The Interactive Advertising Bureau 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.

- **engagement**
  Showcase to marketing influencers interactive media’s unique ability to develop and deliver compelling, relevant communications to the right audiences in the right context.

- **accountability**
  Reinforce interactive advertising’s unique ability to render its audience the most targetable and measurable among media.

- **operational effectiveness**
  Improve members’ ability to serve customers—and build the value of their businesses—by reducing the structural friction within and between media companies and advertising buyers.
A Letter From Randall Rothenberg

In 2008, as the recession loomed and the marketing and media sectors confronted unprecedented constraints, the IAB built on its legacy of achievement and coalesced the interactive industry around actions to propel profitable growth for our members.

Representing 409 companies—25 percent larger than 2007—your Interactive Advertising Bureau took bold steps to protect your interests in the public policy arena, increase accountability in metrics, and drive industry expansion by reaching out to and educating marketers and agencies about the advantages of our medium. We delivered on the promises we made to you exactly one year ago—we launched IAB Boot Camps for Senior Marketers, successfully prosecuted a war on impressions discrepancies with the agencies as our allies, launched a cross-industry self-regulatory initiative in Washington, released groundbreaking research on ad pricing, unveiled format standards for digital video advertising—and advanced the cause on many other of our industry’s most vexing issues, as the following pages will detail.

Your response to our efforts was overwhelmingly positive. By the end of 2008, the state of the IAB was strong. Thanks to careful strategic planning, effective cost management, and your participation in events that consistently outperformed expectations, IAB ended the year in a financially sound position. Membership revenues surpassed $6,660,000 and events revenues reached $4,440,000. As a result, IAB paid off our deficit two years earlier than projected, and that will allow us to start building a solid reserve. And not a moment too soon, for we needed to be prepared for the substantial economic headwinds that will confront us in 2009.

Despite the economic constraints, IAB remains confident that we will be able to mount a full slate of activities in the coming year to help interactive publishers expand their businesses. Foremost on our list of priorities is showing brand marketers why this is the medium that will accelerate their growth. We will take our training activities directly to marketers, collaborate more closely with the creative agencies that live upstream in the marketing value chain, launch measurement and accountability workshops to help customers take better advantage of this medium, and actively defend the interactive industry’s interests in Washington, state capitals, and with our trading partners.

We enter 2009, a year of certain economic challenges, fully aware and considerably cautious about the economic outlook. We know our industry’s growth is slowing, and our work will not be easy. But the nature of our medium provides new, measurable platforms for consumer engagement and a breadth of options for customers, from above-the-line and below-the-line. For those reasons, our industry will grow—and IAB will help its members take advantage of this ongoing marketing revolution.

I’d like to thank the IAB Board and all our member companies for your support and your participation. There’s never been a more important time to have our voices be heard.

Randall Rothenberg
President and Chief Executive Officer
Interactive Advertising Bureau
randall@iab.net
Together, we used the pillars of engagement, accountability, and operational effectiveness to move our vision forward—strategically positioning each initiative with the benefit of our members and the interactive ecosystem in mind. We built a framework that will help take costs and inefficiencies out of the supply chain by leading a series of cross-industry initiatives that will transform interactive operations through critical systems improvements.

Throughout 2008, the IAB was focused on a year of HOW:
- We divided our focus between cost- and revenue-side activities
- We built membership and member engagement
- We enhanced agency and marketer relationships
- We built out our Events business
- We turned the IAB into a network-of-networks
- We brought our industry’s voice to Washington, D.C.
- We became the go-to organization for information and guidance on interactive marketing, media, and advertising
- We built our staff judiciously.

In early 2008, we added to our already robust schedule of educational events, launching the IAB Boot Camp for Senior Marketers and Agencies and piloting a professional development program that will, in 2009, become a comprehensive curriculum.

On another front, we remade our own identity and logo, thanks to a new, bold, modern design created by Michael Bierut, a partner at Pentagram.

You’ll find a summary of our achievements on these pages, and more details can be found on iab.net.
The 2008 IAB Internet Advertising Revenue Report, produced by PricewaterhouseCoopers LLP, shows that the growth of Internet advertising stabilized in 2008 due in large part to the current difficult economic climate. Revenue reached almost $5.9 billion for the third quarter of 2008, representing an 11 percent increase over the same period in 2007. While double-digit annual growth continues, the quarter-to-quarter curve remains relatively flat compared to recent past performance. The Q3 2008 figures are 2 percent higher than the Q2 2008 results. Set against strong economic headwinds in the U.S. economy, Q3 2008’s $5.9 billion represents nonetheless the second-highest quarter results ever. For the first nine months of 2008, revenues totaled $17.3 billion, up from $15.2 billion in the same period a year ago and surpassing the record set in the first nine months of 2007 by nearly 14 percent.

