

**iab.**

**2013**

ANNUAL REPORT

IAB facilitates a vibrant cross-screen marketplace in which brands have the resources they need to thrive—including metrics that drive well-informed decisions, a trustworthy supply chain, and tools that nurture creativity across devices.

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## THE STATE OF IAB AND OUR INDUSTRY



**T**wenty-thirteen was an historic year for IAB. The big ideas and monumental achievements brought to life by our members and our staff will secure the future prosperity of our industry and of this organization. All media and marketing is becoming digital, and IAB is the only organization prepared to support this expansion.

IAB is actively facilitating the development of a viable cross-screen marketplace in which brands have the resources they need to thrive, including but not limited to metrics that drive accountable and well-informed decisions, a trustworthy supply chain, and tools that nurture creativity and storytelling across devices.

In 2013, the Making Measurement Make Sense (3MS) initiative, founded by IAB, the Association of National Advertisers (ANA), the American Association of Advertising Agencies (4A's), and led by the Media Rating Council ended the year just months away from debuting revolutionary viewable impressions standards for transacting in display and video advertising. This new currency standard enables the first-ever common-ground measurements with television and other "traditional" media—without compromising the benefits of interactivity—and will be the foundation of the cross-platform Gross Rating Point.

We built up our munitions to combat fraud and protect marketer brands, and our efforts were applauded by none other than the leaders of this country. In July, the White House praised IAB for its ongoing efforts to fight copyright piracy and counterfeiting through

self-regulatory measures such as the Quality Assurance Guidelines, the industry-wide brand safety compliance program. Just 10 days later, the Guidelines were updated to address the mass adoption of programmatic buying, mobile marketing, and digital video advertising. We also launched the Traffic of Good Intent Task Force to help remedy the plague of non-human and non-intentional traffic that's poisoning marketer trust, and nearly 50 participating member companies have joined in to help.

Today, marketers are propelling their brands across digital screens, and IAB is helping them do it. Breakthrough canvases such as the IAB Mobile and Digital Video Rising Stars give agencies dynamic and scalable canvases on which to tell their stories across screens. Technology solutions like the IAB Video Ad Serving Template (VAST) and Mobile Rich-Media Ad Interface Definitions (MRAID) are at work behind the scenes enabling ads to move easily between video players and across apps. Valuable insights about what works and why in digital marketing have risen to the surface through the first-ever IAB MIXX Awards Insights Report.

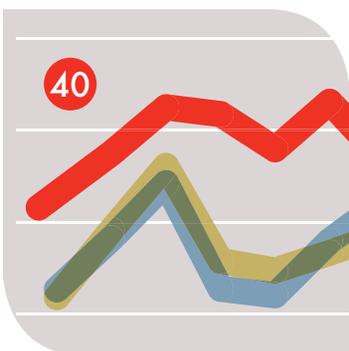
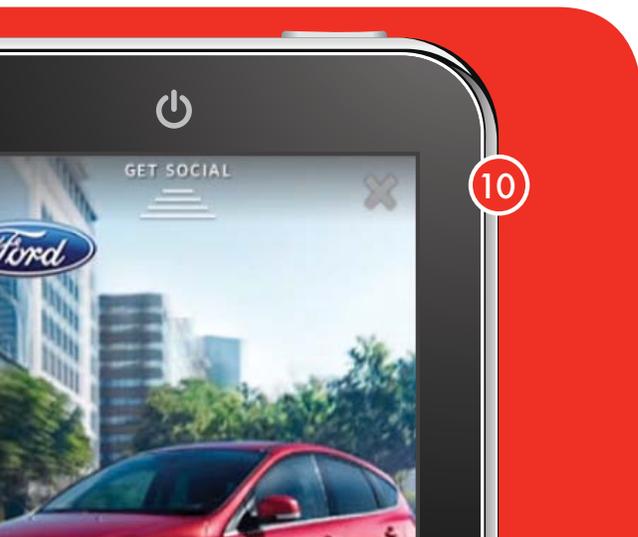
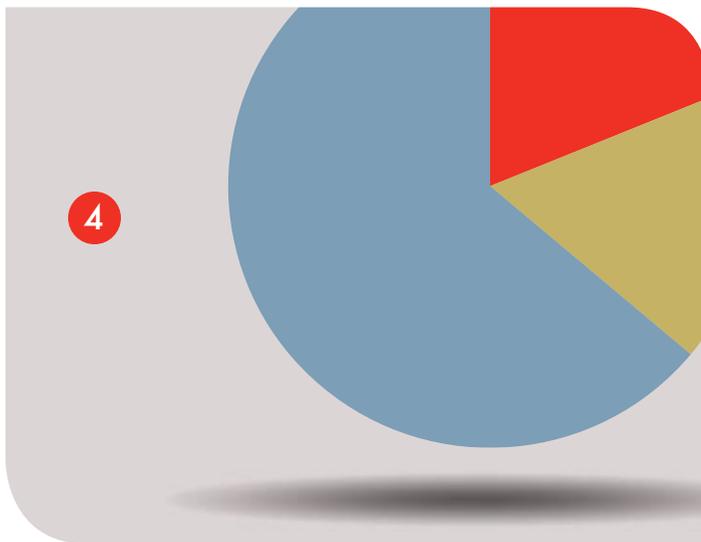
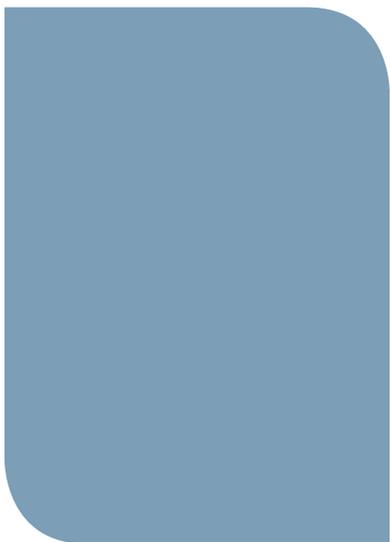
For all that's new to learn, we have bolstered the opportunities for education. The IAB Digital Media Sales Certification and the new IAB Ad Ops Certification programs establish standards of expertise that practitioners can use to stay up to date and employers can rely on to evaluate the skillset and professionalism of new talent.

Support from our members and the greater community have made these tremendous strides possible. In 2013 IAB was able to devote more resources than ever to the industry, due to record revenues of more than \$20 million for the year. I am extremely grateful for the dedication of our constituents and for the continued hard work of the IAB staff, and I am looking forward to an inspirational, productive, and prosperous 2014.

Sincerely,

Randall Rothenberg  
President and Chief Executive Officer  
Interactive Advertising Bureau

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# 2013

## THE YEAR AT IAB

**H**ealthy and growing—that is the financial status of IAB and the digital media and marketing industry in 2013. IAB was there to support all facets of this progress, expanding investment in member services and industry-building innovations to propel the ecosystem to even greater heights.

The 2013 budget was planned conservatively, but with ambition. Our estimates were informed by years of IAB marketplace research and first-hand knowledge of the field, as well as by our drive to boost industry performance, maturity, and security. We increased our expected topline revenue, dues revenue, and expenses, and planned to build our financial reserve.

According to financial projections based on the first 11 months of the year, topline revenue will break \$20 million for the first time in IAB history, representing an increase of 4 percent from the budget of \$19.3 million. For 2013, dues revenue will reach a record high of \$9.8 million, approximately \$500,000 over budget. This landmark was achieved through minimal member attrition and a greater

number of new members. The financial goals of the events business were reduced to account for the business' maturity, and additional investment was dedicated to help invigorate this area. The efforts have shown early signs of success, as 2013 events revenue will be slightly over budget at \$6.3 million. We raised additional revenue through initiatives including sponsored research, professional development and certification programs, rental of the Ad Lab, international licensing fees, and other fundraising programs.

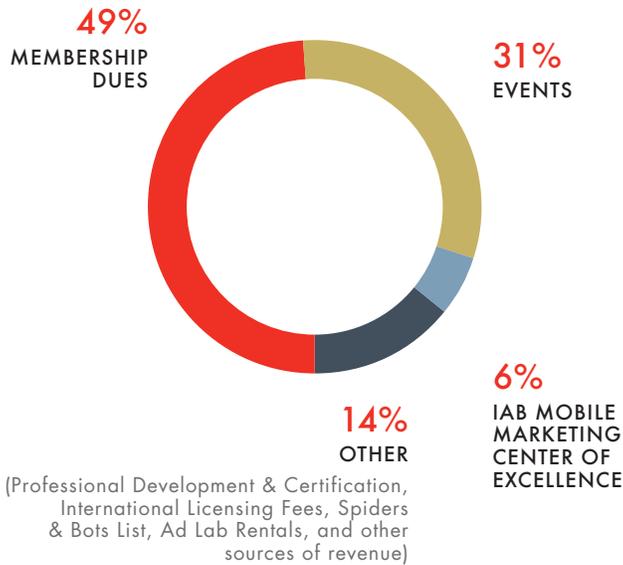
In 2013, IAB invested heavily in programs to help member businesses excel, and IAB planned and executed a contribution to its financial reserve. It is the first time since the recession that we were comfortable enough with the health of the industry and IAB to budget for both. The initiatives which received the greatest financial support during the year included the Quality Assurance Guidelines program and other trust-building endeavors; Making Measurement Make Sense which accomplished major advancements toward launching the viewable impression standard; and IAB Certification Programs which evolved professionalism and expectations of expertise across

### FINANCIAL KEY INDICATORS FOR 2013\*

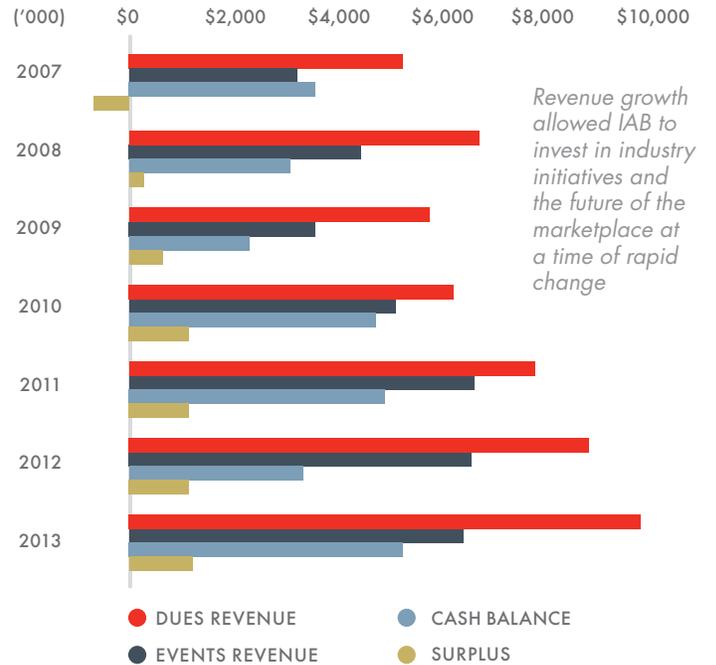
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	2013 ACTUAL	2013 BUDGET	VAR FROM BUDGET \$	VAR FROM BUDGET %
<b>DUES REVENUE</b>	\$ 9,804	\$ 9,300	\$ 504	5.42%
<b>EVENTS REVENUE</b>	\$ 6,323	\$ 6,095	\$ 228	3.74%
<b>OTHER REVENUE</b>	\$ 4,070	\$ 3,915	\$ 155	3.95%
<b>TOTAL REVENUE</b>	<b>\$20,197</b>	<b>\$19,310</b>	<b>\$ 887</b>	<b>4.59%</b>
<b>COGS EXPENSES</b>	\$ 4,959	\$ 4,301	\$ 658	15.3%
<b>OPERATING EXPENSES</b>	\$ 14,981	\$ 14,757	\$ 225	1.52%
<b>TOTAL EXPENSES</b>	<b>\$19,940</b>	<b>\$19,057</b>	<b>\$ 883</b>	<b>4.63%</b>
<b>NET INCOME</b>	<b>\$ 257</b>	<b>\$ 253</b>	<b>\$ 4</b>	<b>1.43%</b>

### IAB REVENUE STREAMS\*



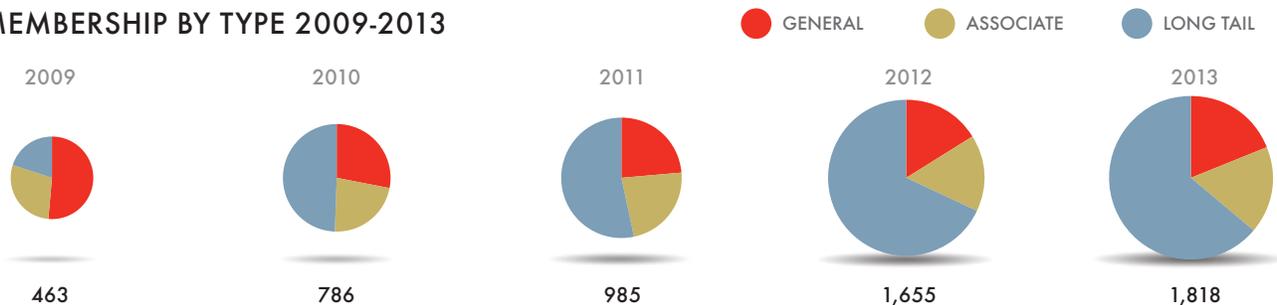
### SOUND FINANCIAL FOOTING\*



the industry. Additional funding was directed toward developing the cross-screen marketplace—including mobile marketing and digital video advertising, developing a seamless global network for interactive advertising commerce, forging innovations in advertising technology, producing valuable insights into brand-building digitally, and new staff hires.

In 2013, the financial well-being of the IAB is a testament to the prosperity of the industry it supports. The contribution to the financial reserve upgrades the stability of the IAB as an organization and reinforces its ability to support member needs as they arise.

### IAB MEMBERSHIP BY TYPE 2009-2013



\* Projections, based on unaudited data from the first 11 months of the year

## IAB AND ADVERTISING TECHNOLOGY

Technology is the backbone of the interactive advertising and marketing industry. IAB strives to produce transparent and standardized mechanisms and guidelines that the entire industry can use to help marketers use digital media to make meaningful connections with consumers.

### COMBATTING TRAFFIC FRAUD

In 2013, IAB established the Traffic of Good Intent Task Force to identify, understand, and raise awareness of the problem of fraudulent traffic, and to offer insights and recommended strategic solutions. In December, IAB and the task force released “Best Practices – Traffic Fraud: Reducing Risk to Exposure” to meet this challenge. The best practices document explains how robotic traffic can infiltrate legitimate publisher inventory and provides specific recommendations for minimizing risk. In addition, IAB published “Digital Simplified: Understanding Traffic Fraud,” an educational background on how digital advertising fraud takes place.

### DRIVING ADOPTION OF SAFEFRAME

SafeFrame, originally launched in 2012, provides technology that allows for the safe execution of specific interactions between publisher page and advertisement—including the ability to measure

*IAB Traffic of Good Intent Task Force delivered best practices on reducing exposure to traffic fraud*



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**Traffic Fraud: Best Practices for  
Reducing Risk to Exposure**  
Released December 5, 2013



whether an ad is viewable, meaning it is compatible with the standards for viewability proposed by the Making Measurement Make Sense initiative, detailed on page 16. The shift to a viewable impression standard from a served impression standard is essential for establishing metrics that are comparable between traditional and digital media.

In early 2013, IAB issued SafeFrame 1.0 and began to strongly advocate for its adoption by all owners of inventory. It also encouraged all vendors selling viewable measures and rich media to enable the external component. Many rich media vendors have adopted the SafeFrame, as did one major publisher ad server. With feedback from adoptees, IAB has begun developing enhancement to the program.

### ENSURING BRAND SAFETY

Marketer trust is eroded every time a brand is placed next to unsavory content or on a domain with pirated content. The Quality Assurance Guidelines is a compliance program that provides brand safety assurances to advertisers that their brand will not appear adjacent to inappropriate content. Launched in 2011 for networks and exchanges, the program has since expanded to include marketers, agencies, DSPs, SSPs, and trading desks. The 2.0 version also addresses the industry’s increased reliance on automated processes and programmatic buying, as well as issues involving mobile and video.

In 2013, the White House praised IAB for its ongoing efforts to fight copyright piracy and counterfeiting, noting that self-regulation measures, such as the IAB Quality Assurance Guidelines, are essential to the growth of this industry. In addition, Randall Rothenberg, President and CEO, IAB, championed the program in testimony to the House Judiciary Committee’s Subcommittee on Courts, Intellectual Property and The Internet.

**ENABLING DIGITAL VIDEO TO SCALE**

To help advertisers reach consumers using video, IAB has continued to update and encourage adoption of the IAB Digital Video Suite throughout 2013. This initiative provides technical standards so marketers and publishers can more easily deliver digital videos to large audiences across devices and players.

The IAB Digital Video Suite includes:

- The Video Ad Serving Template (VAST), which enables compliance video players to display ads from any compliant video ad server
- The Video Player-Ad API Definition (VPAID), which sets interoperability standards for rich interactive and other leading-edge forms of video advertising
- The Video Multi-Ad Playlist (VMAP), which allows content owners to describe where advertising breaks should be placed in content

**AUTOMATING OPERATIONS FOR EFFICIENCY**

Every premium digital media transaction has an invoice and an insertion order associated with it. IAB has aimed to develop solutions that would allow buyers and sellers to automate these aspects of transactions. Through the Digital Advertising Automation initiative, IAB has worked with workflow automation companies and invoice management firms to create standard data sets for these two documents. The data sets can now be used as a foundation for automation. The next step is to develop business rules and clarification around the common data set to ensure the fields are used correctly.



*Alanna Gombert,  
CatalystDesk at Condé  
Nast, co-chaired  
the inaugural IAB  
Programmatic Publishers  
Task Force*

**OPENRTB**

IAB continues to produce updates to the OpenRTB protocol, an initiative aimed at advancing the real-time bidding (RTB) marketplace by developing industry standards for exchange-based communications between buyers and sellers. Real-time bidding allows advertisers and publishers to use technology to buy and sell high volumes of targeted advertising through real-time automated trading platforms.

**PROGRAMMATIC IN THE SPOTLIGHT**

The proliferation of programmatic buying and selling presents the marketplace with great efficiencies as well as new, innovation-driven opportunities for growth. However, with this great evolution and change has come a profound lack of clarity and understanding.

- What does programmatic really mean? What's the difference between programmatic, real-time bidding, programmatic direct, and programmatic premium?
- Are there appropriate technical standards to enable interoperability across platforms?
- How much transparency in operation should buyers and sellers expect from vendors?
- Does programmatic require publishers, marketers, and agencies to change the organization of their teams and incentives?

In 2013, IAB launched a Programmatic Publishers Task Force to provide premium publishers a forum to come together to work on these issues. This group hosted an invite-only meeting between publishers and buyers and an open Town Hall attended by more than 170 people in November to discuss improving the programmatic marketplace. The taskforce also produced an educational series of three "Digital Simplified" documents tailored to the needs of publishers. These resources include:

- "Programmatic and Automation—The Publisher's Perspective" outlines four primary types of programmatic transactions.
- "Building a Programmatic Sales Capability" provides insight into how publishers are building the capability for programmatic transactions into their existing operations.
- "Transparency is the Key to Programmatic Success" recommends ways to increase transparency in programmatic transactions.

In addition, IAB released a market-making study with the "Winterberry Group, Programmatic Everywhere? Data, Technology and the Future of Audience Engagement." This major study surveyed more than 250 executive-level thought leaders from across the digital marketing industry to get a better understanding of the impact that programmatic buying techniques is having on the digital marketing industry. In addition to these educational documents, the OpenRTB program and the Digital Advertising Automation initiative work to ensure that programmatic creates value for the entire marketplace.

## GROWING THE VALUE OF DATA

The promise of data is tremendous, but there are substantial challenges in its use. The data marketplace is staggeringly complex, even basic definitions of terminology are up for debate. Marketers, agencies, and publishers struggle to manage and control their data technically and contractually. Too much data flowing between servers compromises site performance. All parties, including the data-driven businesses that help brands deliver the right information to the right person at the right time, must consistently work to protect consumer privacy.

It provides insight into the rise of site-tag usage to meet evolving marketing needs, identifies areas of potential value loss to site owners, and offers prescribed best practices to mitigate these risks.

### DEMYSIFYING SOCIAL DATA

In 2013, IAB released "Social Data Demystification & Best Practice," a document providing publishers, marketers, and any other interested party with a basic understanding of industry-wide best practices for the use of social data and social data-driven campaigns. It also defines a common language for social data, which is essential because often the same terms are used for different phenomena, which complicates analysis and discussion. The report also explains what makes meaningful social data analytics, a critical understanding as the industry moves away from tracking page views in favor of social measures.

### CAPTURING THE POWER OF DATA IN POLITICAL RACES

In the 2012 election year, the advertising teams behind the campaign for president and candidates of other national political elections relied on digital marketing like never before. IAB explored this trend through three reports, two produced in 2012 and one in 2013.

## COMPONENTS OF SOCIAL DATA



The graphic above depicts the unique components of social data that haven't existed in traditional media analytic channels

### IMPROVING USER EXPERIENCE WITH SITE TAGGING BEST PRACTICES

In recent years, site "tagging" has evolved into a large and complex ecosystem. Too much tagging creates problems for publishers as well as consumers, including: the unintentional transfer of data, poor site performance, and consumer privacy risk. IAB finalized the "Site Tagging Best Practices," an educational and procedural reference to address common challenges for site tag and data management.

- "Election 2012 and Political Ad Spend Survey," conducted by IAB in collaboration with *Campaigns and Elections Magazine*, documented the perspectives of political strategists and consultants on digital advertising.

- “Election 2012: Big Data Delivers on Campaign Promise,” a whitepaper produced by the IAB Data Council, revealed similar findings; microtargeting has become the predominant means of delivering political messages online.

Following voting day 2012, IAB produced one final report on the use of digital media and data in the election—this time with the advantage of hindsight.

- “Big Data and Microtargeted Political Ads in Election 2012: The Challenge Ahead,” a whitepaper published by IAB in February 2013, provides political industry expert analyses of microtargeting’s role in the races.

For the report, Nate Silver, renowned FiveThirtyEight.com blogger and author of the bestselling “The Signal and the Noise,” provided an in-depth discussion of the growing impact of the microtargeting online space.

Silver says, the future of politics belongs to microtargeted campaigning and big data analytics-led campaigns. “I would hope that the next campaigns, in 2016, would develop their analytical teams from the get-go. Where it’s not just a matter of hiring pollsters, and messaging guys, it’s also a matter of finding people who can extract—to use the book, here—extract the signal from the noise,” he says.

## DATA PRIMER 2.0

In 2010, IAB released the first Data Primer, and in 2013 IAB released Data Primer 2.0. The goal of the document is to define the data landscape as it exists today and to recommend industry best practices to guide the collection and use of data by all parties, consistent with the laws and regulations and the self-regulatory standards that apply. Adoption of these best practices will greatly reduce the uncertainty and confusion that currently exists around data usage and collection, will help educate the marketplace on acceptable corporate behavior, and will help resolve related contractual and competitive challenges. The updated Data Primer includes new sections on mobile data usage, data management platforms (DMPs), and ad exchanges, and provides the definitions for terms used for these new areas.



*IAB Site Tagging Best Practices addressed the challenges faced by advertisers and publishers in site tagging and data management*

## EDUCATING ON AUDIENCE VALIDATION

As data-driven advertising becomes more prevalent, and as the industry gets closer to a standard definition of the digital GRP, verifying that interest-based marketing is reaching its intended audience is becoming increasingly important.

In 2013, IAB helped educate the interactive advertising community on the practice of audience validation through two events.

- In October, IAB kicked off the Marketing Intelligence Summit at DataWeek in San Francisco by participating on a panel about audience validation. Patrick Dolan, Executive Vice President and Chief Operating Officer, IAB, provided an IAB update and introduced the panel which included:
  - James Deaker, VP Advertising and Data Solutions, Yahoo! and Co-Chair of the IAB Data Council; Ozgur Dogan, SVP & General Manager, Data Solutions Group at Merkle; Joshua Koran, SVP, Product Management, Turn; Matt Prohaska, Programmatic Advertising Director, The New York Times; David Wiener, VP of Products, Blue Kai; and moderator Paul Cimino, former CEO, Brilig.
- In November, IAB held a town hall on audience validation in the IAB Ad Lab. Participants included: Sean Harvey, Senior Product Manager, Google; David Simon, Director of Business Development, Turn; Molly Parr, Director, Product Marketing & Management, BlueKai; Anudit Vikram, VP, Digital Marketing Technologies, Merkle; and moderator Paul Cimino, former CEO, Brilig.

# MOBILE

## IAB MOBILE MARKETING CENTER OF EXCELLENCE



For consumers, mobile is mainstream—for marketers, it will be soon. Mobile is set to become the principal way for brands to interact with their audiences. The

connected devices that consumers take with them on-the-go are continuing to multiply, from mobile phones and tablets and phablets, to watches, to glasses, to wristbands, to who knows what next. Time spent on these gadgets is following suit, and understandably marketer spending is skyrocketing—up 142% in the last two years—to meet consumers where they already are.

But just like in the early days of the web, challenges abound. With unique attributes, major infrastructural elements like measurement still need refinement, new mobile-specific public policies are proliferating, and brands are continuing to explore the move from experimentation to reliance.

As I've said before, IAB with its legacy of nurturing the prosperous digital advertising and marketing industry, is singularly positioned to guide the continued development of the mobile marketplace. I look forward to continuing to build this burgeoning industry with the wisdom of our members and staff illuminating the path forward.

Anna Bager  
Vice President and General Manager  
IAB Mobile Marketing Center of Excellence

As mobile devices have become an ubiquitous part of our culture, mobile advertising and marketing have become a fixture in marketers' budgets. Soon mobile marketing will be as central to brands, as the devices are in consumers' lives. The IAB Mobile Marketing Center of Excellence, an independently funded and staffed unit inside IAB, is dedicated to fostering the growth of this burgeoning industry.



*IAB Mobile Center of Excellence worked with the Digital Advertising Alliance (DAA) to create Application of Self-Regulatory Principles to the Mobile Environment, focusing on data in mobile Web and app environments*

### PUBLIC POLICY

#### DAA CONSUMER PRIVACY CONTROLS FOR MOBILE

In 2013, the Digital Advertising Alliance (DAA), the operator of the industry's Self-Regulatory Principles for Online Behavioral Advertising, released guidance for applying its successful program to mobile. The Mobile Marketing Center of Excellence worked closely with the DAA to produce this update. The guidance focuses on three mobile-specific matters: the use of cross-app data, personal directory data, and precise

location data in apps. The cross-app data update will govern third-party collection of consumer information across multiple apps. The personal directory data refers to the access and use of a user's calendar, address book, phone and text log, as well as photos and video.

The precise location data addition directs when marketers and publishers must request consumer permission to access their precise location. Additionally, the industry was put on alert that the Advertising Option Icon, as well as other facets of the self-regulatory program apply to the mobile web and apps, where feasible. Additional solutions for consumer notice and choice about behavioral advertising in the mobile environment are on the way.



**IAB MOBILE PULL**

**EXPANDING THE INFLUENCE IN WASHINGTON OF MOBILE CENTER MEMBERS**

Pending legislation and regulation have the potential to impede the growth of the mobile advertising marketplace, and encumber the interactive experiences of consumers. In May, the Mobile Marketing Center of Excellence hosted its Washington, D.C., Fly-In, where more than a dozen IAB members, including AT&T and Verizon Wireless, Google, Microsoft, AOL, FourSquare, Tribune Digital, and 24/7 Media, voiced to lawmakers how their businesses could be impacted by pending legislative and regulatory matters. The day was packed with back-to-back meetings with the offices of eight Congressional representatives, including Rep. Jared Polis (D-CO), Rep. Ben Ray Lujan (D-NM), Rep. Bob Latta (R-OH), Rep. Suzan DelBene (D-WA), and Rep. Ted Poe (R-TX).

The following day, attendees enjoyed the opportunity to speak at the Fifth Annual "State of the Mobile Net" event hosted by the Congressional Internet Caucus Advisory Committee. The two top issues of the afternoon included how to continue to encourage mobile web growth without being choked by a lack of bandwidth, and how to protect consumer privacy.

**LOCATION PRIVACY PROTECTION ACT**

The Location Privacy Protection Act, sponsored by Sen. Al Franken (D-MN) and first introduced in the 2012 Congress, would mandate consumer consent for the collection of location data, subject to criminal penalty. It would also require consent for the collection of all data and necessitate disclosure regarding with whom the data would be shared. Following outreach by IAB to key legislative staff, the legislation had not been reintroduced in to this Congress by the time of this printing.



**IAB MOBILE SLIDER**

**IAB MOBILE ADHESION BANNER**

**BUILDING BRANDS BY SETTING STANDARDS**

**INDUCTING THE MOBILE RISING STARS**

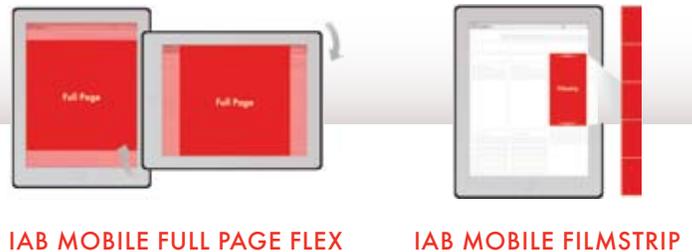
The IAB Mobile Rising Stars program is committed to nurturing the creation of bold and deeply engaging brand marketing across all portable screens. In June, IAB inducted five Mobile Rising Stars

formats into the official IAB Standard Ad Portfolio: Filmstrip, Pull, Adhesion Banner, Full Page Flex, and Slider. Formats evolved from winning submissions from companies including: AOL, BabyCenter, Crisp, Google, Jivox, Mediamind, Medialets, Microsoft, Pointroll, Time Inc., The Weather Channel, and Yahoo!.



*Newly inducted Mobile Rising Stars in action for Ford*

These new formats are achieving their goals. Research indicates the new IAB Mobile Rising Stars are boosting user interaction and delivering higher brand and message recall than standard mobile banner ads. An in-market study, conducted in partnership with Vibrant Media and comScore, related to the "OREO Cookie vs. Crème" marketing campaign, revealed that the new ad formats compelled almost twice as many people to interact with the ad than standard banners, and almost everyone who interacted with the Mobile Rising Stars ad recalled the brand. Favorability ran high for the Rising Stars ad, with two-thirds rating the ad "better" or "much better," than a standard mobile banner ad.



**IAB MOBILE FULL PAGE FLEX**

**IAB MOBILE FILMSTRIP**

*New IAB Mobile Rising Stars ad units compelled almost twice as much interaction compared to standard banners*

**FINALIZING MOBILE CREATIVE GUIDELINES**

In April, IAB and the Mobile Marketing Association (MMA) released the "Mobile Phone Creative Guidelines," which align with the

IAB Display Advertising Guidelines. The guidelines supply agency creatives with standard specifications for both basic ad formats and rich media ad units, and are applicable to both the mobile web and app environments.

**GUIDING HTML5 AD DEVELOPMENT**

Recognizing the importance of HTML5 and the need for more efficiency, IAB released “HTML5 for Digital Advertising 1.0: Guidance for Ad Designers & Creative Technologists.” The guide outlines the complexities of the ad code, and offers recommendations on how to address topics including: file and ad unit size, code and asset compression, in-banner video advertising and animation, ad server compatibility communications, and HTML5 display ad units that are not rich media.

