# ANNUAL REPORT 2011

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Our members are building new opportunities to produce extraordinary media experiences and powerful connections with consumers. The explosion of our industry–different devices, new forms of interactivity– demonstrates how far digital advertising has grown from the days of static banner ads.

# THE STATE OF AB AND OUR INDUSTRY

ur momentum continues to accelerate. The past two years we've seen record industry growth. And beyond finances, the explosion of our industry into different devices and new forms of interactivity has demonstrated how far digital advertising has grown from the days of static banner ads. Our members are building new opportunities to produce extraordinary media experiences and powerful connections with

consumers. As a result, more marketers are recognizing the real value of digital advertising as a place where imagination and technology symphonize.

As the industry has bloomed, IAB too has experienced unprecedented financial growth, ending the year with a record \$14.3 million in revenue. IAB has also diversified its revenue streams in 2011. In addition to substantial revenue from membership dues, and revenue from event attendance and sponsorship, IAB has increased its revenue from the Mobile Marketing Center of Excellence, the Digital Advertising Alliance (DAA), our Quality Assurance Guidelines Certification, and the IAB Ad Lab. While full-year online advertising revenue figures are not yet available, in the first three quarters of 2011, advertisers spent a historical \$22.8 billion on interactive advertising. That is an increase of 22.6 percent from the same record-breaking period in 2010, and it nearly equals the full-year revenue from 2009.

Propelled by last year's progress, IAB was able to facilitate marketplace breakthroughs that directly align with our mission to grow the interactive advertising marketplace. We didn't just call for a creative revolution, we ignited it. Dozens of influential marketers and publishers adopted the new, brand-friendly IAB Rising Stars ad formats, which were proven through in-market testing to increase consumer engagement with ads. We further drove the use of cuttingedge interactive advertising units by updating the Rich Media Creative Guidelines. These guidelines define production standards for the most immersive and sought-after advertising experiences. IAB collaborated with the entire value chain of media on the Making Measurement Make Sense initiative. Representing a profound step in advancing digital measurement and metrics, the initiative helps marketers, agencies, and publishers better understand and demonstrate the brandbuilding capabilities of interactive advertising. Companies continued to adopt the IAB-developed Impression Exchange

Solution, so they could decrease the time and money buyers and sellers spend to reconcile discrepancies between impression counts. Our members' enthusiastic compliance with the first-of-its-kind IAB Networks & Exchanges Quality Assurance Certification helped give advertisers more confidence in their abilities to reach a particular mass audience through digital media.

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The bedrock beneath these industry accomplishments is our policy work. To ensure that we can continue to prosper unfettered by deleterious legislation and regulation, IAB aggressively protected the interests of the digital advertising ecosystem. In partnership with the leading national advertising and marketing trade associations, IAB helped launch the DAA. Based in Washington, D.C., the DAA develops self-regulatory solutions that address consumer issues. In 2011, membership compliance with the first-ever Code of Conduct irrefutably demonstrated to legislative and regulatory bodies in Washington, D.C., the effectiveness of selfregulation as a means to protect both consumer privacy and the robust, personalized experiences inherent to interactive.

In its first full year of operation, the IAB Mobile Marketing Center of Excellence fulfilled its promise to provide a guiding force for the rapidly emerging mobile marketing sector. In 2011, Mobile Center leadership worked on creating seminal standards for mobile measurement, developed research that gave insights into how consumers were using mobile technology, and amplified mobile marketing protection efforts in Washington, D.C.

Finally, IAB is growing its global footprint, with IABs now operating in 36 countries and one international region.

Of course, these momentous advancements would not be possible without the great support of our members and our staff. I am grateful to have had the opportunity to lead the organization through this historic year, and I am confident that in 2012 we'll go wherever our imaginations and ambitions lead us.

R'andall Rothenberg President and Chief Executive Officer Interactive Advertising Bureau



IAB ended 2011 with

record revenues from

and events attendance

and sponsorship, while

membership dues,

diversifying its

income sources.

# FINANCIAL PROGRESS

wenty-eleven marked the second consecutive year of revenue growth for the interactive advertising industry and IAB. In fact, both ended the year with record-breaking performances, demonstrating how we've grown past the days of the recession. IAB was able to extend beyond our planned budget and invest in initiatives that would help further grow the digital advertising marketplace and build membership value without compromising the financial security built since 2010.

We optimistically planned our 2011 budget, bullish on the fortunes of the industry at large and on the value IAB provides its members and event participants. We increased our planned budget across the board: dues revenue, events revenue, and expenses. But as in 2010, as the year progressed, our performance outpaced our expectations.

Revenues from membership dues came in seven percent over budget. Gains stemmed from the strong financial performance of member companies as well as continued growth of our membership, which increased by 64 general and associate members.

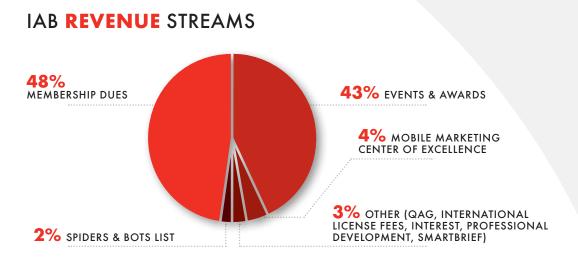
Our events drew more participants than ever, and continued to be recognized for their must-see presenters, the near guarantee of business-building insights, and valuable networking opportunities. Revenue from attendance and sponsorship came in at \$6.45 million, or 24 percent over plan.

These increased revenues were put to good use. Expenses rose by 14 percent and were able to fund the unbudgeted Making Measurement Make Sense initiative, the build-out of the IAB Ad Lab, the Mobile Marketing Center of Excellence, as well as the increased variable cost associated with growing event attendance—all with-out the planned use of IAB reserves. In 2011, IAB strengthened its financial security, fortified its position as the convening voice for industry thought-leadership and advocacy, and advanced its mission to increase the size of the interactive advertising marketplace and members' share of total marketing spend.

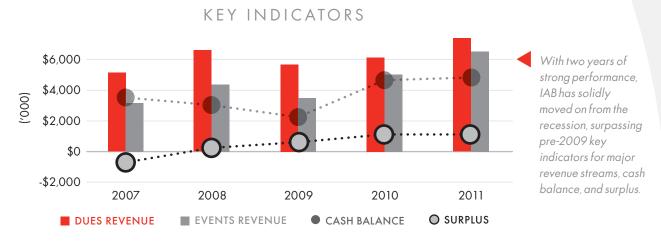
# FINANCIAL KEY INDICATORS FOR 2011\*

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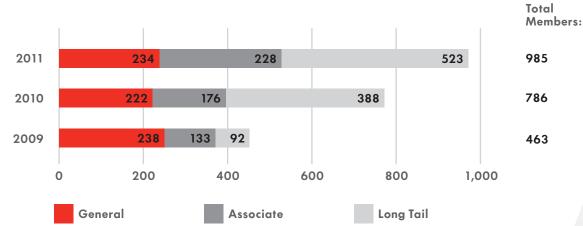
	2011 ACTUAL	2011 BUDGET	VAR FROM BUDGET \$	VAR FROM BUDGET %
DUES REVENUE	\$ 7,804	\$ 7,288	\$ 516	7%
EVENTS REVENUE	\$ 6,454	\$ 5,220	\$ 1,235	24%
2010 SURPLUS	\$ O	\$ 245	\$ 245	100%
TOTAL EXPENSES	\$ 15,101	\$ 13,253	\$ 1,848	14%
GAIN (LOSS)	\$ O	\$ O	\$ O	NA
				*UNAUDITED DATA



# SOUND FINANCIAL FOOTING



# IAB MEMBERSHIP BY TYPE 2009-2011





# ADVANCING THE DIGITAL MARKETPLACE

ver a span of less than two decades, the interactive advertising industry has evolved from a marketplace of early adopters selling static banners to a robust multi-billion-dollar business producing targeted, interactive, and immersive brand advertising experiences. In 2011, we saw more marketers adopting the capabilities of the viable medium to achieve meaningful, human, reciprocative relationships with consumers, telling their brand story across the digital spectrum. Constant innovations in mobile, social, and video forever altered the way content is consumed-extending the ways in which brands and consumers communicate with each other. IAB research proved that the wealthiest American consumers, those in homes with at least \$100,000 annual incomes, who have long been difficult for marketers to reach through traditional media, are embracing digital media—and its ads. Ubiquitous data drives consumers to access shopping content, search for store locations, compare prices, research products, and check availability, impacting in-store or at-home purchase behavior in new ways. Our industry is influencing and improving the lives of consumers. Our organization is working to eliminate the challenges and pain points that may have once held marketers back from capitalizing on the full potential of this awesome, digital medium.

From helping to shape brand narrative to refining the buying and selling process in the sophisticated and often complex supply chain, IAB made significant advancements in 2011 to build a stronger interactive advertising and marketing industry.

# Mobile Marketing Center of Excellence

In its first full year, the Mobile Marketing Center of Excellence, an independently funded and staffed unit inside IAB, emerged as a leading voice in the mobile marketing industry, as well as in the larger interactive advertising ecosystem. Its exceptional achievements show members' appetites to develop and advance the mobile marketplace, as well as IAB's commitment to every form of interactive advertising and marketing—whether on a personal computer, smartphone, interactive television, or tablet—embracing forms encompassing search, messaging, and display ads, as well as branded content or apps. The Mobile Center serves as a driving force to expand mobile research, measurement, and new ad formats, and has established an advocacy voice for the mobile marketing industry on regulatory and public policy issues.

# The Board of the Mobile Marketing Center of Excellence

John Cantarella Time Inc. Paul Childs Adfonic Kevin Conroy Univision

Sy Fahimi Yahoo! Channel **Chris LaSala** Google **Maria Mandel** AT&T

Scott Jensen

The Weather

Mack McKelvey Millennial Media Tony Nethercutt Mojiva Greg Schwartz Zillow Andy Vogel Tribune Company Jamie Wells Microsoft Michael Zimbalist New York Times

"Mobile Shoppers: Ubiquitous Data Spawns Savvier Consumers" examines the changing mobile shopping audience, and for the first time localizes the data to determine the most mobile-savvy cities in the U.S.

MOBILE SHOPPERS ARE YOUNGER, WITH HIGHER THAN AVERAGE INCOMES

> "WHAT DO SHOPPERS DO WITH THEIR MOBILE PHONEST

> > 9.59

7.7%

lı.

8.0

MOBILE SHOPPERS

2011 TOP

IAB ANNUAL REPORT 2011



The mission of the IAB Mobile Center is to drive better monetization of the mobile marketplace. In 2011, the Center pursued this goal through four core objectives.

Establish standards and best practices to help industry participants meet buyer expectations for congruent and reliable metrics, formats, and back-end systems.

# UNIFY

# LEAD

Act as a guiding force for the mobile marketing industry by helping it understand itself better and celebrating excellent mobile advertising.

### **Rooted in Research**

Help marketers learn about mobile marketing strategy and tactics. Help sellers of mobile advertising understand the buying community's needs, desires, and concerns.

# **EDUCATE**

# **EVANGELIZE**

Excite marketers and agencies about the possibilities of mobile marketing, both today and going forward.

The Mobile Marketing Center of Excellence produced research that captured and communicated key characteristics of the rapidly evolving mobile marketing industry, providing a valuable, newfound base of expertise for marketers, agencies, and publishers. During the holiday shopping season, the Mobile Center gained national attention for its report, "Mobile Shoppers: Ubiquitous Data Spawns Savvier Consumers." The study illustrated how consumers' access to the Internet through mobile devices influences both what they buy and where they buy it. To get more traction, IAB divided the results among local markets to see how U.S. cities compared to each other, hence revealing the first-ever ranking of the most mobile shopping savvy cities in the United States, with Houston, New York, and Atlanta in



Pictured top, left: Simon Bond, Chief Marketing Officer. BBDO & Proximity Worldwide: Michael Collins. Chief Executive Officer, Joule; Mark Emery, Mobile Practice Lead, Definition 6; Paul Gelb. Vice President. Mobile Practice Lead, Razorfish; and Jeffrey Sass, Vice President, Marketing, Chief Evangelist, Myxer, revealing at IAB Mobile Marketplace what agency executives need to make better mobile buys.

Pictured above: Anna Bager, Vice President & General Manager, IAB Mobile Marketing Center of Excellence, who led the day's discussion and debate.

# iab.



Tablet Buyer's Guide: Practical Advice for Advertising on Tablets

> The first Tablet Buyer's Guide for the U.S. mobile marketplace helps agencies leverage the burgeoning growth in consumers' time spent with tablets.

the top three spots. Numerous digital, print, and broadcast media outlets covered the list and increased awareness about mobile marketing and commerce across the country.

Brands' bullish demand for mobile marketing was revealed in the report "Marketer Perspectives on Mobile Advertising," produced by the IAB Mobile Center and conducted by Ovum. Nearly three-quarters of the 300 top marketing executives interviewed planned to increase their mobile marketing spend over the next two years. This finding demonstrates that while the mobile marketplace is still considered a complex landscape, it is nonetheless being adopted at an increasing speed.

Drivers and inhibitors of the growth of the mobile marketing industry were identified in the "The State of Mobile Measurement" study conducted by Radar Research on behalf of the IAB Mobile Center. The study found that more mobile users and increasing ad spend are helping grow the industry. Conversely, major challenges include the complex ecosystem, lack of standards, technological challenges, and an ambiguous regulatory environment.

IAB reported U.S. mobile advertising revenue for the first time in its full-year 2010 IAB Internet Advertising Revenue Report, prepared by PwC and released in April 2011. This report is a touchstone for the industry, and this initial industry-wide revenue figure (\$550-\$650 million for 2010) establishes a baseline for charting the growth of the mobile medium going forward.

## **Standardizing Measurement**

Given IAB's role in shaping the early online advertising industry, IAB leadership knows how critical it is to support a new and rapidly growing sector with a foundation of standards and guidelines, as well as a common lexicon and knowledge base. Without these fundamentals, the process of planning, buying, and selling media becomes ensnared in friction. Through the Mobile Center, IAB has forged advances to ensure the mobile industry enjoys the same freedom as the rest of digital advertising.

The Mobile Web Advertising Measurement Guidelines, the first standardized key metrics for measuring mobile advertisements, were released in early 2011 by IAB and the Mobile Marketing Association, with assistance from the Media Rating Council. The guidelines provide a framework for counting ad impressions in mobile advertising, helping buyers to understand and trust the metrics used for buying ads.

To speed the growth of advertising in apps, the IAB Mobile Center produced Mobile Rich-media Ad Interface Definitions (MRAID). This initiative defines a common application programming interface (API) for mobile-rich media advertisements, establishing a standardized framework for rich media ads to communicate their needs to the apps in which they run. MRAID compliance makes it faster and easier to create scalable, dynamic mobile ads.

The IAB Mobile Center also produced a Tablet Buyer's Guide to clarify how to develop and measure in-app tablet ads, as well as ads served to tablets through websites designed for both personal computers and tablets.

## **Rising Stars New Mobile Standards and Tablet Showcase**

In 2011, the IAB Rising Stars initiative made its debut at the Mobile Marketing Center of Excellence with the goal not only to design canvases that ignite creativity and power emotionally-evocative brand advertising, but also to form the first-ever mobile ad format standards, similar to those that IAB has long maintained for dis-

play advertising on personal computers. By the end of 2011, dozens of companies and individuals had submitted their best mobile ad product concepts, and a cross-disciplinary group including agency creative directors, media executives, and ad operations specialists had reviewed them. In early 2012, a set of Mobile Rising Star ad units will be selected, and those that perform well in an in-market trial period will be named IAB Standard Ad Units.



The IAB Mobile Center also produced the Tablet Advertising Creative Showcase, highlighting exceptional tablet advertising executions to inspire innovation, and to educate mobile marketers about the cutting-edge ways in which they can interact with tablet users.

