



**ANNUAL REPORT** 2018



# ACCELERATING GROWTH IN THE DIRECT BRAND ECONOMY REVOLUTION

**L**et's not mince words: 2018 was a year of massive disruption by any measure—and all signs point to this disruption accelerating in 2019 and beyond.

For over a century, dominant consumer-facing companies created value through their ownership and operation of high-barrier-to-entry, capital-intensive supply chains. The most successful companies owned outright or had significant control over every major function within their supply chain, from the sourcing of raw materials to the ownership of their factories and warehouses, to the railway cars and trucks that got their goods to market.

**Today, all that has been upended.** We are in the midst of a shift from a century-old indirect brand economy to a direct brand economy. Brands characterized by their direct connections to consumers are disrupting the business model of market-leading brands, which is leading to a whole new way of doing business.

**These direct brands are digitally savvy, fueled by data, and are the growth engine of the new economy.**

What's propelling this new world order is the cloud-based internet. The cloud has taken the increasingly finely-tuned ability to manage supply and demand across borders, and enabled it to segment down to the individual level. For the first time, it became possible for customers to make demands of companies as individuals—and to have those demands fulfilled.

In this new economy, 21st century brands create value by tapping into a low-barrier-to-entry, capital-flexible, leased or rented supply chains. And they extract that value through a multiplicity of fulfillment models, all of which have a single thing in common: they aim to create a mutually beneficial, two-way relationship between the brand and the consumer, because that interactive relationship throws off the data that is the central competitive element for every other function in the enterprise.

We see no reason to believe this direct brand economy will slow down, let alone go into reverse. This "stack-your-own supply chain" is now so advanced and so embedded in the economy that the trends we've seen for the past decade will only accelerate.

**It also represents an incredible opportunity for those who understand the power of interactive media in this new world order.**

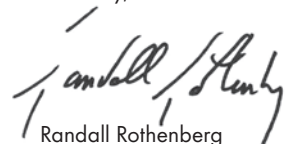
Digital advertising—whether display, search, or mobile video—is one of the most powerful mechanisms of all time for brands to build relationships with consumers. It's a truth upon which direct-to-consumer brands have built their businesses, and from which all businesses can benefit.

To succeed in this new economy, you must become a direct brand, or serve the needs of direct brands, or help incumbent brands adapt and thrive in this new environment. And what they need more than anything else is to create more, and more enduring, two-way relationships with their consumers. Creating those data-enriched relationships most certainly requires technology, but it also requires storytelling, essential for the three last mile gaps that must be closed: to the home, to the head, and to the heart.

We have committed IAB to advancing this framework—and to helping our members navigate this exciting but precarious evolution in the way brands and consumers interrelate. What you'll see in the pages that follow are highlights of the initiatives we undertook in 2018 on our members' behalf—as well as what lies ahead.

We look forward to helping all parts of our industry thrive in the direct brand economy in 2019 and beyond.

Sincerely,

  
Randall Rothenberg  
Chief Executive Officer, IAB

# PLAYING BY THE NEW RULES: DATA GOVERNANCE, ETHICS, AND LEGISLATION

**D**ata is to the 21st century what capital was to the 20th century. If you doubt that, consider this: In 2018, American companies spent nearly \$19.2 billion on the acquisition of audience data and on solutions to manage, process, and analyze digital audience data—a figure that represents a staggering 17.5 percent increase from the prior year (State of Data 2018 Report, Winterberry Group, IAB).

This is the current data landscape—and the elephant in the room.

Our industry is at the center of a seismic change in the ways people engage with the world around them. Up-and-coming direct-to-consumer brands in particular are built around data and leveraging it: They create value by creating a mutually beneficial, two-way relationship between the brand and the consumer, a relationship that involves data that is vital to every part of the business. Because of this relationship with consumer data, we can intimately understand the motivations of many consumers—a double-edged sword that brings immense value to the marketplace, but has also unleashed many problems that must be addressed head on.

Consumers know we're collecting their data and they care about what we're gathering and how we're using it. It's time for our industry to embrace transparency about what data we're collecting and why. We need to give consumers control to decide what to share and not share. We need to make sure we get our governance right. And we need to have good ethics built into our thinking.

These are the new rules as data becomes more important and more valuable—and collectively we need to be good stewards of that data in how we use and protect it.

If we don't, more legislation and regulation like the EU's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) will be on the way. In fact, many states are already considering their own regulation—and we need to prepare for that.



**If you don't have consumers' trust, you won't get their data. And without data, you don't have a business.**

IAB is investing in helping our members and the industry navigate this new landscape with research around the state of data and trends as well as analyzing where companies are spending money and where they're going. Our public policy and legal teams are managing the risk around regulation. And IAB is developing training and playbooks to help companies understand this profound digital transformation.

In 2019 we'll be focusing heavily on developing resources for our members to understand the role of data in the direct brand economy including the nuances of insourcing programmatic advertising, using data responsibly to ensure brand and consumer safety, and how to use data to engage with 21st century consumers.

Our industry is big and intimate—and with great power comes great responsibility. It's time to get to work.

Respectfully,

  
Patrick Dolan  
President & COO, IAB

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# 2018 HIGHLIGHTS

**T**he IAB's mission is to empower the media and marketing industries to thrive in the digital economy. This report covers some of the important work IAB has engaged in to deliver on this mission and to respond to the rapidly changing digital media landscape. Below please find highlights from our main areas of focus in 2018:

- Industry Advocacy in Washington D.C. and Beyond
- Thriving in a New Direct-to-Consumer World
- Fighting Fraud and Promoting Brand Safety
- Driving Industry Growth through Automation
- Navigating Digital Video Convergence
- Developing Talent-Rich Organizations



**Andy Dunn**, Founder, Bonobos & SVP of Digital Consumer Brands, Walmart U.S. eCommerce; **Micky Onvural**, CEO, Bonobos; **Randall Rothenberg**, CEO, IAB; [2018 IAB Direct Brand Summit](#)

## INDUSTRY ADVOCACY IN WASHINGTON D.C. AND BEYOND

**O**ver the past year, we have seen headline after headline about problems such as misuse or lack of security relating to digital data. It is therefore not surprising that in the U.S. and around the world, policymakers are pushing legislation and regulations to tightly regulate data usage. While we have advocated for sensible regulation, the solutions currently being offered up are often so draconian that they threaten to kill or cripple the digital media industry. Whether it is testifying on behalf of our members in Congress or working to help our members testify, IAB has been at the forefront of addressing the

increased scrutiny policy makers have of our industry. The IAB policy team, with the help of IAB members, has worked to minimize the impact of the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and the host of new federal and state level laws that are working their way through drafting committees. IAB will continue to be a strong force for policy and advocacy on behalf of our members at the federal, state, and global level in support of consumer privacy, data security, supply chain safety, advertising taxation, and other major regulatory and legislative issues.

## THRIVING IN A NEW DIRECT-TO-CONSUMER WORLD

**T**o explain the seismic new shift from an indirect brand economy to a direct brand economy and the opportunities for brands, marketers, and publishers, at IAB's [Annual Leadership Meeting](#) in February 2018, IAB released research on economic conditions that are fueling the growth of brands that have direct relationships with consumers. The Rise of the 21st Century Brand Economy research identifies how and why more brands are taking control of their relationships with consumers through data, storytelling, and e-tailing and has provided a unique opportunity to engage with brands on a new

level by putting digital marketing practices at the core of the conversation.

Throughout 2018, IAB brought brands into the room, specifically digitally native vertical brands to spark conversations for our members and the industry with these functional experts at the forefront of the direct brand revolution.

To help every company in the value chain and our members learn and adapt, the IAB Brand Council was and will continue to be a central location for research, development, and networking to help every company in the value chain learn and adapt.



In 2018, IAB also appointed media and marketing veteran Jim Norton as the trade group's latest Executive-in-Residence. A publishing world thought leader and former Chairman of the IAB Board of Directors, Norton is leveraging his extensive experience with premium content brands to move forward the direct brand economy initiative. He has been working with IAB leadership to educate members and incumbent brands on how to rethink strategy to thrive in the direct brand economy. He

## FIGHTING FRAUD AND PROMOTING BRAND SAFETY

This year's spate of data and privacy revelations (and subsequent Congressional hearings) have forever changed the conversation about consumer data and privacy. We've known for years in the advertising industry that bots are a problem. But the industry was focused on bot fraud aimed at stealing money out of people's pockets. What we didn't know then—and what's happening now—is we are finally recognizing that this is serious business, that people can get hurt from bad communications in the same way they can get hurt from bad grains in food or bad parts in cars.

To lead the industry toward a more transparent and secure supply chain, the IAB Tech Lab and the IAB Data Center of Excellence continue to invest in essential resources for our members such as ads.txt, the Open Measurement Software Development Kit (OM SDK), the [Trustworthy Accountability Group](#) (TAG) Registry and more—all in service of this mission for our members and the industry.

To help companies and our members become more data-centric, and understand where U.S.-based marketers, publishers, and others invested more than \$20 billion in data in 2017, the Data Center of

also played a key role in shaping the agenda for the [IAB Direct Brand Summit](#) which debuted in October in New York City. The [Direct Brand Summit](#) is the first and only conference dedicated to direct-to-consumer brands and the direct brand economy.

Helping our members thrive in the direct brand economy was a key theme through initiatives and activities across IAB in 2018 and we expect to continue that in 2019.

Excellence launched a five-city data roadshow titled Data Demystified in May in San Francisco, leveraging the results from the Data Centric Organization and Data Marketing Sizing Research.

On the policy front, as Congress is looking into the events surrounding the revelations about Facebook and Cambridge Analytica, IAB's Washington D.C. policy office continued to deliver a holistic story and message for our members about the digital advertising industry. During dozens of meetings before the hearings, legislators were reminded about the robust self-regulatory programs in place, the significant economic value of the digital advertising industry, and the way in which our members responsibly handle consumer data. We expect these efforts to ramp up considerably in 2019.

IAB believes that self-regulatory models, coupled with well-reasoned sectoral laws focused on concrete consumer harm, have improved consumer protection, privacy, and security over the past twenty plus years, while also promoting innovation and growth in the modern internet-enabled economy and we continue to support these efforts on our members' behalf.

## DRIVING INDUSTRY GROWTH THROUGH PROGRAMMATIC

Despite the complexity of today's digital supply chain, automation will continue to refine buying and selling processes and shift attention to higher-value marketing and advertising functions. Automated platforms and services can continue to drive industry growth through increasingly relevant and effective advertising, flexible publisher monetization opportunities, and enhanced consumer experiences.

Instead of relying on the false dichotomy of defining overall buying and selling practices as "programmatic" or not, IAB recommends acknowledging the broader and deeper implications of automation on the media industry, and proposes a framework rooted in the digital supply chain processes and tasks that can be partially or fully automated. The aim is to provide a common vocabulary and structure to:

- Promote informed conversations among buyers, sellers, and vendors-supporting evaluation, negotiation, and activation of platforms and tools that can enable effective advertising
- Highlight areas where automation hasn't yet been enabled, beyond the scope of what may have been considered "programmatic" historically
- Support consistent benchmarking of marketplace sizing, investment, and attitudes

To help our members and the industry define the different types of solutions that can help take charge of programmatic platforms, the IAB Data Center of Excellence leads the industry understanding of the in-housing programmatic trend that many marketers and brands are undertaking.

## NAVIGATING DIGITAL VIDEO CONVERGENCE

In 2018, original digital video (ODV) reached 86 million Americans, 13 years and older, among 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.

To help our members and the industry discover and participate in best-in-class digital video creative, the [2018 Video Symposium](#) titled "How to Build a 21st Century Brand through Digital Video and OTT" brought together industry leaders, marketers, and publishers to explore innovation and strategies for creating, distributing, measuring, and maximizing the use of video across platforms. Key industry thought leaders shared their first-hand experiences on how to monetize OTT, use data to understand the connected consumer and measure campaign impact, as well as revealing strategies for developing OTT creative.

Marketplaces like the [IAB Digital Content NewFronts](#) and [IAB NewFronts West](#) also play a powerful role connecting buyers and sellers of digital video content in the largest annual upfront marketplace for digital video and emerging media forms. Confirming the importance of the event as a catalyst for media buying decisions, eight in ten advertisers (81 percent) have said that they increased their original digital video budget as a result of attending the NewFronts.

Introducing brands and media buyers to the latest in original digital video programming, and fostering continued growth of the nascent podcast industry through creative innovation and showcasing advertising opportunities across emerging media is a

core tenet of IAB. The sold-out [IAB Podcast Upfront 2018](#) in New York in September was a one-day marketplace 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.

To help prioritize and solve industry-wide issues in the video space, each year in July the Video Center hosts the [Annual Video Leadership Summit](#), an invite-only meeting that gathers leading industry stakeholders to address the key problems facing the video industry.



**Abbey Thomas**, CMO, Tremor Video; **Eddie Revis**, Vice President of Brand Marketing, Strategy & Media, Chobani; [2018 Video Symposium](#)

## DEVELOPING TALENT-RICH ORGANIZATIONS

As the digital media and advertising industry grows, IAB members have asked for more training programs to build the talent pool by improving skills in the digital media and advertising industries and expanding certification programs in sales, data solutions, and ad operations. The IAB Certification Program continues to expand in size and global recognition. In 2018, IAB also launched a variety of training programs and events to support our members.

In an effort to provide IAB members with an all-inclusive certification and training option that better caters to their organizational needs, we introduced the All Access Pass to our learning and certification efforts. This offering is for organizations looking to activate large groups of employees with unlimited access to IAB's online courses and certifications.

The ongoing demand from members for IAB learning and certification programs is a validation of how important training is for the industry as a whole to extend the talent pipeline and our commitment to ensuring members' needs are being met.

Recognizing the uniquely important role that learning and development (L&D) programs play in successful media and marketing organizations, the IAB Learning & Development Council published the IAB Guide to Learning & Development Best Practices, examining and sharing our community's expertise to provide advice to senior leaders on implementing an L&D function within their organization, as well as advice to L&D practitioners on improving the quality and impact of their learning programs.

## LEADERSHIP

## EXECUTIVE COMMITTEE | DECEMBER 2018



**BOARD CHAIR**  
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NBCUniversal



David Morris  
CBS Interactive



**BOARD CHAIR**  
Rik van der Kooi  
Microsoft



Kimberly Norris  
Spectrum  
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**BOARD PRESIDENT**  
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Rick Welday  
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Disney | abc  
Television Group



Troy Young  
HEARST digital media

## EX OFFICIO MEMBERS OF EXECUTIVE COMMITTEE

**BOARD SECRETARY**  
Stu Ingis  
Venable, LLP

Rich LeFurgy  
Archer Advisors

David Moore  
Xaxis

**BOARD TREASURER**  
John Toohey

## FORMER 2018 BOARD MEMBERS

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The Washington Post

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Snap Inc.

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Ziff Davis, LLC

Lauren Wiener  
Tremor Video

Allie Kline  
Verizon Media Group

Sridhar Ramaswamy  
Google

Lisa Valentino  
Condé Nast  
Entertainment

Jen Wong  
Time Inc. Digital

Meredith Kopit Levien  
The New York Times  
Company

Brad Smallwood  
Facebook

Jacob Weisberg  
Slate

## BOARD OF DIRECTORS 2018



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Microsoft



Kerry Bianchi  
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Julie Jacobs  
verizon media group



Randall Rothenberg  
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Rick Welday  
xandr



David Brinker  
Snapchat



Seth Ladetsky  
turner



Michael Rubenstein  
AppNexus  
A Xandr Company



Jon Werther  
meredith



Lee Brown  
BuzzFeed



Jean-Philippe (JP)  
Maheu  
Twitter



Jonathan Schaaf  
CONDÉ NAST



Troy Young  
HEARST digital media



Seth Dallaire  
amazon media group



David Moore  
Xaxis



Scott Schiller  
NBCUniversal



Joe Zawadzki  
MediaMath



Rick Erwin  
ALC  
MADE BY PERSONALITY



David Morris  
CBS Interactive



Carrie Siefer  
IBM



Rita Ferro  
Disney | abc  
Television Group



Peter Naylor  
hulu



Samantha Skey  
SHE  
PARTNER NETWORK



Rajeev Goel  
PubMatic



Kimberly Norris  
Spectrum  
REACH



Nada Stirratt  
facebook



Stu Ingis  
VENABLE LLP



Keith Grossman  
Bloomberg



Steven Wolfe Pereira  
quantcast.



Abbey Thomas  
TREMOR  
VIDEO DSP  
A TARTITA COMPANY



Rich LeFurgy  
ARCHER



Chris Guenther  
News Corp



Marian Pittman  
COX MEDIA  
GROUP



Sebastian Tomich  
The New York Times



John Toohey



Steve Horowitz  
ZIFF  
DAVIS



Shailesh Prakash  
The Washington Post



John Trimble  
pandora



## IAB EVENTS

## BUILDING MARKETPLACES

**A**s part of our efforts to refocus the interactive industry toward truly inspiring creative, marketplaces like the [IAB Digital Content NewFronts](#), the [IAB Podcast Upfront](#), the [Content Studio Showcase](#), and the [IAB NewFronts West](#) play a powerful role connecting buyers and sellers of digital video and emerging media forms.

Leveraging the success of the [Digital Content NewFronts](#) in New York, IAB went to the West Coast in the Fall of 2018 to celebrate the LA creative community and to present the first-ever [NewFronts West](#), a two-day marketplace in Los Angeles. With the inaugural theme—"Hello, LA: Where Ideas Meet Content"—the marketplace had a laser focus on content creation and big ideas.

**Sebastian Tomich**,  
Global Head of  
Advertising, Marketing  
Solutions, New York  
Times; 2018 IAB New  
Fronts West



**Jon Werther**, President,  
Meredith National Media  
Group; [2018 IAB New  
Fronts West](#)



**Keith Weed**, Chief  
Marketing and  
Communications Officer,  
Unilever; [2018 IAB Annual  
Leadership Meeting](#)

[2018 IAB Annual  
Leadership Meeting](#)



**Erin Fujimoto**, Co-Founder,  
Tommy John; **Tom Patterson**,  
Founder and CEO, Tommy John;  
**Catherine Clifford**, Senior  
Entrepreneurship Writer, CNBC;  
[2018 IAB Direct Brand Summit](#)

**Anya Grundmann**, NPR; **Sam Sanders**, *It's Been a Minute with Sam Sanders*; **Guy Raz**, TED Radio Hour, *How I Built This*, and *Wow In The World*; **Stacey Vanek Smith**, Planet Money; [2018 IAB Podcast Upfronts](#)



**Glynn Washington**, Host  
& Executive Editor,  
Snap Judgment &  
Spooked; [2018 IAB  
Podcast Upfronts](#)

**Corey Epstein**,  
Founder and  
Co-CEO,  
DSTLD; **Randall  
Rothenberg**,  
CEO, IAB; [2018 IAB  
NewFronts West](#)



**Rainn Wilson**, Co-Founder,  
SoulPancake; [2018 IAB  
NewFronts West](#)

## CONVENING THOUGHT LEADERS

**I**AB is the leading convening force bringing publishers, platforms, brands, and more digital players together to solve industry challenges. As platform and publisher interdependency continues to grow, IAB facilitates high-level conversations between key parties and members throughout the year.



**Randy Freer**,  
Chief Executive  
Officer, Hulu;  
**Janet Balis**,  
Partner, Global  
Advisory Leader  
for Media &  
Entertainment,  
EY; [2018 IAB  
Annual Leadership  
Meeting](#)



**Tina Sharkey**,  
CEO and  
Co-Founder,  
Brandless;  
[2018 IAB  
Direct Brand  
Summit](#)

**Jen Rubio**, Co-Founder & Chief  
Brand Officer, Away; [2018 IAB  
Annual Leadership Meeting](#)



**Allison Murphy**, Vice President, Ad Innovation, The  
New York Times Company; **Edwin Wong**, Senior  
Vice President, Research and Insights, BuzzFeed;  
[2018 IAB Data & Mobile Symposium](#)



## LEADING PUBLIC POLICY & ADVOCACY EFFORTS IN A VOLATILE REGULATORY ENVIRONMENT

In the U.S. and around the world, policymakers are pushing legislation and regulations that threaten to kill or cripple the digital media industry. Whether it is testifying on behalf of our members in Congress or working to help our members testify, IAB has been at the forefront of addressing the increased scrutiny policy makers have of our industry. The IAB policy team with the help of IAB members and industry association allies have worked together to minimize the impact of the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and the host of new federal and state level laws that are working their way through drafting committees. IAB continues to be a strong force for policy and advocacy on behalf of our members at the federal, state, and global level in support of consumer privacy, data security, supply chain safety, advertising taxation, and other major regulatory and legislative issues.

### TRANSPARENCY AND DISCLOSURE IN DIGITAL POLITICAL ADS

With the mid-term Congressional elections in November, IAB and the Digital Advertising Alliance (DAA) led the charge toward new and meaningful transparency into online political ads. The “Political Ads” icon was released by DAA in May, and is an outgrowth of its ubiquitous AdChoices symbol. The new icon took center stage at a Federal Election Commission (FEC) hearing in June, at which IAB testified. The Political Ads icon was received warmly by the FEC, and IAB is working with the FEC to promote its familiarity and use to consumers viewing digital political ads.

### THE VALUE OF THE ADVERTISING-SUPPORTED INTERNET

The Federal Trade Commission held a series of workshops running through the winter looking at the issues of competition and consumer protection. In advance of the workshops, IAB filed comments highlighting the belief that self-regulatory models,

coupled with well-reasoned sectoral laws focused on concrete consumer harm, have improved consumer protection, privacy, and security over the past twenty-plus years, while also promoting innovation and growth in the modern internet-enabled economy.

### NAVIGATING THE GENERAL DATA PROTECTION REGULATION (GDPR)

The European Union’s General Data Protection Regulation (GDPR) is now in effect and has profound implications for all publishers, platforms, advertisers, and brands. IAB has been hard at work helping our members navigate this critical and essential change in the advertising landscape and provided feedback on the E.U.-U.S. Privacy Shield Framework at the request of the European Commission.

The IAB Public Policy Office has also coordinated a global policy strategy with international counterparts to more effectively advocate for the digital advertising industry before foreign governmental agencies.



## ACCELERATING GLOBAL GROWTH

IAB supports our members’ international agendas by leveraging the strength and collaboration of the IAB Global Network, encompassing 47 IAB organizations across 6 continents. The international team aims to further the overall mission of IAB and to serve the interactive ad industry globally by advancing global thought leadership, expanding the IAB brand into strategic markets, and encouraging self-regulation and public policy. This year the IAB Global Network focused almost all its efforts on an issue that profoundly affects the entire media and marketing ecosystem: GDPR.

### GDPR TRANSPARENCY & CONSENT FRAMEWORK

IAB has been hard at work helping our members navigate this critical and essential change in the advertising landscape. In April, IAB Europe and IAB Tech Lab released the final V1.1 technical specifications for GDPR Transparency & Consent Framework. The Framework is a cross-industry effort to help publishers, technology vendors, and advertisers meet the transparency and user choice requirements (including consent) of GDPR. The Framework is a non-commercial, open source initiative.

### IAB GDPR HUB

To help publishers, advertisers, and brands comply with GDPR, these resources from the IAB Global Network are available on the IAB GDPR Hub and are updated regularly. We also convened industry experts for the IAB Tech Lab’s GDPR/ePrivacy Technology Town Hall in New York and San Francisco and an event in Washington D.C. called “Beyond Readiness: The GDPR – What to Expect After May 25”. We hosted a series of webinars to answer urgent and tactical questions for our members about this new regulation.

### SHAPING FUTURE LEGISLATION

To provide input on the negative impact GDPR is having on U.S. businesses and to share guidance in advance of government-to-government dialogues, IAB has held briefings with the State Department, Commerce Department, and Office of the United States Trade Representative. IAB has also begun a concerted effort of working with the U.S. government

to address the echo effect that GDPR is having as countries around the world consider similarly restrictive data laws.



**Cecilia Chan**, Former Executive Director, IAB Hong Kong powered by HKDMA; IAB International Breakfast at the [2018 IAB Annual Leadership Meeting](#)

### NEW GLOBAL IABs

Recognizing the need for more cross-border collaboration, education, and research across national borders, IAB has expanded in Asia, agreeing to allow IAB Singapore to become IAB SEA + India in October to represent the local markets of Southeast Asia and India. 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, this extended remit should benefit all IAB stakeholders. In February 2018, IAB and the Digital Marketing Association of Hong Kong (HKDMA) had also announced that HKDMA was becoming the 47th IAB licensee, named “IAB Hong Kong powered by HKDMA.”

## CENTERS OF EXCELLENCE

IAB Centers of Excellence provide the next phase of leadership required for continued growth of the interactive advertising industry.

### DATA CENTER OF EXCELLENCE

#### DRIVING TRANSPARENCY AND ACCOUNTABILITY IN DATA

To drive the data agenda for the digital media, marketing, and advertising industry, IAB launched the IAB Data Center of Excellence in 2016 with the mission to define boundaries, reduce friction, and increase value along the data chain, for consumers, marketers, and the ecosystem that supports them. Key efforts in 2018 focused on helping bring programmatic in-house, defining the data stack, and supporting key research to foster a better understanding of the current state of data in the interactive landscape.

#### DATA DEMYSTIFIED

To help companies and our members become more data-centric, and understand where U.S.-based marketers, publishers, and others invested more than \$20 billion in data in 2017, the Data Center of Excellence launched a five-city roadshow titled "Data Demystified", leveraging the results from the Data Centric Organization and Data Marketing Sizing Research.

#### BRINGING PROGRAMMATIC IN-HOUSE

To help define the different types of solutions that can help take charge of programmatic platforms, the Data Center is leading the industry understanding of the in-housing programmatic trend that many marketers and brands are undertaking. As a follow-up to the research, the Data Center hosted a Programmatic Brand Summit with the theme "Bringing It In-House".

#### A MARKETER'S GUIDE TO DEFINING THE DATA STACK

This is an in-depth educational examination into how both rising direct brands and mainstay traditional brands can identify their current place in the data ecosystem.

#### THE STATE OF DATA

[The State of Data 2018: A Snapshot into the Evolving Role of Audience Insight](#) is a data benchmarking survey that provides a state of the union perspective that practitioners can use to benchmark their current efforts and plan for the year ahead.



### IAB DATA CENTER OF EXCELLENCE BOARD OF DIRECTORS

Tim Barnes, *Xandr*  
Julie Bernard, *Verve*  
Paul Chachko, *Throttle*  
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Anudit Vikram, *Dun & Bradstreet*  
Jay Webster, *Valassis*  
Ian Wright, *Equifax*  
Joe Zawadzki, *MediaMath*

### 2018 IAB DATA ROCK STARS



**Arthur Coleman**  
Acxiom Research



**Jessica Donohue**  
Nielsen



**Judith Hammerman**  
Adobe



**John Haws**  
Reveal Mobile



**David Justus**  
Lotame

### DATA ROCK STARS 2018

The awards recognize outstanding work being done by data industry practitioners, encouraging greater interest in the dynamic field of data science.

### DOOH METRICS GLOSSARY

This interactive guide aims to serve as a reference for planners, buyers, and strategists who are looking to engage with Digital Out-of-Home (DOOH) media.



**Jackson Jeyanayagam**, Former Chief Marketing Officer, *Boxed*; 2018 IAB Data & Mobile Symposium

### 2018 IAB DATA RISING STARS



**Amanda Newport-Foster**  
Valassis



**Paloma Torres**  
GroupM

### DOOH + MOBILE ATTRIBUTION CASE STUDY COLLECTION

From driving in-store visits to increasing app downloads and propelling social and online action, these case studies were released in October 2018 to illustrate the myriad of ways marketers across verticals are driving growth through mobile and digital out-of-home.

### IAB DATA CENTER OF EXCELLENCE BOARD





## MOBILE MARKETING CENTER OF EXCELLENCE BEST-IN-CLASS MOBILE MARKETING THAT PUTS CONSUMERS FIRST

The Mobile Marketing Center of Excellence, led by a Board of Directors from leading mobile companies, is charged with empowering the media and marketing industries to thrive in a mobile-always world and in an increasingly direct brand economy, where user experience and consumer relationships are at the heart of modern-day marketing and a significant driver of publisher transformation. Since its launch in 2010, the Mobile Center has helped accelerate the growth of the mobile ecosystem through standard setting, best practices, consumer research, and public advocacy. In 2018, the Mobile Center focused on the following areas:

### MOBILE AD QUALITY MEASUREMENT GUIDE

A big focus for the Mobile Center in 2018 was on ad quality measurement. The [Ad Quality Measurement Guide](#) highlights that advertisers should expect their ads to be 1) viewable, 2) displayed next to brand-appropriate content, and 3) seen by real people to understand the many factors that can affect the measurement of ad quality metrics.

### DIGITAL AUDIO'S ROLE IN THE BRAND SAFETY CONVERSATION

Meant to increase advertiser confidence in digital audio platforms, this whitepaper offers a summary of why investments in digital audio platforms, both streaming and podcasting, are among the safest digital media investments an advertiser can make today.

### IAB PODCAST UPFRONTS 2018

A marketplace in New York 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 sold-out [Podcast UpFronts](#) aimed to educate and raise awareness around the power of podcasts as a valuable platform to reach consumers.

### STORYTELLING IN A DIRECT-TO- CONSUMER MOBILE-ALWAYS WORLD

To help brands and publishers understand the power of storytelling in the direct brand economy, IAB focused extensively on the subject in 2018 with the publication of three key resources: [The Publisher Content Studio Directory](#) featuring nearly 70 IAB member content studios, the [Content Creation & Distribution Guide](#) aimed to help the buy-side make sense of today's options, and the Influencer Marketing for Publishers Guide to help marketers understand why publishers are increasingly adding an influencer component to their branded content offerings.

### 2019 DIGITAL AUDIO BUYER'S GUIDE

To help marketers understand the value of both streaming audio and podcasting platforms, the [2019 Digital Audio Buyer's Guide](#) published in December 2018 contains current research on the medium as well as case studies from IAB Audio Committee members.



**Patrick Dolan**, President, and COO, IAB; **Bob Lord**, Chief Digital Officer, IBM; [2018 IAB @ Mobile World Congress](#)

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### IMPLICATIONS OF VOICE FOR MARKETING PURPOSES: MARKET SNAPSHOT REPORT

This report explores why consumers are adopting voice assistants and smart speakers and what the implications are for marketers and the future of advertising.

### OPT-IN VALUE EXCHANGE PLAYBOOK FOR BRANDS & CASE STUDY SHOWCASE

This first-of-its-kind guide provides guidance on creative delivery, what/how to buy, pricing, and measurement to help brands new to the space get started.



**Susan Borst**, VP, Mobile, Industry Initiatives, IAB; **Paul Kontonis**, CMO, WhoSay; **Eric Edge**, Head of Global Marketing Communications, Pinterest; **Linda Petta**, Global Creator Innovation Manager, YouTube; **Jeremy Sigel**, Global SVP, Content + Innovation, Essence; IAB Influencer Marketing Day



**Lex Friedman**, Chief Business Development Officer, Midroll; **Jonathan Van Ness**, Actor; **Korri Kolesa**, VP of Sales & Partnerships, Midroll; [2018 IAB Podcast Upfront](#)

iab MOBILE

## DIGITAL VIDEO CENTER OF EXCELLENCE

### VIDEO EVERYWHERE: SPURRING GROWTH IN A RAPIDLY EVOLVING CROSS-SCREEN LANDSCAPE

**P**ublishers are looking to effectively monetize consumer's seemingly insatiable appetite for video in a brand-safe environment, especially on mobile. To help our members and the industry discover and participate in best-in-class creative, IAB continues to be a force behind the sold-out and wildly popular [IAB Digital Content NewFronts](#), a video marketplace in New York and now also on the West Coast.

Another important industry event was the IAB Video Symposium which followed the NewFronts and showcased research and other proof points for our members that illustrated what works and why, and best practices to move the industry forward. To help buyers and planners be smarter about investing in digital video, the Video Center also fielded essential new research, tools, and events including:

#### **DIGITAL CONTENT NEWFRONTS: 2018 VIDEO AD SPEND STUDY**

IAB released this study to help our members better understand the video shift in the media landscape and capitalize on it. Among the key findings: 59 percent of marketers' digital advertising budgets are currently allocated to digital video, a consistent climb in share since 2016.

#### **BUILDING 21ST CENTURY BRANDS: VIDEO CREATIVE INNOVATION**

Showcasing innovation represented a central theme across IAB video initiatives in 2018. The Video Center created a whitepaper that represents the first phase of this innovation initiative and is based on perspectives from thought leaders across publishers, agencies, marketers, and ad tech providers.

