



2023

ANNUAL REPORT



Table of Contents



CEO LETTER	2
2023 HIGHLIGHTS	3
PRIVACY AND ADDRESSABILITY	4
EVOLUTION OF DIGITAL MEDIA	5
MEASUREMENT	5
TRUST AND TRANSPARENCY	6
LEADERSHIP: IAB EXECUTIVE COMMITTEE & BOARD 2023	7
IAB CENTERS OF EXCELLENCE:	9
EXPERIENCE CENTER	9
MEASUREMENT, ADDRESSABILITY & DATA (MAD) CENTER	11
MEDIA CENTER	13
PUBLIC POLICY & LEGAL AFFAIRS	16
LEARNING & DEVELOPMENT	19
RESEARCH & INSIGHTS	20
IAB EVENTS 2023	21
IAB TECH LAB	25
IAB GLOBAL NETWORK	28
IAB MEMBERS	30
COMMITTEES, COUNCILS, TASK FORCES & WORKING GROUPS	32
FINANCIAL REVIEW	33
IAB NEW CORE VALUES	35
WHO WE ARE	36
IAB EVENTS 2024	38

2023 IAB Annual Report CEO Letter



2023 was a challenging year. Between geo-political tensions around the globe, and the slowing of our industry following a pandemic-fueled growth spurt, we got a taste of what the next stage of digital industry growth looks like.

We are operating in an environment that is dynamic and filled with competing tensions. Multiple wars are being fought, and resolution looks unlikely in the immediate term. The state of American democracy remains unsettled, and a record-high number of Americans (39%), say they don't trust the media at all. Half of Americans believe that news organizations are trying to deliberately mislead them.

In short, after all we've been through as human beings and digital executives over the past few years, as we close the book on 2023 and enter 2024, it is safe to say that we find ourselves in a state of muted optimism.

We are at a critical inflection point in our digital evolution, a pivot point between the past and the future, a time I think we'll look back on as "The In-Between Years".

In this time, there are two things we have to keep in mind.

First, there is a lot that we can, and must, do now to shape the future.

And second, what we do now can make an enormous difference—and that is a cause for greater optimism.

The industry we've all chosen as our life's work is one that's characterized by change and continual reinvention. It's a very different business than it was 10 years ago, and the pace of change continues to accelerate. At the close of 2023, The Hollywood Economy now has a serious Creator Economy alongside it, one that Goldman Sachs projects could approach half-a-trillion dollars by 2027. Generative AI burst onto the scene at the end of 2022 and has been part of nearly every industry conversation since. The next round of streaming wars are underway, with advertising-supported streaming at the center of it. The importance of retail media networks and the changes to commerce are part of nearly every conversation, and our IAB Connected Commerce Summit: Retail Reimagined sold out in no time. Podcasting is now a full-funnel medium, embraced by advertisers for brand-building. Digital OOH continues to become more data and technology driven, with programmatic connections making it easier than ever to execute a truly cross-platform campaign. We're also building on the success of our inaugural IAB Gaming and Immersive Media Leadership Summit.

That is a lot of progress and evolution, and we should all reflect on the positive change that we are driving on behalf of our industry and our society. What we do matters, a lot.

In 2023, we redoubled our efforts to build awareness and focus on national privacy legislation. Change in Washington, D.C. is a gradual process, and often complicated



by partisan politics, but those efforts will pay off in the coming years. We've always known this would be a marathon and not a sprint, and in this political environment getting the attention we need isn't always easy.

But these efforts are vital, especially as we near the end of the third-party cookie. With many in the industry not as prepared as they need to be, IAB has devoted substantial time to educational efforts, highlighting the changes and opportunities in a new portfolio of addressability solutions. We have also spent a lot of effort on measurement and attribution, setting up our Attention Measurement Task Force, a CTV Measurement Webinar Series, and publishing our Retail Media Measurement Guide, which showed how to optimize first-party data and closed loop measurement.

Now in its tenth year, IAB Tech Lab had a busy year as well, publishing programmatic standards in podcasting, forming an Advanced TV Commit Group, rolling out the Global Privacy Platform, and collaborating with AdNetZero and the Global Alliance for Responsible Media (GARM) on sustainability initiatives.

While there's a great deal of reinvention work to be done, I'm more than cautiously optimistic about the year ahead. If we continue to work together the way we have since the beginning of our ad-driven digital economy, we have the opportunity to shape a smarter, better, more successful industry for all of us.

Please participate in IAB committees, councils and working groups, make your voices heard, and help us push things forward.

With appreciation

David Cohen
Chief Executive Officer, IAB

Future-Proofing the Digital Ecosystem and Seizing the Moment

What a difference a year makes. In just the last 12 months, we've seen generative AI radically and fundamentally reshape the discourse in our digital ecosystem. Retail media has upended the world of media and retail at the same time. The streaming revolution continues its spiral outward, expanding where we can watch, listen, and reach audiences. Meanwhile, the debates around currency and measurement are accelerating, and they are transforming how we buy—and how we measure success.

And through it all, data privacy has become an ever more pressing issue that has the potential to dramatically reshape everything about the digital economy, despite regulatory delays at the national level.

The challenges our industry faces are formidable and, in some cases, existential—and they are coming at us fast. In fact, there has never been a time where there's so much change in play at one time.

rooms and beyond, there are exciting possibilities for the future. 2023 has shown us that progress is possible for solving some of our industry's most vexing problems.

At IAB, we believe that persistent and determined education about these changes can be a force for good. We're an industry of builders, and our job in the face of uncertainty is to build the things that matter: the standards, technologies, and guardrails that lead to a future that's better for everyone.

AdAge

IAB's 2024 Predictions—Why The Creator Economy, AI and Privacy Regulations Will Have a Big Year

With Strong Fundamentals in Place, Change Can Be a Catalyst, Not Chaos

In 2023, we focused our efforts on four key areas vital to a healthy and thriving digital ecosystem: privacy and addressability; the evolution of digital media; measurement; and trust and transparency.

Here are highlights of our most significant accomplishments this past year.

2023 IAB ALM | The State of Play: Baseball, Money, and the Future of Sports— David Cohen, Chief Executive Officer, IAB, in Conversation with Alex Rodriguez, Chairman and CEO, A-Rod Corp

But With Non-Stop Change Comes Boundless Opportunity and a Genuine Reason for Optimism

Innovation is everywhere (witness generative AI, which has triggered a wave of new products and investments this year). The upheaval in “Big Tech” has created opportunities for everyone to find the talent they need to thrive. And with the meaningful evolution of video to data-driven advanced TV and streaming to the rise of data clean



IAB ALM 2023: Remarks from Incoming Chair | Alysia Borsa, Chief Business Officer and President of Lifestyle, Health, and Finance, Dotdash Meredith



IAB PlayFronts 2023: Gaming and the Creator Economy: How Can Brands Join in the Fun? | Arda Genç, Co-Founder and CEO, LIVAD Technologies



The Evolution of Privacy and Addressability

As we approach an election year in 2024, the regulatory impasse continues in Washington, D.C. Calls for AI legislation, protecting children, and other opportunistic efforts to curb the power of “big tech” will take center stage while our industry’s data privacy concerns are unlikely to rise on the priority list in the near term. And yet, a patchwork of state, national, and international privacy regulations is creating a compliance headache for our industry and IAB is working tirelessly to advocate for a solution on our members’ behalf.

ADWEEK

The Rush to Measure Attention Calls for a Collaborative and Coordinated Approach

IAB Tech Lab has been focused on bringing the industry together and creating standards to achieve predictable privacy for consumers, increase accountability and trust for the industry, and improve market innovation and competition. **The Global Privacy Platform (GPP)**, now in version 1.1, provides a standardized means for parties, such as the hosting publisher or an advertising vendor, to access these preferences. The Tech Lab also released final versions of the private audience activation specification named **Open Private Join & Activation (OPJA)** and the **Data Clean Rooms (DCR) Guidance** to improve the understanding of data clean rooms in digital advertising.



IAB Tech Lab REARC Build for Privacy Series, London, UK | Holistic Identity Strategies | Ed Pizey, VP, Data & Technology Consulting, Publicis Media; Christian Carlsson, Head of Addressability Solutions, LiveRamp; Mathieu Roche, CEO & Co-Founder, ID5; Alasdair Cross, VP, Sales, Roqad; Shailley Singh, EVP, Product, and COO, IAB Tech Lab

The IAB **Multi-State Privacy Agreement (MSPA)**, which launched in December 2022 now has more than 1,250 signatories. To continue this important work for the industry, IAB published an **Advertiser’s Guide to the MSPA**, maintains a **Certified Partner Program (CPP)** as part of its MSPA compliance framework, and in December 2023, IAB published the **Multi-State Privacy Compliance Toolkit**, a document that provides background to the state privacy laws and how to develop and approach to compliance from a legal and implementation perspective.



2023 IAB ALM: Defining the Rules of the Road: Privacy and the Future of Digital Advertising | Erin Egan, VP and Chief Privacy Officer, Public Policy, Meta

As the use of identity solutions grows, the industry must understand what they are, how they are integrated into the workflows, and their utility. The **IAB Tech Lab ID Solutions Guidance** document released in October is an informational guide for advertisers, publishers, media agencies, data collaborators, and advertising technology vendors to demystify the landscape and better understand the scope and scale of ID solutions so they can evaluate different ID solution partners.

Meanwhile, differential privacy has emerged as a preferred privacy-enhancing technology to share and analyze data, specifically measurement and attribution. The **Differential Privacy Guide** provides an overview of the technology, its application to ad tech use cases and common terms and levers used in managing privacy budgets in transactions using differential privacy.

In partnership with IAB Europe, the IAB Tech Lab is also committed to continuous improvement and development of the **Transparency and Consent Framework (TCF)** to meet the needs of users and regulators in Europe. Version 2.2 of the TCF was released in May 2023.

Finally, standards and compliance can only go so far. The IAB Public Policy and Legal Affairs teams continue to be a voice of reason on Capitol Hill and in the states, hosting events for Congress and our members including the **2023 IAB Public Policy & Legal Summit**, the **Internet for Growth D.C. Fly-In**, and the **2023 IAB State Privacy Law Summit**. Throughout 2023, IAB released a series of privacy webinars to navigate these fast-changing waters.

With your support we continue to make progress on privacy and what a post-cookie world can look like.



Harnessing the Evolution of Digital Media

Talk about a streaming revolution. U.S. digital video ad spend increased 21% year-over-year in 2022 to \$47.1 billion and is projected to rise 17% in 2023 to \$55.2 billion. Podcasting ad revenue is expected to more than double to \$4 billion by 2025. The IAB Media Center is focused on accelerating video and audio adoption in a cross-platform marketplace, quantifying the opportunity for brands and marketers in research including the **2022 Video Ad Spend & 2023 Outlook: Defining the Next Generation** and the **U.S. Podcast Advertising Revenue Study: 2022 Revenue & 2023-2025 Growth Projections** as well as the **U.S. Podcast Advertising Revenue Study 2023**.



2023 IAB ALM: An Unskippable Conversation | Michael Kassar, *Founder and CEO, MediaLink*; Jeremi Gorman, *President, Worldwide Advertising, Netflix*

IAB also brought together leaders for one-of-a-kind industry marketplaces like the **2023 NewFronts**, the **2023 IAB Podcast Upfront**, and the second annual **2023 IAB PlayFronts**—a marketplace dedicated entirely to advertising and partnership opportunities in the exciting and evolving gaming and esports industry. IAB also convened audio and video leaders for inspiration and innovation at the **IAB Video Leadership Summit 2023** in July and both the **IAB Audio Innovators Leadership Summit 2023** and the **IAB Gaming and Immersive Media Leadership Summit 2023** in October. IAB also held the first-of-its-kind **IAB Measurement Leadership Summit** at ALM in January.



Why Streaming Services Are Pushing Subscribers to Ad Tiers – Next to Digital Media

And new digital media opportunities abound. Retail media is hurtling towards a **staggering \$45 billion market in 2023** with a projected \$10 billion increase in 2024. To help our members seize the moment, IAB released **Retail Media 2023: Operational Strategies to Meet the Growth Potential**, which offers specific recommendations on what everyone across the ecosystem can do to drive success. And the **IAB Connected Commerce Summit: Retail Reimagined** showcased the latest technologies revolutionizing the retail media shopping experience and critical discussions to move towards standards.

Next-Generation Measurement for an Evolving Digital Landscape

As the digital ad industry continues to suffer from signal loss and the evolution of state-level privacy legislation, the demand for privacy-preserving technology that enables critical, data-driven advertising has never been greater. The **IAB State of Data 2023** research, now in its sixth year, examines how data clean rooms and other privacy-preserving technology, including customer data platforms, consent management platforms, data management platforms, and identity solutions are being managed and activated. IAB sought to identify the challenges that ad buyers and sellers are facing when leveraging these technologies.

This moment—as retailers are still figuring out what it means to be a publisher—is a key moment for IAB. We can—and will—play a vital role in driving collaboration between the buy and sell sides. IAB and the Media Rating Council (MRC) have been working together to establish the **IAB/MRC Retail Media Measurement Guidelines** through cross-industry collaboration.



