

annual report 2009

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



The State of the IAB and Our Industry

I am pleased to report that despite challenging economic conditions in the U.S. economy broadly, and in the advertising and media sectors specifically, the Interactive Advertising Bureau ended 2009 in healthy shape and on plan. Indeed, as a result of strategic focus on our priorities, careful expense controls, attention to dues payments and solid asset management, we were able to deliver a small surplus to the organization's bottom line even though top-line revenues fell from the year earlier. While our ambitions run ahead of our capacity to fulfill them, IAB closed the year with a significant legacy of accomplishment, as you will see on the following pages. We head into 2010 with a substantive agenda we believe will reinforce interactive advertising's centrality to marketers' needs, and which will contribute to our members' growth.

It comes as no surprise that 2009 saw the persistent presence of the ongoing recession. During that time, the performance of the interactive advertising industry compared favorably with most other ad-supported media segments. While industry-wide full-year figures are not available as we go to press, we are persuaded that the trends we saw in the first half of 2009 likely continued throughout the year. According to the *IAB Internet Advertising Revenue Report*, conducted by PricewaterhouseCoopers, Internet advertising revenues in the United States fell 5.3 percent during the first half of 2009 as compared with the first half of 2008. That drop compared to an overall U.S. ad spend decline of 14.3 percent, indicating a significant shift of advertising share from offline to online media.

As we sought to take advantage of marketers' and agencies' increased focus on the rising value and importance of interactive channels to their continued prosperity, three pillars remained at the core of IAB's values: engagement, accountability and operational effectiveness. We took the case for interactive directly to CMOs and agencies through IAB Interactive Boot Camps for Senior Marketers and Creative Agencies, and we attracted 54 percent more marketers and agencies to our educational events than in 2008. We

took historic steps to help our members remove major pain points from their day-to-day operations, by delivering updated Standard Terms & Conditions for Interactive Advertising, which solved several significant business challenges for our industry, and represents a significant reduction in supply-chain friction. Other IAB-developed tools and tactics—including the Impression Exchange Solution, E-Business Interactive Standards and Ad Load Performance Scoring Tool—also are helping lower the cost of the buying and selling process. We brought major thought leadership to the industry arena, from sold-out tent-pole events like the MIXX Conference to new, groundbreaking research such as the joint IAB/Bain & Company *Building Brands Online* study. We created missioncritical standards and guidelines and fended off adverse legislation and regulation through active lobbying efforts in Washington.

Perhaps more important than these tangible products and events was the softer impact we had on the culture of the marketing-media ecosystem. Throughout the year, IAB led the call for a renaissance in interactive advertising creativity. Just as the industry has transformed society through remarkable technological innovations, we believe that it can unleash interactive media's potential to serve as a common ground for fabulous, effective, business-building, brand-building advertising.

Aided by our members' commitment to continuing innovation, we devoted our efforts in 2009 to shifting an increasing share of marketers' spend to interactive media. This year, and thereafter, IAB will continue to deliver the platforms, tools, resources and knowledge necessary to grow the interactive advertising ecosystem.

Great credit should be given to the entire IAB staff for such a powerful performance during the worst recession in 80 years. I look forward to working with them, and the entire membership of IAB, as we move into a new and promising year.

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Randall Rothenberg President and Chief Executive Officer Interactive Advertising Bureau randall@iab.net

2009: THE YEAR AT IAB FINANCIAL STABILITY IN A YEAR OF CHANGE

he IAB made strategic financial decisions that enabled the organization to weather increasingly stormy economic headwinds even as we maintained the value of membership and the quality of our services and events portfolio. Though the year was not without its challenges, we are pleased to report that IAB emerged from a most challenging economic environment in a strong financial position to deliver on our mission. At the end of 2009, IAB not only ran a small surplus but we were also able to make a few strategic investments that put us on a good footing as 2010 began.

When we developed the budget for 2009, we anticipated the coming months would be challenging, and we committed to break even at the end of the year. By January 2009, it was clear that the economic picture was deteriorating at a faster clip. In response, we revised the budget that we had originally presented to our Board of Directors, reducing expected top-line revenues and cutting costs to match the newly projected income. Again, we committed to a breakeven performance. We also committed to keep our headcount intact, for a very simple reason: everything we have been able to accomplish has been shepherded by the IAB team.

In 2009, at a top-line revenues level, membership dues were over our revised budget by 2 percent. Events revenues were off by 4 percent. Still, the Events business was able to contribute \$439,000 to the bottom line, \$190,000 more than projected, out of total revenues of \$3,567,937. That increased contribution resulted from a deliberate concentration on cutting costs while preserving best-in-class content accompanied by targeted marketing as well as a quality experience for attendees and sponsors. Overall, the organization was able to end the year in positive territory.

At the close of the year, IAB's financial position reflected that of the industry. All interactive segments did not experience the ongoing share shift equally. During the last period of 2009 for which full figures were available at press time, the IAB Internet Advertising Revenue Report showed that U.S. search share rose to 47 percent of total spend from 44 percent, Display advertising demonstrated a slight gain of 1 percent, to 34 percent of the total, amid severe pricing pressure reported by virtually all IAB publishers.

