Patrick Dolan
President & COO
Interactive Advertising Bureau
116 E. 27th St. 7th Floor
New York, NY 10016
212.380.4717

IAB BOARD OF DIRECTORS

President's Report
October 29, 2018

By Patrick Dolan

Digital advertising has become the largest advertising medium in the U.S., its revenue having firmly overtaken that of cable and broadcast television combined. Industry consolidation, changes in consumer media consumption and purchasing behavior as well as possible increased regulation are presenting profound challenges and opportunities for IAB members and the industry continues to be a front and center concern in Washington, D.C. Over the past year, IAB has been addressing these challenges head on as well as laying the groundwork for the future which will include a consolidated media, marketing, and e-commerce landscape. IAB's ability to convene, educate, and build marketplaces is as strong as ever but there is also a need to build additional capacity to quickly respond to the rapidly-changing digital marketing and media environment. The initiatives highlighted below represent IAB's most significant work since our last board meeting in late May. The complete list of IAB's efforts is provided in a comprehensive appendix included at the end of this report.

Significant areas of activity *(see below for details)*:

- Leading the digital media industry's response to a volatile regulatory environment
- Building new marketplaces: Podcast Upfront and NewFronts West
- Release of updates to critical industry protocols: VAST 4.1, OpenRTB 3.0 Phase 2, ads.txt for mobile
- Facilitating the growth of digital video

Leading the digital media industry's response to a volatile regulatory environment

On the heels of the introduction of the General Data Protection Regulation (GDPR) in Europe, which went into effect in May, California also passed the nation's toughest privacy law in July. The California Consumer Privacy Act (CCPA) triggered a series of actions at IAB to assure that new government regulation protects consumer privacy but also allows for innovation and competition to flourish. Due to the groundbreaking work IAB has done with its industry partners over the past decade with the establishment of the Digital Advertising Alliance (DAA), the Trustworthy Accountability Group (TAG), and the Coalition for Better Ads (CBA), we have earned a prominent position in Washington, D.C. as a leader in the federal consumer privacy conversation. Since the last board meeting, the IAB public policy team has testified at the Federal Election Commission (FEC) regarding more transparency into online political ads and is partnering with the FEC on new standards. The policy team is also working with key Congressional committee members and staff on the first steps toward a potential privacy framework. Additionally, our public policy office has established the IAB Federal Privacy Working Group. The goal of this group is to share information and ideas and formulate IAB's point of view and advocacy stance.

In response to the CCPA, we have been working closely with its members and industry trade groups to advocate for changes to the bill. Since the regulation will not take effect until 2020, many modifications will likely be implemented, especially as the California Attorney General interprets its provisions. We will begin an education campaign on how members should begin to prepare because the regulation is expected to include a "look back" provision which will require that companies provide data collected as of January 2019.

Patrick Dolan
President & COO
Interactive Advertising Bureau
116 E. 27th St. 7th Floor
New York, NY 10016
212.380.4717

iab.

IAB also provided feedback on the EU-U.S. Privacy Shield Framework's second annual review on October 18-19, 2018 at the request of the European Commission and filed public comments with the U.S. Commerce Department on recommended international internet policy priorities, specifically highlighting the challenges that laws such as GDPR and the ePrivacy regulation are having on U.S. businesses.

Building New Marketplaces: Podcast Upfront and NewFronts West

The IAB Podcast Upfronts 2018 in New York in September was a sold-out event. The one-day marketplace is designed for advertisers and media buyers to preview the latest in innovative podcast programming from some of the biggest names in the digital audio arena. The interest in this year's event showed the increasing popularity of the medium as does the 86 percent year-over-year revenue growth to $314 million it saw in 2017 according to joint research conducted by IAB and Price Waterhouse Coopers (PwC). The addition of major terrestrial audio companies Westwood One and iHeartRadio to the lineup reflects the potential for this emerging marketing channel.

Leveraging the success of the New York-based Digital Content NewFronts, IAB launched NewFronts West, a two-day marketplace, held at NeueHouse Hollywood in Los Angeles, California on October 9-10. This event featured fifteen presenters including Ellen Digital Network, FameBit By YouTube, Los Angeles Times, Snap Inc., SoulPancake, Viacom Digital Studios, and Walmart's over-the-top (OTT) platform Vudu. The response from both presenters and attendees to the event was extremely positive and press coverage was robust. Due to the initial success of this event, IAB plans to return to LA in 2019.

Release of updates to critical industry protocols: VAST 4.1, OpenRTB 3.0 Phase 2, and ads.txt for mobile

Maintaining a safe and efficient supply chain is key to sustaining growth in our industry. IAB and the IAB Tech Lab have released several protocols over the past several months that build on some of our best work over the years. The ads.txt (Authorized Digital Sellers) protocol, a small digital file that publishers use to authenticate their site and prevent spoofing fraud, continues to gain traction with over 2 million domains of publishers adopting the ads.txt spec since its marketplace release in June 2017. Pixalate's Q2 2018 Ads.txt Trends Report found that ads.txt adoption increased over five times in the first half of 2018 and that, on average, sites using ads.txt had a 10 percent lower invalid traffic (IVT) rate compared to sites without ads.txt. Work is being undertaken to replicate ads.txt in the mobile environment with the goal to release the mobile app support for ads.txt. The hope is that the protocol will be adopted at a similar rate for mobile devices. In the last few months, the IAB Tech Lab has also made the largest update to the seminal standard for automated advertising buying, OpenRTB 3.0 (Real-Time Bidding), since its introduction in 2010. OpenRTB 3.0 Beta will not only support ads.txt, it will support ads.cert, a new protocol that validates the information passed between buyer and seller has not been altered. The addition of this capability will help to minimize fraud on the automated digital advertising exchanges.

And finally, the VAST 4.1 (Video Ad Serving Template) public comment period closed in July 2018. The template was very well received, primarily because it provides clear direction on implementing a transparent (non-VPAID or Video Player Ad-Serving Interface) verification method, using the Open Measurement Interface Definition (OMID) protocol.

Facilitating the growth of digital video

Digital video is rapidly dominating content whether consumed through the internet, mobile device, or smart TVs in the living room. Original digital video (ODV) is estimated to reach 86 million Americans age 13 years and older in 2018, of which 72 million are adults (18+). ODV viewership among American adults has been on a steady rise from 45 million in 2013 to 72 million in 2018, a 60 percent increase.

Patrick Dolan
President & COO
Interactive Advertising Bureau
116 E. 27th St. 7th Floor
New York, NY 10016
212.380.4717

iab.

IAB has been at the forefront of influencing this trend—from taking over management of the Digital Content NewFronts in 2013 to founding the IAB Video Center of Excellence in 2015. The NewFronts continue to be the premier marketplace for digital.

Through the leadership of the Video Center of Excellence (VCOE) board of directors, IAB has been able to set the agenda for video as well as conduct marketing-making research to continue to drive growth for this ascendant medium. In July, the VCOE hosted its third Annual Video Leadership Summit, an invitation-only meeting that gathers leading stakeholders to address the key problems facing the digital video market and to establish the priorities and agenda for the industry. Executives at the event discussed the evolution of digital video as a core platform for the growing direct-to-consumer brand trend. Through addressability content creators–both individuals and brands—can create meaningful two-way connections with their audience, which is a powerful combination.

The VCOE conducts essential research to keep our members abreast of the fast-changing video landscape including the 2018 Video Ad Spend Study. This study revealed that nearly 60 percent of marketers' digital advertising budgets are allocated to digital video and half of all advertisers plan to increase spending on digital video, mobile video, and advanced TV in the future. Marketers will spend on average $10 million this year on ODV, much like the content showcased at NewFronts West. An IAB consumer research companion piece to the Video Ad Spend Study, the Digital Video Viewers And Brand Connection, further explores the ODV audience and reveals that the younger, more diverse, tech-savvy audience is receptive to new brands and reports higher levels of brand engagement.

Additional research from the VCOE included a global analysis of trends in video. IAB released a research study in partnership with 21 international IAB chapters called Live Video Streaming–A Global Perspective. This report sheds light on the growing popularity and advertising opportunity of livestreaming video across the globe: 67 percent of consumers globally have livestreamed video.

IAB Organizational Snapshot

Financial Management

IAB ended the second quarter with a net income of $3.2 million, slightly overperforming in regard to our budget. We continue to see softening in revenue related to our education and certification programs as expected and are managing expenses in those areas to make up some of the difference. Our new events portfolio is performing well and will also make up for some of the revenue loss in other divisions. Costs across the organization are being closely monitored and show a year-to-date Q2 savings of $1.3 million.

Mandatory Trustworthy Accountability Group (TAG) Membership
Earlier this year, IAB took the position that all IAB members should support a safe and fraud-free internet advertising supply chain. This resulted in the Board approving a change in IAB policy that requires all member companies to be registered with the Trustworthy Accountability Group (TAG), the industry's anti-fraud alliance. We are pleased to confirm that over half of active IAB members are currently TAG compliant or committed to register and we plan to achieve 100 percent compliance by January 2019.

New Global IABs
After a year-long negotiation, IAB approved an expansion of our presence in Asia, agreeing to allow IAB Singapore to expand its remit to cover Southeast Asia and India, under the name IAB Southeast Asia and India. This change, which was sought by the multinational members of IAB Singapore, recognizes the need for more cross-border collaboration, education, and research in the region across national borders. Because Singapore is the hub for a significant amount of regional business activity, and because IAB Singapore has grown so significantly since its founding a decade ago, we felt this extended remit was viable and would benefit all IAB stakeholders. The agreement builds in risk protections for IAB; continues

Patrick Dolan
President & COO
Interactive Advertising Bureau
116 E. 27th St. 7th Floor
New York, NY 10016
212.380.4717

to provide IAB authority to approve all new national IABs, and creates conditions to generate more penetration for IAB technical standards, best practices, training, and certification around the world. Miranda Dimopoulos, the CEO of IAB Singapore, will continue as CEO of IAB Southeast Asia and India, and will become an ex-officio member of the IAB Board of Directors, joining Townsend Feehan, the CEO of IAB Europe.
.

Membership

Recruiting new members is essential to IAB value to the digital economy. Our committees, councils, and working groups become more robust as we bring in new vitality through new members. Since June, we have added over 30 new members with an emphasis on areas which reflect emerging market opportunities and growth sectors for the interactive industry. Renewal rates year-over-year for our largest members continue to be strong, with most turnover due to industry consolidation.

Below is a comprehensive list of members added since June 2018:

- Ampush Media
- AudienceX
- Backbone PLM
- Baker & Hostetler LLP
- C3 Metrics
- Collective Bias
- DeepIntent
- Diray Media
- Ebiquity
- Equifax
- FuelX
- Giant Media
- Group Nine Media
- LotaData
- Marketing Architects
- MediaShift

- Merchant Resource Group
- Mirriad
- Mobilewalla
- Music Audience Exchange
- Pepperjam
- Philo
- Pod Digital Media
- Pub Ocean
- PubNative GmbH
- Rooster Teeth / The Roost Podcast Network
- RPA
- Specialists Marketing Services/d3
- SuperAwesome
- Vivoom, Inc.
- VRTCAL

IAB Executive Appointments

IAB made several key hires and promotion over the past few months. Breda O'Reilly, formerly Digital Advertising Director for The New Yorker, was named Vice President, Investment and Relations. IAB veteran Michael Texidor was promoted to Vice President, Learning and Development, and Susan (Sue) Hogan was named Senior Vice President of Research and Measurement. All of these executives will drive key initiatives for members and the industry and we are excited to have them on board.

I am gratified that we continue to deliver value to the industry and our members and confident that IAB is well-positioned financially to deliver on its ambitious agenda for the end of 2018 and beyond.

Our success would not be possible without the commitment from our Board of Directors and our members. Thank you for your ongoing support of the IAB team and our efforts.

Respectfully,

Patrick Dolan
President
IAB

Patrick Dolan
President & COO
Interactive Advertising Bureau
116 E. 27th St. 7th Floor
New York, NY 10016
212.380.4717

APPENDIX

Research

2018 Video Ad Spend Study

As part of IAB's NewFronts research program, the fifth annual Video Ad Spend Study revealed that nearly 60 percent of marketers' digital advertising budgets are allocated to digital video and half of advertisers plan to increase spending on digital video, mobile video, and advanced TV. Marketers will spend on average $10 million this year on original digital video (ODV), the type showcased at the NewFronts.

Digital Video Viewers and Brand Connection

The IAB consumer research companion piece to the Video Ad Spend Study, the Digital Video Viewers and Brand Connection further explores the ODV audience and reveals that this younger, more diverse, tech-savvy audience is receptive to new brands and reports higher levels of brand engagement. In addition to IAB's own research studies, IAB hosted for the fifth year the NewFronts Insights Breakfast, featuring presentations from IAB member companies on digital content and advertising which provided actionable insights to a crowded room of over 100 senior buyers. In addition, the Ad Receptivity and the Ad-Supported OTT Video Viewer study was released at NewFronts West on October 9 during the West Coast event. This in-depth seminal study reveals the opportunity for brands to connect directly with key consumer segments through ad-supported video (ASV) delivered over-the-top (OTT). Especially important for brands: Ad receptiveness is stronger for ASV OTT viewers than those who watch subscription-based video on demand (SVOD) or TV-only.

Podcast Ad Revenue Study

Similarly, the IAB Podcast Ad Revenue Study, released in June, has garnered even more press coverage in the lead up to the 2018 IAB Podcast Upfront, fueling interest and investment in the format. The report shows strong podcast ad revenue growth of 86 percent to $314 million in 2017 and projects 110 percent growth to $659 million in 2020.

Live Video Streaming–A Global Perspective

Expanding video learnings globally, IAB released a research study in partnership with 21 international IABs called Live Video Streaming–A Global Perspective.This report shed light on the growing popularity and ad opportunity of livestreaming video across the globe: 67 percent of consumers globally have livestreamed video with close to two-thirds of them planning to livestream the World Cup. Highlighting the ad opportunity, over half prefer free, ad-supported livestreaming experiences.

Advanced TV Attribution Guide

To help accelerate the growth of the Advanced TV space (which includes OTT, estimated at $2.2 billion in ad spend according to Magna and Addressable TV, projected to $3.04 billion in 2019 by eMarketer), the Video Center of Excellence developed the Advanced TV Attribution Guide. Released at the IAB Direct Brand Summit, the guide aims to help educate the buying community on the benefits and opportunities to leverage attribution studies to evaluate campaign ROI within the confines of Addressable TV/VOD and OTT/CTV. A working group made of 121 members of the Advanced TV Committee, partnered on various sections of the guide including: "What to look for in an attribution partner" and "Examples of measurable KPIs by advertising objective". Working group members shared feedback on the document and throughout the development process, and Mike Haight Digital Ad Solutions Executive at Infinitive praised the guide for "synthesizing a rather complicated subject matter into easily digestible components."