**IAB MOBILE MARKETING CENTER OF EXCELLENCE 2013 BOARD OF DIRECTORS**



**IAB MOBILE MARKETING CENTER OF EXCELLENCE 2013 SUPPORTING MEMBERS**



**MOBILE AD OPERATIONS**

**ENCOURAGING MRAID ADOPTION**

Efficiency in achieving scale with rich-media ads for mobile apps—that’s the promise of the Mobile Rich-Media Ad Interface Definitions program, known as MRAID. The program defines a common application programming interface that developers can use to communicate what those ads do to the apps into which they are being served. In short, it means agencies will be able to quickly and easily run creative across mobile apps of different publishers. In 2013, IAB issued a revised version of MRAID 2.0, which removes some areas of ambiguity in the specification to encourage greater consistency in implementation and provide greater stability for creators of MRAID ads. IAB also worked steadily to educate the marketplace about this valuable solution, in part through a number of webinars and meetings in the U.S. and U.K.

**EXPLORING COMMON ROOT CAUSES OF DISCREPANCIES**

Ad-counting discrepancies have been around since the dawn of PC-based online advertising. And while the digital advertising industry has matured and discrepancies have dropped dramatically, mobile is still the Wild West. Variances in counting mobile ads range from 50 percent to 5 percent.

To address this issue, the IAB Mobile Center held two “Mobile Discrepancy Working Sessions,” on the East Coast and another on the West Coast. The buyers and sellers who attended helped identify the causes of discrepancies, why they are happening, and how IAB can help alleviate these ad-counting differences. In September, the Mobile Ad Ops Group released the findings in the white paper, “Mobile Discrepancies: Exploring the Root Causes.”

**MOBILE MEASUREMENT**

**HIGH QUALITY MEASUREMENT GUIDELINES**

In July, IAB partnered with the Mobile Marketing Association and the Media Rating Council to release final versions of Mobile Web Ad Measurement Guidelines, as well as the industry’s first In-Application Ad Measurement Guidelines. These guidelines are designed to set a high standard for mobile advertising impression measurement, ensuring media companies, networks, ad servers and other active members of the industry deliver high quality data to ad buyers.

**MOBILE COOKIES 101**

To refute misconceptions about mobile cookies and to lend some clarity on the subject, the IAB Mobile Center issued a whitepaper called “Cookies on Mobile 101.” It explains challenges to using

cookies, such as learning about consumers who split their time between desktop and mobile devices and details how they work in different mobile environments and platforms.

## SUPPLYING VALUABLE MOBILE MARKETING INSIGHTS

### MOBILE MARKETING SPENDING SURGES

Marketers are becoming savvy to the many opportunities in mobile marketing and advertising, and they have boosted their mobile spend in response. Brand marketer mobile budgets surged 142 percent between 2011 and 2013, according to IAB analysis of figures released in an IAB study, produced by Ovum, updating the “Marketer Perceptions of Mobile Advertising Survey” from 2011. In addition, the number of marketers who maintained annual mobile budgets of \$300,000 or more quadrupled, rising to 32 percent this year from just 7 percent in 2011.



*Sold-out panel discussion at Cannes Lions International Festival of Creativity placed IAB at the center of a debate on creativity in mobile*

## CALCULATING MOBILE INVESTMENTS

For marketers just introducing themselves to mobile marketing and advertising, they can find calculating return on investment (ROI) particularly challenging. To quell concerns through education, IAB Mobile Center released Mobile Value, an online calculator tool, created with the help of Google, which allows marketers to calculate the ROI for their mobile investment. The web-based program examines five key mobile value-drivers: calls, app downloads, cross-device purchases, mobile site visits, and in-store sales. It then converts the data into the dollar-value the marketer can expect to gain from its mobile investment.

## MOBILE ON A GLOBAL SCALE

### IAB GLOBAL MOBILE ANTHOLOGY

Mobile marketing and advertising is a global marketplace of great scale, however, mobile capabilities and trends can vary drastically country-by-country. In 2013, the IAB Mobile Center and representatives from IABs from around the world worked together to help carry out and promote IAB guidelines and to conduct joint research to update the 2012 Global Mobile Anthology. The report gives a synopsis of the state of mobile in 13 different countries including Argentina, Brazil, Denmark, Spain, the United Kingdom, Australia, and New Zealand. It includes country comparisons, such as smart phone adoption rates and mobile ad revenue generated per user, and details the specific issues they each face.

### GLOBAL MOBILE ADVERTISING REVENUES

Global mobile ad revenues jumped 82.2 percent to \$8.9 billion in 2012, up from 5.3 billion in 2011, according to the IAB Mobile Center, IAB Europe, and global research firm IHS. Search marketing continued to lead the way with an 88.8 percent increase in revenue, followed by an 87.3 percent jump in display. North America led year-over-year growth, seeing an 111-percent rise over 2011 figures. The second fastest growing market was Western Europe, with a 91 percent increase in mobile advertising revenue.

### IAB LED MOBILE INSIGHTS AT CANNES

IAB dominated the topic of mobile marketing and advertising at the Cannes Lions International Festival of Creativity. Randall Rothenberg, President and CEO, IAB, led a session entitled “IAB Presents Liquid Creativity: Secrets of the Mobile Superstars.” Luminaries Lincoln Bjorkman of Digitas at the time, now at Wunderman; John San Giovanni of Zumobi; and Steven Rosenblatt of Foursquare took to the stage to discussed how to capture the hearts and minds of consumers with creativity on mobile—a media that is more defined by behavior than device. In addition, Anna Bager, Vice President, General Manager of the IAB Mobile Center, joined Rothenberg, as well as David Shin of AOL, Chris Miller of DraftFCB, and Ben Jones of AKQA, for a chat about mobile marketing trends at the AOL Advertising suite.

In preparation for these thought leadership opportunities, IAB created the “Mobile Manifesto,” a comprehensive view of today’s mobile creative best practices using quantitative insights from Dynamic Logic, Millward Brown’s digital practice, and qualitative insights from senior-level creatives produced by Millward Brown’s qualitative practice, Firefly.

# MOBILE

## INSIGHTS THAT PROPEL INVESTMENT

In 2013, the IAB Mobile Marketing Center of Excellence produced a valuable collection of U.S.-based and global research that has helped illuminate the young marketplace for marketers and publishers.

Brand marketer mobile budgets surged 142% between 2011 and 2013; the number of marketers who maintained annual mobile budgets exceeding \$300,000 more than quadrupled.<sup>1</sup>

Global mobile advertising revenues surged 82.8% in 2012, hitting a high of \$8.9 billion.<sup>2</sup>

<sup>1</sup> **Marketer Perceptions of Mobile Advertising 2013**  
*Produced by Ovum*

<sup>2</sup> **Global Mobile Advertising Revenue Report**  
*Produced by the U.S. IAB Mobile Marketing Center of Excellence, IAB Europe and IHS*

<sup>3</sup> **Showrooming: Empowering Consumer Electronics Shoppers**  
*Conducted by Ipsos MediaCT in partnership with IAB*

42% of consumer electronics shoppers using their mobile device in-store made their purchase online.<sup>3</sup>

58% of smartphone owners surveyed regularly use their bank's mobile app and 50% use their bank's mobile-optimized web site.<sup>4</sup>

More than two-thirds of mobile phone owners polled say they have placed food orders via mobile devices. 50% say they have downloaded at least one restaurant-specific app.<sup>5</sup>

43% of U.S. parents of children ages 12 or younger plan to holiday shop for their kids over Black Friday weekend—of those with smartphone, 90% percent will be using them to make shopping easier.<sup>6</sup>

<sup>4</sup> **Mobile and Money**  
*Conducted in Partnership with InMobi and Viggle*

<sup>5</sup> **Mealtime Goes Mobile: Mobile Screens' Impact on Ordering Takeout and Delivery Produced**  
*Conducted in partnership with Viggle*

<sup>6</sup> **Parents Go Mobile For Holiday Shopping**  
*Conducted by Harris Interactive for IAB*

<sup>7</sup> **IAB Mobile Rising Stars effectiveness research**  
*Produced by Vibrant Media and comScore in Collaboration with Oreo*

Mobile Rising Stars inspire nearly twice the number of people to slide, swipe or tap than did standard banners.<sup>7</sup>



*AOL CEO Tim Armstrong  
at their Digital Content  
NewFronts presentation*

## IAB AND DIGITAL VIDEO

**S**ight, sound, motion, and interactivity—all beyond the constraints of traditional television commercials—the promise of digital video as a powerful storytelling medium is being recognized by marketers and the digital media community alike. In the first half of 2013, marketers spent an historic \$1.3 billion on the video, an increase of 24 percent over the first half of 2012, according to IAB measures. IAB helped propel this momentum by dedicating more resources than ever to building the video marketplace.

### DIGITAL CONTENT NEWFRONTS

In 2013, advertisers were dazzled by 17 presentations of original, high-quality, digital video programming. The shows featured top-tier Hollywood celebrities and rivaled the status of prime-time and subscription cable television programming.

The Digital Content NewFronts offer media buyers the chance to lock-in advertising opportunities in advance in this high-demand marketplace. In 2013, IAB was engaged by the founding partners—AOL, Digitas, Google/YouTube, Hulu, Microsoft Advertising, and Yahoo!—to lead the event and helm the selection process for

presenters. The results were outstanding with buyers reporting the NewFront experience sparked an increase in video ad spending.

The event, held in New York between April 28 and May 3, attracted approximately 5,000 attendees and included presentations from 17 powerhouse media companies, including the founding partners as well as CBS Interactive, Condé Nast Entertainment, Crackle at Sony Pictures Television, Disney Interactive, Univision, Wall Street Journal, The Weather Company, and Zynga.

IAB supported the event with a news-breaking study spotlighting the power of video, conducted in partnership with GfK. “45 Million Reasons and Counting to Check Out the NewFronts,” detailed the growing reach and impact of digital video, illustrating specifically that original, professional online video captures the attention of 45 million U.S. viewers per month. Other findings showed that consumers’ ad receptiveness during original professional online video programming is in line with their ad receptiveness while watching primetime TV programming on a TV set.

# NEW CONTENT ~~UP~~FRONTS 2013

## DIGITAL CONTENT NEWFRONTS FOUNDING PARTNERS



**DIGITAS**



**hulu™**



**YAHOO!**

One-in-three buy-side attendees reported that the NewFronts positively impacted their plans for digital video advertising buys, and 78 percent walked away from the weeklong series with at least one new opportunity for their company or a client. Seventy percent also said they think it is likely that buyers will shift more budget away from television and into digital video over the course of the next year.

### DIGITAL VIDEO RISING STARS

It's easy for a brand to re-purpose television commercials into digital video ads, but these static 30-second spots do not take advantage of all the brand building opportunities that this interactive media has to offer. To establish cutting-edge digital video ad formats that deliver deeply engaging experiences for users and are standardized across the marketplace for ease of use, IAB established the Digital Video Rising Stars program. At the end of 2013, IAB released the final Digital Video Rising Stars Style Guide & Technical Specifications featuring five new digital video formats: the Ad Control Bar, Extender, Filmstrip, Full Screen, and TimeSync.

Prior to this landmark achievement, 21 out of the 25 leading U.S. brand advertisers including AT&T, Budweiser, Chevrolet, Citi, Ford, Geico, Home Depot, Honda, JCPenney, L'Oreal Paris, Macy's, McDonald's, Microsoft, Nissan, Samsung, Sprint, Subway, Target, Toyota, T-Mobile and Verizon had already put the Digital Video Rising Stars to use, demonstrating high brand advertiser demand for this breakthrough ad formats.

James O'Neill, VP, Director of Interactive Media, RJ Palmer, said, "These units have worked really well for us, because they continue to realize not only the primary purpose of video—reach, comparable to how television is measured—but also the supplemental benefit of aiding in the achievement of social and engagement milestones."

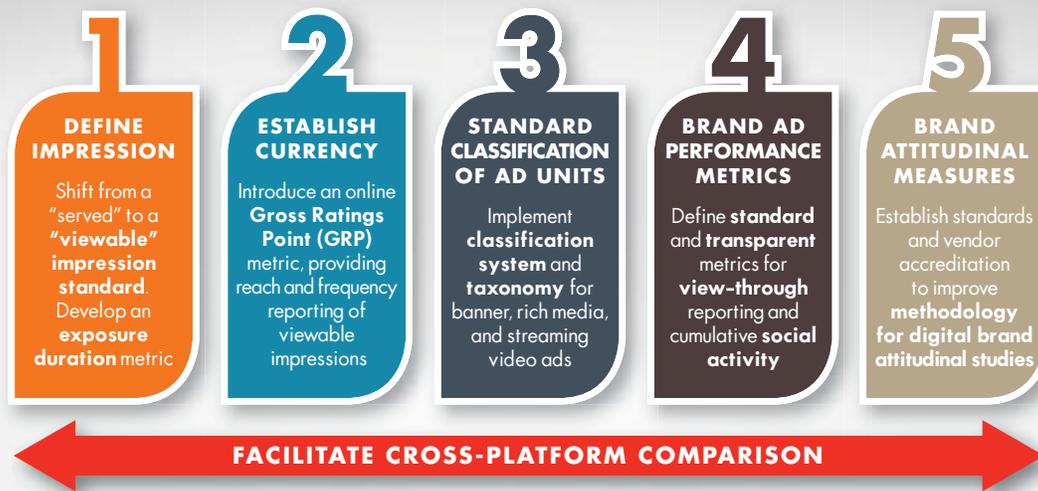
The winning Digital Video Rising Star ad formats were first unveiled at the Annual Leadership Meeting in February, and included ad format submissions from CBS Interactive, Celtra, DG MediaMind, DoubleClick, Innovid, Jivox, Microsoft Advertising, Mixpo, Spongecell, Tremor Video, Yahoo! and YuMe. These companies then collaborated with IAB to establish the style guide and technical specifications that would allow brands around the world to seamlessly implement each of these five brand-building stand-outs. These new formats are expected to be incorporated in the IAB Standard Ad Unit Portfolio in early 2014.



*Google Executive Chairman Eric Schmidt and comedian Seth Meyers at the 2013 Digital Content NewFronts*



## MAKING MEASUREMENT MAKE SENSE



*Making Measurement Make Sense: Five-Part Solution*

To effectively, accountably, and intelligently build brands across screens, marketers need metrics and models that can produce apples-to-apples comparisons between traditional and digital media, and across digital media. This is the demand that the Making Measurement Make Sense (3MS) initiative intends to solve—not by producing a proprietary product but by revolutionizing the way digital media is measured, planned, and transacted across the industry. The end goal is for interactive media to become a more valuable medium for everyone involved in brand advertising.

### ON THE VERGE OF THE VIEWABLE IMPRESSION

Twenty-thirteen was an energetic and purposeful year for 3MS. It ended with the 3MS initiative at the threshold of an historic innovation. The first-ever, non-proprietary viewable impression standard was nearly ready to become a staple in digital media transactions and the bedrock of a new currency. Shifting to a viewable impression from a served impression standard is the foundational objective of 3MS; it is the first of the Five Guiding Principles of Digital Measurement.

The viewable impression is the key to making digital media measurement comparable to that of legacy media. In television, print, and radio the consumer always has the opportunity to see/hear the ad. This is not the case with digital media. Foundational industry technologies have only measured if an ad has been served, not how fully it rendered on the screen or how long it was present. It is an essential innovation to producing a digital Gross Rating Point.

The viewable impression standard is expected to be released in the first quarter of 2014. The Media Rating Council (MRC), the independent entity in charge of establishing and managing the process of developing, testing, and institutionalizing measurement standards with regards to this program, announced this intention in November. The release of the new standard will coincide with the lifting of the advisory the MRC issued against transacting on viewable impressions first in November 2012, and updated in June and November 2013. Once the MRC advisory is lifted, the industry will have a green light to plan, transact, and track performance using viewable impressions for display and video.

One of the primary challenges faced in 2013 was to eliminate the high number of impressions that are unmeasurable for viewability. A primary solution to this problem is the IAB SafeFrame program, which was finalized in March 2013 and aggressively promoted to all owners of inventory. For more information on SafeFrame, please see page 6. In addition, the MRC administered a vendor reconciliation project to account for the causes of discrepancies in viewable impression counts among accredited vendors. The results will be released in early 2014.

**EDUCATING THE ECOSYSTEM ON THE TRANSITION**

Publishers must be ready for the shift to the viewable impression. It will change the way the value of media is measured. Part of these preparations include adopting IAB SafeFrame, but it also incorporates site design and research into how the currency change will impact the performance and price of their media. In 2013, the 3MS founders, the MRC, and industry leaders actively and publicly discussed the implications of this oncoming change.