# **Public Policy**

In 2011, the collective voice of IAB members was heard louder than ever in Washington, D.C. Every year, IAB stands on the frontlines to protect consumer privacy, its membership, and the industry at large. A major focus is the protection of consumers' online experiences. For the interactive advertising and marketing business to thrive, consumers must be able to enjoy robust, personalized experiences, as well as an uncompromised sense of trust when interacting digitally. Consumer privacy can be protected while still allowing for innovation and industry growth. IAB encourages solutions that incentivize legitimate business models, educate consumers, and enable the industry to self-regulate. This year, IAB efforts were amplified as its member companies adhered to the first-ever IAB Code of Conduct, a set of operating standards designed to build consumer trust in behaviorally targeted interactive advertising. This powerful action demonstrates to legislators and regulators in Washington, D.C., the priority placed on privacy by the interactive advertising marketplace and the effectiveness of self-regulation.

## **Breakthrough Privacy Protection**

As of August 29, every IAB member company was required to comply with the IAB Code of Conduct. New members joining after August 29 had to become compliant within three months. The Code of Conduct will be maintained and updated as needed by the IAB Board of Directors. The initial code expressly requires members adhere to the IAB Self-Regulatory Principles of Behavioral Advertising, which define seven industry-wide standards designed to build consumer trust by calling on publishers, advertisers, and ad networks to operate with transparency, and to empower consumers with knowledge and choice. These principles come to life most visibly through the implementation of the Advertising Option Icon. By clicking the icon, consumers can learn more about how their data is collected and used, and how they may easily opt-out as well. The program is managed by the Digital Advertising Alliance (DAA), an entity built through the collaboration of IAB with the American Association of Advertising Agencies (4A's), the American Advertising Federation (AAF), the Association of National Advertisers (ANA), and the Direct Marketing Association (DMA). The Council of Better Business Bureaus (CBBB) has also agreed to support the program by ensuring that the industry is compliant with the Self-Regulatory Principles. At the IAB Networks & Exchanges Marketplace event in May, David Vladeck, Director of the Bureau of Consumer Protection at the Federal Trade Commission (FTC), praised the IAB Code of Conduct for its reinforcement of consumer choice and privacy.

"I want to commend the IAB's recent decision to require all of its members to adhere to a selfregulatory guideline. We think this is a really important step forward because self-regulation without effective enforcement tools isn't really regulation at all, but the IAB requirement makes commitments to privacy enforceable by the Federal Trade Commission."

-David Vladeck, Director of the Bureau of Consumer Protection at the FTC, at the IAB Networks & Exchanges Marketplace







U.S. Representative Marsha Blackburn (R-TN) hosts a roundtable discussion in the IAB Ad Lab on the industry's selfregulatory efforts to protect consumer privacy.

"The Digital Advertising Alliance is doing a nice job expanding throughout the galaxy: Many advertisers, advertising networks, and brands have joined in this significant and impressive effort. Those of you who haven't: Think about doing so."

-Jon Leibowitz, FTC Chairman

### Advocacy for the Mobile Marketplace

Mobile technologies present marketers, agencies, and publishers with new opportunities to connect with consumers on the go. IAB has sought to balance these opportunities with ample privacy protection for consumers. In 2011, IAB intensified its efforts to protect both mobile users' experiences and the interests of the mobile marketing community through the IAB Mobile Marketing Center of Excellence. The IAB Mobile Center hired its first executive dedicated to mobile policy and launched the Mobile Policy Committee, a group comprised of the Mobile Center Board members and government affairs representatives from IAB member companies.

In collaboration with the DAA, IAB initiated the DAA Mobile Task Force. With these resources and support, IAB expressed concerns to members of Congress regarding legislative measures that would impede the growth of the nascent mobile advertising market. IAB advocated against overly restrictive mobile marketing prohibitions in the FTC proposed update to the Children's Online Privacy Protection Act (COPPA), including efforts to define geolocation data as personal information and require impractical privacy disclosure burdens for all parties on small screens and devices. IAB worked to substantively increase policy engagement and IAB visibility with the FTC's Mobile Task Force staff.

### **Crusading for Balanced Regulation and Legislation**

IAB continues to assert its position on protecting both consumers and the marketplace by contributing its industry expertise to Congress, as well as to the FTC and the Federal Communications Commission (FCC). In 2011, IAB worked with key members of the Senate and House of Representatives on eight bills related to consumer privacy. IAB also hosted the first of several privacy roundtables organized by U.S. Representative Marsha Blackburn (R-TN).

In 2011, IAB filed comments with:

- The FTC to curtail the expansion of COPPA as it applies to online advertising and emerging geolocation technologies
- The FTC to retain the basic framework of the existing Dot Com Disclosure Guide, and to be flexible when considering the mobile market
- The FTC on the preliminary staff report entitled "Protecting Consumer Privacy in an Era of Rapid Change: A Proposed Framework for Businesses and Policymakers" in order to advocate for self-regulation
- The FCC to protect location-based advertising platforms in an anticipated report that will help consumers navigate the emerging marketplace

### The Third Annual Long Tail Alliance Fly-In

In May, 56 ad-supported small publishers from 22 states and the District of Columbia joined IAB at the Capitol to meet lawmakers and raise awareness about how interactive advertising legislation could affect their businesses. Over the twoday event, these Long Tail Alliance publishers met with representatives from 37 House districts and 12 Senate offices, including members of the Senate Commerce Committee and House Energy and Commerce Commitee. Attendees also took part in IAB training sessions and presentations tailored to their business interests. Small publishers play an increasingly prominent role at IAB. Long Tail membership has grown from 92 members in 2009 up to 388 in 2010, and 523 in 2011.

# Making Measurement Make Sense

From tablets to televisions, desktops to magazines, consumers eagerly harness all forms of media, which adds great complexity and challenges to measuring advertising campaign performance. Making Measurement Make Sense (3MS) is an ambitious cross-ecosystem collaboration led by IAB, the 4A's, and the ANA, with support of the Newspaper Association of America (NAA) and the Online Publisher's Association (OPA). The initiative aims to improve the process of planning,



buying, and evaluating cross-media campaigns through the development of digital metrics and standards that are most relevant and valuable to brand advertisers.



At the start of the year, the associations retained Bain & Company and the advisory firm MediaLink to facilitate the project. After more than 150 one-on-one interviews with stakeholders, the coalition led by nearly 40 industry executives released a document defining five guiding principles of digital measurement. By September, the guiding principles had evolved into a five-part Digital Marketing Measurement Solution.

At year end, the first three solutions were in the midst of pilot tests with the support of leading marketers, agencies, publishers, and ad servers. Bain & Company is continuing to facilitate Making Measurement Make Sense leadership in discussions with the Media Rating Council to provide ongoing change management for industry metrics and currencies as well as standards development and accreditation. As the solutions go to market, the 3MS leadership will look to the standards body to extend the work and learnings of the initiative to other digital media including mobile, tablet, and text. As other media go more and more digital, the 3MS crossecosystem model for measurement solutions will extend into the future.

See page 4 to learn how the IAB Mobile Marketing Center of Excellence has made progress in measurement for mobile marketing.



John Frelinghuysen, Partner, Media and Entertainment Practice, Bain & Company, speaks at the IAB Ad Operations Summit. Bain & Company has partnered with IAB for the Making Measurement Make Sense initiative.



# **Building Brands Digitally**

In 2011, IAB redoubled its efforts to illustrate and foster the power of interactive to build brands. It was supported by the valuable contributions of major marketers, advertising agencies, and media companies.

The entire marketplace knows—and research proves—that whether it delights, surprises, warms hearts, or opens minds, emotionally evocative advertising and marketing strengthens the bonds between consumers and brands. Interactivity in online media provides unparalleled opportunities to amplify intimacy and resonance.

## **Rising Stars Thrive**

Great display advertising can't be kept in a box. Today brands need more than traditional display advertising banners to tell their stories and make meaningful connections with consumers. With Rising Stars, IAB delivered on the promise to build new, rich, and powerful canvases for the next generation of interactive brand advertising.

