

ANNUAL REPORT

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An Industry (and World) in Transition

As I sit here, the wildfires in the Los Angeles area continue to spread and the devastation they leave behind is unfathomable. Our hearts go out to those affected and hope for a speedy end to this disaster and a quick recovery.

A new administration moves into Washington with new priorities and initiatives. Our industry is gearing up for this change and the year ahead promises to be even more dynamic than the year we just concluded.



From predictive to generative to agentic, AI promises to change our industry (and the world) forever.

The overall U.S. ad market showed robust growth in 2024, with analysts generally agreeing on an increase of approximately 9% bringing ad revenues to just under \$400 billion, including political and Olympics-related spending.

Even if we exclude political advertising, our industry saw a three consecutive quarter trend of near double-digit growth. In 2025, IAB's latest research predicts a more modest growth rate of 7.3%.

That's still very good growth, especially considering all the uncertainty in the world. But if we want to innovate and grow for the long term, we need to find a way to protect and grow the open web.

The mid and long tail of the web has been slowly shrinking for a long time now while ad budgets have been consolidating with the top players.

Consolidation inherently is not bad, but it is when it stifles the innovation that has been the lifeblood of our industry since the very beginning. We need to be scrappy, entrepreneurial, hungry, competitive and open.

What's more, too much consolidation will inexorably lead to more regulatory scrutiny. Over the past few years, the FTC, which routinely designates our industry as being part of the "surveillance economy"—would welcome the idea of going after fewer, larger targets.

Saving the open web is one of the few remaining antidotes we have to the political polarization that stands in the way of nearly all societal progress. One reason communities used to be more cohesive is because they shared the same local newspapers. But these have been hollowed out by the loss of ad dollars and the rise of predatory hedge funds. There are just over 1,000 dailies left, and if the hedge funds don't eliminate them then generative AI is going to change the rules on them again. Already, nearly a third of searches end without a click to visit a website, and the better AI gets the higher that number will potentially go. It deprives local newsrooms of the consumer visits and ad revenue they need to do good, quality reporting.

We need to keep the open web open and make the most of the changes that are helping everywhere else in our industry.

Video, which has been the cornerstone of most major advertisers' media plans for a half century or more, has been undergoing serious change. Sports continues to shift from linear to streaming. After years of debates about when we would move on from a single currency to transact on, we are at last at the point where video is definitely and permanently a multi-currency marketplace.

At the same time, creators are drawing audiences that rival traditional TV offerings. They're rapidly becoming the studios of the future—a reality underscored by a meaningful changing of the guard in executive leadership in the TV industry. I predict that by this time next year we'll see strategic partnerships and "skinny bundles" that once would have shocked the industry become entirely commonplace.

The shift from retail media to commerce media that happened in earnest this year is bringing more growth with it. Today, anyone with first party data—from airlines to financial services companies are getting in the game, which is why commerce media did around \$50 billion of revenue in the United States during 2024. And there's more double-digit growth ahead, but rest assured we'll all have to work for it.

2025 promises to be a year of consequential and surprising changes, with AI arguably changing things the most. In the last quarter of 2024, there was a major AI release seemingly every week, and even in our industry that is used to change, that's a pace we're just not used to managing.

We'll have to get good at it, and the very best way to do that is to get involved at IAB and IAB Tech Lab. I hope you will join our committees, councils, working groups, and task forces to weigh in on what matters. I hope I'll see you catching up with your peers at our events, learning more in an afternoon than you might all year, and reminding yourself why you chose to be in this amazing industry.

I'll see you there.

With gratitude,

David Cohen
Chief Executive Officer, IAB

Empowering the Media and Marketing Industries to Thrive in the Digital Economy

Looking back on the nearly three decades since the founding of IAB in 1996, it's clear that we are collectively at the epicenter of one of the most exciting, interesting, engaging, and yes, profoundly disruptive industries on the planet.

AI is completely reshaping the world—and everything we do. A simple text prompt can create highly polished videos, no film or editing skills required. Creative that used to take thousands of hours and hundreds of people to build and assemble has been compressed down to 15 seconds. It's nothing short of astonishing. Step changes in innovation are happening in days, not years. And it's only accelerating.



2024 IAB ALM | Thinking Like a Futurist: Navigating Tomorrow's Marketing Landscape Today | Jen Brace, Chief Futurist, Ford; Debora Kantt, Executive Director, Futurist, Strategic Foresight & Future Studies Lead, JP Morgan; David Cohen, Chief Executive Officer, IAB

At the same time, we have a new administration in Washington that is already having enormous implications for our society, our industry, and the world. And the regulatory environment for everything has never been more active.

And yet, despite the headwinds and uncertainty we face, our industry is dynamic, resilient, and more vibrant than ever—even as challenges are hurled at us faster than we can anticipate them.

What We Do Now Matters—Let's Make It Count

That's the power of IAB. Together we can forge the future we want, on a global level.

In 2024, we focused our efforts on several key areas vital to a healthy and thriving digital ecosystem: privacy and addressability; the evolution of digital media; measurement; trust and transparency, and talent development.

Securing the Future of Our Industry with Real Privacy and Addressability Solutions

Data privacy is still top of mind in our industry and will be for some time. While we've seen progress over the past 12 months, we've also had headwinds. The Federal Trade Commission's September report about large social media and video streaming companies says they engage "in vast surveillance of users with lax privacy controls and inadequate safeguards for kids and teens." While there



2024 IAB Public Policy and Legal Summit | Maneesha Mithal, Partner, Wilson Sonsini Goodrich & Rosati; Yael Weinman, Associate General Counsel – Privacy, Verizon; Rafael Reyneri, Staff Attorney, Federal Trade Commission; Svetlana S. Gans, Partner, Gibson, Dunn & Crutcher LLP

is no detail on the consumer "harms," the report's language and rhetoric implicate our entire industry. Meanwhile, a patchwork of local, national, and international privacy regulations has created a serious compliance challenge for anyone doing business in the ecosystem.

Throughout the year, IAB worked tirelessly to advocate for solutions to these issues on our members' behalf. In August, IAB announced the launch of the **IAB Diligence Platform** in partnership with Safeguard Privacy to enable efficiency and scalability in the increasingly complex privacy compliance landscape. It's not a magic bullet, but it's a huge step forward. This year, the IAB Legal Affairs Council has also convened its **State Privacy Law Roundtables** and **EU Law Roundtable** series for privacy professionals to discuss interpretations, implementation challenges, enforcement, benchmarking, and peer feedback concerning U.S. state and EU privacy compliance.

AdAge

IAB's 2025 predictions—why commerce media, the creator economy and privacy will have a big year.

THE WALL STREET JOURNAL WSJ

Online privacy and other areas where supreme court rulings could reshape marketing regulation

On the research front, IAB released the seminal **2024 State of Data report** on how the digital ad industry is adapting to the privacy-by-design ecosystem. The survey of 500 professionals, now in its seventh year, examined how data clean rooms and other privacy-preserving technology are being managed and activated. IAB also surveyed over 1,500 consumers in a report titled **The Free and Open Ad-Supported Internet: Consumers, Content and Assessing the Data Value Exchange** to gain insights into their thoughts, preferences, and concerns regarding their personal data and digital advertising overall.



IAB Releases New Standards on In-Store Retail Media Measurement

Meanwhile, retailers, brands, and agencies are partnering to leverage sophisticated attribution methodologies and closed-loop measurement. **The 2024 IAB Connected Commerce Summit: Retail Reimagined** event and webinars offered best practices for measuring incrementality, media mix modeling (MMM), and multi-touch attribution (MTA)—and understanding the full impact of omnichannel strategies on privacy.



2024 IAB Connected Commerce Summit | Revolutionizing Retail: Digitizing the In-Store Experience | Andrew Lipsman, Founder & Chief Analyst; Elizabeth Marsten, VP, Commerce Media, Innovation and Growth, Tinuiti; Nick Ashley, Client Development Director, Tesco Media and Insight Platform; Jennifer Leen Berglund, Vice President, Digital Marketing & Ecommerce, Once Upon a Farm

On the standards front, the IAB Tech Lab is leading the charge to reduce the cost for companies to become compliant with regulations, thanks to the **Global Privacy Platform (GPP)**, and other related initiatives. In 2024, the GPP added new U.S. state strings, but also a new U.S. national string for signatories of the **IAB Multi-State Privacy Agreement (MSPA)**. This national string simplifies the complexity of your GPP implementation. The Tech Lab also introduced the **Data Deletion Request Framework** to provide a standard for

enabling the “right to delete” for consumers up and down the supply chain. And thanks to a generous donation from Ehyca, IAB Tech Lab also released the **Privacy Taxonomy**, which represents a significant advancement in data management practices by providing a standardized language for defining, classifying, and communicating personal data. All of these initiatives provide a solid foundation for compliance across the industry.

Navigating the Evolution of Digital Media

Make no mistake: The future is being streamed. Total digital video advertising spending, including connected TV (CTV), social video, and online video, was projected to grow 16% in 2024 – nearly 80% faster than total media overall. The IAB Media Center is laser-focused on accelerating video and audio adoption in a cross-platform marketplace and quantifying the opportunity for brands and marketers.



Digital Video Ad Spend Seen Increasing 16% in 2024

This year, IAB released several essential pieces of research for understanding this streaming and digital media revolution—and how advertisers are investing in it. In total, digital video ad revenues are expected to reach \$63 billion in 2024, according to the **IAB**



2024 IAB Podcast Upfront | One Billion Downloads | Lulu Miller, Co-host, Radiolab; Latif Nasser, Co-host, Radiolab

2024 Digital Video Ad Spend & Strategy Report. Podcasting is projected to grow 12% to over \$2 billion this year and reach nearly \$2.6 billion by 2026 according to the **IAB U.S. Podcast Advertising Revenue Study: 2023 Revenue & 2024-2026 Growth Projections.**

IAB also brought together leaders for one-of-a-kind industry marketplaces like the **2024 IAB NewFronts**, the **2024 IAB Podcast Upfront**, and the third annual **IAB PlayFronts**—a marketplace dedicated entirely to the advertising and partnership opportunities in the exciting and evolving gaming and esports industry. IAB also convened audio and video leaders for inspiration and innovation at the **2024 IAB Video Leadership Summit** and the **2024 IAB Audio Innovators Leadership Summit**, as well as the **2024 IAB Gaming and Immersive Media Leadership Summit.**



2024 IAB PlayFronts | Enriching Players Experiences: Best Practices to Connect our Brand to Communities | Vincent Courdert, Global Head of Brand Partnerships & Business Development, Ubisoft; Arisa Lagunzad, Senior Director, Advertising Tech & Business Development, Ubisoft; Bruna Soares, Director, Global Brand Partnerships, Ubisoft

Finally, the second annual **IAB Connected Commerce Summit** convened executives from across the commerce ecosystem to illuminate the future of retail media.

Bringing together quantitative insights and industry leaders for these rapidly evolving markets is essential for understanding them and IAB is committed to doing both for our members.

Forging Next-Generation Measurement for a Privacy-by-Design World

The third-party cookie is not dead (yet). But it's clear that its end is very near, and everything we once knew about personalization, measurement, attribution, bid dynamics, yield optimization, and so much more will soon change forever. IAB is committed to addressing solutions for accountable marketing and media spending—and the challenges of delivering in a volatile regulatory environment and defining best practices and guidelines for addressability, attribution, brand suitability, ad fraud, and privacy are a core part of the IAB mission.

For retail media to deliver on its promise, brands and retailers must agree upon in-store measurement requirements, which are rapidly evolving. To help our members navigate this new world, the IAB report **Quantifying Retail Media In-Store Success: Measurement & Innovation** presents current in-store best practices for full-funnel attribution and the multiplier effects of in-store media. That was followed by the first-ever **IAB/MRC Retail Media Measurement Guidelines**, a set of standards and a roadmap to enhance transparency and consistency in retail media measurement.

The IAB AR Measurement Guidelines Task Force, in partnership with the Media Rating Council (MRC), delivered the **IAB/MRC Augmented Reality Measurement Guidelines** for advertisers and marketers to quantify how much media is delivered and to measure how well their media achieved their business objectives within AR media campaigns. Building on the success of the first annual **IAB Annual Measurement Leadership Summit** at the **2023 IAB Annual Leadership Meeting**, an expanded standalone **one-day event** in New York City in April 2024 brought together senior leaders in the advertising space to focus on measurement.

The IAB Attention Task Force also developed a series of resources to guide and educate the industry on recent advancements in measurement with the **Attention Measurement Toolkit**.

At the same time, AI is reshaping data and measurement practices across the advertising industry. Drawing on insights from the latest **IAB State of Data report**, IAB hosted a series of webinars on how AI delivers effective results in a privacy-first world, strategies balancing automation with human oversight, and practical steps to confidently integrate AI-driven tools into measurement frameworks for better performance and compliance.

Ensuring Trust and Transparency in the Digital Supply Chain

IAB and the Tech Lab are dedicated to ensuring innovation and growth in the digital advertising industry. IAB Tech Lab's **Transparency Center**, launched in the summer of 2021, is a centralized resource for metadata about participants in the ad tech ecosystem. This

AdAge

Google cookie changes—how advertisers are searching for new ad tech to prepare



2024 IAB ALM | The Great Measurement Debate 2.0 | Karthik Rao, CEO, Nielsen; Jon Carpenter, CEO, Comscore; Peter Liguori, Executive Chairman, VideoAmp; Sean Muller, Founder and CEO, iSpot.tv; David Cohen, CEO, IAB

includes data from IAB open specifications like **Authorized Digital Sellers (ads.txt)** and **Sellers.json** from companies that have adopted the **Data Transparency Standard**. These data sets reduce fraud by identifying unauthorized supply paths and then targeting inventory from partners that adhere to specific industry compliance programs.



2024 IAB ALM | The CMO Perspective | Jenna Lebel, CMO, Liberty Mutual; Jennie Weber, CMO, Best Buy Co. Inc.; Esi Eggleston Bracey, Chief Growth and Marketing Officer, Unilever; Carryl Pierre-Drews, EVP, Chief Marketing Officer, IAB

Besides the core standards, the IAB Tech Lab continues to educate and build awareness around trust and transparency throughout the year. **The IAB Tech Lab Summit 2024: The End of the Beginning**, held in June, was the premiere industry event exploring technology solutions to the most pressing

challenges facing the digital advertising industry, and celebrated the 10th year anniversary of IAB Tech Lab.

The event covered consumer privacy, advanced TV, and sustainability initiatives and had an emphasis on supply-chain security including authorization mechanisms like ads.txt and authentication mechanisms for device and ecosystem partners with ads.cert.



2024 IAB Tech Lab Summit | Keynote Discussion on Privacy Regulations & Technical Compliance | Julia Angwin, Founder – Proof News, Contributing Opinion Writer – New York Times; Ashkan Soltani, Executive Director, California Privacy Protection Agency (CPPA); Anthony Katsur, Chief Executive Officer, IAB Tech Lab

Our work in 2024 was foundational and essential for the continued vitality and success of our industry. And we could not do it without our members' support.



2024 IAB ALM | Innovative Approaches to Captivate Consumers in a Noisy Market | Alysia Borsa, Chief Business Officer and President, Lifestyle, Dotdash Meredith; Diana Haussling, SVP, GM North America Consumer Experience and Growth, Colgate-Palmolive

Investing in Talent Development for a Thriving Industry

For the interactive ecosystem to flourish, we need a diverse and vibrant talent pool that develops with the industry. In April of 2024, IAB launched the newest Center of Excellence—the **Professional Development and Education Center (PDEC)**. IAB Centers of Excellence are formed to provide essential industry guidance, organize effective solutions to pressing challenges, and rally industry professionals around the continued growth and progress of the centers' key areas of focus. Some of the high-growth areas IAB has focused on for talent development and education are retail media, gaming, and the creator economy—with multiple pieces of research, guidelines, and on-demand and in-person courses developed to support them all.