3MS leadership participated in three web-based town halls:

- In April, IAB hosted an opportunity for the industry to converse with key technical players behind the SafeFrame program. Executives from Yahoo! and Microsoft also participated.
- In June, George Ivie, CEO and Executive Director, MRC; Bob Liodice, CEO, ANA; Eric Franchi, Co-Founder, Undertone; John Montgomery, COO, GroupM Interaction; and Michael Zimbalist, VP, Research & Development Operations, The New York Times; debated how the marketplace would contend with a more consistent currency for brand advertising interactions.
- In August, IAB hosted a robust debate on the marketplace reaction to the viewable impression, focusing on digital video viewability. Speakers included Tal Chalozin, CTO & Co-Founder, Innovid; Adam Gerber, Vice President, Sales Development & Marketing, ABC Television Networks; and Julian Zilberbrand, SVP, Global Digital Director, Strategic Partnerships & Technology Solutions, Starcom Mediavest Group.

**ESTABLISHING A STANDARD CLASSIFICATION OF AD UNITS**

All ad units are not created equal, and therefore a transparent classification system must be established so marketers can pick the best offerings for brand building and other marketing objectives. Traditional media has a limited number of inventory types (e.g., 30-sec spot, full-page back cover), but digital media has a myriad



*MRC CEO & Executive Director George Ivie discussed moving to a viewable impression at the IAB Ad Operations Summit*

of units. Making Measurement Make Sense advocates a transparent classification system, adhered to by all publishers.

By the end of 2013, 3MS had composed and vetted a proposed ad classification and taxonomy for banner, rich media, and streaming video ads. These new parameters have been defined by a group of senior executives from across the ecosystem as well as the 3MS founders. Following in-market testing, this system would be finalized and would complete the “Standard Classification of Ad Units” part of the Five-Part Digital Marketing Measurement Solution.



## PUBLIC POLICY



*Small online publishers travelled to our nation's capital to tell their stories to Congress at the Fifth Annual IAB Long Tail Alliance Washington Fly-In*

## PUBLIC POLICY

**A**s the digital advertising and marketing marketplace continues to expand to new devices, to new geographies, and toward new and never-before-seen brand ideas, IAB is on the ground educating lawmakers and advocating for the interests of IAB members as the legislation and regulations governing these new frontiers are formed.

### **FIGHTING AD-SUPPORTED PIRACY**

In July, the White House praised IAB for its ongoing efforts to fight copyright piracy and counterfeiting stating that self-regulation measures, such as the IAB Quality Assurance Guidelines, are critical to sustaining the integrity and expansion of digital media. Then in September, Randall Rothenberg, President and CEO, IAB, championed the Quality Assurance Guidelines as one of the best solutions for thwarting advertising-supported intellectual property when he testified before the House Judiciary Committee's Subcommittee on Courts, Intellectual Property and the Internet.

### **ADVOCATING FOR SMALL ONLINE BUSINESS OWNERS**

In June, more than 50 small publishers gathered in Washington, D.C., for the fifth annual Long Tail Alliance Fly-In, where the group had the opportunity to voice their most pressing business concerns with 27 House and 9 Senate offices. Meetings included the offices of: Congresswoman Anna G. Eshoo (D-CA), Senator Jay Rockefeller (D-WV), Congressman Ed Whitfield (R-KY), Congressman Lee Terry (R-NE), and Congressman Bob Goodlatte

(R-VA). Attendees also enjoyed educational training sessions, round-table discussions, and networking events. Long Tail membership grew to 1,160 members in 2013.

### **PROTECTING CONSUMER PRIVACY AROUND THE GLOBE**

The Digital Advertising Alliance (DAA) Self-Regulatory Program for Online Behavioral Advertising, a mandate for all IAB members under the IAB Member Code of Conduct, is quickly influencing global business. In 2012, the European Interactive Digital Advertising Alliance (EDAA) was launched to bring a similar program to Europe, and in 2013, Digital Advertising Alliance of Canada launched its self-regulatory program. A key element of this program is the Advertising Option icon, now licensed in 31 countries. Recent DAA research has shown more than half of all Americans polled would be more likely to click on an online ad that included an icon like the Advertising Option icon; and more than 73 percent of Americans polled said they'd be more comfortable with online ads if they knew they had access to the protections the DAA provides.

### **DEFENDING PRIVACY AND INDUSTRY IN CALIFORNIA**

In 2013, IAB worked with the California Assembly, the Senate, the Attorney General's Office, and one active private citizen on several pieces of legislation that could negatively impact IAB members.

- “Do Not Track” bill, AB 370—IAB succeeded in amending this legislation. As originally drafted, the document would have required websites to explain in detail whether or not they “honored” do-not-track browser signals, despite any industry-wide consensus as to what do-not-track means. The bill was later amended to include participation in industry-developed self-regulatory programs as a means of compliance.
- “Eraser Button” bill, SB 568—IAB also succeeded in amending this legislation. As introduced, this document would give minors broad-based rights to delete content posted online, as well as to prohibit the online marketing of a wide range of goods and services to minors. IAB worked with the sponsor’s office to recognize the best practices already being used by the industry for removal of user-generated content. IAB also limited the bill’s original restrictions on categories of prohibited marketing and placed more concrete parameters around a minor’s right to remove posted content.
- A proposed ballot initiative to amend California’s Constitution by including a “Personal Privacy Protection Act”—IAB contributed to the heavy opposition against this act and its withdrawal.

**ENABLING GLOBAL BUSINESS FOR A GLOBAL MEDIUM**

In early 2013, President Obama announced that the U.S. and European Union would negotiate the Transatlantic Trade and Investment Partnership (TTIP). IAB has been active in the development of this agreement by advocating on two major matters. The first is to ensure that the Safe Harbor framework, a self-certification program providing U.S. companies a means for compliance with EU data protection laws, is upheld in the long term. This agreement

would also guarantee an efficient and cost-effective means for U.S. companies to comply with EU privacy laws. Second, IAB has met with influential lawmakers toward establishing an agreement that would prevent the creation of new laws requiring digital advertising and marketing firms to use local infrastructure or establish a local presence as a precondition to doing business.

**BUILDING AN EFFECTIVE DO-NOT-TRACK SOLUTION**

In 2013, IAB joined with the DAA to create a real-world Do-Not-Track solution. The results, expected in early 2014, could incorporate Do-Not-Track browser tools into the very successful self-regulatory program of the DAA.

IAB also remained committed to the process of the World Wide Web Consortium’s (W3C) Tracking Protection Working Group as it works toward developing a global standard for the way Do-Not-Track requests will be recognized by browsers.

In addition, IAB ended the year gratified that Mozilla has decided to further delay its cookie-blocking technology and work with the digital advertising and marketing industry on consumer privacy solutions. Earlier in the year, IAB adamantly protested against Mozilla for its plans to block third-party cookies by default, using among other tactics a petition signed by more than 1,000 individuals around the world.

**FIGHTING ADVERSE TAX REFORM**

For decades, businesses have been able to deduct 100 percent of the cost of their advertising as a necessary and ordinary business expense. In 2013, influential members of Congress proposed tax reform legislation that would only allow a business to deduct 50 percent of its advertising costs in the year the ad runs, and would delay the deduction for the remaining 50 percent over 10 years. IAB strongly believes that if advertising is classified (in whole or in part) as a taxable business activity that brands will do less of it. The economic consulting firm IHS Global Insight has estimated it could put 1.7 million U.S. jobs at risk. To fight against this adverse legislation, IAB is working to educate key members of Congress on why the current tax treatment of advertising is important to preserve; and, supplemented those efforts late in 2013 with a letter to the Senate Finance Committee Chairman and Ranking member signed by nearly 30 members of the IAB CFO Council.

*More than 1,000 publishers and advertising business leaders signed the IAB open letter to Mozilla*



## 2013 COMMITTEES AND COUNCILS

### COMMITTEES

IAB Committees are based on specific platforms within the digital advertising medium. Committees work together to prove platform value or simplify the processes associated with buying, selling, and creating interactive advertising.

#### Audio Committee

Mike Agovino, *Triton Digital*  
Doug Sterne, *Pandora*

#### B2B Committee

Robert Felsenthal, *Crain Communications*  
Michael Friedenberg, *IDG*  
Frannie Danzinger, *Bizo*,  
Co-Chair

#### Digital Video Committee

Suzie Reider, *YouTube*  
Joey Trotz, *Turner Broadcasting System*

#### Games Committee

Travis Howe, *Sony Pictures Television*  
Kym Nelson, *Twitch*  
Joy Taylor, *Electronic Arts*

#### ITV Committee

Chris Falkner, *NBC Universal Digital Media*  
Adam Lowy, *DISH*

#### Local Committee

Jesus Chavez, *Univision Communications Inc.*  
Greg Hallinan, *formerly with Verve Mobile*  
James Smith, *Verve Mobile*

### COUNCILS

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

#### Mobile Advertising Committee

Anne Frisbie, *InMobi*  
Scott Jensen, *formerly with Viacom Media Networks*  
Sharon Knitter, *formerly with Cars.com*  
Solomon Masch, *Time Inc.*

#### Networks & Exchanges Committee

Julia Casale-Amorim, *Casale Media*  
David Jacobs, *AOL Networks*

#### Performance Advertising Committee

John Busby, *Marchex*  
Dave Tan, *Google*

#### Social Media Committee

Kristen Ferguson, *formerly with ShareThis*  
Joel Lunenfeld, *Twitter*  
Carine Roman, *LinkedIn*  
Shane Steele, *formerly with Twitter*

#### Tablet Advertising Committee

Alex Linde, *The Weather Channel*  
Ulla McGee, *IDG*

#### Ad Ops Council

Dan Foehner, *Facebook*  
Zachary Putnam, *ABC National TV*

#### Ad Technology Council

Jonathan Bellack, *Google*  
Jay Sears, *The Rubicon Project*

#### CFO Council

Thomas Etergino, *formerly with TheStreet.com*  
David Geithner, *Time Inc.*  
Bennett Theimann, *Mojiva*

#### Data Council

James Deaker, *Yahoo!*  
Matthew Hull, *AT&T AdWorks*

#### Legal Affairs Council

Steve Hicks, *Ziff Davis*  
Jason Rynning, *formerly with Microsoft Advertising*

#### Multicultural Council

Borja Perez, *Telemundo*  
Mary Zerafa, *Impremedia Digital*

#### Public Policy Council

Dave Morgan, *Simulmedia*

#### Research Council

Stephanie Fried, *Discovery Communications*  
Daniel Murphy, *Univision Communications Inc.*

#### Sales Executive Council

Sheila Buckley, *formerly with Vibrant Media*  
Brian J. Quinn, *Triad Retail Media*

## 2013 WORKING GROUPS, TASK FORCES, AND ADVISORY BOARDS

Working groups, task forces, and advisory boards directly address issues facing the industry. They provide solutions, influence, and thought leadership necessary to take on specific challenges from across the advertising ecosystem.

Accounts Receivable Working Group	Data Standards, Quality & Best Practices Working Group	Image-based Advertising Task Force	Network Audience Definitions Working Group
Ad Engagement Working Group	Defining Performance Working Group	Mobile Ad Ops Working Group	Networks Advisory Group
Ad Load Performance Working Group	Digital Ad Operations Certification Exam Committee	Mobile In-App Ad Measurement Working Group	Open RTB & Real Time Exchanges Working Group
Ad Ops Advisory Board	Digital Advertising Automation Task Force	Mobile Location Data Working Group	Podcasting Working Group
Ad Ops Certification Advisory Board	Digital Advertising Workflow Best Practices Working Group	Mobile Measurement Task Force	Professional Development Advisory Board
Ad Technology Advisory Board	Digital Media Sales Certification Exam Committee	Mobile Programmatic Buying Working Group	Programmatic Direct Task Force Sub Group
Agency Advisory Board	Digital Video Emerging Tech Focus Group Task Force	Mobile Research Working Group	Research Advisory Board
Audio Ad Serving Template Spec Working Group	Digital Video Guidelines and Metrics Update Working Group	Mobile Rich-Media Ad Interface Definitions (MRAID) Working Group	SafeFrame Implementation Working Group
Audio Tagging Working Group	Display Creative Guidelines Working Group	Mobile Video Buyers Guide Working Group	Sales Award Working Group
Commission on Certification	Emerging Innovation Task Force	Mobile Video Task Force	Social Media Buyers Guide Update Working Group
Compensation Working Group	Facial Recognition Privacy Task Force	MRAID Compliance Test Creative Working Group	Social Media Guidelines/WOMMA and MRC Working Group
Consumer Perception of Data Working Group	Future of the Cookie Working Group	MRAID Test Creative Project Working Group	TOGI Education Sub-Group
Consumer Protection Task Force	Games Platform Status Report Update Working Group	Multicultural Communication Working Group	TOGI Solutions Sub-Group
Content Marketing Advisory Board	HTML5 Best Practices Task Force	Multicultural Research Working Group	Traffic of Good Intent Task Force
Content Marketing Task Force	IAB Video Suite Compliance & Testers Sub-Working Group	Native Advertising Task Force	Viewable Impressions: Implementation Working Group
Creative Specs Database Revamp Working Group		Native Advertising Working Group	
Data & Measurement Research Working Group			
Data Primer 2.0 Working Group			

## MEMBERSHIP

We thank all our members for their support throughout the years. With their leadership and participation, the influence of IAB on the industry will continue to grow. To learn more about IAB membership opportunities, please visit [iab.net/member\\_center](http://iab.net/member_center).

### GENERAL MEMBERS

21st Century Media  
24/7 Media  
33Across  
4INFO  
5min Media  
A&E Television Networks  
AARP  
ABC National TV  
About, Inc.  
Absolute Punk  
AccuWeather.com  
Ad4Game  
Adap.tv  
Adconion Direct  
AddThis  
adMarketplace  
AdMonsters  
AdoTube  
Adslot  
Adsmovil  
AdSupply  
Adtegrity  
AdTheorent  
Advanstar  
Communications, Inc.  
Advertising Age Group  
Interactive  
Aha Radio by Harman  
International  
Airpush  
Allrecipes.com  
Allvoices  
ALM  
Amazon.com  
AMC Networks Digital  
American Express  
Publishing  
AOL  
AOL Networks  
Apple Inc. (iAd)  
appsavvy  
AT&T AdWorks  
AtomShockwave Corp.  
Audience Partners

Audio4cast  
Autotrader.com  
BabyCenter  
Batanga Network  
Bazaarvoice  
BBC Worldwide  
BBN Networks LLC  
Belo  
Bizo  
blinkx  
BlogHer  
Bloomberg  
boston.com  
Brand.net  
BrandAds  
BrightRoll  
Burst Media Corporation  
BusinessWeek Online  
BuzzFeed  
Buzznet  
Cablevision Media Sales  
Cablevision Systems  
Corporation  
CafeMom  
Caring.com  
Cars.com  
Casale Media  
CBS Interactive  
CBS Sportsline  
Celebuzz  
Channel Factory  
Chegg  
Chicago Tribune  
Chitika  
CIO  
Clear Channel Media  
and Entertainment  
CMG Digital  
CNN.com  
Collective  
Comcast Spotlight  
Comedy Central  
Complex Media  
Computerworld  
Concrete Loop  
Condé Nast

Condé Nast Media  
Group  
Connexity  
Cox Digital Solutions  
CPXi  
Crackle  
Crain Communications  
CSO Online  
Cynopsis Media  
Dailymotion  
Defy Media  
Demand Media  
deviantART  
Digital Photography  
Review  
Discovery  
Communications  
Disney Interactive Media  
Group  
Dominion Digital Media  
Dow Jones & Company  
Earth Networks  
eBay  
eBay Classifieds  
Editorial Projects in  
Education  
Electronic Arts  
eMarketer  
e-Miles  
ESPN.com  
Everyday Health  
Expedia Media Solutions  
Exponential  
Facebook  
FanIQ  
Fast Company  
Federated Media  
Publishing  
FindTheBest.com  
Flipboard  
Forbes.com  
FOX Sports Channel  
FOX Sports Interactive  
Media  
Gawker Media  
Genome from Yahoo!  
Glam Media  
Goodway Group