IAB's finances were similarly incongruent. While our surface finances were stable, that masked underlying changes in the composition of our membership, their dues payments, and our capacity to serve their needs. The difficult economy took its toll on

Financial Indicators for 2009

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	2009 Actual	2009* Budget	Var from Budget \$	Var from Budget %
DUES REVENUE	\$5,812	\$5,703	\$109	2%
EVENTS REVENUE	\$3,576	\$3,709	(\$133)	-4%
TOTAL EXPENSES	\$9,807	\$9,785	\$22	0%
GAIN (LOSS)	\$52	\$O	\$52	n/a
RESERVE (DEFICIT)	\$107	\$56	\$51	91%

* BUDGET REVISED IN JANUARY 2009

2009: THE YEAR AT IAB

membership: IAB lost 96 general and associate members, but we recruited 103 companies to replace them. That number obscures a change in the composition of our membership. Our losses included several mid-sized or larger ad-supported publishing companies. They were replaced almost exclusively by small, entrepreneurial, technology-driven "seller" firms, which joined at our minimum dues level.

Nonetheless, IAB ended the year with nearly \$2,171,000 in cash, an increase of \$870,000 vs. projection, which reflects the stellar success of much of our events business. Because of our relative health, the IAB team has been able to pursue aggressively the strategy we outlined for 2009. We head into 2010 determined to sustain, and strengthen, IAB's financial standing so we can deliver value to our members as well as to the entire industry.



Events Attendance Increased in 2009



Marketer and agency registrations increased 54 percent.

Total Membership Growth: 2008 / 2009



Membership increased from 409 in 2008 to 461 in 2009, more than 12 percent

2009: KEY ACCOMPLISHMENTS NAVIGATING CHALLENGING TIMES



he Interactive Advertising Bureau made significant advancements in 2009 on behalf of its member organizations and the interactive industry as a whole, despite the challenging conditions in the U.S. economy and the advertising and media industry generally. We highlighted the increasingly dominant role of interactive media, and we took the case for interactive directly to CMOs and agencies across the country. We sparked an intense debate about creativity as a source of emotionally resonant, culturally significant online brand campaigns and we made enormous progress on the cross-industry self-regulation initiative that will protect the future of our members and much more.

Gaining Momentum in Washington, D.C.

In 2009 IAB remained at the forefront of fending off ill-conceived regulations that could threaten the vibrancy of the interactive advertising industry, a bright, dynamic spot in the U.S. economy. In collaboration with its partner industry organizations—the Association of National Advertisers, the American Association of Advertising Agencies, the Direct Marketing Association, and the Council of Better Business Bureaus—the IAB released Cross-Industry Self-Regulatory Principles for Online Behavioral Advertising in July and received positive public fanfare

and feedback from the Federal Trade Commission. These seven principles address privacy concerns and aim to increase consumers' trust and confidence, forming the most comprehensive selfregulation program ever undertaken by the online business community. The principles create a framework for an industry-wide self-regulation infrastructure that is transparent, as well as flexible and responsive to consumers' needs and concerns. Expected to be implemented in early 2010, the initiative will employ an independently enforced accountability program to promote widespread adoption of the seven principles.

Following the announcement of the Self-Regulatory Principles, the IAB launched one of the most important policy initiatives in our history. The IAB Consumer Protection and Education Campaign is a multipronged effort to encourage our industry, our partners in the ecosystem and the Federal government to adopt self-regulatory standards and enforcement mechanisms. In December, the IAB launched this first-ever education campaign aimed at consumers as part of an ongoing, industrywide effort to protect consumers and advance their awareness of online privacy issues. Entitled "Privacy Matters," the campaign brought together a broad coalition

of industry players—all in a pro-bono effort. Creative for the campaign was donated by WPP digital creative agency Schematic, and media planning was provided by GroupM's Mediaedge:cia.

IAB'S PRIVACY MATTERS PSA CAMPAIGN



CREATIVE DESIGNED BY SCHEMATIC

The IAB played a lead role in transparency, consumer control, data security, public education and the protection of sensitive information

Twenty online publishers and ad networks committed an initial 500 million impressions to delivering the campaign, and Atlas provided adserving on a pro bono basis as well. The campaign's "Advertising Is Creepy" tagline and provocative creative drove industry and consumer buzz as well as considerable attention from the press. Within a few weeks, nearly 200 million impressions were served. Consumers could roll over the creative to reveal a longer message that demystified key online advertising practices, and at least 12 million consumers "moused over" the ads and gained more indepth information on how to protect their privacy online. In addition, tens of thousands of consumers took more action by going to the Privacy Matters website, also designed pro bono by Schematic, where they could obtain access to tools that would give them greater privacy choices. By early 2010, both the participating inventory donors, and additional donors had supplied more than 600 million impressions-and that number continues to grow.

In another first-of-its kind, the IAB marshaled entrepreneurs who run small businesses dependent on interactive advertising to educate Congress on the role of the ad-supported Internet in the U.S. economy. Called the Long Tail Alliance Fly-In to Washington, D.C., it brought 27 small publishers from 25 Congressional districts and 13 U.S. states face to face with members of Congress during 42 House and Senate meetings, so they could make their case that the advertising supported Internet empowers small business growth. The June 2009 event was the formal launch of the IAB's Long Tail Alliance-a membership initiative to give voice to small ad-supported, publishing and technology sites in the digital ecosystem. To date, nearly 100 small publishers have joined the Long Tail Alliance.