2024 IAB ALM | Authentic Narratives: A Fireside Chat with Victoria Garrick Browne on Creativity, Genuine Storytelling, and Mental Health Advocacy | Victoria Garrick-Browne, TED Talk speaker, Mental Health Advocate, Podcast Host, Former Division I Athlete; David Cohen, CEO, IAB

IAB Executive Committee and Board 2024

IAB EXECUTIVE COMMITTEE



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David Cohen
Chief Executive Officer



IAB Board Chair
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IAB Board Vice Chair
Shenan Reed
Global Chief Media Officer



Alysia Borsa
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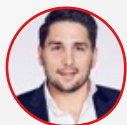
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CONDÉ NAST

Vinny Rinaldi



Sarah Travis



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Alison Levin
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Kya Sainsbury-Carter



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Lisa Howard

Alan Moss
amazon advertising

Michael Scott



Joe Zawadzki



Mike Dean



Scott Howe



Jamie Power



Aaron Sobol



Sharb Farjami



Jia Hyun



Sean Reardon



Donna Speciale



Advancing the Growth of Streaming Video and Audio

We entered 2024 with billions of dollars in linear television looking for a home in streaming, and for the most part they found it. The way we watch and listen will never be the same and the opportunities—and challenges—for brands are boundless. The Media Center advances the growth of the converging television and digital video marketplace and the emerging streaming audio and podcast ecosystem, acting as a crucial link between buyers and sellers. It dedicates itself to providing best practices, setting industry standards, and creating forums that catalyze market development. And it identifies vital supply chain issues related to cross-media transactions and discusses how best to create the frameworks for the brand, publisher, and tech partnerships needed to engage directly with consumers in an increasingly fluid and privacy-constrained marketplace.

Newfronts recap—everything advertisers need to know about TikTok, Snap and Google’s pitches

AdAge

marketers and media buyers to explore the future of digital media. In 2024, the four-day event featured numerous live presentations in venues throughout New York City and IAB had its own stage on May 1 to allow for diverse voices and presentations on its main stage. Among the key insights this year were the need for partnerships in a fragmented video landscape, the use of first-party data to create a holistic experience for consumers, the meteoric rise of CTV, and digital video surpassing linear TV. The 2024 IAB NewFronts provided a **glimpse into the evolving digital landscape** and a special NewFronts session titled

Key accomplishments of the IAB Media Center in 2024 include major efforts in video, podcasting, and more:

2024 IAB NewFronts

The IAB NewFronts showcases the latest digital video content and innovations, bringing together brand



2024 IAB NewFronts | **Being Influential: The Power of Influencer Marketing with Meta, Snap, TikTok, and YouTube** | Adrienne Lahens, Global Head of Content Strategy & Operations, TikTok; Jim Shepherd, Director, Global Creator Partnerships, Snap; GM, Audience Measurement, Nielsen; Kim Larson, Global MD & Head of Creators, YouTube; Peter Shields, Director, Creator Product Marketing, Meta

IAB Spotlight On: News @ NewFronts highlighted marketers’ role in supporting a healthy media ecosystem. IAB brought together leading news organizations to discuss the importance and power of news and to push marketers to rethink their approach and support.



2024 IAB Video Leadership Summit (VLS) | Cintia Gabilan, Vice President, IAB Media Center

2024 IAB Video Leadership Summit

This invitation-only two-day event brought together 100+ executives from across the digital video media ecosystem to set the year’s agenda for the CTV, measurement, and digital

video space. This year’s event was back in Asbury Park, NJ. **Highlights of the event** were also featured in a follow-up **webinar** in September, exploring critical topics such as moving beyond reach and the essential building blocks for CTV success.

2024 IAB Digital Video Ad Spend & Strategy Report

Released just before the NewFronts, the first part of this report provided a lens into the trends within the TV and digital video market. It offered guidance for buyers and sellers on how to position and differentiate their strategies based on the market opportunity. For the first time ever, the 2024 report also included category-level ad spend projections. IAB partnered with Guideline, which leveraged ad billing data, other market estimates, and an IAB-commissioned Advertiser Perceptions quantitative survey of TV/digital video ad spend decision-makers to generate these results. Part One of the report, released in April, focused on the ad spend market size & growth projections for digital video in the U.S., including CTV, social video, and online video.

ADWEEK

Digital Video Ad Spend Will Exceed Linear for the First Time



2024 IAB NewFronts | **In-Scene Media Makes Your Brand Part of The Story. Not An Interruption.** | Omar Tawakol, CEO and Co-founder, Rembrand; Emily Schwartz, Marketing, PepsiCo

It covered general market trends and revealed that total digital video ad spend is projected to grow 16% in 2024. Then Part Two, released in July, dove deeper to reveal insights into the buy-side's selection criteria for investing in digital video channels, platforms, and media properties as well as issues with measurement KPIs and how those are being mitigated.

Ensuring the AVOD Streaming Experience Remains a Good User Experience

Will advertising-based video on demand (AVOD) subscription platforms stay true to the goal of providing an optimal user experience in the quest to turn a profit? And what tactics will they use to protect and redefine the TV experience? In this webinar, industry leaders from Netflix, NBCUniversal, and PHD, explored the surge of AVOD and streaming's momentum and discussed how the industry will ensure a good user experience while capitalizing on the shift of media dollars to AVOD platforms.

Digital video ad spend sees 16% increase this year



IAB Connected TV (CTV) Ad Format Landscape: How Standardization Can Drive Programmatic Growth and Innovation in CTV

As CTV viewership and ad spend surge, the ad format landscape is rapidly evolving. This report examines how providers are innovating to create immersive, interactive ads and



offers a comprehensive overview of established and emerging CTV ad formats. It showcases creative examples and highlights the urgent need for standardization. By unifying formats, CTV can unlock scalability, efficiency, and stronger advertiser-audience connections, driving future innovation. IAB also offered a webinar called **CTV Ad Formats: Exploring the Landscape & Defining Standards**, which discussed key highlights of

the **CTV Ad Format Landscape Report** and explored ways to unlock scalability, enhance efficiency, and strengthen connections between advertisers and audiences.

IAB Ad Creative ID Framework (ACIF) Business Playbook and Ad Ops Guide

The Ad Creative ID Framework is an initiative by the IAB Tech Lab designed to streamline the management and tracking of ad creatives across various platforms. ACIF addresses the challenges of ad creative consistency and transparency in a fragmented digital advertising ecosystem. By assigning unique IDs to ad creatives, ACIF ensures that ads can be recognized, tracked, and validated consistently across platforms and devices, just as identifiers are used in traditional TV advertising. IAB created two resources around ACIF:

- **The ACIF Business Playbook is a practical guide outlining the key challenges, solutions, and benefits associated with the ACIF, providing a comprehensive understanding of its importance in the advertising ecosystem.**
- **The ACIF Ad Ops Guide is a comprehensive resource designed to streamline the ad tracking and management process across digital video platforms, particularly in CTV.**



2024 IAB VIDEO BOARD

Brian Albert , Google	Chris Hawk , Papa Johns	Louqman Parampath , Roku
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Jason Belt , General Motors Company	Travis Hockersmith , VIZIO	Michael Roca , Omnicom Media Group
Maureen Bosetti , IPG Mediabrands	Rob Klippel , Spectrum Reach	Glenn Roginski , Pfizer
Kathleen Brower , The Coca-Cola Company	Jennifer Kohl , GroupM US (WPP)	Fernando Romero , TelevisaUnivision
Danielle Brown , Disney Advertising Sales	Eric Kretzer , Amazon Ads	Shelby Saville , Publicis USA
Gaby Cohorst , Intuit Canada	Kara Lazarus , Publicis USA	Josh Schanen , Warner Bros. Discovery
Janine Cross , Harmelin Media	Michael Law , Carat	Jenny Schauer , Publicis USA
Wil Danielson , Nexstar, Inc.	Cara Lewis , dentsu	Susan Schiekofe , GroupM US (WPP)
Carrie Drinkwater , dentsu	Helen Lin , Publicis Media	Michael Scott , Samsung Ads
Steven Ellis , Paramount	Stephanie Martone , Meta	Bill Sheahan , Spectrum Reach
Katie Evans , Magnite	Brian Matthews , National Football League (NFL)	James Smith , Amagi
Mike Fisher , GroupM US	Sean McCaffrey , GSTV	Aaron Sobol , Unilever
Tara Franceschini , LiveRamp	Mike O'Donnell , VIZIO	David Spencer , General Motors Company
Carl Fremont , Quigley Simpson	Joe Melaragno , Samsung Ads	Alexander Stone , Horizon Media
Sean Galligan , Integral Ad Science	Kelly Metz , Omnicom Media Group	Stacy Thomson , Intuit Canada
Adam Gerber , Netflix	Pooja Midha , Effectv	Matt Toscano , Dotdash Meredith
Charlie Goodman , Roku	Dan Mouradian , Innovid	Gina Whelehan , Butler/Till
Ryan Gould , Warner Bros. Discovery	John Muszynski , Publicis USA	Jarred Wilchinsky , Paramount
Jeff Hagen , Papa Johns	Tim Natividad , TikTok	James Wilhite , Publica
Melanie Hamilton , Effectv	Soo Jin Oh , FreeWheel	Travis Winkler , Bloomberg Media

IAB Anatomy of a Video Impression Report

Accurately measuring video ad impressions across various channels—such as web, social media, CTV, and linear TV—has become increasingly complex. This guide demystifies these challenges, offering valuable insights and strategies to help advertisers, platforms, and technology providers navigate this intricate terrain. Key topics include the complexity and challenges of cross-channel measurement and the need for transparency and uniformity.



2024 U.S. Podcast Advertising Revenue Study: 2023 Revenue & 2024-2026 Growth Projections

How big is the podcast advertising market and what does the future hold? This eighth annual study prepared for IAB by PricewaterhouseCoopers LLP (PwC), quantifies annual podcast advertising revenues generated over the past year, analyzes revenue share by ad category and content genre, and forecasts future revenues through 2026. The report provides the buy- and sell-sides of the industry with benchmarks and identifies potential investment and monetization opportunities.

AdAge Predictions for NewFronts—TikTok, Google, Meta and Snap battle for ad dollars

AI Briefing: NewFronts bring a week's worth of AI news for advertisers

DIGIDAY

Digital Out-of-Home (DOOH): Definition and Core Features

DOOH features and capabilities have considerably evolved over the last few years, but its definition hasn't been updated. In partnership with members of the IAB DOOH Committee, IAB released a formal definition for the entire industry to align to and build upon.



IAB Audio Innovators Leadership Summit

This agenda-setting event for senior leaders across the digital audio and podcasting space, brought together participants from the marketing, media, agency, and technology sides of the ecosystem. The event explored the implications of changing technology and identified the most important and impactful trends in audio. You can find the **recap and blueprint for growth** here.



2024 IAB Audio Innovator Summit | The Audio Creator Economy – Where Purpose Drives Influence | Gabe Tartaglia, Vice President of Revenue Operations, Podcast & Satellite, SiriusXM Media; Hetal Patel, EVP, SmartAudio Intelligence, iHeartMedia; Gretchen Smith, VP of Media, Ad Results Media; Maria Tullin, SVP, Managing Director, Performance Audio, Horizon Media



2024 IAB Podcast Upfront | iHeartPodcasts: Storytelling Reinvented | Charlamagne Tha God, Co-Host, The Breakfast Club; Jess Hilarious, Co-Host, The Breakfast Club; Will Pearson, President, iHeartPodcasts; Conal Byrne, Chief Executive Officer, iHeartMedia Digital Audio Group

2024 IAB Podcast Upfront

A premier marketplace event, the IAB Podcast Upfront brings brands, agencies, and media buyers together with leading audio and podcast companies to explore podcasting's ability to delight audiences and create superior marketing opportunities for advertisers.



Podcasting in the Creator Economy: A Long-Term Opportunity

A follow-up to **The Creator Economy Opportunity Research** released by IAB in December 2023, this guide, released in August 2024, focuses on the power of podcasting as a vehicle for influence and engagement and provides best-in-class examples of brand-creator partnerships. The findings were also covered in a **members-only webinar**.



2024 IAB Podcast Upfront | Building Communities with Podcasts | Amy Porterfield, Host, The Online Marketing Made Easy Podcast; Veronika Taylor, SVP, Creator Network, Acast; Brittany Clevenger, Senior Director, Growth Marketing, BetterHelp; Tori Dunlap, Founder and CEO, Her First \$100K; Hala Taha, Founder & CEO, YAP Media Network

Creative Best Practices in Podcasting

The majority (90%) of the 100 million weekly podcast listeners in the U.S. describe their time spent listening as a meaningful part of their lives. With that kind of emotional investment in and attentiveness to podcast content, the implications for marketers are profound.



IAB: Podcast ad revenue to grow double-digits following last year's slump

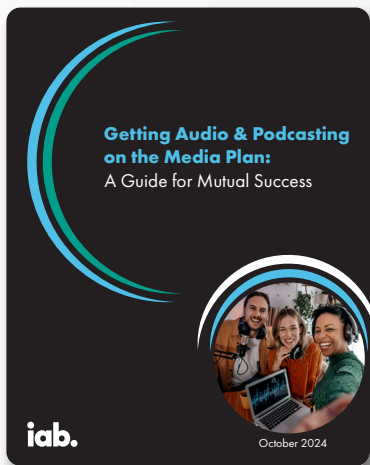
To help unpack this level of advertising effectiveness and illustrate the best ways to harness the power of podcast ads to solve complex marketing challenges, IAB released a series of guides about the power of podcasting, the best ways to go about setting up a podcast ad campaign, and how to optimize your podcast creative for maximum ROI.

The Smartest People in the Room Are All Listening to the Same Podcast



Getting Audio & Podcasting on the Media Plan: A Guide for Mutual Success

Podcasts allow brands to reach highly engaged audiences and leverage the trusted connection audio listeners have with content. There is a notable gap between consumer audio usage and brand investment, presenting a unique chance to improve ROI by embracing digital audio's reach and flexibility. This guide covers proven strategies for integrating audio into your media plan, boosting campaign performance, and driving stronger consumer connections.



2024 IAB Podcast Upfront | IAB Main Stage Reconvenes with Host Rachel Rodgers | Rachel Rodgers, Entrepreneur, Investor, and Founder, Host, Hello Seven Podcast, Hello Seven



2024 IAB Podcast Upfront | Power of Multicultural Voices | Gary Coichy, Founder, POD Digital Media

2024 IAB AUDIO BOARD

- | | | |
|--------------------------------|--------------------------------------|-----------------------------------|
| Diana Anderson, dentsu | Gina Garrubbo, National Public Media | Scott Porretti, Katz Media Group |
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| Michael Biemolt, Audacy | Jennifer Hungerbuhler, dentsu | Chris Snyder, Cox Enterprises |
| Carter Brokaw, iHeartMedia | Robert Hunt, Omnicom Media Group | Jen Soch, GroupM US (WPP) |
| Joe Cerone, IPG Mediabrands | Sean King, Veritone One | Priscilla Valls, SiriusXM Media |
| Brittany Clevenger, BetterHelp | Ken Lagana, Audacy | Gina Whelehan, Butler/Till |
| Elli Dimitroulakos, Acast | Angie More, Wondery | Jeanine Wright, Amazon Ads |
| Anne Frisbie, AdsWizz Inc. | Ricardo Neto, Acast | Christopher Yarusso, Publicis USA |

Harnessing Emerging Platforms to Build Deeper Consumer Connections

Innovation drives economic growth. New platforms are emerging every day and consumer behavior is changing even faster. To navigate the massive changes and opportunities roiling today's digital ecosystem, the IAB Experience Center plays an active role in shaping the future of advertising. It focuses on emerging advertising channels and evolving consumer behaviors to help the industry understand and reach the consumer of today and tomorrow.

