ANNUAL REPORT 2014

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IAB empowers
the media
and marketing
industries to thrive
in the digital
economy.

THE STATE OF IAB AND THE INDUSTRY

Twenty fourteen was a transformative year for the interactive advertising ecosystem—and IAB. Over the years, IAB has consistently adjusted the use of our resources and our influence to best support the growth of this expansive market for our members. In 2014, we evolved our membership criteria, organization structure, and key processes to recognize and help drive dramatic changes in the digital marketing and media sectors.

The original IAB mission focused solely on growth; it was adopted eight years ago when digital advertising revenues severely lagged consumer consumption of digital media. Clearly, the sole focus on growth seemed increasingly limited in an environment where digital is now the second largest advertising medium in the U.S.—and in some national markets, the largest. The more pressing challenge for so many of our members and partners is realizing the benefits of this growth in their own companies.

This new primacy of digital in the media ecosystem prompted IAB to promulgate a new mission statement for the organization, unveiled in early 2014:

"IAB empowers the media and marketing industries to thrive in the digital economy."

This new mission positions IAB as the central supporter of the media and marketing industries in the digital age—a role that reflects the expansion of interactive technology and experiences across the vast media and marketing landscape, including beyond borders into global markets.

To fulfill this mission, IAB made several bold and essential structural changes in 2014. The important achievements that support this mission are covered in the following pages and include changes in our membership criteria to empower a greater representation among industry leaders; the creation of the **IAB Technology Lab**, a nonprofit research and development consortium charged with producing and

helping companies implement global industry technical standards and solutions; the establishment of the **IAB Education Foundation** to promote an increasingly skilled and diverse workforce; and the establishment of the **Trustworthy Accountability Group (TAG)**, a first-of-its-kind, cross-industry accountability program launched in collaboration with the American Association of Advertising Agencies (4A's) and the Association of National Advertisers (ANA), and designed to fight ad fraud, malware, and the theft of intellectual property, as well as increase marketplace transparency.

These changes were made to support the IAB five-year plan, **The Path to Digital Dominance**, which we unveiled at the end of 2013 as a road map for our industry. This plan ensures that we consistently and systematically progress in a direction that will safeguard and propel the lasting success of our members' businesses.

The plan outlines five challenges that must be resolved for the long-term health of the interactive advertising industry:

• Trustworthy Digital Supply Chain
• Making Measurement Make Sense (3MS)
• Publisher Transformation
• Building Brands Digitally
• Moving Mobile Mainstream

The new mission and five critical areas of focus directed all IAB endeavors in 2014. We have made great strides toward addressing these urgent challenges.

I'm extremely proud of IAB accomplishments in 2014 and the remarkable IAB team that has brought them to life. I am also thankful for the ongoing support from our members and the community that has made these strides possible. By carefully managing our finances, IAB has been able to propel the industry forward and continues to invest in our digital future. I am extremely grateful for the dedication of all our constituents—and I am confident that, as an industry, we are well-positioned today for a prosperous 2015 and beyond.

Sincerely,

Randall Rothenberg
President and Chief Executive Officer
Interactive Advertising Bureau

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2014: THE YEAR AT IAB

ike the industry it represents, the financial health of IAB is strong. Under the fiscal leadership of IAB Executive Vice President and COO Patrick Dolan and according to unaudited 2014 financial statements, IAB finished the year with a projected topline revenue of $23.2 million, up from the record $20.3 million in 2013 and 6.8 percent more than budgeted.

Dues revenue reached a record high of $11.2 million for 2014, approximately $615,000 more than budgeted. IAB also saw growth in events income, projected to bring in $7.2 million or $640,000 more than budgeted, largely because of the tremendous growth in the IAB Annual Leadership Meeting in Palm Desert in February 2014. In a positive sign for the relevance of our mobile efforts, the IAB Mobile Marketing Center of Excellence is projected to see $1.3 million in revenue in 2014 or five percent more than originally budgeted.

Another bright spot in IAB revenue growth came from the IAB Certification Programs. In just two years, these programs have already exceeded $1 million in revenue. The rapid growth of the certification programs is a validation of how important certifications and training are for the industry.

Other programs, including the Quality Assurance Guidelines and the Spiders and Bots List, performed either on or above budget. IAB raised additional revenue through initiatives such as sponsored research, rental of the Ad Lab, and international licensing fees.

Expenses totaled $22.9 million in 2014 and, as projected at the outset of the year, IAB ended the period just above breakeven with an unrestricted surplus of $65,000 and $230,000 restricted to digital video research. In addition,

## IAB FINANCIAL KEY INDICATORS FOR 2014*

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	2014 PROJECTED	2014 BUDGET	VAR FROM BUDGET $	VAR FROM BUDGET %
DUES REVENUE	$ 11,215	$ 10,600	$ 615	5.80%
EVENTS REVENUE	$ 7,214	$ 6,574	$ 640	9.74%
OTHER REVENUE	$ 4,792	$ 4,559	$ 233	5.11%
TOTAL REVENUE	$ 23,221	$ 21,733	$ 1,488	6.85%
COGS EXPENSES	$ 5,600	$ 4,748	$ 852	17.94%
OPERATING EXPENSES	$ 17,326	$ 16,985	$ 341	2.01%
TOTAL EXPENSES	$ 22,926	$ 21,733	$ 1,193	5.49%
NET INCOME [1]	$ 295	$ 0	$ 295	N/A

[1] Net income reflects 2014 DCNF restricted net profit (GM) of $230K.
* Projections based on unaudited actuals through November and estimates for December

SOUND FINANCIAL FOOTING*

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● DUES REVENUE   ● EVENTS REVENUE   CASH BALANCE   ○ SURPLUS
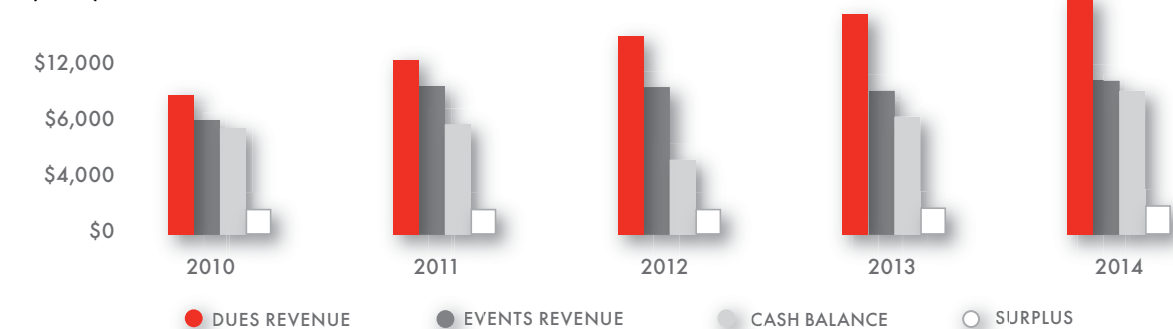
IAB closed the year with a record $6.3 million in the bank and a surplus of $1.6 million.

