



IAB BOARD OF DIRECTORS

President's Report June 11, 2019

By Patrick Dolan

People today are consuming more content on more connected devices than ever before—from checking their social media in the morning, playing a game on the way to school or work, streaming a podcast while on an afternoon run or sitting back to watch the latest streaming video. Marketers have increased opportunities to reach their customers and have used these opportunities to great effect. Digital marketing and media are on a double-digit decade long growth streak. According to the recently released IAB Internet Advertising Report prepared by PwC US, digital advertising crested the \$100 billion mark at \$107.5 billion in revenue in 2018—a 22% growth rate in the past twelve months.

An extraordinary \$69 billion or 65% of this revenue came from mobile devices. We have reached the point where digital advertising on mobile devices has reached parity with broadcast and cable TV revenues combined. This performance reflects how mobile devices have changed our world. The mobile device is not just a media consumption machine but is also responsible for 40% of all e-commerce. And that e-commerce is increasingly made up of purchases made by consumers from the new direct brand economy. We are witnessing a digital transformation of brands, commerce, and marketing—all creating great opportunities for IAB members.

In addition, according to the IAB Internet Advertising Report by PwC, digital video is the fastest growing advertising format gaining 37% year over year to more than \$16 billion. With the proliferation of over the top (OTT) video and the massive footprint of connected TV, digital video is beginning to dominate what people watch in their living rooms.

While benefiting from these positive trends in mobile and digital video, our industry is also facing increased challenges in the area of privacy regulation. The recent passage of privacy regulation in California is emblematic of the issues we are working to address head-on at the IAB in a multi-pronged approach. In addition to lobbying to mitigate the impact of this new legislation in California, IAB is also working through the Privacy for America Coalition to promote one federal set of regulations to protect consumer privacy—in order to avoid a patchwork of state by state regulations which would be extremely difficult and costly to implement.

The following initiatives represent IAB's most significant work since our last board meeting in February:

- Major new thought leadership on the direct brand economy released at the IAB Annual Leadership Meeting
- Leading the industry response to the California Consumer Privacy Act (CCPA) and the call for a federal privacy regime through the Privacy for America coalition
- Premier video market place: the 2019 Digital Content NewFronts in New York City
- The enhancement of the essential General Data Protection Regulation (GDPR) consent mechanism protocol
- Market sizing the data industry in the United States and beyond

A complete list of IAB efforts is provided in a comprehensive appendix included at the end of this report.

Major new thought leadership on the direct brand economy released at the IAB Annual Leadership Meeting

IAB continues to bring brands into the room, specifically digitally native vertical brands (DNVBs) to spark conversations with functional experts at the forefront of the direct brand revolution. The challenges and opportunities that these direct-to-consumer companies have created is an ongoing subject of discussion with our members and the focus of the [Pivoting to Growth: Selling Advertising and Marketing in the Direct Brand Economy whitepaper](#) released in February at the sold-out 2019 IAB Annual Leadership Meeting with record-breaking attendance. Our goal is to examine these trends, challenges, and opportunities and to highlight initial suggestions for media sellers to better serve these marketers and help grow their business. Understanding where we are in this moment, and how to make the most of it is a key for media sellers to pivot and grow in the future. To provide an analysis that pinpoints the most important direct brands to watch in the U.S. economy, we released the [2019 IAB 250: Direct Brands to Watch](#) at the 2019 IAB Annual Leadership Meeting. In February, IAB also launched a new [Introduction to Direct Brands](#) e-learning course in conjunction with the Annual Leadership Meeting. The goal of this program is to provide insights on the development of direct brands and to explain how our member organizations can thrive in the direct brand economy.

Leading the industry response to the California Consumer Privacy Act (CCPA) and the call for a federal privacy regime through the Privacy for America coalition

IAB's work in the U.S. Congress has been steady since the gathering privacy storm began in Washington years ago, and the need for a national privacy standard has never been greater. In its first privacy hearings of the 116th Congress, IAB was the only entity called to [testify in both the House and Senate hearings on online privacy](#), at which we laid out the need for a new federal privacy law. IAB Chief Executive Officer, **Randall Rothenberg**, highlighted the risk and unintended consequences that could result from ill-conceived legislation that doesn't recognize consumer privacy and security as a key foundational requirement for doing business in the modern economy. Members of Congress expressed bipartisan support for a new privacy law and discussed the burdens that small and medium-sized companies could face from onerous compliance requirements.

