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NATIVE ADVERTISING PLAYBOOK 2.0



TODAY'S NATIVE AD TYPES AND CRITERIA FOR HOW TO EVALUATE

with IAB and FTC recommended disclosure principles

This Playbook provides the industry with a framework for considering and discussing current native advertising options with the goal of making native advertising easy to understand and navigate for brands, agencies, advertising technology providers and publishers alike. This Playbook defines the major native ad types, and provides criteria for how to evaluate native advertising and the constantly evolving publisher inventory landscape. Importantly, it also provides current IAB and FTC disclosure guidance.

This is an update of the IAB Native Advertising Playbook first published in December 2013, and it reflects current marketplace thinking on native ad formats and evaluation.



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PRELUDE

IAB published its groundbreaking IAB Native Advertising Playbook in December 2013. Since that time, IAB has released numerous companion pieces to the Playbook and IAB Tech Lab has developed important native technical specifications such as Native OpenRTB.* In late-2018, an IAB working group came together to determine what Playbook changes, if any, were warranted based on today's media and marketing environment. The group agreed that while many parts of the Playbook have stood the test of time, other parts needed to be updated or modified based on native maturity and industry changes over the past several years. These industry changes, which did not happen overnight, collectively have impacted the business of native ad selling and the evolution of native ad formats.

*See [Appendix](#) for IAB native advertising-related resources



THE NATIVE ADVERTISING PLAYBOOK

SIX NATIVE AD CATEGORIES, SIX MARKETPLACE CONSIDERATIONS, AND IAB RECOMMENDED DISCLOSURE PRINCIPLES

This paper provides the industry with a framework for thinking about and discussing current native advertising options with the goal of eliminating marketplace confusion and thereby helping sellers sell and buyers buy. Importantly, it also provides Recommended Industry Guidance for Advertising Disclosure and Transparency for ad units most often described as 'native.'

This will serve as the basis for future IAB initiatives in the native advertising space to provide greater clarity to the market. Anchoring this initiative will be a series of IAB industry workshops in 2014 focusing on the most pressing aspects of the native advertising ecosystem.