Full year 2008 revenues will be released in April 2009. Visit www.iab.net/adrevenuereport for the results at that time.
**Education**

**EVANGELIZING THE VALUE OF INTERACTIVE ADVERTISING**

Growth starts with education. From digital immigrants to Chief Digital Officers, the IAB offered learning and networking opportunities to drive acceptance, immersion, and industry sharing throughout the advertising and marketing ecosystem. Educating brand marketers and advertising agencies on the value of interactive advertising is essential to shift perceptions and increase budget allocations, along with showcasing interactive media’s unique ability to develop and deliver compelling relevant communications to the right audiences in the right context. Adding greater dimension to our robust calendar of industry events, we undertook new outreach to engage a wider audience by launching IAB’s Interactive Boot Camp for Senior Marketers and Creative Agencies. The IAB extended its reach and audience across a number of dimensions, including creating Facebook and LinkedIn groups now connecting more than 5,000 users. IABConnect, a members-only networking site, provided a professional community for discussion and exchanging of best practices. The member webinar series inaugurated in 2008 reached approximately 100 participants at each of the seven online learning events.

- Educated brand marketers, advertising agencies, and publishers on the benefits of interactive tools and techniques through a series of “news you can use” initiatives that included a full suite of conferences, attracting more than 4,900 registrants for 10 events, where they were educated on such topics as Performance Marketing, Digital Video, UGC, and Audience Measurement, and exposing marketers and agencies to mobile advertising and ad networks and exchanges through new two Leadership Forum events
- 34 percent of event attendees were high-level brand marketers and advertising agency executives, whom we educated on the value of interactive marketing, the differences between traditional and digital marketing, and how cross-platform integration could change the outcome of any campaign
- Launched IAB Interactive Boot Camp for Senior Marketers and Creative Agencies—a flexible, in-depth educational tool that teaches executives and their teams the most effective ways to leverage interactive media for greater results
- Piloted a professional development program with two seminars on Yield Management which will expand in 2009 to include multiple sessions and topics. Completion of specific requirements will result in an IAB Interactive Advertising Certificate
- Engaged more than 400 top industry leaders at the sold-out IAB 2008 Annual Leadership Meeting in Phoenix. Speakers included media luminaries from the major players in the interactive industry—Wenda Harris Millard, President, Media and Co-CEO Martha Stewart Living Omnimedia; Jerry Yang, Co-founder and Chief Yahoo! at Yahoo!; Rob Norman, CEO, GroupM Interaction Worldwide and many more. See iab.net for a full report
- Hosted the most successful MIXX Conference & Expo ever, reaching an expanded audience and delivering groundbreaking content from main-stage industry leaders. Keynote presenters included Deborah Meyer, then–Vice President and CMO, Chrysler LLC; Clay Shirky, Writer, Consultant and Teacher on New Media; Leslie Moonves, President and CEO, CBS Corporation; Tim Kring, Executive Producer/Creator, Heroes
- Increased traction in the creative community and saw a 38 percent increase in MIXX Awards submissions over 2007. Recognized 55 campaigns, across 18 categories in the only awards
2008: THE YEAR AT IAB

LEFT COLUMN: WENDA HARRIS MILLARD, JERRY YANG, AND ROB NORMAN SPOKE AT THE 2008 IAB ANNUAL LEADERSHIP MEETING

RIGHT COLUMN: CLAY SHIRKY, LESLIE MOONVES, DEBORAH MEYER, AND TIM KRING WERE KEYNOTE SPEAKERS AT THE 2008 MIXX CONFERENCE & EXPO