2023 IAB ALM | Recalibrating Measurement & Attribution | Therran Oliphant, *SVP Data & Technology NA, Essence*; Hass Khalife, *Global Head of Marketing Technology, General Motors*; Travis Clinger, *Senior Vice President, Activations and Addressability, LiveRamp*; Angelina Eng, *Vice President, Measurement, Addressability & Data Center, IAB*



2023 IAB Connected Commerce Summit: Retail Reimagined 2023 | Creating Consensus Through Retail Media Standards | Jessie Dowd, *Editorial Director, Path to Purchase Institute*; Jill Cruz, *Executive Vice President, Commerce Strategy, Publicis Commerce*; Jeffrey Bustos, *Vice President, Measurement, Addressability & Data Center, IAB*; Ron Pinelli, *Senior Vice President, Digital Research and Standards, Associate Director, Media Rating Council*; Claire Wyatt, *VP, Business Strategy & Marketing Science, Albertsons Media Collective*

ADWEEK

Using Attention Metrics, Publishers Aim to Prove Their Ads Work

CTV and gaming also present measurement challenges. In addition to the **Open Measurement Software Development Kit (OMSDK)**, which was updated last year to bring consistent video viewability measurement signals to CTV environments, we continued to make improvements to gaming and CTV measurement this year. The webinar series **Measuring What Matters in CTV** from the IAB Media Center highlights key solutions in CTV measurement as it relates to audience and privacy-centric measurement.

IAB is committed to addressing modern management’s expectation of more accountable marketing and media spending—and the challenges of delivering in a volatile regulatory environment. Defining best practices and guidelines for addressability, attribution, brand safety, ad fraud, and privacy is a core part of the IAB mission.

POLITICO

Biden Calls for Ban of Online Ads Targeting Children

Building Trust and Transparency in the Supply Chain

IAB and IAB Tech Lab are dedicated to ensuring there is healthy competition, innovation, and growth in the digital advertising industry. The IAB Tech Lab’s Transparency Center, launched in 2021, is now part of the Tech Lab Tools Portal, a centralized resource for metadata about participants in the ad tech ecosystem. This includes data from IAB Tech Lab specifications like **Authorized Digital Sellers (ads.txt)** and **Sellers.json** from companies that have adopted the **Data Transparency Standard**. These data sets reduce fraud by identifying unauthorized supply paths and then targeting inventory from partners that adhere to specific industry compliance programs.



2023 IAB Tech Lab Summit: IMPACT | Direct Supply Paths: The New SPO | Hillary Slattery, Director of Programmatic, Product, IAB Tech Lab; Will Doherty, VP, Inventory Development, The Trade Desk; Jaan Janes, VP, Publisher Partnerships, PubMatic



2023 IAB ALM | Building More Responsible Business Practices | Sheryl Goldstein, EVP, Chief Industry Growth Officer, IAB; Robert Gibbs, Global Chief Executive Officer, Nomology; Jay Livingston, Chief Marketing Officer, Shake Shack; Armando Turco, Executive Director, Brand and Creative, Oatly; Alicia Parker, Chief Marketing Officer, Tishman Speyer

Besides the core standards, the IAB Tech Lab continues to educate and build awareness around trust and transparency throughout the year. **The IAB Tech Lab Summit 2023: Impact** was held in June and was the premier industry event exploring technology solutions to the most pressing challenges facing the digital advertising industry. The event covered artificial intelligence, consumer privacy, advanced TV, and sustainability initiatives, and had an emphasis on supply-chain security including authorization mechanisms like ads.txt, and authentication mechanisms for device and ecosystem partners with ads.cert.

In short, our work in 2023 was foundational and essential for the continued vitality and success of our industry. And we could not do it without your support. We look forward to seeing all our members at the **2024 IAB Annual Leadership Meeting** where our work building the digital future we all want continues.



2023 IAB Tech Lab Summit: IMPACT | Opening Remarks | Anthony Katsur, CEO, IAB Tech Lab



IAB Executive Committee & Board 2023



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David Cohen



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NETFLIX



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Disney Advertising



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Shenan Reed
L'ORÉAL



Joe Zawadzki
Aperiam Ventures



Elizabeth Herbst-Brady
yahoo!



Craig Kostelic
CONDÉ NAST



Joy Robins
The New York Times



Unlocking Value in Emerging Platforms and Future-Proofing Our Industry

If the brief history of the internet has taught us anything, the platforms of today are not the platforms of tomorrow. To anticipate the seismic changes that are constantly underway in the digital ecosystem, the IAB Experience Center plays an active role in shaping the future of advertising. It focuses on emerging advertising channels and evolving consumer behaviors to help the industry understand and reach the consumer of today and tomorrow.

The Drum

Overheard at IAB PlayFronts: 'Gaming is the Mythology of the Digital Generation'

Key accomplishments of the IAB Experience Center in 2023 include:

IAB PlayFronts 2023

The second annual IAB PlayFronts, held in New York City in March, marked a significant milestone in the evolution of gaming as an advertising platform. The sold-out event showcased the latest trends and innovations in gaming and advertising and offered an immersive experience in the gaming ecosystem.



IAB PlayFronts 2023: Opening Keynote | Zoe Soon, Vice President, Experience Center, IAB

IAB Gaming and Immersive Media Leadership Summit

This inaugural event brought together advertising industry leaders to explore the burgeoning realms of gaming and immersive media. The summit explored current market trends and the anticipated growth of the extended reality industry to \$13.6 billion by 2025. The key insights and discussions were recapped in a **webinar available on demand**.

a.list

IAB PlayFronts: Gaming Is a Gateway to Gen Z and Gen Alpha

Finding Success with In-Game Advertising

Despite gaming's popularity (two-thirds of Americans play video games), it captures less than 10% of advertisers' budgets. An IAB study conducted with MediaScience highlights **five misperceptions** hindering investments around in-game advertising. These include beliefs that it's expensive to start, hard to find quality inventory, unable to deliver key objectives, difficult to measure, and not brand safe. Contrary to these views, the industry now offers scalable, cost-effective, and measurable advertising opportunities. The study, revealed at **IAB PlayFronts**, emphasizes gaming's unrealized potential for engaging vast audiences, urging the industry to reevaluate and embrace in-game advertising.



IAB Gaming & Immersive Leadership Summit | From Flat Screens to 3D Realms: The New Dawn of Content Engagement | Neil Redding, Founder and Chief Executive Officer, Redding Futures; Pam Zucker, SVP, Chief Strategy Officer, IAB

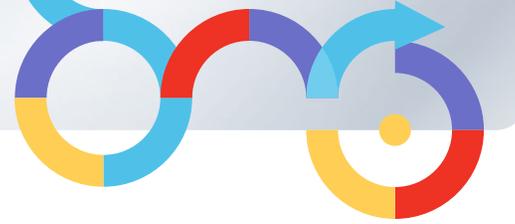
AXIOS

IAB PlayFronts Return To Debunk Gaming Misconceptions

Essential Resources and Training

The IAB Experience Center also collaborated with a working group of major industry players including publishers, ad tech companies, agencies, brands, and measurement companies and the IAB Learning and Development team to create essential resources for the industry including:

- **Gaming 360 | Curriculum and Instructor-Led Training** - This comprehensive course provided an in-depth understanding of the gaming ecosystem, the



advertising framework within gaming, and essential strategies for planning and targeting audiences. An in-person and virtual instructor-led course also featured expert panel discussion, focusing on the current challenges and opportunities in gaming advertising.

- **Day of Learning: Gaming and Immersive Media** – This event focused on the latest trends and best practices in gaming and immersive media advertising.
- **Legal & Business Issues in the Metaverse** – This training session on marketing and advertising in the Metaverse provided attendees with crucial insights into this nascent, yet rapidly evolving, space.



Gaming Looms Large as Opportunity for Brand Advertisers, IAB's Zoe Soon

The Creator Economy Opportunity

With millions of creators worldwide, the creator economy has grown exponentially over the last several years. Creators are this generation's directors, producers, and talents all rolled into one. They're also household names, with the power to make trends go mainstream overnight, spark cultural movements, and shape purchase decisions. To help marketers understand how to tap this opportunity, IAB created a **Creator Economy Committee**, which held its inaugural meeting in November. The first gathering focused

on sharing knowledge and identifying industry opportunities, addressing challenges like standardized metrics, influencer fraud, and nuances in creator acquisition. IAB also hosted a workshop in November and a **webinar** in December to highlight the profound impact creators have on consumers, how creator content can complement studio content, and insights from new IAB research called **The Creator Economy Opportunity: Where Authenticity Meets Impact** on the importance of creator-produced content.



IAB Creator Economy Workshop: IAB Creator Economy Research | Jack Koch, SVP, Research & Insights, IAB; Ruth Behr, Managing Partner, Talk Shoppe

2023 IAB EXPERIENCE CENTER GAMES BOARD

- | | |
|--|--|
| Jonathan Stringfield , <i>Activision Blizzard</i> | Veronica Parker-Hahn , <i>Meta</i> |
| Itamar Benedy , <i>Anzu</i> | Jay Schiller , <i>Microsoft Advertising</i> |
| Jude O'Connor , <i>Bidstack</i> | Kyle Mohan , <i>Neustar</i> |
| Sarah Stringer , <i>dentsu</i> | Adam Schlacter , <i>Niantic</i> |
| Amanda Rubin , <i>Enthusiast Gaming</i> | Samantha Lim , <i>Publicis Media</i> |
| Michael Cassin , <i>Equativ</i> | Karl Meyer , <i>Samsung Ads</i> |
| Mike Sepso , <i>ESL Faceit Group (Vindex)</i> | Ryan Moore , <i>SuperAwesome</i> |
| Cary Tilds , <i>Frameplay</i> | Rema Vasan , <i>TikTok, Inc.</i> |
| Walt Gao , <i>Google LLC</i> | Natrian Maxwell , <i>Trade Desk</i> |
| Wilson Standish , <i>Hearts & Sciences</i> | Bill Young , <i>Twitch</i> |
| Jennilee Dunwoody , <i>L'Oréal</i> | Dario Raciti , <i>Zero Code (Omnicom Media Group)</i> |
| Aaron Lange , <i>Marketing Architects</i> | Gabrielle Heyman , <i>Zynga</i> |

INSIDER INTELLIGENCE

Creator Content Is Now a Vital Part of the Mix, IAB Says. Here's What That Means for Brands

2023 IAB IMMERSIVE MEDIA BOARD

- | | |
|---|---|
| Adam Buhler , <i>Digitas LBI</i> | Keith Soljacich , <i>Publicis Media</i> |
| Darline Jean , <i>Google LLC</i> | Stephanie Latham , <i>Roblox</i> |
| Bradon Kaplan , <i>Journey</i> | RoseMarie Adamo , <i>Snap</i> |
| Suzanne Flint , <i>Microsoft Advertising</i> | Michael Dorf , <i>TelevisaUnivision</i> |
| Erin Schaeffer , <i>Niantic</i> | Dave Olesnevich , <i>The Weather Company</i> |
| Stan Joosten , <i>P&G</i> | Tony Gemma , <i>Yahoo</i> |

Essential Guidance in an Ever-Evolving Landscape



Changes in privacy legislation, the deprecation of third-party cookies and identifiers, and platform policies are affecting data collection, addressability, measurement, and optimization. IAB wants to ensure brands and publishers preserve the ability to communicate effectively with their customers and the IAB Measurement, Addressability & Data (MAD) Center provides essential industry guidance and education on changes in underlying technology and privacy regulations in a constantly evolving ecosystem. The center provides guidance on new addressability and measurement solutions to enable revenue growth, efficiency, and scale, with a focus on attention metrics, retail media networks and privacy-by-design solutions to reach and measure known and unknown audiences.



State of Data Town Hall: Data Clean Rooms | Jeffrey Bustos, *Vice President, Measurement, Addressability & Data Center, IAB*; Avanti Gade, *Client Success Lead, Head of Strategic Accounts, Habu*; Dana McGraw, *Senior Vice President, Audience Modeling & Data Science, Disney Advertising*; Jessica Simpson, *Senior Vice President, Global Solutions Consulting, Publicis Groupe*

ADWEEK

Despite a Bullish Market, Data Clean Rooms Face ROI and Privacy Challenges

Key accomplishments of the IAB Measurement, Addressability & Data (MAD) Center in 2023 include:

State of Data 2023: Data Clean Rooms & the Democratization of Data in the Privacy-Centric Ecosystem

As the digital ad industry continues to suffer from signal loss and the evolution of state-level privacy legislation, the demand for privacy-preserving technology that enables critical, data-driven advertising has never been greater. As part of our sixth annual State of Data initiative, IAB commissioned Ipsos to examine how data

clean rooms (DCRs) and other privacy-preserving technology, including customer data platforms (CDPs), consent management platforms (CMPs), data management platforms (DMPs), and identity solutions are being managed and activated. A survey of 200 data decision-makers at brands, agencies, and publishers, and 20 in-depth interviews reveal that although some companies leverage the capabilities that DCRs offer beyond privacy, most are not using the advanced measurement capabilities.

State of Data and Retail Media Roadshows and Town Halls

Following the **IAB State of Data Report**, IAB continued to showcase the collective findings with experts across publishers, agencies, and technology companies in a series of roadshows and town halls.

The MAD Center also led the **Road to Connected Commerce** before and after the first ever **IAB Connected Commerce Summit: Retail Reimagined** in September 2023. In 30+ sessions with IAB member companies, IAB delivered its perspective, recommendations, and insights, followed by an open conversation with the participants.