In-Video-Game Ad Spend to Reach \$11.5 Billion by 2027



Key accomplishments of the IAB Experience Center in 2024 include:

2024 IAB PlayFronts

The IAB PlayFronts is the premier annual marketplace that showcases advertising and partnership opportunities in the dynamic gaming industry. This year's third annual event in March in New York City featured two days of interactive sessions that illuminated the ever-evolving gaming landscape, emphasized the effectiveness

of gaming as a marketing platform, and showcased creative opportunities available for brands. The event demonstrated how **gaming is all about joy and emotional connections.**

Changing the Game: How Games Advertising Powers Performance

With 213 million digital gamers in the U.S., games advertising has matured and evolved to become a continuous part of the media mix, reaching diverse and unique consumers on a massive scale. IAB partnered with Advertiser



2024 IAB Playfronts | Crafting the Future of Advertising in Gaming: Unveiling the New IAB Creative Guidelines | **Hillary Slattery**, Senior Director Programmatic, Product, IAB Tech Lab; **Matt Sharpe**, Creative Director of Advertising, Zynga; **Carolina Alonso**, Associate, Baker & Hostetler LLP; **Derek J. Smith**, Senior Specialist, Experience Center IAB

Perceptions to survey 300 brand and agency marketing decision makers that invest in games advertising alongside other media to understand its implications, highlighting why these marketers continue to include games advertising, its role in campaign planning and business outcomes, strategies to enhance impact alongside other media, and initial steps to activate. This groundbreaking new study quantifies the success marketers are seeing with games advertising.



2024 IAB Playfronts | IAB Keynote | **Zoe Soon**, Vice President, Experience Center, IAB

for various ad formats, promoting collaboration among gaming and advertising professionals to achieve higher standards and an optimal balance between advertising goals and user satisfaction.

Creative Guidelines and Best Practices in Advertising in Gaming

This essential report released at the IAB PlayFronts offers best practices for games advertising to help advertisers tap into the power of this channel. Addressing the challenge of intrusive advertising, the guidelines prioritize clear disclosures, appropriate calls-to-action, and adherence to quality assurance protocols to standardize practices and make ads engaging rather than disruptive. The document establishes guidelines

AdAge

4 Ways Brands Are Activating on Roblox, Fortnite and Other Gaming Platforms



2024 IAB Playfronts | How Innovative Brands Are Safely and Effectively Reaching and Empowering Gen Z Audiences | **Jayson Dubin**, Chief Executive Officer, Playwire; **Julie Piskin**, Head of Global Partner Program, Roblox; **Paul Chenier**, EVP of Global Sales, Playwire; **Pete Basgen**, Director and Global Lead, Gaming & Esports, Wavemaker

IAB/MRC Augmented Reality Measurement Guidelines

The IAB AR Measurement Guidelines Task Force, in partnership with the Media Rating Council (MRC), delivered guidelines for advertisers and marketers to quantify how much media is delivered and measure how well their media achieved their business objectives. These guidelines capture the impact of AR campaigns and set a framework to establish clear and consistent definitions for ad delivery, viewability, audience, engagement, and performance.



IAB, MRC release augmented reality measurement guidelines



2024 IAB Gaming and Immersive Media Leadership Summit | Measuring Success in Gaming and Immersive Media: Beyond Impressions and Views | **Zoe Soon**, Vice President, Experience Center, IAB; **Justin Breton**, Head of Brand Marketing and Innovation, Walmart; **Brandon Kaplan**, Chief Innovation Officer, Journey; **Sue Dunphy**, Global Head of Xbox Advertising Sales, Yahoo

IAB Gaming and Immersive Media Leadership Summit

Gaming has become a global phenomenon that surpasses many traditional forms of entertainment. With over three billion gamers worldwide, and an industry valued at over \$200 billion, gaming is no longer just a niche interest—it's a cultural powerhouse. This second annual leadership gathering in October brought together experts from across the advertising industry to push the gaming and immersive media channel forward. During this one-day event, participants identified rising opportunities and discussed challenges with experts and thought leaders. Topics included the state of gaming and immersive media, how to measure success, strategies for driving product sales, and how to forge deeper brand connections.

IAB PlayFronts touts games ads maturing



Casual Gaming Buyer's Guide

Arming brands and advertisers with vital insights and tools for navigating the casual gaming market successfully, this guide specifically aids industry leaders and innovators in the casual gaming and mobile entertainment space, as well as marketing strategists focused on gamer engagement.



Creator Economy Ecosystem Mindmap: A Visual Reference Resource

The rise of the creator economy, projected to reach \$480 billion by 2027, has redefined how brands connect



with audiences. This transformative space, powered by millions of content creators, is reshaping how consumers consume content, discover new brands, and shop. To help navigate this dynamic, multifaceted ecosystem, IAB unveiled the **Creator Economy Ecosystem Mindmap**—an industry resource that promotes a shared understanding of the categories, processes, and interrelationships between

different parts of the ecosystem. Just as scaffolding provides a structure upon which to build, this mindmap is intended to provide a conceptual schematic upon which new information can be contextualized, organized, and built upon.

Essential Resources and Training

The Experience Center also collaborated with a working group of major industry players including publishers, ad tech companies, agencies, brands, and measurement companies and the IAB Professional Development and Education Center team to create essential resources for the industry including **Gaming 360** and **Introduction to the Creator Economy**.



Video Game Budgets Are Growing Up, But Ad Tech Still Needs To Catch Up



2024 IAB Playfronts | The 3 Mobile Gaming Power Ups Brands Use to Move Up The Leaderboard | **Greg Wester**, Senior Vice President, Digital Turbine

2024 IAB GAMES BOARD

- | | |
|---|---|
| Itamar Benedy , Anzu | Karl Meyer , Samsung Ads |
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| Gabrielle Heyman , Zynga | Michael Pierre , Beacon Media Group |
| Sean Holzman , The Trade Desk | Mike Sepso , Vindex |
| Indy Khabra , Livewire | Jonathan Stringfield , Microsoft Advertising |
| Aaron Lange , Marketing Architects | Rema Vasan , TikTok |
| Samantha Lim , Publicis Media | Gina Whelehan , Butler/Till |
| Don McLean , dentsu | Bill Young , Twitch |

2024 IAB IMMERSIVE MEDIA BOARD

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|--|--|
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| Suzanne Flint , Microsoft Advertising | Lauren Miyake , Sephora |
| Tony Gemma , Yahoo | David Olesnevich , The Weather Company, LLC |
| Stan Joosten , Procter & Gamble | LaToya Shambo , Black Girl Digital, INC. |
| Cindy Kelly , Beacon Media Group | Keith Soljacich , Publicis Media |
| Kendy Lau , Sephora | Rachel Weiss , L'Oréal |
| Allison McDuffee , Roblox Media | |

Ensuring Efficiency, Growth, and Scale in an Evolving Industry

It's not an exaggeration to say that almost everything we know about attribution, measurement, optimization, and personalization could soon be instantly obsolete. Third-party cookies are still here (for now), but their demise is nigh. The future of measurement and addressability depends on how much we collectively lean in and engage. IAB wants to ensure brands and publishers preserve the ability to communicate effectively with their customers and the IAB Measurement, Addressability & Data (MAD) Center provides essential industry insights on changes in underlying technology and privacy regulations in a constantly evolving ecosystem. It offers guidance on new addressability and measurement solutions to enable revenue growth, efficiency, and scale, with a focus on retail media networks and advanced TV.

Key accomplishments of the MAD Center in 2024 include major efforts in the areas of retail media, data privacy, and measurement:

Grocery industry's key to retail media standardization: data clean rooms



IAB/MRC Retail Media Measurement Guidelines

A collaboration of IAB and the Media Rating Council (MRC), this comprehensive framework is a set of standards and a roadmap to enhance transparency and consistency in retail media measurement that was released early in 2024. To further support the implementation of these guidelines, IAB, in partnership with Boston Consulting Group (BCG), also introduced the Retail Media Measurement Guidelines Explainer, an actionable guide tailored for retailers, brands, agencies, and technology partners. It translates the complex standards into practical steps, offering key strategies and best practices to navigate the nuances of retail media measurement effectively.

In-Store Retail Media: Definitions and Measurement Standards

In December 2024, IAB and IAB Europe released these standards to address the rapidly expanding in-store retail media opportunities and offer unified definitions, measurement standards, and guidelines for ad formats and store zones.



2024 IAB Connected Commerce Summit | The Evolution of Technology and Consumer Behavior | Will Lee, CEO, Adweek; Walter T. Geer, Chief Creative Officer, Innovation North America, VML



2024 IAB Connected Commerce Summit | One Year After Implementing Measurement Standards: Evaluating the Impact and Outcomes | Jeffrey Bustos, Vice President, Measurement Addressability Data, IAB; Christine Foster, Vice President, Product Strategy & Media Operations, Kroger Precision Marketing; Jill Cruz, Executive Vice President, Commerce Media Strategy, Publicis Commerce

There aren't many truly global trade associations, and even fewer that have been productive on a global scale. It's a testament to our ability to bring the industry together around the issues that matter to us all. These standards build on the **IAB/MRC Retail Media Measurement Guidelines**.

Retail Media Goes to the Movies: How the Convergence of Commerce Media & Video Will Transform Shopping

Through a collaboration between the IAB Measurement, Addressability, and Data (MAD) Center and the IAB Media Center's Video Board members, IAB released this report on the future of shopping. Analysis reveals how the

blend of retail media and video, especially through CTV and shoppable content, is reshaping consumer engagement and shopping habits. The report explores strategies that merge e-commerce with captivating video content, offering seamless and interactive shopping experiences right from the viewer's screen.

Connected Commerce: Reimagining CTV and In-Store Retail Media

The intersection of connected TV (CTV) and in-store advertising within the retail media ecosystem offers exciting opportunities for brands and marketers. This webinar covered the rise of unified commerce and customer-centric strategies, the merging of retail media with CTV, and how to engage consumers during the crucial discovery and consideration phases, providing insights from industry experts from Kroger Precision Marketing, PepsiCo, and Roku. We also explored audience strategy and measurement frameworks for testing and activating digital out-of-home (DOOH) and in-store retail



IAB Releases New Standards on In-Store Retail Media Measurement

media campaigns with experts from bigQuest Advisory Inc, GroceryTV, The Mars Agency, and Walmart in a second panel.

Digital Out of Home and In-Store Retail Media Playbook

Designed to guide retailers, agencies, and brands through the intricacies of DOOH and in-store opportunities within the retail media landscape, this playbook covers this important new landscape from activation to measurement. It concentrates on harmonizing in-store trade and media planning strategies, defining key measurement metrics and sophisticated modeling techniques, and offering a comprehensive exploration of relevant technologies, use cases, and frameworks.



2024 IAB Connected Commerce Summit | Breaking Barriers: Effective Cross-Platform Measurement | Kathryn Lundstrom, Commerce and Sustainability Editor, ADWEEK; Ryan Burns, Head of Strategy, Sam's Club Member Access Platform; Pankita Desai, Senior Director, Shopper Marketing, Chobani; Elliott Nix, GM of Business Development, Advertiser, The Trade Desk

Retail media networks and advertisers going from guesswork to growth



Unconnected Commerce: the Disconnect Between Brands and Consumers in Digital Video Shopping

This comprehensive report aims to define commerce video and unveil solutions for ideal ad strategies. Key

insights include how commerce video—digital video ads designed to drive action from an intended audience— is driving digital video ad growth and both advertisers and consumers recognize its value. Advertisers also often overestimate the effectiveness of their strategies and poor ad experiences lead to major backlash.

2024 IAB Connected Commerce Summit: Retail Reimagined

The second annual IAB Connected Commerce Summit brought together executives from across the commerce ecosystem for two days of exclusive keynote presentations, dynamic peer-to-peer discussions, and breakout sessions that dove deep into the rapidly evolving world of commerce.



2024 IAB Connected Commerce Summit | Unlock the Power of Innovation through Creativity in Commerce | Pam Zucker, IAB - Senior Vice President, IAB Chief Strategy Officer; Michael Olaye, EVP, Managing Director, Hero Digital; Lauren Chesley, Head of Industry, Retail + Restaurants, SiriusXM Media

From the latest trends in data collaboration and commerce media technology to groundbreaking case studies on engaging consumer experiences, sessions illuminated the future of retail media (view key takeaways). The event was followed by a **Connected Commerce webinar** that focused on best practices for data collaboration and incrementality.



Retail media networks are exploding, but they lack critical infrastructure

In-Store Retail Media: Current Utilization, Challenges, Measurement and Future Innovations

A collaboration between IAB and the Path to Purchase Institute (P2PI), this report highlights the critical role of in-store technologies in modern retail strategies and serves as a roadmap for future advancements for in-store retail media.

Retail Media Advanced Measurement and Data Collaboration

This retail media measurement guide delves into incrementality measurement, highlights the role of data collaboration, and provides actionable insights for moving forward and driving retail media success.



IAB State of Data 2024: How the Digital Ad Industry Is Adapting to the Privacy-By-Design Ecosystem

The interactive industry is in a time of strategic reassessment and innovation, driven by the necessity for privacy compliance and sustainable, consumer-friendly strategies.

Conducted by IAB and BWG Strategy between November 2023 and February 2024, this analysis is based on surveys and interviews with over 500 advertising and data decision-makers from brands, agencies, and publishers. Companies that excel in adopting new data technologies and strategies are poised to lead.

AdAge

Google cookie changes—how advertisers are searching for new ad tech to prepare

IAB State of Data Webinars

- **Adapting to New Norms of Privacy and Measurement**

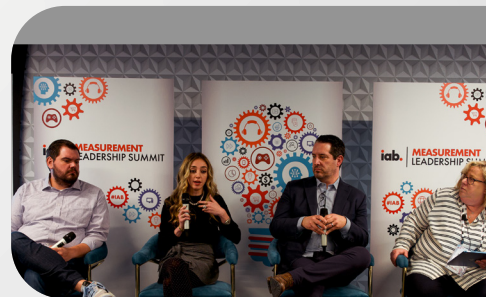
Based on findings from IAB’s 2024 State of Data Report and key discussions from the Measurement Leadership Summit, this webinar examined how privacy regulations and technology shifts are reshaping the digital advertising landscape and looks at how advertising metrics are evolving toward a more comprehensive measurement framework, and the industry’s push for standardized success metrics in the face of the \$600 billion measurement challenge.

- **The Road to Defining Media Measurement Standards**

Featuring leading experts from advertising, analytics, and technology, this webinar highlighted the importance of a unified approach in developing robust and universally accepted measurement standards.

- **Harnessing AI to Shape the Future of Data, Privacy, and Measurement**

AI is reshaping data and measurement practices across the advertising industry. Drawing on insights from the latest IAB State of Data report, this webinar covered how AI delivers effective results in a privacy-first world, strategies for balancing automation with human oversight, and practical steps to confidently integrate AI-driven tools into measurement frameworks for better performance and compliance.



2024 IAB Measurement Leadership Summit | The Currency Conundrum: The Evolution of TV, CTV and Online Video Advertising | Travis Scoles, Senior Vice President, Advanced Advertising, Paramount; Ameneh Atai, GM, Audience Measurement, Nielsen; Peter Sedlarcik, President, Data, Technology, Insights and Analytics, Spark Foundry; Pam Zucker, Chief Strategy Officer, IAB

2024 IAB Measurement Leadership Summit

Building on the success of the IAB Annual Measurement Leadership Summit at ALM in 2023, this expanded standalone one-day event brought together senior leaders in the advertising space for exclusive peer-to-peer discussions and engaging, interactive breakout sessions focused on the future of media measurement, especially in the context of evolving consumer privacy regulations.



Google Backpedaling On Its Cookie Phaseout Isn't An Excuse For Complacency

IAB Pulse: Strategic Data Approaches in the Privacy-by-Design Ecosystem

How are industry leaders redefining success in a world of stringent data privacy mandates and deteriorating signal fidelity? This dynamic discussion between data experts showed how advertisers are redefining success and maintaining their advertising, marketing, and measurement goals.



