

IAB Tech Lab is a non-profit consortium that develops and provides technical standards, software, and services to drive growth of an effective and sustainable global digital media ecosystem that benefits consumers.



GOAL | Drive Brand and Media Growth, via:

- A transparent, safe, effective **SUPPLY CHAIN**
 - Scalable and more consistent **MEASUREMENT**
 - Higher quality consumer advertising **EXPERIENCES**
- All supported by the responsible use of **DATA**

700+ MEMBERS GLOBALLY

COLLABORATING WITH LOCAL IABs IN 35+ COUNTRIES

30+ WORKING GROUPS

20+ STANDARDS & SPECS

INITIATIVES, STANDARDS & SPECS

We work with our members and partner organizations – such as the local IABs, Ad-ID, Coalition for Better Ads (CBA), Digital Advertising Alliance (DAA), Media Rating Council (MRC), Trustworthy Accountability Group (TAG), and World Wide Web Consortium (W3C) – on a range of initiatives.

INITIATIVE/PRODUCT	SUPPLY CHAIN	MEASUREMENT	EXPERIENCES	DATA
Anti-fraud: ads.txt (authorized digital sellers), ads.txt Aggregator, ads.cert	✓			
TAG Engagement: ID, anti-fraud	✓			
OpenMedia: OpenRTB, OpenDirect, Ad Mgt.	✓		✓	
Blockchain: education, pilots, standards	✓	TBD	TBD	TBD
Open Measurement: SDK, API		✓	✓	✓
Measurement Standards: MMTF, podcast		✓		✓
Video: VAST, VPAID, VMAP		✓	✓	
Mobile: MRAID			✓	
Ad Products: Ad portfolio, dynamic content ads			✓	
LEAN Program: Consumer experience principles			✓	
Privacy: GDPR Framework with IAB Europe			✓	✓
Identity: DigiTrust, OTT IFA, standards	✓	✓	✓	✓
Data: Transparency Standards & Taxonomy	✓	✓	✓	✓



COMPLIANCE PROGRAMS

The IAB Tech Lab Compliance Programs are available to validate adherence to and/or proper implementation of protocols, specs, and software.

MEMBER BENEFITS

Our success depends on our members, from buy side to sell side and from many countries, who enable effective, global standards development and adoption.

- **DRIVE ROI** | Early access to innovative standards & products that will drive your business
- **INFLUENCE THE INDUSTRY** | Participation in specialized working group & gain recognition for developing critical industry standards
- **CONNECT WITH PEERS** | Networking with 700+ member companies
- **BUILD TRUST** | Standards and compliance programs that help your business increase its trust & transparency in market
- **BE EMPOWERED** | Access to code repositories, with option to contribute
- **LEARN & BE INSPIRED** | Special access to industry events, webinars & trainings
- **ACTIVATE WISELY** | Sponsor opportunities for highly-targeted industry events
- **ENJOY DISCOUNTS** | Preferred pricing on Tech Lab products & services

IAB TECH LAB BOARD OF DIRECTORS