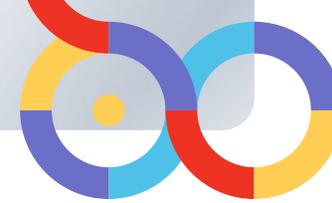
State of Data Audience Based Optimization with Attention | Angelina Eng, *Vice President, Measurement, Addressability and Data Center, IAB*; Josh Alvernia, *Co-Founder and Chief Executive Officer, Clue*; Marika Roque, *COO, KERV*



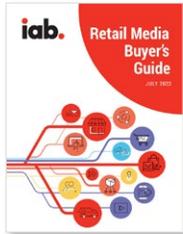
2023 IAB Measurement Leadership Summit: Undivided Attention | From the Publisher Lens | David Minkin, *SVP, Commercial Product Strategy and Digital Operations, Wall Street Journal*; Dr. Joetta Gobell, *SVP of Data Strategy and Insights, Dotdash Meredith*; Meredith Zhang, *Measurement Partner, TikTok*; Julian Zilberbrand, *EVP Advanced Media, Paramount*; Scott Linzer, *GM, North America, Lumen Research*

AdAge

Retail Media Networks—Everything Ad Buyers and Sellers Need To Know About the \$125 Billion Trend



IAB Retail Media Buyer's Guide



Released in July, this comprehensive guide explores the world of retail media, showcasing its immense potential for brands and retailers alike. As the first publication from the IAB Retail Media Committee, this guide sets the stage for future standards, insights, and resources that will shape the future of retail media. Explore the guide to gain valuable knowledge about the power of retail media, challenges faced, privacy landscape, audience strategies, unifying customer experiences, creative best practices, and more. IAB followed the release of the Retail Media Buyer's Guide with a series of courses and town halls that brought actionable insights to members throughout the year.

and retail media gave insights about the most impactful strategies to help brands stay ahead of the game. Forward-thinking keynote talks, engaging panel discussions, and interactive breakout sessions provided opportunities to learn where the future of retail commerce is headed and how it could improve your business. **View the highlights and watch our Commerce Leaders Spotlights (video series).**



As Advertisers Shift Budgets into Retail Media, IAB Releases Measurement Standards



IAB Releases Retail Media Buyer's Guide

IAB/MRC Retail Media Measurement Guidelines

As retail media surged to a staggering \$45 billion market in 2023 with a projected \$10 billion increase in 2024, the industry faces growing complexity. A central challenge is the lack of standardization across Retail Media Networks (RMNs). This has made it difficult to evaluate campaign performance and optimize investments effectively. Developed by the IAB Retail Media Measurement Working Group in collaboration with the Media Rating Council (MRC), this comprehensive document aims to bring uniformity and credibility to retail media measurement.

On the path to standardization, these retail media measurement guidelines were released in September for public comment during the **2023 IAB Connected Commerce Summit: Retail Reimagined**, which showcased the latest technologies and trends revolutionizing the shopping experience. From measurement and content innovation to personalized marketing and interactive experiences, thought leaders in e-commerce

IAB Retail Media 2023: Operational Strategies for Growth

Retail media has quickly emerged as an integral part of the omnichannel playbook. It was one of the fastest growing U.S. advertising channels in 2022 (+22% year-over-year to \$38 billion) and is expected to more than double across the next five years to **\$107 billion** as incremental and reallocated funds are funneled into its ecosystem. IAB partnered with BWG Strategy to survey 200 retail media ad buyers at brands and agencies and conduct over 30 interviews with senior decision-makers at retailers, brands, agencies, and intermediaries (i.e., DSPs, SSPs, and data providers) to understand what's working, what's not, and what's needed for all parties to operate at their full potential in the retail media ad ecosystem.

The IAB MAD Center is also leading two critical task forces for the industry: the **Attention Task Force** to develop a set of standardized attention metrics widely accepted and used in various applications and the **Terms and Conditions Task Force** in conjunction with the IAB Legal Affairs Council to create a standardized set of terms and conditions by which most online media buys occur.



IAB Connected Commerce Summit: Retail Reimagined | Jeffrey Bustos, Vice President, Measurement, Addressability & Data Center, IAB

2023 IAB MAD CENTER BOARD

Asif Rahman, AccuWeather
Chad Engalgau, Acxiom
Paula Despina, Amazon Ads
Dave Rosner, Audigent
Keith Bryan, Best Buy
Jon Roberts, Dotdash Meredith
Dan Slivjanovski, DoubleVerify

Aimee Irwin, Experian Marketing Services
Dan Taylor, Google LLC
Ram Padmanabhan, Havas Media Group USA, LLC
Maria DePanfilis, Hearts & Science
Kelly Rich, Horizon Media

Marc Rossen, In-Transition
Jamie Auslander, Infillion
Cara Pratt, Kroger 84.51
Stephanie Martone, Meta
Kyle Maurer, Monster Energy
Ameneh Atai, Nielsen
Robert Gibbs, Nomology

Nikhil Sharma, Roundel
Jay Goebel, The Trade Desk
Felix Zeng, The Weather Company, an IBM Business
Jorge Ruiz, TikTok, Inc.
Delphine Hernoux, Wavemaker
Emmy Grunseich, Yahoo

Propelling the Growth of Connected TV, Video, and Audio

The streaming video and audio revolution—and the places where we can watch and listen—are now boundless. The IAB Media Center serves as the cross-screen (omnichannel) umbrella under which the IAB Video and Audio Boards live. It identifies vital supply chain issues related to cross-media transactions and discusses how best to create the frameworks for the brand, publisher, and tech partnerships that are needed to engage directly with consumers in an increasingly fluid and privacy-constrained marketplace.

Key accomplishments of the IAB Media Center in 2023 include:



IAB NewFronts 2023: Welcome to Revvy... Where Pride Don't Stop! | Damian Pelliccione, Co-founder, CEO, Revvy

qualified advertising spend estimates for 2020 through 2022 and projected for 2023. Over 300 video buyers were surveyed across agencies and brands to understand the digital video marketplace, which is one of the fastest growing and most complex media channels.

2023 IAB NewFronts

Every year in spring, this premier sold-out event brings together buyers and sellers of original digital video content and offers a first look at the latest digital content from the major publishers in media and entertainment as well as insights from key tech enablers.

2022 Video Ad Spend & 2023 Outlook

Released at the 2023 IAB NewFronts, in conjunction with Standard Media Index (SMI) and Advertiser Perceptions, the report provides a lens into trends and



Ad Spending on Digital Video To Top \$55.2 Billion This Year, IAB Says

THE WALL STREET JOURNAL

Digital Video Publishers Tout AI and New Metrics at NewFronts Sales Events

2023 IAB Podcast Upfront

Now in its eighth year, the must-attend, invitation-only event provided a marketplace for brands, agencies, and media buyers to preview the latest in innovative podcast programming and to deepen their understanding of the opportunities to share marketing messages with highly engaged and receptive consumers that podcasting affords.



IAB Podcast Upfront 2023 New York City

U.S. Podcast Advertising 2022 Revenue & 2023-2025 Growth Projections

Released at the 2023 IAB Podcast Upfront and prepared for IAB by PwC, the report highlights podcasting's resilience and how it's growing faster than the total internet market. The report also breaks down 2022 podcast advertising revenue, revenues by industry category and content genre, and forecasts revenue growth for the next three years.



Audio and Video Advertising Landscape Decks

Compiled from IAB and other industry research and analysis and informed by consultations with industry practitioners, the video and audio advertising landscape decks provide a perspective on the current state of the video and audio advertising ecosystems. The modular presentations are easily designed to help educate sales, product, and marketing teams on changing consumer behaviors, ad spend, ad experiences and innovations, and market trends.

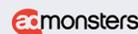
2023 IAB Video Leadership Summit (VLS)

The IAB Video Leadership Summit is an essential event for senior leaders across the converging TV and digital video ecosystem to generate actionable ideas for the industry. In June, the **2023 IAB VLS** gathering brought together 100+ participants in Asbury Park, NJ and focused on streaming UX challenges and opportunities, the



IAB Video Leadership Summit 2023 | Pam Zucker, SVP, Chief Strategy Officer, IAB; Susan Schiekofe, Chief Digital Investment Officer, GroupM; Aaron Sobol, Head of Media Investment and Partnerships, Unilever

currency conundrum, and consistent and flexible measurement to build trust across the ecosystem. An **on-demand recap webinar** summarized top takeaways from the leadership summit and provided an opportunity for participants to share insights and thought leadership as well as project next steps with the larger IAB video publisher, technology, agency, and brand community.



What Is the IAB's Podcasting Buyer-Seller Checklist?

2023 IAB Audio Innovators Leadership Summit



In its second year, the annual agenda-setting event for senior leaders across the digital audio and podcasting space, the IAB Audio Innovators Leadership Summit brought together invite-only participants from the marketing, media, agency, and technology sides of the ecosystem. At this year's event, IAB released the **IAB Podcasting Buyer-Seller Checklist** to enable agencies, brands, and publishers to have a common point of reference before negotiating or executing a podcast campaign. A **recap webinar** summarized

important findings and discussed the actionable ideas and solutions generated, debated, and conceptualized during the event.



IAB Audio Innovators Leadership Summit: Maximizing Addressability through Data: Digital Audio's Best Kept Secret

2023 IAB VIDEO BOARD

- James Smith, Amagi
- Chris Hock, Adobe
- Eric Kretzer, Amazon Ads
- Sam Bloom, Camelot Strategic Marketing & Media
- Michael Law, Carat
- Cara Lewis, dentsu
- Jenny Schauer, Digitas LBI
- Danielle Brown, Disney Advertising Sales
- Jason Lidofsky, Dotdash Meredith
- Pooja Midha, Effectv
- Mike Fisher, Essence Mediacom
- David Dworin, FreeWheel
- David Spencer, General Motors Company
- Brian Albert, Google LLC
- Susan Schiekofe, GroupM US
- Janine Cross, Harmelin Media

- David Campanelli, Horizon Media
- Evan Krauss, Index Exchange
- Laurel Rossi, Infillion
- Maureen Bosetti, Initiative
- Sean Galligan, Integral Ad Science
- Kelsey Pullen, LiveRamp, Inc.
- Katie Evans, Magnite
- Bianca Bradford, Meta
- Brian Matthews, National Football League (NFL)
- Michael Reidy, NBCUniversal
- Adam Gerber, Netflix
- Peter Naylor, Netflix
- Wil Danielson, Nexstar, Inc.
- Kelly Metz, Omnicom Media Group
- Chris Hawk, Papa John's Pizza
- Jarred Wilichinsky, Paramount
- Steven Ellis, Paramount

- James Wilhite, Publica
- Helen Lin, Publicis Media
- Carl Fremont, Quigley-Simpson
- Michael Scott, Samsung Ads
- Shelby Saville, Spark
- John Muszynski, Spark Networks
- Robert Klippel, Spectrum Reach
- Fernando Romero, TelevisaUnivision
- Chris Elliott, The Coca-Cola Company
- Tim Natividad, TikTok, Inc.
- Stacy Thomson, Intuit
- Aaron Sobol, Unilever
- Mike O'Donnell, VIZIO
- Jennifer Kohl, VMLY&R
- Jim Cowser, Voya Financial
- Ryan Gould, Warner Bros. Discovery





IAB Audio Innovators Leadership Summit: Cultivating Brand Engagement: AI-Driven Audio Strategies for Enhanced ROI | Erik Lundberg, *Chief Revenue Officer, ArtsAI*; Kurt Kaufer, *Co-Founder and Chief Growth Officer, Ad Results Media*; Jen Soch, *Executive Director, Specialty Channels (AdvancedTV, DR, Publishing, Audio and Local Video), GroupM*; Hetal Patel, *Executive Vice President, Research & Analytics, iHeartMedia*

Podcast Revenue Report 2023: Drivers, Strategies, and Tactics for Growth

To understand the drivers, strategies, and tactics that are propelling podcast ad revenues and uncover where the market is headed next, IAB and PwC conducted the second part of the Podcast Revenue Report, leveraging an in-depth quantitative survey of the leading podcast publishers and a series of discussions with industry experts. The study reveals what is emerging in the podcast space in the current year and provides timely recommendations for both the buy and sell-sides to capitalize on current and trending opportunities.

INSIDERADIO

IAB Report Tracks Podcasting’s Evolving Ad Trends, Including Rise of Brand Campaigns

CTV Measurement Webinar Series

This series of three webinars outlined the current state of development for solutions in CTV Measurement as it relates to audience, attention, and outcomes. Panels included representation from the publisher, agency, brand, tech and platforms. **Measuring What Matters in CTV** highlights key solutions in CTV measurement as it relates to audiences and privacy. The **Prove It to Move It** webinar highlighted key innovations in using CTV measurement to prove campaign performance and business outcomes, and **Harnessing the Power of Attention** focused on attention-based metrics as marketers are seeking solutions in the post-cookie world.



Measuring What Matters in CTV | Allyson Dietz, *VP, Measurement and Analytics, TransUnion*; Jennifer Kohl, *Chief Media Officer, U.S. Paid Media, VMLY&R*; Juliet Corsinita, *Head of Convergent Video Buying, Camelot Strategic Marketing & Media*; Wendy Arnon, *Director, Media Center, IAB*

The IAB Media Center aims to accelerate the seamless transition from traditional analog media channels to dynamic digital platforms and to empower innovative business models while fostering a captivating and consumer-centric media and advertising experience.

2023 IAB AUDIO BOARD

- Elli Dimitroulakos, *Acast*
- Anne Frisbie, *AdsWizz*
- Ken Lagana, *Audacy*
- Brittany Clevenger, *BetterHelp*
- Diana Anderson, *Carat*
- Chris Snyder, *Cox Automotive*
- Jennifer Hungerbuhler, *dentsu*
- Jen Soch, *GroupM US*
- Robert Hunt, *Hearts & Science*
- Lauren Russo, *Horizon Media*

- Carter Brokaw, *iHeartMedia*
- Scott Porretti, *Katz Media Group*
- Joe Cerone, *Magna Global*
- Gina Garrubbo, *National Public Media*
- Christopher Yarusso, *Publicis Media*
- Brian Berner, *Spotify*
- Priscilla Valls, *SXM Media*
- Sean King, *Veritone One*
- Jeanine Wright, *Wonderly, an Amazon Company*

Leading in a Shifting Regulatory Environment



IAB continues to be a strong force for policy and advocacy on behalf of our members at the federal and state level. The IAB Public Policy Council and Legal Affairs team tackled several key challenges IAB members confronted in 2023. IAB has been busy on Capitol Hill sharing the stories of small business owners, independent publishers, and online creators who depend on digital advertising and ad revenue to succeed.