LEFT: 2008 MIXX AWARDS CREATIVE GALLERY AT WWW.MIXX-AWARDS.COM AND THE NEWLY DESIGNED AWARD
that honor the best in creativity and effectiveness in interactive advertising
¶ Engaged 24 percent more industry leaders, including advertising creatives, with record attendance at the MIXX Awards Gala
¶ Introduced the Marketplace format into several platform specific events, giving attendees the opportunity to study solutions providers’ value propositions in short, informative sessions
¶ Created market-making white papers on the state of mobile, UGC and social media, and digital video to help marketers and agencies maximize their understanding of each platform’s unique benefits
¶ Turned iab.net into a central industry resource, highlighting research from leading market research organizations, providing timely video interviews of thought leaders and breaking news on the interactive industry. Unique visitors increased in second half of year by 25 percent, compared to the same period of 2007
¶ Launched IAB wiki, iab.net widget, MIXX Awards creative gallery, IAB for Blackberry function and other improvements to the site to increase its value and role as a resource
¶ Drove important industry research including Marketing & Media Ecosystem 2010—a joint study between IAB, the Association of National Advertisers, American Association of Advertising Agencies, and management consulting firm Booz & Co—and a groundbreaking digital pricing benchmarking study in conjunction with Bain & Company
¶ Fostered consistent media discussion about our industry, increasing press stories by 49 percent year-over-year
¶ Broadened outreach by increasing IAB Informer subscriptions by 27 percent to more than 46,000 and IAB SmartBrief subscriptions 26 percent to more than 30,000
¶ Hosted 10 iab.networking events and 33 Innovator’s Roundtable Dinners around the U.S.
Public Policy

FENDING OFF ADVERSE
LEGISLATION AND REGULATION

The IAB maintains a strong presence in Washington, D.C., on behalf of our member companies, consumers, and the wider business community. We are committed to promoting the value of the interactive advertising industry to legislators and policymakers, helping fend off adverse legislation and regulation. In 2008, our Public Policy efforts addressed legislative and regulatory initiatives related to industry self-regulation, consumer privacy, data and cyber security, and tax and trade issues. We also monitored important new, and potentially adverse, developments in state capitals across the country and kept members informed about important policy-related events. A new Director of Public Policy was added to the Washington, D.C., staff in 2008, adding additional strength to our focus there.

- Joined forces with the American Association of Advertising Agencies, the Association of National Advertisers and the Direct Marketing Association to develop enhanced self-regulatory principles for online behavioral advertising in order to address privacy concerns and to increase consumers’ trust and confidence in how online information is gathered and used. The Council of Better Business Bureaus was also part of the effort.
- Led ongoing industry-wide effort to create new interactive advertising privacy guidelines that will help ensure users’ control over personal information.
- Took a lead role in Washington—Randall Rothenberg, IAB President and CEO, testified on June 25, 2008, as an expert witness about the critical role that Internet advertising plays for small businesses in the U.S. economy during a U.S. House of Representatives Small Business Committee Subcommittee on Regulations, Healthcare and Trade hearing.
- Worked to ensure passage of a new, strong anti-spyware enforcement law. Congress passed H.R. 5938, which provides additional tools and resources to law enforcement agencies for tracking down and prosecuting cyber criminals.
- Defeated a number of onerous regulatory proposals at the Federal and state levels that would have inhibited the ability of online advertisers to deliver high value, relevant advertising. Led coalition that defeated anti-industry bills in New York state and Connecticut.
- Helped provide guidance and set standards of truth and accuracy for national advertisers by participating in the National Advertising Review Council.

Randall Rothenberg, IAB President and CEO, is now a member of its Board of Directors.

- Promoted the value of the ad-supported Internet through a broad educational campaign and supporting research that was divorced from corporate self-interest.
- Led industry effort to inform major browser developers, showing them how privacy protections they have built inadvertently block advertising.
- Worked with Harvard Business School professors John Deighton and John Quelch, as well as Hamilton Consultants, to develop the “Value of the Interactive Marketing Ecosystem” study. To be released in 2009, it will be a comprehensive analysis of the definition and scope of the U.S. ad-supported Internet economy. It will be the first study of the full scope of the Internet since 2002, and the first-ever research that examines economic and social benefits of the Internet in one place.
- Mobilized small publishers to give them voice against ill-considered Federal regulation that could hinder their ability to sell or carry advertising, through IAB’s new Small Publisher membership category. Within a short period of time, 30 small publishers joined our ranks in 2008, building toward our goal of 100 by the end of 2009.
Accountability

COMMITTED TO TRANSPARENCY IN ALL AREAS OF MEASUREMENT AND COMMUNICATION
Interactive advertising remains the most measurable and accountable way to reach consumers, and the importance of this powerful advantage is even more pronounced in unsettled economic times. More than ever, marketers and agencies scrutinize every dollar and analyze every metric. In 2008, the IAB pursued zealously its responsibility to be the central point of convergence for the ecosystem—publishers, agencies, and marketers—coming together to define guidelines and highlight those best practices that result in the best returns on investment.

