



The IAB Technology Laboratory is a non-profit research and development consortium that produces and provides standards, software, and services to drive growth and efficiency in the global digital media ecosystem.

THE IAB TECH LAB produces specifications and protocols (standards), develops tools and code samples/libraries (software), and provides corresponding compliance programs and events (services), with the goals of building a trustworthy and effective digital advertising supply chain, facilitating growth through strategic channels, informing and enabling better ad experiences, and simplifying and standardizing measurement.



PRODUCT PORTFOLIO

	MOBILE	VIDEO & AUDIO	AUTOMATION / PROGRAMMATIC	AD PRODUCTS	AD TECH
SPECIFICATIONS & PROTOCOLS	MRAID 3.0	VAST, VPAID, VMAP, DAAST, DVAFG	OpenDirect OpenRTB	IAB New Ad Portfolio Dynamic Content Ads LEAN & DEAL Guidance	SafeFrame
OPEN SOURCE CODE BASE	MRAID Ads SDK Tester	/vast, /vmap, /daast, /openvv	/openrtb Ads.txt (Authorized Digital Sellers)	/adblockdetection /flex-ad-testing /dynamicContentAdsSchema	/safeframe
TOOLS	Mobile Ads QA App MRAID Web Tester	OpenVV.org VAST Validator	OpenRTB Bidder Validator	HTML5 Ad Validator	SafeFrame Creative Tester
REFERENCE IMPLEMENTATIONS		OpenVV Implementation Code		Content Taxonomy JSON	SafeFrame Rising Stars Examples

<https://tools.iabtechlab.com>

WORKING GROUPS

The IAB Tech Lab supports the following IAB Working Groups, provides solutions for the Trustworthy Accountability Group (TAG) and Digital Advertising Alliance (DAA) joint accountability programs, and works closely with the Coalition for Better Ads (CBA).

- Ad Blocking
- Blockchain
- Data Quality
- Digital Video Technical Standards
- Display Creative Guidelines
- European Union General Data Protection Regulation (EU GDPR)
- Header Tag Task Force
- HTML5 Best Practices
- IAB Dynamic Content Ad Standards
- IAB Flex Ad Standards
- Identity Standards
- MMTF (Modernizing Measurement Taskforce)
- MRAID (Mobile Rich Media Ad Interface Definitions)
- MRAID Ads SDK Tester
- OpenData Task Force
- OpenDirect
- Open Measurement
- OpenRTB (Real-Time Bidding)
- OpenRTB Native
- OpenVV (Video Viewability)
- OTT Technical (Over-The-Top Video)
- Podcast Technical
- SafeFrame Implementation
- Taxonomy and Mapping
- TV Convergence

WHAT ARE THE BENEFITS OF JOINING?

- Participation in IAB Tech Lab Working Groups to define standards and software
- Authorization to contribute to code libraries
- Technical trainings and seminars for product, engineering, design, and operations personnel
- Participation in networking and other events

HOW DOES THE IAB TECH LAB DIFFER FROM IAB?

The IAB Tech Lab is a global organization governed by an independent Board of Directors, which oversees its agenda. Distinct from IAB, Tech Lab welcomes member companies from outside of the U.S., with a focus on product and technology professionals from brands, agencies, and publishers alike.

IAB TECH LAB GOVERNING MEMBERS:

