

The IAB Technology Laboratory (Tech Lab) is a non-profit research and development consortium that produces and provides **standards, software, and services** to drive growth and efficiency for a sustainable global digital media ecosystem. Our success depends on our members, from buy side to sell side and from many countries, who enable effective, global standards development and adoption.

## IAB TECH LAB STRATEGIC FOCUS

### BRAND AND MEDIA GROWTH



Through our diverse range of members, the IAB Tech Lab enables brand and media growth via:

- A transparent, safe, effective **supply chain**
- Simpler and more consistent **measurement**
- Better advertising **experiences** for consumers
- And, with a focus on **mobile and "TV" channel** enablement

## IAB TECH LAB INITIATIVES

We work with our members and with partner organizations—such as DAA, local IABs, MRC, TAG, and W3C— on a wide range of initiatives.

INITIATIVE/PRODUCT	SUPPLY CHAIN	MEASUREMENT	EXPERIENCES	CHANNELS
<b>Ads.txt – Authorized Digital Sellers</b> (including aggregator)	✓			
<b>OpenRTB &amp; Ad Management API</b>	✓		✓	
<b>Blockchain Pilots &amp; Standards</b>	✓	TBD	TBD	TBD
<b>Data–Transparency Standards &amp; Taxonomy</b>	✓	✓	✓	
<b>Identity Standards</b>	✓	✓	✓	
<b>Mobile–MRAID</b>			✓	✓
<b>Video–VAST, VPAID, VMAP, OTT IFA</b>		✓	✓	✓
<b>TV–Evolving ATSC Standards, File Formats, Metadata</b>				✓
<b>Open Measurement SDK/API</b>		✓		✓
<b>Measurement Standards</b> (including Podcast; others with 3MS)		✓		✓
<b>LEAN – Lightweight, Encrypted, Ad-Choice Supporting, and Non-invasive Advertising</b> (including IAB New Ad Portfolio)			✓	
<b>Dynamic Content Ads &amp; Native Schemas</b>			✓	



### COMPLIANCE PROGRAMS

The IAB Tech Lab Compliance Programs are available to validate adherence and/or proper implementation for:

- Technical Protocols & Specs
- Measurement Guidelines & Best Practices
- Open Measurement SDK Integration
- Data Transparency & Practices

Visit [iabtechlab.com/compliance](http://iabtechlab.com/compliance) for more information

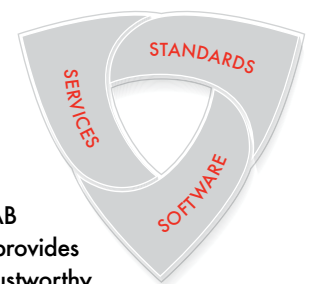
## BENEFITS OF JOINING

- Being part of the global organization that provides the digital marketing supply chain with technology services and solutions
- Participation and recognized contribution in the creation of standards and the development of related software
- Access to events and webinars for product, engineering, and operations staff
- Authorization to contribute to code library and access shared/open source code
- Networking with other leading member companies
- Sponsorship opportunities for targeted Tech Lab industry events
- Discounts to our [technology compliance programs](#), [ads.txt aggregator](#), [international spiders and bots list](#), and access to our [code bank](#)

## WORKING GROUPS

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

You can view the list of all IAB Tech Lab Working Groups at [iabtechlab.com/working-groups/](http://iabtechlab.com/working-groups/)



## IAB TECH LAB GOVERNING MEMBERS:

