OUR MISSION

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.
The State of IAB and Our Industry

At the end of 2010, as my first year as Chairman of the IAB Board of Directors opens, I am pleased to report that the state of the IAB, like the state of the industry, is strong and growing.

In 2010, IAB focused more than ever on evangelizing and unleashing the power of interactive media, reaching across all parts of the media-marketing value chain to find the common ground on which to advance our industry. Simultaneously, the organization held true to its long-term mission of engagement, accountability, and operational effectiveness.

As we move into the organization’s seminal 15th year, we have plans for remarkable accomplishments, many of which you will read about on the following pages.

After a decline in 2009 and a slowing pace of growth in 2008, our industry is flourishing again. While full-year figures are not yet available as we go to press, the industry’s 2010 third-quarter revenue of $6.4 billion set a new record high, according the IAB Internet Advertising Revenue Report conducted by PricewaterhouseCoopers.

Tracking Broader Growth Trends

IAB itself joined the industry in experiencing a year of gratifying upswing, in membership, in dues revenues, and in revenues from its events business, enabling the organization to pursue its strategic mission of supporting the growth of interactive media. IAB ended the year with 426 general and associate members, an increase of 15 percent from 2009. Small-publisher participation surged, with 388 new Long Tail members.

Dues hit just over $6M, a 6 percent increase from plan, and events contributed $5M, up 37 percent from plan. The IAB’s events business also cemented its reputation for producing conferences that serve as the central thought leader gatherings for the industry. Twenty-year was also a year of internal growth, in which the IAB expanded its presence by opening a West Coast office.

Indeed, 2010 saw IAB enhance its centrality to the entire marketing and advertising ecosystem. The organization stood in Washington, D.C., to champion consumer privacy protection and defend our businesses against deleterious legislation and regulation. The IAB Privacy Matters public education campaign and the implementation of the Advertising Option Icon program—developed and supported by a vast, cross-industry alliance—demonstrated our industry’s ability to work together to protect consumer privacy and ensure the vitality of the interactive advertising market.

Change Through Collaboration

IAB worked closely with many trade organizations throughout the year, and most recently cultivated the support of the American Association of Advertising Agencies (4A’s) and the Association of National Advertisers (ANA) for the Making Measurement Make Sense initiative. That venture is charged with devising a business solution to one of the most perplexing metrics issues: how to create consistent, transparent, and reliable measurement across all digital media.

Throughout the year, IAB dedicated its resources to minimizing friction in the buying and selling of online media. In June, IAB released the Networks & Exchanges Quality Assurance Guidelines to ensure transparency and consistency in ad network and exchange operations, which 16 member companies have already pledged to adopt, and issued the final version of Standard Terms & Conditions 3.0 to expedite contractual negotiations for the most common types of interactive media buys.

IAB efforts to overcome supply-chain friction and boost the marketplace extended to the burgeoning mobile platform. In collaboration with the Mobile Marketing Association (MMA), we released standards for mobile marketing measurement. IAB deepened its commitment to the space by launching the IAB Mobile Marketing Center of Excellence, whose mission is to drive the development of mobile advertising through research, best practices, and evangelism.

This year IAB also engaged agency creatives on its Agency Advisory Board and in the Rising Stars competition, asking them to tell us which ad formats they’d like to see standardized in 2011—formats that will inspire effective and breakthrough brand advertising within interactive media.

Members offered their time and expertise to advance IAB endeavors by participating in councils and committees and joining nonmember industry thought leaders on stage to educate the larger community at renowned events like the IAB Annual Leadership Meeting, MIXX Conference & Expo, and the new Case Study Road Show.

Focused on the Future

In 2011, IAB recognized the strength of its executive team by promoting Patrick Dolan to Executive Vice President and Chief Operating Officer, David Doty to Senior Vice President and Chief Marketing Officer, and Mike Zaneis to Senior Vice President and General Counsel.

I look forward to leading the organization into 2011. IAB is poised to deliver the most exciting and results-focused year in its history. You can see on the following pages the six-point strategy, entitled Digital Everywhere, that IAB will pursue. Among the most exciting adventures for the year are the launch of the IAB Ad Lab, a new industry meeting ground where creatives and technologists, device manufacturers and software developers, publishers and agencies, marketers and thought leaders, start-ups, and media titans can come together to discuss, debate, demonstrate, and network under the banner of IAB.

You have my pledge that IAB will continue to foster growth for all its member companies, and for the industry at large. In 2011 I look forward to working with the Board of Directors, IAB members, and the industry to advance our common interests—and to having a lot of fun in the process.
2010: THE YEAR AT IAB

Financial Growth as the “Great Recession” Subsides

Following two years of strong economic headwinds, IAB in 2010 experienced a period of growth. A broad, albeit uneven, recovery in the advertising marketplace and the expansion of ad-supported digital media companies allowed for growth in cross-industry membership and our events business. This allowed us to strategically invest in initiatives and projects that would raise membership value and add a level of much-needed financial security to our operations.

We planned our 2010 budget cautiously, aware that the financial turbulence of the period might not have been ready to subside. We trimmed our planned expenses and our expected revenue from events, while slightly upping our budget for membership dues revenue. But as the year progressed, our performance began to outpace those conservative expectations.

Revenue from membership dues came in 6 percent over budget. This gain came from the broadening of our Associate tier, with 57 new industry-supportive members, and our Long Tail membership category for small publishers, which saw skyrocketing participation and ended the year with 388 members, up from 92 in 2009. Our general membership, dedicated to sellers of advertising inventory, showed a minor decrease of 2 memberships.

Our events business benefitted from the brighter economic outlook and our proven track record of must-attend, high-quality events. Attendance and sponsorship income contributed $5M of top-line revenue, which is $1.350M, or 37 percent, over plan. This expansion in event attendance required greater expenditures, which is visible in the difference between our planned and actual expenses.

At the end of the year, our revenues exceeded our budget to produce a surplus of $859,000, bringing our net asset total to $968,000. Of this figure, $609,000 is being held in a reserve. This is a prudent measure for our nonprofit trade organization and represents an increase of $500,000 from the reserve’s size at the end of 2009. IAB has dedicated the remaining balance of the surplus to the development of the IAB Ad Lab, the formation of the IAB Mobile Marketing Center of Excellence, and other strategic investments that will increase our utility to members and help us maintain our central position in encouraging the advancement of the interactive advertising industry in 2011 and beyond.

