Mobile
Marketplace 2010



Tina Sharkey, ▶
Chairman and Global
President,
BabyCenter,
Innovation Days@
Internet Week 2010



▶
Dick Costolo,
Chief Executive Officer,
Twitter,
MIXX 2010

▶
Jeff Leveck,
President,
Global Advertising and
Strategy,
AOL,
MIXX 2010

2010 HIGHLIGHTS

◀ **Sheryl Sandberg,**
Chief Operating Officer,
Facebook,
MIXX 2010

Randall Rothenberg, ▶
Tyra Banks,
Founder, Bankable
Productions,
Joanne Bradford,
Chief Revenue Officer,
Demand Media,
MIXX 2010

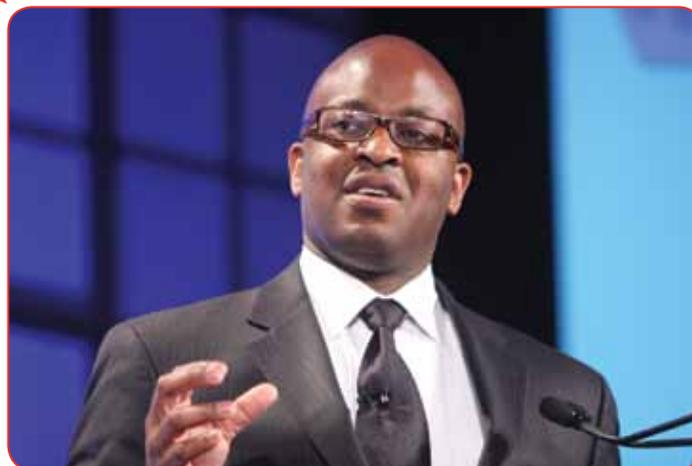


Susan Wojcicki,
Vice President,
Product Management,
Google,
Annual Leadership
Meeting 2010 ▶



Frank Cooper III,
Senior Vice President,
Chief Consumer
Engagement Officer,
PepsiCo Americas,
Annual Leadership
Meeting 2010 ▶

Darren Huston,
Corporate Vice
President,
Global Consumer
and Online,
Microsoft,
MIXX 2010 ▼



2011 Operating Agenda: Digital Everywhere



MAKING MEASUREMENT MAKE SENSE

- Drive process, with cross-industry partners, to develop standardized digital metrics that will work across platforms
- With cross-industry partners, recommend structure and process for the creation of a measurement governance body that will manage change and quality of metrics as media evolve
- Formulate best practices for brand impact studies
- Engage the industry in debate through IAB Blog
- Educate about and advocate the lessons from the audits of third-party measurement companies



BUILDING BRANDS ONLINE

- Unveil new Rising Star ad formats to inspire creativity
- Reveal marketer "eureka moments" with the Case Study Road Show
- Showcase stunning industry creative through new online creative gallery
- Cultivate creativity online with the marketer boot camp
- Increase efficiency through rich media toolkit
- Gain insights from consumers about brand engagement
- Enrich sales presentations with online sales kit



PROTECTING PRIVACY

- Monitor compliance with Self-Regulatory Principles for Online Behavioral Advertising
- Enforce these principles within the IAB through Code of Conduct
- Educate consumers through Phase II of public service campaign
- Assemble CEOs in front of Congress to support industry initiatives
- Define mobile and social media privacy practices



DATA DEMYSTIFICATION

- Train the data ecosystem in the current, overarching practices of usage and control
- Define the more intricate details of business models that are based on data usage and control and determine best practices
- Streamline data transfers with data interoperability standards
- Issue a clause about data control for the existing Terms & Conditions Version 3.0
- Ensure the integrity of data and the practices of the behavioral advertising ecosystem with a quality assurance program



MOBILE MARKETING CENTER OF EXCELLENCE

- Promote the expansion of mobile marketing through research, training, and evangelism
- Foster industry consensus on common technical specifications for mobile rich media ad serving
- Showcase exciting and inspirational creative executions of tablet advertising
- Publish buyer's guide to tablet advertising