- Leading a major industry-wide initiative, developed the IAB Audience Reach Measurement Guidelines, which provided clear, consistent definitions of metrics and set standards for how to measure unique audience across different methodologies
- Drove broad, active participation in the shaping of those guidelines by hosting the first-ever live public comment workshops onsite at the IAB Audience Measurement Leadership Forum in December 2008
- Kept the spotlight on the importance of audits of syndicated audience measurement firms
- Supported and recognized, through a new compliance seal program, those advertisers, agencies and publishers who adopted and practiced consistency with the Rich Media Creative Guidelines, Digital Video In-Stream Ad Format Guidelines and the Universal Ad Package
- Fostered consistent industry procedures and terminology in best practices documents about online lead generation, email data management, and lead-quality accountability. These documents contained vital recommendations to reduce common friction points

Launched the IAB Networks and Exchanges Committee to promote the highest standards of professionalism and accountability in relationships with publishers, advertisers, and the agency community, to develop programs that enable revenue growth, and to create best practices that protect consumers and the industry.
Operational Effectiveness

SECURING A STRONG FOUNDATION FOR SCALABILITY AND LONG-TERM EXPANSION

Announcing its intention to win the war on discrepancies, the IAB led the charge to reduce the structural friction within and between media companies and advertising buyers—and thereby improving members’ ability to serve their customers and build the value of their businesses. We pushed forward our efforts to reduce costs and increase revenues industry-wide by driving adoption among media companies and advertising agencies of critical workflow improvements, best practices, and guidelines—all aimed at limiting inefficiencies within the digital marketing ecosystem. By the end of 2008, the IAB had launched a full suite of initiatives designed to transform interactive operations and accelerate industry growth.

- Developed and released E-Business Interactive Standards, a beta version of an automated solution for the transfer of information between advertising agencies and media companies—decreasing manual entry and communication errors and improving overall advertising and financial operations
- Produced a set of comprehensive process recommendations, entitled Interactive Advertising Workflow Best Practices, for advertising agencies and publishers, focused on improving the management of advertising accounts by decreasing discrepancies, campaign set-up errors, and billing cycles
- Defined and released digital video in-steam ad metrics and VAST, a digital video ad serving template for increasing yield
- Reinforced the collaborative working spirit of the Ad Operations community through the October 30, Ad Operations Summit that attracted 72 percent more attendees in 2008—an unprecedented number of both agencies and publishers. Demonstrated the advertising industry’s desire—and commitment—to make strides collectively in the war on discrepancies
- Laid the ground work for the IAB/AAAA Reinvention Taskforce by identifying seven common areas of friction on current standard Terms & Conditions, developing a standard RFP format, which was implemented in the E-Business Solution, and beginning development of an impression exchange solution.

THE IAB MOBILE ADVERTISING PLATFORM STATUS REPORT (ABOVE) WAS ONE OF THREE MARKET-MAKING WHITE PAPERS IN 2008
IAB Councils, Committees & Working Groups

COUNCILS
IAB Councils are each based on a specific role within General Members’ organizations, i.e., Ad Operations, Research, etc. Council members share best practices and periodically develop tools to improve efficiency and thought leadership within their respective companies, and to grow interactive advertising.

Ad Ops Council
CFO Council
Legal Affairs Council
Public Policy Council
Research Council
Sales Executive Council

COMMITTEES
IAB Committees are each based on a specific platform within the interactive advertising medium, i.e., Digital Video, Lead Generation, etc. 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.

Digital Video Committee
eMail Committee
Games Committee
Hispanic Committee
Lead Generation Committee
Local Committee
Mobile Advertising Committee
Networks and Exchanges Committee
Search Committee
User-Generated Content & Social Media Committee

WORKING GROUPS
Working Groups are sponsored by Committees or Councils in order to address directly 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.