At a concurrent press conference held



LONG TAIL FLY-IN PARTICIPANTS GATHER ON THE STEPS OF THE CAPITOL

at the National Press Club. the IAB released The Economic Value of the Advertising-Supported Internet Ecosystem, the first comprehensive analysis of the ad supported Internet's financial impact on the U.S. economy as well as its social benefits. Produced by Harvard Business School professors John Deighton and John Quelch, along with Cambridge, MA-based Hamilton Consultants, the IAB-commissioned study revealed that ad-supported interactive advertising is responsible for \$300 billion of economic activity in the U.S. and represents 2.1% of the total U.S. gross domestic product. The ad-supported Internet has directly created more than 1.2 million Americans jobs. Another 1.9 million people work to support those with jobs directly related to the Internet.

Helping to Refashion Media

In 2009, the IAB continued to be a central force for reducing the structural friction within and between media

companies and advertising buyers. We also dedicated ourselves to reinforcing interactive advertising as the most targetable and measurable among media. With a focus on adoption and implementation, the IAB, frequently working with other industry players, pursued specific initiatives related to a new model contract, ad operations, research, measurement and data usage.

With the release of our groundbreaking 4A's/IAB Standard Terms and Conditions for Interactive Advertising Version 3.0 for public comment in December–with a final release at the 2010 IAB Annual Leadership Meeting–the IAB and its agency partners addressed one of the industry's most fundamental issues. This new model contract, the first in seven years, is a far-reaching, balanced document by which media

companies and agencies or advertisers can expedite the most common types of interactive media buys, significantly reducing supply chain friction in the buying process.

Also in 2009, the IAB and its seminal Ad Operations Council came closer to winning the war on discrepancies than ever before. The results of its efforts throughout the year were presented at the IAB Ad Operations Summit in October. A historic number of agency professionals attended the event, joining their colleagues from the publishing side to build the strong, cross-functional partnerships needed to achieve our common goals.

Revealed at the event was a clear roadmap that defined the way forward for automation, systems integration and standardization that reduces discrepancies and increases efficiencies while decreasing costs.

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2009: KEY ACCOMPLISHMENTS

NAVIGATING CHALLENGING TIMES

Three major tools and tactics were announced:

Impression Exchange Solution:

an automated reporting standard for third-party ad servers that will forever alter the way discrepancies are managed and resolved. By allowing agencies and publishers to detect and address discrepancy issues directly and quickly, discrepant invoices will soon be a thing of the past.

E-Business Interactive Standards:

a set of communication solutions and system requirements for the electronic delivery and receipt of RFPs, proposals and insertion orders that make possible the operational scale required for profitable growth and minimize human error throughout the buying, delivery and billing process.

Ad Load Performance Scoring: a tool that allows publishers and agencies to test creative delivery prior to insertion, ensuring that ads and web pages load faster, leading to higher consumer satisfaction, lower page abandonment and more opportunity for ads to yield higher conversion or click-through rates.

These technological advancements have the promise to free the industry from focusing on fixing discrepancies after the fact, and allow us to shift our attention to the delivery of new services to our customers.

On the research and measurement front, we made headway with Beyond Counting Exposures, a project with the 4A's that seeks to simplify planning and transactions among marketers, agencies and publishers through the development of a set of generally accepted principles of objective-based measurement. A consulting team from McKinsey & Company conducted, on a pro-bono basis, numerous interviews with publishing, marketing and media executives. In March, they provided an outline for a process that could unite various elements of the marketingmedia ecosystem around a unified approach to measurement. The main recommendation included the suggestion that marketers, through the Association of National Advertisers, become involved on a client-like basis as part of a cross-industry task force to resolve the lack of comprehensively understood measurement standards in interactive.

Building Brands Online, the most comprehensive research of its type, conducted by Bain & Company, presented a transformation roadmap for the interactive industry and aimed to help ad sales organizations grow their share of national brand advertising business by better addressing marketers needs. Bain recommended that the industry adopt "new metrics [that] can help marketers better compare and fully value brand campaigns." The study also urges interactive publishers to make brandfocused marketers a priority in ways they have not previously.

In March, we formed a Data Usage Task Force to inform not only the T's & C's negotiations, but our ongoing efforts in self-regulation. The task force has three chief objectives: create comprehensive interactive advertising data definitions and usage rules; establish an industry point of view of ownership and valuation; and communicate this point of view throughout the advertising ecosystem.

Delivering New Value to Members

Despite the recessionary environment, the IAB welcomed 103 new general and associate members over the course of 2009 and expanded our portfolio of offerings to ensure members had access to additional learning and networking opportunities to help them remain vibrant.

The IAB Long Tail Alliance, the new membership category that gives voice to small businesses reliant on the adsupported Internet for survival, grew to 89 small publisher members after its kick-off at the Long Tail Alliance Fly-In in Washington, D.C., in June. These members have access to educational resources to help them protect their businesses, network with peers, receive special group pricing on select business programs and special access to IAB events.

To put a human face on these entrepreneurs, the IAB created *I Am the Long Tail*, a short film featuring vignettes of these small business owners who recount their unique stories about how interactive advertising has turned their interests and passions into a media revolution—and powered their livelihood. View the film and individual videos at www.iamthelongtail.com.