Efforts to improve the [California Consumer Privacy Act \(CCPA\)](#) have also increased throughout 2019, with IAB hosting a lobby day in Sacramento to highlight our industry's value to the online ecosystem, and to discuss the ramifications that could result if improvements are not made to the CCPA before it goes into effect in January of 2020. In more than 30 meetings during the fly-in, IAB member companies large and small walked Assembly Members and State Senators through the pitfalls of how the CCPA could negatively affect the value exchange that powers the free and open internet, and why improvements are essential to stave off unintended consequences from the law's current text. IAB's work in Sacramento, and in other state capitals, is leading the way for hopeful outcomes on multiple state privacy bills.

As we continue our advocacy in Washington D.C., an essential component involves our co-leadership of the [Privacy for America](#) initiative, a coalition that is drafting a bold new paradigm for a federal law that would make personal data less vulnerable to breach or misuse and set forth clear, enforceable, and nationwide consumer privacy protections for the first time. It is clear that Congress and state legislatures are looking to take more of the burden off of consumers and move away from "notice and choice" via a new regime that could shift the responsibility to companies that use and monetize online data. Privacy for America is working on draft legislative language that achieves that goal and adds new, first of its kind regulatory enforcement on top of stronger online data protection and safeguarding.



Premier video market place: the 2019 Digital Content NewFronts in New York City

The annual [Digital Content NewFronts](#) (April 29 – May 3, 2019, New York City) stewarded by IAB continues to play a powerful role connecting more than 10,000 buyers and sellers of digital video content in the largest annual upfront showcase for digital video and emerging media forms. This year’s marketplace included over 16 official presentations, including those from NewFronts’ co-founders—Digitas, Google/YouTube, Hulu, and Verizon Media—as well as other content trailblazers such as BBC News, Condé Nast, Ellen Digital Network, Medialink, Meredith Corporation, The New York Times, Studio71, Target Media Network, Twitter, Viacom, VICE, and Vudu (a Walmart Company), and highlighted the growing convergence of TV and digital video ad businesses and the importance of brand safety. To explore how video advertising is affected by the motivations and mindset a consumer is experiencing when they watch video, during the event, IAB Research in collaboration with the IAB Video Center of Excellence released a study and research report titled [A Day in the Life of Video Viewers](#) at the IAB NewFronts Insights Symposium. Among the key findings: viewers are significantly more attentive to both content and ads when watching videos for educational/instructional purposes, and 40% say they pay more attention to ads in this mindset. In addition, consumers are highly attentive to ads when they are watching video as they prepare for the day. This report demonstrates that the industry needs to identify new approaches that account for the full diversity of this consumer-driven video world.

The enhancement of the essential General Data Protection Regulation (GDPR) consent mechanism protocol

The IAB Tech Lab helps develop and guide technical specifications for the [IAB Europe Transparency & Consent Framework \(TCF\)](#). The TCF provides a common framework to facilitate compliance with data protection laws for every part of the advertising value chain, from publishers and technology companies through to agencies and advertisers. In addition, the TCF ensures more user transparency and choice about the processing of their personal data. TCF version 2.0 has been developed based on feedback received in the last 12 months from the market and EU member state data protection authorities (DPAs). The key changes in the new version are even more transparency and control for consumers, greater control for publishers, and enhanced accommodation of the GDPR’s “legitimate interest” legal basis for processing personal data, including the right for consumers to object to this basis through the TCF, alongside consent. A new, combined Transparency and Consent String will consolidate all signals to enable consent and legitimate interest to be propagated across parties.

Market sizing the data industry in the U.S. and beyond

Direct-to-consumer brands are fueled by data, devoted to performance, and developing new ways of doing business. To help define the different types of solutions that can help take charge of programmatic platforms, the IAB Data Center of Excellence is leading the industry understanding of the in-housing programmatic and automation trends that many marketers and brands are undertaking. This quarter, the Data Center of Excellence released [Programmatic In-Housing: Adoption Rate, Benefits, Depth, and Types of In-House Buying Functions](#), a report that provided survey results on 950 brands’ adoption rate of programmatic in-housing, in-housing drivers, type and depth of in-house buying functions, and the General Data Protection Regulation (GDPR) impact within five European markets: France, Germany, Italy, Spain, and the United Kingdom. Also included are insights into the drivers and challenges of in-housing, based on interviews conducted among European-based brand advertisers actively involved in programmatic buying.

Meanwhile, the IAB Tech Lab continues to invest in essential resources and events for our members including a full day event for technology leaders in May called [Innovation Day: Transparency and a Secure Programmatic Supply Chain](#) in New York City. This sold-out event was designed for technical and operations teams who are building the future of programmatic supply chain technology, including



those from brands, agencies, and publishers. Attendees got essential updates on technologies like OpenRTB 3.0, OpenDirect 2.0, AdCOM 1.0, app-ads.txt (the mobile version of ads.txt for authorized digital sellers), and more, and left with actionable insights for platform development.

IAB Organizational Snapshot

Financial Management

IAB ended the first quarter of 2019 with net income of \$2.551 million, \$1.450 million or 132% ahead of budget. This is largely the result of savings in expense, a majority of which is due to open headcount as well as the delay in spending on research activities as we solidify our research strategy for this year. There is a slight revenue shortfall of \$240,000 or -2% versus budget, but we expect that shortfall to be eliminated by the end of this year.

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 February, we have added 49 new members with an emphasis on areas that 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. IAB membership includes more than 650 leading media and technology companies, including 99 that joined in 2018. We thank all of our members for their support throughout the year. Below is a comprehensive list of members added since February 2019:

605	Citigroup	McKinsey & Company, Inc. U.S.
A. Eicoff & Company	Consumable	Merkari
AcuityAds	Dell Inc.	Micron
AdPushup	Earfleek	NomNomNow
AdSensor	Forever Dog Productions	Pfizer
Adsmovil	Fox	Prisa Brand Solutions
Advangelists	Garden Lites	PureFormulas
Ahava Digital Group	Helix Sleep	Renew Anchored Dentures
AI Music	Hubble Contacts	RTL AdConnect
Andie Swim	Inscape	Solé Bicycles
Babbel	iSpot.tv	Stanley Martin Homes
Blingby	JioSaavn	Tatari
Bloomist	Kopari Beauty	The Hershey Company
Brooklinen	Los Angeles Times Media	Uber
Calibrant Digital	Group	Visit Orlando
Chartable, Inc.	Marla Aaron Jewelry	Wander Beauty
Chicory	Maximus Live	WideOrbit

I am gratified that we continue to deliver value to the industry and our members and am confident that IAB is well-positioned organizationally and financially to deliver on its ambitious agenda for 2019 and beyond.

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

Respectfully,

Patrick Dolan
President, IAB



APPENDIX

Research

[IAB Internet Advertising Revenue Report](#)

Digital advertising revenue surpassed \$100 billion for the first time in 2018, reaching \$107.5 billion according to the most recent **IAB Internet Advertising Report** released by IAB and produced by PwC US. This biannual study, now in its 23rd year, provides digital revenues by platform through ad type and shares the trends that will affect the coming year. Among the key findings are that revenues for 2018 increased 21.8% over 2017 and that growth is due in part to new digital-first, direct-to-consumer (DTC) brands or product lines that often do not appear in store at all, driving advertisers and retailers to reach new customers via mobile. DTC brand ad buyers expect to spend more on their brand's digital video advertising, increasing their investment at a higher pace than incumbent marketers, an increase of more than 50% from last year.

[IAB 250: Direct Brands to Watch](#)

Direct brands are driving tremendous transformation in the way consumer goods and services are created, marketed, and sold and to better understand this landscape the **2019 IAB 250: Direct Brands to Watch** research analyzes companies that are disrupting their categories and shaping the future. Released in February 2019 for the second year, the IAB 250 list epitomizes the fact that growth is shifting a fraction of a share point at a time from incumbents to disruptors. The analysis combines data from multiple sources, including CB Insights, Dunn & Bradstreet, and Rival IQ to create indices that capture the relative position of the D2C businesses within the specified domain. KPIs included range from revenue and funding information to company size (revenue and staff) to social media footprint and velocity.

[Programmatic In-Housing: Building Internal Capabilities](#)

Programmatic advertising continues to reshape the digital landscape in profound ways and as a follow up to the May 2018 report on **Programmatic In-Housing: Benefits, Challenges and Key Steps to Building Internal Capabilities**, the IAB Data Center of Excellence released **Programmatic In-Housing: Adoption Rate, Benefits, Depth and Types of In-House Buying Functions**. This report provides survey results on 950 brands' adoption rate of programmatic in-housing, in-housing drivers, type and depth of in-house buying functions, and General Data Protection Regulation (GDPR) impact within five European markets: France, Germany, Italy, Spain, and the UK. Spoiler alert: An average of 86% have moved the function completely or partially in-house. Also included are insights into the drivers and challenges of in-housing, based on interviews conducted among European-based brand advertisers actively involved in programmatic buying.