**FINANCIAL KEY INDICATORS FOR 2010**

<table>
<thead>
<tr>
<th></th>
<th>2010 Actual</th>
<th>2010 Budget</th>
<th>Var from Budget $</th>
<th>Var From Budget %</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUES REVENUE</td>
<td>$ 6,175</td>
<td>$ 5,825</td>
<td>$ 350</td>
<td>6%</td>
</tr>
<tr>
<td>EVENTS REVENUE</td>
<td>$ 5,000</td>
<td>$ 3,650</td>
<td>$ 1,350</td>
<td>37%</td>
</tr>
<tr>
<td>TOTAL EXPENSES</td>
<td>$ 10,814</td>
<td>$ 9,759</td>
<td>$ 1,055</td>
<td>11%</td>
</tr>
<tr>
<td>GAIN (LOSS)</td>
<td>$ 859</td>
<td>$ 0</td>
<td>$ 859</td>
<td>658%</td>
</tr>
</tbody>
</table>

With 388 members, up from 92 in 2009. Our general membership, dedicated to sellers of advertising inventory, showed a minor decrease of 2 memberships.
IAB MEMBERSHIP BY TYPE: 2010 / 2009

2010:
- General: 236
- Associate: 190
- Long Tail: 388

2009:
- General: 238
- Associate: 133
- Long Tail: 92

Total Members:
- 814
- 463

IAB MEMBERSHIP BY REVENUE: 2010

- General: 88%
- Associate: 11%
- Long Tail: 1%

EVENTS RECORD YEAR

All Events FY 2010

- 2010 Events Revenue (Dollars ‘000): 5,000
- 2010 Events Attendance: 6,173
- 2010: 5,032
- 2009: 3,497
## A Brief History of the IAB

### 15 Years of a Media Revolution

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>Internet Advertising Council formed with 25 members. Mission: Increase revenue for sellers of online media</td>
</tr>
<tr>
<td>1996</td>
<td>The Proposal for Voluntary Model Banner Sizes defines 8 standard ad units</td>
</tr>
<tr>
<td>1996</td>
<td>The organization changes its name to the Internet Advertising Bureau</td>
</tr>
<tr>
<td>1996</td>
<td>Online advertising revenue reported for the first time</td>
</tr>
<tr>
<td>1997</td>
<td>Value of brand advertising proven with the IAB Online Advertising Effectiveness Study</td>
</tr>
<tr>
<td>1997</td>
<td>Metrics and Methodology document establishes guidelines for the measurement of comparable online advertising data across websites</td>
</tr>
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</table>

### 2010 Highlights

By identifying and leveraging the common threads that connect all segments of the media marketing ecosystem, IAB in 2010 redoubled its resolve to make significant advancements for all its member organizations and the interactive industry as a whole.

**Public Policy**

In 2010, IAB strengthened its stance on the front lines to protect consumer privacy, its member companies, and the interactive industry as a whole in Washington, D.C. Our aggressive efforts to be heard on Capitol Hill and across federal departments and agencies helped them understand that they should strike a balance in their oversight, allowing for greater industry innovation and growth, while amply protecting privacy and intellectual property. IAB advocated for policies that incentivize effective, legitimate business models, value consumer education, and give the industry the freedom to self-regulate where necessary.

The IAB supported these calls by making steady progress on three existing initiatives:

**Self-Regulatory Principles for Online Behavioral Advertising**

The year’s work culminated on October 4, when the Digital Advertising Alliance (DAA)—a collaboration among IAB, the American Association of Advertising Agencies (4A’s), the Association of National Advertisers (ANA), and the Direct Marketing Association (DMA), with support from the Council of Better Business Bureaus (CBBB)—released the Advertising Option Icon, which is to be present in or around online behaviorally targeted ads, and created a site the advertising community could visit: www.AboutAds.info. There, the industry could find the tools necessary for adopting the cross-industry coalition’s Self-Regulatory Principles for Online Behavioral Advertising. Those principles, issued in 2009, define seven industry-wide standards designed to build consumer trust by calling on advertisers and ad networks to operate with transparency and to empower consumers with knowledge and choice.

The interactive icon was developed in conjunction with the Network Advertising Initiative (NAI) and powered by CLEAR (Control Links for Education and Advertising Responsibly) Ad Notice Technical Specifications, and when consumers click on the icon, they are directed to information about which
organization served the ad, where to find its advertising policies, and how to opt out of such targeting in the future. The site itself also provides consumers with information about how online behavioral advertising works and gives them a choice to simply opt-out of some or all participating companies’ online behavioral ads.

In 2011, compliance with this program will be mandated and monitored. IAB is releasing a first-ever Code of Conduct, making adherence to the principles a condition of membership. The CBBB along with the DMA will be responsible for monitoring and enforcing compliance as well as for managing consumer complaint resolutions.

**Consumer Education through Privacy Matters Campaign**

In December 2009, IAB launched its first-ever consumer education campaign to promote consumer trust and confidence in interactive advertising. The campaign was fueled by the donation of creative from WPP digital creative agency Schematic, media planning from GroupM’s Mediaedge:cia, ad serving from Atlas, and the commitment of more than 500 million impressions from 32 online publishers and ad networks.

Entitled “Privacy Matters,” the campaign linked to a site that helped consumers manage their privacy online and invited them to roll over its tagline, “Advertising Is Creepy,” in order to reveal a longer message that demystified key online advertising practices. The latest figures as we went to press show that in the first 11 months of the campaign, consumers initiated more than 29 million rollovers to display the more in-depth educational messaging. In total, the campaign had already delivered 460 million impressions.

**Second Annual Long Tail Alliance Washington Fly-In**

In June, 46 small publishers joined IAB in the nation’s capital to address their elected representatives and impress upon them the critical role that online advertising plays in small business growth. Over the two-day event, these Long Tail publishers from 14 different states met with 35 House Districts and 12 Senate Offices, including members of the Senate Commerce Committee. They also took part in IAB training sessions and presentations tailored to their business interests. These small publisher constituents play an increasingly prominent role at IAB.