In 2009 the IAB expanded its Professional Development program, and its accompanying Certificate of Interactive Advertising, showcasing members' expertise by featuring them as instructors. The series grew into 13 courses that were delivered more than 22 times. More than 500 publishing, marketing and advertising agency professionals attended the classes and gained the key skills and competencies they need for success.

On the member involvement front, two committees were launched in 2009: the IAB Audio Committee and Interactive TV Committee, formed to tackle key interest areas and start building standards within those marketplaces.



JOHN FRELINGHUYSEN, PARTNER, BAIN & COMPANY, DISCUSSES "BUILDING BRANDS ONLINE"

The IAB's Professional Development program educated more than 500 professionals



JEFF BENJAMIN, COLLEEN DECOURCY, STEVE WAX: ALL DEFINED WHAT "CREATIVITY MEANS TO ME" ON STAGE @ MIXX

Advancing the Creative Revolution

Throughout the year, the IAB was at the forefront of the call for a revolution that champions emotionally resonant and culturally significant brand messages online. Launched by A Bigger Idea: A Manifesto on Interactive Advertising Creativity, published by Randall Rothenberg on his clog in February 2009, just before the Annual Leadership Meeting, the creative revolution gained momentum as an essential focus of the IAB's efforts. In order to bring together voices from across the industry to drive this important initiative, the IAB announced at the 2009 Annual Leadership Meeting the formation of the Agency Advisory Board. Comprised of senior agency professionals, with an emphasis on those in creative roles, as well as representation from media agencies, its objective has been to spark dialogue across the industry to unleash interactive media's potential to serve as a common ground for fabulous, affective and effective advertising.

This rallying cry also gave birth to the theme for the MIXX Conference & Expo in September–*Fueling the Creative Revolution in Interactive Advertising.* Agency super-stars–Jeff Benjamin, Vice President, Interactive Executive Creative Director, Crispin Porter + Bogusky; Colleen DeCourcy, Chief Digital Officer, TBWA Worldwide; Steve Wax, Managing Partner, Campfire–were onstage defining what "creativity" means to them. And R/GA creative leaders Bob Greenberg and Nick Law inspired the audience with a look inside the agency mind as well. The sold-out event was an opportunity for many industry pioneers to talk candidly about creativity in advertising, and for many of our members, including AOL, Google, Microsoft and Yahoo!, among others, to unveil their new strategies, campaigns and innovations.

Furthering the convergence of creativity and interactive was the convening of the Reimagining Interactive Advertising Task Force, which was charged with developing a comprehensive roadmap for the evolution of interactive advertising to ensure that ad formats meet both business and creative needs.

Bringing together top talent from online publishers, media agencies and, for the first time, voices from creative agencies, the task force contributed to the "Ad Unit Guidelines 2009 Update," which included for the first time insights from the creative community. The group looked at industry-wide impression count reports, ad unit availability, agency-side effectiveness reviews and creative preferences as they set the stage for the upcoming release of "Rising Stars"-the first ad units to be identified using qualitative criteria of perceived effectiveness and creative preference to encourage innovation and creativity in online advertising.

2009 IAB AGENCY ADVISORY BOARD

Brad Brinegar

Partner, Chairman, Chief Executive Officer, McKinney Founding Chair, IAB Agency Advisory Board

Tom Bedecarré Chairman, AKQA

Jeff Benjamin Interactive Creative Director, Crispin Porter + Bogusky

Alan Cohen Chief Executive Officer, OMD USA

Colleen DeCourcy Chief Digital Officer, TBWA Worldwide

Brian DiLorenzo

Director of Integrated Production/ Executive Director of Content, BBDO

David Droga Founder and Chairman, Droga5

Maria Luisa Francoli Global Chief Executive Officer, MPG

Jean-Philippe Maheu Chief Digital Officer, Ogilvy & Mather Worldwide

Benjamin Palmer Co-Founder, Chief Executive Officer, Barbarian Group

Steve Wax Co-Founder, Campfire

2009: KEY ACCOMPLISHMENTS

NAVIGATING CHALLENGING TIMES



Sparking Thought Leadership & Educating the Industry

Knowledge is power. Just as the IAB must simplify ad operations, standardize platform definitions and protect the wellbeing of members in Washington, we have an obligation to educate marketers and agencies, as well as consumers. We pursue thought leadership through a number of dimensions that include education, events, articles and videos on our web site, small gatherings of senior leaders and white papers. One of the IAB's top priorities, thought leadership helps drive efforts to change perceptions and ultimately fosters share-shift across the advertising industry.

Serving as the convening voice for interactive, IAB events again remained the primary venue for industry leaders to learn and to evangelize the value of interactive. The brightest minds in advertising appeared on IAB stages to advance the conversation on the industry's biggest issues. A total of 25 events attracted more than 4,700 brand marketers, advertising agency executives and publishers for debate and

unparalleled networking opportunities. IAB events have come to be recognized as the place for industry leaders to disclose groundbreaking news.

The season kicked-off in February 2009 with nearly 500 industry principals participating in the sold-out IAB Annual Leadership Meeting in Orlando–a gathering that earned its reputation as the most important thought-leadership industry event of the year. Speakers at *Ecosystem*



2.0: Brands Battle Back included major players in the interactive industry—top marketers, agencies and publishers. They

MICROSOFT'S YUSUF MEHDI DEMONSTRATES THE OFFICE OF THE FUTURE @ MIXX

engaged a C-level audience in defining and solving the biggest issues impacting marketing and media. Throughout 2009 there were also five one-day conferences that educated attendees about digital video, social media, games, mobile and ad operations.