Patrick Dolan
President & COO
Interactive Advertising Bureau
116 E. 27th St. 7th Floor
New York, NY 10016
212.380.4717

Events

Influencer Marketing Town Hall

The "Inside Influencer Marketing: Success Strategies & Pitfalls to Avoid" Town Hall event, held at Viacom's event space in New York City, was presented by the Social/Native/Content Committee in partnership with sponsors Collective Bias/Inmar, Rakuten Marketing, Undertone and WHOSAY. In addition to the sponsors who developed the programming on behalf of the Committee, the half-day event featured speakers from Carat, Chobani, Essence, the Federal Trade Commission (FTC), OMD Social, Pinterest, UM, Refinery29, Unilever, and YouTube. This conversation with the FTC and Brad Weltman, VP of Public Policy, IAB, which was streamed live from Washington D.C., was particularly relevant following Unilever's proclamation at Cannes that they would not work with influencers with fake followers or used bots. This marks the fourth time that the FTC has participated with IAB on the topic of native/content in the past few years. Over 200 new brands and agencies registered and 165 attended.

B2B Town Hall: Changing the Face of Digital for the B2B Marketer

On September 17, the B2B Committee held a Town Hall titled "The Changing Face of Digital for the B2B Marketer." Topics represented the key focal areas brought up at the 2Q Committee meeting held at Mansueto: Account-Based Marketing Best Practices, Measurement, and Privacy/Public Policy related concerns. Catharine Hays of the Wharton Future of Advertising Program and now co-host of The CMO Spotlight moderated guest speakers from UM, iProspect, and Samsung. Over 80 executives attended the event in the IAB Ad Lab in New York City.

IAB Game Committee Off-site Speaking Engagement

On October 4, the IAB Games Committee was represented at the NY Games Conference, which is part of the New York Media Festival, evangelizing the benefits of game advertising for marketers in a session called "2018: The Year Brands Finally Noticed Game Advertising." From new engaging ad formats and platforms, and even new types of games, brands are realizing the value of advertising in game environments. Driven by a desire to engage with consumers in more organic and native ways in brand-safe environments, game advertising is taking off by leaps and bounds. IAB Game Committee leaders from Activision Blizzard Media, Electronic Arts, Unity, and Zynga discussed today's game advertising landscape and what we might expect in the years to come to a packed room and highly engaged audience.

Mobile Center DC Fly-in Meeting

At the IAB Mobile Center DC Fly-in Meeting on June 5, which was a joint Board meeting with the IAB Data Center of Excellence, members approved a modified mission statement that better reflects today's mobile reality. Without losing sight of the Mobile Center's long-standing core priorities, the overarching mission was modified to focus more sharply on the intersection of creativity, innovation, and technology that forms today's mobile experience for both consumers and brand, stressing that mobile is not about the device, but about mobility. With a consumer-first focus, discussions focused on the creation, distribution, and measurement of mobile advertising from new experimental formats to IAB New Ad Portfolio recommendations and everything in between including measurement, identity, attribution, and public policy issues. IAB welcomed three new Mobile Center companies in 3Q: EA/Dave Madden, Ogury/Evan Rutchik, and Taboola/Tim Ruden.

Annual Video Leadership Summit Tele://vision

In July, the IAB Video Center of Excellence hosted its third Annual Video Leadership Summit, an invitation-only meeting that gathers leading industry stakeholders to address the key problems facing the video industry and to establish the priorities and agenda for the Video Center. The summit began with a table-setting session led by Randall Rothenberg CEO, IAB, and Jim Louderback, CEO, VidCon, who discussed the evolution of digital video as a core platform for direct-to-consumer brand engagement and what content creators—both individuals and brands—need to understand to create meaningful two-way

Patrick Dolan
President & COO
Interactive Advertising Bureau
116 E. 27th St. 7th Floor
New York, NY 10016
212.380.4717

connections with their audience. The summary findings from the event are in this post summit report.