[A Day in the Life of Video Viewers](#)

To explore how video advertising is affected by the motivations and mindset a consumer is experiencing when they watch video, IAB Research in collaboration with the IAB Video Center of Excellence released a study and research report titled **A Day in the Life of Video Viewers** at the 2019 IAB NewFronts Insights Symposium. Across the board, nearly 90% of weekly online video viewers say that they stream video to relax at the end of the day and during their free time—the highest percent of any motivation/mindset. The next most common viewing motivations are planned viewing (76%) and taking a break (75%). Viewers are significantly more attentive to both content and ads when watching videos for educational/instructional purposes, and 40% say they pay more attention to ads in this mindset. In addition, consumers are highly attentive to ads when they are watching video as they prepare for the day. This report demonstrates that the industry needs to identify new approaches that account for the full diversity of this consumer-driven video world, and this study is a big step in the right direction.



[IAB Video Ad Spend Report](#)

Providing key insights on digital video ad spend, the **IAB Video Ad Spend Report**, an online B2B survey of marketers and agency buyers, was released on the first day of the 2019 Digital Content NewFronts. This annual report revealed that the availability of, and demand for high-quality video content across screens—from over-the-top (OTT) video to mobile and everywhere in between—is breaking down traditional silos between TV and digital video. For the first time, insights regarding the ways direct-to-consumer brands are thinking about digital video spending are included. Key highlights from the report include:

- New digital video ad formats are expected to have a significant increase in adoption in 2019—particularly stories and shoppable ads
- Nearly two-thirds (59%) of ad buyers plan to increase their advanced TV spend in the next 12 months, with half reporting increases in OTT
- Buyers report that half of digital video budgets will be spent through programmatic buys
- 7 in 10 digital video advertisers currently use influencers in their digital video advertising
- More than 8 in 10 advertisers agree that a unified multi-platform buying solution (TV + digital video) is important

[Whitepapers & Resources](#)

[Pivoting to Growth: Selling Advertising and Marketing in the Direct Brand Economy](#)

Over the past few years, we have witnessed a record rise of direct brands—companies that create value through low-barrier, capital-flexible, leased or rented supply chains, with value creation accomplished primarily through the direct relationships between the company and its end consumers. There are hundreds of these innovative companies emerging, taking share from incumbent brands while contributing to the evolution of business models and marketing tactics. The challenges and opportunities that these direct-to-consumer companies have created is an ongoing subject of discussion with our members and the focus of this whitepaper, **Pivoting to Growth: Selling Advertising and Marketing in the Direct Brand Economy**. A few of those key suggestions and takeaways include: know the brand's mission and product story, and how they engage with their target consumer; use data, real-time reporting, and attribution to help them personalize, respond to, and understand their customers more holistically; and enable speed to market via self-serve offerings. Given how quickly this space is evolving, our hope is that this paper provides a useful snapshot of the direct brand landscape today.

[IAB Native Advertising Playbook 2.0](#)

To reflect current marketplace thinking on native in a world where native display now represents 63% of digital display ad spending and growing, the **IAB Native Advertising Playbook 2.0**, prepared by a 69-member working group, was released on May 9 to update the groundbreaking 2013 version of the playbook. This version 2.0 of the playbook provides the industry with a framework for considering and evaluating current native advertising options. It also defines the key industry changes that have impacted native over the years. As digital advertising formats and technology continue to evolve, IAB hopes 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 with the goal of even further adoption. IAB also released the 2019 native predictions from 14 IAB members to support the guide's launch.

[IAB Advanced TV Matrix: A Market Snapshot](#)

To simplify and organize the complex and constantly evolving advanced TV landscape, the IAB Digital Video Center of Excellence released the **Advanced TV Matrix: A Market Snapshot** ahead of the IAB NexGen Marketing Conference. This comprehensive reference guide aims to simplify and organize the complex and constantly evolving advanced TV landscape. By placing all types of TV and advanced TV products side by side, buyers and planners will finally be able to understand the differences and



similarities amongst these TV products. This guide helps marketing professionals determine the best course of action for their brand depending on their marketing objectives, needs, and capabilities. The project was truly collaborative with over 100 IAB members participating in the Advanced TV Matrix Working group across over 60 companies. Members have applauded the scope of the project as they see it as a valuable resource for planning, in sales meetings, and for internal educational purposes.