Google  
Grab Media  
Greystripe  
GSN Games  
GumGum  
GunBroker.com  
Half.com  
Hanley Wood  
Harvard Business Review  
HealthiNation  
Hearst Magazines Digital  
Media  
Hotels.com  
Hotwire  
Hulu  
IAB  
I-Behavior  
IDG  
IDG Consumer & SMB  
IDG Enterprise  
IDG Entertainment  
IDG TechNetwork  
Idolator  
IGN Entertainment  
IMDB  
Impremedia Digital  
Inc.com  
Industry Brains  
InfoWorld  
InMobi  
Innity  
Interactive One  
InteractiveTV Today  
Investor's Business Daily  
iVillage, Inc  
Jivox  
Jumpstart Automotive  
Media  
JumpTap  
Jun Group  
Just Jared  
Just Jared Jr.  
Kelley Blue Book  
Kontera  
LeadBolt  
LIN Media  
LinkedIn

Los Angeles Times  
Luminate  
Machinima  
MailOnline  
Major League Gaming  
Maker Studios  
MamasLatinas  
Mansueto Ventures  
Marchex  
Martha Stewart Living  
Omnimedia  
Martini Media  
Matomy Media  
MediaFire  
MediaShift  
Mediative  
Meebo Inc.  
Mercury Radio Arts  
Meredith Digital  
Microsoft Advertising  
Millennial Media  
MLB.com  
Mobile Theory  
Mocean Mobile  
Mojiva  
Morningstar  
Move, Inc.  
MTV  
MySpace, Inc.  
MyWebGrocer  
NASCAR  
National Football League  
National Geographic  
Nature Publishing Group  
NBC Television Stations  
NBC Universal Digital  
Media  
NCC Media  
Netmining  
Network World  
New York Public Radio  
News Distribution  
Network  
Newsday  
NextNewNetworks  
Hulu  
Nickelodeon  
NorthStar  
OGGIFINOI  
Opera MediaWorks  
Optonline  
Orange Advertising  
Network  
Outbrain  
OWN: The Oprah  
Winfrey Network  
OwnerIQ  
Pandora  
Patch Media  
PC World  
Pictela  
POPSUGAR  
Prisa Digital  
PROXi Digital  
Publishers Clearing  
House  
Pulse 360  
PulsePoint  
Punto New Media  
Q Interactive  
Q1Media  
QuadrantONE  
RadiumOne  
Reader's Digest  
Association Interactive  
Real Media Group  
Realtor.com  
Rent.com  
Resonate Networks

Revision3  
Rhythm NewMedia  
Right Media Inc.  
RockYou!  
Roddale  
Rovi  
Samsung Electronics  
SAY Media  
Scripps Networks  
SessionM  
ShareThis  
Shiny Ads  
Showtime  
Slacker  
Slashdot Media  
SmartBrief  
Smartclip  
Socialite Life  
Sojern  
Sony Pictures Television  
Spafax Networks  
Specific Media  
SpinMedia  
SponsorPay  
SponsorSelect  
Spotify  
SpotXchange  
STEEL MEDIA  
Stereogum  
Stipple  
Strategy+Business  
Street Fight  
StubHub.com  
StumbleUpon.com  
Summit Business Media  
Swoop  
Synacor  
Tapjoy  
TargetSpot  
Targetwise  
TechMedia Network  
Technorati Media  
Telemundo  
Terra Networks USA  
Test Company 2D  
The Associated Press  
The Business Insider  
The Christian Post  
The Huffington Post  
The New York Times  
Company  
The Superficial  
The Wall Street Journal  
Digital Network  
The Weather Channel  
TheStreet.com  
Thomson-Reuters  
Time Inc.  
Time Warner Cable  
Media  
Traffic Leader  
Transpera  
Tremor Video  
Triad Retail Media  
TrialPay, Inc.  
Tribal Fusion  
Tribune Company  
Trip Advisor  
Triton Digital  
true[X] media  
Trulia  
TubeMogul  
Tumblr  
Turner Broadcasting  
System  
Twitter  
UberMedia

Undertone  
Univision  
Communications Inc.  
Unruly  
US News & World Report  
USATODAY.com  
Valassis  
ValueClick Media  
Vertical Search Works  
Verve Mobile  
VEVO  
Viacom Media Networks  
Vibrant Media  
Videogum  
Viggle  
VISIT FLORIDA  
Warner Bros. Media  
Research  
Washington Post Digital  
WhitePages  
WildTangent  
WIRED  
World Wrestling  
Entertainment  
WorldNow  
WWTDD  
Yahoo!  
Yahoo! Contributor  
Network  
Yahoo! en Espanol  
YouTube  
YP  
YuMe  
Ziff Davis  
Zillow  
ZUMOBI  
Zynga

## ASSOCIATE MEMBERS

[x+1]  
1000mercis Inc  
Accordant Media  
ActionX  
Active International  
AcuityAds  
Acxiom  
Adara Media  
Adroid  
AdFin  
AdGent  
Ad-iD  
AdJuggler  
AdMeld  
AdMobius  
Adobe  
Adometry  
AdReady  
AdRoll  
AdsPromotion  
ADTECH  
AdTruth  
Advertiser Perceptions  
Adzerk  
Akamai Technologies  
Alliance for Audited  
Media (AAM)  
Amobee  
AppNexus  
Arbitron  
Archer Advisors  
AudienceScience  
Auditude  
Bartle Bogle Hegarty  
Big Fish Games

Bionic Advertising  
Systems  
BlackArrow  
Blink New Media  
BlueCava  
Bluekai  
Booz & Company  
BPA Worldwide  
Briabe Mobile  
Brightcove  
BrightLine  
BrightTag  
Burt  
CableLabs  
Canoe Ventures, LLC  
Celtra  
Centro  
Chango  
ChoiceStream  
Cisco  
Cleveland Clinic  
Cobalt, an ADP company  
Cognitive Match  
Compass Labs  
comScore  
ConvertMedia  
Core Audience  
Crisp  
Criteo  
CTAM: Cable &  
Telecommunications  
Association  
Datalogix  
DataXu  
Deloitte & Touche, LLP  
Dennoo  
DeSilva + Phillips  
Investment bankers  
DG  
Dieste  
Digilant  
Disqus  
Dotomi  
DoubleVerify  
DraftFCB  
Drawbridge  
Distillery  
Dynamix  
Efficient Frontier  
Epsilon  
Ernst & Young LLP  
Evidon  
ExactTarget  
eXelate  
Experian Marketing  
Services  
Extreme Reach  
Eyeview Inc  
FatTail  
Flashalking  
Flite  
FreakOut  
FreeWheel  
GfK North America  
Goldspot Media  
Greco Associates  
Gridley & Company, LLC  
HIRO-Media  
iCrossing  
IHG  
ImServices Group  
Inciscent Labs Group LLC  
Innovid  
inPowered  
InsightExpress  
Integral Ad Science  
Integrate

Intel  
Invite Media, Inc.  
Iponweb  
IPS  
IPSOS  
IRI  
Janrain  
Jordan, Edmiston  
Group, Inc.  
Kantar Media North  
America  
Kantar Video  
Kilpatrick Townsend  
& Stockton LLP  
Kimberly-Clark  
Corporation  
Korrelate  
KPMG  
Krug  
Leapfrog Online  
LinkShare  
Liquidus  
LiveIntent  
LivePerson  
LiveRail  
LiveRamp  
LocalResponse  
Lotame  
Magnetic  
MarketShare  
Market On Demand  
MarkMonitor  
Maxifier  
MaxPoint  
Mediabrix  
Medialets  
MediaMath  
MediaOcean  
Mediaplex  
MediaWhiz  
Medicx Media Solutions  
Merkle  
Metamarkets  
Millward Brown Digital  
Mirror Image Internet  
Mixpo  
Moat  
Morpheus Media  
Nestle  
NetSeer  
NetSuite  
Neustar  
Newspaper Association  
of America  
Nexage  
Nielsen  
nPario  
OneScreen  
Ooyala  
OpenX  
Operative  
Organic Inc.  
Peer39  
PIVnet  
Pixalate  
PlacelQ  
PointRoll  
Polar  
Polk  
PricewaterhouseCoopers  
Prosper Insights &  
Analytics™  
Proximiic  
PubMatic  
Quantcast  
Realvu  
ResponsiveAds

Rich Relevance  
Rocket Fuel  
RUN DSP  
Sales Athlete Media  
Network  
Salesforce Marketing  
Cloud  
SAS Institute  
Scarborough Research  
Screen Dreams Publishing  
ScreenShot Digital  
SeaChange  
Semcasting  
SET  
Shareaholic  
Sharethrough  
Signalray Media  
Simplifi  
Simulmedia  
Skinected  
Smart AdServer  
Speed Shift Media  
Spongecell  
SpotRight  
SQAD  
Szabo Associates, Inc  
TagMan, Inc.  
Tapad  
Tealium  
Telemetry Limited  
Television Bureau of  
Advertising  
Teradata  
The Center For Sales  
Strategy  
The Howard-Sloan-Koller  
Group  
The Integer Group  
The Media Innovation  
Group  
The Media Trust  
Company  
The Rubicon Project  
The Trade Desk  
Theorem  
Time Warner Corporate  
TruEffect  
TruSignal  
TRUSTe  
Turn Inc.  
UBL Interactive  
UBM Tech  
Upfront Digital Media  
V12 Group  
Varick Media  
Management  
Verizon Wireless  
Videology  
VINDICO  
Visible Measures  
Visual IQ, Inc.  
Vizu, a Nielsen Company  
Webspectorator  
WebTrends  
Wildfire  
Winterberry Group  
WiT Media  
Worldata  
xAD  
Yext  
YieldEx  
ZEDO  
Zenovia

## NEW GENERAL MEMBERS

Aarki  
Adaptly  
AdColony  
AdNear  
adRise  
Adtile  
Adweek  
American City Business  
Journals  
American Media, Inc.  
Anyclip  
Appia  
Boston Globe Media  
CBS Radio  
Coupons.com  
Cox Media Inc.  
Delivery Agent  
Dial Global  
DISH  
eBay Enterprise  
Endemol USA  
FaceCake Marketing  
Technologies, Inc.  
Flurry  
Foursquare  
Gravity  
HIMSS Media  
Hipcricket  
IZEA  
Kargo  
LSN Mobile, Inc.  
Mashable  
MediaCrossing Inc.  
Medula Network  
Mevio, Inc.  
Moguldom Media Group  
Moko Social Media  
MONSTER  
Multiview  
Namo Media  
National Public Media  
Nativo  
News Corporation  
OneSpot  
Optimatic  
PGA TOUR  
Pinsight Media+  
PodcastOne  
Remezcla  
RGM Group  
Selectable Media  
Slate  
Solve Media  
Spiceworks  
Studio One  
Taboola  
Tafi Media  
TapIt! by Phunware  
The Economist  
The Mid Roll  
Time Out America  
Torrential  
Townsquare Media  
triviaBids  
Tuneln  
Twitch  
VertaMedia  
Viewster AG  
Vungle  
WatchTime  
XappMedia, Inc.  
Ynet

## NEW ASSOCIATE MEMBERS

AdLarge Media  
AdNation News  
AdsNative  
AdSpirit  
Adswizz  
Adventive  
Affinity Express  
Ahalogy  
BIA/Kelsey  
C.A.S.T.  
Chartbeat  
Clipcentric, Inc.  
clypd  
CPA Detective  
Dealer.com  
Digonary  
Ebiquity  
EngageClick  
Enliken  
Epom  
Equinix  
ESCORT Inc  
eyeReturn Marketing  
F#  
Factual  
Fiksu  
FinancialForce.com  
Gaian Solutions  
GLO Gaming  
Glotto Corp.  
House Party  
Inadco, Inc.  
Infinite  
isocket  
Klout  
Lijit Networks  
Local Market Launch  
LocationInsight  
Loeb & Loeb LLP  
MdotLabs  
Mobilewalla  
MonoType  
Moontoast  
MoPub  
Nanigans  
NewsCred  
Nuance  
Paradysz  
Persado  
Projectize Media  
Research Now  
Revolution Messaging  
Smaato  
SocialFlow  
Sociomantic  
spider.io  
Sticky  
StudioNow  
TapCommerce  
Teads Technology  
The Estee Lauder  
Companies  
ThoughtLeadr  
Time Warner Cable  
Tipalti  
TripleLift  
Unicorn Media  
Unilever  
Voltari  
WhiteOps  
Wiland Direct

## BUILDING BRANDS ACROSS SCREENS

Digital media has made the elusive promise of reaching the right person at the right place at the right time with the right message a reality. However, this level of precision and interactive's inherent ability to incite action through carefully targeted ads in streaming media, have pinned digital media as a direct response only vehicle. Nothing could be further from the truth. Through digital media, brands can build powerful and emotional relationships with consumers. They can tell stories dynamically in ways never before possible. They can invent new methods to communicate their brand values to the masses. And they can still impart their messages to the right person, at the right place, at the right time. More brand marketers are learning this first-hand than ever before.

IAB is deeply committed to enabling marketers to build brands across screens. A number of major IAB endeavors support this important goal. The Making Measurement Make Sense initiative is revolutionizing the way digital media is bought and sold in order to establish accountable, brand-building metrics that apply to both traditional and digital screens. The advertising technology group is innovating to establish technologies, standards, and guidelines that help streamline the creation and management of cross-screen advertising campaigns. The IAB Mobile Marketing Center of Excellence works hard to enhance brand-building capabilities across on-the-go interactive media. IAB is dedicating increasing resources to strengthening the digital video marketplace through initiatives like the Digital Content NewFronts and Digital Video Rising Stars. The research team hunts for insights that will help brand marketers learn how to make lasting impressions with consumers.

IAB also directly supports the creative community. The IAB MIXX Awards, having just completed its 9th year, elevates the art and science of interactive advertising by celebrating the world's most successful campaigns. The Rising Stars programs offer brand marketers canvasses across screens that enable creativity at scale. Reciprocal, valuable relationships with agencies and creative luminaries allow IAB to amplify the most innovative ideas and keep

agencies informed about all that IAB can do to make creativity in digital easier and stronger.

### IAB RISING STARS

Television has the 30-second spot. Print has full pages, half pages, and other consistent offerings. In interactive media, the equivalent is the IAB Standard Ad Unit Portfolio. These ad formats, designated by size and technical specifications, account for more



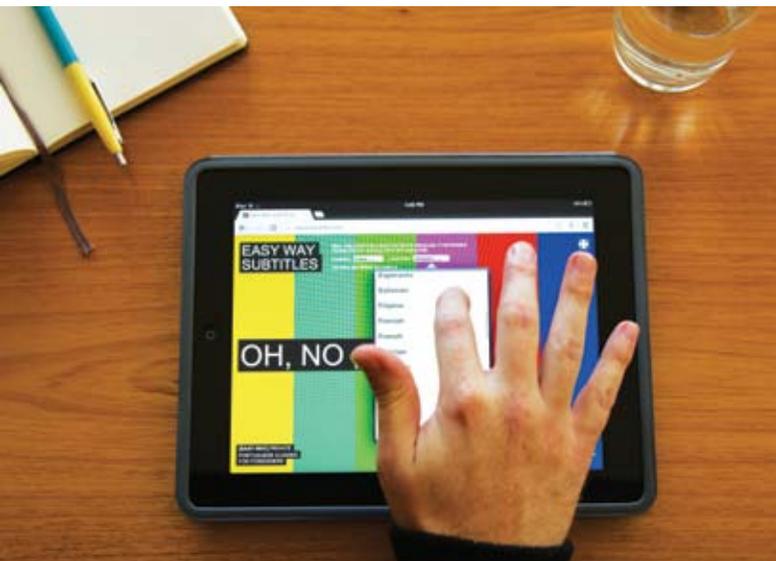
*The Coca-Cola Company and Leo Burnett Sydney and Chicago won Best-In-Show at the 2013 IAB MIXX Awards for "Small World Machines"*

than 80 percent of the display ads bought and sold. They establish operating norms that marketers, agencies, and publishers can rely on to efficiently create, buy, and sell advertising across a seemingly infinite number of websites.