DECEMBER 4, 2013

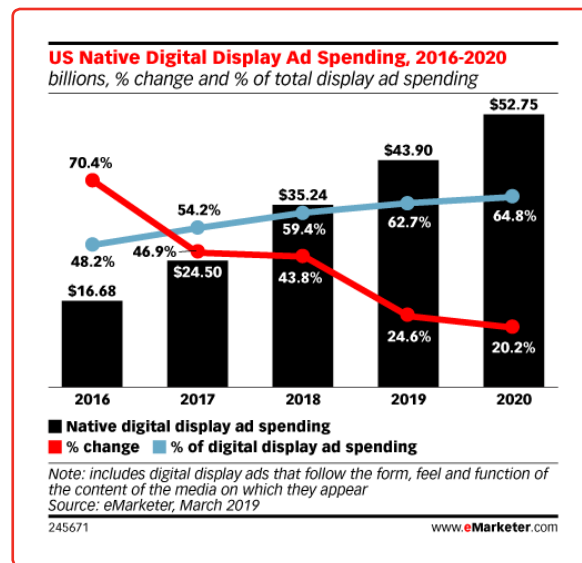
NATIVE ADVERTISING MATURITY

KEY FACTORS IMPACTING CHANGE - THEN VS. NOW

	<div>THEN</div> <div>2013</div>	<div>NOW</div> <div>2019</div>
The Explosion of Publisher Content Studios	A few dozen publishers were leading the way, with many still experimenting with the format.	Nearly every publisher now has a dedicated content studio arm for native advertising.
The Maturation of Programmatic	Programmatic was evolving with only a few native tech players and no formal industry native tech specifications.	Programmatic maturity with native now built into the OpenRTB specs, thus allowing native to scale more broadly as DSPs can represent inventory by context and placement type, rather than needing to separately represent each supply source. In 2018, 82.5% of digital display ad spend was done programmatically, (eMarketer) largely led by social which dominates native spend, with numerous players in the native tech space.
The Shift To and Growth of Paid Social	Paid social was emerging, representing 10.4% of total digital ad revenue. At this time, publishers' organic posts were still a compelling option for native ad distribution on social. Publishers could distribute content for free and garner significant engagement.	Social media as a share of total digital revenue has increased 393% since 2013, and now represents 25.2% of all digital ad revenue (FY 2017, IAB/PwC Internet Advertising Revenue Report) . In 2018, almost three-quarters of US native display ad spending was on social ads, partly because almost all social advertising is native (eMarketer) . Paid social is the name of the game for content distribution/ native advertising and organic engagement is more difficult to achieve with publishers desiring greater reporting transparency from the social platforms.
The Rise of Mobile Advertising and Shifting Consumer Expectations on Mobile Devices	Mobile revenue was \$42.8 billion. Banner blindness, especially on mobile, was a key issue to address. Many felt that native was a solution.	Mobile revenue was \$88 billion in FY 2017; +105% growth from 2013. In 2018, more than 90% of native display ad dollars went to mobile placements (eMarketer) . The ad blocking conversation, which exploded in 2015-16, led to a focus on ad formats that put the consumer experience first, including LEAN/DEAL ads and more emphasis on non-intrusive storytelling experiences (native).
Clear Disclosure Guidance Issued by FTC	Disclosure, or rather lack of clear disclosure, was a critical issue, so much so that the FTC held a Town Hall on the subject.	With FTC Native Advertising disclosure guidance in place (2015), publisher disclosure to the consumer is now clearer, negating most disclosure issues of the past - while remaining a very important part of the native ad equation.

Despite these industry changes, one thing that is unchanged is the definition and aspiration of native which is the desire to connect with consumers in more meaningful, relevant and less disruptive ways.

It's no wonder, then, that native display spend continues to rise, now representing 63% of total display spend, driven largely by social and mobile native ads.



CHANGES TO THE ORIGINAL PLAYBOOK AND WHY

The original Playbook was lauded for its clarity and simplicity in explaining and breaking down the native landscape. The changes made in Playbook 2.0 simplify both the identification of the core native ad types and the evaluation of those ad types even further, reflecting how native has evolved over the years. The changes are, overall, evolutionary rather than revolutionary in nature, but nonetheless important to make to help native continue to grow and thrive. The most significant changes, as outlined below, are the addition of Branded/Native Content as a core native ad type and even more emphasis on the need for clear and prominent disclosure for all native ad types.

Highlights of the changes and updates noted in the Playbook 2.0 are as follows:

Definition

Remains the same. See [page 11](#).

The Core Native Ad Types

The original Playbook featured six core, distinct, native ad types. IAB Native Advertising Playbook 2.0 now features three core native ad types ([in green below](#)).

What's Out Completely as a Distinct Native Ad Type	What Remains (but with modifications for greater clarity)	What's New
In-Ad (IAB Standard) with Native Elements	In-Feed/In-Content <i>*formerly called In-Feed</i>	Branded/Native Content
Custom/Can't Be Contained	Content Recommendation Ads <i>*formerly called Content Recommendation Widgets</i>	
Paid Search		
Promoted Listings		



Rationale for the changes are as follows:

In-Ad (IAB Standard) with Native Elements

- Removed from the core list of native ad formats

In 2013, there were a number of companies who were selling IAB Standard Ads with native elements as native ads. These ads did not render in the design of the surrounding content and were out-of-feed. They also included a component native element such as a real-time weather or social feed which was the justification for being considered native.

This ad type had, thus, been included as a native ad type to reflect marketplace conditions at that time. With evolved thinking on what truly qualifies as native, plus the evolution of dynamic ads with the release of the [IAB Dynamic Content Ad Standard](#) in 2017, IAB members felt it was time to remove it from the core list.

Note: In-Ad is defined as any placement that takes component creative assets (meaning they are built using components like image/video, headline/caption, CTA and the like) and renders those assets in a banner ad slot whether inside or outside of the feed of content. These types of ads typically do not follow the format of surrounding content exactly and may not be well integrated amongst content, but separated, as is typical of traditional IAB banner ads such as 300x250, 728x90, etc.

This said, being an IAB standard ad, e.g., a 300x250, does not automatically disqualify an ad from being native. Consistent with the definition of native, and the evaluation spectrum, what matters is the evaluation of the ad and whether it is styled/designed to match the visual design of the experience they live within, its location and ad behavior relative to the surrounding content.

Custom/Can't Be Contained

- Removed from the core list of native ad formats

This classification was originally intended for bespoke executions or for formats like Custom Playlists that were too small a group to call out as a separate native ad format. The current thinking is that most of these types of native ads fall under the In-Feed/In-Content native ad classification, and, therefore, do not warrant a distinct classification.