During Advertising Week in September in New York City, IAB presented a powerful MIXX Conference & Exposelling out earlier than ever before-with more than 2,400 registered attendees and an outstanding line-up of expert presenters. Driving home the theme "Fueling the Creative Revolution in Interactive Advertising," leaders from across the ecosystem provoked discussion and debate and included Tim Armstrong, Nikesh Arora, Bob Greenberg, Ashton Kutcher, Ann Lewnes, Yusuf Mehdi, Elisa Steele and many others. The two-day news-making event culminated with the MIXX Awards, a celebration of innovation and impact in digital advertising. The awards honored 49 campaigns-and the brand marketers and agencies that created them-in 17 categories, plus Best in Show, which was awarded to Tourism Queensland and the CumminsNitro agency of Brisbane, Australia, for "The Best Job in the World."

In 2009 the IAB also found new ways to use thought leadership to foster growth

IAB events remained the primary venue for industry leaders to learn & evangelize the value of interactive

The IAB was the driving force behind the groundbreaking "Terms & Conditions 3.0" release

in interactive. *Building Brands Online*, the study by IAB and Bain & Company, was presented in New York at an invitationonly breakfast attended by senior marketing, advertising and media industry executives. See all the details at iab.net/BuildingBrandsOnline.

Also in the past year, IAB solidified its place as the central reserve for thoughtprovoking resources, tools and tactics through its vibrant website. IAB.net saw a dramatic rise in unique visitors, up by 22 percent from 2008, as it increased its value as a thought leadership platform. The website now contains scores of videos from key presentations at our events as well as insightful interviews with high-level industry executives in a new series of video programming. Also launched or expanded in 2009 were research resources, an improved creative gallery featuring MIXX Awards winners, a new metrics blog and up-to-date news coverage of items of industry interest. IAB SmartBrief extended its objective to educate the marketplace about interactive by reaching more subscribers than ever, experiencing a 17 percent increase to more 35,000 professionals who now daily receive proof points on the importance of digital media.

The IAB reported regularly throughout 2009 on the state of the industry by publishing the IAB Internet Advertising Revenue Report. Conducted independently by PricewaterhouseCoopers, it has become the gold standard of measuring interactive advertising trends and results. Reports can be found www.iab.net/adrevenuereport.

The IAB closed 2009 with a significant legacy of accomplishment, having kept focus on facilitating the growth of the interactive advertising marketplace and made substantial impact on the culture of the marketing-media ecosystem. We head into 2010 with a substantive agenda we believe will reinforce interactive advertising's centrality to marketers' needs as we continue to deliver the platforms, tools, resources and knowledge necessary to grow the interactive advertising ecosystem.

Marketplace Improvements Through Committee & Council Output

Tough economic times required that marketers and agencies scrutinize dollars spent and analyze each metric more intensely than ever. In response, the IAB's 12 Committees, 6 Councils and numerous Working Groups took action by creating a full suite of guidelines, best practices, buyers' guides and platform-specific white-papers to address solutions for many industry challenges.

Across the course of the year, the committees released a number of marketmaking advancements:

- IAB Audience Reach Measurement Guidelines
- The first-ever IAB Mobile Buyers Guide
- In-Game Advertising Measurement Guidelines
- Social Media Ad Metrics Definitions
- Social Advertising Best Practices
- Email Monetization Strategies
- Online Lead Generation: Data Security Best Practices
- Video Player-Ad Interface Definitions Guidelines
- Click Measurement Guidelines
- Long Form Video Overview
- Digital Video Ad Serving Template
- Digital Video Ad Impressions Measurement Guidelines

All these documents can be found at iab.net.







OMAR HAMOUI, ADMOB, @ ANNUAL LEADERSHIP MEETING



DAVID MOORE, 24/7 REAL MEDIA, IAB CHAIR, @ ANNUAL LEADERSHIP MEETING











Public Policy

- Collaborated with the 4A's, the ANA, the DMA and the Council of Better Business Bureaus to develop and release industry-wide selfregulatory principles for online behavioral advertising, addressing privacy concerns and increasing consumers' trust and confidence. The seven principles make up the most comprehensive self-regulation program ever undertaken by the online business community
- Worked with the same industry groups to implement an industrywide self-regulation program that is transparent, as well as flexible and responsive to consumers' needs and concerns. The program–expected to be implemented in early 2010–will employ an accountability program to promote widespread adoption of the seven principles
- Launched Privacy Matters, the first-ever IAB education campaign aimed at consumers and providing them with resources and tools to help them manage their privacy online and to demystify key online advertising practices. "Privacy Matters" is continuing to run into 2010 across a broad cross section of top-tier online media outlets
- Hosted a first-of-its-kind Long Tail Alliance Fly-In to Washington, D.C., mobilizing Long Tail web publishers from 25 Congressional districts and 13 U.S. states to explain to members of Congress the importance of the advertising-supported Internet for empowering small business growth in America
- Established that the ad-supported Internet contributes \$300 billion to the U.S. economy and has created 3.1 million U.S. jobs-spread across all congressional districts-by commissioning The Economic Value of the Advertising-Supported Internet Ecosystem, a study produced by Harvard Business School professors John Deighton and John Quelch, along with Cambridge, MA-based Hamilton Consultants. The study was released at the Long Tail Alliance press conference in June in Washington, D.C., and has since been widely referenced