# RISING STARS BRAND CANVASES

# IAB BILLBOARD



A large billboard running the full width of a page that users can completely close

# CREATED BY GOOGLE/YOUTUBE

# IAB FILMSTRIP



A multi-panel, scrollable canvas that provides rich, engaging interactive experiences

## CREATED BY MICROSOFT

# IAB PORTRAIT



A large canvas balanced carefully with page content that offers advertisers state-of-theart interactivity

CREATED BY AOL

Rising Stars began at the 2010 MIXX Conference & Expo with an unprecedented call for the submission of new, brand-hospitable display ad formats to enhance the existing IAB list of standard ad units. Submissions came from 36 forward-thinking companies. The winners—those that would positively impact user experiences, empower brand messaging, and be easily adopted within the marketplace—were announced in February at the 2011 IAB Annual Leadership Meeting. Less than three months later, 37 top-tier advertisers, including GM, Home Depot, Kraft, Procter & Gamble, Unilever, and Universal Pictures, had implemented one or more of the six new ad units. Major publishers including AOL, CBS Interactive, Hearst, Microsoft, NBC, and Ziff-Davis had made them available on their sites. Analysis of the Rising Stars ad units in-market revealed breakthrough levels of consumer

engagement. The IAB Filmstrip, for example, increased both exposure time and interaction rates by over 90 percent compared to other rich media ads on the Microsoft homepage. By allowing marketers to take advantage of the full potential of interactivity, they were able to forge more meaningful relationships with consumers.

To support the continued adoption of the Rising Stars, IAB has updated its Rich Media Creative Guidelines. For more information, see page 12.

Rising Stars Mobile made its debut in 2011 in response to the explosion of mobile advertising opportunities. Read more about the achievements of the IAB Mobile Marketing Center of Excellence on page 4.

### **Enlightened Events**

At IAB events, inspiring insights from influential industry leaders and stimulating one-on-one conversations with peers allow attendees to synthesize new ideas to move the interactive advertising world forward. This year, two of the most prominent events were dedicated to the subject of building brands digitally.



A team from McKinney shows off their IAB MIXX Awards for outstanding creativity and impact in interactive advertising.

### IAB PUSHDOWN



A banner that users can expand downward with broad functionality and a toolbar that is intuitive to use

### CREATED BY PICTELA

### IAB SIDEKICK



An expandable version of an existing IAB standard ad unit that, when clicked, pushes page content leftward to reveal a full-page like canvas with myriad creative possibilities

### CREATED BY MEDIAMIND

### IAB SLIDER



A unit designed to run on the bottom of a page that prompts users to slide the page to the side to unveil a full-page branded experience

### CREATED BY GENEX

IAB President and CEO Randall Rothenberg issued a strong call for a creative revolution to propel the industry into the brand-building powerhouse it can and should be at IAB Innovation Days @ Internet Week, which was themed "The Future of Display." Following his remarks, marketing luminaries, technologists, and publishers at the forefront of the display-ad evolution shared their valuable expertise and showcased some of the hottest, game-changing technologies.

Digital storytelling and storybuilding came to life at our largest event of the year, the IAB MIXX Conference & Expo Marketplace. It is through narratives, especially those built with the input of consumers, that brands drive emotional, lasting connections with users. To bolster thought leadership and creative insights on this topic, IAB partnered with The Martin Agency to curate thought-provoking content

and convene the ecosystem's most adept storytellers and builders for this event. "What's the Story? Building Narrative in the Digital Age" coupled the worlds of media and brand—defining and driving the next chapter of consumer engagement.

### IAB MIXX Awards

To celebrate and foster groundbreaking creativity and brand-building in interactive advertising and marketing, each year the IAB MIXX Awards honor the minds behind the most brilliant digital executions. It is the only interactive awards competition judged by an all-star panel of advertising agency executives who create campaigns for the world's most powerful brands, marketers with direct control over many of the largest advertising budgets in the world, and lead major media companies. Recognizing two burgeoning areas of the marketplace, the 2011 MIXX

# IAB AGENCY ADVISORY BOARD

The IAB Advertising Agency Advisory Board's objective is to spark dialogue among agencies, publishers and marketers, and even between media agencies and creative agencies—and infuse the agency point of view more fully into the work of IAB.

Michael Lebowitz Founder and CEO Big Spaceship Chair of the IAB Agency Advisory Board

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Julie Atherton WPP Global Digital Leader Team Colgate WPP

Lars Bastholm Former Chief Digital Creative Officer Ogilvy

**Tom Bedecarré** CEO AKQA **Jeff Benjamin** Chief Creative Officer JWT North America

**Conor Brady** Chief Creative Officer Organic

Brad Brinegar Managing Partner Chairman and CEO McKinney

Emma Cookson Chairman BBH New York

**Colleen DeCourcy** Founder Socialistic **Brian DiLorenzo** EVP and Chief Production Officer

McCann NY **Maria Luisa Francoli** Global CEO MPG

Quentin George Chief Innovation Officer Mediabrands Christian Haas

> Executive Creative Director Associate Partner Goodby, Silverstein & Partners

Nick Law EVP and Chief Creative Officer North America R/GA

**Jean-Philippe Maheu** Worldwide CEO Publicis Modem

**Ty Montague** Founder and Co-CEO

co:collective **Benjamin Palmer** Co-Founder and CEO The Barbarian

Group

P.J. Pereira Chief Creative Officer and Co-Founder Pereira & O'Dell

**David Sable** Global CEO Young & Rubicam

**Sarah Thompson** President Droga5

**Johnny Vulkan** Partner Anomaly

**Steve Wax** Managing Partner Campfire

Bryan Wiener CEO 360i Awards honored campaigns in new categories: Tablet Marketing and Location-Based Advertising. The prestigious award for Best in Show was presented to American Express and agencies Crispin Porter + Bogusky and DIGITAS for "Small Business Saturday," a campaign that in three short weeks was able to launch a new shopping day at the start of the holiday season dedicated to small retail businesses.

# **Supply Chain**

### Networks & Exchanges Quality Assurance Certification Program

Advertising networks and exchanges help connect marketers with the vast number of web sites that serve their specific audiences. To ensure brand safety in this dynamic and varied environment and to enhance the clarity of communication between buyers and

sellers, IAB launched the first and only quality assurance certification for ad networks and exchanges. Compliant companies that receive the IAB approval, and ultimately the compliance seal, must demonstrate through participation in rigorous training, an internal audit, and the designation of an internal compliance officer that they adhere to the IAB Networks & Exchanges Quality Assurance Guidelines (QAG). Released in June 2010, this set of standards helps homogenize operations so agencies know what to expect in the buying process. The standards also reassure marketers that their brands won't be aligned with unsavory content. In support of the program, IAB staff and representatives from participating networks and exchanges visited media buyers at 25 agencies in seven major markets as part of a one-day event to raise awareness about the program. By the end of 2011, 25 ad networks and exchanges had been certified.

### **Updated Rich Media & Display Creative Guidelines**

Marketers are increasingly relying on rich media to tell their brand stories. In response, IAB updated its Rich Media Creative and Display Guidelines for the first time since



2008 to standardize the technological and creative specifications used to create cutting-edge, interactive advertising formats and streamline the creation of these dynamic experiences. The new guidelines modernize existing rich media ad formats and feature a fresh set of brand-friendly rush media units—the new Rising Stars ad units. For the fist time, the guidelines provide a specification for maximum CPU usage and "Z-index" framework for decreasing unintentional conflicts between web page content and ads. To promote the use of these updated guidelines, IAB produced an easy-to-use, interactive tool available at www.iab.net/displayguidelines.

### Impression Exchange Solution

Resolving impression and click count discrepancies between agency ad servers and publisher ad servers is a

time-consuming, painstaking task. These discrepancies often lead to billing disputes that result in late payments. The IAB Impression Exchange Solution (IES) lessens this issue by helping publishers and advertisers detect and resolve discrepancies early in a campaign's lifecycle, allowing campaigns to end with reconciled impressions and click counts. In 2011, the ANA and the 4A's announced their full endorsement of IES and encouraged buyers to adopt the measure, as both buyers and sellers must participate for the Impression Exchange Solution to be effective. At the IAB Ad Operations Summit in November, four more buy-side ad-serving companies announced their adoption of the solution, bringing the total to five.

### Ad Verification Guidelines

Advertisers want to know that publishers and ad networks accurately deliver campaigns, not only to the right type and size of audience, but also in terms of page placement and site content—and publishers want to provide assurance to advertisers that campaigns are delivered as expected. As a result, both buyers and sellers have invested in verification processes. To ensure that the various methods of ad verification don't add unnecessary complexity and friction to the buy-sell process, the IAB drafted and released for public comment Guidelines for the Conduct of Ad Verification in 2011 and will publish the final version in 2012. These guidelines establish a common set of methods that the parties may use to demonstrate adherence to their contracts.