Inaugural Legal Affairs Committee Meeting

On July 16, IAB launched the Legal Affairs Committee. A group of 80 attorneys from a broad cross-section of the industry joined to discuss important and complex legal issues in the digital advertising industry. The group discussed ways to decrease friction and drive efficiency by focusing on the following areas: privacy, fraud, industry templates, advocacy, and industry education for attorneys. The meeting focused in particular on GDPR (General Data Protection Regulation) implementation and potential industry-wide solutions, as well as the recently passed California Consumer Privacy Act (CCPA). Subcommittees were formed with the Privacy Subcommittee meeting in September.

Programmatic Brand Summit

Held on September 28 at the offices of AppNexus in New York City, IAB assembled industry leaders to discuss the growing trend of "Bringing Programmatic In-House." Implementation tactics kicked off the conversation and the session ended with real-world applications. This half-day event, attended by over 150 enthusiastic brand and agency professionals, addressed several key issues facing the media industry including how to appropriately staff for shifting your programmatic buys in-house, the need for greater transparency in an ever-changing technological environment, tools for the better buy optimizations, and a detailed look into demystifying the digital TV landscape. The day ended with an important update on the state of public policy legislation from Brad Weltman, Vice President, Public Policy, IAB.

IAB Women Visionaries Town Hall

Following up on our successful Visionaries: Female Founders and Brilliant Bosses event in May in New York City, IAB hosted an invitation-only Women Visionaries Town Hall on October 3, titled "Claiming Your Seat at the Leadership Table: Resetting the Rules for Women." Lynda Clarizio, former President, Nielsen US Media, and JoAnna Foyle, Chief Operating Officer, OpenSlate, and board member of Step Up, led an honest, interactive discussion delving into being a leader with strength and conviction, the challenges of getting promoted to a managerial role, and the needs for diversity of thought and perspective for successful careers.

Whitepapers & Resources

IAB Ad Quality Measurement Guide & Checklist

In September, a working group formed under the Mobile Committee published the IAB Ad Quality Measurement Guide. This guide outlines the myriad of nuances that a marketer should consider regarding advertising quality measurement during campaign planning. Often, the misalignment of priorities and lack of a complete understanding of advertising quality between the buy and sell sides cause unnecessary churn in partnerships. The guide helps facilitate a holistic understanding of advertising quality measurement, which includes viewability, brand safety, and fraud. A helpful IAB Advertising Quality Measurement Checklist is provided to help both the buy and sell sides to align with each other on business decisions in pre-campaign planning. The goal is to ensure that the right questions are asked upfront so buyers can make decisions with more confidence.

Publisher Content Studio Directory

On June 28, IAB published the first and most comprehensive directory of its kind representing an important mark of the maturity of the publisher branded content landscape. While nearly every publisher now has some sort of branded content offering, often from a dedicated publisher content studio, buyers may not know all options available to them and publisher's offerings can sometimes be difficult to find. This can be true for all brands, but is especially true for smaller or new direct-to-consumer brands that may not have on-going relationships or contact with a publisher's sales rep. The IAB Content Studio Directory, which is searchable by company name and branded content type ,now totals 70 publisher entries and represents the majority of the industry's largest legacy print, digital native print broadcast,

Patrick Dolan
President & COO
Interactive Advertising Bureau
116 E. 27th St. 7th Floor
New York, NY 10016
212.380.4717

podcasting, and game advertising publishers.

Augmented and Virtual Reality Glossary

The new Augmented and Virtual Reality Glossary is an example of the Video Center's work highlighting future directions in digital media. New immersive media formats like AR and VR, while still in the early stages of development, provide an unprecedented opportunity for marketers to tell stories that capture the entirety of a user's attention and invoke natural exploratory curiosity. As these formats continue to be adopted by consumers, it is important that the industry agrees upon and uses standard terminology as they discuss marketing opportunities within these video environments. IAB collaborated with a working group of key publishers on this project including ABC and The New York Times, ad tech enablers like Amobee and SpotX, and agencies like Spark Foundry to compile the in-depth Augmented Reality and Virtual Reality Glossary. From metrics and measurement to equipment and techniques, this glossary is the industry's guide to learn more about these formats.

Training and Certification

Google Scholars Program

IAB teamed up with Google to sponsor agency media buyers that currently work with Google to become IAB Certified. The goal was to increase knowledge of best practices in digital media, to increase retention of top talent within organizations and within the advertising industry, to deepen trust with clients, and to champion ethical industry practice globally. More than 1,100 participants attended this program.

Data 360

This four-part webinar addresses systems and techniques for the collection, processing, activation, and management of data for the purposes of audience targeting, campaign measurement, advertiser insights, and publisher monetization It also includes education on the legal policies and business considerations for the use of consumer data in advertising.

Society of Digital Media Professionals

IAB also launched a community that consists of IAB Certified individuals. Being a member grants access to special events and initiatives in the future. We are currently hosting a monthly, invitation-only networking reception for local (Tri-state area) IAB-certified members to meet fellow IAB certification holders and learn how media professionals are leveraging their IAB credentials to advance their careers. The first event was held in July and there were 70+ registered attendees for two events, with 63 companies represented.

Standards and Protocols

Ads.txt and OpenRTB 3.0

The IAB Tech Lab continues to focus efforts to clean up the supply chain, including launching OpenRTB 3.0 with ads.cert beta testing, and deliberations on how to move forward with mobile ads.txt support. Beta specifications for OpenRTB 3 were delivered to the market, bringing the process of finalization and adoption even closer towards stamping out fraudsters. Active beta testers include Centro, Oath, Rakuten, Sharethrough, SpotX, and The Trade Desk. The industry is primed in anticipation for reducing wasted media spend on fraudulent inventory and buyers need clarity on what standards they need to ask for from their programmatic buying partners.

DigiTrust ID

In support of an effective programmatic supply chain, the IAB Tech Lab launched the DigiTrust ID Working Group aimed at accelerating adoption of the DigiTrust ID broadly, and demonstrating its value as a neutral industry utility that can reduce duplicative cookie syncing efforts,

Patrick Dolan
President & COO
Interactive Advertising Bureau
116 E. 27th St. 7th Floor
New York, NY 10016
212.380.4717

improve match rates throughout the supply chain, and improve bottom line ROI for the publishers and platforms that deploy it. OpenRTB 3.0 is now with launch partners for beta release and a formal DigiTrust working group has formed to advance the adoption further.

Data Transparency Label

Following its May release of a Data Transparency Framework proposal, the IAB Tech Lab has also made substantial progress in establishing the industry's first disclosure requirements for the complex and largely opaque syndicated data marketplace. In coordination with other leading trade bodies (ANA/DMA, CIMM, and ARF), data sellers, aggregators, DMPs and DSPs, the unified solution is an important industry utility that outlines key determinants of data segment quality at the point of purchase—things like data age, provenance, and modeling—and will ultimately improve buyer purchase decisions and reduce the perceptions of data commoditization for those segments that are accurate and rigorously defined. The joint program components include label fields, technical requirements, and associate compliance offerings and was announced as a final release in coordination with leading trade bodies in October 2018.

VAST (Video Ad Serving Template)

VAST 4.1 features significant advancements to the digital video ad serving template and provides clear direction on implementing a transparent (non-VPAID) verification method, using Open Measurement. The IAB Tech Lab received around 20 pages of constructive feedback from the recent public comment (which ended in July) and the working group is currently processing the responses.

Open Measurement SDK

The Open Measurement SDK (Software Development Kit) released in April 2018 is seeing wide adoption with over 200 downloads from across Americas, Europe and APAC regions. The OM SDK working group is attracting new members and now has 58 companies. The Open Measurement Commit Group also added two new members, Microsoft and Nielsen, and now has all major measurement providers in the U.S. as part of the Commit group. Besides downloads, the OM SDK is also seeing growing integration and adoption with over 17 companies already signed up for certification.