Paid Search

- Removed from the core list of native ad formats

While Search ads technically meet the IAB definition of native, and could effectively be rolled up into the broader In-Feed/In-Content native ad type, the reality is that when the industry thinks of Search, it is considered a separate ad category/bucket and not generally thought of as "native."

Promoted Listings

- Removed as a distinct native ad type

Promoted Listings are actually In-Feed Ads typically found on commerce sites. For simplification, Promoted Listings have been removed as a distinctive native ad type and, instead, can be considered as part of the broader In-Feed native ad type.



In-Feed

- Remains as a core native ad type, now renamed as "In-Feed/In-Content Ads"

This is a dominant native ad format, which includes ads on content, commerce and social feeds.

Content Recommendation Widgets

- Remains as a core native ad type, now renamed as "Content Recommendation Ads"

Content Recommendation ads remain a dominant native ad format.

Branded/Native Content

- Added as a distinct native ad type

Branded/Native Content is paid content from a brand that is published in the same format as full editorial on a publisher's site, generally in conjunction with the publisher's content teams themselves. This content requires disclosure to the consumer that it is paid for/an ad. The content itself, therefore, should be considered as a native ad type.



NATIVE SPECTRUM/EVALUATION CRITERIA

Core criteria to evaluate the spectrum of native ad types now includes four criteria from the original six. The first three criteria are Design, Location and Ad Behavior. This is new language, but essentially retain the same meanings as the original Playbook criteria with changes made for even greater clarity and simplicity. Disclosure remains as the fourth remaining criteria. The two that were omitted are Buying & Selling and Measurement:

- With the growth of native programmatic, the criteria of Buying & Selling is no longer deemed a criteria by which to define if an ad is native or not.
- The original Measurement evaluation criteria was intended to identify if a native ad was for more upper funnel or lower funnel metrics. While both are possible with native, it was also felt that this was not be a meaningful criteria by which to determine if an ad is native or not.

Given the expansion of publisher advertising technology capabilities, the framework and native evaluation tools provided in this Playbook are increasingly valuable to keep buyers and sellers informed and help all supply chain stakeholders, i.e. clients, agencies, trading desks, DSPs, exchanges, SSPs, and publishers successfully navigate this evolving landscape.

Disclosure

This section was updated to reflect [FTC Native Advertising disclosure guidance](#) issued December 2015. IAB remains a staunch advocate that, regardless of context, a reasonable consumer should be able to distinguish the difference between what is a paid native advertising unit and what is publisher editorial content. Disclosure remains a core native evaluation criteria.

INTRODUCTION AND BACKGROUND

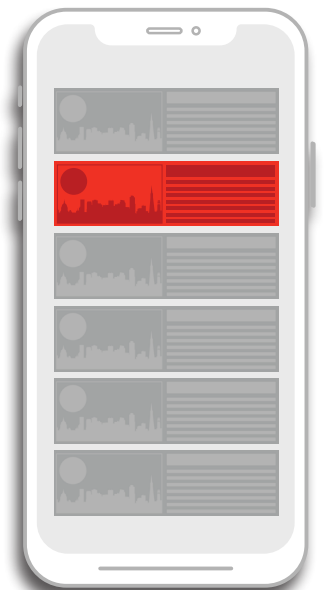
Native advertising has grown to become among the largest and fastest growing areas of digital advertising. However, because native advertising has several different implementations, with new formats continually emerging, the question, "What is native advertising?" remains.

To help answer this question, and to create a common language within native advertising, the IAB Native Advertising Playbook was developed in December 2013. This Playbook identified six core native ad types and the six key questions that every marketer should ask when evaluating the various ad unit types to help marketers understand what they should generally expect from that ad unit type. The Playbook also highlighted the core differences by type that are important for marketers to understand when evaluating the various options being offered and also provided ad disclosure principles.



Five years after the original Native Playbook was published, a working group comprised of 69 IAB members from leading publisher and technology companies was formed to review the original Playbook to see what needed to be updated/changed, and why, based on current market trends as outlined in the Prelude section.

The result: [IAB Native Advertising Playbook 2.0](#) presented here.





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NATIVE ADVERTISING DEFINED

NATIVE ADVERTISING

Native advertising is a concept encompassing both an aspiration as well as a suite of ad products. It is clear that most advertisers and publishers aspire to deliver paid ads that are:

- so cohesive with the page content,
- assimilated into the design, and
- consistent with the platform behavior...

that the viewer feels the ads belong there.