### **Digital Video Standards**

Digital video is now much more than just online television. It's targetable, mobile, and accessible across a wide variety of consumer devices, from personal computers to tablets and smartphones. In 2011, IAB worked toward updating technical specifications that would further empower advertisers to deliver their in-stream video ad campaigns to larger audiences, on various devices and across digital video players at a myriad of compliant publishers. IAB is also developing new extensions and enhance-

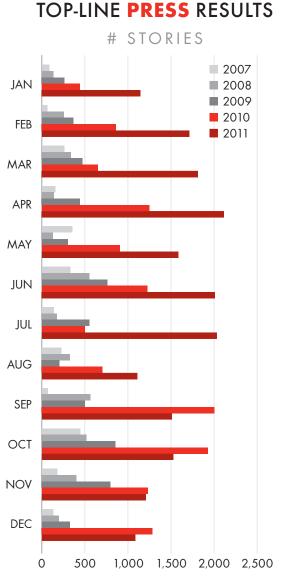
# Choosing the right partner is essential... especially in online advertising.



The IAB Networks & Exchanges Quality Assurance Guidelines demystify ad networks and ad exchanges by enhancing buyer control over ad placement and context. Networks and exchanges can voluntarily agree to be certified against the guidelines.







IAB continues to generate buzz in the press. Average stories per month in the second half of 2011 increased 13 percent to 1,440, up from 1,276 per month in the second half of 2010.

ments to both the Video Ad Serving Template (VAST) and the Video Player-Ad API Definition (VPAID). VAST enables compliant video players to display ads from any compliant video ad server, while VPAID sets interoperability standards for rich interactive and other advanced forms of video advertising. A new solution called the Video Multi-Ad Playlist (VMAP) is nearing completion. It will allow advertisers to better control the order in which their video ads are played within long-form content.

### **eBusiness Initiative**

The manual creation and management of key buy-sell documents such as RFPs, proposals, media plans, insertion orders, and invoices, is inefficient in this digital age and often leads to inadvertent campaign delivery errors. The eBusiness Initiative has developed communication protocols and system requirements for the automated and electronic delivery of these important transactional documents. For example, a standardized digital advertising invoice is in development. One component of the initiative is the beta version of the eBusiness Registry, allowing buyers and sellers to identify and do business with trading partners who have also adopted automated eBusiness solutions. The registry also allows companies to test their own newly developed eBusiness integrations.

### Ad Load Performance

In 2011, the Ad Load Performance Working Group was re assembled to focus its efforts on a study to prove ad load performance has a material effect on business metrics/ROI— this information is to be used as an incentive for media and creative agencies to take notice of and implement the best practices. As a result, the IAB will in 2012 launch an in-banner survey campaign across multiple publishers to collect data that support this hypothesis. The anticipated work products will be an update to the current Ad Load Performance Best Practices document and a new report on the business effects of optimized ad load performance.

### **Consumer Protection**

Each year a Consumer Protection Taskforce—a select group of industry network security professionals—is tasked with identifying and resolving current and potential publisher and ad network security threats that could result in consumer harm (e.g. malvertising, spyware, phishing, fraud). As consumers are the cornerstones of our industry, it is imperative that we continue to develop proactive methods and practices designed to protect consumers. The group works to continually increase consumer trust in the interactive advertising industry, with such trust leading to increased consumer engagement with online ads.

### OpenRTB

In 2011, IAB took responsibility for the management of OpenRTB, a project initiated by a consortium of leading demand and supply sides technology companies, to spur growth in the real-time bidding (RTB) marketplace. Real-time bidding allows advertisers and publishers to use technology to buy and sell highly targeted advertising with near immediacy. The goal of OpenRTB is to produce a standard, common language for describing audience segments across various RTB systems, which will provide a uniform taxonomy for all those who are adopting this technology.

REPORT 2011 ANNUAL I A B



# **Data Demystification**

Getting the right message to the right person at the right time is a fundamental goal of advertising—and marketers, advertising agencies, and publishers need data to achieve this goal. Interactive advertising, and the data it inherently generates, brings the ecosystem significantly closer to this ideal. Information about user activity is what makes targeted and personalized brand messaging possible.

The marketplace for data has rapidly grown more complex. As more companies demand consumer data, more devices produce it, and the technology to analyze it has evolved in sophistication, new challenges have emerged. Marketers, agencies, publishers, and data-related vendors grapple with contractual issues stemming from a lack of a universal lexicon and management of the terms of data collection and use, and competitive challenges. IAB strives to help the industry grow in a way that protects consumer privacy, intellectual property, and the value of data itself.

## The People vs. Data Debated

The sold-out 2011 IAB Annual Leadership Meeting led with the theme, "The People vs. Data." Over the course of the three-day event, industry leaders such as Dr. Eric Schmidt of Google, Wendy Clark of The Coca-Cola Company, and Jason Kilar of Hulu took to the stage to provoke valuable and insightful conversations about subjects such as consumer control of data, new data-powered opportunities for campaign creative, and the philosophical and practical differences between what data tells us about people's interests and what people really want.

### **Data Council Launched**

IAB launched the first-ever Data Council to provide a permanent forum for members to address pressing topics surrounding the collection and use of data in interactive advertising. The group is an expansion of the Data Usage and Control Taskforce, which was formed in 2009 and produced the Data Usage & Control Primer in 2010. Initial objectives are to educate marketers and agencies about data gathering and usage to minimize misinformation and confusion, to clarify the different kinds of data that can be collected through media buying, and to establish a universal language for market participants to accurately describe data.

IAB Ad Operations Council Co-Chairs, Dan Murphy, Senior Vice President, Interactive Research and Analytics, Univision Interactive Media (left), and Adrian D'Souza, Director, Media Revenue Operations, Google (right), accept lifetime achievement awards for IAB Ad Operations Council leadership, presented by Steve Sullivan, Vice President, Advertising Technology, IAB (center).





Lexicon

Raissand Hovember 2011

The IAB Data Segments & Techniques Lexicon is a practical resource that provides media planners with a framework for clearer communication with publishers and data partners.

### **Data Lexicon Published**

Clarity of communication is essential when marketers, agencies, publishers, and datarelated vendors work together to build and execute media purchases. In November, IAB released the Data Segments and Techniques Lexicon to meet the industry need for a universal terminology describing audience segments and data collection techniques. The lexicon demystifies data by establishing standard terms and definitions.

# DATA SEGMENTS & TECHNIQUES



# Research

IAB produces research that illuminates the rapidly evolving marketplace for industry decision-makers, empowering them to design more informed and effective strategies to support their businesses and the larger ecosystem. Insights gained from these studies also educate and advise the broader advertising, finance, and business communities about the value of interactive advertising and marketing.

The IAB Internet Advertising Revenue Report, conducted independently by the New Media Group of PwC, is an industry staple that reveals how much is spent on interactive advertising on a quarterly basis. While full-year 2011 figures were not available at time of printing, in the first three quarters of the year, advertisers spent \$22.8 billion on online advertising, an increase of 22.8 percent from the first three quarters of 2010. In response to the growth in consumer use of mobile media, the Internet Advertising Revenue Report for 2010 (released in April 2011) was the first to estimate mobile advertising revenue.

An IAB study entitled "An Inside Look at Demand-Side Perceptions of Digital Video Advertising," was conducted by Advertiser Perceptions and released this past April. The study demonstrated major marketers' desires to increase their spends on digital video advertising, and addressed the use of digital video advertising as a way to improve their ability to target audiences and deliver better returns on investment compared to television. Of the 500 marketers and agencies surveyed, 69 percent of marketers and 55 percent of agencies reported plans to increase their digital video advertising.

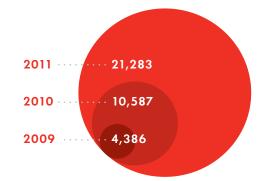
Written by Marissa Gluck of Radar Research and prepared in collaboration with the IAB Research Advisory Board, it follows up the groundbreaking 2010 report

# IAB SOCIAL MEDIA REACH GROWS

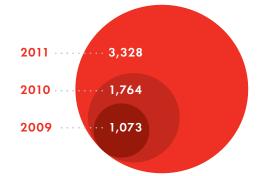
### FACEBOOK FANS

2011 · · · · · · 13,004 2010 · · · · · · 9,586 2009 · · · · · · 5,575

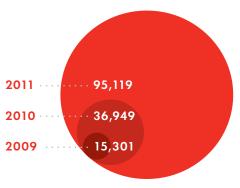
TWITTER FOLLOWERS



LINKEDIN MEMBERS



IABTV YOUTUBE VIEWS



that examined the strengths and weaknesses of online ad effectiveness research methodologies.