**2010 HIGHLIGHTS**

IAB recommended ways forward that incentivize effective, legitimate business models, value consumer education, and give the industry the freedom to self-regulate.
The IAB also actively responded to actions of legislative and regulatory bodies:

**IAB emphatically voiced the online advertising industry’s deep concerns about the Federal Trade Commission’s call for a Do Not Track list.** Influencers in Washington, D.C., and the general public learned about the detrimental effects of the FTC’s recommendation through extensive direct quotes from IAB in major national media and political outlets including The New York Times, Wall Street Journal, Politico, National Journal, The Hill, USA TODAY, U.S. News & World Report, and PBS NewsHour, all of which highlighted our strong opposition.

**IAB testified before the U.S. Congress to express the advertising industry’s serious reservations about two legislative proposals on consumer privacy that both jeopardized the health of the Internet and the interactive advertising industry:** HR 5777, the BEST PRACTICES Act introduced by Rep. Bobby Rush (IL), and the discussion draft bill on consumer privacy introduced by Rep. Rick Boucher (VA), Chairman of the House Energy and Commerce Committee’s Subcommittee on Communications, Technology, and the Internet; and Subcommittee Ranking Member Cliff Stearns (FL).

**IAB increased engagement with the Department of Commerce by welcoming a report that acknowledged the key role of advertising in the global information economy and the value of self-regulation, and by commenting on the DOC’s inquiry on Copyright Policy, Creativity, and Innovation in the Internet Economy.**

**IAB met with Obama Administration Executive Branch staff to discuss IAB’s efforts in copyright protection.**

**IAB applauded the FTC’s timely and necessary request for inquiry on how to empower parents and protect children, and offered guidance on the FTC’s review of the Children’s Online Privacy Protection Rule.**

**Supply Chain**
Friction in the supply chain is a direct inhibitor of revenue growth in the online advertising industry. That’s why for the last 15 years, IAB has been consistently...

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A BRIEF HISTORY OF THE IAB CONTINUED FROM PAGE 5

2002: IAB and 4A’s release Terms & Conditions Version 2.0

2002: First cross-media optimization study completed by IAB with a coalition of organizations proves an increase in online advertising in a CPG’s media mix can significantly impact effectiveness

2004: The first-ever global media measurement guidelines agreed-on by key industry bodies establish a detailed definition for measuring online ad impressions
dedicated to alleviating pain-points from all stages of the buying and selling processes. In 2010, IAB pursued those objectives through various programs:

**Networks & Exchanges Quality Assurance Guidelines**

More than 1 million websites carry advertising, and there are reports of more than 300 ad networks and exchanges populating them with ads. To demystify for advertisers and agencies this flourishing market, integral to our industry’s health, and to ensure networks and exchanges maintain a high quality of inventory, IAB released the finalized Networks & Exchanges Quality Assurance Guidelines in June. The document outlines standards that ad networks and exchanges should abide by to homogenize operations enough for advertisers and agencies to know what to expect when making transactions, and to reassure marketers that their brands won’t be aligned with unsavory content. Two months after these guidelines were published, 16 member ad networks and exchanges pledged to adopt the new standards of practice in early 2011.

**Standard Terms and Conditions Version 3.0**

In early 2010, IAB and the 4A’s issued the final version of the third update of the Standard Terms & Conditions, intended for use by media companies, agencies, and advertisers to expedite contractual negotiations for the most common types of interactive media buys. It includes critical components that address the way the marketplace has evolved since the publication of the last iteration in 2002. IAB commits its resources to the Standard Ts&Cs in order to relieve unnecessary drags on day-to-day operations of its members.

**First-Ever Ad Verification Summit**

IAB hosted marketers, agencies, publishers, ad networks, and technology companies in March 2010 for a candid and productive discussion of ad verification tools at Ad Verification Day: An Introduction and Discussion of Methodologies. Ad verification tools are an increasingly important and potentially valuable component of the ecosystem, as they hold the promise of reassuring advertisers and agencies that their ads were delivered where intended in a brand-safe environment. Currently, however, there’s some confusion about these tools, and there has been a proliferation of companies offering services based on different technologies, some of which may not be aligned with industry standards of measurement. The result can be an unjustified increase in the operational costs associated with the investigation of measurement discrepancies. This ecosystem-wide summit kicked off a must-heed call for transparency and standardization in ad verification methodology.

**Impression Exchange Solution: Tested and Updated**

Publishers and third-party ad servers, which regularly provide metrics to advertisers, manage their

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**2010 HIGHLIGHTS**

<table>
<thead>
<tr>
<th>2005</th>
<th>2006</th>
<th>2007</th>
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<tbody>
<tr>
<td><strong>2005:</strong> First-ever creative guidelines for video ads published</td>
<td><strong>2006:</strong> First-ever measurement guidelines for video ads launched</td>
<td><strong>2007:</strong> Washington, D.C., office opened</td>
</tr>
<tr>
<td><strong>2005:</strong> IAB SmartBrief All Access starts sending daily emails with news highlights</td>
<td><strong>2006:</strong> IAB tackles click fraud with commitment to produce Click Measurement Guidelines</td>
<td><strong>2007:</strong> Third-party measurement companies challenged to submit to an audit of their measurement process</td>
</tr>
<tr>
<td><strong>2005:</strong> The First Best in Show MIXX Award presented to McKinney for Audi’s Art of the H3ist campaign</td>
<td><strong>2006:</strong> IAB tackles click fraud with commitment to produce Click Measurement Guidelines</td>
<td><strong>2007:</strong> Guidelines for ad impression measurement in Rich Internet Application environments issued</td>
</tr>
<tr>
<td><strong>$12.5B</strong></td>
<td><strong>$16.9B</strong></td>
<td><strong>$21.2B</strong></td>
</tr>
<tr>
<td><strong>2007:</strong> Creative Specs Database launched with 88 major publishers</td>
<td><strong>2007:</strong> Rich Media Measurement Ecosystem 2010 identifies how to optimize the value chain</td>
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</table>

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Sixteen member ad networks and exchanges pledge to adopt the Networks & Exchanges Quality Assurance Guidelines in early 2011.
campaign data differently, and this causes challenging discrepancies. The goal of this program is to empower publishers by providing them with automated, daily reports from ad servers that allow them to seamlessly compare line items. In 2010, IAB updated the functional requirements for the automated transactions and tested the Impression Exchange Solution at scale at a major third-party ad server.