Ad Sizes Working Group
Audience Measurement Working Group
Clicks Measurement Working Group
Conference Programming Working Group
Digital Video Evangelism Working Group
Discrepancies Working Groups
Discrepancy Detection Working Group
Engagement Working Group
In-Game Ad Measurement Working Group
Local Education Working Group
Mobile Buyer’s Guide Working Group
Nomenclature Working Group
Performance Ad Scoring Working Group
Professional Development Advisory Group
Sales Talent Recruitment Working Group
Search Evangelism Working Group
Social Ad Formats Working Group
Standards Working Group
User Generated Content & Social Media Metrics Working Group
Widgets Working Group
2009 IAB STRATEGIC PRIORITIES
A LOOK AHEAD

If 2008 was the year of HOW, 2009 is the year of NOW. We will focus on converting more customers to interactive advertising, taking our case directly to CMOs and agencies. In challenging economic times such as these, there are opportunities—we commit ourselves to helping our members grab share, readying interactive to catapult forward when the economic picture improves. We will provide “Why Now!” intelligence to publishers and focus on adoption and implementation of guidelines and best practices. We will focus on the importance of sparking a debate about creativity in interactive advertising as a source of emotionally resonant, culturally significant and successful brand campaigns.

The 2009 IAB strategy emphasizes taking our message outbound and revolves around five core areas:

Measurement

AUDIENCE MEASUREMENT

EDUCATIONAL OUTREACH

Goal: Dispel the ongoing misconception that online audience measurement is either inadequate, confusing or not trustworthy

Target: Agency planners, marketers, communication planners

Venues: Agency and marketer roadshows, training courses, webinars

“BEYOND COUNTING EXPOSURES”: VALUE-OF-ADVERTISING STANDARDIZATION PROJECT

Goal: Develop generally accepted principles of objective-based measurement with agencies and marketers

Goal: Develop dashboard tool for marketers and agencies that accommodates different campaign goals, brands, media

Process/task force to expand from IAB and AAA to OPA and ANA by mid-2009

Research

“DIGITALLY DRIVEN BRANDS” RESEARCH PROGRAM

“The Verticals Project”: CPG, Pharma, Auto - brand shift research/brand online effectiveness

“In store”: Study on Drivers of Retail Traffic

“BARING THE CROSS”: CROSS-MEDIA EFFECTIVENESS PROJECT

XMOS: The Next Generation

Digital Video and TV Advertising Study

Training

INTERACTIVE BOOT CAMPS FOR SENIOR MARKETERS

Strategy: Full rollout of 6+ marketer-specific programs

Local boot camps: redesigned program for multiple small marketers

Policy

SELF-REGULATION II: BUILDING THE INFRASTRUCTURE

FTC Privacy Principles releases and industry challenged to self-regulate

Build on cross-industry self-regulatory principles, released February 09

Work with National Advertising Review Council to create and fund self-enforcement mechanism

DATA OWNERSHIP

Develop business strategy for data types, collection, and partnerships—which must comply with consumer privacy protection

LOBBY POWER

Capitol Hill Interactive Boot Camp

Small Publisher D.C. fly-in

“Economic Value of Internet Marketing Ecosystem” – national and state PR campaign

Publisher/Congress Leadership Dinners

ADDRESSING AD BLOCKING

Take case to main browser developers

Public education campaign: value exchange, privacy self-protection

E-BUSINESS ADOPTION

Complete beta test 2009; widespread use by mid-2010

To involve all major agency workflow systems and ad servers

To involve all major publisher workflow/order systems and ad servers

RICH MEDIA AUDITING

Encourage vendor audits against IAB guidelines

Additional research into discrepancies on rich media campaigns

Learnings will inform billing and Ts & Cs issues.

Supply Chain: “War on Discrepancies”

IAB-AAAA REINVENTION TASKFORCE II

Terms & Conditions (Ts & Cs) Revision: Negotiations among IAB and agency counterparts; creation of “Dream Team” to resolve outstanding issues

“Impression Exchange” solution: nightly feed from third-party ad servers to publishers to allow for daily discrepancy detection and reduction

“Adopting the Standards” Campaign: Program with agency and publisher leadership to implement taskforce conclusions
We’d like to thank all our members for their support throughout the years. With your ongoing participation, the ranks of the IAB will continue to grow.

GENERAL MEMBERS
[x+1]
1105 Media, Inc. *
24/7 Real Media, Inc.
4INFO
7tv *
AccuWeather.com
aCerno
Active Response Group
ActiveVideo Networks, Inc. *
Ad Infuse
adap.tv *
Adconion Media Group *
Adly
AdMob
Adgray
Advanstar Communications, Inc.
Advertising Age Group Interactive agInteractive
AKMG, Inc. *
Allrecipes.com
Allyes
Alpha Media Group
American Express Publishing
Answers.com *
AOL
Aptimus, Inc. *
Associated Content
Associated Press
AT&T *
AT&T Internet Services
AT&T Wireless
Altigo LLC *
Autotrader.com
Babelgum *
BabyCenter, LLC
Batanga
BBC Worldwide *
Bebo
Blinkx
Blue Lithium
Bonneville International
Brand.net *
Break Media *
Brightcove
Broadband Enterprises
Burst Media Corporation
Business.com
BusinessWeek Online
BzzAgent *
CafeMom *
CareerBuilder
Caring.com
Cars.com
Casale Media
CBS Interactive
CBS Television Stations
Digital Media Group
Cha Cha Search, Inc. *
Clash Media Inc. *
Clearspring Technologies *
Clip Syndicate
CNET Networks
(now part of CBS Interactive)
CNN.com
Collective Media *
Comcast Corporation
Conde Nast Digital
ContextWeb, Inc.
Cox Cross Media / Cox TV *
Cox Newspapers, Inc.
CPX Interactive
Crain Communications Inc. *
Dailymotion, Inc. *
Digital Broadcasting Group *
Discovery Communications
Disney Interactive Media Group
Double Fusion, Inc.
eBay *
edmunds.com
Electronic Arts
e-Miles, LLC
Emmis Interactive
Epic Advertising
Expedia Media Solutions
Eyeblaster
Facebook
Federated Media Publishing
Feefo Technology *
First Light Net *
Forbes.com
FOX Interactive Media
FOX News Channel
Freedom Communications
Friendster
Game Show Network *
Gemstar - TV Guide International, Inc.
GIGYA, Inc. *
Glam Media
Goodmail Systems *
Google, Inc.
Grandparents.com *
Greystripe
Hachette Filipacchi Media
Harpo Inc.
Harvard Business Review
Heard Magazines Digital Media
Heard-Argyle Television
Heavy.com
Hoover’s, Inc.
Hulu
IAC Media & Advertising
IdealMedia Corp.’s SuperPages.com
IDG
IGA Worldwide
Impact Mobile
Interactive One
interCLICK *
Internet Broadcasting Systems
JellyCloud *
Jogo Media Inc.
Joost
Jump TV
JumpTop *
Kaboose Inc.
Kelley Blue Book
Kontera Technologies, Inc.
Late49 *
LexisNexis Martindale-Hubbell
Lifetime Entertainment Services *
LinkedIn *
Local.com
LookSmart
Lotame Solutions Inc. *
LucidMedia Networks, Inc. *
Marchex
Marketing Technology Solutions *
Martha Stewart Living Omnimedia
 McClatchy Interactive
Media General *
Media6 *
MediaFlo USA, Inc.
MediaMath *
MediaSpan
MediaTrust *
MediaWhiz *
Meredith Interactive Media
Metacafe
Metro Corp.
Merio, Inc. *
Microsoft Advertising
Millennial Media
Mindset Media
MIVA Media
Morningstar.com
Move, Inc. Related Services
MTV Networks
Myers Publishing, LLC. *
Nabbi.com *
National Geographic
NAVTEQ
NBC Universal Digital Media
NebusAd, Inc. *
NeoEdge Networks *
New York Times Digital
Next New Networks *
NextAction
NHL *
Nielsen Business Media
Digital Media Group
NOKIA INC
Northstar Travel Media
NPR
OpenX Limited *
Orbitz Worldwide
Oxygen
Pandora Media Inc. *
Peer39 *
PerfSpot.com
Permission Data
Pharm, Inc. *
PlanetOut Inc.
Publishers Clearing House
Publishing Group of America
PureVideo
Qi Interactive
Quattro Wireless
Quigo Technologies
Rainbow Advertising Sales
Corporation
Reader’s Digest Association Interactive
RealNetworks, Inc.
Reed Business Information US
Return Path
Revenue Science
Revolution Health Group
Ripe Digital Entertainment
RockYou!
Rodale, Inc. *
ROO
ScanScout
Scripps Network
Seavast
Sezmi Corporation *
ShareThis
Silver Carrot Group *
Sina.com
Skyworks Technologies
Smithsonian Media Group
Social Media Networks, Inc. *
Sony Computer Entertainment
America, Inc. (SCEA) *
Sony Pictures Television *
SourceForge Inc.
SpecificMEDIA
SpotXchange
StarMedia
Strategy+Business
Studio One Networks
TargetSpot *
Tattoo Media *
Telemund
Tennis.com *
Terra Networks USA
The Rubicon Project *
The Sales Athlete, Inc. *
The Wall Street Journal
Digital Network
TheStreet.com
Thomson-Reuters
TicTacti *
Time Inc.
Traffic
Marketplace
Traffic
Transpera
Tremor Media
Tremor Media
Triad Digital Media
Turn, Inc.
UGO
United Business Media LLC
United Online Advertising Network
Univision Online
US News & World Report
USATODAY.com
ValueClick Media
Van Wagner
Verizon Communications *
Vibrant Media
Vizio
Washingtonpost.Newsweek Interactive
Waterfront Media
Weather Channel Interactive
WeatherBug
WebMD
Westwood One, Inc.
Whitepages.com
Widgetbox *
Wild Tangent
World Wrestling Entertainment, Inc.
WorldNow
Yahoo!, Inc.
Yardbarker *
YellowPages.com
YuMe Networks
Zango
Ziff Davis Media, Inc.