2024 IAB Measurement Leadership Summit | Navigating the Future of Digital Advertising: Impact on Data and Measurement | Chris Bruderle, Vice President, Industry Insights and Content Strategy, IAB; Angelina Eng, Vice President, Measurement, Addressability & Data Center, IAB

IAB Pulse | MFAs: How Did We Get Here and What’s the Best Way Forward

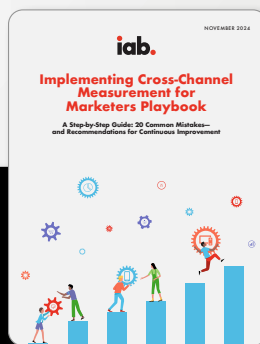
This IAB Pulse brought a discussion about made for advertising (MFA) sites, the challenges for buy and sell sides, and how to mitigate issues for brands looking to use MFAs.

Attention Measurement Toolkit

The IAB Attention Task Force developed a series of resources to guide and educate the industry on recent advancements in attention measurement. The Attention Measurement Explainer Series provides a comprehensive overview of how attention is measured and assessed, offering valuable insights for advertisers, marketers, and industry professionals. The first explainer in this series covers attention measurement and data signal approaches to help ad agencies, advertisers, and publishers with checklists and a questions guide to evaluate attention measurement partners. There are clear opportunities for advertisers to better align with consumer preferences.

Cross-Channel Measurement: Implementation Playbook + Best Practices Guide

A well-implemented cross-channel measurement strategy provides a unified view of campaign performance, helping marketers understand how different channels contribute to overall success. These guides, released in November 2024, show how by integrating data from multiple sources, marketers can gain holistic insights into consumer behavior, optimize media spending, and improve customer experiences.



The IAB Implementing Cross-Channel Measurement for Marketers Playbook

offers a step-by-step guide with recommendations to ensure continuous improvement.

The IAB Cross-Channel Measurement Best Practices for Marketers offers more detailed understanding by delving into the complexities of cross-channel measurement, offering practical insights to overcome challenges such as data silos, attribution complexities, and privacy concerns.

Updated Terms & Conditions

In 2024, the IAB MAD Center in partnership with IAB Legal Affairs focused on new Terms & Conditions including general terms and addendums that will be released in 2025. The Terms & Conditions Task Force is developing a streamlined framework for digital advertising agreements with General Terms that apply universally, covering updates, performance obligations, payment terms, confidentiality, and more. Tailored Specific Terms Addenda will address unique needs for DSPs, SSPs, direct buys, measurement, ad verification, and

ad servers. Direct buy terms will be updated to account for sponsorships, upfront deals, programmatic buys, and social media buys, ensuring flexibility to address evolving transaction types. This modular structure balances consistency with adaptability for diverse scenarios.



2024 IAB Measurement Leadership Summit | Reshaping Advertising: Balancing Audiences | Anthony Katsur, Chief Executive Officer, IAB Tech Lab; Jolyn Yao, Product Management Lead, Google; Jon Roberts, Chief Innovation Officer, Dotdash Meredith; Mebrulin Francisco, Global Head of Data Strategy and Martech, EssenceMediacom

Navigating AI Creativity & Ethics in Digital Advertising

AI, and generative AI in particular, stands poised to redefine advertising by enhancing creativity and streamlining workflows. This webinar explored how these innovations bring profound ethical implications, questions on authenticity, and concerns surrounding data bias and IP governance.

2024 IAB MAD CENTER BOARD

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|--|--|--------------------------------|
| Chelsey Alexander, Bayer US | Emmy Grunseich, Yahoo | Jon Roberts, Dotdash Meredith |
| Ameneh Atai, Nielsen | Delphine Hernoux, Wavemaker | Dave Rosner, Audigent |
| Jamie Auslander, Infillion | Aimee Irwin, Experian Marketing Services | Jorge Ruiz, TikTok |
| Allison Barnes, Real Chemistry | Nicole Kane, Bimbo Bakeries | John Ruvolo, Nomology |
| James Brooks, GlassView | Sally Lee, Canvas Worldwide | Michael Schoen, TransUnion |
| Kathleen Campisano, Beacon Media Group | Khurrum Malik, Integral Ad Science | Nikhil Sharma, Roundel |
| Celeste Castle, dentsu | Stephanie Martone, Meta | Harveer Singh, Western Union |
| Chad Childress, Spectrum Science | Kyle Maurer, Monster Energy | Sabrina Sirhal, Monster Energy |
| Sabrina Cote, HP Hood LLC | Timothy Megginson, Visit Orlando | Adam Skinner, Epsilon |
| Paula Despins, Amazon Ads | Ram Padmanabhan, Havas Media Network NA | Dan Slivjanovski, DoubleVerify |
| Suzie Eckhart, Publicis USA | Manomohan Pillai, LiveIntent | Dan Taylor, Google |
| Wendy Emerson, Butler/Till | Jeff Ratner, Quigley Simpson | Lily Tong, Amazon Ads |
| Preeti Farooque, Pinterest | Kelly Rich, Horizon Media | Marc Vermut, TransUnion |
| Brady Gadberry, Acxiom | Robert Rivenburgh, Mars United Commerce | |

Enabling & Scaling Talent for a Dynamic Media Ecosystem

IAB has always sought to provide essential training and knowledge for professional development and to advocate for diversity, equity, and inclusion (DEI) in the workplace across our industry. This year, IAB advanced those efforts even further with the launch of the Professional Development and Education Center. The center advances the digital marketing and media industries through professional development and educational programming while fostering an inclusive work environment. It is designed to help industry organizations keep their talent in the know within a rapidly changing digital media ecosystem and modern workplace.

Talent Development Council

In May, the Professional Development and Education Center relaunched IAB’s Talent Development Council. The Council convenes IAB Members tasked with hiring, developing talent, or fostering inclusion at their organizations to connect, collaborate, ask questions, share best practices, and discuss timely issues. The council covered the evolving hybrid workplace, generational shifts in the workforce, and closing knowledge gaps from tech advancements and AI disruption.



IAB Digital Media Apprenticeship Graduation, Evergreen Trading’s Office, August 2024

IAB Courses and Training

The high-growth areas the center focused on are retail media, gaming, and the creator economy—leveraging IAB research, guidelines, and best practices. The newest courses from the center include:

- Introduction to the Creator Economy**
 The digital creator economy is rapidly transforming content production, consumption, and monetization, offering significant opportunities for advertisers who value authentic, relatable content. Available in eLearning and instructor-led formats, this course offers professionals the tools and skills to plan, execute, and optimize creator campaigns as well as legal, ethical, and brand suitability best practices, focusing on how to best collaborate with creators
- Gaming 360**
 Introduced at the IAB PlayFronts 2024 as part of the Digital 360 Suite, this course was developed in partnership with the IAB Experience Center and working group members. The course empowers learners to understand passionate and diverse gaming audiences, create measurable advertising that maximizes brand impact with respect for the player experience, and leverage the unique storytelling power of games.
- Introduction to Retail Media**
 This new course teaches industry professionals about the complex and evolving retail media landscape so they can better plan, launch, and optimize successful retail media ad campaigns. The curriculum was designed by experts from industry organizations and IAB member organizations.



American Advertising Federation (AAF) Student Advertising Career Conference | Visit to IAB Ad Lab, NYC

Public Training Sessions

The IAB Professional Development and Education Center held various public training events during the year including **Legal Issues Regarding Influencer Marketing (Lowenstein Sandler LLP)**; **Practical Guidance for European Privacy Law: GDPR, ePrivacy, and Beyond (Bird & Bird, OneTrust)**; **Storytelling in the Today's Digital Career Market**; **Assessment Tools for the New Privacy, Data, and Identity Landscape**; **Digital Fundamentals**; **Minding the Gap: Strategies for Closing the In-Quarter Digital Revenue Gap**; **DOOH and In-Store Retail Media Workshop** (with Grocery TV and Albertson's Media Collective); and **Privacy Law Essentials for Digital Advertising Professionals** (with Davis+Gilbert LLP, Ethyca, and Hintze Law PLLC);

Private Training Sessions

The IAB Professional Development and Education Center also provided **37 private training sessions** across enterprise accounts including Anthem S&E, L'Oréal, Outbrain, Spectrum Reach, TravelZoo, and Warner Brothers Discovery across a range of topics including: Digital Video 360, Gaming 360, Digital Fundamentals, Data Clean Rooms, Programmatic 360, and Digital Media Sales with varying levels of advanced customization.

Student Industry Immersion

Throughout the year, IAB hosted several student group visits, including students from St. John's University (who were also welcomed to the IAB Ad Lab for a workshop on the Creator Economy), Arizona State University, Black Hills State University, Brigham Young University, Grand Valley State University, Howard University, Iowa State University, Ithaca College, Johnson and Wales University Providence, Louisiana State University, Marist College, University of Illinois at Urbana-Champaign, University of Kentucky, University of Memphis, University of North Texas, and University of Texas – El Paso.

IAB Certifications



Digital Media Sales Certification (DMSC)



Digital Media Buying & Planning Certification (DBPC)



Digital Ad Operations Certification (DAOC)



Digital Marketing and Media Foundations Certification (DMFC)

You can see the full course catalog for the Professional Development and Education Center in the [Learning Shop](#).



Digital Fundamentals



Programmatic 360



Digital Video 360



Audio 360



Data 360



Gaming 360



Introduction to Retail Media



Introduction to the Creator Economy



Introduction to Media Strategy



Driving Business with Data Science



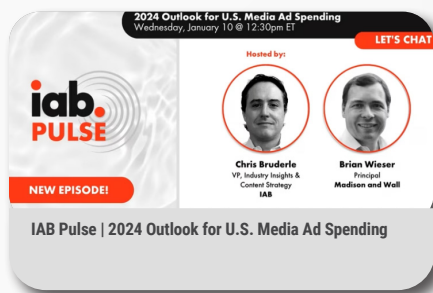
Introduction to Direct Brands



Introduction to Malware and Ad Quality

Insights, Research, and Trends to Drive the Industry Forward

Our IAB Research and Insights team, in partnership with the IAB Centers of Excellence, delivers information and proprietary research that our members and partners need to build brands and their business. Major IAB research efforts in 2024 were focused on understanding the data and advertising landscape, unlocking the potential of retail media, in-game advertising, emerging technologies, and the creator economy.



The 2024 Outlook Study: August Update – A Snapshot into Ad Spend, Opportunities, and Strategies for Growth

This study is a follow-up to the initial November 2023 release, providing current perspectives from 200 buy-side ad investment decision makers at brands and agencies.

IAB/PwC Internet Advertising Revenue Report 2024

Internet advertising revenues reached their highest recorded level of \$225 billion between 2022 and 2023 (increasing 7.3% YoY), showing resilience in the face of continuing economic uncertainty. Now in its 28th year, this highly anticipated report is considered the industry benchmark for US advertising revenue across digital media platforms and publishers. It includes actionable insights throughout all digital platforms, from video and audio to social media, retail media, and more.



2024 IAB Connected Commerce Summit | **Unconnected Commerce: the Disconnect Between Brands and Consumers in Digital Video Shopping** | Chris Bruderle, VP, Research & Insights, IAB; Samantha Pérez, SVP, Global Commerce, KINESSO; Bill Watkins, Chief Revenue Officer, Pinterest

The Free and Open Ad-Supported Internet: Consumers, Content and Assessing the Data Value Exchange

As the digital economy becomes more privacy-by-design, IAB surveyed over 1,500 consumers to gain insights into their thoughts, preferences, and concerns regarding their personal data and digital advertising overall. The research gauges to what extent consumers understand what personal data means. It also explores how consumers enjoy and value the internet, how they perceive the role of advertising, their willingness to pay for currently free online services, and what their preferences and concerns are when sharing their data.



Gen Z is willing to pay more than any other generation for websites and apps.

Other research released in 2024 included:

- **IAB State of Data 2024:** How the Digital Ad Industry is Adapting to the Privacy-By-Design Ecosystem | IAB MAD Center
- **Changing the Game:** How Games Advertising Powers Performance | IAB Experience Center
- **2024 Digital Video Ad Spend & Strategy Report:** Part One: Market Size & Growth Projections | IAB Media Center
- **2024 US Podcast Advertising Revenue Study:** 2023 Revenue & 2024-2026 Growth Projections | IAB Media Center
- **2024 Digital Video Ad Spend & Strategy Report:** Full Report | IAB Media Center
- **Unconnected Commerce:** The Disconnect Between Brands and Consumers in Digital Video Shopping | IAB MAD Center



2024 IAB PlayFronts | **Changing the Game: How Games Advertising Powers Performance** | Jack Koch, SVP, Research & Insights, IAB

Championing Industry Priorities in an Evolving Regulatory Environment

IAB advocates for our members and promotes the value of the interactive advertising industry to legislators and policymakers. Through the Public Policy Office located in Washington, D.C., IAB works to raise the industry’s political visibility and profile as a driving force in the American economy through grassroots advocacy, member fly-ins, research, and public affairs campaigns at the federal, state, and global level.

\$5 for a Good Online Review?
No Way, Says New FTC Rule



The IAB Legal Affairs and Public Policy teams tackled several key challenges IAB members confronted in 2024:

FTC Negative Option Rule, Consumer Reviews, and Subscriptions

The Federal Trade Commission has **proposed** changes to its rule governing auto renewals and subscription marketing. Early this year, IAB participated in an **informal virtual hearing** to raise concerns that the FTC’s proposed changes could slow service, burden consumers with irrelevant information, and increase prices for consumers. As a result of previous efforts by IAB, in April an Administrative Law Judge issued an order recommending the FTC to perform a more thorough review of the Negative Option Rule, noting that the new rule would cost businesses a lot more than the FTC estimates.

IAB also **submitted** a supplemental comment letter in response to the Federal Trade Commission’s lack of thoroughness in its rulemaking process for its proposed Rule on the Use of Consumer Reviews and Testimonials. And when it comes to new subscriptions rules, IAB and a coalition of prominent trade associations filed a lawsuit against the FTC, challenging recent rule changes on subscription renewals. IAB argues



2024 IAB ALM | A Fireside Chat with Senator Marsha Blackburn on Data Privacy, Generative AI, and Government Regulation | Lartease Tiffith, Executive Vice President, Public Policy IAB; Marsha Blackburn, U.S. Senator (R-TN)

that vague wording and steep penalties could deter businesses across industries from offering subscription services altogether.

Privacy Laws and the IAB Diligence Platform

With 19 comprehensive state privacy laws currently in effect and more on the horizon, digital advertising has now officially become a regulated industry. These changes in the legal landscape emphasize principles of accountability and transparency, including conducting diligence of the partners to whom businesses disclose personal information in digital ad transactions. To meet this need, IAB launched the **IAB Diligence Platform** powered by SafeGuard Privacy, which offers a practical solution for third-party privacy due diligence. This new platform is available to the entire digital advertising industry, including brands, agencies, ad tech companies, publishers, and platforms. Combined with SafeGuard Privacy’s comprehensive U.S. state law assessments, the IAB Diligence Platform gives the industry a dynamic, comprehensive and standardized diligence privacy solution that can scale with evolving regulations.

Additionally, IAB **submitted** comments in response to the Department of Justice’s Advanced Notice of Proposed Rulemaking on Provisions Regarding Access to Americans’ Bulk Sensitive Personal Data and Government-Related Data by Countries of Concern. Recommendations included promoting the use of privacy-enhancing technologies to minimize compliance burdens for companies that routinely process personal data, excluding publicly available data obtained lawfully from scope of the rulemaking, and not considering personal identifiers a stand-alone type of sensitive personal data.



Judge Suggests New FTC ‘Click To Cancel’ Study





2024 IAB Video Leadership Summit | Enabling Cross-Platform Analytics in a Privacy-First World | **Ram Padmanabhan**, Managing Partner, Head of CSA North America, Havas Media Network; **Allyson Dietz**, Senior Director, Marketing Solutions, TransUnion; **Michael Hahn**, Executive Vice President and General Counsel, IAB and IAB Tech Lab

State Coalition Update

IAB participates in a coalition of advertising trade groups, including the Association of National Advertisers (ANA), the American Association of Advertising Agencies (4A's), and the American Advertising Federation (AAF) and the Digital Advertising Alliance (DAA) to track activity in state legislatures. Between June and November, the State Coalition sent six letters to policymakers in California, Rhode Island, and the District of Columbia. The letters

laid out opposition to a spate of bills making their way through these deliberative bodies including in California legislation that would require companies to include opt-out preference signals in browsers and mobile operating systems that Governor Gavin Newsom vetoed and in the

District of Columbia, which places restrictions on the collection, use, sharing, or sale of consumer health data. The letters serve to put the industry and IAB on the record as opposed to this patchwork of state laws.

US data privacy proposals are anti-business and pro-censorship



2024 IAB Connected Commerce Summit | Weaving Privacy into Expanding Commerce Media Networks | **Arlene Mu**, Assistant General Counsel, IAB; **Erica Irvin**, SVP, Commercial and Innovation Law, Lowe's Companies Inc.

Children's Online Privacy: COPPA, APRA, KOSA, and TOPA

In March, IAB filed comments in response to the FTC proposed changes to its **Children's Online Privacy Protection Rule** (COPPA). The COPPA Rule, which has been in place since 2000, makes it illegal for

websites and online services to collect personal information from kids under 13 without parents' verifiable consent. The comments filed by IAB expressed our members' commitment to protecting children's online privacy and access to safe, age-appropriate content and questioned the agency's departures from precedent that could jeopardize online products and services for a variety of audiences.

In March, IAB also issued a **response** to President Joe Biden's call for bipartisan legislation to protect kids online in his State of the Union address. The response asserted IAB's continued commitment to children's safety while also emphasizing the importance of a continued free, open, ad-supported internet. Specifically, the response noted that a total ban on advertising to children would stratify and harm them by curtailing free content subsidized by ad dollars.



Online Privacy and Other Areas Where Supreme Court Rulings Could Reshape Marketing Regulation

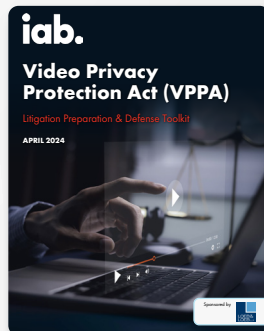


2024 IAB Public Policy and Legal Summit | Navigating the Legislative Privacy Wave: State Privacy Laws, National Hopes, and the Advertising Industry | **Rob Hartwell**, Partner Venable LLP; **Lei Shen**, Partner, Cooley LLP; **Aaron Massey**, Technologist and Senior Policy Analyst, Advertising Technologies and Platforms Future of Privacy Forum; **Josh M. Hsu**, Partner, Jenner & Block LLP

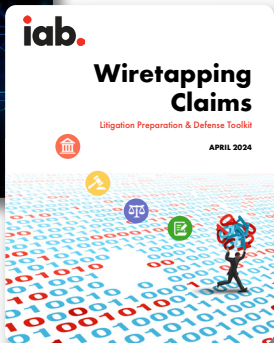
In June, IAB circulated a **letter** to House Energy and Commerce Leadership voicing its concerns regarding the American Privacy Rights Act (APRA) and the Kids Online Safety Act (KOSA). The letter highlighted APRA's classification of ordinary browsing history as sensitive data requiring opt-in consent and KOSA's departure from the actual knowledge standard. Then on July 25, IAB issued a statement in opposition to the United States Senate advancement of two children's safety bills, the Kids Online Safety Act (KOSA) and the Children's and Teens Online Privacy Protection Act (TOPA). The statement noted the importance of protecting children online but also raised concerns with the bill's potential to limit access to high-quality content for children due to adjusting the knowledge standard and allowing for the possibility of conflicting state laws.

Legal Defense Toolkits

IAB's Class Action Litigation Working Group released two highly anticipated white papers covering the spate of lawsuits brought against participants in the digital advertising industry under the Video Privacy Protection Act (VPPA) and state wiretapping laws. The **first toolkit** provides an overview of wiretapping claims, an outline of the key elements of each claim, a description of the successful and unsuccessful defenses, and proactive next steps to take to avoid a complaint. The **second toolkit** provides an overview of the VPPA, an outline of the key elements of



a VPPA claim, a description of the successful and unsuccessful defenses, and proactive next steps to take to avoid a complaint. These steps can also be used to aid in negotiating a nominal settlement. IAB also released a Litigation Preparation and Defense Toolkit for Wiretapping Claims in April 2024 and a white paper on Legal Issues and Business Considerations When Using Generative AI in Digital Advertising in June 2024.



internet
for
growth

Internet for Growth and the Small Business Fly-In

Convening lawmakers, policy experts, and our members can make a real impact on how legislators think. As Congress and federal agencies pursue an anti-advertising agenda harmful to IAB member companies and everyone depending on our industry, that could hurt millions of people, if not tens or hundreds of millions of people across the U.S., relying on the ad-supported internet. **Internet for**

Growth is an indispensable ally in our association's effort to affect better public policy in Washington, D.C. In May, IAB flew in two dozen small business owners to meet with legislators on the Hill as part of our Internet for Growth Coalition. The group met with staff from the Offices of Representatives Ted Lieu (D-CA), Jennifer Wexton (D-VA), Neal Dunn (R-FL) and Senators Bob Casey (D-PA), Raphael Warnock (D-GA), and JD Vance (R-OH) and discussed the American Privacy Rights Act, protecting children online, artificial intelligence, and the importance of digital advertising for small businesses.



Internet for Growth members descend on the Capitol during National Small Business Week



2024 IAB Public Policy & Legal Summit | Closing Remarks | Michael Hahn, Executive Vice President and General Counsel, IAB and IAB Tech Lab

IAB Public Policy & Legal Summit

On April 2, the IAB Legal Affairs Team and IAB Public Policy Team hosted the **2024 IAB Public Policy & Legal Summit** in Washington D.C. The event hosted over 200 attendees and 42 speakers in nine panel discussions and three breakout sessions that covered topics such as legal and legislative issues related to the use of artificial intelligence, navigating state and federal privacy legislation, trends in cookie litigation, protecting children online, and

activity at the FTC. During July, August, and September, the Public Policy Team hosted congressional staff over five modules for our inaugural Congressional Education Series. The goals of the series were to educate policymakers on the mechanics of the digital advertising economy, policy issues facing the industry, and establish IAB as a resource for staff as they craft and make vote recommendations on legislation.



2024 IAB Public Policy & Legal Summit | Brian Lesser, Chairman and Chief Executive Officer, InfoSum; Stacey Gray, Senior Director, U.S. Policy Future of Privacy Forum (FPF); Ari Levenfeld, Global Head of Ads Privacy Government Affairs and Public Policy, Google



2024 IAB Public Policy & Legal Summit | State Privacy Compliance: Unpacking the Compliance and Enforcement Landscape | Julie Rubash, General Counsel & Chief Privacy Officer, Sourcepoint Technologies, Inc; Feras Ahmed, Assistant General Counsel, Privacy, Dotdash Meredith; Mayra Cavazos, Senior Counsel, Global Privacy & Data Policy, Omnicom Media Group; Daniel Goldberg, Chair, Partner, Data Strategy, Privacy & Security Group, Frankfurt Kurnit Klein & Selz PC



2024 IAB Public Policy & Legal Summit | A Fireside Chat Between IAB's Lartease Tiffith and Michael Macko, Head of Enforcement at the California Privacy Protection Agency | Michael Macko, Deputy Director of Enforcement California Privacy Protection Agency; Lartease Tiffith, Executive Vice President, Public Policy, IAB

The IAB Legal Affairs Council also reconvened its State Privacy Law Roundtables for privacy professionals to discuss interpretations, implementation challenges, enforcement, benchmarking, and peer feedback concerning U.S. state privacy compliance. Privacy lawyers, cross functional privacy teams, and privacy vendors were invited to participate in these roundtable discussions from April through October.

With fresh legislation, authoritative verdicts, and an ever-evolving legal framework, the European privacy landscape is also a dynamic arena that demands agility and intricate strategies from vendors, publishers, and advertisers alike. The IAB Legal Affairs team has launched the EU Roundtable Series to discuss legal interpretations, implementation challenges and provide a forum to benchmark compliance efforts between peers for the most pressing issues in an interactive environment.



IAB's Tiffith Warns Against Overregulation in Digital Advertising



New FTC subscription cancellation rule under fire from business groups

In September, IAB also hosted the **Privacy Compliance Salon** in Los Angeles which covered new developments in legal compliance related to health privacy law, practical privacy insights, artificial intelligence (AI), retail media, and clean rooms. And in November, IAB hosted the

State Privacy Law Summit in New York City which brought together cross-functional privacy experts in deep-dive discussions on the latest legal developments and compliance best practices.



IAB State Privacy Law Summit | Understanding the Data Broker Regulatory Landscape: Compliance Strategies for Data Brokers Regulatory Requirements under Evolving Privacy Laws | Rick Borden, Partner, Frankfurt Kurnit Klein & Selz PC; Rachel Glasser, Chief Privacy Officer, Magnite; Timothy Nagle, Associate General Counsel (Privacy, Americas), dentsu; Adam Higgins, Vice President, Data Privacy, Equifax Inc.



IAB State Privacy Law Summit | New Trends in Pixel Litigation: Unpacking the Recent Wave of CIPA and State Wiretapping Claims | Adam Eisler, Legal Counsel, IAB; Marina Pappa, Product Manager, Sourcepoint Technologies Inc.; Scott J. Ferrell, Esq. Firm Founder, Pacific Trial Attorneys; Caren Decter, Partner, Frankfurt Kurnit Klein & Selz PC

Convening the Industry and Celebrating Innovation

IAB events are the essential platform for debating key topics that move our industry and celebrating innovation that unlocks opportunities for brands. In 2024, IAB events brought together thousands of members, media executives, digital influencers, and innovators to address the most pressing issues facing the interactive industry in the U.S. and around the world.

The **2024 IAB Annual Leadership Meeting (ALM)**: It Starts Here in Marco Island, Florida in January gathered leaders from across the industry to discuss the most pressing issues and their plans for the year ahead. Futurists stressed the importance of identifying disruptions using frameworks while emphasizing split views on AI's impact. The subsequent days explored the impact of AI on the creator economy, ethical considerations in media practices, and multi-platform marketing strategies.

Held in Washington D.C. in April, the **2024 IAB Public Policy & Legal Summit** convened leaders from advertising, media, technology, and government to tackle the most pressing legal, policy, and technical challenges facing our industry. On September 22, the **IAB Privacy Compliance Salon** in Los Angeles convened lawyers and senior privacy leaders in the digital advertising industry for discussions around today's most challenging privacy compliance issues. And, the **IAB State Privacy Law Summit 2024** in November assembled cross-functional privacy experts in deep-dive discussions on the latest legal developments and compliance best practices.

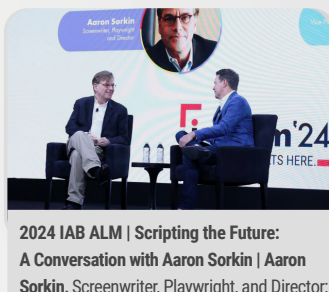
On September 17-18, the second annual **IAB Connected Commerce Summit: Retail Reimagined** event in NYC was a phenomenal success, bringing together both the buy and sell sides to collaborate on the future of retail media networks.



2024 IAB ALM | Remarks from Incoming IAB Chair | **John Halley**, President, Paramount Advertising



2024 IAB ALM | **Kenan Thompson**; **David Cohen**, Chief Executive Officer, IAB



2024 IAB ALM | **Scripting the Future: A Conversation with Aaron Sorkin** | **Aaron Sorkin**, Screenwriter, Playwright, and Director; **Peter Naylor**, Vice President, Advertising Sales, Netflix



IAB State Privacy Law Summit | **Navigating Multi-State Privacy Disclosure Requirements: for Harmonization and Compliance** | **Julie Rubash**, General Counsel & Chief Privacy Officer, Sourcepoint Technologies, Inc.; **Pat Effinger**, Senior Client Services Director, US, Sourcepoint Technologies, Inc.; **Roger Steltzlen**, Director, Data Governance, The Home Depot; **Peter A. Lerner**, Chief Privacy & Compliance Officer, Vice President, Deputy General Counsel, Advance



2024 IAB Connected Commerce Summit | **Brand Success Story, From On-Site to Everywhere: The Next Wave of Retail Media** | **Dave DeRobbio**, Director, Head of API and Independent Agency Partnerships, Instacart; **Hash Mian**, VP of Commerce Media, PubMatic

2024 IAB ALM | **Connecting Hearts and Screens: Innovations in Emotional Storytelling** | **Amanda Rubin**, Chief Revenue Officer, Wildfire; **Ziad Ahmed**, Chief Executive Officer JUV Consulting; **Nick Lynes**, Co-Founder & Co-CEO, Flawless; **Leah Rubin-Cadrain**, Head of Creative Snapchat; **Zoe Soon**, Vice President, Experience IAB

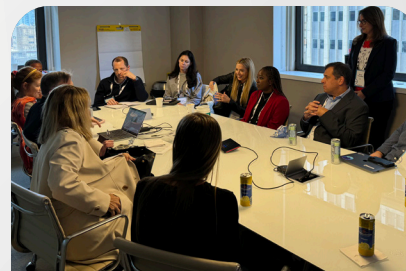


2024 IAB Public Policy & Legal Summit | **State Privacy Compliance: Unpacking the Compliance and Enforcement Landscape** | **Julie Rubash**, General Counsel & Chief Privacy Officer, Sourcepoint Technologies, Inc.; **Feras Ahmed**, Assistant General Counsel, Privacy, Dotdash Meredith; **Mayra Cavazos**, Senior Counsel, Global Privacy & Data Policy, Omnicom Media Group; **Daniel Goldberg**, Chair, Partner, Data Strategy, Privacy & Security Group, Frankfurt Kurmit Klein & Selz PC



In 2024, IAB also hosted four invitation-only senior leadership summits:

- In Spring, the **2024 IAB Measurement Leadership Summit**, a one-day event that premiered at ALM in 2023, became a standalone event in New York City, gathering senior leaders in the measurement space.
- In July, the **2024 IAB Video Leadership Summit**, the annual agenda-setting event for Asbury Park, NJ for the second year.
- In October, the **2024 IAB Gaming and Immersive Media Leadership Summit** gathered leaders across the advertising industry with an interest in driving the gaming and immersive media channel forward, and the **2024 IAB Audio Innovators Leadership Summit** brought together senior leaders across the digital audio and podcasting space.



2024 IAB Audio Innovator Summit | Breakout Session - Brand Safety and Suitability



2024 IAB Video Leadership Summit | Retail Media Meets CTV: Shaping the Future of Advertising | Jeffrey Bustos, Vice President, Measurement Addressability Data, IAB; Jay Askinasi, SVP, Global Media Revenue, Roku; Julia Miller, Group Vice President, Commerce Media, Mars United Commerce



2024 IAB Measurement Leadership Summit | Report Backs and Closing Remarks | Angelina Eng, Vice President, Measurement, Addressability & Data Center, IAB



2024 IAB Measurement Leadership Summit | The \$600B Measurement Problem | Jonah Goodhart, Co-Founder and Chief Executive Officer, Mobian



2024 IAB Video Leadership Summit | Beyond Reach: Is the Industry Ready for Full-Funnel Video Strategy | Pam Zucker, Chief Strategy Officer, IAB; Eric Kretzer, Director, Video Advertising, Amazon Ads; Renee Nelson, Senior Vice President, General Manager, Television & Cross Platform Products, Comscore; Maureen Bosetti, Chief Investment Officer, IPG Mediabrands



2024 IAB Measurement Leadership Summit | Industry Outlook | Terence Kawaja, Founder and CEO, LUMA Partners



2024 IAB Gaming and Immersive Media Leadership Summit | Cross-Channel Synergy: Gaming and Immersive Driving Product Sales Across Retail, CTV and Shoppable Platforms | Indy Khabra, Co-Founder, Livewire; Cortney Harding, Head of Immersive Content, Virti; Andrew Martinson, Senior Marketing Manager, Media & Strategy, H&R Block; Claire Nance, Head of Gaming Business Success Strategy, Activision Blizzard Media

IAB Spotlight On: News with Adcraft Detroit

IAB partnered with Adcraft Detroit to host an event at the Google Detroit office highlighting the importance of news and its value to advertisers and society. The program included presenters from BBC, Bloomberg Media, CNN, DoubleVerify, NBCUniversal, New York Post, The New York Times, NPR, The Wall Street Journal, and The Washington Post on two panel discussions about **The Insights of News and Creating Advertiser-Friendly News Environments**.



Adcraft Detroit Presents IAB Spotlight On: News in Detroit | Jana Maron, VP, Revenue Operations & Data, The Washington Post; Shenan Reed, Chief Media Officer, Global Marketing, General Motors; Cara Lewis, Chief Investment & Activation Officer; Sean Giancola, Publisher & CEO, New York Post; Joy Robins, Global Chief Advertising Officer, The New York Times Company; Jesse Waldele, SVP, Digital Operations & Client Success, Dow Jones and The Wall Street Journal; Dan Slivjanovski, CMO, DoubleVerify

In late March, IAB held the third annual **IAB PlayFronts**, a marketplace dedicated to showcasing how brands can harness the multibillion-dollar gaming industry.

Then the essential **2024 IAB NewFronts** from April 29th to May 2 gathered media buyers, brand marketers, and agency professionals to present the latest in digital video streaming, CTV content, programming, and custom opportunities across screens.

And the **2024 IAB Podcast Upfront** in May convened audio and podcasting experts along with brands, agencies, and media buyers to explore podcasting's unique ability to connect with audiences and related advertising opportunities.



2024 IAB NewFronts | You're Watching GSTV | **Kristina Lutz**, EVP, Marketing, GSTV; **Kate Shannon**, EVP, Head of Planning, Carat USA; **David Spencer**, Manager Emerging Media & Partnerships, General Motors



2024 IAB NewFronts | Estrella Media and the Digital Consumer: Authentically Latino, Inherently American | **Nour Milla**, Anchor and Host, Estrella Media; **Steve Mandala**, Chief Revenue and Local Media Officer, Estrella Media; **René Santaella**, Chief Digital & Streaming Officer, Estrella Media



2024 IAB NewFronts | BBC NewFront Presentation: Winning Changers in an Economy of Trust | **Katty Kay**, Special Correspondent, BBC Studios; **Deborah Turness**, CEO, BBC News & Current Affairs; **Rebecca Glashow**, CEO, BBC Global Media & Streaming



2024 IAB PlayFronts | Admazing: Connecting McDonald's to Their Hard to Reach Audiences in Mobile Games | **Evan Moody**, SVP, Business Lead, Navigation Boulevard; **Andrew Hung**, Media Supervisor, Admerasia; **Jorge Prado**, Co-Founder and CEO, Admazing Co.



2024 IAB NewFronts | Harnessing the Power of Human Connection | **Maria Newman**, Executive Vice President, Sales, Raptive; **Bola Sokunbi**, Founder and CEO, Clever Girl Finance; **Camille Styles**, Founder and Editor-in-Chief, CamilleStyles.com; **Gina Homolka**, Creator and Founder, Skinnytaste; **Darin Blue**, CFO & Co-founder, Country Rebel; **Kevin Blue**, CEO & Co-founder, Country Rebel



2024 IAB NewFronts | The Future of Brand Storytelling and the Next Generation of Young Creatives | **Amy Tunick**, CMO, National CineMedia; **Patty Morris**, Marketing Executive, State Farm Insurance; **Thas Naseemuddeen**, CEO, Omelet; **Mike Wente**, VP, Head of Creative Marketing & Brand Design, Verizon



2024 IAB Podcast Upfront | More than a Story | **Marshall Lewy**, Chief Content Officer Wondery; **Jack Crivici-Kramer**, Co-Host, The Best One Yet Podcast; **Nick Martell** Co-Host, The Best One Yet Podcast



2024 IAB Podcast Upfront | IAB Main Stage Convenes with Host, **Jenna Kutcher**, New York Times Bestselling Author and Host, The Goal Digger Podcast



2024 IAB Podcast Upfront | ESPN + Good Karma Brands: Back and Better than Ever | **Adam Scheffer**, ESPN NFL Insider and Author; **Mike Greenberg**, ESPN Talent and Author



'Cheers,' ESPN Hobby Baker Podcasts Among Titles Announced at IAB Upfront



2024 IAB NewFronts | Connecting Brands to Queer Culture—Our Culture | **Damian Pelliccione**, Co-founder and CEO, Revy

Technical Standards and Services That Drive Industry Innovation and Growth

Celebrating its tenth year in 2024, the IAB Tech Lab has been focusing on solutions and standards for addressability and privacy-enhancing technologies; identity, data, and consumer privacy; ad experiences and measurement; Advanced TV or preventing ad fraud; supply chain and programmatic effectiveness. Comprised of digital publishers, ad technology firms, agencies, marketers, and other member companies, the IAB Tech Lab work includes the OpenRTB real-time bidding protocol, the ads.txt anti-fraud specification, the Open Measurement Software Developer Kit (OM SDK) for viewability and verification, the Video Ad Serving Template (VAST) video specification, the Global Privacy Platform (GPP) for consumer privacy and data accountability, and Publisher Advertiser Identity Reconciliation (PAIR) and the Attribution Data Mapping Protocol (ADMaP) for identity addressability. Key IAB Tech Lab accomplishments in 2024 include:

PAIR, ADMaP, and the Addressability Challenge

Experimentation with and adoption of privacy enhancing technologies (PETs) is set to be a major industry need in 2025 as signal loss continues to increase and new

addressability options are needed to continue to show consumers relevant advertising. The Tech Lab is leading the way with both new protocols that help companies share data in a privacy-safe manner, and guidance on new solutions in the marketplace, including both ID and ID-less solutions, data clean rooms, and differential privacy. Thanks to a generous donation from Google in September, IAB Tech Lab released an industry-wide version of the **PAIR protocol** that enables publishers to share identity data via data clean rooms for more accurate targeting. Building on that, October saw the release of Attribution Data Matching Protocol (ADMaP) for public comment, which lets advertisers and publishers securely share and measure conversion data without revealing user-specific details using Trusted Execution Environments (TEEs), and Privacy Set Intersection (PSI). More to come from IAB Tech Lab and the Project Rearc Commit Group in 2025.

ADWEEK

ID Bridging Debate Brings About New Transparency Standards From IAB Tech Lab



A New Era of Online Privacy: the PETs Opportunity
| James Chandler, Chief Marketing Officer, IAB UK;
Alex Cone, Product Manager Privacy Sandbox, Google;
Matthew McIntyre, SVP Product Strategy, Choreograph;
Alistair Bastian, Chief Technology Officer, InfoSum;
Sylwia Iwanejko-Sajewska, Head of Germany, Decentric

ACIF: A Universal Product Code for Your Ad Creatives

In June 2024, IAB Tech Lab released for public comment a huge leap forward for the advanced television ecosystem: **The Ad Creative ID Framework (ACIF)**. The goal of this new framework is to improve the connected TV advertising experience for both consumers and brands, and to make life significantly easier for operations teams at publishers and agencies. It does this by enabling the inclusion of an ad registration ID in the video ad serving template (VAST) calls. Supported by stakeholders from the Association of National Advertisers (ANA), and the American Association of Advertising Agencies (4As), in addition to AD-ID, the registration organization in the U.S., and distribution companies like Extreme Reach, this initiative will optimize frequency capping and competitive separation in the streaming ecosystem, enable more effective cross-platform reporting and campaign reconciliation, and provide a better understanding of overall return on investment of campaigns. The December release of the ACIF validation API creates a simple workflow for transparency on support and usage of registration IDs that should further the adoption cycle in 2025.

Privacy, Privacy, and More Privacy

The need for all companies in the supply chain to be ever more vigilant around consumer privacy is clear. Nineteen states (20 if you include Florida) in the U.S. have enacted comprehensive data privacy laws, with some already in effect and others set to go into effect in 2025 and 2026. There is also significant focus on privacy globally, even beyond what is already happening with the European Union's General Data Protection Regulation (GDPR). The IAB Tech Lab is leading the charge to reduce the cost for companies to become compliant with regulations, thanks to the **Global Privacy Platform (GPP)**, and other related initiatives. In 2024, the GPP added new U.S. state strings, but also a new U.S. national string for signatories of the **IAB Multi-State Privacy Agreement (MSPA)**. This national string simplifies the complexity of your GPP implementation. The Tech Lab also introduced the **Data Deletion Framework**



Registered Ad Creative: The UPC Code for Your CTV Ads and How ACIF Enables it Throughout the Supply Chain
| Anthony Katsur, Chief Executive Officer, IAB Tech Lab;
Nada Bradbury, CEO, AD-ID; Dan Brackett, Chief Technology Officer, Extreme Reach

MAR TECH

IAB Tech Lab releases Data Deletion Request Framework

to provide a standard for enabling the “right to delete” for consumers up and down the supply chain. Using this framework, which Raptive and Yieldmo demonstrated to be a low lift for product and engineering teams at the **IAB Tech Lab Privacy and Addressability Event in Mountain View** in October, it equips industry players with the technical tools necessary for efficiently managing data deletion requests.

And that’s not all. Thanks to a generous donation from Ethyca, IAB Tech Lab released the **Privacy Taxonomy** for public comment in September, with finalization planned in December. The Privacy Taxonomy represents a significant advancement in data management practices by providing a standardized language for defining, classifying, and communicating personal data. These three IAB Tech Lab initiatives provide a solid foundation for compliance across the industry.

IAB Tech Lab presents Google with Privacy Sandbox gap analysis following Annual Leadership Meeting

DIGIDAY

Privacy Sandbox Fit Analysis and Proprietary Ad Systems Requirements

IAB Tech Lab started the year expressing concerns about Google’s Privacy Sandbox capabilities being able to effectively execute advertising use cases in a way that preserves revenue for publishers on the open web. As a result of the pivot Google took mid-year, the Tech Lab then evolved the Privacy Sandbox Task Force to focus on all proprietary ad system APIs, including Microsoft’s Ad Selection API (ASAPI), and Mozilla’s Interoperable Private Attribution (IPA). The Task Force released the Proprietary Ad System APIs Requirements in October as a companion document to the **Fit Gap Analysis** released in August 2024.



As the Cookie Crumbles | Playing Nice in the Sandbox | Shailley Singh, COO, IAB Tech Lab; Joshua Primson, Chief Architect, Index Exchange; Amit Varla, Director of Product Management, Google; Brian May, Principal Engineer, Dstillery; Isaac Foster, Principal Engineer, Microsoft Ads

OpenRTB Attribute Adoption Drive

In parallel with the Privacy Sandbox analysis, the OpenRTB spec was updated in February 2024 to include a Sandbox extension so that additional testing of the capabilities could be undertaken by the industry. In the same release, the concept of provisional attributes was added to ease adoption of new OpenRTB attributes. This new attribute label provides a path to test new features while not undermining the stability of the OpenRTB specification. Once introduced, new Provisional Attributes will have 12 calendar months to be implemented by three buy-side and three sell-side constituents, at which point they will be codified in the spec. Otherwise they will become community extensions.



Six Critical Business Challenges The Privacy Sandbox Must Address



OpenRTB Open House | Hillary Slattery, Director of Programmatic, Product, IAB Tech Lab; Mathieu Roche, Chief Executive Officer & Co-Founder, ID5; Cadi Jones, SVP, Europe, Index Exchange; Rory Latham, Senior Director, Global Investment, Programmatic, GroupM

Open Measurement SDK Expansion

With the mid-year release of LG and Samsung support, the **OM SDK** now covers 40% of the CTV market, bringing the same order to the chaos of CTV measurement that it brought to web video with its unified framework for measuring CTV-specific viewability signals like TV off, device type, and how long the user has been watching. Advertisers and buyers, confronted with the escalating complexity of CTV inventory, can leverage the standardized measurement provided by OM SDK signals to ensure transparency and accountability in their campaigns.

New Confidence in Compliance

As the Tech Lab compliance programs continued to support the expansion of standards and software like OM SDK, the Tech Lab enhanced the compliance seal that companies display on their websites after successfully completing the compliance certification. Rather than being a simple image file, the seal is now hosted as a piece of code that will display whether certification is current, inspiring a whole new level of confidence in these critical programs for creating transparency among partners in the industry.

IAB Tech Lab's 10th Anniversary Summit Honored Lifetime Achievers

To celebrate 10 years of setting standards, the Tech Lab expanded its annual **IAB Tech Lab Summit** to two days and hosted a special celebratory dinner with Ari Paparo, the founder and CEO of Marketecture.tv, to honor seven ad tech and Tech Lab hall-of-famers: Neal Richter (Amazon), Ian Trider (Basis Technologies), Achim Schlosser (Bertelsmann), Jay Lieske (Google), Andrew Casale (Index Exchange), Sarah Kirtcheff (Mediaocean), and IAB Tech Lab's very own Shailley Singh. All were honored as key contributors to the standards that have improved the digital economy over the last decade. The summit itself included keynote

interviews with journalist Kara Swisher and Salesforce AI CEO Clara Shih, as well as deep dives into the full range of IAB Tech Lab standards.

The \$600 Billion Digital Ad Business Is Hanging on a Few Words From Google



In a year where regulation has become a major concern, the IAB Tech Lab hosted regulators from the Competition and Markets Authority (CMA), Information Commissioner's Office (ICO), and the California Consumer Privacy Act (CCPA) on stage to address the changing landscape, held both a West Coast and New York City privacy and addressability event called **As the Cookie Lingers**, and ran two Privacy sessions designed to educate legal teams on how the ad tech stack handles data.



IAB Tech Lab's 10th Anniversary Summit | Fireside Chat with Tony Katsur and Kara Swisher | Kara Swisher, New York Times Best-Selling Author, Host of On with Kara Swisher & Pivot Podcasts, Editor-at-Large at New York Magazine; Anthony Katsur, CEO, IAB Tech Lab;

In November, the **IAB Tech Lab International Summit** in London featured attendees from 13 countries (**Five Key Takeaways from the International Summit**), and as part of an initiative for greater engagement with brands and agencies, the Tech Lab also hosted an **inaugural brand and agency event** around the Ad Creative ID Framework in July.



IAB Tech Lab Lifetime Achievement Awards | 10th Anniversary Celebration | **Andrew Casale**, President & CEO, Index Exchange; **Sarah Kirtcheff**, Director, Verification Specialists, Flashtalking by Mediaocean; **Ian Trider**, VP, Product, Basis Technologies; **Neal Richter** (not in picture), Director, Advertising Science, Amazon; **Achim Schlosser**, VP, Global Data Standards, Bertelsmann; **Jay Lieske**, Staff Software Engineer, Google; **Shailley Singh**, COO & EVP, Product, IAB Tech Lab

CTV Growth and Ad Format Hero

The growth of CTV and Streaming TV has resulted in many ad formats being introduced in CTV advertising; some of which are linear, broadcast TV formats being ported over such as picture-in-picture or rollback ads and others are net new, like pause screen ads and shoppable video, which can only be delivered in CTV environments. Without standardization it is very difficult to scale adoption and delivery of these ad formats. Creating standard ways to describe the environment around the ad and how to deliver them benefits advertisers and publishers that would like to implement the ad format using programmatic pipes to serve the ads. Tech Lab has been getting requests on the most accurate and efficient way to describe these emerging CTV-focused ad formats. IAB Tech Lab, in collaboration with IAB, has been gathering **real world examples** from October 2024 to January 2025, to derive standard attributes for the most popular "winning" formats. This standardization will occur during active workstreams within the Advanced TV and Programmatic Supply Chain Working Groups and will be announced in H1 2025.