**E-Business Interactive Standards**

This initiative aims to reduce a vast number of inefficiencies and errors in the media buying workflow caused by the manual creation and management of RFPs, proposals, and insertion orders. The tactical objective is to develop a streamlined and automated buying process based on standards in communication and data. In 2010, IAB hired developers to build an e-business registry that allows buyers to identify sellers with complementary transactional materials so they can work together efficiently and automatically.

**Data Usage and Control**

As the value of collecting, aggregating, and analyzing data has become more broadly realized and the technology used to accumulate and monetize data has become more sophisticated, contractual and competitive challenges have arisen across the online advertising ecosystem. In May 2010, the IAB Data Usage and Control Taskforce—a group entrusted with the responsibility of defining and producing best practices for the collection and use of data—released its first product, the Data Usage & Control Primer: Best Practices & Definitions.

**Measurement**

Standardizing and simplifying key audience measurements in order to make it easier for marketers and agencies to advertise online has long been one of the pillar commitments of IAB to the industry. Fifteen years in, it’s still a core focus. In 2010, that commitment continued to take a front seat on our agenda as shown by these steps forward:

**Making Measurement Make Sense**

The objective of this ambitious initiative, spearheaded by the IAB with the full partnership of the 4A’s and the ANA, is to form an ecosystem-wide consensus at the business management level on the metrics and measurement systems that will make transactions—from planning through buying to post-buying and evaluating—go smoothly across all types of digital media. In 2010, IAB, 4A’s, and ANA jointly evaluated proposals from major consulting firms to lead a course of action for standardizing the ways digi-
tional media are measured and to build the governance processes for determining those standards.

**Project TAXI**

IAB is a full partner in a complementary program dedicated to investigating the feasibility of universal data codes to allow for the tracking and identifying of content and advertising across media platforms. Project TAXI, which stands for “trackable asset cross platform identifier,” is led by the television industry’s own Committee for Innovative Media Measurement in collaboration with the 4A’s and the ANA. The program was begun to produce a significant first step for providing an operational solution to many of today’s measurement problems.

IAB ignited a debate about the utility and quality of ad effectiveness research with the release of “An Evaluation of Methods Used to Assess the Effectiveness of Advertising on the Internet.” It was the industry’s first independent review of the methodology behind site intercept studies, which are sometimes misused and often create significant supply chain friction. Another major release was the “Interactive Advertising and the Optimal Marketing Mix,” a study conducted for IAB by MarketShare Partners, the leading cross-marketing optimization company. The report evaluated three brand scenarios in three different verticals to determine opportunities for optimizing marketing spend. It found the optimal allocation of interactive media spend should be between 1.6x and 2.2x the percentage of the budget originally allocated to interactive in the scenarios.

**Mobile**

IAB welcomes the responsibility to support the growth of interactive advertising, whether it lives on a PC, interactive television, video game, smartphone, or tablet. In 2010, IAB stepped up to this call by dedicating unparalleled resources to the development of mobile advertising, a move that mirrors the growing importance of mobile in the marketing-media ecosystem.

**Launch of the IAB Mobile Marketing Center of Excellence**

In December, IAB announced the creation of the Mobile Marketing Center of Excellence, an independently funded and staffed unit inside IAB, charged with the evolution of mobile advertising with the new IAB Mobile Marketing Center of Excellence.

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### IAB Mobile Marketing Center of Excellence Board of Directors

- **Cameron Clayton**, The Weather Channel
- **Kevin Conroy**, Univision
- **Bobby Figueroa**, Yahoo!
- **Chris LaSala**, Google
- **Maria Mandel**, AT&T
- **Randall Rothenberg**, Time Inc.
- **Jamie Wells**, Microsoft
- **Michael Zimbalist**, The New York Times

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**2010 HIGHLIGHTS**

- **2009**: First-ever Mobile Buyer’s Guide published
- **2009**: Economic Value of the Advertising-Supported Internet Ecosystem study shows ad-supported Internet contributes $300B to the U.S. economy
- **2009**: Reimagining Interactive Advertising Task Force meets to develop roadmap for evolving ad formats
- **2009**: IAB Certificate in Interactive Advertising program launched
- **2010**: Data Usage and Control Primer published
- **2010**: Mobile Marketing Center of Excellence formed
- **2010**: On-demand training made available
- **2010**: IAB works collaboratively with industry to release Advertising Option Icon
- **2010**: Networks & Exchanges Quality Assurance Guidelines published
- **2010**: West Coast office opened
- **2010**: IAB and 4A’s publish Standard Terms & Conditions Version 3.0
- **2010**: Rising Stars Competition launched

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**2009: Economic Value of the Advertising-Supported Internet Ecosystem**

The Economic Value of the Advertising-Supported Internet Ecosystem study shows ad-supported Internet contributes $300 billion to the U.S. economy.

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**2009: Reimagining Interactive Advertising Task Force**

The Reimagining Interactive Advertising Task Force meets to develop a roadmap for evolving ad formats.
with driving the growth of the mobile marketing, advertising, and media marketplace. With its own Board of Directors, vice president and general manager, as well as councils and committees, the new mobile center will actively develop market and consumer research; provide mobile advertising case studies; offer executive training and educational opportunities; issue standards and guidelines to increase accountability, reduce costs, and streamline the supply chain; showcase creativity in mobile advertising; and identify best practices in the burgeoning field. The intention is for the center to serve as the industry-wide resource for innovation in mobile advertising.

**Mobile Web Advertising Measurement Guidelines**

Measuring the ad impressions delivered by the mobile web can be quite different from counting the impressions generated by PC-based online ads, particularly if the advertisement is accessed from a feature phone rather than a smart phone. These operating differences, amplified by the growth of mobile web advertising, required that measurement guidelines be tailored for the mobile advertising industry. In November, IAB, with the MMA and the Media Rating Council (MRC), released the industry’s first Mobile Web Advertising Measurement Guidelines for public comment. These guidelines are based upon but distinct from the 2005 pioneering IAB Interactive Audience Measurement and Advertising Campaign Reporting and Audit Guidelines. The objective is to define a mobile ad impression, establish a standard methodology for counting these impressions, and ultimately provide advertisers with a clear way to quantify the value of their investment in mobile advertising.