Without the Right Precautions, Influencers Could Be at Risk For Legal Trouble

2023 IAB Public Policy & Legal Summit

On April 3, the IAB Legal Affairs Team and IAB Public Policy Team hosted the 2023 IAB Public Policy & Legal Summit in Washington, D.C. The Summit had nearly 200 attendees and 34 speakers on eight panel discussions that covered topics like privacy issues in connected TV advertising, activity at the Federal Trade Commission (FTC), state privacy compliance, cross-border data flows, and new Congress and state legislatures.

Internet for Growth D.C. Fly-In

In May, Internet for Growth hosted a “Fly-In” to Washington D.C. in which 18 small businesses from throughout the United States met with their respective members of Congress to discuss the importance of federal privacy law, maintaining Section 230

of the Communications Decency Act, and not breaking up the tools they use to promote their small businesses online. The group had 25 meetings throughout the day, including member meetings with Senator Bennet (CO), Representative Crow (CO), Representative Pettersen (CO), Representative Balderson (OH), Senator Brown (OH), and Representative Morelle (NY).

Fly In to Washington D.C. | Policymakers discussing digital advertising with IAB Members



The Data Privacy Imperative

Following President Biden’s State of the Union address in February, IAB’s Executive Vice President, Public Policy, Lartease Tiffith issued a **response** highlighting IAB’s commitment to protecting data privacy and kids online, our continued desire for a national data privacy standard, and the need to consider the ad-supported online economy, especially small businesses, as a whole, when crafting legislation. IAB is a **member of Privacy for America** and helps its member companies comply with **federal guidelines to protect children online.**

IAB Board Meeting in Washington, D.C.

In June, IAB hosted a board meeting in the nation’s capital. Speakers included Congressman Adam Schiff (CA), Congressman Jay Obernolte (CA), Congresswoman Kat Cammack (FL), Congressman Darren Soto (FL) and Stephen Benjamin, Senior Advisor to the President, among others.



IAB Fly In to Washington D.C. | Lartease Tiffith, Executive Vice President, Public Policy, IAB and his Public Policy team made special trips to Capitol Hill to educate policymakers and advocate for digital advertising

MARKETING BREW

Congress Is Considering a Controversial Bill That Could Change What Kids See Online



Fly In to Washington D.C. | Lartease Tiffith, EVP for Public Policy, IAB at Capitol Hill to educate policymakers and advocate for digital advertising



2023 IAB ALM | Embracing Change in the New Era of Privacy | **Celinda Cruz-Arce**, Owner, *Celly's Sweets & Arrangements*; **LaKita Anderson**, Creator, *SimplyLaKita*; **Brendan Thomas**, Vice President, *Policy Communications, IAB*

Advocating on Our Members' Behalf

IAB participates in a coalition of advertising trade groups including the 4A's, AAF, and ANA to track activity in state legislatures. Between June and November, the State Coalition sent seven letters to policymakers in Louisiana, Delaware, Oregon, Massachusetts, New Jersey, and California. The letters laid out opposition to a spate of bills making their way through these deliberative bodies including a data broker bill in California, consumer health bills in Massachusetts, a restrictive children's privacy

bill in Louisiana automated decision making in California, comprehensive privacy bills in New Jersey and Maine, and an age-appropriate design code bill in Minnesota. The letters serve to put the industry and IAB on record as opposed to this patchwork of state laws. In 2023, IAB sent the following 14 coalition letters in opposition to:

- Louisiana SB 162 (June 1)
- Delaware HB 154 (June 21)
- Oregon SB619 B (June 21)
- Massachusetts S.184/ H.386 (June 26)
- New Jersey NJ S 332 (June 27)
- Massachusetts Digital Ad Tax Bills (September 12)
- California SB 362 (September 21)
- Massachusetts S227 and H60 (October 18)
- Massachusetts S25 and H83 (October 18)
- Maine LD1977 (October 16)
- Wisconsin AB466 (November 13)
- Wisconsin AB466 (November 29)
- Maine LD1973 (December 18)
- California Draft Regulations on Automated Decision-Making Technology (December 6)

IAB also filed a **public comment** in response to the Federal Trade Commission's (FTC) Notice of Proposed Rulemaking (NPRM) to amend the existing Negative Option Rule as well as a **public comment** in response to the FTC's NPRM to regulate consumer reviews and testimonials. In July, the U.S. and EU governments announced a long-awaited agreement to solve an international data transfer dispute threatening to disrupt \$7.1 trillion of commerce between the major trading blocs. An EU court decision had invalidated an earlier Privacy Shield helping American companies comply with European law. **IAB partnered with leading technology**



IAB On The Hill 2023: Guests enjoy the event at IAB On The Hill, Washington, D.C.

associations to urge a quick solution after President Biden issued an executive order strengthening protections for EU citizens' data. In October, IAB submitted an **amicus brief to the U.S. District Court of Western Washington** hearing a case against Amazon with implications for the entire digital advertising industry.

AdAge | What Biden's AI Executive Order Means for Advertising

Publishers' D.C. Fly-In

In July, the IAB Public Policy Team hosted a group of 16 publishers in Washington D.C. for a Publishers' Fly-In including representatives from AccuWeather, Expedia, Insider, and Publishers Clearing House. The group met with staff from the offices of Majority Leader Schumer, Senator Maria Cantwell, Senator Marsha Blackburn, Congressman Marc Veasy, Congressman Gus Bilirakis, and Congressman Kelly Armstrong. The discussion centered on how crucial it is to have a preemptive federal privacy law, that the current state patchwork is overly burdensome, and that a children-only privacy law would further complicate their operation.



IAB On the Hill 2023: Attendees checking in to learn more about digital advertising.

Congressional Education Series

During July, September, and October, the IAB Public Policy Team hosted congressional staff over six modules for an inaugural Congressional Education Series. The series helped policymakers understand the mechanics of the digital advertising economy and policy issues facing the industry and establish IAB and its members as a resource as they craft and vote on legislation.

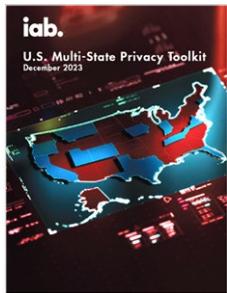
Internet for Growth

Internet for Growth is a nationwide coalition of small businesses and creators advocating for digital advertising. Since June, retailers, restaurant owners, independent publishers, and more had 50 meetings with congressional offices, including Senators Kyrsten Sinema and Patty Murray, as well as Representative Susan DelBene, Bill Johnson, and Brittany Pettersen. Coalition members are supporting digital advertising in local and national media, sharing their success stories and concerns online. Internet for Growth also announced a six-person Advisory Council of leading



members from diverse backgrounds to increase outreach and advocacy. The campaign is helping legislators and regulators craft digital advertising policy that protects innovation, jobs, and economic growth across the country.

Multi-State Privacy Agreement (MSPA) and Toolkit



The IAB Multi-State Privacy Agreement (MSPA), which launched in December 2022, now has more than 1,250 signatories as of December 2023. To continue this important work for the industry and help advertisers navigate implementing the MSPA, in March IAB published the **Advertiser’s Guide to the MSPA**. IAB also now maintains a Certified Partner Program (CPP) as part of its MSPA compliance framework. Applicants to the CPP that become **MSPA Certified Partners** are permitted to process MSPA-covered transactions without signing the MSPA. The

Networking Advertising Initiative (NAI) became the **first assessor authorized** to grant the MSPA Certified seal. Additional authorized assessors will join the program in the coming months and when multiple authorized assessors are available, applicants to the program will be able to choose which group will review their application. In December IAB also published the **Multi-State Privacy Compliance Toolkit**, which provides background to the state privacy laws and how to develop an approach to compliance from a legal implementation perspective.

Legal Privacy Training and Resources



IAB ALM 2023: Embracing Change in the New Era of Privacy | Game Changer - State Privacy Updates in 2023 | Jonathan Joseph, Head of Solutions and Marketing, Ketch; Feras Ahmed, Assistant General Counsel, Privacy, Dotdash Meredith; Crystal Skelton, Senior Corporate Counsel, ZipRecruiter; Michael Hahn, EVP & General Counsel, IAB and IAB Tech Lab

It’s essential that organizations fully understand the legal and business implications of new and forthcoming privacy laws. Throughout 2023 IAB released a series of webinars to help navigate these fast-changing waters including **Privacy Law Essentials for Digital Advertising Professionals, Legal Issues Regarding Influencer Marketing, Commercial Contracting Issues in Digital Advertising, Privacy Tech Workshop For Lawyers And Cross-Functional Privacy Teams, Practical Guidance for European Privacy Laws, Privacy Law Essentials for Digital Advertising Professionals, and Legal & Business Issues in the Metaverse.**

IAB State Privacy Law Summit

With five state privacy laws having come into effect in 2023 and eight new privacy laws coming into effect through 2025, industry participants are navigating an increasingly complex compliance landscape. In November 2023, the 2nd annual IAB State Privacy Law Summit convened privacy lawyers and cross-functional privacy professionals to make sense of that landscape through deep-dive discussions that leveraged demonstratives and data flows to set context and involved town-hall style dialogue.



IAB State Privacy Law Summit 2023: Heightened Sensitivity—The Impact of State Law Protections of “Sensitive” Personal Data on Digital Advertising | Tamara Lev, Data Privacy Attorney, DISH Network; Natalie LaPorta, Senior Director and Managing Counsel, Walgreens Co; Marissa Levinson, Associate General Counsel, Privacy, Instacart; Alysa Hutnik, Partner & Chair, Privacy and Information Security, Kelley Drye & Warren LLP

Project Crosswalk 2.0: Connected TV Compliance in a New Privacy Law Era

IAB Project Crosswalk is a working group of the IAB Legal Affairs Council focused on identifying emerging privacy challenges in internet-connected TV (CTV) advertising and developing best practices for addressing those challenges. This cross-functional working group draws on the expertise of both legal and product leaders in CTV and video advertising. This white paper builds on the 2021 Project Crosswalk report by identifying new challenges and best practices posed by the shifting state and federal privacy law landscape, as well as changes in technology and methodology for providing consumers with privacy choices. Project Crosswalk 2.0 covers what makes CTV unique for consumer transparency and choice, how personal information is processed in CTV ads and considerations for state law compliance, how a “blockbuster” era law—the Video Privacy Protection Act (VPPA)—is snarling CTV advertising and what brands, publishers, and advertisers need to know now.



2023 IAB Public Policy and Legal Summit: Privacy Issues in Connected TV Advertising | Fiona Campbell-Webster, AGC & Chief Privacy Officer, MediaMath; Tony Ficarrota, Vice President and General Counsel, The NAI



LEARNING & DEVELOPMENT

Professional Development and DEI Advocacy to Accelerate Growth

IAB strives to provide essential industry skills and knowledge for professional development and to advocate for DEI in the workplace across our industry.

Introduction to Retail Media

The exponential rise in media investment across retail media networks means that advertisers can't afford to ignore this new channel when developing their media strategy and planning. IAB introduced a three-hour **Introduction to Retail Media** course to help members learn how to approach spending on retail media networks. The training also included a panel discussion of leading players in the retail media space.

Essential Training for a New Media Landscape

Professionals need the right skills to succeed as our industry constantly evolves. IAB Learning and Development released several courses to provide essential industry skills including an updated version of the **Digital Video 360** course, part of the Digital 360 Suite. The 2023 edition includes updates regarding targeting capability changes and privacy-safe strategies, including the use of data clean rooms within the digital video ecosystem. IAB also released an updated version of the **Digital Fundamentals** training course with new modules on the implications of third-party cookie deprecation, identity solutions, and new marketing opportunities in gaming, extended reality (XR), blockchain, non-fungible tokens (NFT), and Web 3. A new course, **Gaming 360** is an introductory-level course designed for media planners and buyers across agencies and brands and industry professionals looking to understand the expanding gaming ecosystem. The course covers the gaming ecosystem, its impact on marketing strategies, the opportunities and challenges for marketers; understanding gaming audiences, leveraging gaming viewers, esports, and streaming content creators; strategic and creative approaches to engaging gaming audiences, and how to plan, buy, and measure gaming advertising, including programmatically.



2023 IAB ALM | Leadership Speaks
Creating a More Inclusive Industry
| *Lisa Sherman, President and Chief Executive Officer, The Ad Council; Lauren Weinberg, Global Head of Marketing and Communications. Square; Michele Fino, Head of Branded Entertainment, Crackle Connex; Christina Pyle, Chief Equity Officer, dentsu*

In all, 15 public training courses were offered for members including **Commercial Contracting Issues in Digital Advertising, Privacy Law Essentials for Digital Advertising Professionals, Practical Guidance for European Privacy Laws, Legal Issues Regarding Influencer Marketing, Commercial Contracting Issues in Digital Advertising, Legal & Business Issues in the Metaverse and Measurement & Attribution Workshops.**



Continuing Industry Education

IAB Learning and Development produced four additional industry education opportunities: **Podcast Advertising A-Z: An Industry Panel on the Growth and Opportunity in Podcast Advertising** (Brand Academy), **IAB Day of Learning – Gaming and Immersive Media**, **Audio Day of Learning** and **Navigating What's Next**, a late-stage career strategy discussion to help attendees master career pivots and transitions in the difficult and uncertain market.



Talent Development and DEI

As part of the **IAB Inclusion Institute** and through the sponsored support of Meta, **BIPOC Representation in Media (BRiM)** is a cross-industry initiative created to improve the representation of Black people in marketing. IAB expanded the program to include all **Black, Indigenous, and People Of Color (BIPOC) industry professionals**. Nikki Cannon, a highly experienced DEI leader, hosted the five-part series. IAB is also pleased to continue our partnership with American Apprenticeship Works.

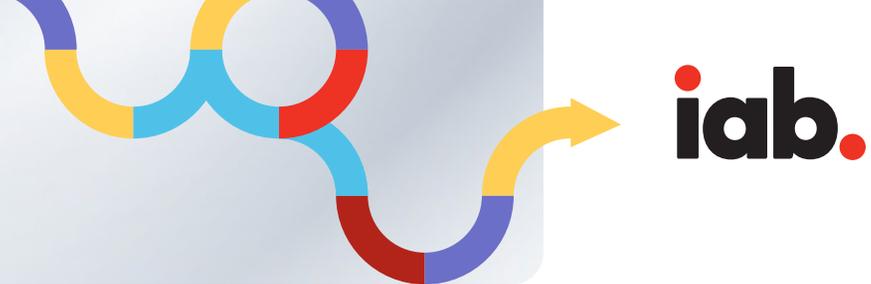


2023 NewFronts and Upfront Programming

Part of the IAB Inclusion Institute's mission to promote minority-owned media, IAB invited Blavity, iOne, and Cocina to speak at the **2023 IAB NewFronts** and the **IAB Podcasta Upfront** to share the impact and importance of minority stories.

BIPOC Representation in Media (BRiM) Program with Various IAB Member Companies

Insights and Analysis to Grow Your Business



IAB research guides the digital media and advertising industry by delivering information that our members and partners need to build brands and their business. Key industry research for our members included:

Internet Advertising Revenue Report: Full Year 2022 Results

After record-breaking growth in 2021, internet advertising revenue has slowed but still delivered double-digit growth in 2022 according to the **IAB Internet Advertising Revenue Report: Full Year 2022**, conducted by PwC. Between 2021 and 2022, internet advertising revenues grew 10.8% year-over-year (YoY) totaling \$209.7 billion and overall revenues increased \$20.4 billion year-over-year.



IAB PlayFronts 2023: Finding Success with In-Game Advertising: Perceptions of Buyers and Sellers | Jack Koch, SVP, Research & Insights, IAB; Phillip Lomax, Executive Vice President, Business Development, MediaScience; and Derek J. Smith, Senior Specialist, Experience Center, IAB



THE WALL STREET JOURNAL

Digital Ad Revenue Grew Again in 2022, but Much More Slowly

2024 Outlook Survey: Ad Spend, Opportunities, and Strategies for Growth

This IAB outlook survey provides the digital ad-supported ecosystem with a forward-looking view into the 2024 ad spending marketplace (including both spend levels and strategies) being projected by buy-side ad investment decision-makers, primarily at brands and agencies. The study offers a view into overall and channel-level ad spend, industry challenges and growth strategies, and insights into planning timeframes and ad supply chain sustainability practices.

MARKETING BREW

More Advertisers Are Using Clean Rooms, but Not to Their Full Potential, Research Says



IAB Connected Commerce Summit Retail Reimagined 2023: IAB Retail Media Networks Survey Results | Pam Zucker, Chief Strategy Officer, IAB; Matt Drzewicki, Vice President of Partner Solutions, Roundel, Target; Mike Merna, Chief Growth Officer, The Mars Agency; Chris Bruderle, VP, Industry Insights & Research, IAB

INSIDERADIO

IAB Report Tracks Podcasting's Evolving Ad Trends, Including Rise of Brand Campaigns

Quantifying and Identifying Trends in the Evolving Advertising Landscape

Other major IAB research efforts in 2023 were collaborations with the IAB Centers of Excellence to quantify the digital advertising landscape, the potential of retail media, in-game advertising, emerging technologies, and the creator economy opportunity.

- **IAB State of Data: Data Clean Rooms & the Democratization of Data in the Privacy-Centric Ecosystem** | January 2023 (IAB MAD Center)
- **Finding Success with In-Game Advertising: Perceptions of Buyers and Sellers** | March 2023 (IAB Experience Center)
- **2022 Video Ad Spend & 2023 Outlook** | May 2023 (IAB Media Center)
- **U.S. Podcast Advertising Revenue Study 2022** | May 2023 (IAB Media Center)
- **Retail Media 2023: Operational Strategies for Growth** | September 2023 (IAB MAD Center)
- **U.S. Podcast Advertising Revenue Study 2023** | October 2023 (IAB Media Center)
- **The Creator Economy Opportunity: Where Authenticity Meets Impact** | December 2023 (IAB Experience Center)

Convening Industry Leaders and Igniting Ideas for Digital Growth

IAB events are convening platforms for industry thought leadership, marketplaces for publishers, advertisers, marketers, and media buyers, and opportunities to explore new visions for the industry. In 2023, thousands of media executives and digital influencers from around the world attended IAB events and conferences—both live and virtually, as we got back to a full schedule of in-person events.

2023 IAB Annual Leadership Meeting (ALM)

In January, IAB gathered digital pioneers and business leaders in Marco Island, in sunny Florida for executive keynotes, insightful panel discussions, and curated networking experiences. ALM is IAB's agenda-setting event where the digital industry first debated hot topics like the demise of cookies and identifiers, the rise of programmatic and now AI—and the surprises and opportunities that lie ahead. At IAB ALM 2023, senior leaders addressed challenges around consumer privacy and data use, surveyed the explosion of retail media networks, the evolving Metaverse/Web3, trust and transparency, and a host of new ad-supported opportunities and new digital paths.



2023 IAB ALM | Alex Rodriguez, *Chairman and CEO, A-Rod Corp*



IAB ALM 2023 | Leadership Speaks: What I'm Prioritizing in '23 | David Cohen, *CEO, IAB*; Maria Weaver, *WMX*; Kevin Warren, *UPS*; Geraldine White, *Publicis Groupe U.S.*



2023 IAB ALM | From Newsletter to Media Empire: Moving the Needle on Modern Day Media | Carryl Pierre-Drews, *EVP and CMO, IAB*; Carly Zakin, *Co-founder, theSkimm*



IAB ALM 2023: Math, Magic, and Myths | Bob Pittman, *Chairman and Chief Executive Officer, iHeartMedia*; Enrique Santos, *President and Chief Creative Officer, iHeartLatino*



2023 IAB ALM | Trust, Ads and AI: The Future of Responsible Marketing | Sean Downey, *President, Americas & Global Partners, Google*; Bethany Evans, *Vice President, Media and Channel Marketing, The North Face*



IAB ALM 2023: It Starts Here | From Pain to Power | Andy Monfried, *CEO and Founder, Lotame*



2023 IAB ALM | Money Talks: Opportunity Through A Financial Investors Lens | Terence Kawaja, *Founder and CEO, LUMA Partners*; Reed Rayman, *Partner, Private Equity, Apollo*; Stephen Master, *Managing Director, GTCR*; Yicong Liu, *Director, CVC*



IAB ALM 2023 | Morning yoga at sunrise



2023 IAB ALM | Restoring Trust, Transparency, and Humanity in the Digital Ecosystem | Eric John, *IAB*; Trevor Fellows, *NBCUniversal*; Christa Carone, *Infillion*; Stephanie Dobbs Brown, *Intercontinental Exchange (ICE) and NYSE*; Deva Bronson, *dentsu*

IAB Leadership Summits

Throughout 2023, IAB also held a series of leadership summits for our dedicated members, experts, and leaders in the industry. The first invitation-only **IAB Measurement Leadership Summit** at ALM 2023 had a focus on attention metrics, and IAB also hosted leadership summits throughout the year including the **Video Leadership Summit** in July in Asbury Park, NJ, the first-ever **Gaming and Immersive Media Leadership Summit** to supercharge industry growth, and the second annual **Audio Innovators Leadership Summit**, both in October in New York City.

IAB



IAB Measurement Leadership Summit 2023: Undivided Attention | Media Buying View Point | **Joanne Leong**, Senior Vice President, Global Partnerships, densu; **Sean Pinkney**, Group Director TV Analytics, Omnicom Media Group; **Pratush Gupta**, Executive Director, Managing Partner and Analytics Services, GroupM; **Nayef Hijazi**, Vice President of Product Marketing, DoubleVerify



IAB Video Leadership Summit 2023: What Brand Leaders Want from Video Buys | **Aaron Sobol**, Head of Media Investment, US, Unilever; **Susan Schiekofer**, Chief Digital Investment Officer, GroupM; **Pam Zucker**, Chief Strategy Officer, IAB



IAB Gaming & Immersive Media Leadership Summit 2023

IAB Audio Innovators Leadership Summit 2023: Cultivating Brand Engagement: AI-Driven Audio Strategies for Enhanced ROI | **Erik Lundberg**, Chief Revenue Officer, ArtsAI; **Kurt Lam**, Co-Founder and Chief Growth Officer, Ad Results Media; **Jen Soch**, Executive Director, Specialty Channels (AdvancedTV, DR, Publishing, Audio and Local Video), GroupM; **Hetal Patel**, Executive Vice President, Research & Analytics, iHeartMedia



IAB Video Leadership Summit 2023: Future Trends: The Impact of Generative AI on Programming and Advertising | **Adam Buhler**, Senior Vice President, Creative Technology, Digitas; **Tamara Zubatiy**, Co-Founder and CEO, Barometer; **Eric John**, Former Vice President, Media Center, IAB



IAB Gaming & Immersive Media Leadership Summit 2023: Opening Remarks | **Zoe Soon**, VP, Experience Center, IAB kicks off the inaugural Gaming & Immersive Media Leadership Summit



IAB Audio Innovators Leadership Summit 2023: Report Backs & Closing Remarks | **Angelina Eng**, VP, Measurement, Addressability & Data Center, IAB; **Ameneh Atai**, General Manager, Commercial & Strategy, Nielsen



IAB Video Leadership Summit 2023: What Brand Leaders Want from Video Buys | **Aaron Sobol**, Head of Media Investment, US, Unilever; **Susan Schiekofer**, Chief Digital Investment Officer, GroupM; **Pam Zucker**, Chief Strategy Officer, IAB



IAB Video Leadership Summit 2023

PlayFronts, NewFronts, and Podcast Upfront

In the Spring, we held the second annual **IAB PlayFronts**, a marketplace dedicated to showcasing the near limitless possibilities of advertising in the multibillion gaming industry. That was followed by the premier **IAB NewFronts** that hosted a first-ever one-day IAB stage to allow more publishers to participate in NewFronts and foster diversity, in addition to exciting NewFronts events presenting the best in digital video content programming throughout New York City during that week. The **IAB Podcast Upfront** followed in May for the 8th consecutive year, also gathering marketers and media buyers to meet with content providers and talents in one place.



IAB NewFronts 2023 | The Hispanic Digital Opportunity: Estrella Media's Solution | **Rene Santaella**, Chief Digital and Streaming Officer, Estrella Media, Inc; **Jacqueline Hernandez**, CEO & Co-Founder, New Majority Ready; **Steve Mandala**, Chief Revenue and Local Media Officer, Estrella Media, Inc; **Emilio Aliaga**, Chief Digital Officer, TV Azteca



IAB NewFronts 2023: Winning the Attention Economy Through Trust and Loyalty | **Tara Maitra**, Chief Commercial Officer, Global Distribution, BBC; **Sara Guaglione**, Senior Media Reporter, Digiday



IAB Podcast Upfront 2023: Sony Music's Global Podcast Division: Where Podcasters are Artists | **Jesse Tyler Ferguson**, Actor, Author, Producer, Host; **Heather McDonald**, Host, Juicy Scoop with Heather McDonald



IAB PlayFronts 2023: Real World Games, Real-World Insights | **Erin Schaefer**, Vice President, Sales and Operations, Niantic; **Glenn Chin**, Senior Director, NBA All-World; **Phil Hong**, Senior Director, GamesProduction, Niantic; **Ryan Griffin**, Head of Brand Partnerships, Niantic



IAB NewFronts 2023: Creating the Future of Media | **Maria Newman**, Executive Vice President, Sales, Raptive; **DJ Jazzy Jeff**, GRAMMY-Award Award-Winning Artist; **Sarah Leung**, The Woks of Life; **Kaitlin Leung**, The Woks of Life; **Harry Connick Jr**, Multi-GRAMMY Award-Winning Artist



IAB Podcast Upfront: Podcasts. Made Better | **Kelly Ripa**, Host, Let's Talk Off Camera, Stitcher

IAB PlayFronts 2023: How to Build an Engaging Roblox Concert Experience and Deliver Value for Brands | **Erika Wheless**, Technology Reporter, Ad Age; **Jillian Rothman**, Vice President, New Business & Ventures, Warner Music Group; **Ricardo Briceno**, Chief Business Officer, Gamefam



IAB PlayFronts 2023: Who is A Gamer? Unlocking the Gaming Audience | **Zoe Soon**, VP, Experience Center, IAB; **Nicolas Comestaz**, VP, GlobalMedia, Communication and Performance, Coty; **Paul Mascali**, Head of Esports and Gaming, Sports Marketing, PepsiCo; **Beth Woodruff**, Senior Director, Brand Strategy, Integrations, Gaming and Innovation, Ally; **Lauryn McDonough**, Senior Marketing Director, Mondelēz International



IAB NewFronts 2023: Welcome to Revry... Where Pride Don't Stop! | **Damian Pelliccione**, Co-founder, CEO, Revry



IAB Podcast Upfront 2023 Attendees



IAB NewFronts 2023: David Cohen, CEO, IAB

IAB Podcast Upfront: Podcasts. Made Better | **Conan O'Brien**, Host, Conan Needs a Friend, Team Coco; **Lizzie Widhelm**, Senior Vice President, B2B Marketing and Ad Innovation, SXM Media



2023 IAB Public Policy & Legal Summit and the IAB State Privacy Law Summit

In April, the **2023 IAB Public Policy & Legal Summit** convened digital leaders, legal and privacy experts, and law makers and regulators in Washington D.C. to discuss how organizations can build a sustainable and consumer-centric media and marketing ecosystem. And in November, the annual **IAB State Privacy Law Summit** convened privacy lawyers and cross-functional privacy professionals in New York City to help navigate an increasingly complex compliance landscape.



