



IAB GLOBAL SUMMIT 2015

**Town Hall: Creating Scalable, Innovative Industry
Standards & Solutions with a Global Purview
IAB Tech Lab**

David Moore

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iab.
TECH LAB

IAB Technology Lab: The Mission

The IAB Technology Lab is an industry consortium charged with producing and helping companies implement global industry technical standards and solutions, with the goal of simplifying and reducing the costs and friction associated with the digital advertising and marketing supply chain, while contributing to the safe growth of an industry.

<http://www.iab.net/techlab>

IAB Technology Laboratory

- Operate as a Non-Profit 501c(6)
- Have an Independent Board of Directors & Executive Committee.
- Manage development of technical standards and operational guidelines in current and emerging areas globally
- Create tools and a code library to assist in rapid, cost-effective implementation of standards
- Establish a test platform for companies to evaluate the compatibility of their technology solutions with standards
- Tech Lab is global. International, Marketers, Agencies and Technology companies transacting media in the supply chain are welcome to join.

IAB Technology Lab: 3 Pillars of Activities

Audio (DAAST)
Data
Fraud
Mobile (MRAID)
Video (VSUITE)
OpenRTB
OpenDirect
AdProducts (Display,
Video)
MetaData

CodeBank/Github
Developer Network
Industry-Supported Data
testing, sharing
Platform - Testing

Standards certification
Compliance
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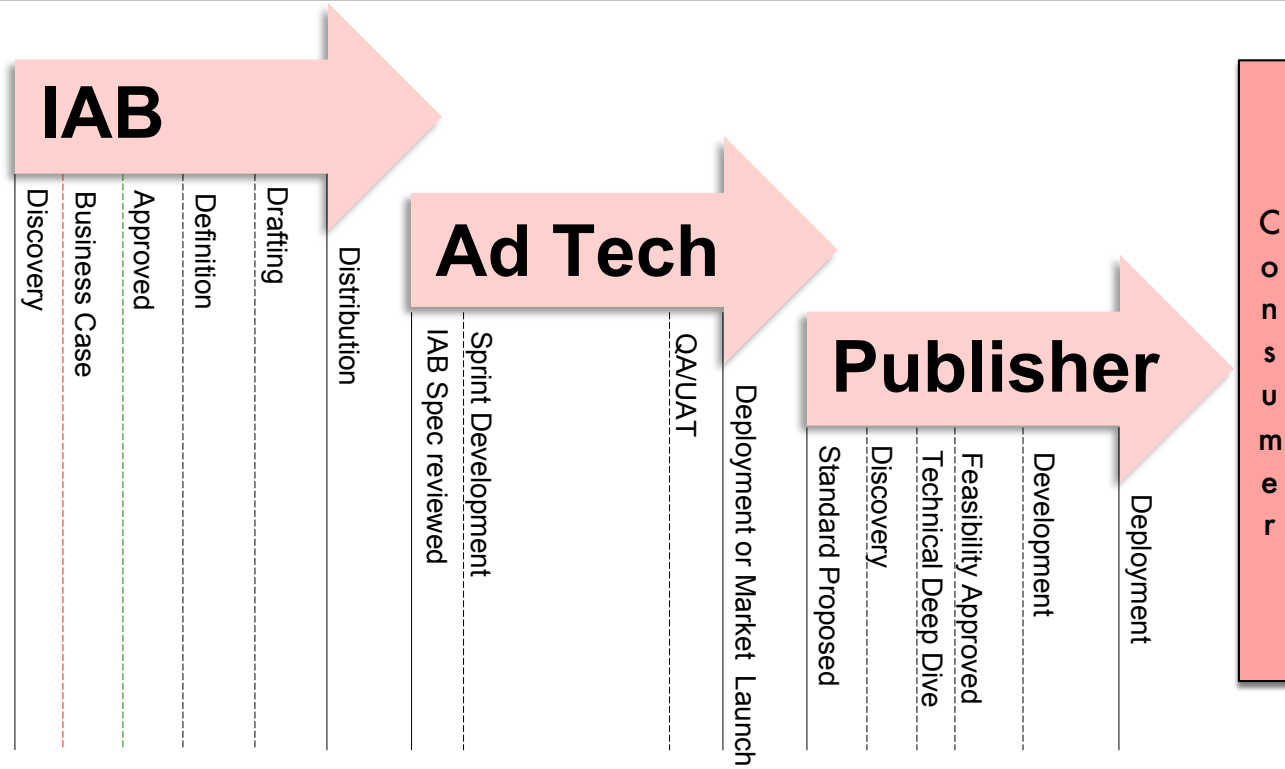
Tech Lab: Activities 2015/2016

- Standards creation: MRAID, VSUITE (VAST, VPAID, VMAP), OpenRTB, OpenDirect, Ad Products (Rising Stars), etc.
- Tools
 - CodeBank: PDF's to code
 - <https://github.com/InteractiveAdvertisingBureau/>
 - Platform/Test Harness
 - Spider's/Bots, bad IP's/domains, data sharing