**Prevailing Mobile In-Application Advertising Formats**

The market for mobile advertising expands beyond the browser, as does IAB’s engagement with this segment of the industry. In July 2010, IAB released the ecosystem’s first benchmark for ad formats offered in mobile applications. The document summarizes the results of a survey of IAB member companies and showcases the current trends in in-app ad units and sizes spanning the seven major mobile/ portable application platforms: Android, Blackberry, iPad, iPhone/iPod Touch, Palm, Symbian, and Windows Mobile. This first installment of a resource to be reg-
ularly updated by IAB provides guidance to the bur-
geoning mobile in-app marketing community.

Education & Training for Members

In 2010, the IAB Professional Development Program
launched a new online, on-demand portal for distance
learning; completed its first full year providing in-
person classes to more than 500 employees of agen-
cies, marketers, and publishers; and awarded its first
Certificates in Interactive Advertising. To qualify for
the certificate, each student had to accumulate 40
hours of instruction. Courses included Advertising
Effectiveness 101, Professional Presentations: Turn
Information Into a Story That Sells, Secrets to Success
in Social Media, and The Right Ad for the Right
Consumer at the Right Time: Data-enabled Advertising
Through Exchanges and DSPs, among others.

Council & Committee Highlights

IAB Committees and Councils

IAB Committees and Councils dedicate their signifi-
cant resources toward turning IAB’s objectives into
accomplishments. Here are just some highlights of
their contributions in 2010:

Ad Operations Council
- Ad Operations Summit
- Ad Verification Day

Digital Audio Committee
- Digital Audio Advertising Overview

Digital Video Committee
- Digital Video Agency Day

Games Committee
- Updated Games Advertising Overview Report

Interactive TV Committee
- Interactive Television Advertising Overview

Legal Affairs Council with the Ad Operations
Council
- Standard Terms and Conditions Version 3.0

Local Committee
- Targeting Local Markets: An IAB Interactive
Advertising Guide

Mobile Advertising Committee
- Prevailing Mobile In-Application Advertising
Formats document
- Mobile Web Advertising Measurement
Guidelines
- Mobile Marketplace Event

Multicultural Council
- U.S. Latinos Online: A Driving Force document

Networks & Exchanges Committee
- Networks & Exchanges Quality Assurance
Guidelines
- Networks & Exchanges Marketplace Event

Public Policy Council
- IAB and the NAI released the CLEAR Ad Notice
  Technical Specifications
- Launch of Advertising Option Icon
- Long Tail Alliance Washington Fly-In

Research Council
- Seller’s Guides, kicked off with Autos
- Interactive Advertising and the Optimal
  Marketing Mix study
- An Evaluation of Methods Used to Assess the
  Effectiveness of Advertising on the Internet

Social Media Committee
- Social Media Buyer’s Guide

IAB.NET TRENDS STABILIZE BUT FULL-YEAR NUMBERS INCREASE YEAR OVER YEAR

Note: 2007 data not available prior to 7/1/2007
Creativity in Interactive Advertising

Great advertising is emotionally resonant and culturally significant, builds powerful and memorable brands, and inspires consumers to welcome marketing messages into their daily lives. The innovative interactivity available in online media enhances advertisers’ opportunities for striking creative that deeply engages consumers.

In 2010, IAB reached out to its Agency Advisory Board—composed of elite creatives from top advertising agencies—to thought leaders at major marketers and media companies, and to industry experts in ad operations to develop new ad formats that would inspire the creation of premium online experiences with the audience as first priority. We dubbed this initiative Rising Stars.

Rising Stars Emerge

Rising Stars began with an unprecedented call for the submission of new, brand-hospitable display ad formats to enhance the existing list of standard ad units. Submissions came from more than two dozen forward-thinking companies across the ecosystem, and winners were chosen based on criteria, including how the ad format positively impacts user experience, how well it empowers brand messaging, and how easily the new unit could be adopted within the marketplace. This wisdom-of-the-crowd approach—including creatives, technologists, publishers, sales executives, and marketers—represents the first time in IAB history that we asked representatives of the entire value chain to work together to innovate new ad formats specifically for brand marketers. The select ad formats will be evaluated in-market, and if adopted by the industry, will be officially included as part of the IAB’s standard ad unit guidelines. Already, seven of the IAB standard ad units comprise approximately 80 percent of all online ads served in the U.S.

IAB MIXX Awards Expand

The MIXX Awards celebrated, and by extension nurtured, creativity in online advertising industry by honoring the forces behind brilliant ad executions.
and campaigns. The all-star panel of judges—spanning the most influential advertising agency executives, top-tier marketers, and major media company leaders—advanced the MIXX Awards’ reputation as the leading interactive accolade. Three new categories in 2010 acknowledged groundbreaking, evolving creative possibilities in interactive—Rich Media Display Ad, Experimental and Innovative, and VOD and Interactive Television. The prestigious Best in Show award was presented to HBO and the agency Digital Kitchen for their creation of the True Blood campaign called “Hacking Reality.”

IAB Agency Advisory Board
The IAB Agency Advisory Board, consisting of some of the best-known creative agency executives in the U.S. as well as media agency leaders and executives representing earned media, reinforces the importance of premium online experiences by infusing the conversation about online advertising with a clear call for creative excellence. In 2010, the board lent great support to the Rising Stars campaign and the MIXX Awards.