2023 IAB Public Policy and Legal Summit: New Congress, New State Legislatures, Oh My: Navigating the Legislative Landscape in 2023 | **Keir Lamont**, *Director for U.S. Legislation, Future of Privacy Forum*; **Maneesha Mithal**, *Partner, Wilson Sonsini Goodrich & Rosati*; **Alex Propes**, *Government Affairs and Public Policy Manager, Google*



2023 IAB Public Policy and Legal Summit: Closing Remarks | **Lartease Tiffith**, *Executive Vice President, Public Policy, IAB*



2023 IAB Public Policy and Legal Summit: A Look Ahead: What to Expect from the Federal Trade Commission | **Michelle Rosenthal**, *Senior Attorney, Federal Trade Commission*



IAB Public Policy and Legal Summit 2023: Welcome Remarks | **David Cohen**, *CEO, IAB*



2023 IAB Public Policy and Legal Summit Attendees, Washington, D.C.



2023 IAB State Privacy Law Summit: Welcome Remarks | **Michael Hahn**, *EVP, General Counsel, IAB and IAB Tech Lab*



2023 IAB State Privacy Law Summit: Measuring Up | A Close Look at Privacy Compliance Considerations for Ad Campaign Measurement | **Tony Ficarotta**, *Vice President and General Counsel, The NAi*; **Andrea Freeman**, *Chief Growth Officer, Annalect*; **Kevin Heindl**, *GM, Product Strategy U.S., Infosum*; **Traci Rittenberg**, *General Counsel, Commercial, Comscore*

2023 IAB Connected Commerce Summit: Retail Reimagined

Following an IAB Road to Connected Commerce, in September, the first-ever **2023 IAB Connected Commerce Summit: Retail Reimagined** was a resounding success, bringing together both the buy and sell sides to navigate the complexities of retail media. It's the only event of its kind dedicated to building collaboration on standardization efforts and the future of retail media networks and connected commerce.

IAB Connected Commerce Summit: Retail Reimagined 2023: Will Attribution Make or Break Retail Media? | **Alicia Esposito**, *Vice President of Content, Retail Touch Points*; **Raquel Navarrski**, *Customer Vice President, eCommerce Pure Play, General Mills*; **Katie Neil**, *Head of Connected Commerce Marketing and Investments, The Coca-Cola Company*; **Cara Pratt**, *Senior Vice President, Kroger Precision Marketing*

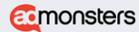


2023 IAB Connected Commerce Summit: Retail Reimagined, New York City

Tech Standards and Solutions to Accelerate Innovation and Growth

IAB Tech Lab focuses on solutions and standards for brand safety and ad fraud; addressability and privacy-enhancing technologies; identity, data, and consumer privacy; ad experiences and measurement; supply chain and programmatic effectiveness. Comprised of digital publishers, ad technology firms, agencies, marketers, and other member companies, the IAB Tech Lab's work includes the OpenRTB real-time bidding protocol, ads.txt anti-fraud specification, Open Measurement SDK for viewability and verification, VAST video specification, and Project Rearc for identity addressability, data accountability and consumer privacy. Key IAB Tech Lab accomplishments in 2023 include:

applicable across the whole European Union. The primary goal of the DSA is to enhance the trust of both individual consumers and business users when utilizing online platforms. This extends to the products, services, and advertisements they encounter on these platforms. Specifically, the DSA establishes transparency requirements related to advertising.

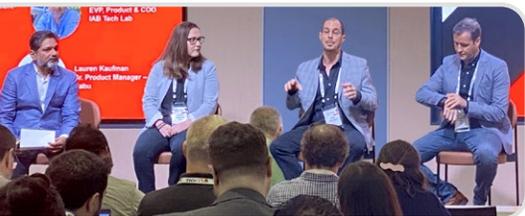


What Is the Global Privacy Platform (GPP) API v1.1?

Forging a Global Privacy Platform

The Global Privacy Platform (GPP) provides a standardized means for parties, such as the hosting publisher or an advertising vendor, to access these preferences managed by the Content Management Platform (CMP). **The latest version, GPP 1.1**, released in June 2023, incorporates key updates to streamline the use of and to promote interoperability for accessing privacy signals that support different regulations.

IAB Tech Lab announced the launch of the **Accountability Platform**, a technical audit framework designed to help businesses deliver greater transparency in using personal data for addressability. The Accountability Platform is designed to standardize privacy compliance reporting, support supply chain transparency and integrity, and empower the industry with consistent data structures and reporting mechanisms for effective consumer privacy audits.



Driving Effective Audience Management in a post Cookie World | Shailley Singh, *EVP, Product and COO, IAB Tech Lab*; Lauren Kaufman, *Sr. Product Manager, PETs, Habu*; Keith Kilpatrick, *VP Product Management, Data and AI/ML, InMobi*; Benjamin Dick, *Global Lead Collaboration & Interoperability, AWS*

IAB Tech Lab has made a **version 1 specification** available for public comment to help online platforms comply with the **Digital Services Act (DSA)** which goes into effect on February 17, 2024. The DSA is a regulation that pertains to online intermediaries and platforms and is



IAB Tech Lab Blesses Its First Set of Data Clean Room Specs

From **New York** in February to **San Francisco** in October and **London** in November, the IAB Tech Lab hosted a **Rearc: Build for Privacy Series**. The Build event series brought together privacy technology and policy experts from publishers, advertising technology providers, and government regulators to discuss the development and application of new privacy-enhancing technologies, addressability solutions, and how to achieve compliance using IAB Tech Lab's compliance and audit frameworks.

Promoting Addressability and Privacy-Enhancing Technologies (PETs)

As the industry races to identify addressability alternatives, the IAB Tech Lab released the final versions of the Data Clean Room (DCR) based private audience activation specification named **Open Private Join & Activation (OPJA)** and the **Data Clean Rooms (DCR) Guidance**. The guidance aims to improve the understanding of Data Clean Rooms in digital advertising and expected capabilities and limitations of a modern DCR solution. The document focuses on giving publishers and advertisers a clear guide to the questions they should be asking of DCR vendors.



Fighting Fraud in CTV | David Goddard, *VP, Business Development, DoubleVerify*; Chloe Nicholls, *Head of Ad Tech, IAB UK*



WTF is IAB Tech Lab's Open Private Join and Activation?

As the use of ID solutions grows, the industry must understand what they are, how they are integrated into the workflows, and their utility.

The **ID Solutions Guidance** document released in October is an informational guide for advertisers, publishers, media agencies, data collaborators, and ad tech vendors to demystify the landscape and better understand the scope and scale of ID solutions and the technology, so that they can evaluate different ID solution partners.

Meanwhile, differential privacy has emerged as the preferred privacy-enhancing technology to share and analyze data, specifically measurement and attribution. The **Differential Privacy Guide** provides an overview of the technology, its application to ad tech use cases, and common terms and levers used in managing privacy budgets in transactions using differential privacy.



IAB Tech Lab’s Advanced TV Commit Group Adds Industry Players To Develop Comprehensive TV Advertising Technical Standards

Championing the Advanced TV and Cross-Media Video Ecosystem

IAB Tech Lab unveiled its new **Advanced TV Initiative**. Developed within the **Advanced TV Commit Group**, the initiative is set to bridge the gap between traditional linear TV, digital video, and live streaming. Initially, the Commit Group’s primary focus is implementing a creative ID framework and conducting a dedicated workshop. This registered creative ID – overseen by organizations managing metadata and access controls – will outline the integration process for all supply chain members. Additionally, it will include essential information about advertisers, represented products, and technical specifications – details crucial to various ad placement scenarios such as frequency capping, competitive separation, measurement, and cross-platform creative reconciliation.



What Does Video Everywhere Mean?
 | **Daniel Church**, Head of ATV Product, Beachfront; **Gianna Gammieri**, Sr. Director, Advanced Advertising Product, WBD; **Todd Bender**, SVP, Advertising Platforms, Paramount; **Karen Chan**, Group Director, Investment Innovations, GroupM; **Anthony Katsur**, CEO, IAB Tech Lab

Identity in Advanced TV | **Benjamin Vandergrift**, VP, Measurement Solutions & Innovations, VAB; **Davide Rosamilia**, Director, Product Management, ID5; **Josh Chasin**, CMO, VideoAmp; **Hillary Slattery**, Director of Programmatic, Product, IAB Tech Lab



To support growing connected TV streaming business, IAB Tech Lab added three new CTV app stores **ads.txt data** in the Tools Portal—Samsung, Vizio, and LG—increasing supply chain transparency in CTV inventory. While some of these app stores are still working toward compliance with the app-ads.txt specification, we have begun crawling these stores for app-ads.txt files when supported.

IAB Tech Lab led the **Advanced TV: Bing Series** in San Francisco in March and in **New York City** in December and the **Video Everywhere: Bing Series** in London in April.

Supporting the Supply Chain Foundations and Emerging Challenges

The IAB Tech Lab’s OpenRTB (real-time bidding) specification development has been moved to **GitHub** and incorporated a continuous release process. The Tech Lab also created the **Privacy Sandbox Task Force** to conduct a rigorous technical and operational analysis of the forthcoming Privacy Sandbox modifications and their implications for digital advertising use cases.

IAB Tech Lab also released version 2.0 of the **Ad Product Taxonomy** to help the industry define and describe products being advertised. Version 2.0 provides better management of sensitive categories and removes many redundant and not used categories to make the taxonomy smaller and easier to use. And the ad product taxonomy was moved to GitHub for easier ongoing maintenance.

The Tech Lab also created the **IAB AI Subcommittee** to address the transformative impact of AI on the digital media landscape and to explore the rapidly evolving intersection of AI technologies with the world of digital media.



Measurement in the Fragmented CTV Landscape | **Jill Wittkopp**, VP of Product, IAB Tech Lab; **Sam White**, Head of AdTech Platforms, Addressability, LiveRamp





Real-world Implications of Artificial Intelligence in Media | Michael Palmer, VP & Global Partner, Technology, Mindshare; Angela Fan, Research Scientist, Meta; Neal Richter, Director, Advertising Science, Amazon; Dan Taylor, VP, Global Ads, Google

Made for Advertising sites (MFA's) have gained significant attention following the recent **ANA study** that focused on themes like carbon emissions, supply chain transparency, and brand education about programmatic inventory. MFAs are a concern because they are designed specifically to win programmatic scale and churn out profits while delivering poor consumer experiences, lacking unique, professional, and high-quality content. IAB Tech Lab published **guidance** on how to use signals in the OpenRTB protocol to assess if a site is made for advertising.

IAB Tech Lab's Green Initiative

Scope3's **State of Sustainable Advertising Report**, found that programmatic advertising generates 215,000 mt of CO2e every month across five major economies (U.S., UK, DE, FR, AU). That's equivalent to the impact from 24M gallons of gasoline consumed. There is a growing industry consensus around the need to have a singular, holistic, Greenhouse Gas Protocols informed standard for measuring carbon activities. Work is ongoing within global trade associations Ad Net Zero and the World Federation of Advertisers (WFA) Global Alliance for Responsible Media (GARM) to design this standard. In a continuous effort to assist the advertising industry in reducing carbon emissions, IAB Tech Lab released **The Sustainability Playbook: Starter Guide for a Sustainable Programmatic Marketplace** in June 2023 to lay out an approach to more sustainable media and actionable best practices for participants in the programmatic advertising supply chain to begin the urgent journey to net-zero emissions.



Measurement in the Fragmented CTV Landscape | Katie Stroud, Sr. Product Manager, IAB Tech Lab; Karen Chan, Group Director, Investment Innovation, GroupM; Josh Chasin, CMO, VideoAmp; Michael Chevallier, VP Sales, North America, Lemma

IAB Tech Lab Summit 2023 and Other Tech Lab Events

The premiere industry event bringing together the product development community in the ad industry to address privacy, identity, addressability, measurement, advanced TV and the advertising supply chain, the **IAB Tech Lab Summit 2023: Impact** in June was hugely successful and well attended. In addition, IAB Tech Lab hosted several events throughout the year, including the **Advanced TV: Binge Series**, the **Rearc: Build for Privacy Series** and the **Privacy Tech Workshop for Lawyers and Cross-functional Privacy Teams** in June, October, and December.



Advanced TV: Binge Series | Shailley Singh, EVP, Product and COO, IAB Tech Lab



IAB Tech Lab Summit 2023: Impact | The Importance of Quality Content on CTV | Maria Weaver, President, WMX at Warner Music Group; Anthony Katsur, CEO, IAB Tech Lab



IAB Tech Lab Summit 2023: Impact | Interoperability of Cleanrooms; Shailley Singh, EVP, Product & COO, IAB Tech Lab; Edik Mitelman, General Manager, Privacy Cloud, AppsFlyer; Dennis Buchheim, President, ThinkMedium; Kelly Abcarian, EVP, Measurement & Impact, Advertising & Partnerships, NBCUniversal

IAB TECH LAB BOARD

- Neal Richter, Amazon Ads
- Todd Parsons, Criteo
- George Panagopoulos, Experian Marketing Services
- Duncan Lennox, Google LLC
- Matt Knight, GroundTruth
- Michael Palmer, GroupM US
- Ken Weiner, GumGum
- Mike Nuzzo, Hearst
- Sheryl Goldstein, IAB
- David Cohen, IAB
- Anthony Katsur, IAB Tech Lab
- Ray Ghanbari, Index Exchange
- Justin Greene, InMobi

- Sam Cox, Integral Ad Science
- Travis Clinger, LiveRamp, Inc.
- Darien Ford, MadHive
- Simon Trasler, Magnite
- Artur Souza, Meta
- Aleksandr Rebrikov, Microsoft Advertising
- Ryan McConville, NBCUniversal
- Gareth Davies, Neustar, a TransUnion company
- Mike Chowla, OpenX
- Chris Bell, Oracle Advertising & Customer Experience

- Chris Record, Pandora
- Derek Nicol, Paramount
- Nishant Khatri, PubMatic
- Peter Day, Quantcast
- Paul Bannister, Raptive
- Brian O'Kelley, Scope3
- Curt Larson, Sharethrough
- Bill Simmons, The Trade Desk
- Ray (Jiayi) Cao, TikTok, Inc.
- Michael Peralta, T-Mobile Advertising Solutions
- Giovanni Gardelli, Yahoo



What is IAB Tech Lab's 'Green Initiative'?

Advancing Global Collaboration and Sustainability



The IAB Global Network is a collaborative community of 45 IAB organizations from around the world, committed to advancing the digital advertising industry through sharing challenges, developing global solutions, and promoting best practices. With members across North America, South America, Africa, Asia, Asia Pacific, and Europe, the network offers a global perspective on the latest trends, technologies, and opportunities in digital advertising.

In June, IAB and IAB Tech Lab joined peers as thought leaders in the media and advertising community during the **Cannes Lions International Festival of Creativity 2023**. IAB executives moderated conversations and spoke on panels about brand

purpose, the cookieless future, streaming advertising, measurement and identity, generative AI, addressable CTV, global standards and more. As part of the **#AdNetZero** initiative, IAB also released a video featuring member companies' sustainability efforts and encouraging the industry to forge a path towards sustainability, which was shown in the Act Responsible Hall at Cannes.



Cannes 2023 | Amazon Ads Leadership Breakfast: Caryl Pierre-Drews, EVP and CMO, IAB



Cannes 2023, Microsoft Beach | Generative AI Panel: Transforming Advertising | David Cohen, CEO, IAB



Cannes 2023 | MediaLink Beach: Accelerating Brands Through Data-Driven Creativity | Sheryl Goldstein, EVP and Chief Industry Growth Officer, IAB



Cannes 2023 | Google Beach: Google's Privacy Sandbox | Anthony Katsur, CEO, IAB Tech Lab

Forging a Path Towards Sustainability



Cannes 2023, Act Responsible Hall: Ad Net Zero | Caryl Pierre-Drews, EVP and CMO, IAB



In November, executive leaders from across the **IAB Global Network** gathered in New York City to reconnect, share challenges, and reinforce the IAB’s international community’s collaborative relationship. The **2023 IAB Global Summit** in Dublin, Ireland included productive discussions focused on ways the IAB Global Network can work together to support the growth of the digital ecosystem around the world.

The international team aims to further the overall mission of IAB and to serve the interactive ad industry globally by advancing global thought leadership, expanding the IAB brand into strategic markets, and encouraging self-regulation and public policy.

2023 IAB Global Summit in Dublin, Ireland – with representatives from IAB, IAB Europe, IAB Ireland, IAB Tech Lab, IAB Australia, IAB Brasil, IAB Canada, IAB France (Alliance Digitale), IAB South Africa, VIA Nederland, IAB MENA, IAB México, IAB Peru, IAB Poland, IAB Spain, and IAB UK

NORTH AMERICA

- IAB (U.S.)
- IAB Canada
- IAB Mexico

AFRICA

- IAB GCC (Gulf Cooperation Council)*
- IAB South Africa

SOUTH AMERICA

- IAB Argentina
- IAB Brazil
- IAB Chile
- IAB Colombia
- IAB Peru
- IAB Uruguay

ASIA PACIFIC

- IAB Australia
- CAA (IAB China)
- IAB Hong Kong
- JIAA (IAB Japan)
- IAB New Zealand
- IAB SEA + India (Southeast Asia + India)*

EUROPE

- IAB Austria
- (BAM) IAB Belgium
- IAB Bulgaria
- HURA (IAB Croatia)
- IAB Denmark
- IAB Europe*
- IAB Finland
- IAB France
- BVDW (IAB Germany)
- IAB Greece
- IAB Hungary
- IAB Ireland
- IAB Italy
- IAB Macedonia
- VIA (IAB Netherlands)
- INMA (IAB Norway)
- IAB Poland
- IAB Portugal
- IAB Romania
- IAB Serbia
- IAB Slovakia
- IAB Slovenia
- IAB Spain
- IAB Sweden
- IAB Switzerland
- IAB Turkey
- IAB UK
- IAB Ukraine

*Regional IABs



GENERAL MEMBERS

- LTN Global
- Lucid
- LVMH
- Lyft
- Made In Cookware
- MadHive
- Magellan AI
- Magnite
- Mahlia Collection
- Making Science
- Marketing Architects
- Marla Aaron Jewelry
- Marriott International
- Mars Petcare
- MARS WRIGLEY
- Master & Dynamic
- Mastercard
- Mattress Firm
- Measure Protocol
- Media Place Partners ad Adeptegrity Company
- Media.net Advertising FZ LLC
- Mediahub
- MediaKind
- MediaMath
- MediaNews Group
- Mediaocean
- Mediaprobe
- MediaRadar
- Mediavine
- Medix Health
- Meijer
- Meryl Diamond Ltd
- Meta
- MetLife
- Mezzetta Foods
- MGID
- Micron
- Microsoft Advertising
- MiQ
- Mirriad
- Mirror Digital
- MNTN
- Monster
- Monster Energy
- Montclair State University
- Morgan & Morgan
- Museum of the City of New York
- Music Audience Exchange
- NASCAR Digital Media
- National Football League (NFL)
- National Public Media
- Nationwide Marketing Group
- NaviStone
- NBCUniversal
- Nectar
- Netflix
- New York City Tourism + Conventions
- New York Public Radio
- News Corporation
- Newsbreak
- NewsGuard Technologies, Inc.
- Nexstar, Inc.
- NextRoll
- Nexxen
- Niantic
- Nielsen
- NomNomNow
- NorCal Cannabis Company
- Nordstrom
- Northwell Health
- Northwestern University
- NRS Digital Media
- Nutrafol
- Oars + Alps
- Ocean Spray Cranberries Inc.
- Octillion Media
- Ogury
- Omnicom Media Group
- OneTrust
- OpenWeb
- OpenX
- Optimal
- Oracle Advertising & Customer Experience
- Orange142
- Ori Apparel Inc.
- OrkaTV
- OT Tera
- Outbrain
- Outer
- Ovation TV
- Ovia Health
- Pacvue
- Paramount
- Peach Goods
- Peapod Digital Labs
- Penn State University
- Pepperjam
- PepsiCo
- Pfizer
- PGA TOUR
- Philo
- Pinterest
- PivNet
- Pixability
- Pixelate
- Place Exchange
- PlaceIQ
- Placements.io
- Plantation Products
- Playwire
- Plex
- Podtrac
- Polarbyte
- Premion
- PRN, LLC
- Procter & Gamble
- PsychArmor Institute
- Pubfinitly
- Publica
- Publicis USA
- Publishers Clearing House
- PubMatic
- PubWise
- PulsePoint
- PureFormulas
- Quigley Simpson
- Quividi
- Quotient
- Raptive
- RawVoice
- RB Health
- Real Chemistry
- Renew Anchored Dentures
- Reuters
- RevContent
- RevJet
- Roblox Media
- Roku
- Roundel
- RPA
- RTB House
- Rutgers University
- RVO Health
- RXBAR
- S&P Global
- Sabio Holdings
- Sam M. Walton College of Business
- Samba TV
- Samsung Ads
- Sarah Flint
- SAS Institute
- SC Johnson
- Scholl's Wellness Company
- Scotts Miracle-Gro
- Scotts Moving
- Seedtag Advertising US
- Semcasting
- ShareThis
- Sharethrough
- SHE Media
- Shopify
- Silverbullet Media Services Limited
- Silvercrest
- Simpli.fi
- Simulmedia
- SXM Media
- Slate
- Smaato
- SmartyAds
- SmileDirectClub
- Snapchat
- SodaStream
- Solé Bicycles
- Solo Stove
- Sonobi
- Sony Music Entertainment
- SoundCloud
- Sounder
- Soundrise
- Soundstack
- Sourcepoint
- Sovrn
- Spectrum Reach
- Spectrum Science
- SpineNevada
- Spotify
- StackAdapt
- Standard Media Index
- Stanley Martin Homes
- Start.io
- Starwood Retail Partners
- Static Media
- Stingray Advertising
- Stirista
- Strategus
- Super League Gaming
- SuperAwesome
- Sustainable Snacks
- T-Mobile
- T-Mobile Advertising Solutions
- Taboola
- Taco Bell
- Talking Rain Beverage Company
- Tatari
- TB12
- TD Ameritrade
- Teach For America
- Teads
- TEGNA
- TelevisaUnivision
- Telly, Inc.
- Terminus
- The Arena Group
- The Atlantic
- The Coca-Cola Company
- The Daily Wire
- The Economist
- The Guardian US
- The Hansen Company
- The Hershey Company
- The Inquirer
- The Man Company
- The Mars Agency
- The Mixx
- The New York Times Company
- The Sill
- The Trade Desk
- The Vitamin Shoppe
- The Weather Company, an IBM Business
- The Wolf Project
- THECE
- TheViewPoint
- ThirdLove
- Threefold
- TIAA
- Tiege Hanley
- TikTok, Inc.
- Timehop
- TomboyX
- Tommy Hilfiger
- Toyota Motor North America
- Transmit.Live
- TransUnion
- TripAdvisor
- TripleLift
- Triton Digital
- TrueData
- Trusted Media Brands
- Tubi
- TULA Skincare
- Tuneln
- TurboTax
- TUSHY
- UB Media (Ulta Beauty)
- Uber
- Ubisoft
- Undertone
- Unibail-Rodamco-Westfield
- Unilever
- Unity
- Universal Parks & Resorts
- University of Phoenix
- US News & World Report
- VCC Brands
- Veestro
- Venatus
- Vericast
- Verisk Marketing Solutions
- Veritone One
- Veritonic
- Verve Group
- Vevo
- VFR
- Viant
- Vibonomics
- Vice
- VideoAmp
- Vindex
- ViralGains
- Visit Orlando
- Visit Tampa Bay
- VIZIO
- Vox Media Podcast Network
- VRTCAL
- Walgreens
- Walmart
- Wander Beauty
- Warner Bros. Discovery
- Washington Post Digital
- WBUR
- Weedmaps
- Weiman Products
- Wellow
- WellWell
- Western Union
- Westwood One
- WideOrbit
- Wiland
- WildBrain
- Williams-Sonoma
- Winc
- Worldata
- WPP US
- Wrench
- Xperi
- Yahoo
- YieldLife
- Yieldmo
- ZAM Network
- Zeel
- Zefr
- Zeno Media LLC
- ZippyPaws Inc.
- ZipRecruiter Inc.
- Zynga

IAB TECH LAB MEMBERS

All IAB U.S. general members are automatically members of the IAB Tech Lab. Additional members include:

- A Million Ads
- ACPM
- Ad Insertion Platform
- AdButler
- Adform
- adiix
- AdJoe GmbH
- Admixer EU GmbH
- Adomik
- AdsCompass
- Adtima
- AdView
- Algorix
- AlikeAudience
- All Planet
- Alliance for Audited Media (AAM)
- Amagi
- Aniview
- Anzu
- Atter
- Appier
- AppLovin
- AppsFlyer
- Aqilliz
- Attributy
- Audio Alliance GmbH
- Audion
- Audit Bureau of Circulations UK
- Axel Springer SE
- Bell Media
- Bidstack
- Blendee
- Broadpeak
- Browsi
- Captify
- Carambola (powered by Fire Arc Technologies LTD)
- CBC Radio Canada
- CHEQ
- Cint
- Coalition for Innovative Media Measurement (CIMM)
- ConsentManager AB
- COVI Group
- Data.ai
- Dailymotion
- Datonomy
- Decentriq
- DeviceAtlas
- Didomi
- Doceree
- EdiPub
- Erstream
- Eskimi DSP
- European NetID Foundation
- European Publishers Council
- Fiducia DLT Ltd
- Good-Loop
- Habu
- Hubhopper
- iCaro media group
- ID5
- IMPACT+
- InfoSum
- Intuit Canada
- Iubenda
- Jounce Media
- Julep Media GmbH
- Kebula SRL
- Kidoodle.TV
- Kidoz Ltd.
- Kinesso
- Lemma Media
- Line
- Local Media Consortium
- Localsensor
- LY Corporation
- Mail Metro Media
- Miaozhen
- Mintegral
- Moloco
- Network Advertising Initiative
- News UK
- Good-Loop
- Habu
- Hubhopper
- iCaro media group
- ID5
- IMPACT+
- InfoSum
- Organic.ly
- Pelmorex Media Inc.
- Permutive
- Podigee GmbH
- PPC Protect Limited
- Preciso
- Primis
- Privacy Rating LTD
- Promogo
- PwC
- Pyler Co., Ltd
- Pyte
- Reach PLC
- Rebel Base Media
- ResponsiveAds
- Reticle AI
- Roq.ad
- RTB House
- RTBAsia
- Rulo / CivicScience
- Scanbuy
- Scope3
- SeenThis
- Ogury
- OneTag
- Snowflake
- StackAdapt
- Synamedia
- Telegraph Media Group
- The Aber Group
- ThinkMedium
- The E.W. Scripps Company
- The Globe and Mail
- TRUSTX
- Truvid
- UNICORN Inc.
- Usercentrics GmbH
- VDO.AI
- Verance
- Vidazoo
- VideoElephant
- Virtual Minds GmbH
- Visarity Technologies
- Waev Data
- Waveline Media
- Xenoss
- Novatiq
- Scanbuy
- Scope3
- SeenThis
- Ogury
- OneTag
- Snowflake

2023 IAB and IAB Tech Lab Committees, Councils, and Working Groups

IAB committees and councils are where industry functional leaders and subject matter experts share best practices and develop advanced research on burning industry issues. These groups include the brightest minds in the industry working together to develop solutions that improve the interactive advertising and marketing ecosystem for everyone.