In 2010, IAB asked the industry to shake up the standard formats, to design brand-friendly, engaging, large, and richly interactive ad formats that could be easily adopted by publishers across the web. IAB asked for submissions of new ad canvases that would then be judged by an esteemed panel of agency thought leaders and checked for workability by advertising operations experts.

The winners would be tested in market, and those that lived up to expectations would be inducted into the IAB Standard Ad Unit Portfolio. This program is called IAB Rising Stars. Since its launch, IAB has spearheaded the Display Rising Stars, Mobile Rising Stars, and Digital Video Rising Stars.

Today, 70 percent of the IAB Standard Ad Unit Portfolio has been updated, with more than half of the legacy units retired and replaced with new formats designed for rich interaction in display, mobile, and video. The Display Rising Stars are now commonplace. The IAB Billboard regularly graces the homepages of The New York Times, ESPN, Yahoo!, and YouTube, among other major publishers. In a survey of 500 agency buyers, conducted in early 2013 by Undertone for IAB, more than two-thirds of agency respondents said they were aware of the ad units and of those nearly three-quarters said they



*Easy Way Language Center and Loducca took home an IAB MIXX Awards Gold in Tablet Marketing for "Easy Way Subtitles"*

were likely to use them again. For information on Mobile Rising Stars, please see page 11. For more information on Digital Video Rising Stars, please see page 15.

To continue to advance the program and build cross-screen standards, IAB has initiated a program called Rising Stars NEXT. Its goal is to determine what's next for the IAB Standard Ad Unit Portfolio in a world where content is fluid across screens.

## **IAB MIXX AWARDS JUDGES 2013**

**Brad Brinegar** – McKinney (*Judging Panel Chair*)

**Arturo Aranda** – Facebook

**Jeff Benjamin** – JWT North America

**Lincoln Bjorkman** – Wunderman

**Ed Brojerdi** – kbs+

**Andreas Combuechen** – Atmosphere Proximity

**Emma Cookson** – BBH North America

**Susan Credle** – Leo Burnett

**Brian DiLorenzo** – McCann New York and Commonwealth

**Marjorie Dufek** – Brown-Forman Corporation

**Jane Grenier** – Condé Nast Media Group

**Chet Gulland** – Droga5

**Laurie Koehler** – Intel Corporation

**Nick Law** – R/GA

**Michael Lebowitz** – Big Spaceship

**Jean-Philippe Maheu** – Twitter

**Andy Markowitz** – General Electric Company

**Chris Miller** – Abbott

**Benjamin Palmer** – The Barbarian Group

**Lou Paskalis** – Bank of America

**John Piontkowski** – Microsoft Advertising

**Elizabeth Pizzinato** – Four Seasons

**Suzie Reider** – YouTube/Google

**David Roman** – Lenovo

**Antonio Ruiz** – The Vidal Partnership

**Alan Schulman** – SapientNitro New York

**Baba Shetty** – DigitasLBI North America

**Shiv Singh** – Visa

**Marla Skiko** – SMG Multicultural

**Rick Song** – Clear Channel Media + Entertainment

**Steve Wax** – Cooke&Co

## NATIVE ADVERTISING IN THE SPOTLIGHT

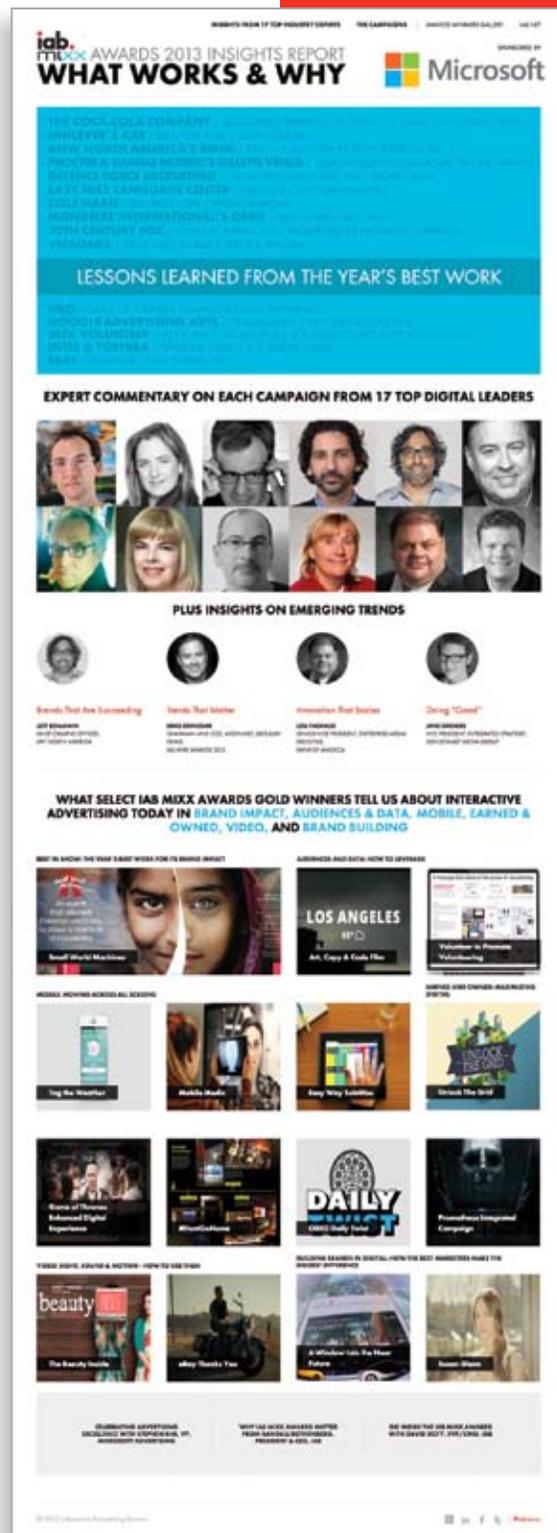
For publishers, “native advertising” reinforces the value of their brands and provides a new revenue opportunity. For brands, it’s a fresh and compelling way to engage with their audiences. For consumers, it means a streamlined and clean content experience. However, challenges and uncertainties abound. How is native defined? What kinds of transparencies and disclosures are needed? How can marketers, publishers, and consumers benefit most from this trend?

To help answer these questions, IAB published the “Native Advertising Playbook.” More than 100 member companies from the IAB Native Advertising Task Force convened to identify the six main types of ad units currently being sold to marketers as “native.”

### THE CORE SIX TYPES OF NATIVE ADS

- In-feed units, which vary greatly publisher-by-publisher
- Paid search units
- Recommendation widgets
- Promoted listings
- IAB standard ads with “native” element units
- Customized formats based on the platform

The Playbook provides a clear evaluation framework for brands to assess native advertising along six criteria: form, the extent to which the ad fits with the overall page design; function, how well the ad matches the editorial feel of the content in which it is nested; integration, how well the ad unit’s behaviors matches the page; buying and targeting, to what extent is the ad matched to specific content; and disclosure, how the ad is labelled as such. In addition to the work completed by the Task Force, senior-level buy-side executives supplied expert counsel on what advertisers need to consider before they embrace native. The IAB Public Policy Council contributed recommendations on sponsorship disclosures—a pressing subject which was addressed by a Native Advertising Workshop hosted by the Federal Trade Commission. IAB Native Advertising Task Force members agree: regardless of context, a reasonable consumer should be able to distinguish between what is paid advertising and what is publisher editorial content. Clarity and prominence of disclosures are paramount. Trust is essential to forging lasting relationships between consumers, brands, and content providers.



### IAB MIXX AWARDS

The IAB MIXX Awards honors the year’s most successful work in the international interactive advertising industry. It celebrates the pioneers, creatives, brands, and agencies that push digital marketing to greater heights of innovation and impact. The all-star judging panel is comprised of marketers who oversee some of the largest budgets in the business, advertising agency luminaries, and powerful



The first 'IAB MIXX Awards Insights Report' crystallized what works and why in digital advertising

leaders of major media companies. Together, this diverse group wrestles through the outstanding work that they hope will inspire new breakthroughs for years to come.

Signaling critical trends in the interactive marketplace, seven first-time categories were introduced to the competition this year. They included Augmented Reality, Clicks-to-Bricks, Branded Utility, Content Marketing, Custom Mobile Rich Media Display, and IAB Standard Mobile Rich Media Display. The final new category of 2013, "Can't Be Contained!," was established to capture out-of-the-box concepts that defy classification and cross creative thresholds.

The most prestigious award of the night, Best-In-Show, was presented to The Coca-Cola Company and Leo Burnett Sydney and Chicago for the inventive and

ambitious "Small World Machines" campaign. The team set to unite the people of India and Pakistan by allowing them to share a moment of happiness enabled by two interactive soft drink vending machines. Through these machines, residents from both countries could see each other, dance with each other, and share a Coke. "Small World

Machines" also won golds in the categories Can't Be Contained and Digital Out-of-Home.

### IAB MIXX AWARDS INSIGHTS REPORT

The IAB MIXX Award winners are innovations in creativity and engagement that the judging panel believes will propel digital advertising and marketing to new heights of excellence. In short, the winning campaigns and executions demonstrate the elusive answer to the question: What works and why?

To crystallize these insights for the industry, IAB, for the first time ever, produced the IAB MIXX Awards Insights Report, sponsored by Microsoft. Through the voices of 17 top digital marketing experts and deep dives into a curated selection of winning campaigns, the report informs readers how digital can drive brand impact through interactivity, break new ground in mobile and video, leverage audiences and data, and maximize effectiveness of owned and earned media.

### ADVANCING AGENCY RELATIONSHIPS

Agencies create the ads that drive brands and connect with the lives of consumers. They invent new ways to reach audiences, inform IAB initiatives, and benefit from many IAB industry-advancing accomplishments.

In 2011, IAB executives began to make agency house-calls in order to communicate the tools and professional opportunities IAB has to offer, and to learn more about what the agencies need from IAB. To date, IAB has met with senior-level decision makers at over two-thirds of the largest and most influential creative, digital, and media agencies, such as Grey, BPN, MEC, DraftFCB, The Vidal Partnership, and Optimedia. This program has driven deeper agency engagement with IAB



IAB MIXX Awards judges Jeff Benjamin, JWT, and Lou Paskalis, Bank of America, provided key agency and brand insights

initiatives as seen in conference attendance from visited agencies, uptick in IAB MIXX Awards submissions, Rising Stars adoption, requests for research participation, inquiries about membership, and interest in potential buy-side professional development and certification programs.

## BUILDING A GLOBAL NETWORK

The liquidity of digital media gives marketers unprecedented opportunity to build their brands across borders. The network of 40 international IABs with its trove of IAB member companies are helping our members build a world-wide marketplace. Global standards and global best practices are increasingly supporting this inherently global marketplace and enabling seamless and diverse transactions across geographies.

### IAB FLOURISHES INTERNATIONALLY

International IABs are growing, maturing, and prospering. Over the last two years, membership across the IABs has risen 166 percent, according to a biannual survey of the international outposts. Demonstrating the strength and professionalism of these IABs, 63 percent are supported by a full-time CEO. Seventy-eight percent now

provide education and networking opportunities by hosting annual events. The international IAB network is flourishing and accelerating the growth of the global interactive advertising marketplace.

### ADVERTISING LEADERS FROM AROUND THE WORLD CONVERGE AT THE IAB GLOBAL SUMMIT

In September, 80 digital media and marketing executives from 27 countries gathered in New York for two days to exchange ideas, understand the universal challenges of the digital industry, and foster collaboration.

Leading digital industry thinkers shared their insights and experience. Venture capitalist Howard L. Morgan, Partner, First Round Capital, revealed the global trends he's following in digital and how they influence investment decisions. Mark Renshaw, Chief Innovation Officer, Leo Burnett, and B. Bonin Bough, VP of Global Media and Consumer Engagement, Mondelez International, shared how agencies and marketers are making connections with consumers around the world.

IAB leaders from around the globe discussed the greatest challenges and opportunities in their marketplaces. Alice Manners, CEO, IAB Australia, presented a market overview of Australia and the Asia/Pacific region. Didier Ongena, Treasurer, IAB Europe, and Thomas Schauf, Head of European & International Affairs, BVDW, discussed key drivers for growth in Europe. Gabriel Richaud, Director, IAB Mexico, broke down Latin America, and Chris Williams, President, IAB Canada, delivered a detailed look at the Canadian marketplace. The cooperation that came to life at this historic event reinforced the full potential of the IAB global network to overcome obstacles, extend standards and best practices, and uncover new opportunities.

### ADVANCEMENTS OF SELF-REGULATION IN EUROPE

The European Interactive Digital Advertising Alliance (EDAA), unveiled last year as the European companion of the Digital Advertising Alliance (DAA), continued to advance the IAB priority of self-regulation for online behavioral advertising. In November, the first companies were awarded the EDAA "Trust Seal," demonstrating compliance with the EU Self-Regulatory Programme on Online Behavioural Advertising, the European counterpart to the DAA's Self-Regulatory Program. In addition, the organization kicked off an online consumer awareness campaign funded in part by IAB Europe and its local members. The initiative educated consumers about the Advertising Option icon, and



provided more information about how they can protect their privacy online. To continue guiding achievements like these, the EDAA appointed its first chairman: Nick Stringer, Vice Chair of IAB Europe's Policy Committee, Director of Regulatory Affairs at IAB U.K.

### INFLUENCE BEYOND THE IAB NETWORK

Responding to high demand for IAB services and standards, IAB accelerated activity with organizations in countries including China and Japan, where an official IAB presence is yet to be established.

IAB strengthened its relationship with leaders of interactive advertising in China by releasing the first-of-its-kind joint research paper with the Interactive Internet Advertising Committee of China (IIACC) and participating with Chen Yong, General Secretary, IIACC, in a webinar to discuss the findings. The report highlighted the differences in behaviors of mobile consumers in both countries and indicated that the People's Republic could become a "one screen nation," outpacing the U.S. in consumers who use smartphones as their sole or primary media device.



In a statement, Chen Yong said, "In China, the smartphone is an extension into the world; while in the U.S., the smartphone is an extension of the individual...This study is a good start for cooperation between IAB and IIACC. We will continue our cooperation in the future, and make contributions to industry development in China and in the United States."

In an effort to improve Japanese consumers' brand experiences online, the D.A.Consortium (D.A.C), a digital media agency holding company based in Tokyo, launched the IAB Mobile Rising Stars in Japan. D.A.C. also produced formal research into the effectiveness of these new ad formats that demonstrates how they improve ad effectiveness by lifting brand awareness (aided) by 16 percent, boosting intent to purchase by 49 percent, and increasing interaction rates by 10 percent.

IAB continues to explore new markets, setting its sights on strategic territories such as the Middle East and North Africa (MENA) region, India and South Korea.



*B. Bonin Bough, VP of Global Media & Consumer Engagement, Mondelez International, discussed Oreo's worldwide marketing goals at the IAB Global Summit*

### INTERNATIONAL MEMBERSHIP

Launched at last year's IAB Global Summit, the International Membership category is a way to bring a global voice into the U.S. councils and committees, and for international members to stay informed about the endeavors and achievements of IAB. In the first year of this membership category, several companies from France, Ireland, Russia, Romania, Sweden and Turkey have been welcomed into the fold, with businesses from Australia, Mexico, Netherlands and more showing serious interest in participating.



*Alice Manners, CEO, IAB Australia, updated IAB Global Summit attendees on the state of the industry in her marketplace*

## IAB—A CENTER FOR LEARNING

The digital advertising industry is innovating and advancing at lightning speed. But for it to mature, there must be opportunities for industry participants to receive formal education that's based on and reinforces standards of knowledge. Shared language and expertise breed professionalism and productivity, and empower employers and prospective partners to make more meaningful decisions when judging who to trust with their business. In 2013, IAB provided more individuals than ever before the chance to build and demonstrate their mastery of the field.

### IAB DIGITAL AD OPERATIONS CERTIFICATION PROGRAM

In September, IAB launched the IAB Digital Ad Operations Certification Program, the first credential of its kind in the advertising technology arena. The centerpiece of the program is a rigorous test designed to establish the benchmark in the breadth and depth of knowledge that professionals at digital publishers, advertising agencies, trading desks, demand-side platforms, and exchanges should have.

The exam measures professionals' proficiency in seven main areas: executing a campaign; managing live campaigns; managing emerging technologies; creating, maintaining, and documenting product offerings; managing incidents; inventory management and integrity; and managing client and partner relationships.

In 2013, nearly 100 ad ops professionals took the test, with IAB members Operative Media and Theorem leading the way as the first companies requiring their ad ops teams to pass the exam.

### IAB DIGITAL MEDIA SALES CERTIFICATION PROGRAM

The most effective sales forces are educated sales forces. In its first full year, the IAB Digital Media Sales Certification Program—which established the first-ever standard of expertise for digital media sales—has been widely embraced by major publishers. Since its launch, more than 2,000 people have applied for certifications, nearly 1,400 certifications have been awarded, and hundreds more candidates are queued up to take the certification exam in 2014.



In May, AOL became the first large-scale digital media company to require its entire sales team pass the exam, marking a major milestone for the program. Earlier in the year, 24/7 Media, About.com, and Triad Retail Media committed to a sales hiring preference for certificate holders. Other top enrollers include Yahoo!, Time Warner Cable Media, Condé Nast/CN Media Group, and NBC Universal + Comcast Spotlight.

While the majority of the certificants hail from urban areas around the country, growth is expected from smaller markets. Local radio broadcasters, newspapers, and other small business content publishers have expressed interest in gaining competence in digital media sales. The program is also being promoted worldwide in countries including Canada, Singapore, Australia, and Ireland. The number of individuals around the world proven to grasp key concepts and best practices in interactive advertising sales has never been higher.

### DEVELOPMENT OF A RECERTIFICATION PROGRAM

The digital advertising and marketing industry evolves rapidly, and professionals—even certified professionals—must continue their education in order to remain informed practitioners. Certificants of the Digital Media Sales and Digital Ad Ops programs are required to partake in a recertification program every two years to maintain their award status, and ensure their industry knowledge is up-to-

date. In 2013, IAB published guidelines outlining these recertification requirements, which include either retaking the certification examination or accruing at least 24 hours of continuing education credits. IAB is developing easily accessible opportunities for certificants to earn continuing education credits, such as participating in professional development classes, seminars, webinars or training; attending an industry conference; or participating in presentations at industry meetings and guest lectures.

### CERTIFICATION PROGRAM PREPARES FOR ACCREDITATION

The IAB is in the process of pursuing accreditation for its Digital Certification Programs, a move that will further enhance their value as professional credentials. It is working closely with American National Standards Institute on a rigorous evaluation of all aspects of the programs, from curriculum to testing standards, with the goal of achieving accreditation in 2014.

### BUY-SIDE CERTIFICATION

In response to demand from agencies and marketers, IAB is developing a Buy-Side Certification Program, which the organization expects to launch in 2014. Details are forthcoming.

### COLLEGE CURRICULUM DEVELOPMENT

IAB member companies continue to grapple with the lack of qualified college graduates available to fill jobs in digital marketing. To this end, IAB is in discussions with several universities to help them design digital marketing curriculum that will help students develop the technical skills and other knowledge relevant to today's digital media marketplace.

### "IAB DIGITAL SIMPLIFIED"

For quick hits of need-to-know industry knowledge, IAB launched the content series "IAB Digital Simplified." It provides professionals, students, and people of all levels of experience and understanding with easy-to-understand explanations of major marketing trends.

The program kicked off with three short videos produced by IAB and sponsored by Operative. The first video, entitled "How SafeFrame Enables Viewability and Innovation," was unveiled in August and had received more than 1,700 views by mid November. Other videos in this trilogy include: "Understanding IAB Digital Media Sales Certification" and "IAB Digital Video Suite and the Growth of Digital Video Advertising." Six brief educational reports were also published as part of the IAB Digital Simplified series, including "Understanding Programmatic and Automation" and "Understanding Mobile Cookies."



*New educational series makes digital advertising easy to understand for professionals of all levels*





*Randy Kilgore, Tremor Video  
& IAB Board Chair, IAB Annual  
Leadership Meeting*



*Amanda Richman, Starcom USA, and  
Randall Rothenberg, IAB Cross-Screen  
Content & Consumers*

## UNITING BIG IDEAS WITH THE PEOPLE WHO BRING THEM TO LIFE

In 2013, IAB expanded the digital advertising and marketing ecosystem by hosting events that opened and challenged the minds of 6,000 go-getters and influencers who advance the industry every day. At 26 events across the country, insights were illuminated, conventions were questioned, the stories of wins and losses were candidly shared, solutions to obstacles were debated and promoted, and new opportunities were forged. IAB events are where marketers and advertisers—which made up nearly 40 percent of attendees—as well as publishers, technologists, data scientists, and venture capitalists meet to bring big brand ideas to life.



*Sir Martin  
Sorrell, WPP,  
IAB MIXX*



*Susan Wojcicki, Google,  
IAB Annual  
Leadership Meeting*



*Jim Speros, Fidelity Investments,  
IAB Annual Leadership Meeting*



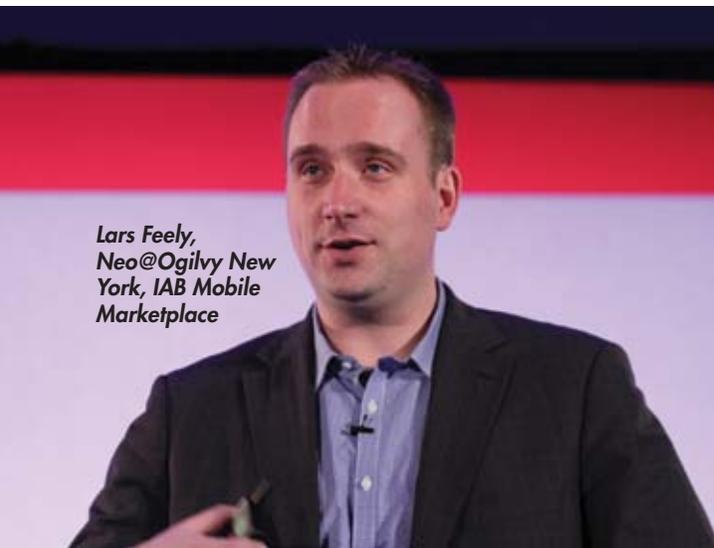
*Doc Searls,  
Customer Evangelist,  
IAB Ad Technology  
Marketplace*



*Marissa Mayer,  
Yahoo!, IAB MIXX*



*Seth Demsey, AOL,  
IAB Ad Technology  
Marketplace*



*Lars Feely,  
Neo@Ogilvy New  
York, IAB Mobile  
Marketplace*



*Geri Wang, ABC,  
IAB Cross-Screen  
Content & Consumers*

THOUGHT LEADERSHIP



*Richelle Parham,  
eBay, IAB MIXX*



*Quentin George,  
UNBOUND,  
IAB Ad Operations Summit*



*Lars Albright, SessionM,  
IAB Mobile Marketplace*



*John Hodgman,  
comedian & host,  
IAB MIXX Awards*



*Jay Sears,  
Rubicon Project,  
IAB Ad Technology  
Marketplace*



*Thomas Fellger,  
iconmobile,  
IAB Mobile  
Marketplace*



*Jean-Philippe Maheu,  
Twitter, IAB Cross-  
Screen Content &  
Consumers*



*David Fischer,  
Facebook,  
IAB MIXX*

*Colleen DeCourcy,  
Wieden+Kennedy,  
IAB MIXX*



## **INNOVATIVE... INSPIRING...IMPACTFUL**

### **IAB 2014 EVENTS**

IAB is the convening voice of the industry. Hear from and network alongside industry experts during all of our cutting-edge events.

### **IAB ANNUAL LEADERSHIP MEETING**

February 9 - 11, 2014 • Palm Desert, CA

### **MOBILE: IAB MARKETPLACE**

April 7, 2014 • New York

### **IAB CROSS-SCREENS**

May 15, 2014 • New York

### **ADVERTISING TECHNOLOGY: IAB MARKETPLACE**

June 9, 2014 • New York

### **IAB MIXX CONFERENCE & EXPO**

September 29 - 30, 2014 • New York

### **IAB MIXX AWARDS**

September 30, 2014 • New York

### **IAB AD OPERATIONS SUMMIT**

November 3, 2014 • New York

*Nate Silver,  
FiveThirtyEight.com,  
IAB Annual  
Leadership  
Meeting*



*Youssef Squali,  
Cantor Fitzgerald,  
IAB Ad Technology  
Marketplace*



Electronics showroomers are more likely to buy and will spend an average of \$600 more than non-showroomers.<sup>1</sup>

U.S. internet ad revenue hits an historic high of \$20.1 billion for the half-year 2013, up 18% over HY 2012. Mobile revenue hit \$3 billion, up 145% over HY 2012.<sup>2</sup>

Total U.S. internet advertising revenues for the first three quarters of 2013 reached \$31 billion, 17% growth from the previous year.<sup>2</sup>

Mobile users are twice as likely to interact with a Mobile Rising Stars ad than a standard mobile ad and 23% more likely to recall the brand message.<sup>3</sup>

## PRODUCING INSIGHTS THAT BUILD THE INDUSTRY

IAB research advances the digital media and marketing industry by delivering information that marketers, publishers, agencies, and investors need to build brands and business. In 2013, the timely and well-designed studies captured valuable trends in consumer behavior—here in the U.S. and in China—and revealed details about the preferences and operations of advertising industry participants. Together, these discoveries are illuminating the path to new opportunity for all stakeholders.

When 15% of a TV advertising budget is shifted to digital, it drives a distinct increase in advertiser reach and increases effectiveness as measured by brand effect metrics.<sup>4</sup>

Creatives say consumers respond to mobile ads that give them something back.<sup>5</sup>

Chinese smartphone owners report less TV-watching and reduced print consumption as a result of owning a mobile device, while U.S. smartphone owners are more likely to consume other media with mobile device in-hand.<sup>6</sup>

85% of advertisers and 72% of publishers report using programmatic auction strategies.<sup>7</sup>

91.7% of advertising industry stakeholders surveyed said omnichannel marketing—where audiences are engaged across multiple screens—holds great value, and 82.4% said they intend to invest in it.<sup>8</sup>

Original professional online video captures the attention of 45 million U.S. viewers per month, highlighting the importance of the Digital Content NewFronts.<sup>11</sup>

Summer skin care product buyers are heavy digital media users and are twice as likely to be influenced by online advertising when purchasing beauty products than the average consumer.<sup>9</sup>

78% of media buyers found new opportunities at the Digital Content NewFronts and 70% predict TV dollars will shift to digital within next 12 months.<sup>12</sup>

Following the 2012 election, the power and promise of microtargeted advertising and messaging was found to have mass appeal to candidates.<sup>10</sup>

<sup>1</sup> **Showrooming: Empowering Consumer Electronics Shoppers**

*Conducted by Ipsos MediaCT in partnership with IAB*

<sup>2</sup> **IAB Internet Advertising Revenue Report**

*Quarterly report prepared by PwC US*

<sup>3</sup> **Mobile Rising Stars Ad Interaction & Effectiveness**

*IAB study produced by Vibrant Media and comScore in Collaboration with Oreo*

<sup>4</sup> **A Comprehensive Picture of Digital Video and TV Advertising: Viewing, Budget Share Shift and Effectiveness**

*Nielsen research study commissioned by the IAB*

<sup>5</sup> **Mobile Manifesto: Creative Leaders on the Art Of Successful Mobile Brand Advertising**

*Quantitative and qualitative study by IAB and Millward Brown*

<sup>6</sup> **Mobile's Role in a Consumer's Media Day in the United States and in China: The Smartphone as an Extension of the Self and an Extension into the World**

*First-of-its-kind cross-cultural report, developed jointly by the Interactive Advertising Bureau (IAB) and the Interactive Internet Advertising Committee of China*

<sup>7</sup> **Programmatic Everywhere? Data, Technology and the Future of Audience Engagement**

*Whitepaper by IAB and the Winterberry Group*

<sup>8</sup> **Taking Cues From the Customer: 'Omnichannel' and the Drive For Audience Engagement**

*Whitepaper by IAB and the Winterberry Group*

<sup>9</sup> **Summer Skincare Digital Report**

*IAB report based on data from Prosper Insights*

<sup>10</sup> **Big Data and Microtargeted Political Ads in Election: The Challenge Ahead**

<sup>11</sup> **45 Million Reasons and Counting to Check Out the NewFronts**

*IAB study conducted in partnership with GfK*

<sup>12</sup> **Digital Content NewFronts attendee survey**

## EXPANDING THE COMMUNITY AT THE IAB AD LAB



The digital world is growing, and the physical space needed for participants to collaborate, innovate, and learn is growing, too. Twenty-thirteen marked a year of expansion for the IAB Ad Lab with the launch of the new IAB Ad Lab Meeting Center, in which the Ad Lab's signature loft space was joined by three new spacious conference rooms. Attendance to the IAB Ad Lab Meeting Center grew from 5,000 people in 2012 to more than 7,200 people

in 2013. Over the course of the year, the state-of-the-art suite of facilities located directly above IAB headquarters in the heart of Manhattan served as the venue for passionate debate between IAB MIXX judges, a meeting place for industry-wide events such as Social Media Week, enlightening professional development courses, and the sharing of ideas between global leaders of the interactive advertising industry.

### 2013 HIGHLIGHTS FROM THE IAB AD LAB MEETING CENTER

- Mobilecultural: How to Reach the Emerging Social, Mobile & Multicultural User, part of Social Media Week
- IAB Authors Roundtable, part of Social Media Week
- Digital Content NewFronts Insights Breakfast: Research on the Digital Video Consumer
- Multiple IAB Town Halls on topics including Intersection of Mobile and TV and Making Measurement Make Sense
- IAB Inaugural Content Marketing Town Hall: Collaborative "Win-Win" Approaches for Publishers and Brands
- IAB Native Advertising Task Force Kickoff
- Congressional Meet and Greet Breakfast w/ New Democrat Coalition
- DoubleClick "First Five Years" Reunion
- UVA Advertising & Media Alumni Event
- IAB Global Summit
- Chinese Advertiser Delegation and IAB Meet & Greet
- Japanese Magazine Advertising Association and IAB Meet & Greet

## 2013 IAB AGENCY ADVISORY BOARD

The Agency Advisory Board is composed of agency thought leaders who are reshaping the way advertising, media, and marketing communications work in the interactive era. Their creativity, insights, and influence help drive IAB brand-building initiatives.

**Michael Lebowitz**, *Big Spaceship, Board Chairman*

**Jeff Benjamin**, *JWT*

**Lincoln Bjorkman**, *Wunderman*

**Conor Brady**, *HUGE*

**Brian Clark**, *GMD Studios*

**Emma Cookson**, *Bartle Bogle Hegarty*

**Susan Credle**, *Leo Burnett*

**Colleen DeCourcy**, *Wieden + Kennedy*

**Brian DiLorenzo**, *McCann Erickson*

**Quentin George**, *\UNBOUND\*

**Christian Haas**, *Goodby, Silverstein & Partners*

**Matt Harrington**, *Edelman*

**Brad Kay**, *SS+K*

**Sophie Kelly**, *Barbarian Group*

**Nick Law**, *R/GA*

**Alexandre Mars**, *Phonevalley*

**Nigel Morris**, *Aegis Media*

**Janet Northen**, *McKinney*

**Jim Russell**, *McKinney*

**David Sable**, *Young & Rubicam*

**Richard Schatzberger**, *co:collective*

**Pete Stein**, *Razorfish*

**Sarah Thompson**, *Droga5*

**Steve Wax**, *Cooke&Co*

**Lisa Weinstein**, *Starcom MediaVest Group*

**Bryan Wiener**, *360i*

**John Winsor**, *Victors & Spoils*

## CONTENT MARKETING IN THE SPOTLIGHT

Online, brand stories can be told through commercial breaks in videos, standard display ads, rich media, on mobile, and more. In 2013, advertisers accelerated their adoption of content marketing, a burgeoning form of brand storytelling in which marketers produce entertaining and informative content that's integrated into a publisher's own brand experience. Content marketing reinforces the value of publisher brands and the role of marketers as expert storytellers. For audiences, content marketing naturally pulls at their attention as any non-sponsored content might, thereby producing an organic and seamless brand encounter. All parties benefit from this new approach.

However, the term "content marketing" and its practice are fraught with confusion. To help publishers and marketers navigate this promising but complex field, IAB established the Content Marketing Task Force. The task force of nearly 50 IAB members met for the first time on May 1, and decided to produce a Content Marketing Primer. This document would define the content marketing arena as it exists today, provide guidance on conforming to editorial standards, and emphasize the necessity to clearly identify marketer content.

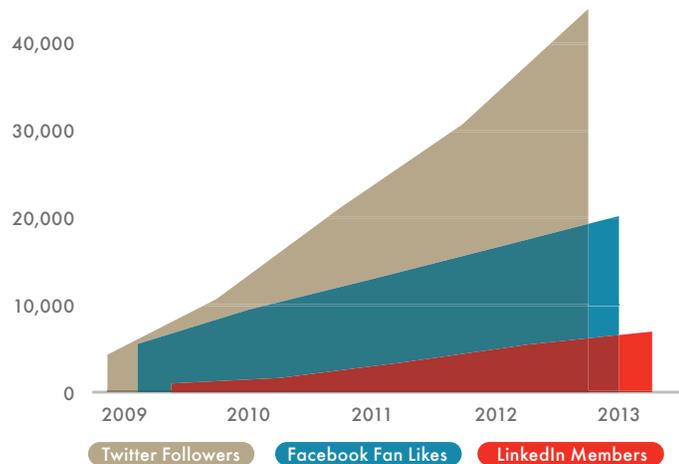
In December, IAB published this valuable resource. The Primer defines content marketing as the marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience. It differs from advertising, advertiser storytelling, and other promotional vehicles in one specific way: the intent is to provide useful, educational, or entertaining information that stands on its own merit without a call to action. The Primer also asserts that the continued growth of content marketing depends on strict adherence to the IAB dictum that "disclosure is not an option but a requirement." Native advertising is a subset of content marketing.

Content marketing empowers marketers to make meaningful connections with consumers in a new way, and offers publishers an opportunity for new revenue streams. By reducing confusion about terminology and clarifying the content marketing landscape, IAB is helping both marketers and publishers benefit from this new approach.

## EXPANDING THE INFLUENCE OF IAB

Powerful marketing solutions amplified the IAB mission in 2013. Through a variety of communications efforts, IAB shaped marketplace conversation across a multiplicity of topics and stimulated the minds of key industry audiences.

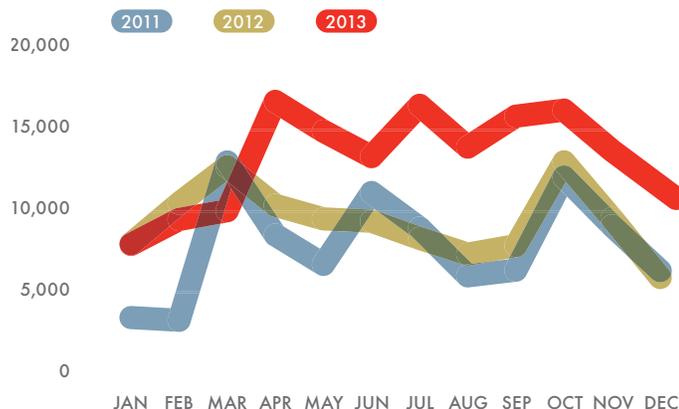
### TWITTER FOLLOWERS, FACEBOOK FAN LIKES, AND LINKEDIN MEMBERS ALL UP IN 2013



### THOUGHT LEADERSHIP ON PRESSING ISSUES TOP IAB BLOG POSTS 2013

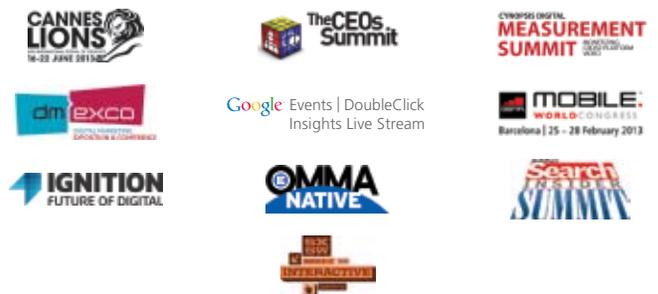
RANK	TITLE	IEWS
1	Has Mozilla Lost Its Values?	7622
2	The IAB's Top 8 Digital U.S. Universities	2888
3	The IAB Rising Stars: Study Findings and Industry Recommendations	2853
4	Mozilla's Kangaroo Cookie Court	2782
5	10 Surprising Facts About Banner Ads	2622
6	Eliminating Programmatic Confusion—The Road to Publisher Clarity	2564
7	The Fourth Quarter Countdown to Viewability	2239
8	Native Advertising is _____?	1783
9	Social Media: Planning for Real Time in Sports Marketing	1766
10	IAB Goes Native	1688

### STORYTELLING THROUGH VIDEO IABTV VIDEO VIEWS UP IN 2013

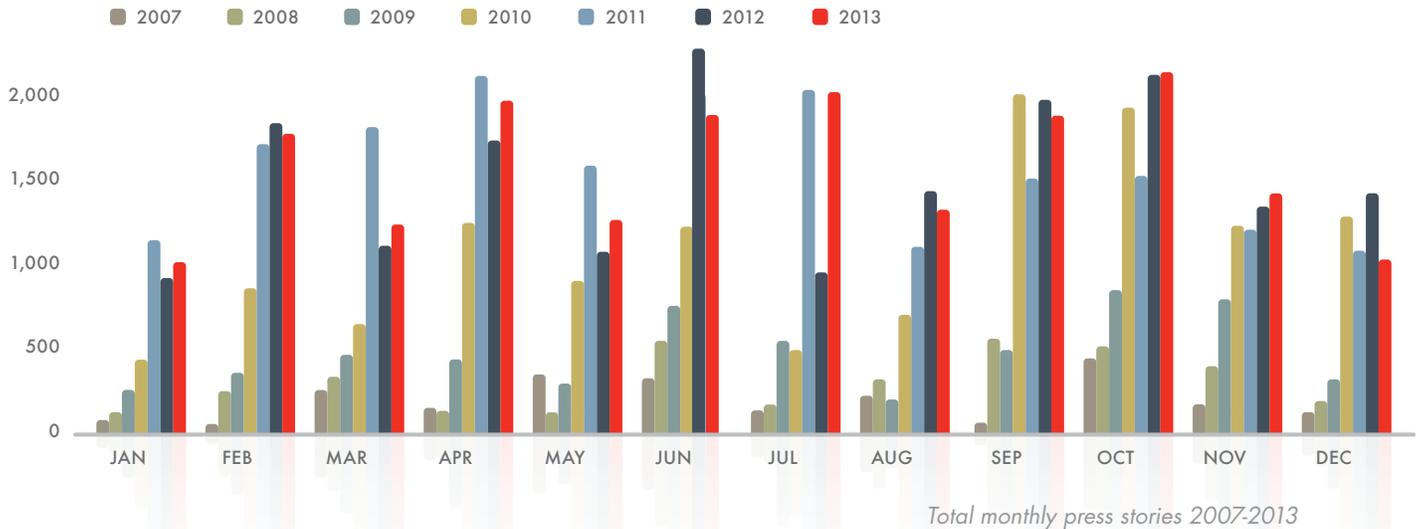


### IAB EXECUTIVES SHARE INSIGHTS AT KEY INDUSTRY EVENTS

Here are just a few of the conferences around the world where IAB executives were featured speakers.



## TOP-LINE PRESS RESULTS



## IAB PRESS STRATEGY 2013 FOCUS ON MAJOR MEDIA OUTLETS

**BUSINESS INSIDER** *Anna Bager, for the second year in a row, named to top 28 most important women in Mobile Advertising – September 2013*

**Bloomberg TELEVISION** *Is Facebook Playing Catch-Up on Mobile Video Ads? – Anna Bager on Bloomberg Surveillance TV, December 2013*

**FOX NEWS** *Mobile To Play A Key Role During Black Friday, Joe Laszlo on Fox News TV – November 2013*

**THE WALL STREET JOURNAL** *Phony Web Traffic Tricks Digital Ads – October 2013*

**ADWEEK** *Mike Zaneis named Adweek's Top 50 Execs who Make the Wheels Turn – October 2013*

**AdvertisingAge** *Is the IAB Doing Enough – byline by Ari Bluman – October 2013*

**BUSINESS INSIDER** *The Magic Behind Three Of The Most Effective Ad Campaigns Of 2013 – IAB MIXX Insights Report – October 2013*

**ADWEEK** *IAB to Rally Industry Against Bogus Publishers and Bots, Forming Task Force led by John Battelle and Penry Price – AdWeek, April 2013*

**NEW YORK POST** *Native' ads to drive digital media growth: report – December 2013*

**ADWEEK** *Randall Rothenberg: The Definition of Advertising Has Never Been More Unclear, Source of both opportunity and crisis – September 2013*

**The New York Times** *Debating the Changing Economics of Editorial Content – September 2013*

**ad exchanger** *Publishers' Programmatic Plea: Where's The Transparency? – December 2013*

**The Washington Post** *Microtargeting has growing influence in political campaigns, says Interactive Advertising Bureau – February 2013*

## 2013 EXECUTIVE COMMITTEE

**Randall Rothenberg**  
IAB President and Chief  
Executive Officer

**Randy Kilgore**  
Tremor Video  
Chairman

**Vivek Shah**  
Ziff Davis, Inc.  
Vice Chair

**Neal Mohan**  
Google

**David Moore**  
24/7 Media

**David Morris**  
CBS Interactive

**Bill Todd**  
ValueClick Media

**Lisa Utzschneider**  
Amazon.com

**Rik van der Kooi**  
Microsoft Advertising

**Denise Warren**  
The New York Times Company

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**Joe Appendi**  
Collective

**David Brinker**  
News Corporation

**Ned Brody**  
Yahoo!

**Kevin Conroy**  
Univision Communications Inc.

**Jory Des Jardins**  
BlogHer

**Eric Franchi**  
Undertone

**Michael Friedenberg**  
IDG

**Joan Gillman**  
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**Curt Hecht**  
The Weather Channel

**Mark Howard**  
Forbes.com

**Eric Johnson**  
ESPN.com

**Neil O. Johnston**  
CMG Digital

**Mike Keriakos**  
Everyday Health

**Seth Ladetsky**  
Turner Broadcasting System

**David Lawenda**  
Facebook

**Dave Madden**  
Electronic Arts

**Jean-Philippe Maheu**  
Twitter

**Suzanne McDonnell**  
Discovery Communications

**Jim Norton**  
AOL

**Paul Palmieri**  
Millennial Media

**Leslie Picard**  
Time Inc.

**Scott Schiller**  
NBC Universal Digital Media

**Drew Schutte**  
Condé Nast

**Tad Smith**  
Cablevision Systems Corporation

**John Trimble**  
Pandora

**John Vilade**  
Hulu

**Jacob Weisberg**  
Slate

**Mike Welch**  
AT&T AdWorks

**Grant Whitmore**  
Hearst Magazines Digital Media

### EX OFFICIO

**Rich LeFurgy**  
Archer Advisors  
Founding Chairman

**Bruce Gordon**  
Treasurer

**Joe Rosenbaum**  
ReedSmith LLP  
Secretary

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Interactive Advertising Bureau  
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212 380 4700

The Interactive Advertising Bureau (IAB) is comprised of more than 600 leading media and technology companies who are responsible for selling 86 percent of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. The IAB educates marketers, agencies, media companies, and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit [www.iab.net](http://www.iab.net).

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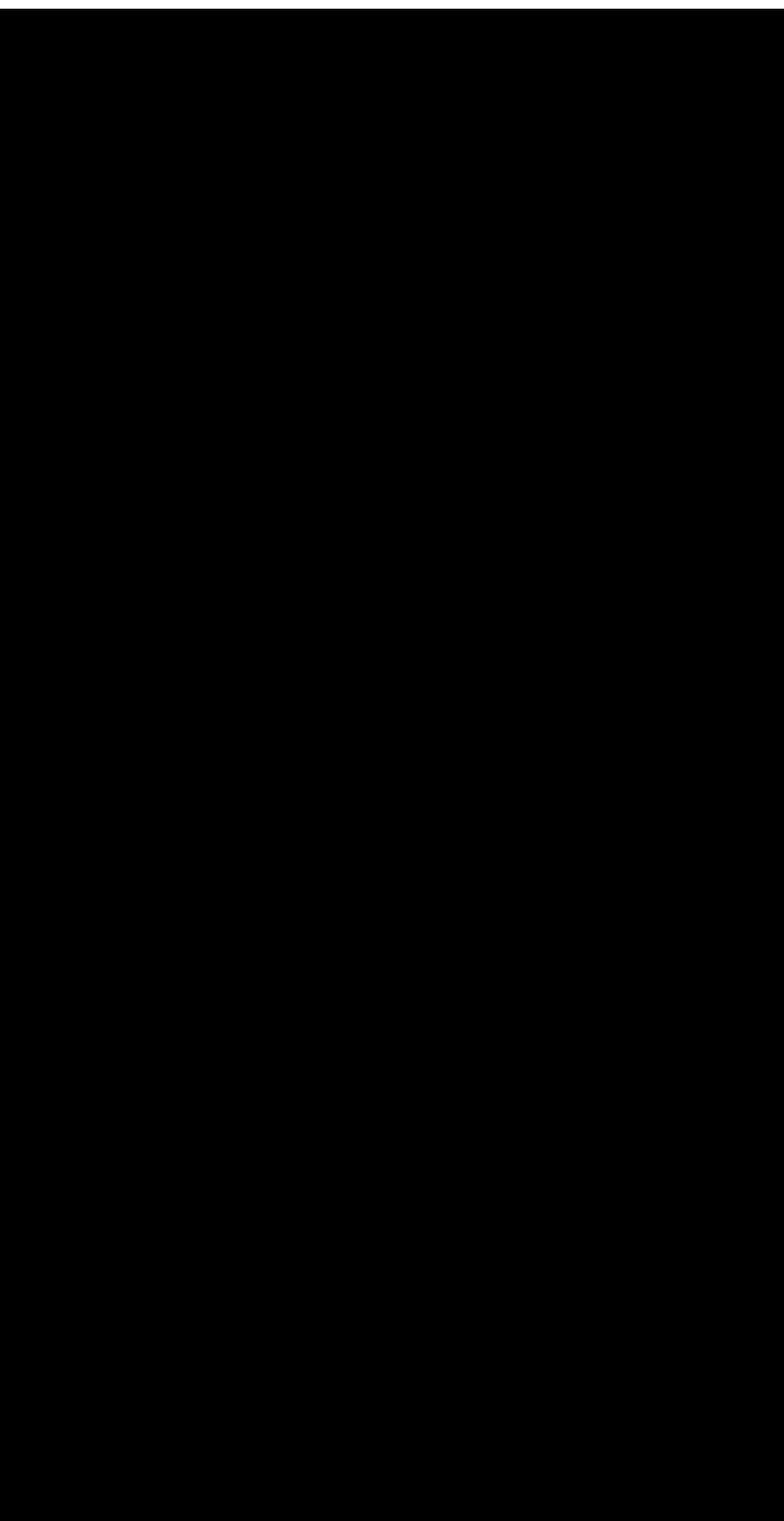
# 2014 OPERATING AGENDA A FIVE-YEAR PLAN TO DIGITAL DOMINANCE

2014-2018  
FIVE ENDURING PRIORITIES



Our accomplishments  
in 2013 were the result  
of the support of our  
members and the entire  
digital ecosystem. With  
the same dedication of  
purpose, 2014 promises  
to be a year of infinite,  
exciting possibilities.

**iab.**



**iab.**