IAB Agency Advisory Board 2010
Brad Brinegar, Chairman & CEO, McKinney, Founding Chair, IAB Agency Advisory Board
Julie Atherton, Worldwide Director Digital, Hill & Knowlton
Tom Bedecarré, Chairman, AKQA
Jeff Benjamin, Interactive Creative Director, Crispin Porter + Bogusky
Emma Cookson, Chairman, BBH New York
Colleen DeCourcy, Founder, Socialistic
Brian DiLorenzo, Director of Integrated Production and Executive Director of Content, BBDO
Maria Luisa Francoli, Global CEO, MPG
Quentin George, Chief Digital Officer, MediaBrands
Nick Law, EVP & Chief Creative Officer, R/GA
Michael Lebowitz, Founder & CEO, Big Spaceship
Jean-Philippe Maheu, Worldwide CEO, Publicis Modem
Ty Montague, Co-Founder, co collective
Benjamin Palmer, Co-Founder & CEO, Barbarian Group
Steve Wax, Co-Founder, Campfire
Bryan Wiener, CEO, 360i

Winner of the VOD and Interactive Television award, a campaign called “Cold Sore Confessions” for Abreva by BrightLine iTV
IAB Events at a Glance

Powerful decision makers and the brightest minds in the ecosystem addressed sold-out audiences at IAB events—the center of gravity for the interactive industry. In 2010, IAB events attracted more of our members’ clients than ever before, with 40 percent of audiences composed of marketers and agency executives.

Blake Irving, Chief Product Officer, Yahoo!, MIXX 2010

Faris Yakob, Chief Innovation Officer, MDC Partners, IAB Mobile Marketplace 2010

Tina Sharkey, Chairman and Global President, BabyCenter, Innovation Days@ Internet Week 2010

Dick Costolo, Chief Executive Officer, Twitter, MIXX 2010

Jeff Levick, President, Global Advertising and Strategy, AOL, MIXX 2010
Sheryl Sandberg, Chief Operating Officer, Facebook, MIXX 2010

Randall Rothenberg, Tyra Banks, Founder, Bankable Productions, Joanne Bradford, Chief Revenue Officer, Demand Media, MIXX 2010

Susan Wojcicki, Vice President, Product Management, Google, Annual Leadership Meeting 2010

Frank Cooper III, Senior Vice President, Chief Consumer Engagement Officer, PepsiCo Americas, Annual Leadership Meeting 2010

Darren Huston, Corporate Vice President, Global Consumer and Online, Microsoft, MIXX 2010
2011 Operating Agenda: Digital Everywhere

**MAKING MEASUREMENT MAKE SENSE**
- Drive process, with cross-industry partners, to develop standardized digital metrics that will work across platforms
- With cross-industry partners, recommend structure and process for the creation of a measurement governance body that will manage change and quality of metrics as media evolve
- Formulate best practices for brand impact studies
- Engage the industry in debate through IAB Blog
- Educate about and advocate the lessons from the audits of third-party measurement companies

**BUILDING BRANDS ONLINE**
- Unveil new Rising Star ad formats to inspire creativity
- Reveal marketer “eureka moments” with the Case Study Road Show
- Showcase stunning industry creative through new online creative gallery
- Cultivate creativity online with the marketer boot camp
- Increase efficiency through rich media toolkit
- Gain insights from consumers about brand engagement
- Enrich sales presentations with online sales kit

**PROTECTING PRIVACY**
- Monitor compliance with Self-Regulatory Principles for Online Behavioral Advertising
- Enforce these principles within the IAB through Code of Conduct
- Educate consumers through Phase II of public service campaign
- Assemble CEOs in front of Congress to support industry initiatives
- Define mobile and social media privacy practices

**DATA DEMYSTIFICATION**
- Train the data ecosystem in the current, overarching practices of usage and control
- Define the more intricate details of business models that are based on data usage and control and determine best practices
- Streamline data transfers with data interoperability standards
- Issue a clause about data control for the existing Terms & Conditions Version 3.0
- Ensure the integrity of data and the practices of the behavioral advertising ecosystem with a quality assurance program

**MOBILE MARKETING CENTER OF EXCELLENCE**
- Promote the expansion of mobile marketing through research, training, and evangelism
- Foster industry consensus on common technical specifications for mobile rich media ad serving
- Showcase exciting and inspirational creative executions of tablet advertising
- Publish buyer’s guide to tablet advertising

**SUPPLY CHAIN SIMPLIFICATION**
- Develop guidelines that can be used as audit criteria for companies engaged in ad verification
- Increase awareness of, adoption of, and compliance with Networks & Exchange Quality Assurance Guidelines
- Establish process to better monitor member compliance with IAB guidelines
- Encourage adoption of Impression Exchange Solution and the Standard Ts&Cs
- Build functionality to E-Business Interactive Standards’ specifications
Committees
IAB Committees are each based on a specific platform within the interactive advertising medium. Committees work together to prove value in the marketing mix or simplify the processes associated with buying, planning, and creating interactive advertising within their platform segments.