#### **DIGITAL VIDEO VIEWERS AND BRAND CONNECTION**

To better understand digital video's younger, more ethnically and racially diverse, and tech-savvy demographic, IAB fielded this comprehensive study which highlights how brands have huge opportunities to leverage original digital video (ODV) as an advertising and engagement platform.

#### **IAB PERSONAL PRIME TIME STUDY**

This study looks at the consumer journey through the lens of seven types of content (episodic shows, music, news, podcasts, short videos, social media, and weather) to identify opportunities for brands to engage with consumers throughout the day during their own personal prime times.

#### **ANNUAL VIDEO LEADERSHIP SUMMIT**

To address the key problems facing the video industry and to establish the priorities and agenda for the Video Center, in July, the Video Center of Excellence hosted its third [Annual Video Leadership Summit](#), an invitation-only meeting that gathers leading industry stakeholders.

#### **LIVE VIDEO STREAMING—A GLOBAL PERSPECTIVE**

Expanding video learnings globally, this research study, in partnership with 21 international IABs, sheds light on the growing popularity and ad opportunity of livestreaming video across the globe.

#### **VIDEO LANDSCAPE REPORT**

To highlight recent trends, opportunities, and the current state of the video advertising ecosystem for our members, the [Video Landscape Report](#) is a compilation

of recent studies as well as industry sources of research and analysis, and consultations with dozens of industry practitioners and subject matter experts.

#### **BLOCKCHAIN FOR VIDEO ADVERTISING**

Blockchain is best known in the context of financial markets and cryptocurrency but new transactional use cases are emerging for blockchain in many industries including media and advertising. IAB developed an in-depth whitepaper called [Blockchain for Video Advertising](#) based on interviews with key industry leaders.

#### **ADVANCED TV ATTRIBUTION GUIDE**

This guide aims to help educate the buying community on the benefits and opportunities to leverage attribution studies to evaluate campaign ROI.

#### **MARKETER'S GUIDE TO ESPORTS: HOW TO GET IN THE GAME**

This media buyer's overview explains how brands can capitalize on this growing market (now numbering over 300 million globally and growing) and evaluate its opportunities.

#### **DIGITAL VIDEO GLOSSARY**

The updated version of this glossary was released in December 2018 and added 18 new terms including AVOD (ad supported video on demand) and SVOD (subscription video on demand) and new video formats like skippable video ads, branded video content, and more.

#### **AR & VR GLOSSARY**

As new immersive media formats, augmented and virtual reality, while still in the early stages of development, provide unprecedented opportunity for marketers to tell stories that capture user attention and invoke natural exploratory curiosity.



**Linda Yaccarino**, *Chairman, Advertising Sales & Partnerships, NBCUniversal*; [2018 IAB Video Symposium](#)

#### **CROSS-PLATFORM TRAINING FOR BUYERS AND PLANNERS**

We want our members to excel in a cross-platform landscape, so IAB introduced a new master class in cross-platform training for buyers and planners at the IAB Ad Lab. The curriculum focused specifically on digital video and advanced TV ecosystems, audience-based planning strategies, programmatic video buying, and more.

#### **STANDARD ADDENDUM FOR DIGITAL VIDEO ADVERTISING IN TV LONG FORM VIDEO**

To address the technical and business issues specific to advertising in TV long-form video, IAB and the 4A's released the final version of this addendum ahead of the 2018 Upfront season. This will reduce the delay and expense in preparing multiple, custom agreements and ultimately enhance the efficiency, growth, and competitiveness of the market for advertising in TV long-form video.

#### **INTERACTIVE AD EFFECT: CTAS IN MOBILE VIDEO SHOPPABLE ADS**

This research focuses on video-based interactive ads in a mobile web environment to understand consumer's receptivity to interaction, learning about products, and shopping directly within mobile video ads, and what initial calls to action (CTA) work best.

#### **AD RECEPTIVITY AND THE AD-SUPPORTED OTT VIDEO VIEWER**

This consumer study developed a profile of who watches ad supported OTT video content and why this audience should matter to marketers.



**Lauren Wiener**, *Former CEO, Tremor Video DSP*; [2018 IAB Video Symposium](#)

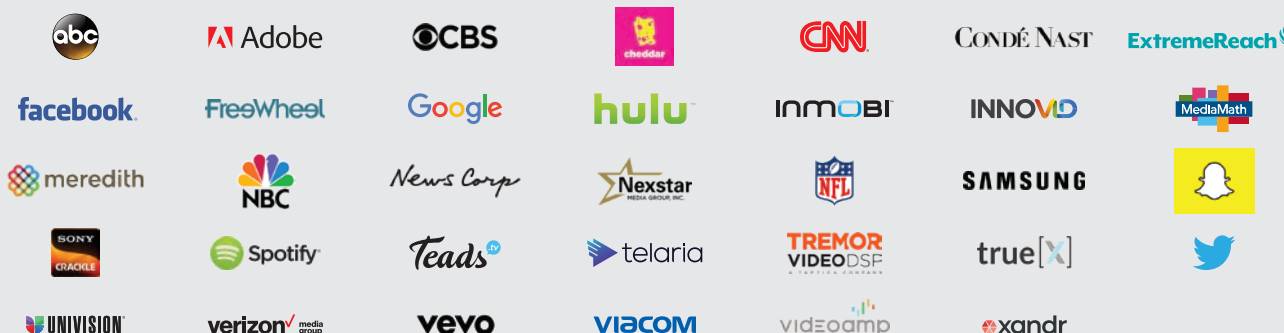
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Jack Bamberger, *Verizon Media Group*  
Alvin Bowles, *Facebook*  
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Philippe Browning, *Snap Inc.*  
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Julian Zilberbrand, *Viacom*

### DIGITAL VIDEO CENTER OF EXCELLENCE BOARD





# STANDARDS, SOFTWARE, AND SERVICES TO DRIVE GROWTH

**R**apid growth in our industry has created some unintended consequences such as ad fraud, privacy and security issues, and inefficiencies. To spur industry growth, the [IAB Technology Laboratory](#) (IAB Tech Lab), a nonprofit research and development consortium, is charged with producing and helping companies implement global industry technical standards and solutions for the digital media and advertising industries. In 2018 the Tech Lab made real progress towards our collective goals with new standards, protocols, software, and services to drive growth of an effective and sustainable global digital media ecosystem. Those global standards help reduce engineering costs and speed up time to market for our members across the digital supply chain.

## OPEN DATA 1.0

A new data nomenclature to facilitate campaign reporting, this is a resource for agency analysts, technology platforms, and data provider companies to aide in merging aggregate reports.

## ADS.TXT

A valuable and essential tool in fighting fraud and promoting growth, ads.txt (Authorized Digital Sellers) has now grown to over two million domains and publishers continue to adopt it. The beta version of app-ads.txt was also released in November to eliminate fraud on mobile apps and OTT video apps.

## OPENRTB 3.0

The IAB Tech Lab has also strengthened 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.

## CONTENT TAXONOMY 2.0

A resource to enable content creators to more accurately and consistently describe content, facilitating more relevant advertising and providing a higher quality and more granular foundation for data analysis.

**Dan Garraway**, WIREWAX; **Michael Tuminello**, Integral Ad Science; **Anne Frisbie**, InMobi; **Ryan Thompson**, Google; [IAB Tech Lab Video Summit: Scale and Innovation through Standards](#)



## OPEN MEASUREMENT SOFTWARE DEVELOPMENT KIT (OM SDK)

To accelerate the growth of mobile and promote third-party viewability and verification measurement for mobile in-app advertising, the IAB Tech Lab released the OM SDK, a set of tools designed to seamlessly facilitate third-party viewability and verification measurement for ads served in mobile app environments.

## DEMYSTIFYING IDENTIFIERS AND UNDERSTANDING THEIR CRITICAL ROLES IN ADVERTISING

To shed light on identity in a broader context, covering consumers, creative assets, and the businesses involved in the supply chain, the IAB Tech Lab published research devoted to Demystifying Identifiers and Understanding Their Critical Roles in Advertising. The IAB Tech Lab also released Guidelines for [Identifier for Advertising](#) on OTT Platforms with recommendations on how to maintain a high-quality advertising experience within over-the-top television (OTT) environments.

## GDPR TRANSPARENCY & CONSENT FRAMEWORK

A cross-industry effort to help publishers, technology vendors, and advertisers meet the transparency and user choice requirements (including consent) of GDPR, IAB Europe and the IAB Tech Lab released the final V1.1 technical specifications for GDPR Transparency & Consent Framework.

## DIGITRUST ID WORKING GROUP

In support of an effective programmatic supply chain, the IAB Tech Lab has acquired DigiTrust, for a standardized, privacy-compliant consumer ID for the industry's use. The DigiTrust ID Working Group is 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, improve match rates throughout the supply chain, and improve bottom line ROI for publishers and platforms.



**Dennis Buchheim**, SVP & GM, IAB Tech Lab; **Jon Steinberg**, Founder & Chief Executive Officer, Cheddar; [IAB Tech Lab Video Summit: Scale and Innovation through Standards](#)

## VAST 4.1 (VIDEO AD SERVING TEMPLATE)

To provide clear direction on implementing a transparent non-VPAID or Video Player Ad-Serving Interface Verification method, using Open Measurement the IAB Tech Lab released the final version of VAST 4.1.

## BLOCKCHAIN WORKING GROUP

Supporting new technologies that can accelerate growth for our members was a priority in 2018 and to that end, the IAB Tech Lab's Blockchain Working Group launched a pilot program to look at blockchain-based advertising-targeted projects from the working group's 100+ member organizations.

## PODCAST MEASUREMENT COMPLIANCE PROGRAM

To accelerate podcast advertising and encourage uniformity in measurement systems and metrics, the IAB Tech Lab Podcast Measurement Compliance Program certifies that companies are adhering to the IAB Podcast Measurement Technical Guidelines, released in December 2017.



## IAB TECH LAB BOARD





## PROMOTING A DIVERSE AND INCLUSIVE ECOSYSTEM

A healthy and sustainable digital industry needs talent that reflects the audience it serves. 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 into 2019 and beyond.

IAB also seeks to promote diversity and inclusion in all walks of the interactive marketplace by convening thought provoking events where our members can learn, share, and grow.

### CROSS-CULTURAL MARKETING DAY

The IAB Cross-Cultural Marketing Day emphasized that successful brands must pay attention to their customers' cultural cues and characteristics to engage consumers with respect.

### IAB WOMEN VISIONARIES

In 2018, IAB hosted the first-ever "Women Visionaries: Female Founders and Brilliant Bosses" event in New York City, which sold out. The gathering convened top leaders in tech, media, and marketing to share great lessons in leadership and give real-world takeaways to advance women's trajectories and the workplace at large.