2024 IAB TECH LAB BOARD

- | | | |
|---|--|--|
| Paul Bannister , <i>Raptive</i> | Shavi Goel , <i>Google</i> | Todd Parsons , <i>Criteo</i> |
| Michael Blanche , <i>Surfside</i> | Sheryl Goldstein , <i>IAB</i> | Manny Puentes , <i>Genius Sports</i> |
| David Buonasera , <i>Magnite</i> | Nishant Khatri , <i>PubMatic</i> | Aleksandr Rebrikov , <i>Microsoft Advertising</i> |
| Travis Clinger , <i>LiveRamp</i> | Curt Larson , <i>Sharethrough</i> | Chris Record , <i>SiriusXM Media</i> |
| David Cohen , <i>IAB</i> | Ryan McConville , <i>NBCUniversal</i> | Neal Richter , <i>Amazon Ads</i> |
| Sam Cox , <i>Integral Ad Science</i> | Bosko Milekic , <i>Optable</i> | Bill Simmons , <i>The Trade Desk</i> |
| Gareth Davies , <i>Neustar</i> | Derek Nicol , <i>Paramount</i> | Gil Sommer , <i>OpenX</i> |
| Peter Day , <i>Quantcast</i> | Mike Nuzzo , <i>Hearst</i> | Artur Souza , <i>Meta</i> |
| Darien Ford , <i>MadHive</i> | Michael Palmer , <i>GroupM US</i> | Maxim Sviridenko , <i>InMobi</i> |
| Giovanni Gardelli , <i>Yahoo</i> | George Panagopoulos , <i>Experian</i> | Ken Weiner , <i>GumGum</i> |
| Ray Ghanbari , <i>Index Exchange</i> | <i>Marketing Services</i> | |

Forging Global Industry Innovation and Collaboration

The IAB Global Network is a collaborative, worldwide community of IAB organizations committed to advancing the digital advertising industry by sharing challenges, developing global solutions, and promoting best practices. With members across North America, South America, Africa, Asia, Asia Pacific, and Europe, the network offers a global perspective on the latest trends, technologies, and opportunities in digital advertising. In 2024, IAB worked more collaboratively and globally than ever.

The **IAB Global Summit 2024**, held from December 3–5 at the Country Club Lima Hotel in Lima, Peru, brought together leaders from across the IAB Global Network. The three-day summit provided an opportunity to explore critical trends and innovations shaping our industry, including consumer privacy, retail media, the role of artificial intelligence (AI) in advertising, and strategies for global market growth. The summit underscored the importance of global network collaboration to foster sustainable growth and adaptability for brands, publishers, and technology partners worldwide. Attendees left with actionable insights to guide their organizations amid increasing regulatory complexity and technological advancements.



2024 IAB Global Summit | Peru Anthony Katsur, CEO, IAB Tech Lab; Lartee Tiffith, EVP, Public Policy



2024 IAB Global Summit in Peru | IAB, IAB Australia, IAB Brazil, IAB Canada, IAB Europe, IAB Mexico, IAB Peru, IAB Tech Lab, IAB UK, and IAB Uruguay

EUROPE

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

NORTH AMERICA

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

SOUTH AMERICA

- IAB Argentina
- IAB Brazil
- IAB Chile
- IAB Columbia
- IAB Peru
- IAB Uruguay

AFRICA

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

ASIA PACIFIC

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

In June, at the **Cannes Lions International Festival of Creativity 2024**, IAB and IAB Tech Lab executives spoke on insightful panels and events with members and partner companies on topics ranging from retail media and in-game advertising to data-driven audio and precision audience engagement. IAB and IAB Europe have worked together to establish retail media standards and in November the **IAB Tech Lab International Summit** in London convened leaders from all over Europe to discuss consumer privacy, data security, the future of television, AI, and much, much more. Finally, the **IAB Global Summit** took place in Peru this December.

Overall, the international team serves the interactive ad industry globally by advancing global thought leadership, expanding the IAB brand into strategic markets, and encouraging self-regulation and public policy.



Jill Wittkopp, VP Product, IAB Tech Lab speaking at IAB Sweden



DMEXICO 2024 | As the Cookie Lingers: Dirk Freytag, President, BVDW; Alex Cone, Senior Product Manager - Privacy Sandbox, Google; Shailey Singh, COO & EVP Product, IAB Tech Lab



Welcome to Cannes Reception at Google Beach | Karen Sauder, President, Google; Marla Kaplowitz, CEO, 4A's; David Cohen, CEO, IAB; Stephan Loerke, CEO, WFA



Cannes 2024 | Infillion | Why It's Time to Get Real About Attention in Advertising | Carryl Pierre-Drews, IAB; Laurel Rossi, Infillion; Sophie Kelly, Diageo; Soren Godfrey, Rufus @ Initiative; Marc Guldimmann, Adelaide



Cannes 2024 | Sheryl Goldstein, EVP, Chief Growth Officer, IAB; Jeffrey Bustos, VP, Measurement and Addressability & Data, IAB; Marie-Claire Puffett, IAB Europe; Yara Daher, IAB Europe



Cannes 2024 | Albertsons Media Collective & Stratacache Rosé and Retail Media | Jeffrey Bustos, IAB; Jessie Dowd, Purchase Institute.



Cannes 2024 | iHeartMedia | Data-Driven Audio: The Myths and Realities | David Cohen, IAB; Carter Brokaw, iHeartMedia; Allyson Dietz, TransUnion; Mike Evans, Magnite; Joel Lunenfeld, Publicis Media Exchange US



Cannes 2024 | MediaLink | Community & Culture: How marketers can leverage cultural signals to drive relevancy and build strong communities | Sheryl Goldstein, IAB; John Baez, Fuse Media; Stephanie Jacoby, Diageo; Scott Larson, Salesforce; Roxy Young, Reddit



Cannes 2024 | The Female Quotient | Working the Room: Cultivating Connections | Michelle Mikoljak Stevenson, Milken Institute; Sheryl Goldstein, IAB; Suzanne Strasser Grant, MiQ; Adia Matthews, Hulu; Maria Vilchez Lowrey, Direct Digital Holdings; Maureen Murphy, NBCUniversal



Cannes 2024 | Kroger Precision Marketing and GroupM | Cheap Impressions Aren't Cheap | Brian O'Kelley, Scope3; Rich Astley, Choreograph; Cara Pratt, Kroger Precision Marketing (KPM); Jeffrey Bustos, IAB

Empowering & Connecting Members

IAB's mission is to empower the media and marketing industries to continue to thrive in the digital economy. IAB members are from leading media and technology companies, including brands and advertising agencies, and IAB added retail members in 2022 as well. These constituents now have equal access to join the inner workings of the IAB—including voting board membership, Center of Excellence leadership, and access to legal and public policy resources. We thank all members for their support throughout the year.

GENERAL MEMBERS

- | | | | | | | | | | |
|---------------------|-----------------------|-----------------------|---------------------|----------------------|-----------------------|------------------------------|------------------------|------------------------|-------------------------|
| 16 Handles | Albertsons Media | Azerion US | BuzzFeed | Cuebiq | Eversana Intouch | GSTV | Johnson & Johnson | Mastercard | NextRoll |
| 3 Day Blinds | Collective | Babbel Inc. | Cadent | Dailymotion | Media Evidon | GumGum | JP Morgan Chase | Mattress Firm | Nexxen |
| 33Across | Allen Media Digital, | Backtracks | Canela Media | DanAds | EX.CO | H Code Media | Julianna Rae | Measure Protocol | Niantic |
| 3Z Brands | Alliant | Bank of America | Canvas Worldwide | Data Axle | Experia Media | Haerfest | Jun Group | Media Place Partners | Nielsen |
| 6Sense | Allstar Innovations | Barometer | Capital One | DAX U.S. | Solutions | Harmelin Media | JUST WATER | ad Adtegrity Company | NomNomNow |
| A+E Networks | Ally Financial | Barstool Sports | CarGurus | Decide | Experian Marketing | Harper College | Kabbage | Media.net Advertising | NorCal Cannabis |
| A360Media | ALOHA | Basis | Caskata | DeepAR.ai | Services | Hartsfield-Jackson | Kargo | FZ | Company |
| Aarki | Alpha Precision Media | BauBax | Celtra | DeepIntent | Extreme Reach | Atlanta International | Kellogg Company | Mediahub | Nordstrom |
| AARP | Altice USA | Bausch + Lomb | Centillion | Dell | eyeo GmbH | Airport | Kellogg's | MediaKind | Northwell Health |
| Acast | Amagi | Bayer | Chairish | Dentsu Holdings USA | Eyeota | Hashtag Labs | KERV Interactive | MediaMath | Northwestern University |
| AccuWeather | Amazon Ads | Bayer US | Chandanni | Dermstore | fairlife | Havas Media Group | Kevel | MediaNews Group | NRS Digital Media |
| Activision Blizzard | AMC Networks | BBC Studios America | Cheddar | DeviceAtlas | Fanatics | USA | Kidoodle.TV | Mediaocean | Nutrafol |
| Media | AmeribaseDigital | BD (Becton, Dickinson | Chipotle | diDNA | Fandom | Hearst | Kimberly-Clark | Mediaprobe | Oars + Alps |
| Axiom | Powered | and Co.) | Citigroup | DIG Labs | FanDuel | Helix Sleep | Kinesso | MediaRadar | Ocean Spray Cranberries |
| Ad Results Media | by Lighthouse List | Beachfront | City National Bank | Digo Hispanic Media | Fernish | Hiscox | Kliken | Mediavine | Octillion Media |
| Ad-ID | Company | Beau Ties | Claritas | DIRECTV Advertising | Fetch | HMETE | Kochava | Medicx Health | Ogury |
| Adacado | Amperity | Beliv | Clinch | Freestart | Firework | Hobo | Koddi | Meijer | Omnicom Media Group |
| Adapex | Ampersand | Bespoke Post | Clipcentric | Freixenet Mionetto | Flipboard | Horizon Media | Kohler | Meryl Diamond Ltd | OneTrust |
| AdaptMX | AnalyticsIQ | Best Buy | Clue | US inc | Flywheel Sports | HP | Kopari Beauty | Meta | OpenWeb |
| AdArcade | Anatomie | Bhang Inc | CMX | DISH | Forbes Media | Hubble Contacts | Kroger 84.51 | MetLife | OpenX |
| AdCellerant d/b/a | Anchor Trading | Bidmind | CNET Media Group | DISQO | FOX | HUMAN | L'Oréal | Mezzetta Foods | Optimal |
| Techint Labs | Andie Swim | Bidstack | Colgate-Palmolive | DeviceAtlas | Frameplay | ICON Internationa. | Labelium US | MGID | Oracle Advertising & |
| Adform | Anheuser Busch | Bidtellect | Column6 | DiDNA | Fred Segal | iHeartMedia | Lancer Skincare | Micron | Customer Experience |
| AdGear | InBev | Bimbo Bakeries | Common Sense | DIG Labs | Freestar | Illumin (AcuityAds) | LATV | Microsoft Advertising | Orange142 |
| AdKernel | Aniview | BlackRock | Commonwealth Joe | Digo Hispanic Media | Freixenet Mionetto | Incremental | Leaf Group | MIQ | Ori Apparel Inc. |
| AdLarge Media | Anteriad | Blavity | Commonwealth Joe | DIRECTV Advertising | US inc | Index Exchange | Leatherman Tool Group | Mirriad | OrkaTV |
| ADLOOX | Anyclip | Blis | Coffee Roasters | Doceree | freshDirect | Infillion | LendingTree | Mirror Digital | OTtera |
| AdMedia | Anzu | Blockboard | Comscore | Doing Things | Freshly | Infolinks | LG Ads | MNTN | Outbrain |
| Admiral Adblock | Aqfer | Blockgraph | Condé Nast | Dormify | FRVR | InfoSum | Libsyn | Monster | Outer |
| Publisher Solutions | Arity | Bloomist | Confiant | Dotdash Meredith | Fubo | InfoSum Media LTD | Lightbox | Monster Energy | Ovation TV |
| Adobe | ArtsAI | Boltive | Connatix Native | DoubleVerify | fullthrottle.ai | Inmar Intelligence | LinkedIn Corporation | Montclair State | Ovia Health |
| AdPushup | Artsy | Bonafide | Exchange | DrivenIQ | Future PLC | InMarket | LiveIntent | University | Pacvue |
| Adslot | AssemblyAI | Brandless | Consolidated Edison | Drizly | Future Today | InMobi | LIVELY | Morgan & Morgan | Paramount |
| Adstra | AstraZeneca | Bridg | Company of | Dstillery | Fyllo | Innityl | LiveRamp, Inc. | Museum of the City of | Peach Goods |
| AdsWizz | Athletic Greens | Broadsign Serv. Inc. | New York Inc | Duration Media | Gameloft Inc. | Innovid | Loeffler Randall | New York | Peapod Digital Labs |
| AdTheorent | Attain | Brookdale Senior | Cooler Screens | Dynata | Gamesight | INOVA | Loop Media Inc. | Music Audience | Penn State University |
| ADVendio America | Audacy | Living | COTY | E. & J. Gallo Winery | GeistM | Insider Intelligence | Lotame Solutions, Inc. | Exchange | Pepperjam |
| Corp. | Audigent | Brooklinen | Cox Enterprises | Eargo | General Mills | Instacart | Lowe's | NASCAR Digital Media | PepsiCo |
| Aer Lingus Limited | Audioboom | Brooklyn Bedding | Crackle Plus | Effectv | General Motors | Integral Ad Science | LTN Global | National Football | Pfizer |
| Affinity Solutions | Audiomob LTD | Brooklyn Roasting | Crealytics | Emodo | Company | Intel | Lucid | League (NFL) | PGA TOUR |
| AFK | AutoZone | Company | Criteo | Enthusiast Gaming | Genius Monkey | Intent IQ | LVMH | National Public Media | Philo |
| | AVON PRODUCTS | Burlington Stores | Crossmedia | Epsilon | GeoEdge | Interactive Offers | Lyft | Nationwide Marketing | Pinterest |
| | | | | Equativ | Gerber Life Insurance | Intuit Inc. | Made In Cookware | Group | PivNet |
| | | | | Estrella Media | GlassView | INVIDI Technologies | MadHive | NaviStone | Pixability |
| | | | | Evergreen Trading | Globeln | IPG Mediabrands | NBCUniversal | Nectar | Pixalate |
| | | | | | Goldman Sachs | IRIS.TV | Nectar | Netfix | Place Exchange |
| | | | | | & Co | iSpot.tv | Netfix | New York City Tourism | PlaceIQ |
| | | | | | Goodyway Group | lubenda | Netfix | + Conventions | Placements.io |
| | | | | | Google | Jackpocket | Netfix | New York Public Radio | Plantation Products |
| | | | | | Gray Line Worldwide | Jaguar Land Rover | Netfix | News Corporation | Playwire |
| | | | | | GRESSO | North America | Netfix | Newsbreak | Plex |
| | | | | | Grocery TV | Jivox | Netfix | NewsGuard Technologies | Podtrac |
| | | | | | GroupM | John Deere (Deere & Company) | Netfix | Nexstar | Polarbyte |
| | | | | | | | Netfix | | Premion |