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

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

2010 Committees & Councils and their Co-Chairs

**Audio Committee**
Andy Lipset, Targetspot.com  
Brian Benedik, Katz360

**Digital Video Committee**
Joey Trotz, Turner Broadcasting System  
Geoffrey Coco, Microsoft Advertising

**Games Committee**
JJ Richards, Microsoft  
Dave Madden, WildTangent

**Interactive TV Committee**
Chris Falkner, NBC  
Jared Iwata, Time Warner Cable

**Lead Generation & Email Committee**
Lana McGilvray, Datran Media

**Local Committee**
Ed Darmanin, Weather.com  
Victor Wong, PaperG

**Mobile Advertising Committee**
Sharon Knitter, Cars.com  
Cameron Clayton, Weather.com

**Networks & Exchanges Committee**
David Moore, 24/7 Real Media  
Jay Sears, CONTEXTWEB

**Search Committee**
Daniel Schack, Google  
Saleem Sathe, Microsoft

**Social Media Committee**
Chris Cunningham, Appssavvy  
Seth Goldstein, SocialMedia.com

**Ad Ops Council**
Adrian D’Souza, Google  
Dan Murphy, Unvision

**CFO Council**
Lisa Campbell, Cars.com  
Michael Cohen, Yahoo! Contributor Network

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

**Multicultural Council**
Borja Perez, Telemundo  
Mark Lopez, Terra Networks

**Public Policy Council**
Dave Morgan, SimulMedia

**Research Council**
Beth Uyenco Shatta, Microsoft Advertising  
Stephanie Fried, NBC Universal

**Sales Executive Council**
Sheila Buckley, Weather.com  
Brian Quinn, Triad Retail Media

2010 Working Groups

**Ad Verification Working Group**
**Audio Platform Status Report Working Group**
**CFO Benchmarking Survey Working Group**
**Code of Conduct Working Group**
**Data Usage & Control Taskforce**
**Digital Video & TV Synergies Research Working Group**
**Digital Video Evangelism Working Group**
**E-Business Working Group**
**Email Creative Best Practices Working Group**
**Email Ts & Cs Working Group**
**Games Platform Status Report Working Group**
**Hispanic Working Group**
**Impression Exchange Solutions Working Group**
**ITV Platform Status Report Working Group**
**Local Targeting Working Group**
**Mobile Ad Measurement Working Group**
**Networks & Exchanges Self-Certification Guidelines Working Group**
**Networks & Publishers Ts & Cs Working Group**
**Nomenclature Working Group**
**Rising Stars Taskforce**
**Sales Recognition Working Group**
**Social Media Buyers Guide Working Group**
**Tablets Taskforce**
**Ts & Cs Working Group**
We’d like to thank all of our members for their support throughout the years. With your ongoing participation, the ranks of the IAB will continue to grow. To learn more about IAB membership opportunities, please visit www.iab.net/member_center.

### General Members

- 24/7 Real Media, Inc.
- 33Across Inc.
- 4INFO
- A&E Television Networks
- AARP
- AccuWeather.com
- Adconion Media Group Ltd
- Adify
- AdSide
- Adtegrity
- Advanstar Communications, Inc.
- Akamai
- ALM
- Amazon.com
- American Express Publishing
- AOL, Inc.
- Appssavvy
- Associated Press
- AT&T
- Atigeo LLC
- AudienceScience
- Autotrader.com
- BabyCenter, LLC
- Batanga Network
- BBC Worldwide
- BBE
- Beliefnet
- Betawave
- blinkx
- BlogHer, Inc.
- Brand.net
- Break Media
- BrightRoll, Inc.
- Burst Media Corporation
- Business.com
- CafeMom
- Caring.com
- Cars.com
- Casale Media
- CBS Interactive
- Clear Channel Radio
- Clearspring Technologies
- Clip Syndicate
- CMG Digital
- CNN.com
- Collective
- Comcast Spotlight
- Condé Nast Digital
- CONTEXTWEB, Inc.
- CPX Interactive
- Crain Communications Inc.
- Dailymotion, Inc.
- DataLogix
- Datran Media
- Digital Broadcasting Group
- Discovery Communications
- Disney Interactive Media Group
- e-Miles, LLC
- eBay
- Edmunds.com
- Electronic Arts
- eMarketier, Inc.
- Epic Media Group
- Everyday Health
- Expedia Media Solutions
- Facebook
- Federated Media Publishing
- Forbes.com
- FOX News Channel
- Friendster
- Gawker Media
- Geeknet
- Giga, Inc.
- Glam Media
- Google, Inc.
- GSN Games Network
- Hachette Filipacchi Media
- Harvard Business Review
- Hearst Magazines Digital Media
- Hulu
- iBehavior
- iAd Network
- IB Local Network
- IDG
- Impremedia Digital
- Interactive One
- Jivox
- JumpTap
- Kelley Blue Book
- Kontera Technologies, Inc.
- Life Time Fitness Media
- LinkedIn
- Lotame
- Mansueto Ventures: Inc. & Fast Company
- Marchex
- Martha Stewart Living Omnimedia
- Media6
- MediaMath
- MediaMind
- Meebo Inc.
- Meredith Interactive Media
- Metacafe
- Microsoft Advertising
- Millennial Media
- Mindset Media
- Moontoad
- Morningstar, Inc.
- Move, Inc.
- MTV Networks
- MyWebGrocer
- National Geographic
- Navteq Media Solutions
- NBC Universal Digital Media
- NetSeer
- Newspaper National Network, LP
- NextNewNetworks
- NHL
- Northstar Travel Media
- OpenX Limited
- Orange Advertising Network
- Pandora Media Inc.
- PaperG, Inc.
- Peerset
- Phorm, Inc.
- Pontiflex
- Publishers Clearing House
- Pulse 360
- Q Interactive
- Rainbow Advertising Sales Corporation
- Reader’s Digest Association Interactive
- Resonate Networks
- RockYou!
- Rodale, Inc.
- Rovi Corporation
- Scripps Networks
- ShareThis
- Simulmedia
- Six Apart, Ltd
- SocialMedia
- Sojern
- Sony Computer Entertainment America, Inc. (SC EA)
- Sony Pictures Television
- Specific Media
- SpotXchange
- Strategy+Business
- Tapjoy Inc.
- TargetSpot
- TerraNetworks USA
- The Huffington Post, Inc.
- The New York Times Company
- The Rubicon Project
- The Wall Street Journal Digital Network
- The Weather Channel
- TheStreet.com

### New Members

**New General Members**

- Sto1.com
- Axciom Corporation
- Ad.ly
- AdBrite, Inc.
- AdKeeper, Inc.
- Ad Pepper Media USA LLC
- Ad Summos, Inc.
- Aristotle
- Bizo, Inc.
- Bloomberg L.P.
- Blue Calypso
- BrandFulom Corporation
- Buysight, Inc.
- BUZZMEDIA
- BzzAgent
- Comcast Interactive Media
- Criteo
- Cympnosis Media
- Demand Media
- Digg
- FindTheBest.com
- Hanley Wood, LLC
- HealthCentral
- HealthiNation
- Hoover’s, Inc.
- IGN Entertainment
- Image Space Media
- InMobi
- Kikin
- LIN Television
- MySpace, Inc.
- Myvideoeights.com Inc.
- Myxer
- NCC Media
- NeoEdge Networks
- Netmning
- OMGPOP, Inc
- Open Book Video
- OwnerIQ
- Publishing Group of America
- RadiumOne
- Rapleaf
- Rocket Fuel Inc.
- SB Nation
- Sina.com Technology Co. LTD
- SmartBrief, Inc.
- Smartclip
- Smowtion
- Spiceworks
- Sprout
- Synacor, Inc.
- Technorati Media
- The Business Insider
- The Goodway Group
- The Rubicon Project
- TidalTV
- Triad Digital Media
- TubeMogul
- ValueClick Media
- Vertical Search Works, Inc.
- Yelp Inc.
- Ziff Davis Enterprise
IAB MEMBERSHIP

Thomson-Reuters
Time Inc.
Time Out New York
Time Warner Cable
TRAFFIQ
Travel Ad Network
Tremor Media
Trip Advisor LLC
TVGuide.com
Undertone Networks
Univision Interactive Media
US News & World Report
USATODAY.com
Verizon
Vevo
Vibrant Media
VideoEgg
Warner Bros. Media Research
Washington Post Digital
WeatherBug
WhitePages
Wild Tangent
World Wrestling Entertainment
WorldNow
Yahoo! Contributor Network
Yahoo!, Inc.
YieldBuild Inc.
YuMe
Ziff Davis, Inc.
Zillow Inc.