IAB invested these additional funds in new programs aimed at helping member businesses excel. They include the **IAB Technology Lab**, the **IAB Education Foundation**, and the **Trustworthy Accountability Group (TAG)**. Additional funding was directed toward developing the cross-screen marketplace, including mobile marketing and digital video advertising; encouraging a seamless global network for interactive advertising; forging innovations in advertising technology; producing valuable insights into building brands in digital; and hiring key staff to support the newly formed organizations and expanded mission of IAB to empower the media and marketing industries to thrive in the digital economy.

The continued financial well-being of IAB is a testament to the prosperity of the industry it supports and the confidence our members have invested in us. IAB is well-positioned financially to deliver on its ambitious agenda for 2015 and beyond.

IAB REVENUE STREAMS*

$11.2M MEMBERSHIP DUES

$7.2M EVENTS

$4.8M OTHER

$1.3M IAB MOBILE MARKETING CENTER OF EXCELLENCE
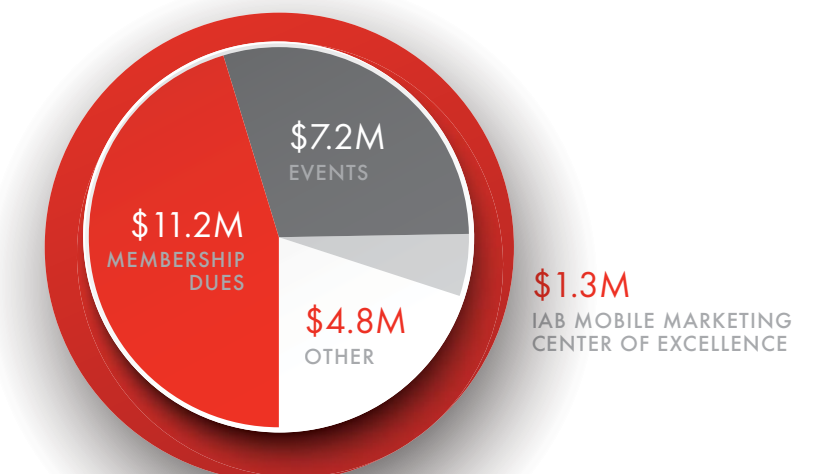
IAB MEMBERSHIP GROWTH 2010–2014

● LONG TAIL   ● ASSOCIATE   ● GENERAL
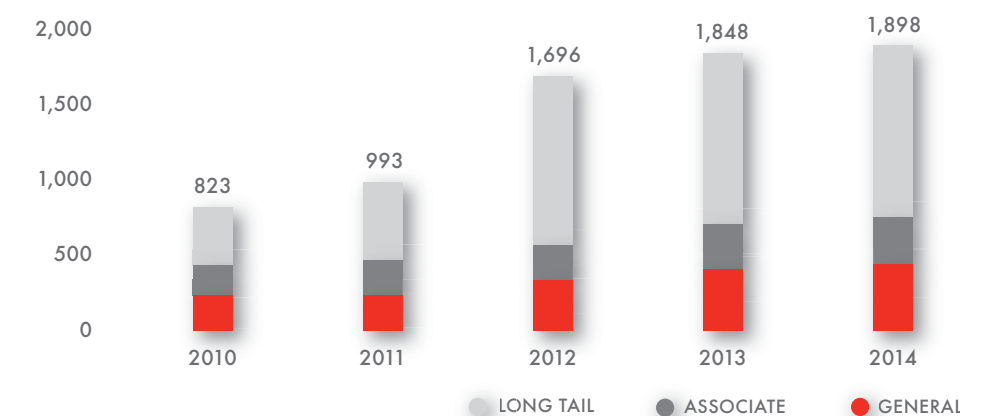
2014: A TRANSFORMATIVE YEAR AT IAB

With great change comes great opportunity, and IAB was well-positioned to embrace both in 2014. To deliver on our mission to empower the media and marketing industries to thrive in the digital economy, IAB implemented some bold structural changes to the organization and made big investments to help member businesses excel over the next five years.

The new IAB organizational model includes four areas:

These changes were made to support the IAB five-year plan, **The Path to Digital Dominance**, which ensures that we consistently and systematically progress in a direction that will 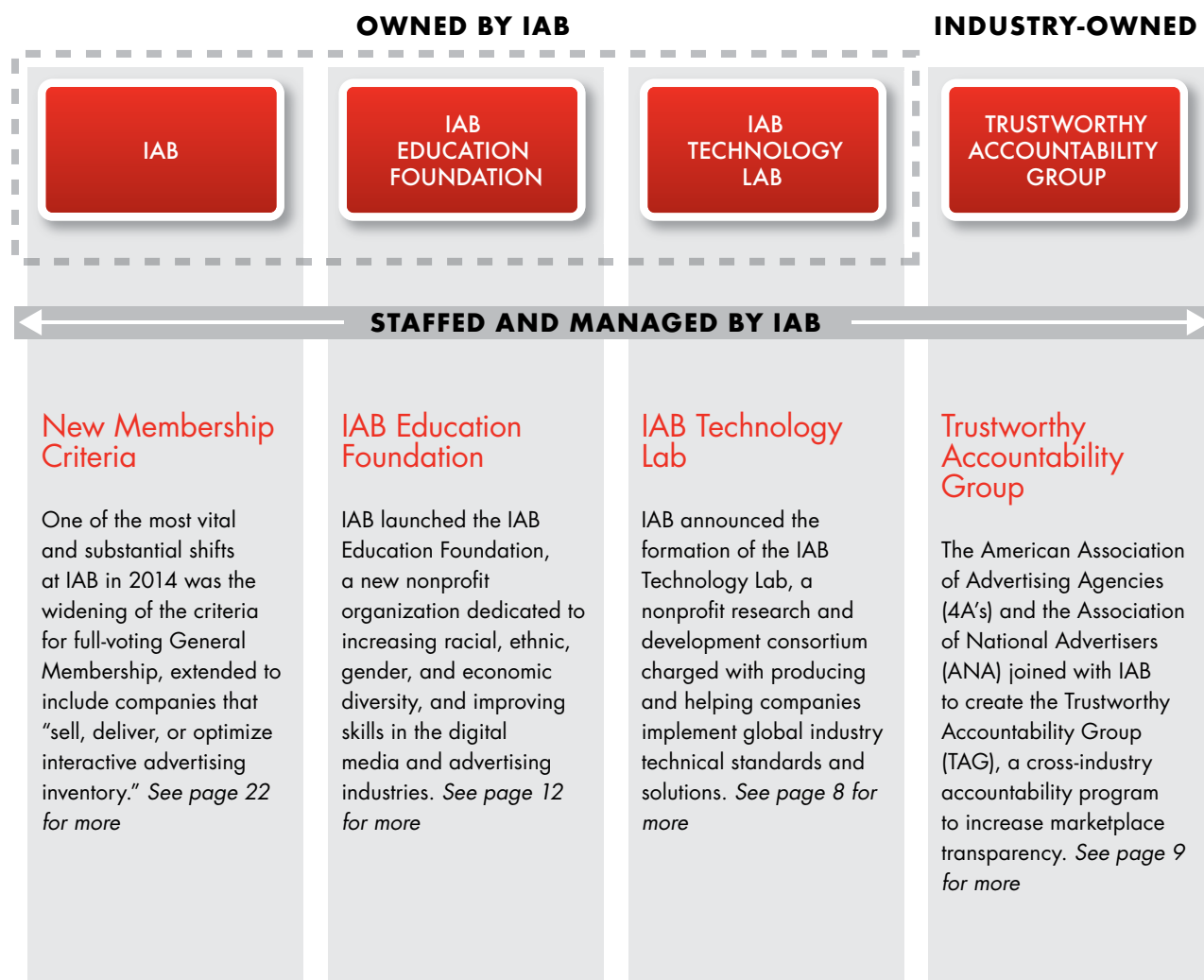safeguard and propel the lasting success of our members' businesses. The plan outlines five challenges that must be resolved for the long-term health of the interactive advertising industry and defines the new capabilities that must be acquired to keep pace with members.

OWNED BY IAB

INDUSTRY-OWNED

| IAB | IAB EDUCATION FOUNDATION | IAB TECHNOLOGY LAB | TRUSTWORTHY ACCOUNTABILITY GROUP |

STAFFED AND MANAGED BY IAB

New Membership Criteria

One of the most vital and substantial shifts at IAB in 2014 was the widening of the criteria for full-voting General Membership, extended to include companies that "sell, deliver, or optimize interactive advertising inventory." *See page 22 for more*

IAB Education Foundation

IAB launched the IAB Education Foundation, a new nonprofit organization dedicated to increasing racial, ethnic, gender, and economic diversity, and improving skills in the digital media and advertising industries. *See page 12 for more*

IAB Technology Lab

IAB announced the formation of the IAB Technology Lab, a nonprofit research and development consortium charged with producing and helping companies implement global industry technical standards and solutions. *See page 8 for more*

Trustworthy Accountability Group

The American Association of Advertising Agencies (4A's) and the Association of National Advertisers (ANA) joined with IAB to create the Trustworthy Accountability Group (TAG), a cross-industry accountability program to increase marketplace transparency. *See page 9 for more*

2014–2018 FIVE ENDURING PRIORITIES

Trustworthy Digital Supply Chain

Making Measurement Make Sense

Publisher Transformation

Moving Mobile Mainstream

Building Brands Digitally

Data Science
Economic Analysis
Video
Consumer Protection, Compliance & Self-Regulation
Advertising & Data Technology
Mobile
International Relations
Public Policy & Lobbying
Consumer & Market Research
Marketing & Thought Leadership
Training & Development
Industry Change Management

IAB CAPABILITIES STACK

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2014–2018 FIVE ENDURING PRIORITIES

Trustworthy Digital Supply Chain | Making Measurement Make Sense | Publisher Transformation | Moving Mobile Mainstream | Building Brands Digitally

TRUSTWORTHY DIGITAL SUPPLY CHAIN

TRUSTWORTHY DIGITAL SUPPLY CHAIN

iab. TECH LAB

The digital advertising industry needs a transparent, liquid, and safe marketplace for digital advertising and marketing transactions if it is to thrive in the long term—and IAB is uniquely positioned to lead this charge.

To accomplish this, in 2014 IAB expanded its capabilities with the launch of the IAB Technology Lab. In addition, the American Association of Advertising Agencies (4A's) and the Association of National Advertisers (ANA) joined IAB to create a first-of-its-kind, cross-industry accountability program called the Trustworthy Accountability Group (TAG), designed to increase marketplace transparency.

IAB Technology Lab

INDEPENDENT R&D: TECHNICAL STANDARDS FOR RAPID IMPLEMENTATION
Announced at the IAB MIXX Conference in September 2014, the IAB Technology Lab is a nonprofit research and development consortium charged with producing and helping companies implement global industry technical standards and solutions. The goal of the consortium is to simplify and reduce the costs associated with the digital advertising and marketing supply chain, as well as for individual companies' businesses. Scott Cunningham, who joined IAB as Vice President for Technology in April 2014, heads the IAB Technology Lab.