[IAB Data-Driven Video Best Practices](#)

To showcase how data can be used not just to inform targeting, but also to inform the actual creative messaging, the IAB Digital Video Center of Excellence released a [Data-Driven Video Best Practices](#) guide and [creative gallery](#). IAB worked with 115 members across 67 different companies to develop the best practices. This guide highlights the current state of data-driven video, best practices for implementing these strategies, challenges, and more. Along with the best practices, we compiled a creative gallery to help illustrate how data can be used to pave the way for brands to deliver innovative storytelling through digital video. This focus on data-driven video was one of the main projects identified at the 2018 Video Leadership Summit, and we know it is a top priority for our members in 2019.

[IAB User Generated Content for Marketing & Advertising Purposes Playbook](#)

Based on the upsurge in the use of user-generated content (UGC), and also in consideration of the evolving public policy landscape, the IAB Social/Native/Content Committee formed a working group to reflect today's use of UGC in many aspects of the marketing mix. The result is the [IAB UGC for Marketing & Advertising Playbook](#), published May 15, that includes a definition, key benefits, sources and types of UGC, use cases, and legal considerations. It also makes a clear distinction between UGC and influencer marketing, representing a shift in thinking based on the rise of influencer marketing.

[IAB Augmented Reality for Marketing Purposes Playbook](#)

With 1 billion expected augmented reality (AR) users by 2020, and an expected \$2.6 billion in ad spend by 2022, consumers are clearly showing an appetite for the unique type of experiences AR offers, creating new opportunities for brands to tell their stories in a fresh, engaging, and creative growing format. The **IAB Augmented Reality for Marketing Playbook** provides the advertising ecosystem with a framework for considering and exploring the burgeoning opportunities in AR. It is intended to educate brands and marketers on the value and benefits of this nascent marketing channel, and it includes definitions and key terms, growth drivers, use cases, practical advice on implementation and measurement. IAB collaborated with 28 AR developers and publisher companies including Facebook/Instagram, Google, Meredith, PGA Tour, Snap, Unity Technologies, and Verizon Media Group to provide the advertising ecosystem with a framework for considering and exploring the burgeoning opportunities in AR.

[Playable Ads for Brands, An IAB Playbook](#)

Playable Ads for Brands, An IAB Playbook is the first guide of its kind designed to help brand marketers and their agencies learn everything they need to know to get started and expand their usage of playable ads. Co-Chairs from Facebook and TreSensa along with 30 member companies from the working group contributed to this IAB playbook by providing their input on how to buy, implement, and measure playable ads, and included definitions, benefits, creative options, examples, industry recommendations, and more. A full list of contributors is included in the playbook. With the right information and tools, playable ads can be effective for all brands. They are not just for mobile games anymore. With the introduction of new tools and the adoption of playables by many ad exchanges and social platforms, brands can now easily create and deliver playables to hundreds of millions of consumers, especially on mobile. Brands of all kinds are starting to take advantage of this highly interactive, engaging, and consumer-first format from direct-to-consumer to legacy brands, entertainment to insurance companies, consumer packaged goods to charity organizations. TreSensa also created a customized playable ad to promote the IAB NexGen Marketing Conference.



Events

2019 Digital Content NewFronts

Supporting the IAB Digital Video Center of Excellence's mission of facilitating the “video everywhere” marketplace, the **Digital Content NewFronts** play a powerful role connecting buyers and sellers of digital video content in the largest annual upfront marketplace for digital video with more than 10,000 attendees. The 2019 NewFronts took place from April 29 to May 3 and featured presentations from over 16 original digital video content players such as Ellen Digital Network, Hulu, Target Media Network (now Roundel), Twitter, Viacom, Vudu (a Walmart Company), and more. Confirming the importance of the event as a catalyst for media buying decisions, eight in 10 advertisers surveyed in the **2019 Video Ad Spend report** agree that their attendance at the 2018 NewFronts resulted in increased spending on Original Digital Video (ODV) content. Indeed, 43% of advertisers’ ODV budgets will be allocated at the NewFronts, and more than half of attendees report that the NewFronts resulted in greater spending throughout the year. Press highlights from the NewFronts can be found [here](#).