Associate Members
15miles (the Interactive Division of TMP Directional Marketing)
Accenture
AdJuggler
AdMeld
Adobe Systems Inc.
AdReady
AdSafe Media
AdShuffle
ADTECHUS, Inc.
Acalatel-Lucent
Anchor Intelligence, Inc.
Archer Advisors
Arkadium, Inc.
Audit Bureau of Circulations (ABC)
Auditude
BackChannelMedia
Bartle Bogle Hegarty LLC
BlackArrow
Bluekai
Borrell Associates Inc.
Brand Affinity Technologies Inc.
Brash Insight
Brickfish
Brightcove
Canoe Ventures, LLC
Cisco Media Solutions Group
Click Forensics
Compete, Inc.
comScore
Critical Mass
Cybage Software Pvt. Ltd.
Deloitte & Touche, LLP
DeSilva + Phillips, LLC
Digital Element
DoubleVerify
Dynamic Logic, a Millward Brown Company
eBureau
Efficient Frontier
Ernst & Young LLP
Evidon
Experian Marketing Services
Eyewonder, Inc.
FatTail, Inc.
Format Dynamics
FreeWheel
Goldspot Media
Greater Than One
Gridley & Company, LLC
IHG
ImServices Group
Innovid Inc.
InsightExpress
interCLICK
Interpolis
Interpret LLC
Invite Media, Inc.
Ipsos Mendelsohn
J.D. Power and Associates
Jordan, Edmiston Group, Inc.
Kantar Media - Evaliant
KPMG
Leapfrog Online
LinkShare
LiveRail Inc.
LucidMedia Networks, Inc.
MarketShare Partners
Mediaplex
Morpheus Media
Mpire (Adxpose)
MRM Worldwide
Nestle
Newspaper Association of America
Nielsen Games
Nielsen Online
OpenAmplify
Operative
Organic Inc.
Peer39
PointRoll
PricewaterhouseCoopers
PubMatic
Quanticast
Quova
R.L. Polk & Co.
Rich Relevance, Inc.
Sapient
Scarborough Research
ShortTail
Sorbit
Sybase 365
TARGUSinfo
Television Bureau of Advertising
The Ando Media Group
The Sales Athlete, Inc.
Theorem, Inc.
Time Warner Corporate
TiVo Inc.
TRUSTe
Turn, Inc.
Turn, Inc.
Unicast
Verified Audit Circulation
Vivox
Vizu
WebTrends
YieldEx, Inc.
Zeta Interactive

New Associate Members
Accordant Media
Active International
Ad-Juster, Inc.
AdNectar, Inc.
Adometry, Inc.
AdoTube
aiMatch
All Media Agency
AMC Group Online Media Services
AppNexus
Bango
Bazaarvoice, Inc.
Bering Media Inc.
Blockdot, Inc.
BlueCava
BPA Worldwide
BrightLine iTV
BrightTag, Inc.
Buddy Media
Cable Television Laboratories, Inc.
Centro
Crisp Media
Cross Commerce Media, Inc.
Crowd Science
DataXu
Donovan Data Systems
Dotomi
DraftFCB
Ensequence
ExactTarget
ExtremeReach
Ground Truth
Hiro Media
ICOM / Epsilon
iCrossing
Impact Mobile
Incisent Technologies LLC
Intel Corporation
INVISION Inc.
Janrain
Kantar Media North America
Kantar Video
Kimberly-Clark Corporation
Klaustech, Inc.
Krux Digital
Liquidus
LivePerson, Inc.
Medialets
Medix Media Solutions
Mirror Image Internet
Mixpo
Mochila Inc.
Nexage
OneScreen Inc.
Ooyala
Panther Panache LLC
Perfect Market Inc.
PerformLine, Inc.
Pictela
Proxicim, Inc.
Red Aril, Inc.
SAS Institute, Inc.
Sharethrough
SQAD
Szabo Associates, Inc.
Telemetry Limited
The Allant Group
The Center For Sales Strategy
The Hacker Group
The Media Innovation Group
The Trade Desk, Inc.
thisMoment, Inc.
V12 Group Inc.
Visible Measures
WiT Media
XA Net, Inc.
XGRAPH, Inc.

View a list of the IAB Long Tail Alliance Members at www.iab.net/LTAmemberlist.
## Executive Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob Carrigan</td>
<td>IDG Communications</td>
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<tr>
<td>Bruce Gordon</td>
<td>Disney Interactive Media Group</td>
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<td>Jeff Levick</td>
<td>AOL</td>
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<td>Leon Levitt</td>
<td>Cox Newspaper</td>
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<tr>
<td>Chris Ma</td>
<td>The Washington Post Company</td>
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<tr>
<td>Greg McCastle</td>
<td>AT&amp;T Advanced Ad Solutions</td>
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<td>Kirk McDonald</td>
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<td>IAB</td>
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## Ex Officio

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**ANNUAL REPORT 2010**
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Tracy Keller
Manager, Events Marketing
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Shira Orbach
Coordinator, Marketing and Public Relations
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Molly Flynn
Manager, Administrative Services
molly@iab.net

Jenna Martinez
Manager, Finance and Administration
jenna@iab.net

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Virginia Rollet Moore
Director, Events and Sponsor Relations
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The Interactive Advertising Bureau (IAB) is comprised of more than 460 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.
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