- Lobbied extensively and proactively against several proposals including the FTC Reauthorization Act—that would grant broad new rulemaking powers to the Federal Trade Commission
- Testified before the Food and Drug Administration, espousing the need for greater certainty in the regulatory space in order to allow the pharmaceutical marketing segment to increase its online ad spending
- Called on the FTC, through an open letter from Randall Rothenberg, to withdraw enforcement guidelines issued on October 5 regarding the endorsements and testimonials of bloggers and other participants in social media, questioning the constitutionality of potentially broad new enforcement actions against bloggers
- Participated in the FTC's "The Future of Journalism" workshop, helping to develop the programming for a thought-provoking panel that provided insights to the FTC on the importance of behavioral advertising and other emerging technologies to new media business models
- The IAB PAC had an active year supporting many key Congressional champions of the interactive advertising industry and was able to host the first ever IAB fundraiser. The PAC begins 2010 with a healthy balance of over \$55,000 cash on hand

Marketplace Improvements

 Solved one of the industry's biggest business challenges by releasing 4A's/IAB Standard Terms and Conditions for Interactive Advertising Version 3.0 for public comment, with final release expected in early 2010. This new model contract, the first in seven years, represents a significant reduction in supply chain friction. The time it will take to finalize and sign insertion orders will drop sharply due to the strong teamwork between our membership and the agency families.

Collectively, companies will save millions of dollars in labor costs. This advancement encompasses the breadth of advertising platforms and tools that are currently utilized in the creation of a campaign and will become the standard by which media companies and agencies or advertisers expedite the most common types of interactive media buys

- To infuse the agency point of view more fully into guidelines work and drive forward the importance of premium online experiences with audience as the first priority, formed an Advertising Agency Advisory Board comprised of senior executives from leading creative, digital and media agencies
- Brought together top talent—online publishers, media agencies and, for the first time, voices from creative agencies—to form the Reimagining Interactive Advertising Task Force, charged with developing a comprehensive roadmap for the evolution of interactive advertising to ensure that ad formats, techniques and resources meet growing business and creative needs
- Released the Ad Unit Guidelines 2009 Update, for the first time including insights from creative agencies and opening the door for "Rising Stars" which may ultimately become standard ad units if and when they meet the quantitative requirements for adoption and marketplace impressions
- Tenaciously prosecuted the war on discrepancies by developing real tools and tactics—including the Impression Exchange Solution, E-Business Interactive Standards and Ad Load Performance Scoring Tool—that take cost out of the buying and selling process
- Helped publishers drive revenue from email by providing practical advice and the latest thinking across a broad spectrum of tactics that impact the success of email campaigns in *Email Monetization Strategies*
- Developed a framework for monitoring security vulnerabilities, threats and potential fraud in Online Lead Generation: Data

Security Best Practices, a guide that ensures the safety and security of consumers' personally identifiable information

- Provided clarity and consistency on two core metrics critical to transacting online advertising, audience reach and clicks, by issuing guidelines for the measurement of each. The *IAB Audience Reach Measurement Guidelines* make it possible for both panel- and web analytics-based reach measurement to conform to common definitions and consistent standards of development
- Recognized Business.com, Google, Microsoft and Yahoo! for being the first organizations to pass audits for the IAB's Click Measurement Guidelines which establish parameters for the accurate buying and selling of cost-per-click advertising
- Published the first-ever IAB Mobile Buyers' Guide, a handbook for buyers to use as they develop and execute meaningful mobile campaigns
- Released In-Game Ad Measurement Guidelines, which define an ad impression on the games platform and how it is measured
- As a result of work done by the IAB's Social Media Committee, released two white papers that provide deep understanding of how social media works. Social Media Ad Metrics Definitions is a compendium of commonly used metrics in the space. Social Advertising Best Practices provides prescriptive information on ad formats with social features in order to enhance industry understanding of ways to leverage this emerging and evolving platform
- Combined the resources of the Online Marketing Summit (OMS) and the IAB Local Committee to help educate marketers and agencies in 12 markets on the benefits of leveraging interactive advertising to reach local audiences

- Addressed data ownership-one of the biggest issues facing the interactive advertising industry-by launching a task force comprised of stakeholders from web publishers, portals, search engines and networks and exchanges to find answers
- Released Video Player-Ad Interface Definition Guidelines (VPAID), improving the clarity of digital video measurement and advancing an ongoing strategy to simplify the buying and selling of digital video media by building a strong foundational infrastructure
- Introduced VAST 2.0, an update to the Digital Video Ad Serving Template to standardize the communication protocol between video players and servers, helping to resolve the friction of divergent technologies and systems
- Formed the Malicious Advertising Research Task Force (MART) which developed the first publisher and agency best practices for identifying, defending, preventing and addressing malicious advertising attacks