SUPPLY CHAIN SIMPLIFICATION

- Develop guidelines that can be used as audit criteria for companies engaged in ad verification
- Increase awareness of, adoption of, and compliance with Networks & Exchange Quality Assurance Guidelines
- Establish process to better monitor member compliance with IAB guidelines
- Encourage adoption of Impression Exchange Solution and the Standard Ts&Cs
- Build functionality to E-Business Interactive Standards' specifications

Committees

IAB Committees are each based on a specific platform within the interactive advertising medium. 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.

Councils

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

Working Groups

Working Groups are sponsored by Committees or Councils in order to directly address 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.

2010 Committees & Councils and their Co-Chairs

Audio Committee

Andy Lipset, *Targetspot.com*
Brian Benedik, *Katz360*

Digital Video Committee

Joey Trotz, *Turner Broadcasting System*
Geoffrey Coco, *Microsoft Advertising*

Games Committee

JJ Richards, *Microsoft*
Dave Madden, *WildTangent*

Interactive TV Committee

Chris Falkner, *NBC*
Jared Iwata, *Time Warner Cable*

Lead Generation & Email Committee

Lana McGilvray, *Datran Media*

Local Committee

Ed Darmanin, *Weather.com*
Victor Wong, *PaperG*

Mobile Advertising Committee

Sharon Knitter, *Cars.com*
Cameron Clayton, *Weather.com*

Networks & Exchanges Committee

David Moore, *24/7 Real Media*
Jay Sears, *CONTEXTWEB*

Search Committee

Daniel Schock, *Google*
Saleel Sathe, *Microsoft*

Social Media Committee

Chris Cunningham, *Appsavvy*
Seth Goldstein, *SocialMedia.com*

Ad Ops Council

Adrian D'Souza, *Google*
Dan Murphy, *Univision*

CFO Council

Lisa Campbell, *Cars.com*
Michael Cohen, *Yahoo! Contributor Network*

Legal Affairs Council

Jason Rynning, *Microsoft Advertising*
Stephen Hicks, *Ziff Davis*

Multicultural Council

Borja Perez, *Telemundo*
Mark Lopez, *Terra Networks*

Public Policy Council

Dave Morgan, *SimulMedia*

Research Council

Beth Uyenco Shatto, *Microsoft Advertising*
Stephanie Fried, *NBC Universal*

Sales Executive Council

Sheila Buckley, *Weather.com*
Brian Quinn, *Triad Retail Media*

2010 Working Groups

Ad Verification Working Group

Audio Platform Status Report Working Group

CFO Benchmarking Survey Working Group

Code of Conduct Working Group

Data Usage & Control Taskforce

Digital Video & TV Synergies Research Working Group

Digital Video Evangelism Working Group

E-Business Working Group

Email Creative Best Practices Working Group

Email Ts & Cs Working Group

Games Platform Status Report Working Group

Hispanic Working Group

Impression Exchange Solutions Working Group

ITV Platform Status Report Working Group

Local Targeting Working Group

Mobile Ad Measurement Working Group

Networks & Exchanges Self-Certification Guidelines Working Group

Networks & Publishers Ts & Cs Working Group

Nomenclature Working Group

Rising Stars Taskforce

Sales Recognition Working Group

Social Media Buyers Guide Working Group

Tablets Taskforce

Ts & Cs Working Group

IAB MEMBERSHIP

We'd like to thank all of our members for their support throughout the years. With your ongoing participation, the ranks of the IAB will continue to grow. To learn more about IAB membership opportunities, please visit www.iab.net/member_center.