In response to popular demand from IAB members and interest across the marketplace, the IAB developed best practices for conceptualizing and conducting online ad effectiveness research. The "Best Practices for Conducting Online Ad Effectiveness Research" whitepaper was written by Marissa Gluck of Radar Research and prepared in collaboration with the IAB Research Advisory Board. The IAB Research Council has formed a Publisher's Working Group to create streamlined guidelines for publishers, agencies, and vendors to follow in order to conduct better ad effectiveness studies and to maintain momentum on research and development investments.

Affluent Americans, those in homes with at least \$100,000 of annual income, are a very desirable target for marketers and advertisers, yet they have long been hard to reach through traditional media. Through a study conducted by Ipsos Mendelsohn, IAB demonstrated that affluent Americans' avidly use digital media and are more receptive to its ads. This comprehensive look at affluent consumers' attitudes and behaviors toward digital media revealed that marketers targeting affluents would be wise to spend their budgets in digital media, where they will reach more of this audience in ways that are far more compelling and engaging than in other media. "Affluent Consumers in a Digital World" revealed that 55 percent of affluent U.S. consumers have learned about new products from interactive advertising, as compared to 49 percent of those with lower household incomes.

The IAB, in partnership with OTX, launched HearWatchSay (HWS), an online community of media and tech fans, people who are influencers on content, including games, enjoy tech gadgets, and tend to use the Internet more than the average consumer. HWS provides insights into what the future of digital media might hold and also consumer insights into specific topics of interest to IAB members. While developing and testing HWS in 2011, topics explored via surveys and discussion groups included a diagnostic study of online video and online TV consumption, and digital holiday shopping trends.

A Mobile Research Working Group was formed to discuss research issues and studies of particular interest to the growth of the mobile sector. And, an IAB Research LinkedIn Group came together to share research and ideas among Research Council members outside of meetings.

The First Annual IAB Sales Positions Salary Survey was created in conjunction with the Sales Executive Council and produced useful industry benchmarks outlining sales position salary ranges and compensation structures. The report is available only to participating IAB member companies.

Please see page 5 for research from the IAB Mobile Marketing Center of Excellence, including the first ever ranking of the most mobile shopping savvy cities in the United States.



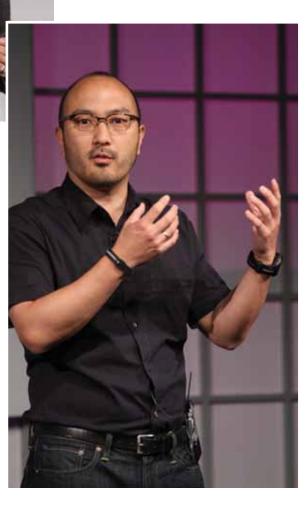
# 2011 EVENTS HIGHLIGHTS

# events

hrough its events IAB has become the convening voice for interactive advertising and marketing. It shapes the vision for digital advertising and helps attendees develop their businesses and bloom as leaders. In 2011, top industry experts onstage inspired sold-out audiences as the IAB hosted 28 events across the country. More than 7,000 brand marketers, agency professionals, publishers, and others—40 percent which were executives at the vice president level or higher, and 30 percent from brands or advertising agencies—gathered to discuss and debate the most pressing issues facing digital advertising.



President, Global Advertising Strategy and Content Excellence, The Coca-Cola Company, IAB MIXX





Tina Sharkey, Chairman and Global President, BabyCenter, IAB Annual Leadership Meeting

Stephen Kim, General Manager, Global Creative Solutions, Microsoft Advertising, IAB Innovation Days @ Internet Week

# 2011 EVENTS HIGHLIGHTS



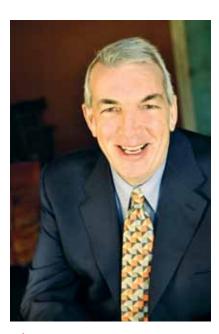


Baratunde Thurston, Co-Founder of Jack & Jill Politics, and Director of Digital for The Onion, IAB MIXX Awards



Dr. Eric Schmidt, Executive Chairman, Google, IAB Annual Leadership Meeting

**Carolyn Everson,** Vice President, Global Marketing Solutions, Facebook, **IAB MIXX** 



Mike Hughes, President, The Martin Agency, IAB MIXX



Ross Levinsohn, Executive Vice President, Americas Region, Yahoo!, IAB Innovation Days @ Internet Week



# 2011 EVENTS HIGHLIGHTS



Adam Bain, President, Global Revenue, Twitter, IAB Innovation Days @ Internet Week



Benjamin Palmer, Co-Founder and Chief Executive Officer, The Barbarian Group, and Mark D'Arcy, Director, Global Creative Solutions, Facebook, IAB MIXX Awards

Wendy Clark, Senior Vice President, Integrated Marketing Communications and Capabilities, The Coca-Cola Company, IAB Annual Leadership Meeting







lain Tait, Global Interactive Executive Creative Director, Wieden+Kennedy, IAB MIXX

Marc Speichert, Chief Marketing Officer, L'Oréal, IAB Innovation Days @ Internet Week



Peter Naylor, Executive Vice President, Digital Media Sales, NBCUniversal, IAB Annual Leadership Meeting



During a Google presentation at **IAB MIXX**, participants use glow sticks to demonstrate how long they watch video advertising.





ne Science in the second secon

 Pictured, above left: Kevin Pollak, Host, Kevin Pollak's Chat Show, IAB
Digital Video Marketplace

Pictured above: **Brian Wong,** Founder, kiip, **IAB Mobile Marketplace** 

Doc Searls, Fellow, Berkman Center for Internet and Society, Harvard University, and John Battelle, Founder and Executive Chairman, Federated Media, IAB Innovation Days @ Internet Week

# ad lab INTRODUCING THE IAB AD LAB



n 2011, IAB unveiled the IAB Ad Lab, a state-of-the-art multipurpose meeting and events center—the physical embodiment of the IAB—where the digital world comes together for case study presentations, networking receptions, research releases, roundtable discussions, product demonstrations, professional development classes, tech meetups, and webinars. Through the Ad Lab, IAB and its partners reveal new technology and new ideas, advance com-

# Happenings in the IAB Ad Lab in 2011

- Congressman Marsha Blackburn Privacy Roundtable
- Congressman Chris Murphy Meet and Greet
- New York Viral Meetup: Viral Business
- Ziff Davis Enterprises Town Hall
- Johnson & Johnson Mini-MBA Digital Marketing Program with Rutgers University
- The Hatchery & WAM Women Leadership Networking Reception
- Media Rating Council Board Meeting
- IAB Affluent Consumers Research Breakfast Briefing

mon interests through thought leadership and networking, and encourage innovation, collaboration, and education.

The new community hub—located directly above the IAB's headquarters in New York City—is a venue where thought leaders address some of the industry's most pressing needs and exciting opportunities, from creating new ad formats, to building brands online, to anticipating the future of mobile advertising.

- IAB MIXX Awards Judging
- eBusiness Electronic Invoicing Taskforce Summit
- IAB Digital Audio Committee Agency Day
- IAB.networking with The Ad Club of New York
- IAB Ad Operations Agency Roundtable
- Ten Commandments of Tablet Marketing
- IAB Committee and Council Meetings, networking events, and more

# IAB OPERATING AGENDA: BEYOND TIME AND SPACE

The IAB 2012 Operating Agenda: Beyond Time and Space includes the top-level objectives of IAB, guiding the creation of new initiatives and advancing existing endeavors.