ASSOCIATE MEMBERS
Accenture *
Ad Juggler *
Adjustables *
AdMeld *
Adobe Systems Inc.
ADObjects
AdReady *
AdShuffle
ADTECH US, Inc.
Agency.com
Akamai
AlmondNet Inc.
AMC Group Online Media Services
Anchor Intelligence, Inc. *
Archer Advisors
Audit Bureau of Circulations (ABC)
Auditude *
Aurix LTD
Authenticlick
BIA Information Network, Inc.
BlackArrow *
BlueStreak *
Borell Associates Inc. *
BPA Worldwide
Brickfish *
BuzzLogic
Centro
Cisco Media Solutions Group
Claria
Click Forensics
Cognizant Technology Solutions
Compete, Inc.
comScore
CoreMetrics
Covario, Inc.
Crisp Wireless
Critical Mass
DAC Group
Deloitte & Touche, LLP
DeSilva + Phillips, LLC
Digit
Digital Element
DoubleClick, Inc.
Dynamic Logic
eBureau
Efficient Frontier
Ernst & Young LLP
Espresso [ Brand Infiltration *
Exert Technologies Ltd.
ExtendMedia Corp. *
Eyewonder
Factor TG *
Fair Isaac Corporation
FatTail, Inc. *
Format Dynamics
Freewheel Media Inc. *
Goldspot Media *
Greater Than One *
HDT
Hitwise
iCrossing
Impact Engine, Inc.
ImServices Group
Ingenio, Inc
Innovid Inc. *
InsightExpress
Interpolls
Interpret LLC *
Invision Inc. *
Ipsos Mendelsohn *
J.D. Power & Associates
Media Solutions
Jordan Edmiston Group, Inc.
Keibi Technologies
Leapfrog Online
LinkShare
Linkstorm
LiveRail Inc. *
M:Metrics
Media Two Interactive *
Mediaplex
Millward Brown USA Inc.
Morpheus Media *
Newspaper Association of America
Newspaper National Network, LP *
Nielsen Games *
Nielsen Mobile
Nielsen Online
Nurun
Omniture
Operative
Opinion Lab Inc. *
Organic Inc.
Origin Digital *
Panache Technologies
PBJS
PermissionTV *
PointRoll
Polar Mobile Group *
PricewaterhouseCoopers LLP
Quantcast
Range Online Media, Inc.
Sapient Corporation
Sarkissian Mason *
Scanbuy *
Scarborough Research
SEMPO
Solbright
Steak *
Taboola
TARGUSinfo
Television Bureau of Advertising
The Howard-Sloan-Koller Group *
The Laredo Group *
Theorem, Inc.
TMP Directional Marketing
True North, Inc.
Tumri, Inc.
Unicast
UnsubCentral *
Verve Wireless
Visible Measures Corp.
Vizu *
WebTrends
Widemile *

SMALL PUBLISHER MEMBERS
Ad Operations Interactive *
AdPropel *
AskTheBuilder.com *
Blue Sky Publications *
DailyMe, Inc.
Ebenol.com *
Far Hills Media LLC *
FertilityAuthority.com *
InflectionPointMedia.com *
Inneleke *
Mother Jones Magazine *
MUZU.TV *
MyAdventurers.com LLC *
neomaxcom, LLC *
Papa Coyne *
PickupPal Inc. *
PremiumChannels.com *
Scavetz Publishing *
Scranton Gillette Communications, Inc. *
Selling 2.0 *
SheZoom *
Spiceworks *
Sunrise Broadcasting *
Surfnetkids.com, Inc. *
The Above Network, LLC *
TopTenReviews, Inc. *
Toucan Limited *
TyBit, Inc. *
Wikiia, Inc. *
Yabsta [BVJ] Limited *