While the types of native ad units have evolved over the years and will continue to do so with new opportunities afforded by new technologies, notably programmatic, dynamic ads and AI/machine learning, the aspiration of native remains the same: **to engage with consumers in more "native," organic, and, importantly, in most cases, in non-promotional ways to be as relevant as possible and strengthen consumer ties to a brand.**

The distinction between native ads and standards ads is the ability of native to follow the natural design, location and ad behavior of the environment in which it was placed with content that provides a relevant consumer experience in the context of the page the ad lives on.

NATIVE AD TYPES: THE CORE THREE

There are three native formats that are the most commonly deployed to achieve native objectives; In-Feed/In-Content Native Advertising, Content Recommendation Ads and Branded/Native Content. Two of these formats are the paid ads used to promote/distribute the content. The third format is the paid content itself. These are listed here with definitions and illustrations of how a consumer may encounter these native ad types.

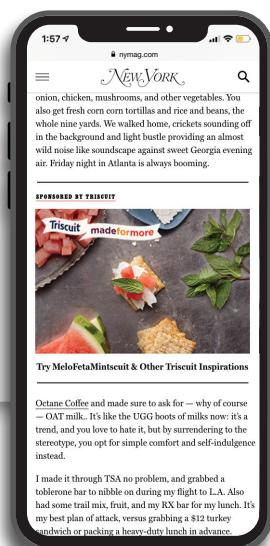
Importantly, all three native ad types, which include the content itself, must include a disclosure to signal to the consumer that these are paid ads and not part of the publisher or platform content. (See [page 20](#) for disclosure discussion)

As stated previously, native advertising formats are constantly evolving and if not covered under the core three types, any new format should be evaluated based on the IAB Native Advertising Spectrum Framework ([see page 15](#)).

In-Feed/In-Content Native Advertising

In-Feed Native Ads

In-Feed Native Ads are placed in article and content feeds and mimic the surrounding site design and aesthetics. As consumers scroll the listing of article summaries, editorial is mixed with native ad units providing an uninterrupted flow.



In-Content Native Ads

In-Content Native Ads are ads placed primarily on article pages, in between paragraphs of content or below the article, and are designed in such a way that they mimic the design and aesthetics of the surrounding editorial content experience.



In-Feed/In-Content Native Ads can appear on home pages, section fronts, within content on article pages, on product pages and social platforms. These native ads fit in to match both the layout (arrangement of elements) and design (font, color scheme) of the surrounding content, and include disclosure language or other visual cues to let the consumer know that these are paid advertisements and not organic publisher or platform content.

In-Feed Native Ads can potentially appear within traditional IAB ad sizes, such as 300x600, 300x250, etc. These would be considered native only if the ad has customization to match the unique look and feel of the publisher. This would include, but not be limited, to customized colors, layout and font treatments so the ad feels like a natural part of the site or app and located within the feed of content on the page.

There are three primary types of feeds where Native Ads typically appear:

- **Content feeds** typically include articles, images or video branded/native content; e.g., publisher content sites and news aggregators such as CNN and Yahoo
- **Product feeds** typically include product, services or app-install branded/native content; e.g., retail sites and app listings such as Amazon, Etsy and eBay
- **Social feeds** typically include social content, articles, videos, stories, images and music branded/native content; e.g., social networking and messaging apps such as Facebook, Instagram, and Twitter.

Note: On social feeds, there are no In-Content Ads.

In addition to understanding the publisher supply and ad placements being offered and contemplated by buyers, examining different permutations of In-Feed Ads is important so marketers and agencies know their creative options for In-Feed Native Advertising, particularly as more In-Feed Ads are served programmatically. It is also important for advertisers to understand the context of their ads on a given feed type, as what may work on one feed type or specific site may be inappropriate or less impactful on a different feed type or specific site. This is equally important from the publisher perspective to ensure that the in-feed ad type is a "fit" (e.g., a video ad on a video site) for the site to truly meet the aspiration of native ads.

When a consumer clicks, taps or swipes on an In-Feed/In-Content Native ad, s/he will either remain on the same site as the In-Feed Ad, or be directed to a different, external destination site. The content in the native ad itself can be anything from text editorial, to video, content recommendations and more.



Content Recommendation Ads

Also known as:

- Content Discovery Ads
- Sponsored Content Ads
- Content Recommendation Widgets

Content Recommendation Ads are a type of native ad (article, video, product or web page) that are displayed alongside other editorial content, ads, and/or paid content. Content Recommendation Ads are typically found below or alongside publisher content, such as an article or in a feed.

When a consumer clicks on the Content Recommendation Ad, s/he will always be redirected either to an external page/URL or to another of the source publisher's URLs.

Branded/Native Content

Also known as:

- Brand Content
- Sponsored Content
- Custom Content

Branded/Native Content is paid content from a brand that is published in the same format as full editorial on a publisher's site, generally in conjunction with the publisher's content teams themselves. The content itself is, therefore, part of the native ad buy and should be considered as a native ad type.

Most marketers find they need to augment their existing (owned) content assets with new paid-for options. Paid Branded/Native content is typically developed by a publisher on behalf of a brand or in collaboration with a brand, or is developed by an independent/specialty content marketing agency.

The Branded/Native Content can be promoted by In-Feed or Content Recommendation Ads as defined above. This branded/native content is rendered on a page, hosted, and served by a publisher within the publisher site, like their editorial experiences.

Scheduling, tracking, and reporting for Branded/Native Content ads is typically supported and provided by the supplier.

THE NATIVE ADVERTISING SPECTRUM FRAMEWORK

HOW TO EVALUATE NATIVE ADS

The Four Questions Marketers Should Ask

Focusing on the two ad types that a consumer sees before they view the Native/Branded content, there can be a wide variety of implementations. For instance, some native ads are more precisely tailored to the publisher than others and some native ads behave more like the surrounding content than others.

There are four core questions a marketer should consider to ensure that a native ad unit will meet the brand's expectation and objectives with respect to Design, Location, Ad Behavior and Disclosure as detailed below.

DESIGN

What does the ad look like? How does it fit with the overall page design? Does the ad match the visual design of the experience it lives within, and look and feel like natural content?



Fits/Matches

Doesn't Fit/Match



LOCATION

Where does the ad placement live, physically? Simply put, is the ad placement within the publisher content feed or outside of the content feed?



In-Feed

Out-of-Feed



AD BEHAVIOR

How well does the ad unit match the behavior of the surrounding content? Is it the same (i.e., linking to an on-site story page), or are new behaviors introduced (i.e., links off-site when all other publisher content on the page remains on site)?



Mirrors Page
Content Behavior

Introduces
New Behaviors



DISCLOSURE

How does the publisher disclose to the consumer that this is an ad and not part of their editorial content? Is the disclosure clear and prominent?



Clear and
Prominent Disclosure

Not Clear and
Prominent Disclosure



Note: How ads are disclosed is a very important consideration for every native ad type. IAB and FTC Disclosure Principles and Guidance can be found on [page 20](#).



It will become quickly apparent to marketers, agencies, and publishers that there will be variation between native ad unit types and even within the same native ad type, based on the execution. For this reason, IAB recommends that options be evaluated across these three continuums, with Disclosure also as a key consideration that buyers must understand. This continuum framework is meant to allow buyers and sellers to share a common language to discuss ad products in the context of native, not to provide a definitive scaling mechanism for the industry.

What follows are common executions and how they would fit in this framework for native ads that the consumer sees before they view the content.

IN-FEED/IN-CONTENT ADS

In-Feed Native Ads have perhaps the largest variation in execution which is why the Evaluation Spectrum Framework is so important to ensure native ad delivery meets expectation with advertisers.

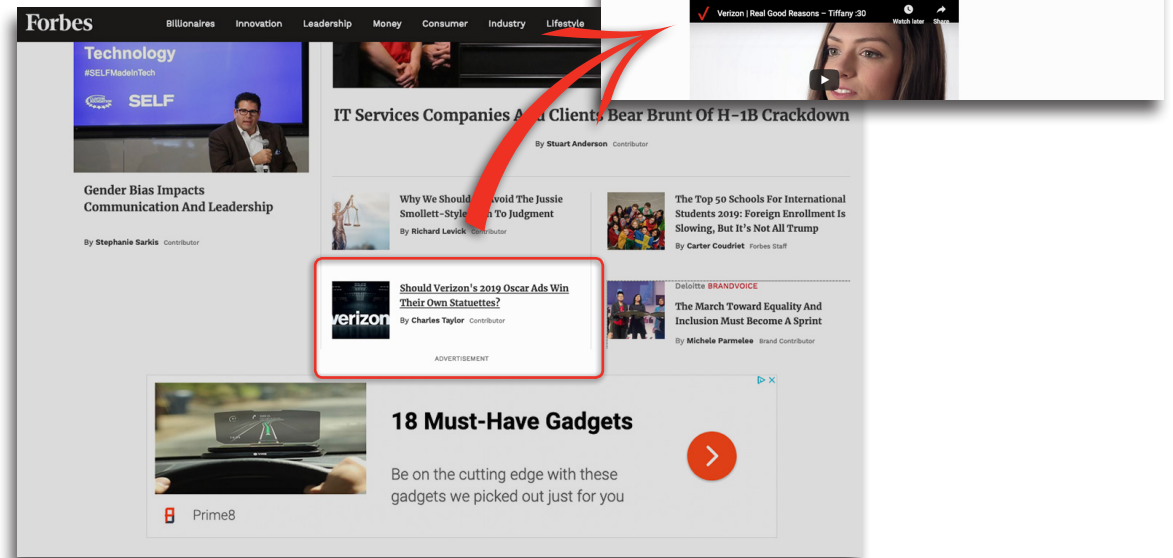
Following are two common examples of In-Feed/In-Content Native Ads and how they fit into the IAB Native Evaluation Framework.

(1) An In-Feed Ad that is in a publisher's normal content feed, is in story form (editorial or video) where the content has been written by, or in partnership with, the publisher's team to match the surrounding stories and links to a page within the site like any editorial story with clear and prominent disclosure.

The instance falls into the framework as follows:

DESIGN	« Fits/Matches	✗	Doesn't Fit/Match »
LOCATION	« In-Feed	✗	Out-of-Feed »
AD BEHAVIOR	« Mirrors Page Content Behavior	✗	Introduced New Behaviors »
DISCLOSURE	« Clear and Prominent Disclosure	✗	Not Clear and Prominent Disclosure »

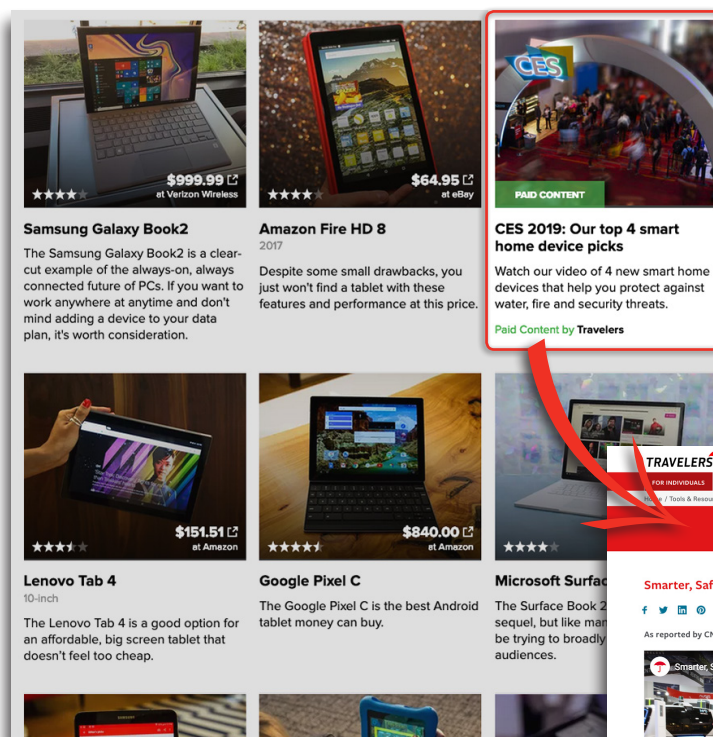
To illustrate, when users click on published editorial content on [Forbes.com](https://www.forbes.com) they are directed to other pages on Forbes.com. Verizon's In-Feed Native Ad, which is clearly disclosed as an "Advertisement," takes consumers to a Branded/Native Content Native Ad page on [Forbes.com](https://www.forbes.com) when clicked. This page mirrors Forbes' user experience, thus, no new behaviors are introduced.