# MAKING MEASUREMENT MAKES SENSE (3MS)

A cross-industry coalition committed to developing brand-building digital metrics and cross-platform measurement solutions

# BUILDING BRANDS DIGITALLY

Advancing interactive advertising to meet the needs of brand marketers

# PROTECTING PRIVACY

Working with Washington, D.C., to protect consumer privacy through self-regulation of behaviorally targeted interactive advertising

# AD TECH & DATA LEADERSHIP

Guiding the data marketplace, protecting consumer privacy, and reducing operational friction between publishers and advertisers to drive greater efficiency in the marketplace

# SCREENS<sup>3</sup>

Driving the growth of the mobile marketing, advertising, and media marketplaces





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

### **General Members**

24/7 Real Media, Inc. 33Across Inc. 4INFO 5min Media A&E Television Networks AARP ABC National TV About, Inc. Absolute Punk AccuWeather.com aCerno Ad Pepper Media USA LLC Adap.tv AdBrite, Inc. Adconion Media Group Ltd Adtegrity Advanstar Communications, Inc. Advertising Age Group Interactive Advertising.com Akamai Allbusiness.com Allrecipes.com ALM Amazon.com AMC Networks American Express Publishing AOL, Inc. Appssavvy AT&T AdWorks Atlas Solutions AtomShockwave Corp. AudienceScience Autotrader.com BabyCenter, LLC Batanga Network Bazaar Advertising BBC Worldwide Beijing Sina Advertising Co., Ltd blinkx BlogHer, Inc. Bloomberg L.P. Blue Calypso Boston Globe Media Brand Affinity Technologies Brand.net Break Media BrightRoll, Inc. BusinessWeek Online BUZZMEDIA Buzznet CafeMom Caring.com Cars.com Casale Media **CBS** Interactive **CBS** Sportsline Celebuzz Clear Channel Radio Clearspring Technologies CMG Digital & Strategy Team

CNN.com Collective Comcast Digital Entertainment Comcast Interactive Media Comedy Central Concrete Loop Condé Nast Condé Nast Media Group **Cox Digital Solutions** CPX Interactive Crain Communications Inc. **Crystal Semantics** CXÓ Dailymotion, Inc. Demand Media Digg Digital Broadcasting Group Digital Photography Review **Discovery Communications** Disney Interactive Media Group Dow Jones & Company eBay Edmunds.com Electronic Arts eMarketer, Inc. e-Miles, Inc. Epic Media Group epicmobile ESPN.com Everyday Health Exercise TV **Expedia Media Solutions** Facebook Federated Media Publishing Forbes.com FOX News Channel GamePro Gawker Media Geeknet Gigya, Inc. Glam Media Google, Inc. GSN Games Network Half.com Hanley Wood, LLC Harvard Business Review HealthiNation Hearst Magazines Digital Media Hoover's, Inc. Hulu iAd Network I-Behavior IDG **IDG** Entertainment Idolator IGN Entertainment IMDB Impremedia Digital Interactive One interCLICK iVillage, Inc Jivox

Jumpstart Automotive Media Jumptap Just Jared Just Jared Jr. Katz 360 Kelley Blue Book Kijiji.com Kontera Technologies, Inc. LIN Media LinkedIn Mansueto Ventures: Inc. & Fast Company Marchex Martha Stewart Living Omnimedia Meebo Inc. Meredith Interactive Media Metacafe Microsoft Advertising Millennial Media Morningstar, Inc. Move, Inc. MSG Interactive MTV Networks MySpace, Inc. MyWebGrocer National Geographic NBC Television Stations NBC Universal Digital Media NCC Media Netmining Newspaper National Network, Nickelodeon Nokia Location & Commerce NorthStar Travel Media, LLC OGGIFINOGI OpenX Technologies, Inc. Orange Advertising Network OWN: The Oprah Winfrey Network OwnerlQ Pandora Media Inc. Patch Media PC World Pontiflex Pulse 360 PulsePoint Q Interactive RadiumOne Reader's Digest Association Interactive Rent.com Right Media Inc. RockYou! Rodale, Inc. Rovi Corporation Scripps Networks ShareThis SmartBrief, Inc. Smowtion Socialite Life Soiern Sony Pictures Television Specific Media SponsorSelect SpotXchange Stereogum Strategy+Business StubHub.com StumbleUpon.com Synacor, İnc. . TargetSpot Telemundo Terra Networks USA The Associated Press The Business Insider

The Goodway Group The New York Times Company The Slate Group The Superficial The Wall Street Journal Digital Network The Weather Channel TheStreet.com Thomson-Reuters Time Inc. Time Warner Cable Traffic Leader TRAFFIQ Transpera Travora Media, Inc. Tremor Video Triad Retail Media Trip Advisor LLC TVGuide.com Undertone Univision Interactive Media US News & World Report USATODAY.com ValueClick Media Vertical Search Works, Inc. Vevo Vibrant Media Videogum Warner Bros. Media Research Washington Post Digital WeatherBug WhitePages WildTangent World Wrestling Entertainment WorldNow WWTDD Yahoo! en Espanol Yahoo!, Inc. Yelp Inc. YouTube YuMe Ziff Davis Enterprise Ziff Davis, Inc. Zillow Inc. Ad.ly AdKeeper, Inc Base79 Bizo, Inc. Buysight, Inc. FindTheBest.com InMobi Outbrain **Resonate Networks** SB Nation Technorati Media TubeMogul Videology

### Associate Members

Accenture Accordant Media Active International Acxiom Corporation AdJuggler Ad-Juster, Inc. AdMeld Adobe Systems Inc. Adometry AdoTube AdReady AdSafe Media AdShuffle ADTECHUS, Inc. AdXpose aiMatch Alcatel-Lucent AppNexus

Archer Advisors Audit Bureau of Circulations (ABC) Bartle Bogle Hegarty LLC Bazaarvoice, Inc. BCM Bering Media Inc BlackArrow BlueCava Bluekai Booz & Company BPA Worldwide Brightcove BrightLine BrightTag, Inc. Buddy Media Cable Television Laboratories, Inc. Canoe Ventures, LLC Centro Cisco Media Solutions Group Compete, Inc. comŚcore Crisp Media Criteo **Critical Mass** Cross Commerce Media, Inc. **Crowd Science** Datalogix DataXu Deloitte & Touche, LLP DeSilva + Phillips, LLC Donovan Data Systems Dotomi DoubleVerify DraftFCB Dynamic Logic, a Millward Brown Company Efficient Frontier Epsilon Targeting Ernst & Young LLP Evidon ExactTarget Experian Marketing Services

# NEW MEMBERS

### **New General Members**

Adfonic Ltd adMarketplace Alloy Digital Audio4cast Beliefnet, Inc. Chitika, Inc Complex Media FOX Sports Interactive Media Grooveshark Innity Corporation Joost Media Local Corporation Martini Media Matomy Media MedHelp.org Mediative Mercury Radio Arts MLB Advanced Media, LP ExtremeReach FatTail, Inc. Format Dynamics FreeWheel Goldspot Media Gridley & Company, LLC Ground Truth HIRO-Media iCrossing IHG ImServices Group Incisent Technologies LLC Industry Brains Innovid Inc. InsightExpress Intel Corporation Interpolls Interpret LLC INVISION Inc. Invite Media, Inc. **IPSOS** Janrain Jordan, Edmiston Group, Inc. Kantar Media North America Kantar Video Kimberly-Clark Corporation Klaustech, Inc. Korrelate KPMG Krux Digital Leapfrog Online LinkShare Liquidus LivePerson, Inc. LiveRail Inc. Lotame LucidMedia Networks, Inc.

Mocean Mobile Mojiva Inc Nature Publishing Group NetShelter Technology Media News Distribution Network Publishers Clearing House QuadrantONE Revision3 SAY Media SocialVibe Spotify SugarInc The Media Dash Tribal Fusion Tribune Company Triton Digital BrandAds Ditl Inc Editorial Projects in Education Function(x) Inc. Grab Networks Innovate Networks Journal Register Jun Group MailOnline Mediabrix Prisa Diaital Punto New Media Rhythm NewMedia SiteScout Inc. The Daily Unruly Media Vertical Acuity

MarketShare Partners Media6Degrees Medialets MediaMath MediaMind Mediaplex Medicx Media Solutions Mixpo Mochila Inc. Morpheus Media MRM Worldwide Nestle NetSeer Neustar, Inc. Newspaper Association of America Nexage Nielsen OneScreen Inc. Ooyala Operative Organic Inc. Peer39 Peerset PerfectMarket Inc. Phorm, Inc. Pictela PointRoll Polk PricewaterhouseCoopers Proximic, Inc. PubMatic Quantcast Realvu Red Aril, Inc. Rich Relevance, Inc.