COMMITTEES

Addressability & Measurement Committee

- Attention Task Force*
- IAB Terms & Conditions Task Force*

Advanced TV Committee

Audio Committee

- Podcasting Buyer-Seller Checklist Working Group*

Creator Economy Committee

Digital Video Committee

Games Committee

Retail Media Network Committee

COUNCILS

Agency Leadership Council

B2B Marketing Council

Brand Council

CRO Council

Legal Affairs Council

Public Policy Council

Publisher Council

Research Council

Talent Development Council

iab.TECH LAB

2023 IAB TECH LAB WORKING GROUPS

Addressability & PETs

- Data Transparency Standards Working Group*
- Privacy Enhancing Technologies (PETs) Working Group*
- Privacy Sandbox Task Force*
- Rearc Addressability Working Group*
- Taxonomy & Mapping Working Group*

Advanced TV

- Advanced TV Working Group*
- Advanced TV Commit Group*

Measurement

- Open Measurement Working Group*
- Open Measurement Commit Group*

Privacy

- Global Privacy Working Group*
- Privacy & Rearc Commit Group*
- Privacy Implementation & Accountability Task Force (PIAT)*
- Rearc Accountability Working Group*

Supply Chain & Foundations

- Ad Product Portfolio Working Group*
- Podcast Technical Working Group*
- Programmatic Supply Chain Commit Group*
- Programmatic Supply Chain Working Group*
- Safe Ad Container Working Group*
- Security Foundations Working Group*
- Sustainability Working Group*

If you are interested in joining a committee, council, or working group, please contact membership@iab.com

For more information on the IAB Committees and Councils, please visit <https://iab.com/groups>

For more information, visit: <https://iabtechlab.com/working-groups/>



Investing in Growth and Our Members' Success



In a year of unprecedented change, IAB and IAB Tech Lab combined proved extraordinarily resilient. According to unaudited financials, the year 2023 finished with \$2.630 million in net income.

IAB Membership revenue is projected to be \$18.5 million for 2023, versus \$17.9 million in 2022, only 2% down (\$366,000) from the 2023 budget. One of our biggest members, X (formally known as Twitter), did not renew. Other organizations were lost to attrition due to consolidation or reductions in their budgets. However, IAB was able to make up some of these losses with 100+ new members, several of them in the retail media segment.

IAB Events were up 1% or \$95,000 from the original budget with \$8.2 million in revenue. The softer-than-expected revenue from the 2023 IAB Annual Leadership Meeting and 2023 IAB PlayFronts events was made up by strong demand for the IAB NewFronts, the IAB Public Policy and Legal Summit, and the addition of the IAB Connected Commerce Summit: Retail Reimagined in September, which was not originally on the roadmap for 2023.

Revenue was lower than planned in all IAB Centers of Excellence versus 2023 budget and 2022 actuals as demand for board seats waned in favor of membership. IAB



FINANCIAL KEY INDICATORS FOR 2023							
REVENUE	2023 PROJECTED	*2023 BUDGET	\$ VAR	% VAR	†2022 ACTUALS	% VAR	
MEMBERSHIP DUES	\$ 18,583,743	\$ 18,950,000	\$ (366,257)	-2%	\$ 17,962,682	3%	
EVENTS	\$ 8,200,717	\$ 8,105,000	\$ 95,717	1%	\$ 5,874,025	40%	
EXPERIENCE CENTER	\$ 819,000	\$ 977,085	\$ (158,085)	-16%	\$ 867,835	-6%	
MEDIA CENTER	\$ 1,460,000	\$ 1,770,000	\$ (310,000)	-18%	\$ 1,705,000	-14%	
MEASUREMENT, ADDRESSABILITY, & DATA CENTER	\$ 565,000	\$ 845,000	\$ (280,000)	-33%	\$ 627,500	-10%	
LEARNING & DEVELOPMENT	\$ 957,394	\$ 1,166,340	\$ (208,946)	-18%	\$ 1,198,190	-20%	
*TECH LAB	\$ 8,430,985	\$ 7,486,000	\$ 944,985	13%	\$ 8,522,302	-1%	
OTHER	\$ 2,368,137	\$ 755,500	\$ 1,612,637	213%	\$ 3,009,914	-21%	
TOTAL REVENUE	\$ 41,384,975	\$ 40,054,925	\$ 1,330,050	3%	\$ 39,767,447	4%	
COST OF GOODS SOLD	\$ 7,123,621	\$ 8,194,734	\$ (1,071,114)	-13%	\$ 5,194,517	37%	
GROSS PROFIT	\$ 34,261,354	\$ 31,860,191	\$ 2,401,163	8%	\$ 34,572,930	-1%	
EXPENSES	\$ 31,631,337	\$ 32,553,783	\$ (922,446)	-3%	\$ 32,632,880	-3%	
NET INCOME	\$ 2,630,017	\$ (693,592)	\$ 3,323,609	479%	\$ 1,940,050	36%	

* Excluding IAB revenue share | ** Projections based on unaudited 2022 financials | Includes IAB & Tech Lab

Learning and Development finished 18% (\$208,000) below expected targets due to some of our members pushing their enterprise training programs to 2024.

IAB Tech Lab revenue significantly outperformed the 2023 budget on almost all revenue streams coming in at \$8.4 million. Event revenues came in approximately \$120,000 over budget, and the Advanced TV initiative and Commit Group revenue was \$200,000 higher than expected. Direct international membership to IAB Tech Lab was much stronger than budgeted as well, up \$230,000, as Tech Lab enhanced its presence in both Europe and the Asia Pacific. Finally, the Tech Lab product and compliance programs had a watershed year yielding approximately \$300,000 in revenue.

Additional ongoing revenue streams for IAB in 2023 included initiatives such as sponsored research, international licensing fees, and other fundraising programs. IAB invested revenue towards helping member businesses grow and excel. Funding was directed toward producing valuable third-party research and tools for building brands in digital media. The second year of the Internet for Growth campaign, a donation-funded program intended to educate Washington, D.C. and local politicians on the benefits of an ad-supported internet, continues to be successful and effective.

The cost of goods and services (COGS) for IAB and IAB Tech Lab combined finished the year at \$7.1 million which was \$1.1 million less than budgeted. Savings for IAB were largely due to the Annual Leadership Meeting where costs were cut to balance the underdelivery in revenue and Learning and Development where the outsourced cost of training and curriculum development was reduced due to enterprise deals being postponed to 2024. IAB Tech Lab also managed event costs efficiently, coming in \$266,000 under budget.

From an expense perspective, IAB showed savings across the board over the course of the year driven by open headcount, a management decision not to update our website this year, and savings on travel costs and professional fees. IAB Tech Lab cost savings resulted from new hires joining later than budgeted and reduced professional services. Additionally, the Tech Lab maintained a robust legal fund for outside counsel for the ongoing litigation regarding the RTB protocol in Europe. External legal costs came in significantly under budget as the case has been slow to progress (Tech Lab expects to be dismissed from the case in early 2024).

IAB funneled savings throughout the year to our employee bonus pool, finishing the year with 100% funding (versus the 25% planned) in the 2023 budget.

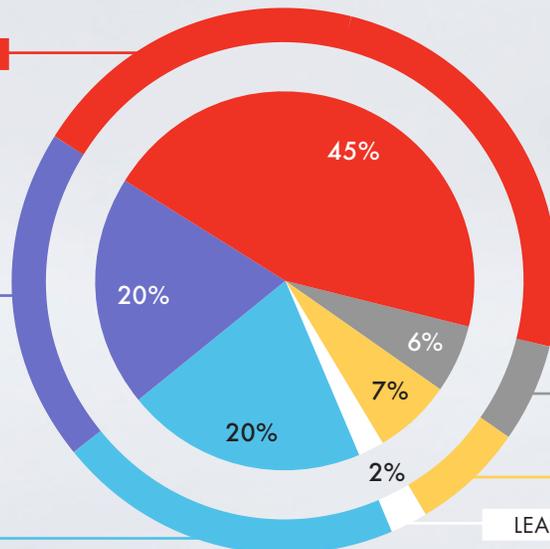
IAB REVENUE STREAMS *

* Projections based on unaudited 2023 financials

MEMBERSHIP DUES: \$18.5 MILLION

EVENTS: \$8.2 MILLION

IAB TECH LAB: \$8.4 MILLION



OTHER: \$2.3 MILLION

CENTERS: \$2.8 MILLION

LEARNING & DEVELOPMENT: \$0.9 MILLION



Establishing IAB Core Values

bCourageous ●

- **Leading:** Take initiative, inspire others, and demonstrate leadership qualities
- **Driving:** Be proactive, self-motivated, and push yourself to achieve exceptional results
- **Taking Risk:** Embrace challenges, step out of your comfort zone, and be unafraid to take calculated risks
- **Unafraid to Go Against the Odds:** Display resilience, determination, and a willingness to challenge conventional norms

bCurious ●

- **Questioning the Status Quo:** Actively challenge existing processes, seek new perspectives, and explore innovative ideas
- **Generating New Ideas:** Be creative, imaginative, and consistently bring fresh insights and concepts to the table
- **Problem Solving:** Demonstrate exceptional problem solving skills, analyze situations critically, and propose effective solutions

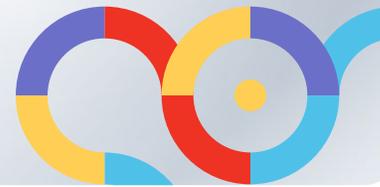
bCollaborative ●

- **Collective Achievements:** Foster a team-oriented environment, actively collaborate with others, and contribute to collective success
- **Proactively seek opportunities to collaborate** across departments and functions, recognizing that diverse skills and perspectives lead to better outcomes
- **Promote teamwork** by building positive relationships, supporting and empowering teammates
- **Winning Together:** Prioritize team work, consistently meet deadlines, and proactively seek opportunities to collaborate across departments leading to shared accomplishments

bCommitted ●

- **Accountable:** Take ownership of your responsibilities, meet deadlines consistently, and deliver high quality work
- **Yes Minded:** Have a "Yes And" mindset, be open to feedback, and willingly adapt to change
- **Dedicated to Getting the Job Done:** Demonstrate perseverance, a strong work ethic, and a commitment to achieving goals
- **Passionate:** Show enthusiasm, love your work, and have a deep sense of dedication

“We Work (And Play) by Our Values”



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About IAB

Interactive Advertising Bureau
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The **Interactive Advertising Bureau** empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 700 leading media companies, brands, agencies, and the technology firms responsible for selling, delivering, and optimizing digital ad marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions. IAB is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, IAB is headquartered in New York City.



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iab.TECH LAB

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IAB Tech Lab Mission

Engage a member community globally to develop foundational technology and standards that enable growth and trust in the digital media ecosystem.

iab. 2024 EVENTS

JANUARY 28-30

IAB ANNUAL LEADERSHIP
MEETING
Marco Island, FL

MARCH 14

IAB MEASUREMENT
LEADERSHIP SUMMIT
New York, NY

MARCH 26-27

IAB PLAYFRONTS
New York, NY

APRIL 2

IAB PUBLIC POLICY &
LEGAL SUMMIT
Washington, DC

APRIL 29-MAY 2

IAB NEWFRONTS
New York, NY

MAY 9

IAB PODCAST UPFRONT
New York, NY

JUNE 11-12

IAB TECH LAB SUMMIT
New York, NY

JULY 15-16

IAB VIDEO LEADERSHIP
SUMMIT
Asbury Park, NJ

SEPTEMBER 17-18

IAB CONNECTED
COMMERCE SUMMIT
New York, NY

SEPTEMBER 22

PRIVACY COMPLIANCE
SALON
Los Angeles, CA

OCTOBER 9

IAB AUDIO INNOVATORS
LEADERSHIP SUMMIT
New York, NY

OCTOBER 16

IAB GAMING & IMMERSIVE
LEADERSHIP SUMMIT
New York, NY

NOVEMBER

IAB ON THE HILL
Washington, DC

NOVEMBER

IAB STATE PRIVACY LAW
SUMMIT
New York, NY

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