> *The IAB Technology Lab's governance structure allows it to become a truly global body and accept member companies from outside the U.S. Marketers and agencies, as well as other companies with interests in the digital advertising and marketing supply chain, are encouraged to join.*

The primary responsibility of the IAB Technology Lab is to spearhead the development of technical standards and to assist in rapid, cost-effective implementation of these standards. In addition, it establishes a test platform for companies to evaluate the compatibility of their technology solutions with IAB standards, which for 18 years have been the foundation for interoperability and profitable growth in the digital advertising supply chain.

At the core of the IAB Technology Lab are protocols, tools, and certification. This includes the CodeBank, an open-source code repository that contains the resources needed to implement the specifications and guidelines that IAB currently produces. These materials include templates, implementation guidelines, code examples, tutorials, quick-start guides, unit testing harnesses, and validation tools. The CodeBank launched with two protocols for inclusion: a template that supports the Digital Audio Ad Serving Template (DAAST) and materials to aid in the adoption of SafeFrame.

Other IAB Technology Lab objectives include:

- Saving time and money for member companies by providing industry certification for technology vendors
- Streamlining processes through the reduction of compatibility issues by providing tools for multiple profiles of workers in the supply chain
- Driving industry standards in video, mobile, the Internet of Things, and other emerging areas from definition through distribution and certification

The IAB Technology Lab is governed by an independent board of directors and an executive committee, which oversees its agenda and funds allocation. The IAB Technology Lab's governance structure allows it to become a truly global body and accept member companies from outside the U.S. Marketers and agencies, as well as other companies with interests in the digital advertising and marketing supply chain, are encouraged to join. Companies that are already IAB General Members will automatically become members of the IAB Technology Lab, at no cost beyond their IAB dues.

In a nutshell, the IAB Technology Lab will guide the conversation and cooperation necessary for the emergence, implementation, adaptation, and interoperability of global standards for the collective industry—and puts IAB in position to evolve in step with the constantly shifting interactive landscape.

TAG

Good ads flowing into bad inventory (marketers) / Bad inventory flowing into the supply chain (publishers)	PRINCIPAL DEVELOPMENT	TAG SEAL PROGRAM	MONITORING SOLUTION	ARBITRATION/ PENALTY BOX
	All participants, marketers, agencies, trading desks, publishers, networks, and exchanges in the TAG program agree to follow all of its requirements to root out fraud, malware, and theft, and operate with transparency in all business dealings.	When participants follow the requirements and are certified by third-party auditors, they receive recognition as a "good actor." This recognition differentiates them from other companies in the ecosystem.	TAG will monitor for compliance using technological solutions.	TAG will publicly call out noncompliance and "bad actors."

Trustworthy Accountability Group

BUILDING TRUST AND ACCOUNTABILITY
Also at the IAB MIXX Conference in September, the 4A's, the ANA, and IAB announced a first-of-its-kind, cross-industry accountability program designed to fight ad fraud, malware, and the theft of intellectual property head on, and to increase marketplace transparency.

The Trustworthy Accountability Group (TAG) is the first accountability program to create transparency in the business relationships and transactions that undergird the digital ad industry, while continuing to enable astonishing levels of innovation.

TAG was created to spur an industrywide change in behavior at an unprecedented scale. The objectives are to:

- Promote brand safety through transparency and accountability
- Eliminate fraudulent traffic
- Combat malware
- Fight the theft of digital content

These objectives are a road map toward a more trustworthy digital supply chain, one that will increase the entire industry's value and worth. The group will operationalize principles around these critical issues, monitor the ecosystem for compliance, and develop incentives for broad industry participation and consequences for untrustworthy actors.

TAG is led by Linda Woolley as President and CEO. Woolley was a member of the Advertising Self-Regulatory Council's Board of Directors from 2012 to 2014. Her extensive leadership experience includes nearly six years in executive roles at the Direct Marketing Association (DMA), where she most recently served as CEO and President, and before that as head of the association's public policy office in Washington, D.C.

Promoting brand safety through transparency and accountability were the principal goals of the IAB Quality Assurance Guidelines (QAG) program, which was established in 2011 as a self-regulatory program by which networks and exchanges could self-attest. The compliance part of the QAG program will now be a foundational element of TAG, which will develop an active monitoring system to detect noncompliance.

Companies continued to join the QAG program, with a net increase of 16 companies in 2014, which brought the total number of companies in the program to 55. New members that joined include key technology players Chango, DataXu, Quantcast, Tapad, and TubeMogul, and top publishers Time Warner Cable Media and Ziff Davis.

A YEAR OF ADVOCACY AND SELF-REGULATION

Ramping up its direct lobbying efforts at all levels, the IAB Public Policy Office, under the leadership of Mike Zaneis, Executive Vice President, Public Policy & General Counsel at IAB, focused on several major legislative initiatives.

Washington, D.C.

The IAB Political Action Committee actively supported key elected officials who have traditionally championed the digital advertising industry and also hosted several fundraising events.

PRIVACY AND SECURITY IN DIGITAL ADS

Sen. John McCain (R-AZ) is leading a bipartisan investigation into privacy and security issues related to digital advertising, with an emphasis on the proliferation of malvertising on publisher sites. IAB secured a witness slot for the May 15, 2015, hearing in the Senate Permanent Subcommittee on Investigations, which McCain chairs. The Trustworthy Digital Supply Chain Project will be key to presenting the industry's response to these difficult questions.

CRIMINAL LIABILITY

IAB is leading a multi-industry effort to eliminate provisions in a package of bills in the U.S. Congress that would establish for the first time criminal liability for publishers and third-party intermediaries that may happen to display or deliver advertisements for certain criminal activities. These ads almost always use subtle codes developed by the criminal underworld and would be difficult, if not impossible, for IAB members to detect.

BIG DATA WORKING GROUP

The issue of big data continues to drive the debate in Washington, D.C., and IAB organized a meeting between a diverse group of digital advertising companies and the White House's Big Data and Privacy Working Group in March. IAB helped formulate the Working Group's scope of inquiry to focus on actual consumer harms rather than a set of largely hypothetical concerns surrounding marketing databases. Armed with the well-proven success of the Digital Advertising Alliance's self-regulatory program, IAB has redoubled efforts on Capitol Hill, within the administrative agencies, and across global and state policy venues to protect the responsible use of data by the digital advertising industry.