**Tonia O'Connor**, Chief Revenue Officer, Univision; **Brad Jakeman**, Former President, PepsiCo Global Beverage Group; **Suzanne Vranica**, Advertising Editor, The Wall Street Journal; 2018 IAB Women Visionaries



**Allison Allen**, Former Vice President of Diversity, Inclusion & Talent Management, Oath; **Danielle Lee**, Global Vice President, Partner Solutions, Spotify; **Kerry Bianchi**, President and Chief Executive Officer, Visto; 2018 IAB Women Visionaries

## JOIN US IN 2019

**IAB ANNUAL LEADERSHIP MEETING**  
FEBRUARY 10-12 • PHOENIX, AZ

**IAB WOMEN VISIONARIES**  
APRIL 2 • NEW YORK CITY

**DIGITAL CONTENT NEWFRONTS**  
APRIL 29-MAY 3 • NEW YORK CITY

**IAB NEXGEN MARKETING SUMMIT**  
JUNE 5 • NEW YORK CITY

**IAB VIDEO LEADERSHIP SUMMIT**  
JULY 15-16 • CARLSBAD, CA

**DIGITAL CONTENT NEWFRONTS WEST**  
AUTUMN • LOS ANGELES

**IAB PODCAST UPFRONT**  
OCTOBER 16 • NEW YORK CITY

**IAB DIRECT BRAND SUMMIT**  
NOVEMBER 20-21 • NEW YORK CITY



**Anna Bager**, Executive Vice President of Industry Initiatives, IAB; **Alexa Christon**, Host, Adlandia; 2018 IAB Women Visionaries





# EMPOWERING OUR MEMBERS

The IAB mission is to empower the media and marketing industries to continue to thrive in the digital economy, and helping you—our members—is how we strengthen those industries. IAB membership includes more than 650 leading media and technology companies, including 99 that joined in 2018. The Long Tail Alliance—our body representing smaller developers of original digital content, including bloggers and other sites with less than \$1 million in annual revenues and fewer than five full-time employees—now includes 1,190 members. Together, they account for 86 percent of online advertising in the United States. We thank all of our members for their support throughout the year.

■ = New Member

## GENERAL MEMBERS

21st Century Fox  
33Across  
4C Insights  
4INFO  
A+E Networks  
AARP  
Acast Stories USA  
AccuWeather  
**AcquireWeb**  
Activision Blizzard Media  
Acxiom  
Ad Lightning  
Adacado  
ADARA  
**AdBidCentral**  
AdBrilliant  
AdColony  
Addappt  
Adform  
AdGear  
**AdKernel**  
AdLarge Media  
adMarketplace  
Admiral Adblock  
Publisher Solutions  
Adobe  
AdRizer  
AdRoll  
Adslot  
AdSpirit  
**Adstream**  
Adswizz  
Adtegrity  
Adtelligent  
AdTheorent  
Adversal.com  
Adyoulike  
Adzerk  
Affinity Express  
ALC  
Alliant  
Alphonso Inc

Alice USA  
Amazon  
AMC Networks  
American City Business  
Journals  
American Media, Inc.  
American Public Media  
Amobee  
**Ampush Media**  
**AnchorFree**  
Aniview  
**Anura Solutions**  
Anyclip  
**Anzu Virtual Reality**  
Appodeal  
**Arrivalist**  
Art19  
**AudienceX**  
Audioboom  
**Backbone PLM**  
BBC Worldwide  
Americas  
Beachfront Media  
**Bidease**  
Bidtellect  
**Bigabid**  
Blippar  
Blis  
BlogTalkRadio  
Bloomberg  
Bounce Exchange  
Brightcove  
BroadSign  
BuzzFeed  
**C3 Metrics**  
Cable One Advertising  
Cadent  
**Captivate**  
CBS Interactive  
Cedato Technologies Ltd  
Celtra  
Centro

Cheddar  
Chocolate  
Signal.io  
Clear Channel Outdoor  
Clipcentric  
**Collective Bias**  
Comcast Spotlight  
Condé Nast  
Connatix Native  
Exchange  
Conversant Media  
Cox Enterprises  
Crain Communications  
Criteo  
DailyMail.com  
DailyMotion  
dataxu  
DAX U.S.  
**DeepIntent**  
Defy Media  
Dianomi  
Digital First Media  
Digital Remedy  
**Diray Media**  
INFORM  
InMobi  
Innity  
Innovid  
Instart Logic  
**Instinctive**  
Intel  
Intersection  
Inuvo  
Investor's Business Daily  
IPONWEB  
IRI  
Jivox  
Jukin Media  
Jun Group  
JW Player  
Kantar Media  
Kargo  
Kiip

Experian Marketing  
Services  
Extreme Reach  
Eyeota  
eyeReturn Marketing  
Eyeview  
Facebook  
Factual  
Fandom powered by  
Wikia  
Feature Forward  
Flashtalking  
Flipboard  
Fluent  
Forbes Media  
Foursquare  
FreeWheel  
**FuelX**  
**Future US**  
Fyber  
Gameloft  
**GeistM**  
Genius Monkey  
**Giant Media**  
Gimbal  
Gimlet  
Goodway Group  
Google  
Groundtruth  
**Group Nine Media**  
GumGum  
Hanley Wood  
Harvard Business Review  
HealthiNation  
**Healthline**  
Hearst Magazines Digital  
Media  
HIRO-Media  
Homes.com  
Hulu  
IBM Watson Advertising  
iHeartMedia  
IHS Markit  
Index Exchange  
**Influential**  
**Infogroup**  
INFORM  
InMobi  
Innity  
Innovid  
Instart Logic  
**Instinctive**  
Intel  
Intersection  
Inuvo  
Investor's Business Daily  
IPONWEB  
IRI  
Jivox  
Jukin Media  
Jun Group  
JW Player  
Kantar Media  
Kargo  
Kiip

Kochava  
Leaf Group  
Legacy.com  
Libsyn  
LinkedIn  
Liquidus Marketing  
Live Nation  
LiveIntent  
LiveRamp  
Lo70s  
**Los Angeles Times  
Media Group**  
Latame Solutions  
**LumenAd**  
Mansueto Ventures  
Market Engenuity  
Media.net  
**MediaAlpha**  
MediaMath  
MediaOcean  
**MediaShift**  
Medicx Media Solutions  
**Merchant Resource  
Group**  
Meredith Digital  
MeritDirect  
MGID  
Microsoft Advertising  
Midroll Media  
MiQ  
**Mirriad**  
**Mobilewalla**  
MONSTER  
Morningstar  
mPlatform  
Multiview  
**Music Audience  
Exchange**  
mysense  
NASCAR Digital Media  
National Football  
League (NFL)  
National Public Media  
Nativo  
NBCUniversal  
NCC Media  
Netmining  
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Neustar  
New York Public Radio  
News Corporation  
Nexstar Digital  
Nexstar Media  
NextTV  
NGL Media  
NinthDecimal  
Nucleus Marketing  
**Nudge**  
NYIAX  
Oath  
Ogury  
Ooyala  
OpenSlate  
OpenX  
Optimatic

Oracle's Data Cloud  
Orange 142  
Outbrain  
Outcome Health  
Outfront Media  
OwnerIQ  
PadSquad  
Panasonic Avionics  
Pandora  
**Panoply**  
Parrable  
Parsec Media  
PCH/Media  
**Pepperjam**  
PGA TOUR  
**Philo**  
Pinterest  
Pixability  
Picalate  
PlacelQ  
Platform Inc  
**PlayBuzz**  
**Pluto TV**  
PodcastOne  
Podtrac  
Polymorph  
POPSUGAR  
**Powerinbox**  
PowerLinks Media  
**LumenAd**  
Mansueto Ventures  
Market Engenuity  
Media.net  
**MediaAlpha**  
MediaMath  
MediaOcean  
**MediaShift**  
Medicx Media Solutions  
**Merchant Resource  
Group**  
Meredith Digital  
MeritDirect  
MGID  
Microsoft Advertising  
Midroll Media  
MiQ  
**Mirriad**  
**Mobilewalla**  
MONSTER  
Morningstar  
mPlatform  
Multiview  
**Music Audience  
Exchange**  
mysense  
NASCAR Digital Media  
National Football  
League (NFL)  
National Public Media  
Nativo  
NBCUniversal  
NCC Media  
Netmining  
Netsertive  
Neustar  
New York Public Radio  
News Corporation  
Nexstar Digital  
Nexstar Media  
NextTV  
NGL Media  
NinthDecimal  
Nucleus Marketing  
**Nudge**  
NYIAX  
Oath  
Ogury  
Ooyala  
OpenSlate  
OpenX  
Optimatic

Oracle's Data Cloud  
Orange 142  
Outbrain  
Outcome Health  
Outfront Media  
OwnerIQ  
PadSquad  
Panasonic Avionics  
Pandora  
**Panoply**  
Parrable  
Parsec Media  
PCH/Media  
**Pepperjam**  
PGA TOUR  
**Philo**  
Pinterest  
Pixability  
Picalate  
PlacelQ  
Platform Inc  
**PlayBuzz**  
**Pluto TV**  
PodcastOne  
Podtrac  
Polymorph  
POPSUGAR  
**Powerinbox**  
PowerLinks Media  
**LumenAd**  
Mansueto Ventures  
Market Engenuity  
Media.net  
**MediaAlpha**  
MediaMath  
MediaOcean  
**MediaShift**  
Medicx Media Solutions  
**Merchant Resource  
Group**  
Meredith Digital  
MeritDirect  
MGID  
Microsoft Advertising  
Midroll Media  
MiQ  
**Mirriad**  
**Mobilewalla**  
MONSTER  
Morningstar  
mPlatform  
Multiview  
**Music Audience  
Exchange**  
mysense  
NASCAR Digital Media  
National Football  
League (NFL)  
National Public Media  
Nativo  
NBCUniversal  
NCC Media  
Netmining  
Netsertive  
Neustar  
New York Public Radio  
News Corporation  
Nexstar Digital  
Nexstar Media  
NextTV  
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Nucleus Marketing  
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NYIAX  
Oath  
Ogury  
Ooyala  
OpenSlate  
OpenX  
Optimatic

Oracle's Data Cloud  
Orange 142  
Outbrain  
Outcome Health  
Outfront Media  
OwnerIQ  
PadSquad  
Panasonic Avionics  
Pandora  
**Panoply**  
Parrable  
Parsec Media  
PCH/Media  
**Pepperjam**  
PGA TOUR  
**Philo**  
Pinterest  
Pixability  
Picalate  
PlacelQ  
Platform Inc  
**PlayBuzz**  
**Pluto TV**  
PodcastOne  
Podtrac  
Polymorph  
POPSUGAR  
**Powerinbox**  
PowerLinks Media  
**LumenAd**  
Mansueto Ventures  
Market Engenuity  
Media.net  
**MediaAlpha**  
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Medicx Media Solutions  
**Merchant Resource  
Group**  
Meredith Digital  
MeritDirect  
MGID  
Microsoft Advertising  
Midroll Media  
MiQ  
**Mirriad**  
**Mobilewalla**  
MONSTER  
Morningstar  
mPlatform  
Multiview  
**Music Audience  
Exchange**  
mysense  
NASCAR Digital Media  
National Football  
League (NFL)  
National Public Media  
Nativo  
NBCUniversal  
NCC Media  
Netmining  
Netsertive  
Neustar  
New York Public Radio  
News Corporation  
Nexstar Digital  
Nexstar Media  
NextTV  
NGL Media  
NinthDecimal  
Nucleus Marketing  
**Nudge**  
NYIAX  
Oath  
Ogury  
Ooyala  
OpenSlate  
OpenX  
Optimatic