- | | | | |
|-------------------------------------|--------------------------------|--------------------------------------|----------------------------|
| PRN, LLC | Simulmedia | The Economist | Venatus |
| Procter & Gamble | SXM Media | The Guardian US | Vericast |
| PsychArmor Institute | Slate | The Hansen Company | Verisk Marketing Solutions |
| Pubfinity | Smaato | The Hershey Company | Veritone One |
| Publica | SmartyAds | The Inquirer | Veritonic |
| Publicis USA | SmileDirectClub | The Man Company | Verve Group |
| Publishers Clearing House | Snapchat | The Mars Agency | Vevo |
| PubMatic | SodaStream | The Mixx | VFR |
| PubWise | Solé Bicycles | The New York Times Company | Viant |
| PulsePoint | Solo Stove | The Sill | Vibonomics |
| PureFormulas | Sonobi | The Trade Desk | Vice |
| Quigley Simpson | Sony Music Entertainment | The Vitamin Shoppe | VideoAmp |
| Quividi | SoundCloud | The Weather Company, an IBM Business | Vindex |
| Quotient | Sounder | The Wolf Project | ViralGains |
| Raptive | Soundrise | THECE | Visit Orlando |
| RawVoice | Soundstack | VIZIO | Visit Tampa Bay |
| RB Health | Sourcepoint | TheViewPoint | Vox Media Podcast Network |
| Real Chemistry | Sovrn | ThirdLove | VRTCAL |
| Renew Anchored Dentures | Spectrum Reach | Threefold | Walgreens |
| Reuters | Spectrum Science | TIAA | Walmart |
| RevContent | SpineNevada | Tiege Hanley | Wander Beauty |
| RevJet | Spotify | TikTok, Inc. | Warner Bros. Discovery |
| Roblox Media | StackAdapt | Timehop | Washington Post Digital |
| Roku | Standard Media Index | TomboyX | WBUR |
| Roundel | Stanley Martin Homes | Tommy Hilfiger | Weedmaps |
| RPA | Start.io | Toyota Motor North America | Weiman Products |
| RTB House | Starwood Retail Partners | Transmit.Live | Wellow |
| Rutgers University | Static Media | TransUnion | WellWell |
| RVO Health | Stingray Advertising | TripAdvisor | Western Union |
| RXBAR | Stirista | TripleLift | Westwood One |
| S&P Global | Strategus | Triton Digital | WideOrbit |
| Sabio Holdings | Stratus | TrueData | Wiland |
| Sam M. Walton College of Business | Super League Gaming | Trusted Media Brands | WildBrain |
| Samba TV | SuperAwesome | Tubi | Williams-Sonoma |
| Samsung Ads | Sustainable Snacks | TULA Skincare | Winc |
| Sarah Flint | T-Mobile Advertising Solutions | Tuneln | Worldata |
| SAS Institute | Taboola | TurboTax | W Player |
| SC Johnson | Taco Bell | TUSHY | WPP US |
| Scholl's Wellness Company | Talking Rain Beverage | UB Media (Ulta Beauty) | Wrench |
| Scotts Miracle-Gro | Tatari | Uber | Xperi |
| Scotts Moving | TB12 | Ubisoft | Spill |
| Seedtag Advertising US | TD Ameritrade | Undertone | Spotter |
| Semcasting | Teach For America | Unibail-Rodamco-Westfield | TVision |
| ShareThis | Teads | Unilever | tvScientific |
| Sharethrough | TEGNA | Unity | userwerk |
| SHE Media | TelevisaUnivision | Universal Parks & Resorts | VideoStorm |
| Shopify | Telly | University of Phoenix | WeAre8 |
| Silverbullet Media Services Limited | Terminus | US News & World Report | |
| Silvercrest | The Arena Group | VCC Brands | |
| Simpli.fi | The Atlantic | Veestro | |
| | The Coca-Cola Company | | |
| | The Daily Wire | | |

ASSOCIATE MEMBERS

- | | |
|---|--|
| Alliance for Audited Media | Lowenstein Sandler |
| Analytic Partners | Mayer Brown |
| Archer Advisors | McKinsey & Company |
| Baker & Hostetler | MediaLink |
| Coalition for Innovative Media Measurement (CIMM) | MRI-Simmons |
| Davis+Gilbert | NeoLaw |
| Dun & Bradstreet | News Media Alliance |
| Ebiquty | Orrick, Herrington & Sutcliffe |
| Ethya Inc. | Perkins Coie |
| Frankfurt Kurnit Klein & Selz | Prohaska Consulting |
| FTI Consulting | PwC |
| Ipsos | Red Clover Advisors |
| Kelley Drye & Warren | SafeGuard Privacy |
| Ketch | Sounds Profitable |
| KPMG | Squire Patton Boggs |
| Law Offices of Susan Israel | Strategy Source Executive Search, Inc. |
| Local Media Consortium | Transcend |
| Loeb & Loeb | |

STARTUP MEMBERS

- | | |
|----------------------------|-------------------|
| AccessMore | Motom |
| Added.tv | NeoLaw LLC |
| Adelaide | NoBid |
| Aderize | Nomology |
| ArcSpan Technologies | Odeco |
| AudienceRun | Opaque |
| Caden Inc. | Pearl TV |
| Carbonatix | Preciso |
| CatapultX | Rembrand |
| Cedara Inc. | Revy |
| Channel99 Inc. | SafeGuard Privacy |
| Crimtan | Scuti |
| Digiphy | Spill |
| Dispatch | Spotter |
| Escalated.io | TVision |
| Ketch | tvScientific |
| LIVAD Medya Teknoloji A.Ş. | userwerk |
| Lockr | VideoStorm |
| Lumen Research | WeAre8 |

IAB TECH LAB MEMBERS

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

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

2024 IAB and IAB Tech Lab Committees, Councils, Task Forces, and Working Groups

IAB helps drive the industry forward through the efforts of committees and councils in various industry segments. IAB committees, councils, task forces, and working groups are where industry functional leaders and subject matter experts share best practices and develop advanced research on burning industry issues. Comprised of some of the brightest minds in their space, these groups work together to develop solutions that improve the interactive advertising and marketing ecosystem.

COMMITTEES

Addressability & Measurement Committee

- AI Principles for Publishers Working Group
- Attention Task Force
- Digital Invoicing Working Group
- Generative AI Content Working Group
- Made for Arbitrage Task Force
- New Ad Portfolio Creative Standards & Specs Working Group
- Terms & Conditions Task Force

Advanced TV Committee

Audio Committee

- Getting Audio/Podcasting on the Media Plan
- Podcast Creative Best Practices Working Group
- Podcasting in the Creator Economy Working Group

Creator Economy Committee

Digital Video Committee

DOOH Committee

Games Committee

Retail Media Network Committee

- DOOH & In-store Retail Media Working Group
- Retail Media Measurement Working Group

COUNCILS

Agency Leadership Council

B2B Marketing Council

Brand Council

CRO Council

Legal Affairs Council

Public Policy Council

Publisher Council

Research Council

Talent Development Council

iab.TECH LAB

IAB Tech Lab Working Groups give members the unique opportunity to work with their peers to move the Ad Tech Industry forward. Members work together on various standards and software to be adopted by the industry. Each working group is associated with one of the Tech Lab pillars.

IAB TECH LAB WORKING GROUPS

IAB Tech Lab Council

- Accountability Working Group
- Addressability and Privacy Enhancing Technologies (PETs) Working Group
- Advanced TV Commit Group
- Advanced TV Working Group
- Global Privacy Working Group
- IAB Tech Lab European Communication Group
- Open Measurement Commit Group
- Open Measurement Participant Working Group
- Podcast Technical Working Group
- Privacy & Rearc Commit Group (PRCG)
- Privacy Implementation & Accountability Task Force (PIAT)
- Privacy Sandbox Task Force
- Programmatic Supply Chain Commit Group
- Programmatic Supply Chain Working Group
- Safe Ad Container Working Group
- Taxonomy and Mapping Working Group

View the latest list of IAB committees, councils, and their respective working groups and task forces at: <https://www.iab.com/groups/>

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

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

To request to join a Tech Lab Working Group email: techlab@iabtechlab.com

IAB Financial Review: Accelerating Industry Growth

It's been a year of relentless transitions for our industry, and through it all IAB, IAB Tech Lab, and IAB Privacy have emerged stronger than ever.

According to unaudited financials, the consolidated companies finished 2024 with \$1,173,622 net income. IAB Membership revenue is projected to be \$18.8 million for 2024, versus \$18.5 million in 2023. That was down 2% (\$327,000) from the projected 2024 budget of \$19.2 million due to industry consolidation. However, IAB was able to make up for these losses in other areas such as events.

Revenue for IAB Events was up 6% (\$533,000) from the original budget for a total of \$9.96 million thanks in large part to the **IAB Annual Leadership Meeting (ALM)** and the **IAB Policy and Legal Summit**. IAB also saw impressive gains on the **IAB NewFronts** event, the **IAB Privacy Compliance Salon**, and a new Detroit-based **IAB Spotlight On: News** event with Adcraft Detroit. These gains offset some losses on the **IAB PlayFronts** event, the **IAB Video Leadership Summit**, and the **IAB Connected Commerce Summit**.

FINANCIAL KEY INDICATORS FOR 2024

REVENUE	2024 PROJECTED**	2024 BUDGET	VAR	% VAR	2023 ACTUALS	% VAR
MEMBER DUES	\$ 18,842,786	\$ 19,282,675	\$ (439,889)	-2%	\$ 18,549,038	2%
EVENTS	\$ 9,967,537	\$ 9,434,500	\$ 533,037	6%	\$ 8,100,717	23%
EXPERIENCE CENTER	\$ 600,000	\$ 883,707	\$ (283,707)	-32%	\$ 819,000	-27%
MEDIA CENTER	\$ 1,310,000	\$ 1,520,000	\$ (210,000)	-14%	\$ 1,460,000	-10%
MEASUREMENT, ADDRESSABILITY & DATA CENTER	\$ 600,000	\$ 605,000	\$ (5,000)	-1%	\$ 565,000	6%
PROFESSIONAL DEVELOPMENT AND EDUCATION CENTER	\$ 1,013,735	\$ 1,034,477	\$ (20,742)	-2%	\$ 938,268	8%
IAB TECH LAB*	\$ 8,402,736	\$ 7,566,329	\$ 836,407	11%	\$ 8,372,424	0%
OTHER	\$ 3,073,663	\$ 2,035,000	\$ 1,038,663	51%	\$ 2,717,504	13%
TOTAL REVENUE	\$ 43,810,457	\$ 42,361,688	\$ 1,448,769	3%	\$ 41,521,950	6%
COST OF GOODS	\$ 8,428,582	\$ 9,718,362	\$ (1,289,780)	-13%	\$ 7,470,057	13%
GROSS PROFIT	\$ 35,381,876	\$ 32,643,326	\$ 2,738,550	8%	\$ 34,051,893	4%
EXPENSES	\$ 34,208,253	\$ 33,503,709	\$ 704,544	2%	\$ 31,442,525	9%
NET INCOME	\$ 1,173,622	\$ (860,383)	\$ 2,034,005	-236%	\$ 2,609,368	-55%

* Excluding IAB revenue share • ** Unaudited financials • Includes IAB & Tech Lab

The IAB Tech Lab also had a productive year in 2024. It saw \$626,000 in revenue from new board members, as well as \$90,000 from the Advanced TV Commit Group, \$43,000 on events, and \$38,000 for data transparency compliance. Small losses were recognized on the spiders and bots product and OM SDK compliance. The IAB Tech Lab finished the year with a gain of \$836,000 in revenue, 11% over budget..

IAB experienced minor losses on both the IAB Experience Center of Excellence (revenue of \$600,000 versus \$884,000 budgeted) and the IAB Media Center of Excellence (\$1.3 million in revenue versus \$1.5 million budgeted) as members had to choose between membership and board seats as their budgets were under pressure. The IAB Measurement, Addressability & Data (MAD) Center of Excellence was largely flat with \$600,000 in revenue or 1% less than budgeted. The newly formed IAB Professional Development and Education Center (PDEC) came in at \$1.013 million in revenue, close to the \$1.034 million budgeted.

In 2024, the **Internet for Growth** campaign raised \$1.4 million in line with the original budget. An additional \$80,000 on other revenue is due to a new, unplanned revenue stream for IAB related to the **IAB Diligence Platform**, a revenue share agreement with SafeGuard Privacy. Separately, IAB also received \$350,000 in donations to help support the lawsuit IAB and other trade associations filed against the Federal Trade Commission (FTC) earlier this year.

IAB recognized improvements in the cost of goods and services for events across the board equating approximately \$1.3 million, most notably for the **IAB Annual Leadership Meeting**,

IAB NewFronts, **IAB Playfronts**, and **IAB Connected Commerce Summit**. The IAB Tech Lab recognized \$61,000 in savings across events, products, and compliance programs.

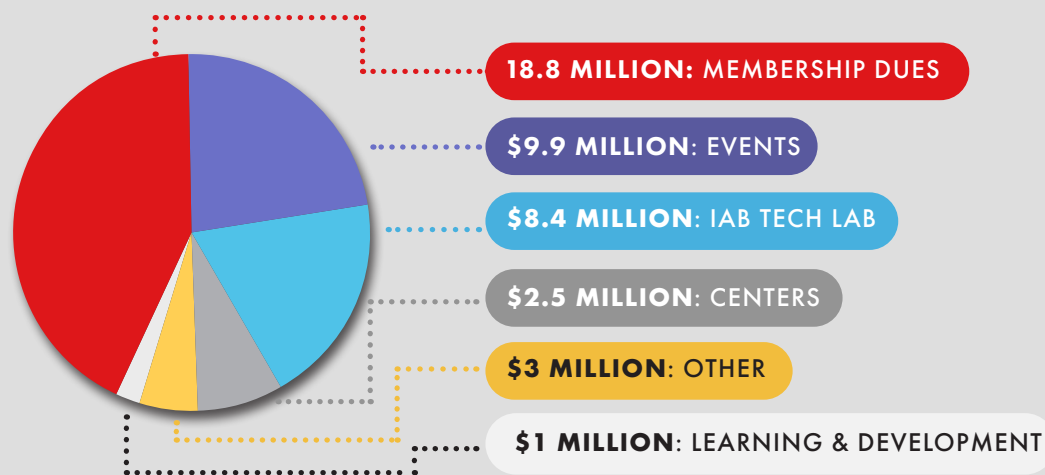
Consolidated expenses are up \$704,000 versus the original budget. IAB expenses are up \$1.3 million from the original budget related to funding the bonus pool, which finished the year at 90% funded versus 8% in the original budget. This funding is possible through revenue, savings on the cost of goods and services, and general savings on travel and entertainment, marketing, IT infrastructure expenses, and open positions recorded throughout the year.

Additional ongoing revenue streams in 2024 included initiatives such as sponsored research, member services, international licensing fees, and other fundraising programs. IAB invested these revenues towards helping member businesses grow and excel. Funding was directed toward producing valuable third-party research and tools for building brands in digital media.

IAB ended the year with \$753,000 in net income solely driven by interest on our investment and deferred compensation accounts. All other revenue and expenses were managed closely throughout the year to deliver the board-approved net income goal of \$0. **IAB Privacy** ended the year with \$15,300 net income. **IAB Tech Lab**, budgeted to show a loss of \$860,000 net income this year, finished with a healthy positive net income of \$404,000.

Looking forward, all companies are well positioned for an ambitious agenda for members in 2025.

IAB REVENUE STREAMS*



* Projections based on unaudited 2024 financials

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ABOUT IAB

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

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iab.TECH LAB

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IAB TECH LAB MISSION

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

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2025 EVENTS

IAB ANNUAL LEADERSHIP MEETING (ALM)

JANUARY 26-28

Palm Desert, CA

IAB TECH LAB PRIVACY ADDRESSABILITY

MARCH 20

New York, NY

IAB PLAYFRONTS

APRIL 1

New York, NY

IAB PUBLIC POLICY & LEGAL SUMMIT

APRIL 22

Washington, DC

IAB NEWFRONTS

MAY 5-8

New York, NY

IAB TECH LAB SUMMIT 2025

JUNE 4

New York, NY

IAB VIDEO LEADERSHIP SUMMIT

JULY 14 - 15

New York

IAB MEASUREMENT LEADERSHIP SUMMIT

JULY 15 - 16

New York

IAB CONNECTED COMMERCE SUMMIT

SEPTEMBER 9

New York, NY

IAB PODCAST UPFRONT

SEPTEMBER 30

New York, NY

IAB TECH LAB PRIVACY ADDRESSABILITY

OCTOBER 9

West Coast

IAB PRIVACY COMPLIANCE SALON

OCTOBER 29

San Diego, CA

For sponsorship information,
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For event logistics or speaking
opportunities: events@iab.com

IAB TECH LAB INTERNATIONAL SUMMIT

NOVEMBER 6

London, UK

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UNCHARTED: CONNECT • INSPIRE • GROW

An Executive Leadership Summit

NOVEMBER

New York Tri-State Area

IAB STATE PRIVACY LAW SUMMIT

NOVEMBER 12

New York, NY

IAB ON THE HILL

NOVEMBER

Washington, DC

IAB TECH LAB ADVANCED TV TECH

DECEMBER 4

New York, NY

IAB ANNUAL LEADERSHIP MEETING (ALM)

FEBRUARY 1-3, 2026

Palm Desert, CA