Measurement & Research

- Developed a wealth of insights into how brand marketers perceive online media and what the marketers would like to see media companies do for them by releasing *Building Brands Online*, a study by Bain & Company. The report, which was presented in New York at an invitation-only event attended by senior marketing, advertising and media industry executives, defined a six-step path forward for online media companies to compete more effectively for brand dollars
- Launched the inaugural edition of IAB Metrics Blog to invite dialogue, leadership and transparency on the industry's measurement challenges
- Advanced sellers' understanding of metrics by designing measurement education courses specific to the challenge, including Metrics 101: Understanding Audience, Closing the Deal with Data: Using Measurement to Sell and Ad Effectiveness 101: How and When to Measure the Efficacy of Digital Campaigns

2009 Highlights

AREA OF FOCUS	INITIATIVE
EVENTS	Annual Leadership Meeting MIXX & MIXX Awards Met Financial Goals in Recession
RESEARCH	"Economic Value of the Internet" Study
SUPPLY CHAIN	Data Task Force Committee & Council Output
POLICY	Long Tail Alliance Launch
MEMBERSHIP	Membership Outreach, Retention & Recruitment Program
COMMITTEE & COUNCIL OUTPUT	Rich Media Guideline Revision, Click Measurement Guidelines, VPAID, Long Form Video Overview, Data Security Best Practices, In-Game Advertising Measure- ment Guidelines, Mobile Buyers Guide, Audience Reach Measurement Guidelines, Social Media Metrics Defini- tions, Social Advertising Best Practices

Member Services & Professional Development

- Successfully recruited and retained member organizations despite challenging economic times. Welcomed 103 new general and associate members over the course of the year
- Launched the IAB Certificate in Interactive Advertising, developing 13 professional development courses that where delivered more than 22 times and provided more than 500 publishing, marketing and advertising agency professionals the key skills and competencies they need for success. Sessions showcased members' expertise by featuring them as instructors
- In response to industry demand, formed an IAB Audio Committee and Interactive TV Committee to tackle key areas within those marketplaces
- Took on 89 small publishers as part of the IAB's Long Tail Alliance, a new membership category that gives a voice to small businesses reliant on the ad-supported Internet for survival
- Expanded the webinar program to share the latest industry trends, research and best practices with more than 500 professionals interested in growing their knowledge of interactive
- Kept members abreast of Professional Development and webinars curricula, partnership discounts and more by creating a new electronic newsletter geared specifically to member needs
- Recognized individuals and organizations that exemplified outstanding leadership and performance with the IAB Sales and Service Excellence Awards, presented at the Annual Leadership Meeting in Orlando

Thought Leadership & Industry Education

- Confirmed the IAB's standing as the convening voice for interactive thought leadership by enlisting advertising's brightest minds to advance the conversation on the industry's biggest issues—across a total of 25 events that attracted more than 4,700 publishers, marketers and advertising agency executives for education and unparalleled networking opportunities
- Engaged more than 500 industry principals at the sold-out IAB Annual Leadership Meeting in Orlando. Speakers at *Ecosystem 2.0: Brands Battle Back* included major players in the interactive industry–Bob Carrigan, Sarah Chubb, Howard Draft, Quentin George, Michael Mendenhall, David Rosenblatt, Joanne Bradford and more
- Produced a powerful MIXX Conference & Expo with more than 2,400 registered attendees and an outstanding line-up of expert presenters around the theme of Fueling the Creative Revolution in Interactive Advertising and including Tim Armstrong, Chris Anderson, Nikesh Arora, George Bodenheimer, Sean Finnegan, Bob Greenberg, Ashton Kutcher, Ann Lewnes, Jean-Philippe Maheu, Yusuf Mehdi, David Moore, Elisa Steele, Nada Stirratt, Steve Wadsworth, Lucas Watson and others
- Celebrated creativity by recognizing groundbreaking digital work, and the brand marketers and agencies that successfully achieved innovation and impact, by awarding 49 campaigns in 17 categories with coveted MIXX Awards
- Reported regularly on the state of the industry through the *IAB's Internet Advertising Revenue Report*, considered the most accurate measurement of Internet/online advertising revenues. The survey, which is conducted independently by PricewaterhouseCoopers and released in full twice a year to coincide with the collection of halfyear and full-year data, showed

that while the overall advertising market has been impacted by current economic conditions, marketers are allocating more of their dollars to digital media. At the end of the first and third quarters, the IAB releases estimated, top-line reports. Reports can be found at www.iab.net/adrevenuereport

- Hosted 5 one-day conferences that educated attendees about digital video, social media, games, mobile and ad operations
- Delivered the IAB Interactive Boot Camp for Senior Marketers to brand marketers from a leading technology provider and launched the IAB Interactive Boot Camp for Creative Agencies with executives from a top-tier advertising firm
- Increased press coverage 55% yearover-year from November 2008 to November 2009, showcasing the evolution, reach and effectiveness of interactive advertising, building consistent buzz about the industry
- Advanced iab.net as a central industry resource by providing additional multiplatform thought leadership from high-level industry executives, a streamlined research section, expanded video coverage and more. These enhancements were accompanied by a jump of 22% in unique visitors of 8.5% in total page views compared to the same period in 2008
- Expanded the conversation to engage a broader audience through social media platforms. IAB Twitter followers increased more than 14 times (1389%) from 300 to 4,442. Facebook fans increased 47% to a total of 5,587
- Extended the educational reach of IAB *SmartBrief*, increasing subscribers by 17% to 35,634

IAB Expanded Social Reach in 2009



Press Stories Mentioning IAB Increased 55% Year Over Year



IAB.net Experienced Growth





IAB COUNCILS, COMMITTEES & WORKING GROUPS

COUNCILS

IAB Councils are each based on a specific role within General Members' organizations, e.g., 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.