Oracle's Data Cloud  
Orange 142  
Outbrain  
Outcome Health  
Outfront Media  
OwnerIQ  
PadSquad  
Panasonic Avionics  
Pandora  
**Panoply**  
Parrable  
Parsec Media  
PCH/Media  
**Pepperjam**  
PGA TOUR  
**Philo**  
Pinterest  
Pixability  
Picalate  
PlacelQ  
Platform Inc  
**PlayBuzz**  
**Pluto TV**  
PodcastOne  
Podtrac  
Polymorph  
POPSUGAR  
**Powerinbox**  
PowerLinks Media  
**LumenAd**  
Mansueto Ventures  
Market Engenuity  
Media.net  
**MediaAlpha**  
MediaMath  
MediaOcean  
**MediaShift**  
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SoundCloud  
Sourcepoint  
Sovrn  
Spectrum Reach  
Speed Shift Media  
**Spot.IM**  
Spotify  
SpotX  
Springer Nature  
SRAX  
**StackAdapt**  
StartApp  
SteelHouse  
Strategy+Business  
Stuff Media  
Sublime Skinz  
SundaySky  
**SuperAwesome**  
Swoop  
Synacor  
Taboola  
Tapad  
Tapgerine  
**Tapjoy**  
TargetSpot  
Tauntan Interactive  
Teads  
Tech Mpire  
Telaria  
**The Inquirer**  
The New York Times  
Company  
The Trade Desk  
TheStreet.com  
Thinknear by Telenav  
Throtle  
TiVo  
Topix  
Torrential  
Tremor Video DSP  
TreSensa  
Tribune Publishing  
TripAdvisor  
TripleLift  
Triton Digital  
Trivver, Inc  
true[X]  
TrueEffect  
Trusted Media Brands  
**Tubular Labs**  
Tuneln  
Turner Broadcasting  
System  
Twitter  
UberMedia  
Ubimo  
Undertone  
Unity Technologies  
Univision  
Unlocked  
US News & World Report  
USATODAY.com  
V12  
Valassis  
Vertebrae  
Vertoz  
Verve  
VEVO  
Viacom  
Viant  
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Vice  
VideoAmp  
Vidillion  
ViralGains  
Visa Advertising Solutions  
Visto  
**Vivoom, Inc.**  
VIX  
**VRTCAL**

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Vice  
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Vidillion  
ViralGains  
Visa Advertising Solutions  
Visto  
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VIX  
**VRTCAL**

Vungle  
Warner Bros. Digital  
Media Sales  
Washington Post Digital  
**WBUR**  
WebMD  
Webspectator

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Warner Bros. Digital  
Media Sales  
Washington Post Digital  
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WebMD  
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Webspectator

Westwood One  
WideOrbit  
Wiland  
Wondery, Inc.  
Worldata  
WWE  
Xandr

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Xandr

XAPPMedia  
Xaxis  
XUMO  
YellowHammer Media  
Group  
Yieldmo  
Zefr

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Zefr

XAPPMedia  
Xaxis  
XUMO  
YellowHammer Media  
Group  
Yieldmo  
Zefr

Zergnet  
Ziff Davis, LLC  
**Zoom Media**  
ZUMOB  
Zynga  
**ZypMedia**

Zergnet  
Ziff Davis, LLC  
**Zoom Media**  
ZUMOB  
Zynga  
**ZypMedia**

Zergnet  
Ziff Davis, LLC  
**Zoom Media**  
ZUMOB  
Zynga  
**ZypMedia**

Zergnet  
Ziff Davis, LLC  
**Zoom Media**  
ZUMOB  
Zynga  
**ZypMedia**

## ASSOCIATE MEMBERS

Active International  
Ad-ID  
ADLOOX  
Advertiser Perceptions  
Affinio  
AIG  
Alliance for Audited  
Media (AAM)  
**Anheuser Busch InBev**  
**Anura Solutions**  
Archer Advisors  
**Baker & Hostetler LLP**  
Bionic Advertising  
Systems  
Bonzai  
BPA Worldwide  
BrightLine  
Burt  
CDK Digital Marketing  
Cisco  
Coalition for Innovative  
Media Measurement  
(CIMM)  
Comscore

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BrightLine  
Burt  
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Cisco  
Coalition for Innovative  
Media Measurement  
(CIMM)  
Comscore

Critical Mix  
Cuebiq  
**Deloitte Digital**  
Dentsu Aegis  
DeviceAtlas  
Dieste  
DoubleVerify  
Dun & Bradstreet  
DWA Media  
**Ebiquity**  
Ericsson  
Ernst & Young  
**Essence**  
Evidon  
Forensiq  
FusionSeven  
GeoEdge  
Geopath  
GfK North America  
Gregory Welteroth  
Advertising  
GroupM  
Havas Media  
HCL technologies

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Evidon  
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GeoEdge  
Geopath  
GfK North America  
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Ericsson  
Ernst & Young  
**Essence**  
Evidon  
Forensiq  
FusionSeven  
GeoEdge  
Geopath  
GfK North America  
Gregory Welteroth  
Advertising  
GroupM  
Havas Media  
HCL technologies

iCrossing  
Infinitive  
Integral Ad Science  
IPG Mediabrands  
Ipsos  
**Johnson & Johnson**  
Kantar Millward Brown  
**Local Media**  
**Consortium**  
Magna Global  
**Marketing Architects**  
MarketStar  
Maru/Matchbox  
Media Japan Network  
MediaLink  
Media Management  
Inc.  
Media Rating Council  
Merkle  
**Mixpanel**  
Monotype  
News Media Alliance  
Nielsen  
Pebble Post

iCrossing  
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Nielsen  
Pebble Post

PIVnet  
**PMG Worldwide**  
PMX Agency  
**PremiumMedia360**  
Pricewaterhouse-  
Coopers  
Prohaska Consulting  
Pumpt  
Redbooks  
Research Now SSI  
ResponsiveAds  
RiskIQ  
**RPA**  
Sales Athlete, Inc.  
**Specialists Marketing**  
**Services/d3**  
SQAD  
Standard Media Index  
Taco Bell  
Television Bureau of  
Advertising  
The Center For Sales  
Strategy  
The Media Trust  
Company

PIVnet  
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Theorem  
**TurboTax**  
Unilever  
Universal Parks &  
Resorts  
Varick Media  
Management  
**Veritone One**  
**VidMob**  
Visual IQ  
VSA Partners  
White Ops  
Winterberry Group  
Zenitric  
zVelo

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Visual IQ  
VSA Partners  
White Ops  
Winterberry Group  
Zenitric  
zVelo

## STARTUP MEMBERS

Acast Stories USA  
Ad Lightning  
Admiral Adblock  
Publisher Solutions  
**Ad Persistence**  
Albert  
Amino Payments  
**Apomaya**  
**AppSamurai**

Acast Stories USA  
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**AppSamurai**

**BeAlive**  
Beeswax  
Botworx.ai  
**Codewise**  
Cognitiv  
FORTVISION  
**Inspo**  
**Instreamatic, Inc.**  
Invisibly

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Beeswax  
Botworx.ai  
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Invisibly

**KERV Interactive**  
Konduit  
LogoBar Enterprises  
**LotaData**  
Lucidity  
Lucid Sight  
Madhive  
MightyHive  
**Mixpanel**

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Lucid Sight  
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**YourTango**

## IAB TECH LAB MEMBERS

All IAB U.S. general members are automatically members of the Tech Lab. Additional members include:

Atlas Protocol  
**AdBank, Inc.**  
AdEx  
**AdMaster**  
**Apomaya**  
**Axel Springer**  
**Group, Inc.**  
**Baidu**  
**BARC India**  
Bartle Bogle Hegarty  
Bitposter  
**Blockchain4Media**  
Blue 449  
**Browsi**  
**CHEQ**  
**Civic**  
**CPEX**

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Cyber Communications Inc.  
**Dabbl**  
Deepline  
**Deloitte Digital**  
**Didomi**  
Digital Advertising  
Consortium Inc.  
**Display.io**  
Digitals LBI  
FRECKLE IoT  
**GMO AD**  
**Marketing, Inc.**  
Improve Digital  
International B.V.  
**Inside Secure**  
**Insticator**

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International B.V.  
**Inside Secure**  
**Insticator**

Intowow  
JCDecaux  
Ligatus  
**Line**  
LiquidThread  
**L'Oreal**  
**Lucidity**  
Mediasmith  
MetaX  
Miaozhen Systems  
Modem Media, Inc.  
Momentum  
**Movable Ink**  
**NEXD**  
PageFair  
Papyrus  
**Platform161**

Intowow  
JCDecaux  
Ligatus  
**Line**  
LiquidThread  
**L'Oreal**  
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Mediasmith  
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Momentum  
**Movable Ink**  
**NEXD**  
PageFair  
Papyrus  
**Platform161**

**PIVnet**  
**Pokkt**  
Publicis Groupe  
Publicis Health Media  
Publicis Media  
Publicis New York  
Razorfish Health  
Razorfish New York  
**Regium Operations**  
Rosetta  
**RTBAsia**  
**S4M**  
**SafeGraph**  
**Shieldsquare**  
Spark Foundry  
Starcom Worldwide  
(Publicis)

**PIVnet**  
**Pokkt**  
Publicis Groupe  
Publicis Health Media  
Publicis Media  
Publicis New York  
Razorfish Health  
Razorfish New York  
**Regium Operations**  
Rosetta  
**RTBAsia**  
**S4M**  
**SafeGraph**  
**Shieldsquare**  
Spark Foundry  
Starcom Worldwide  
(Publicis)

**StormX Inc.**  
**Survata**  
TenMax  
**Twine Data**  
**Underscore CLT**  
**Videonow**  
Vivaki  
VM1  
Weborama  
**X-Mode**  
**Yeahmobi**  
Yahoo Japan  
Corporation  
YOSPACE  
Zenith Media  
ZenithOptimedia  
Australia

**StormX Inc.**  
**Survata**  
TenMax

# 2018 COMMITTEES AND COUNCILS

IAB helps drive the industry forward through the efforts of committees and councils in various industry segments. These groups include the brightest minds in the industry and work together to develop solutions that improve the interactive advertising and marketing ecosystem for everyone. Committee and council participation is open to any eligible staff at an IAB member company.

## DATA CENTER

### Automation Committee

Jason Fairchild, *OpenX*, Co-Chair  
Jason White, *CBS Interactive*, Co-Chair

### Data Benchmarks & Activation Committee

Valentina Marastoni-Bieser, *Cuebiq*, Co-Chair

### Data Consumer Journey Working Group

Daryl McNutt, *Visto*, Co-Chair  
Margit Kittridge, *Critical MIX*, Co-Chair

### Defining the Data Stack Working Group

Valentina Marastoni-Bieser, *Cuebiq*, Co-Chair  
Ian Rubenstein, *GroupM*, Co-Chair  
Chris Emme, *Eyeota*, Co-Chair

### GDPR Business Best Practices Working Group (Consumer Privacy Working Group)

### Digital Out of Home (DOOH) Committee

Adrian D'Souza, *Intersection*, Co-Chair  
Rainbow Kirby, *Clear Channel Outdoor*, Co-Chair

### Identity & Audience Data Committee

Alissa Borsa, *Meredith Corp*, Co-Chair  
Greg Williams, *MediaMath*, Co-Chair  
Julie Bernard, *Verve*, Co-Chair

### Measurement and Attribution Committee

Sable Mi, *NinthDecimal*, Co-Chair  
Andrew Covato, *Snapchat*, Co-Chair

### Data Measurement Research Working Group

### Measurement Perspective Working Group

### Reconciliation of MMM & MTA Working Group

Sable Mi, *NinthDecimal*, Co-Chair  
Peter Minnium, *Ipsos*, Co-Chair

### Multicultural Council

Diego Antista, *Google*, Co-Chair  
Stacy Graham, *BET Networks*, Co-Chair

## MOBILE CENTER

### Audio Committee

Carrie Lieberman, *iHeartMedia*, Co-Chair  
Les Hollander, *Spotify*, Co-Chair  
Gina Garrubbo, *National Public Media* Co-Chair

### Defining an Audible Impression Working Group

### Podcast Business Working Group

### B2B Committee

Jim Riesenbach, *Ziff Davis*, Co-Chair  
Anudit Vikram, *Dun & Bradstreet*, Co-Chair  
Tusar Barik, *LinkedIn*, Co-Chair

### Games Committee

Agatha Bochenek, *Unity Technologies*, Co-Chair  
Jonathan Stringfield, *Activision Blizzard Media*, Co-Chair

### Local Committee

Kristen Berke, *Los Angeles Times Media Group*, Co-Chair  
Jeanne Brown, *Verve*, Co-Chair  
Brian Czarny, *Factual*, Co-Chair

### Mobile Advertising Committee

Deng Kai Chen, *Verizon Media Group*, Co-Chair  
Matt Kaplan, *Univision*, Co-Chair

### Affiliate Marketing Working Group

Nilla Ali, *Buzzfeed*, Co-Chair  
Julie Van Ullen, *Rakuten Marketing*, Co-Chair

### Augmented Reality (AR) for Marketing Working Group

Joelle Mefford, *Meredith Digital*, Co-Chair  
Tony Parisi, *Unity Technologies*, Co-Chair  
Badi Badkoubé, *Snap Inc.*, Co-Chair

### Social Media/Native/Content Committee

Judy Lee, *Pinterest*, Co-Chair  
Melissa Diaz, *Meredith Digital*, Co-Chair  
Ari Levine, *TripleLift*, Co-Chair  
Asher Rapkin, *Facebook*, Co-Chair

### Native Advertising Playbook Working Group

Ari Levine, *TripleLift*, Co-Chair

### Social/Native Measurement Working Group

### User Generated Content (UGC) for Advertising Working Group

David Elkins, *TripAdvisor*, Co-Chair  
Clay Webster, *Vivoom, Inc.*, Co-Chair

## VIDEO CENTER

### Advanced TV Committee

Doug Fleming, *Hulu*, Co-Chair  
Chris Falkner, *Cuebiq*, Co-Chair  
Adam Lowy, *Telaria*, Co-Chair

### Advanced TV Attribution Working Group

### AR/VR Glossary Working Group

### Digital Video Committee

Matthew Corbin, *Facebook*, Co-Chair  
Jarred Wilichinsky, *CBS Interactive*, Co-Chair

### Digital Video Glossary Working Group

### Esports Working Group

Seth Ladetsky, *Turner*, Co-Chair  
Brian Matthews, *NFL*, Co-Chair  
Mike Sepso, *Activision Blizzard*, Co-Chair

### Terms & Conditions Working Group

## VIDEO BUYER ADVISORY BOARD

## OTHER COMMITTEES & COUNCILS

### Brand Council

### CFO Council

### CRO Council

### Diversity & Inclusion Task Force

### Legal Affairs Committee

### Learning & Development Council

### Public Policy Council

Todd Thorpe, *News Corp*, Chair

### Research Council

David Ludica, *Facebook*, Co-Chair  
Stephanie Fried, *Condé Nast* Co-Chair

### Ad Effectiveness Studies Working Group

### Cross Platform Measurement Issues Working Group

### Improving Ad Revenue Reporting Working Group

## IAB TECH LAB

### Ad Product Portfolio Working Group

### Blockchain Working Group

### Data Transparency Standards Working Group

### Digital Video Technical Standards Working Group

### DigiTrust ID Working Group

### Dynamic Content Ad Standards Working Group

### GDPR Commit Group

### GDPR Mobile Technical Sub-group

### GDPR Technical Working Group

### Identity Standards Working Group

### Mobile Rich Media Ad Interface Definitions (MRAID) Working Group

### MRAID Ads SDK Tester Working Group

### OpenData Task Force

### OpenDirect Working Group

### Open Measurement Working Group Commit Group

### Open Measurement Working Group Participant Group

### OpenRTB (Real-Time Bidding) Commit Group

### OpenRTB Native Working Group

### OpenRTB Working Group

### OTT (Over-The-Top Video) Technical Working Group

### Podcast Technical Working Group

### Programmatic Practices Task Force

### SafeFrame Implementation Working Group

### Taxonomy & Mapping Working Group

### The LEAN, DEAL, and Experiences Working Group

### TV Convergence Technical Task Force

### Video Tools & Best Practices Subgroup

### IAB Tech Lab Council



## ESSENTIAL INVESTMENTS IN IAB MEMBER SUCCESS AND GROWTH

**A**ccelerating the safe and sustained growth of the interactive industry and delivering value to our members are our top priorities at IAB, and the financial state of IAB, like the industry we represent, once again started and ended the year strong.

According to unaudited 2018 financial statements, IAB is projected to finish 2018 with topline revenue of \$33.9 million, up from \$30.9 million in 2017.

Membership dues revenue is projected to be \$16 million for 2018, up 2 percent from \$15.7 million last year. Events at IAB in 2018 are expected to bring in \$7.1 million, 15 percent higher than 2017 and slightly above the projected \$6.5 million, thanks to a dynamic and newly created events portfolio including the successful [NewFronts West](#) and the [Direct Brand Summit](#).

IAB organizations are also delivering on revenue. The IAB Mobile Marketing Center of Excellence is projected to end the year just below \$1 million in revenue, which is a positive sign for the relevance and success of our Mobile Always efforts. The Video Center of Excellence is expected to see revenue of \$1.3 million, finishing slightly above budget. The Data Center of Excellence expects a revenue jump to \$1 million, a significant 30 percent year-over-year growth thanks to more active board participation.

The IAB Tech Lab brought in \$4.9 million in its fourth year of operation (up from \$2.6 million in 2017) to develop tools, standards, and best practices that simplify and reduce costs associated with the digital advertising and marketing supply chain. While revenue is expected to be slightly lower than the \$5.3 million budgeted, it still saw a significant 90 percent growth thanks to a growing board of

directors, new revenue streams like the OM SDK and GDPR Commit Groups, and the first annual Tech Lab industry event.

With Board approval, IAB closed the underutilized San Francisco satellite office. Due to the strength of our tight expense control we were able to accelerate the depreciation and take a one-time \$1.4 million non-cash expense. This move will free up over a million dollars in rent and depreciation each year going forward.

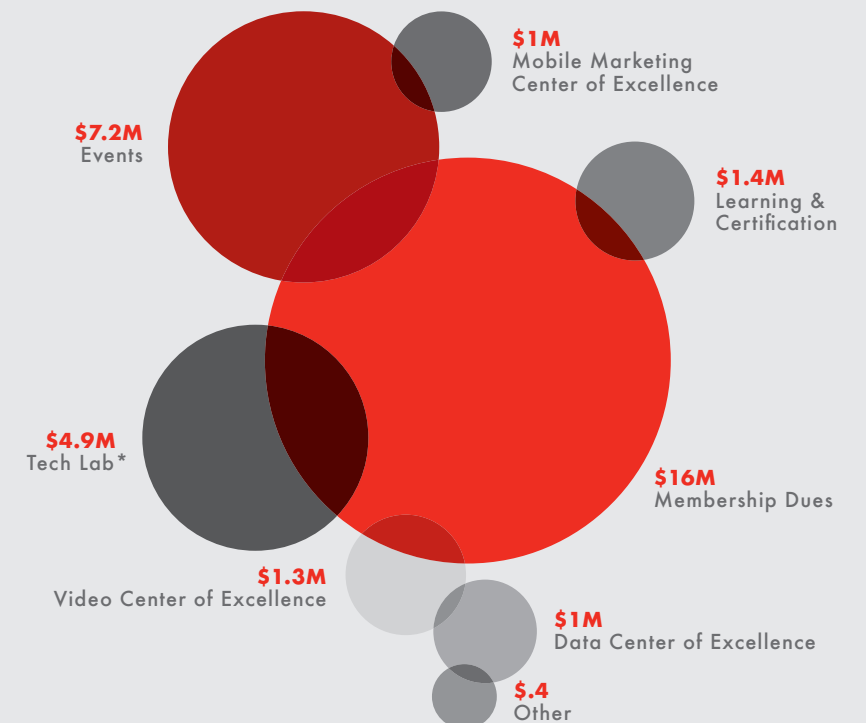
Additional ongoing revenue streams in 2018 included initiatives such as sponsored research, member services, international licensing fees, and other fundraising programs.

In 2018, IAB invested these revenues received towards helping member businesses grow and excel. Funding was directed toward producing valuable third-party research and tools for building brands in digital media.

Overall, IAB managed expenses closely in 2018, which are projected to total \$28 million and to close the year with a surplus of slightly more than \$1 million.

With our members' support, IAB is well positioned financially to deliver on an ambitious agenda for championing industry growth in 2019 and beyond.

### IAB REVENUE STREAMS



### FINANCIAL KEY INDICATORS FOR 2018

REVENUE ('000)	PROJECTED YEAR END**	2018 BUDGET	VAR FROM BUDGET \$	VAR FROM BUDGET %
MEMBERSHIP DUES	\$ 16,097	\$ 16,068	\$ 29	0%
EVENTS	\$ 7,188	\$ 6,505	\$ 683	10%
MOBILE CENTER	\$ 987	\$ 1,080	\$ (93)	-9%
VIDEO CENTER*	\$ 1,383	\$ 1,340	\$ 43	3%
DATA CENTER	\$ 1,047	\$ 1,000	\$ 47	5%
LEARNING & CERTIFICATION	\$ 1,418	\$ 3,322	\$ (1,904)	-57%
TECH LAB*	\$ 4,993	\$ 5,353	\$ (359)	-7%
EDUCATION FOUNDATION*	\$ 446	\$ 1,010	\$ (564)	-56%
OTHER REVENUE	\$ 411	\$ 230	\$ 181	79%
<b>TOTAL REVENUE</b>	<b>\$ 33,969</b>	<b>\$ 35,908</b>	<b>\$ (1,938)</b>	<b>-5%</b>
<b>COST OF GOODS SOLD</b>	<b>\$ 4,674</b>	<b>\$ 5,917</b>	<b>\$ (1,242)</b>	<b>-21%</b>
<b>GROSS PROFITS</b>	<b>\$ 29,295</b>	<b>\$ 29,991</b>	<b>\$ (696)</b>	<b>-2%</b>
<b>TOTAL EXPENSES</b>	<b>\$ 28,196</b>	<b>\$ 29,698</b>	<b>\$ (1,503)</b>	<b>-5%</b>
<b>NET INCOME /(LOSS)</b>	<b>\$ 1,099</b>	<b>\$ 293</b>	<b>\$ 806</b>	<b>275%</b>

\*Excluding Revenue Share \*\* Final unaudited financials for 2018 - as of 1/15/2019

## IAB STAFF

## WHO WE ARE

**CHIEF EXECUTIVE OFFICER**Randall Rothenberg — [randall@iab.com](mailto:randall@iab.com)**PRESIDENT & CHIEF OPERATING OFFICER**Patrick Dolan — [patrick@iab.com](mailto:patrick@iab.com)**EXECUTIVE VICE PRESIDENT, INDUSTRY INITIATIVES**Anna Bager — [anna@iab.com](mailto:anna@iab.com)**EXECUTIVE VICE PRESIDENT, PUBLIC POLICY**Dave Grimaldi — [dave@iab.com](mailto:dave@iab.com)**SENIOR VICE PRESIDENT, GENERAL COUNSEL**Michael Hahn — [michael.hahn@iab.com](mailto:michael.hahn@iab.com)**SENIOR VICE PRESIDENT, RESEARCH & MEASUREMENT**Susan Hogan — [sue.hogan@iab.com](mailto:sue.hogan@iab.com)Joe Aunce  
Coordinator, Marketing  
[joe.auce@iab.com](mailto:joe.auce@iab.com)Ranjeeta Baijnauth  
Director, Account Management,  
Learning & Development  
[ranjeeta@iab.com](mailto:ranjeeta@iab.com)Amanda Baldwin  
Manager, MMCOE  
[amanda@iab.com](mailto:amanda@iab.com)Autumn Black  
Executive Assistant, Industry  
Initiatives  
[autumn@iab.com](mailto:autumn@iab.com)Kevin Blouin  
Senior Manager, Business  
Operations  
[kevin@iab.com](mailto:kevin@iab.com)Susan Borst  
Vice President, Mobile, Industry  
Initiatives  
[susan@iab.com](mailto:susan@iab.com)Erika Bradbury  
Director, Conference Programs  
[erika@iab.com](mailto:erika@iab.com)Luz Brito  
Director, Financial Operations  
[luz@iab.com](mailto:luz@iab.com)Deborah Carrara  
Director, Investment & Relations  
[deb@iab.com](mailto:deb@iab.com)Jeanie Carstensen  
Vice President, Finance &  
Operations  
[jeanie@iab.com](mailto:jeanie@iab.com)Dylan Chang  
Senior Manager, Business Data  
Investment & Relations  
[dylan@iab.com](mailto:dylan@iab.com)Sara Childs  
Manager, Events  
[sara.childs@iab.com](mailto:sara.childs@iab.com)Rosemary Cipriano  
Coordinator, Learning &  
Development  
[rosemary@iab.com](mailto:rosemary@iab.com)Craig Coleman  
Vice President, Marketing  
[craig@iab.com](mailto:craig@iab.com)Lauren DellaFave  
Director, Human Resources  
[lauren.dellafave@iab.com](mailto:lauren.dellafave@iab.com)Christopher Elias  
AV & IT Support Technician  
[christopher.elias@iab.com](mailto:christopher.elias@iab.com)John Grifferty  
Director, Investment & Relations  
[john@iab.com](mailto:john@iab.com)Natalie Hamingson  
Manager, Investment & Relations  
[natalie@iab.com](mailto:natalie@iab.com)Megan Hauck  
Senior Director, Marketing, D&I  
Programs  
[megan@iab.com](mailto:megan@iab.com)Conor Healy  
Senior Director, Operations  
[conor@iab.com](mailto:conor@iab.com)Nicole Horsford  
Senior Director, Investment &  
Relations  
[nicole@iab.com](mailto:nicole@iab.com)Eric John  
Deputy Director, Video COE  
[eric@iab.com](mailto:eric@iab.com)James Linney  
Senior Manager, Marketing  
[james.linney@iab.com](mailto:james.linney@iab.com)Stacey Lyons  
Executive Assistant to CEO/COO  
[stacey@iab.com](mailto:stacey@iab.com)Maggie Maxwell  
Manager, Learning &  
Development, D&I Programs  
[maggie@iab.com](mailto:maggie@iab.com)Kathleen McKay  
Director, Events  
[kathleen@iab.com](mailto:kathleen@iab.com)Evan Mei  
Coordinator, Certification  
Operations  
[evan.mei@iab.com](mailto:evan.mei@iab.com)Haley Milch  
Manager, Events  
[haley@iab.com](mailto:haley@iab.com)Twafiq Mohinuddin  
Coordinator, Industry Initiatives  
[twafiq@iab.com](mailto:twafiq@iab.com)Virginia Moore  
Vice President, Events  
[virginia@iab.com](mailto:virginia@iab.com)Nina Munoz  
Director, Video COE  
[nina@iab.com](mailto:nina@iab.com)Hannah Nardone  
Coordinator, Investment &  
Relations  
[hannah@iab.com](mailto:hannah@iab.com)Diana Negrón  
Manager, Administration  
[diana@iab.com](mailto:diana@iab.com)Breda O'Reilly  
Vice President, Investment &  
Relations  
[breda@iab.com](mailto:breda@iab.com)Andie Odynski  
Coordinator, Marketing  
[andie@iab.com](mailto:andie@iab.com)Shira Orbach  
Senior Manager, Marketing  
[shira@iab.com](mailto:shira@iab.com)Edwin Orta  
Senior Facilities Manager  
[edwin@iab.com](mailto:edwin@iab.com)Chanel Pazda  
Senior Manager, Marketing  
[Chanel@iab.com](mailto:Chanel@iab.com)Myrna Perez  
Staff Accountant  
[myrna@iab.com](mailto:myrna@iab.com)Daniel Phelan  
Staff Accountant  
[daniel@iab.com](mailto:daniel@iab.com)Joseph Pilla  
Director, Data & Automation  
[joe.pilla@iab.com](mailto:joe.pilla@iab.com)Alexander Propes  
Senior Director, Public Policy  
[alex@iab.com](mailto:alex@iab.com)Korisan Reese  
Manager, Events Operations  
[kori@iab.com](mailto:kori@iab.com)Kenya Reynolds  
Senior Manager, Business  
Operations  
[kenya@iab.com](mailto:kenya@iab.com)Orchid Richardson  
Vice President & Managing  
Director, Data COE  
[orchid@iab.com](mailto:orchid@iab.com)Soizic Sacrez  
Senior Director, Marketing  
[soizic@iab.com](mailto:soizic@iab.com)Brian Schwartz  
Director, Video COE  
[brian@iab.com](mailto:brian@iab.com)Sharon Scoble  
Director of Operations (CRM)  
[sharon@iab.com](mailto:sharon@iab.com)Julian Soler  
Director, MMCOE  
[julian@iab.com](mailto:julian@iab.com)Kristina Srugonis  
Director, Research  
[kristina@iab.com](mailto:kristina@iab.com)Brooke Stevens  
Business Analyst & Salesforce  
Administrator  
[brooke@iab.com](mailto:brooke@iab.com)Michael Texidor  
Vice President, Learning &  
Development  
[michael.texidor@iab.com](mailto:michael.texidor@iab.com)Carmen Walkershaw  
Coordinator, Mobile & Data COE  
[carmen@iab.com](mailto:carmen@iab.com)Charise Williams  
Finance Coordinator  
[charise@iab.com](mailto:charise@iab.com)Melody Zimmer  
Director, Learning & Development  
[melody@iab.com](mailto:melody@iab.com)

## THE IAB OFFICES

**NEW YORK OFFICE**Interactive Advertising Bureau  
116 East 27th Street, 6th Floor  
New York, NY 10016  
212 380 4700**WASHINGTON, D.C. OFFICE**Interactive Advertising Bureau  
Browner Building  
888 17th St., NW Suite 312  
Washington, DC 20006**PRESENCE ON WEST COAST**Los Angeles  
San Francisco  
Seattle

IAB empowers the media and marketing industries to thrive in the digital economy. It is comprised of more than 650 leading media and technology companies that are responsible for selling, delivering, and optimizing digital advertising or marketing campaigns. Together, they account for 86 percent of online advertising in the United States. Working with its member companies, IAB develops technical standards and best practices and fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. Founded in 1996, IAB is headquartered in New York City.

## IAB TECH LAB

**SENIOR VICE PRESIDENT AND GENERAL MANAGER**Dennis Buchheim — [dennis@iabtechlab.com](mailto:dennis@iabtechlab.com)**SENIOR VICE PRESIDENT, MEMBERSHIP AND OPERATIONS**Jordan Mitchell — [jordan@iabtechlab.com](mailto:jordan@iabtechlab.com)Jennifer Derke  
Director, Product Management  
[jennifer@iabtechlab.com](mailto:jennifer@iabtechlab.com)Benjamin Dick  
Director of Product, Data  
[ben@iabtechlab.com](mailto:ben@iabtechlab.com)Courtney McDermid  
Executive Assistant  
[courtney@iabtechlab.com](mailto:courtney@iabtechlab.com)Mayank Mishra  
Senior Director, Engineering  
[mayank@iabtechlab.com](mailto:mayank@iabtechlab.com)Mina Pajevic  
Manager, IAB Tech Lab  
[mina@iabtechlab.com](mailto:mina@iabtechlab.com)Dharmik Patel  
Software Engineer  
[dharmik@iabtechlab.com](mailto:dharmik@iabtechlab.com)Sam Payne-Tingleff  
VP, Engineering (CTO)  
[sam@iabtechlab.com](mailto:sam@iabtechlab.com)Alexandra Salomon  
Senior Director, Head of Global  
Business Development  
[alexandra@iab.com](mailto:alexandra@iab.com)Amit Shetty  
Senior Director, Product,  
Video & Audio  
[amit@iabtechlab.com](mailto:amit@iabtechlab.com)Colleen Shields  
Senior Manager, Business  
Operations & Events Marketing  
[colleen@iabtechlab.com](mailto:colleen@iabtechlab.com)Shailley Singh  
Head of Product Management  
[shailley@iabtechlab.com](mailto:shailley@iabtechlab.com)Kelsey Sorenson  
Database Coordinator  
[kelsey@iabtechlab.com](mailto:kelsey@iabtechlab.com)Jarrett Wold  
Director, Compliance Programs  
[jarrett@iabtechlab.com](mailto:jarrett@iabtechlab.com)



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