IAB NewFronts Insights Symposium

Building on the excitement of this year's NewFronts, on May 3, the IAB Digital Video Center of Excellence held a full-day **IAB NewFronts Insights Symposium** exploring the latest trends and research in video and advanced TV. Attended by media buyers from leading agencies and brands, participants heard presentations including sessions on shoppable video, launching new brands with influencers, connected TV, and the power of cross-platform video. Sessions and presenters included to name a few:

- *Content Meets Commerce: Driving Results with Shoppable Video*, Rachel Tipograph, Founder and CEO, MikMak and Marissa Curcuru, Manager, Global Media, Bose
- *Building and Reaching New Audiences across Linear and Connected TV*, Ken Norcross, Head of Business Development, Inscope and Jay Prasad, Chief Strategy Officer, VideoAmp
- *Video for Direct Brands: What works and what doesn't*, Kate Huyett, CMO, Bombas
- *Why Now Is the Time to Invest in Cross-Platform Video*: Sarah Baehr, EVP, Co-Chief Investment Officer, Horizon Media

A post-insights symposium summary can be found [here](#).

IAB Tech Lab Innovation Day: Transparency and Securing the Supply Chain

To help lead the industry toward a more transparent and secure supply chain, the IAB Tech Lab continues to invest in essential resources and events for our members including a full day event for technology leaders in May called **Innovation Day: Transparency and Securing the Supply Chain** in New York City. This sold-out event was designed for technical and operations teams who are building the future of programmatic supply chain technology, including those from brands, agencies, and publishers. Attendees got essential updates on technologies like OpenRTB 3.0, OpenDirect 2.0, AdCOM 1.0, app-ads.txt, and more, to enhance their programmatic capabilities and ensure brand safety, and left with actionable insights for platform development.

Open Forum - AdTech in Blockchain: It's Working

We followed the IAB Tech Lab's innovation day with a full day event in New York on blockchain in an open forum on **AdTech in Blockchain: It's Working** to show how blockchain technology is being deployed in digital advertising. In this latest edition in our series of events to educate the industry on blockchain technology and its application, IAB Tech Lab focused on what is working today with product demonstrations from AdNode, AdEx, Freckle, RTBAsia, and SRAX. The panel discussions covered key topics like cryptocurrency and coins use in adtech, cryptography, and how it can support transparency and authentication in adtech transactions, and how blockchain brings efficiency in reconciling campaign data. Some updates from the Blockchain Working Group initiatives were also presented including the Transparency Primer, PrivacyChain, and Network Pilot results along with updates on industry and regulatory environment.



[IAB Women Visionaries 2019: Leadership Lessons for the Modern Workplace](#)

IAB continues to champion the goal of increasing racial, ethnic, gender, and economic diversity in the digital marketing and media industry. IAB is committed to fostering and growing the pipeline of diverse and skilled professionals and to being the convening force in the industry. In May IAB hosted the second-annual **Women Visionaries** event in New York City, which convened top leaders in tech, media, and marketing to share lessons in leadership and give real-world takeaways to advance women’s career trajectories in the industry and the workplace at large.

[IAB NexGen Marketing Conference](#)

Over 300 attendees from across the digital marketing ecosystem attended the inaugural **IAB NexGen Marketing Conference: Driving Growth Through Consumer-First Video, Data & Mobile Strategies** on June 5th in NYC. Attendees picked from breakout sessions covering artificial intelligence, augmented reality, data-driven video, in-housing programmatic, in-app and mobile web advertising, OTT video, and more, while thought leaders from Big Spaceship, Cadillac, Hearst Magazines, Integral Ad Science, and Rokkan took to the main-stage to discuss how modern marketers are utilizing data, mobile, and video-driven marketing strategies to increase consumer engagement and accelerate business growth.

[Standards and Protocols](#)

[Building Transparency and Trust in Programmatic](#)

The IAB Tech Lab continues its efforts to address ad fraud and to create more transparency in the programmatic supply chain and recently launched three new specifications: **app-ads.txt**, **sellers.json**, and the **OpenRTB SupplyChain object**. App-ads.txt extends the ads.txt (authorized digital sellers) capabilities to the mobile apps and OTT ecosystem. Sellers.json provides a standard and consistent mechanism for buyers to verify the entities that are direct or intermediary sellers. The OpenRTB SupplyChain object enables visibility into all entities involved in selling or reselling of a bid request, thus enabling transparency in supply chain transactions.