COMMITTEES

IAB Committees are each based on a specific platform within the interactive advertising medium, e.g., 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.

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

Audio Committee Digital Video Committee Games Committee Hispanic Committee Interactive TV Committee Lead Generation Committee Local Committee Long Tail Committee Mobile Advertising Committee Networks and Exchanges Committee Search Committee

Digital Video & TV Synergies Research Working Group Digital Video Evangelism Working Group Hispanic Evangelism Working Group MART (Malicious Advertising Research Taskforce) Mobile Measurement Working Group Nomenclature Working Group Performance Ad Scoring Working Group Professional Development Working Group Research Engagement Working Group Sales Recognition Programs Working Group Search Evangelism Working Group Social Media Buyers Guide Working Group XMOS: The Next Generation Working Group Standards Working Group

A LOOK AHEAD TO 2010 2010 STRATEGY: "SHIFTING SHARE"



We head into 2010 with a substantive agenda that will reinforce interactive advertising's centrality to marketers' needs and contribute to our members' growth W

e'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. To learn more about IAB membership opportunities, please visit **www.iab.net/member_center.**

NEW GENERAL MEMBERS

33Across Inc. AARP AdSide AIM Amazon.com Appssavvy Artivision Technologies LTD Beliefnet Betawave BeWebCom Corporation Blockdot, Inc. BlogHer, Inc. BrightRoll, Inc. Clear Channel Radio eMarketer, Inc. Gawker Media Giant Realm, Inc. Goom Radio Huffington Post IB Local Network I-Behavior Impremedia Digital Inc. & Fast Company Innity Corporation Intermark Media Jivox Life Time Media LIN Television mediabistro Meebo Moontoast mpire MyWebGrocer Myxer NeoEdge Networks NetSeer OfferPal Media PaperG, Inc. Peerset Pontiflex Resonate Networks Rovi Corporation ScanScout Sidebar, Inc. Simulmedia Smiley Media Sojern The Pohly Company Time Out New York Time Warner Cable Travel Ad Network Trip Advisor IIC Undertone Networks Vevo YieldBuild Inc. Zillow Inc.

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NEW ASSOCIATE MEMBERS

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GENERAL MEMBERS

1105 Media, Inc. 24/7 Real Media, Inc. 4INFO 7.tv A&E Television Networks AccuWeather.com aCerno adap.tv Adify AdMob Adtegrity Advanstar Communications, Inc. American Express Publishing AOL, Inc. Associated Content Associated Press AT&T Wireless Atiaeo LLC AudienceScience Autotrader.com Babelgum BabyCenter, LLC Batanga Network BBC Worldwide Bebo blinkx Bonneville International Brand.net Break Media **Broadband Enterprises** Burst Media Corporation Business.com BusinessWeek Online BzzAgent CafeMom 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 CNN.com Collective Comcast Spotlight Condé Nast Digital ContextWeb, Inc. / ADSDAQ Exchange Cox Cross Media / Cox TV Cox Newspapers, Inc. **CPX** Interactive Crain Communications Inc. Dailymotion, Inc. Datran Media Digital Broadcasting Group **Discovery Communications** Disney Interactive Media Group Double Fusion, Inc. eBav Edmunds.com

IAB MEMBERSHIP

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Yardbarker YuMe

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ASSOCIATE MEMBERS

Accenture AdJuggler AdMeld Adobe Systems Inc. AdReady AdShuffle ADTECH US, Inc. Agency.com Akamai AMC Group Online Media Services Anchor Intelligence, Inc. Archer Advisors Audit Bureau of Circulations (ABC) Auditude Bluestreak Borrell Associates Inc. Brickfish Brightcove BuzzLogic Cisco Media Solutions Group **Click Forensics** Compete, Inc. comScore **Core**Metrics Covario, Inc. Critical Mass Deloitte & Touche, LLP DeSilva + Phillips, LLC Digital Element Dynamic Logic, a Millward Brown Company

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LIST INCLUDES MEMBER SUBSIDIARIES

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Executive Committee

David Moore 24/7 Real Media Chairman

Bob Carrigan IDG Communications

Sarah Chubb Condé Nast Digital

Scott Howe Microsoft

Board of Directors

Neil Ashe CBS Interactive

Adam Bain Fox Audience Network/Fox Interactive Media

John Battelle Federated Media

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The Interactive Advertising Bureau (IAB) is comprised of more than 460 leading companies that are responsible for selling 86 percent of measured 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.

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IAB events are the interactive industry's central gathering place for thought leadership and actionable takeaways. Stimulating keynote speakers ... insightful case studies ... proven best practices ... Learn from the experts, network with the decision-makers, mark your calendar now.

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NEW IAB CASE STUDY ROAD SHOW: Digital Media Success Stories July • Atlanta, New York

IAB MIXX CONFERENCE & EXPO September 27-28 • New York

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IAB AD OPERATIONS SUMMIT November 1 • New York

Save the dates now. Visit www.iab.net/2010events for details

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