### **New Associate Members**

Adara Media, Inc. Adchemy Addroid Ad-iD, LLC ADITIVE, Inc. **ADmantX** Adnetik AdPerfect AdSymptotic, Inc. AdTruth Adventive Advertiser Perceptions Adzerk Amobee Arbitron Big Fish Games, Inc BlGinsight Briabe Mobile Celtra ChoiceStream, Inc. ClearSaleing Cleveland Clinic Connexity CTAM: Cable & Telecommunications Association DoublePositive Marketing Group DynamicVideo eXelate Eveview Inc FastPay Flashtálking Flite Intuit JumpTime Knowledge Networks

Rocket Fuel Inc SAS Institute, Inc. Scarborough Research Sharethrough ShortTail Simulmedia SQAD Sybase 365 Szabo Associates, Inc TARGUSinfo Telemetry Limited Television Bureau of Advertising The Allant Group The Center For Sales Strategy The Hacker Group The Media Innovation Group The Rubicon Project The Sales Athlete, Inc. The Trade Desk, Inc. Theorem, Inc. thisMoment, Inc. Time Warner Corporate TiVo Inc. TruSignal TRUSTe Turn, Inc. V12 Group Inc. Visible Measures Vizu WebTrends WiT Media хAD XGRAPH, Inc YieldEx, Inc. Zeta Interactive

List includes member subsidiaries

Legolas Media, Inc. LiveIntent Localytics Magnetic Magnify Platform Services Markit On Demand Maxifier MediaWhiz Merkle, Inc. Metamarkets Group Moat Inc. Mobsmith NeoMedia Technologies Netbiscuits Netezza, an IBM Company NextMark **PIVnet** Proclivity Systems, Inc. Rapleaf SeaChange International Semcasting, Inc. Simpli.fi Smart AdServer Spongecell Tapad, Inc. Teradata The Integer Group The Media Trust Company TruEffect, Inc. VINDICO Group Winterberry Group LLC Worldata



# COMMITTEES

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

# COUNCILS

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

# WORKING GROUPS

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

# 2011 Committees & Councils and their Co-Chairs

Ad Ops Council Adrian D'Souza, Google Dan Murphy, Univision Interactive Media

Audio Committee Brian Benedik, *Katz 360* Doug Sterne, *Pandora Media* 

**CFO Council** Lisa Campbell, *Cars.com* 

Data Council Andrew Kraft, Collective Dennis Oldroyd, Microsoft Advertising

**Digital Video Committee** Suzie Reider, Google Joey Trotz, CNN.com

**Games Committee** Kym Nelson, *IGN Entertainment* Joy Taylor, *Electronic Arts* 

ITV Committee Chris Falkner, NBC Universal Digital Media Jared Iwata, Time Warner Cable

Lead Generation & Email Committee Lana McGilvray, PulsePoint (Chair)

Local Committee Tim McConville, Cars.com Jay Freshwater, The Weather Channel

**Legal Affairs Council** Steve Hicks, *Ziff Davis* Jason Ryning, *Microsoft Advertising* 

## **Mobile Advertising Committee**

Cameron Clayton, The Weather Channel Scott Jensen, The Weather Channel Sharon Knitter, Cars.com Multicultural Council Mark Lopez, Google Borja Perez, NBC Universal Digital Media

Networks & Exchanges Committee David Jacobs, Advertising.com Jay Sears, CONTEXTWEB

**Public Policy Council** Dave Morgan, Simulmedia (Chair)

**Research Council** Stephanie Fried, *Vevo* Beth Uyenco Shatto, *Microsoft Advertising* 

Sales Executive Council Sheila Buckley, The Weather Channel Brian Quinn, Triad Retail Media

**Search Committee** Saleel Sathe, *Microsoft Advertising* Dan Schock, *Google* 

**Social Media Committee** John Schneider, *Taykey* Chris Cunningham, *Appssavvy* 

# 2011 Working Groups

Audio Agency Day Planning and Programming Working Group Audio PSR Update and Narrative Working Group Ad Verification Working Group **Consumer Protection Taskforce** Creative Specs Database Revamp Working Group **Discrepancies** Taskforce eBusiness Beta Working Group eBusiness Invoicing Taskforce Impression Exchange Working Group Ad Load Performance Working Group Campaign Workflow Best Practices Rich Media & Display Guidelines Working Group Rising Stars Mobile Agency Working Group CFO Taskforce Accounts Receivable Working Group Compensation Working Group Reporting and Forecasting Working Group Data Lexicon Working Group Data Quality Assurance Guidelines Working Group Ecosystem Mapping Working Group Data Marketer and Agency Education Working Group Digital Video Measurement Convergence Working Group **Digital Video Industry Narratives** Working Group Digital Video VAST and VPAID Education and Compliance Working Group Digital Video VAST and VPAID Technical Standards Working Group

ITV PSR Education and Adoption Working Group ITV PSR Update Working Group ITV Capabilities White Paper Working Group Code of Conduct Working Group **Email Creative Best Practices Working** Group Email Ts&Cs Addendum Working Group Mobile In-App Ad Measurement Working Group Mobile Richmedia Ad Interface Definitions (MRAID) Working Group Mobile Ad Measurement Working Group Mobile Ad Ops Working Group Mobile Research Working Group Rising Stars Mobile Agency Working Group Tablet Buyer's Guide Working Group African-American Working Group Multicultural Communication and Events Working Group Hispanic Working Group Networks and Exchanges Tech Platforms Working Group Digital Video and TV Synergies Research Working Group Nomenclature Working Group XMOS 2.0 Working Group Online Media/Sales Kit Working Group Sales Awards Working Group



# IAB BOARD OF DIRECTORS

# **EXECUTIVE COMMITTEE**

Randall Rothenberg IAB President

**Bob Carrigan** IDG Chairman

**Peter Naylor** NBC Universal Digital Media Vice Chair Randy Kilgore Tremor Video

Leon Levitt CMG Digital & Strategy Team

**David Moore** 24/7 Real Media, Inc.

**Tina Sharkey** BabyCenter Bill Todd ValueClick Media

**Rik van der Kooi** Microsoft Advertising

Lauren Wiener Meredith Interactive Media

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Kevin Arrix MTV Networks

**Tom Arrix** Facebook

John Battelle Federated Media Publishing

**Alisa Bowen** The Wall Street Journal Digital Network

Ned Brody AOL

Paul Caine Time Inc.

**David Carey** Hearst Magazines Digital Media

**Kevin Conroy** Univision Interactive Media

EX OFFICIO

**Rich LeFurgy** Archer Advisors Founding Chairman **Greg D'Alba** CNN.com

**Henrique de Castro** Google

Jory Des Jardins BlogHer

**Dave Dickman** Disney Interactive Media Group

Mitch Golub Cars.com

**Dave Madden** Electronic Arts

Greg McCastle AT&T AdWorks

David Morris CBS Interactive

Paul Palmieri Millennial Media

**Bruce Gordon** Disney Interactive Media Group Treasurer David Payne USATODAY.com

Michael Perlis Forbes.com

Jeff Pullen AudienceScience

Scott Schiller Comcast Interactive Media

Drew Schutte Condé Nast

Vivek Shah Ziff Davis

**Evan Sternschein** Discovery Communications

Lisa Utzschneider Amazon.com

Joe Rosenbaum ReedSmith Secretary

FOR GENERAL INFORMATION ABOUT THE IAB, PLEASE CONTACT US AT:

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

The Interactive Advertising Bureau (IAB) is comprised of more than 500 leading media and technology companies who are responsible for selling 86 percent of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. The IAB educates marketers, agencies, media companies, and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit www.iab.net.

# WHO'S WHO AT IAB

### **PRESIDENT & CHIEF EXECUTIVE OFFICER**

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# EXECUTIVE VICE PRESIDENT & CHIEF OPERATING OFFICER

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**Suzanne Hogan** Manager, Events suzanne@iab.net

**Rebecca Whitehead** Manager, Events Programming rebecca@iab.net

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