Tech Lab: Activities 2015/2016

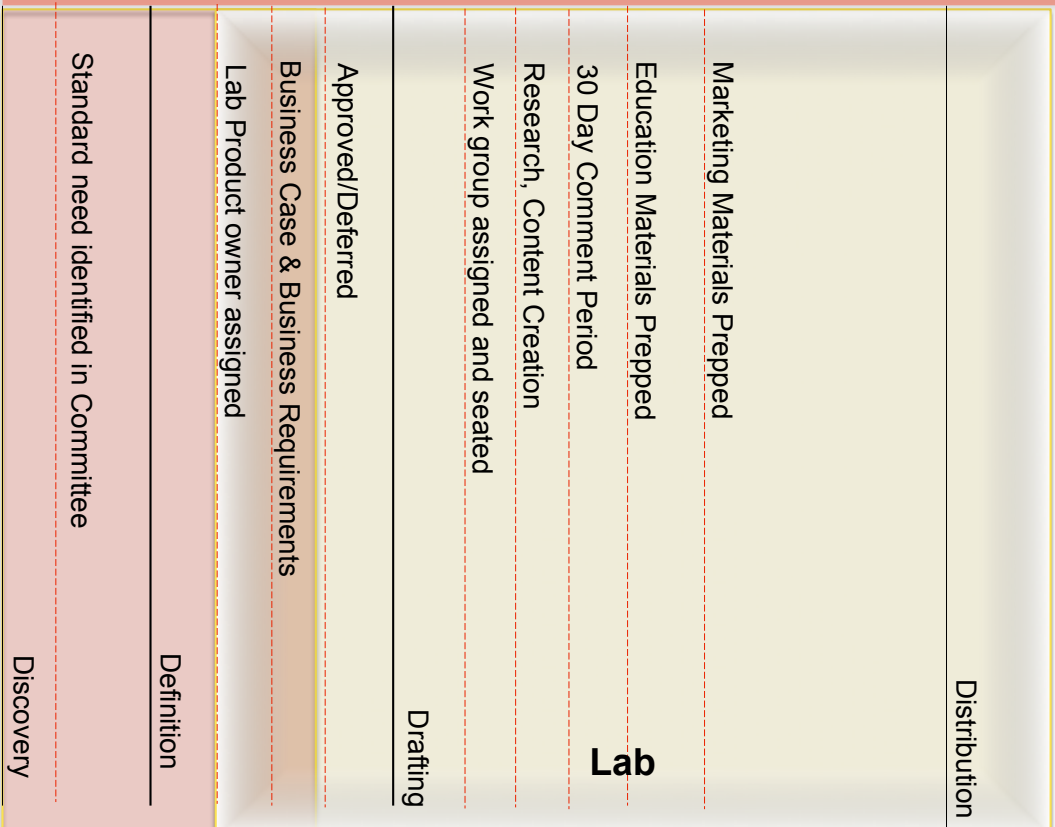
- Standards certification
 - 3rd party audit of IAB Standards
- Tech Vendor/Methods evaluation.
- Tech Lab to provide technical infrastructure and solutions for joint accountability program, Trustworthy Accountability Group (TAG) and DAA.

Standards Lifecycle



Tech Lab: Product Lifecycle

IAB, Tech Lab, Other Bodies



Tech Lab: Work Groups and Projects

Standards Work Groups

- Open RTB WG (active)
 - OpenRTB Native Subgroup (semi-active)
- Digital Automation Task Force (Active)
 - OpenDirect WG
- Mraid WG (Active)
- Vsuite WG's (Active)
 - Digital Video Technical Standards WG's
- SafeFrames WG (Active, small)
- Ad Products WG's (semi Active)
 - Display Creative Guidelines WG's
 - HTML5 Best Practices (Active with Display Creative Guidelines WG)
- Digital Video Ad Format Guidelines (Active)
- Digital Audio Ad Serving Template (not Active, Distribution phase)

www.iab.net/forpubliccomment

Other Work Groups

- MMTF (Modernizing Measurement)
- Ad Blocking WG
- Viewability Methods Swat Team (Active)
- Viewability Data Solutions (Active)
- Mobile Ads QA app working group
- SSL/Ecryption WG (Not Active)
- AdOps Advisory Board (Active) & Council
- Ad Tech Advisory Board (Active) & Council
- OpenSource/Architecture (not Active)
- Data/Future of Cookie (not Active)
 - Audience Exchange Protocol (not Active)
- DAA WG's (Active)
- W3C (semi-active)
- Content Taxonomy WG (Active)
- Anti-Fraud (TAG - Active)
- Anti-Malware (TAG - Active)
- Business Transparency (TAG - Active)

Tech Lab: ExComm & Board decision

- Verification: Server, Client, or Asset
 - Where to tag?
- Membership Committee
 - Who get's in, who doesn't.
- Viewability/verification Technical Evaluation Swat Team
 - Test and report methodologies and scores of vendors.
- Ad Blocking Swat Team and Task Force
 - Do we write and deploy scripts to interrogate usage?
- Taking Standards to ISO
- TAG considerations
 - Central Identifier System for Tag registration via OpenRTB API call.



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