LONG TAIL ALLIANCE FLY-IN

In June, IAB brought more than 50 small publishers from 20 states to Capitol Hill for the IAB Sixth Annual Long Tail Alliance Fly-In. The publishers were able to engage in learning sessions and were given a direct platform to express to legislators the challenges, concerns, and impact that adverse legislation and regulation may have on their businesses. The Long Tail Alliance now includes 1,145 members. By convening members, IAB can show policymakers the real difference that these small businesses are making in the national economy and in employment levels.

Fifty small publishers from 20 states visited Capitol Hill for the IAB Sixth Annual Long Tail Alliance Fly-In.

FACIAL RECOGNITION

IAB is representing the industry before the Department of Commerce as it attempts to establish rules governing the use of facial recognition technology and has developed an initial set of use cases in consultation with IAB members to focus on legitimate consumer concerns.

Beyond the Beltway and International

With Washington, D.C., in recess during much of the summer and in reelection mode in the fall, the IAB Public Policy Office had some breathing room to turn its attention to a number of venues and locations. IAB also doubled down on investments to grow capabilities in key state capitals and internationally.

ADDRESSING REGULATION IN THE STATE OF CALIFORNIA

California continues to present a serious regulatory threat to the digital advertising industry. Several state bills and public initiatives would severely limit the way the industry is able to collect and use data. In response, IAB has invested in the creation of a California office. Based in San Francisco and staffed by an IAB lead state lobbyist, the new office provides the industry with a major advocacy platform. Coupled with a major communications and grassroots program funded jointly by the 4A's, ANA, and IAB, the organization is bringing a voice to key decision makers and delivering the same positive self-regulatory and economic growth agenda that has proven so successful in Washington, D.C.

EXPANDING THE INTERNATIONAL AGENDA

Digital knows no borders and there continue to be a number of regulatory priorities at the international level. The IAB Public Policy Office has continued to expand its international agenda as more of the policies affecting the future of the internet and the digital advertising industry originate in foreign legislative bodies and intergovernmental agencies. One important example of this work has been IAB involvement in the renegotiation of the U.S.-EU Safe Harbor Framework. Today, the Safe Harbor framework helps more than 100 IAB members operate in Europe.

However, increasing pressure in the EU has threatened to derail the agreement. In response, IAB and IAB Europe partnered to develop the industry's first cross-border policy position on data governance issues, which has served as guidance for U.S. and EU Safe Harbor negotiators.

MODERNIZING INTERNATIONAL TRADE AGREEMENTS

IAB is committed to supporting the modernization of international trade agreements to serve the needs of the industry. Current trade agreements fail to adequately protect the digital ecosystem from anticompetitive policies. IAB has been working with lawmakers to include language in future trade agreements that would prevent unfair legal environments intended to penalize U.S.-based businesses. To help IAB members navigate the complex global legal environment and more easily comply with international laws, the IAB Global Network developed a site that details international legal environments, outlining local regulatory structures, recent legal developments, and contact information for international IABs that can provide further assistance to those seeking to expand business in new markets.

IAB: DRIVING LEARNING, DIVERSITY, AND DEVELOPMENT

Just as a healthy industry needs a trustworthy supply chain, it also needs a talent pipeline that reflects the audience it serves. In 2014, IAB took an important step toward this goal by launching the IAB Education Foundation, expanding certification programs in sales and ad operations, and championing efforts dedicated to increasing racial, ethnic, gender, and economic diversity and to improving skills in the digital media and advertising industries.
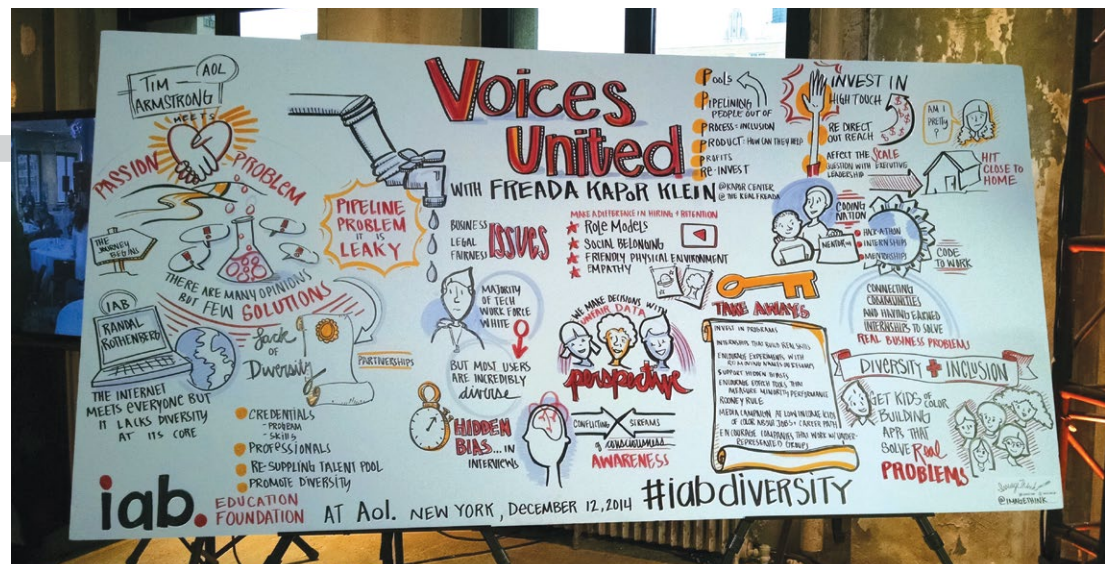
IAB Education Foundation

The IAB Education Foundation formally launched at the IAB MIXX Conference, and Tim Armstrong, Chairman and Chief Executive Officer of AOL Inc., agreed to serve as Chairman of the Board and set the vision for the foundation.

The foundation is a 501(c)(3) nonprofit corporation, enabling it to take tax-deductible contributions. It is developing curricula and certification programs in fast-growing areas of employment within digital media and advertising companies, including digital advertising sales, advertising operations, and data analytics. Courses will be provided at little or no cost to qualified training partners, such as community colleges and workforce development programs. The foundation will be funded from a variety of sources, including corporate and individual supporters, foundation donations, workforce development grants, and IAB itself.

Under the leadership of Michael Theodore, Vice President, Learning and Development at IAB, the foundation will also serve as a professional society open to the hundreds of thousands of men and women now employed in the U.S. digital media and advertising industry.

Tim Armstrong, Chairman and Chief Executive Officer of AOL Inc. and Chairman of the IAB Education Foundation Board, helped kick off the first stop on the Voices United Diversity Roadshow in New York.

Diversity Workshops

In December, at the AOL offices in downtown New York, IAB hosted Voices United, a diversity workshop dedicated to addressing this rising challenge in the industry. This was the first of several stops along the Diversity Road Show tour, spearheaded by the IAB Education Foundation. IAB aims to meet the challenge head on, working in partnership with numerous organizations—companies, schools, and nonprofits—to create a landscape where talent can be grown from within to ensure business success for the future.

At the first event, Tim Armstrong, Chairman and CEO of AOL and Chairman of the foundation, noted that town halls such as these equate to passion meeting a problem. Freada Kapor Klein, Ph.D., Founder of the Level Playing Field Institute and Co-Chair of the Kapor Center for Social Impact, also addressed both the recruiting part of the pipeline problem as well as the "leaky pipeline" of talent retention.

The foundation's first partner is the Year Up program, a national nonprofit organization that provides skills training to disadvantaged young adults and places them in Fortune 500 companies. Year Up will work with the IAB Education Foundation to develop an entry-level ad operations training program.

Certification Programs in Sales and Ad Operations

IAB certification programs in sales and ad operations continue to show solid growth. The third quarter of 2014 saw the highest number of applicants yet for the Digital Media

Sales and Digital Ad Operations Certification programs, with 705 candidates applying to take the exams. The number of certification holders is now nearly 2,800, with 2,324 sales certificants and 450 ad ops certification holders. With the November testing window, the total number of certified professionals for 2014 surpassed 3,000.
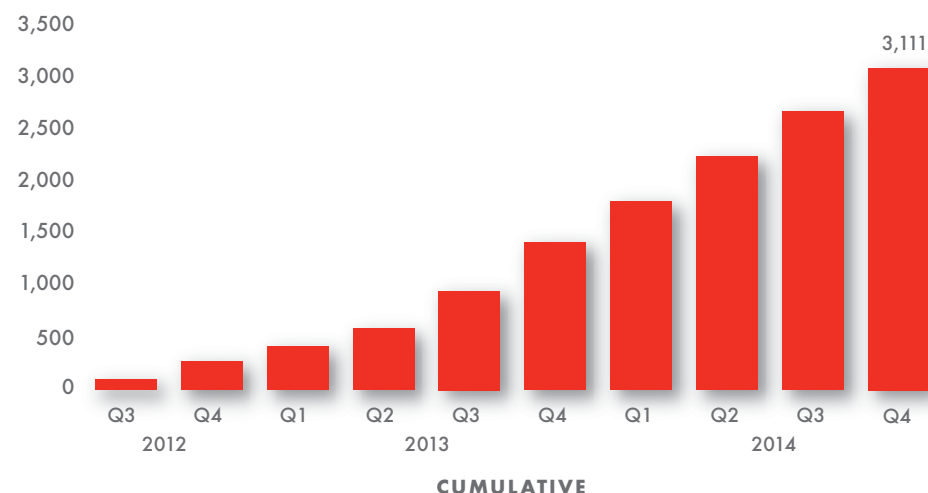
Recertification and Train-the-Trainer Programs

Recertification is now a top priority as credential holders near the end of their original certification. There are two paths toward recertification: retaking the exam or earning 24 continuing education credits that demonstrate ongoing learning. IAB has a goal of 80 percent retention, which follows industry best practices. The train-the-trainer program has also expanded, offering a two-day digital media fundamentals class as well as its original one-day preparatory class for sales certification. Companies that have participated include Condé Nast, Rodale, Wall Street Journal, New York Times, and Meredith.

The Road Ahead

Other opportunities for learning have grown as well, with an eye toward expanding beyond the usual New York-based audience. A fee-based, multipart, live webcast on native advertising launched this summer. IAB also took its successful Advanced Programmatic training program on the road, playing to packed classrooms in Chicago and San Francisco. IAB anticipates many more road shows and much more training in 2015.

IAB CERTIFICATION GROWTH 2012–2014

3,111

3,500
3,000
2,500
2,000
1,500
1,000
500
0

Q3 Q4 | Q1 Q2 Q3 Q4 | Q1 Q2 Q3 Q4
2012 | 2013 | 2014

CUMULATIVE

The total number of IAB certified professionals surpassed 3,000 in 2014.

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2014–2018 FIVE ENDURING PRIORITIES

Trustworthy Digital Supply Chain | **Making Measurement Make Sense** | Publisher Transformation | Moving Mobile Mainstream | Building Brands Digitally

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MAKING MEASUREMENT MAKE SENSE

MAKING MEASUREMENT MAKE SENSE

ANA
Leading the Marketing Community

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Accredited by Media Rating Council®

AB aspires to have all media allocated and valued using common metrics, empowering marketers to create powerful cross-screen branding campaigns based on educated decisions and accountable investments. In 2011 the American Association of Advertising Agencies (4A's), the Association of National Advertisers (ANA), and IAB jointly launched the "Making Measurement Make Sense" (3MS) initiative because the absence of a consistent approach to measuring and assessing the effects of digital media had resulted in a cacophony of competing and contradictory measurement systems, contributing to a complex and costly supply chain for the industry. The transition to a viewable-impression currency was the first recommendation of the groundbreaking June 2011 3MS study done for the three associations by Bain & Co. and Medialink LLC.

The research showed that of all major media, only digital failed to require viewability in measuring advertising, a critical deficiency as consumers increased their media consumption on digital channels, and a major impediment to cross-platform advertising planning, buying, and optimization. The goal of this process has always been a robust digital measurement currency that can act as a "digital GRP," leading us to understand cross media behavior. But to get there, we first had to understand what makes an impression viewable.

Progress in the Making Measurement Make Sense (3MS) initiative, a multiyear investment, moves the industry closer to this goal.

3MS
The Conversation | **What is 3MS?** | Industry Benefits | Principles & Solutions | FAQs | Who's Involved | Resources

What is 3MS?

Making Measurement Make Sense (3MS) is a cross-industry initiative founded by the American Association of Advertising Agencies (4A's), the Association of National Advertisers (ANA), and the Interactive Advertising Bureau (IAB). The Media Rating Council (MRC), an independent body, is responsible for setting and implementing measurement standards.

Mission

- The overall intent of 3MS is to revolutionize the way digital media is measured, planned, and transacted across the advertising industry in order to make it a more valuable medium for everyone involved in brand advertising.
- The 3MS initiative is driven by a need across the marketing and advertising industry for clear standards-based metrics for interactive advertising that are comparable to legacy media and based on the fundamental opportunity for consumers to see online ads.
- Define, across the marketing ecosystem, clear standards-based metrics for interactive advertising that are comparable to traditional media.
- Work with the Media Rating Council (MRC) as they set and implement measurement standards.

Focus

3MS is focused on five areas: defining impressions; establishing audience currency; creating a standard classification of ad units; defining ad performance metrics, and establishing brand attitudinal measures.

The key objectives of the 3MS initiative are:

- Determining the **right metrics and solutions**
- Driving **industry consensus** around the solutions
- Establishing a measurement **governance model**.

©2015 Making Measurement Make Sense

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The Shift to Viewable Impression Currency

In 2014, 3MS and the marketing-media ecosystem reached a major milestone: The Media Rating Council (MRC) issued final Viewable Impression Guidelines, and viewable impressions for display and video were declared ready for transactions. IAB strongly supports the use of the industry standards, developed with oversight by the MRC, for the measurement of a viewable ad impression for display and video. That standard is 50 percent of pixels in view for a minimum of one second for display and 50 percent of pixels in view for a minimum of two seconds for video. The industry arrived at this standard through quantitative testing and months of meetings where consensus was built around the definitions.

For its members' needs, IAB invested in a number of resources including a publisher-specific viewability FAQ released in March when the MRC lifted the advisory against transacting on viewable impressions. IAB also convened a research council meeting with an update on viewability and answered questions from the digital advertising research community. Many of the questions were also addressed over the course of the year in MediaPost Metrics Insider columns authored by Sherrill Mane, Senior Vice President Research, Analytics and Measurement at IAB. Mane also led the creation and launch of a new educational series, the 3MS Educational Forum, to foster knowledge-sharing and measurement change and to support IAB members' implementation of viewability. In an ongoing knowledge-sharing effort, IAB hosted four 3MS educational forums in 2014, which were attended by 600 professionalss.

Overall, IAB was involved in ongoing communication through multiple channels with the goal to set the entire industry on a path toward collaboration and consensus for the best possible outcomes for the greatest number of participants in the shortest amount of time. Through these efforts, IAB has emphasized the following points:

- A nonviewable impression does not equal a fraudulent impression.
- Nonmeasured impressions should not be assumed to be nonviewable impressions.
- Duration is part of the viewability standard because the marketing and advertising industry needs standards-based interactive advertising metrics that are comparable to those of legacy media.
- As the transition to viewable impression currency continues, measurement will improve.

From left, George Ivie, Media Rating Council; Joe Barone, GroupM; James Deaker, Yahoo; Bryan Simkins, Starcom; and Dan Murphy, Univision, discussed viewability at the IAB Ad Operations Summit.

100 Percent Viewability Is Not Yet Possible

In October, the MRC issued a summary of considerations for implementation of viewable impression measurement to assist advertisers, agencies, and publishers as they move to transition from a digital advertising currency based on served impressions to one based on viewable impression measurement. Among other things, the MRC stated that 100 percent viewability is an "unreasonable" expectation. The complete set of considerations is available on the IAB website, on measurementnow.net, and on the MRC website.

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2014–2018 FIVE ENDURING PRIORITIES

Trustworthy Digital Supply Chain

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Publisher Transformation

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Building Brands Digitally

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MAKING MEASUREMENT MAKE SENSE

> **❝** It is 'unreasonable for advertisers, agencies, and publishers implementing viewable impressions as measurement currency to expect to observe viewable rates of 100 percent in analyses of their campaigns.' **❞**

IAB took steps to address concerns in the marketplace regarding viewability guarantees that are unreasonable in light of MRC guidance. In December 2014, IAB released State of Viewability Transaction 2015, a position paper offering the digital media and advertising industries guidance on how to manage the shift of digital media's "audience currency" to 100 percent viewability. The paper heralds the collaboration among the digital trade association, the 4A's, and the ANA; labels 2015 a "year of transition;" and calls on advertising agencies, publishers, marketers, and advertising technology companies to work together to ensure that the new currency can be implemented by all companies in the digital advertising ecosystem.

The paper reiterates the statement made in October by the MRC that it is "unreasonable for advertisers, agencies, and publishers implementing viewable impressions as measurement currency to expect to observe viewable rates of 100 percent in analyses of their campaigns." The

paper was presented at a webinar with nearly 450 people attending live, illustrating just how important this topic is to members and the digital advertising ecosystem.
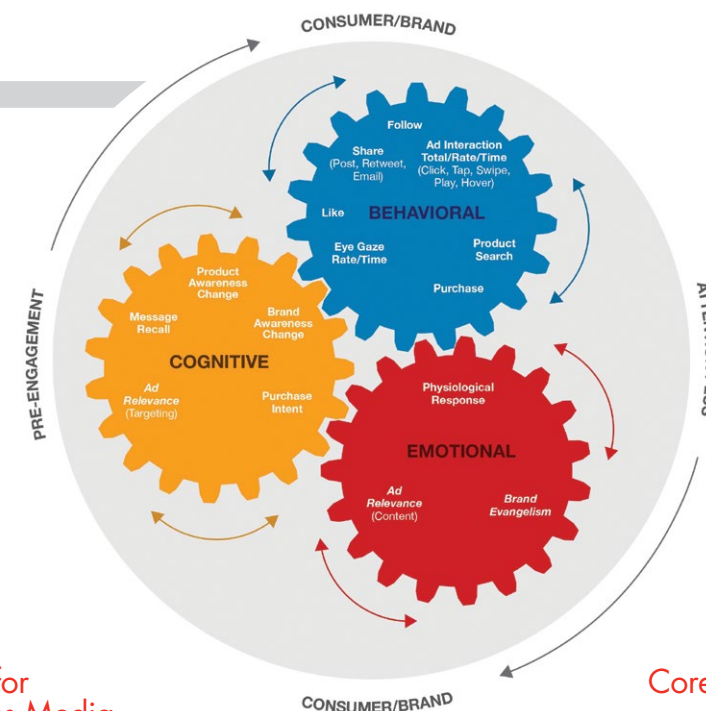
For all the progress that publishers, agencies, marketers, and tech companies are making toward implementing viewability, there are still challenges as well as a strong need for more education. To remedy this and arm IAB members with the best information to remain competitive, IAB has taken additional steps, such as assembling several organizations representing a cross-section of different disciplines, including a Board Subcommittee, a Data Leadership Advisory Board, and the IAB Measurement Leadership Advisory Board. The IAB Measurement Leadership Advisory Board is composed of sales leaders from member companies, including several board members. This group is charged with advising IAB leadership on measurement issues that are affecting their businesses. The MRC, which has assumed the leadership