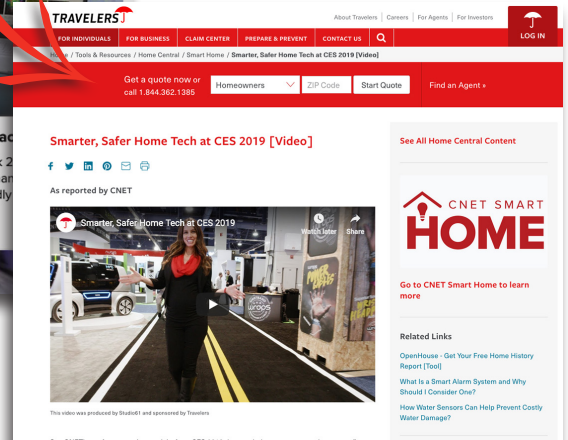
(2) An In-Feed Ad that is in a publisher's normal content feed; is a promotional ad that links off of the site to content, editorial content, or the brand's landing page and has clear and prominent disclosure.

This instance fits into the framework as follows:

DESIGN	« Fits/Matches	✗	Doesn't Fit/Match »
LOCATION	« In-Feed	✗	Out-of-Feed »
AD BEHAVIOR	« Mirrors Page Content Behavior	✗	Introduced New Behaviors »
DISCLOSURE	« Clear and Prominent Disclosure	✗	Not Clear and Prominent Disclosure »



To illustrate, the In-Feed Native Ad for Travelers on CNET which is clearly disclosed as "Paid Content by Travelers," directs consumers away from the site to a landing page on Travelers. The look, feel and navigation are all different than where the consumer just arrived from and, therefore, a new behavior is introduced.



CONTENT RECOMMENDATION ADS

Content recommendation ads are a form of native advertising where an ad, video, or paid content link is delivered primarily below article, although some content recommendation ads can be presented in-feed as well.

The most common Content Recommendation Ad unit is integrated into the main content feed of the page and does not mimic the appearance of the editorial content feed. It will always link to a page off the site, and should be clearly and prominently disclosed. It fits into this framework as follows:

DESIGN	« Fits/Matches	✗	Doesn't Fit/Match »
LOCATION	« In-Feed	✗	Out-of-Feed »
AD BEHAVIOR	« Mirrors Page Content Behavior	✗	Introduced New Behaviors »
DISCLOSURE	« Clear and Prominent Disclosure	✗	Not Clear and Prominent Disclosure »

Examples include Taboola, Outbrain, Revcontent, Yahoo Gemini, MGID





IAB AND FTC NATIVE ADVERTISING DISCLOSURE PRINCIPLES AND GUIDANCE

The native advertising landscape continues to evolve, with content creation and distribution partners working with advertisers to create increasingly effective ad experiences. Consumer perceptions of these ad products are changing as well, as viewers become accustomed to and more experienced in interacting with brands in new ways.

For this reason, it is impossible to recommend a single, one-size-fits-all disclosure mechanism for different types of branded content/native advertising offerings, as acknowledged by the Federal Trade Commission (FTC). It is possible, however, to demand adherence to the core principle that regardless of context, a reasonable consumer should be able to distinguish between what is a paid native ad vs. what is editorial content. IAB recommends the following disclosure principles:

Regardless of the branded content advertising format, IAB advocates that, for paid branded content ad units, clarity and prominence of the disclosure is paramount.

The disclosure must:

- Use language that conveys the advertising has been paid for, thus making it an advertising unit, even if that unit does not contain traditional promotional advertising messages.
- Be large and visible enough for a consumer to notice it in the context of a given page and/or relative to the device that the ad is being viewed on.

Simply put: Regardless of context, a reasonable consumer should be able to distinguish between what is paid advertising and what is publisher editorial content.



The FTC issued two documents related to Native Advertising Disclosure on December 22, 2015. It is imperative that brands and their agencies be aware of the helpful guidance provided. These documents cover both the paid distribution/native ad (described by FTC as the "door opener") and the destination paid content page.

[Enforcement Policy Statement on Deceptively Formatted Advertisements](#)

[Native Advertising: A Guide for Businesses](#)

includes very helpful examples

Key FTC takeaways for native advertising include*:

- The FTC will consider the following factors when determining whether an ad formatted like an editorial is deceptive:
 - 1) the net impression the entire ad conveys to the reasonable consumer in the context of the platform
 - 2) any qualifying information in the ad
- Qualifying information, such as the advertiser's material connection to the content, must be clear, conspicuous, prominent, and unambiguous.
- For multimedia ads, the disclosures should be made in the ad itself and before consumers receive the ad's message. If the ad has audio, an audio disclosure is recommended. For video, the disclosure needs to remain on screen long enough to be read and understood, and may need to be repeated throughout longer programming.