General Members

24/7 Real Media, Inc.
33Across Inc.
4INFO
A&E Television Networks
AARP
AccuWeather.com
adap.tv
Adconion Media Group Ltd
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NextNewNetworks
NHL
Northstar Travel Media
OpenX Limited
Orange Advertising Network

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PaperG, Inc.
Peerset
Phorm, Inc.
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Pulse 360
Q Interactive
Rainbow Advertising Sales Corporation
Reader's Digest Association Interactive
Resonate Networks
RockYou!
Rodale, Inc.
Rovi Corporation
Scripps Networks
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Simulmedia
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Sojern
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Sony Pictures Television
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SpotXchange
Strategy+Business
Tapjoy Inc.
TargetSpot
Terra Networks USA
The Huffington Post, Inc.
The New York Times Company
The Rubicon Project
The Wall Street Journal Digital Network
The Weather Channel
TheStreet.com

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Kikin
LIN Television
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Myvideorights.com Inc.
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NeoEdge Networks
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Rapleaf

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Spiceworks
Sprout
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Technorati Media
The Business Insider
The Goodway Group
The Rubicon Project
TidalTV
Triad Digital Media
TubeMogul
ValueClick Media
Vertical Search Works, Inc.
Yelp Inc.
Ziff Davis Enterprise



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Time Out New York
Time Warner Cable
TRAFFIQ
Travel Ad Network
Tremor Media
Trip Advisor LLC
TVGuide.com
Undertone Networks
Univision Interactive Media
US News & World Report
USATODAY.com
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Vibrant Media
VideoEgg
Warner Bros. Media Research
Washington Post Digital
WeatherBug
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WorldNow
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Yahoo!, Inc.
YieldBuild Inc.
YuMe
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Zillow Inc.

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America
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Verified Audit Circulation
Vivox
Vizu
WebTrends
YieldEx, Inc.
Zeta Interactive

**View a list of the IAB
Long Tail Alliance Members at
www.iab.net/LTAMemberlist.**

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SQAD
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The Hacker Group
The Media Innovation Group
The Trade Desk, Inc.
thisMoment, Inc.
V12 Group Inc.
Visible Measures
WiT Media
XA.net, Inc.
XGRAPH, Inc.

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IDG Communications

Bruce Gordon
Disney Interactive Media Group

David Morgan
Simulmedia

David Moore
24/7 Real Media

Dennis Woodside
Google

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NBC Universal

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IDG Communications

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Mitch Golub
Cars.com

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(Discovery Networks)

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Time Inc.

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24/7 Real Media

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Nada Stirratt
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Bill Todd
ValueClick

Lisa Utzschneider
Amazon.com

Rik van der Kooi
Microsoft

Lauren Wiener
Meredith

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USATODAY.com

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116 East 27th Street, 7th Floor
New York, New York 10016
212 380 4700

The Interactive Advertising Bureau (IAB) is comprised of more than 460 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.



**POWERFUL... PRACTICAL...
PROVOCATIVE**

IAB EVENTS 2011

IAB ANNUAL LEADERSHIP MEETING

ECOSYSTEM 2.0: THE PEOPLE VS. DATA

February 27-March 1, 2011 • La Quinta Resort & Club, La Quinta, CA

IAB CASE STUDY ROAD SHOW

March 14 • New York | March 16 • Detroit | March 29 • Los Angeles
April 6 • Chicago | April 12 • Dallas | April 14 • San Francisco

DIGITAL VIDEO: IAB MARKETPLACE

April 4, 2011 • New York

NETWORKS & EXCHANGES: IAB MARKETPLACE

May 16, 2011 • New York

IAB INNOVATION DAYS @ INTERNET WEEK

THE FUTURE OF DISPLAY

June 8-9, 2011 • New York

MOBILE: IAB MARKETPLACE

July 18, 2011 • New York

IAB MIXX CONFERENCE & EXPO

October 3-4, 2011 • New York

IAB MIXX AWARDS

October 4, 2011 • New York

IAB AD OPERATIONS SUMMIT

November 7, 2011 • New York

Learn more @ www.iab.net/events

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

iab.