* New member in 2008
List includes member subsidiaries

To learn more about IAB membership opportunities, please visit www.iab.net/member_center.
Keeping the Industry Informed

We created the daily IAB SmartBrief as well as the monthly IAB Informer newsletter to keep members and the wider industry community updated on important trends in the industry as well as progress at the IAB.

IAB SMARTBRIEF

Designed specifically for advertising, marketing and media executives, IAB SmartBrief is a free daily email newsletter. It provides the latest need-to-know news and industry information that maximizes your time, giving you an edge over your competition.

IAB INFORMER

The IAB Informer, the monthly IAB newsletter, features the latest information from the IAB as well as research and other highlights from the world of Internet advertising and marketing.

Solutions for Your Business Growth

The IAB has also developed a number of industry products to help member companies increase your business efficiencies and drive revenue including the first-ever Creative Specifications Database, the most comprehensive Spiders and Bots list, the highly informative Media Credit System and the results-oriented Job Board.

CREATIVE SPECS DATABASE

The Creative Specs Database serves both agencies and publishers by reducing the complex search for ad specs and alleviating late and inaccurate creative.

Visit www.iab.net/creativespecs to see how the IAB Creative Specs database can help decrease friction points for your business.

IAB/ABCe INTERNATIONAL SPIDERS & ROBOTS LIST

What is causing your ad impression discrepancies? How much of your traffic is really from your customers vs. non-human agents? Are you filtering with the same list as the third-party ad servers and other publishers? Who’s really visiting your web site?

The IAB/ABCe International Spiders & Bots List can help you answer all these questions. The major publishers and third-party ad servers are using it, and if discrepancies are an issue for you, you should be using it too. Without it, you will never know what is real and what is not.

Visit www.iab.net/spiders for more.

THE IAB JOB BOARD

Trying to recruit the interactive industry’s top professionals? The IAB Job Board can help. In addition to listing your openings on IAB.net, the IAB is partnered with SmartBrief to maximize your exposure and deliver your job postings to over 30,000 potential candidates each day.

Visit www.iab.net/jobs to see how we can help fill your recruiting needs.
WHO’S WHO AT THE IAB?

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2008 IAB Annual Report
Executive Committee

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Martha Stewart Living Omnimedia  
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Forbes.com

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Treasurer

Rich LeFurgy  
Archer Advisors  
Founding Chairman

Dave Morgan  
TENNIS.com

Joseph Rosenbaum  
Reed Smith LLP  
Secretary
Six Reasons the IAB Exists

• Fend off adverse legislation and regulation
• Coalesce around market-making measurement guidelines and creative standards
• Generate industry-wide research and thought leadership that’s divorced from corporate self-interest
• Create common ground with customers to reduce costly friction in the supply chain
• Create countervailing force to balance power of other media, marketing, and agency trade groups
• Share best practices that foster industry-wide growth

The Interactive Advertising Bureau (IAB) is comprised of more than 400 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.
2009 EVENTS CALENDAR

The Interactive Advertising Bureau is the convening voice of the industry. Learn from and network alongside industry experts during all our cutting-edge events.

**IAB ANNUAL LEADERSHIP MEETING**
February 22-24, 2009 • Orlando

**IAB DIGITAL VIDEO MARKETPLACE**
April 20, 2009 • New York

**IAB SOCIAL MEDIA MARKETPLACE**
May 18, 2009 • New York

**IAB GAMES MARKETPLACE**
June 15, 2009 • San Francisco

**IAB MOBILE MARKETPLACE**
July 13, 2009 • New York

**IAB MIXX CONFERENCE & EXPO**
September 21-22, 2009 • New York

**IAB MIXX AWARDS**
September 22, 2009 • New York

**IAB AD OPERATIONS SUMMIT**
November 16, 2009 • New York

**IAB AUDIENCE MEASUREMENT LEADERSHIP FORUM**
December 7, 2009 • New York

Find out more at www.iab.net

For information on IAB sponsorship opportunities, contact Phil Ardizzone at 212-994-1790 or phil@iab.net.