A Note on Additional Publisher Disclosure Initiatives

In addition to language, shading, or other visual cues associated with native ads, many publishers also include additional disclosure cues such as a separate roll-over link using language such as "What's this?" to provide the consumer with additional information on the origin of the content in the ad. The language typically makes it clear that the ad content did not come from the publisher's editorial staff and may also include a statement such as "The content may not necessarily reflect the opinions of the editorial staff."

For information about the disclosure of Influencer Marketing campaigns, including the paid distribution of influencer content posts, please refer to IAB's [Inside Influence](#) (January 2018) which includes a lengthy section on influencer disclosure and links to important FTC guidance on the subject.

* Summary from Baker & Hostetler LLP

CONCLUSION

There continues to be a great deal of excitement about what "native" has brought to digital advertising. A top benefit of this move is getting advertising into the user's natural activity feed—where print and TV advertising have always been.

Importantly, native is decidedly and overwhelmingly a form of brand advertising and, as such, will enable marketers to better use digital marketing to meet the full range of their communications needs, from branding to direct marketing. Moving forward, technology such as dynamic ads and AI/machine learning will complement and add dimension to how buyers and sellers use native ads to provide the most relevant advertising and creative content relative to the feed or site where consumer attention and engagement lives. As shown in this Playbook, there are many nuances to different type of ads that are being sold as native. This is why the IAB's Evaluation Spectrum Framework is so important. And, while the native conversation often turns to the ad formats themselves, we should not lose sight of the aspiration of native which is to engage with consumers in more organic ways.

As digital advertising formats and technology continues to evolve, our hope is that the IAB Native Advertising Playbook 2.0 will help buyers and sellers align their expectations and understanding of "what is native" and thereby eliminate any confusion in the marketplace with the goal of continued adoption.

APPENDIX

ADDITIONAL IAB NATIVE ADVERTISING RESOURCES

IAB and IAB Tech Lab have issued or published important documents that reflect the changes to the native advertising landscape over the years since the original IAB Native Advertising Playbook was published. In chronological order, notable IAB native advertising initiatives include:

Late 2014

IAB Tech Lab initiated [OpenRTB API Specification Version 2.3](#), which provides support for native ads that includes a detailed explanation of a real-time bidding interface. This was one of the most significant updates to OpenRTB as it allowed for native ads to be targeted, optimized, and transacted on programmatically, reducing workload on publishers and advertisers alike which, in turn, helps address the issue of scalability of native ads. Users of OpenRTB Specification can now look to OpenRTB 3.0 and AdCOM 1.0, see below.

July 2015

IAB published [Deep Dive on In-Feed Ad Units](#) which was a supplement to the original Native Playbook. This document takes a deep-dive view into today's in-feed advertising, specifically the consumer's first experience or ad discovery with the paid content distribution ad. This is what one sees before the click. We focused on exploring the most commonly used In-Feed Ad types found on the three dominant feed types: Content Feeds, Social Feeds and Product Feeds.

January 2018

[Inside Influence](#), IAB's Influencer Marketing Playbook was published to help marketers and their agencies understand why publishers are increasingly adding influencer marketing as a component of their branded content/native advertising packages. The guide outlines benefits and important questions to ask if an influencer component is recommended by a publisher.

April 2018

IAB's [Branded Content Creation & Distribution Guide](#) was published. This guide was needed because developing and distributing branded content has become more complicated than ever with a wide array of package options and pricing that can vary significantly depending on the content creator, buy types, content types, publisher sites, and more. The objective of the guide was to help brand marketers and their agencies identify the various branded content creation and distribution options available today and, importantly, understand the key factors that should be considered upfront to make sure that all branded content/native advertising buy meets strategic objectives/KPIs.

June 2018

To demonstrate the explosion of publisher content studio growth, IAB released the [IAB Publisher Content Studio Directory](#) which features nearly 70 IAB publisher content studios, searchable by publisher and content type.

November 2018

IAB launched [OpenRTB 3.0 to be used with AdCOM 1.0](#), the latest version of the transactional specification that aims to increase security and transparency in programmatic advertising. The rollout expanded support for the newly created Advertising Common Object Model (AdCOM) to support native, rather than, having a separate OpenRTB spec for native.