[Improving the Video Experience: Secure Interactive Media Interface Definition](#)

The **Secure Interactive Media Interface Definition (SIMID)** enables a secure environment for executing interactive creative over video advertising and completes the simplification of video ads delivery methods along with the Video Ad Serving Template or VAST 4.2 for delivery and the Open Measurement Interface Definition or OMID API for measurement and verification. This separation of different functions required for video advertising provides publishers the control they need to ensure great user experience while enabling advertiser objectives and ushering into modern cross device delivery methods including server-to-server ad insertion and live streaming content – all in a secure way.

[GDPR Transparency and Consent Framework](#)

The IAB Tech Lab stewards technical specifications for the IAB Europe **Transparency & Consent Framework (TCF)**. The TCF provides a common framework to facilitate compliance with data protection laws for every part of the advertising value chain, from publishers and technology companies through to agencies and advertisers. In addition, the TCF ensures more user transparency and choice about the processing of their personal data. TCF version 2.0 has been developed based on feedback received in the last 12 months from the market and EU member state data protection authorities (DPAs). The key changes in the new version are even more transparency and control for consumers, greater control for publishers, and enhanced accommodation of the GDPR’s “legitimate interest” legal basis for processing personal data, including the right for consumers to object to this basis through the TCF, alongside consent. A new, combined Transparency and Consent String will consolidate all signals to enable consent and legitimate interest to be propagated across parties.



Learning and Development

IAB Education Advisory Board

The IAB Education Advisory Board was developed to give the IAB insight into the education gaps that our member organizations are directly dealing with, drive forward the importance of continued professional education experiences, and inform how IAB Learning and Development team can further support our member's needs through training and professional development. Comprised of 15 senior executives from the nation's leading organizations in the digital media, marketing, and advertising industry, the board's main objective is to provide recommendations that will help propel and define industry-focused education initiatives. On February 5, the board used its first meeting to architect IAB's new leadership training for media sales by identifying the most important skill sets that a media sales manager/leader in our industry needs to be successful.

Introduction to Direct Brands E-Learning Course

To provide insights on the development of direct brands and to explain how our member organizations can thrive in the direct brand economy, in February IAB launched a new Introduction to direct brands e-learning course in conjunction with the Annual Leadership Meeting. The course takes a close look at the economic and technological factors that gave rise to this new generation of disruptor brands. By emphasizing how direct brands leverage low-barrier-to-entry supply chains to fulfill demand and create relationships with consumers, we are able to highlight strategies brands, publishers, and platforms can implement to foster mutually beneficial partnerships. As a key component of our strategic partnership, this class is being used to further prepare sales teams focused on selling to direct brands.

Digital Advertising Essentials for Lawyers, Policy, and Privacy Professionals

With continued conversation around privacy and data, it is becoming more important for legal teams to understand the digital advertising and media ecosystem. On June 6, IAB delivered a half-day course designed for lawyers, and public policy professionals looking for a crash course in the digital media industry. The class sold out and has seen such a high demand that an additional date will be added for Q3/Q4.

Public Policy

California Consumer Privacy Act (CCPA) Lobby Day

Efforts to improve the [California Consumer Privacy Act \(CCPA\)](#) have increased throughout 2019, with IAB hosting a lobby day in Sacramento to highlight our industry's value to the online ecosystem, and to discuss the ramifications that could result if improvements are not made to the CCPA before it goes into effect in January of 2020. In more than 30 meetings during the fly-in, IAB member companies large and small walked Assembly Members and State Senators through the pitfalls of how the CCPA could negatively affect the value exchange that powers the free and open internet, and why improvements are essential to stave off unintended consequences from the law's current text. IAB's work in Sacramento and other state capitals is leading the way for hopeful outcomes on multiple state privacy bills.

U.S. Congress Online Privacy Hearings

While action in state legislatures is ongoing, IAB's work in the U.S. Congress has been steady since the gathering privacy storm began in Washington D.C. years ago, and the need for a national privacy standard has never been greater, in order to avoid a multi-state patchwork that will cause widespread confusion and varying online experiences for consumers and uncertainty for any business operating online. In its [first privacy hearings of the 116th Congress](#), IAB was the only entity called to testify in both the House and Senate hearings on online privacy, at which we laid out the need for a new federal privacy law. IAB worked with many member companies to prepare for the hearings, and will likely be asked to participate again.