role in standards development, also reconvened the 3MS steering committee, the 3MS Blue Ribbon Task Force, so that agency, marketer, and publisher leaders can discuss pressing issues together.

Defining Metrics for Comparable Cross-Media Planning

Of course, 3MS is about much more than viewability, and all the talk about that one aspect may occasionally obscure an important fact: The initiative is about defining metrics

ENGAGEMENT CONTINUUM METRICS

to make cross-media planning, buying, and evaluating comparable so that brand dollars can flow to digital media. Viewability paves the way for the work that needs to be done to make mobile measurement make sense as well.

Core Engagement Metrics

In addition to formidable progress on viewability in 2014, IAB announced a comprehensive new definition of advertising engagement and identified core metrics for digital and legacy ad engagement across platforms. While acknowledging that there can be no one-size-fits-all approach, for the first time both buy and sell sides agreed on recommendations for metrics in the three categories of newly defined continuum of engagement—both online and off: cognitive, emotional, and behavioral/physical. The report, titled **The Advertising Engagement Spectrum: Defining and Measuring Digital Ad Engagement in a Cross-Platform World**, builds on the concepts around engagement and takes the industry from measuring thousands of metrics to focusing on 30 core ones.

THE SEVEN PRINCIPLES FOR VIEWABILITY TRANSACTION IN 2015

To foster stronger collaboration and build trust, IAB recommends that marketers, agencies, and publishers adhere to the following seven principles during 2015:

1 All billing should continue to be based on the number of served impressions during a campaign, and these should be separated into two categories: measured and nonmeasured.

2 Given the limitations of current technology and the publisher observed variances in measurement of 30 percent to 40 percent, it is recommended that in this year of transition, measured impressions be held to a 70 percent viewability threshold.

3 If a campaign does not achieve the 70 percent viewability threshold for measured impressions, publishers should be willing to make good with additional viewable impressions until the threshold is met. Such a guarantee ensures that all paid measurable ad impressions will be viewable at a threshold that exceeds the minimum standard and falls within observed variances.

4 All make-goods should be in the form of additional viewable impressions, not cash, and should be delivered in a reasonable time frame. Make-good impressions should be both viewable and generally consistent with inventory that was purchased in the original campaign. Determination of threshold achievement is based on total campaign impressions, not by each line item. In other words, some line items may not achieve threshold, but others can compensate.

5 For large-format ads (defined as 242,500 pixels or larger), a viewable impression is counted if 30 percent of the pixels of the ad are viewable for a minimum of one continuous second, as noted in the "MRC Viewable Ad Impression Measurement Guidelines."

6 All transactions between buyers and sellers should use MRC accredited vendors only.

7 A buyer and a seller should agree on a single measurement vendor ahead of time. The industry aspires to variances of no more than 10 percent between viewability measures provided by different vendors. All stakeholders must avoid costly, labor-intensive, error-prone manual processes of reconciling different sets of viewability numbers, hence the benefits of agreeing on a single vendor.

2014–2018 FIVE ENDURING PRIORITIES

Trustworthy
Digital Supply
Chain

Making
Measurement
Make Sense

Publisher
Transformation

Moving Mobile
Mainstream

Building Brands
Digitally

PUBLISHER TRANSFORMATION

A key challenge for the long-term vitality of the interactive advertising industry is supporting publisher transformation in the fast-changing digital advertising ecosystem. The value of publishers' audiences must be realized, and diversified publisher revenue streams must become commonplace. These goals require publishers to continue to adjust to new technologies, new business processes, and new economics. In 2014, IAB conducted and led a wide range of activities and initiatives to help publishers gain the knowledge and tools they need to transform.

Supporting Exponential Digital Video Growth

A big area of focus in 2014 was digital video. Fueled by escalating consumer adoption, digital video advertising is one of the fastest-growing advertising mediums in the United States.

To address key issues and the challenges for fulfilling digital video's long-term promise of delivering powerful brand advertising at scale, IAB announced the launch of a **Digital Video Center of Excellence**, devoted to promoting the development of the digital video medium within the marketing, advertising, and media ecosystem. It will produce original research projects, digital video advertising case studies, technical standards, creative showcases, and overall best practices in the arena of digital video.

To ensure digital video's future, the interactive advertising industry needs to coalesce around standards, conduct in-depth research, and examine what works and why in

Jordan Levin, Executive Vice President of Xbox Entertainment Studios, at the 2014 Digital Content NewFronts

digital video advertising—all of which are part of the plan for the Digital Video Center of Excellence.

Peter Naylor, Senior Vice President of Advertising Sales at Hulu and former Chairman of the IAB Board of Directors, agreed to head the Digital Video Center of Excellence Board of Directors, leading the organization's inaugural agenda.

While continuing to supervise the IAB Mobile Marketing Center of Excellence, Anna Bager, Senior Vice President, Mobile and Video, will lead the Video Center. The Video Center will focus on tying together various IAB video activities, including Advanced TV, Digital Video, and the Digital Content NewFronts, providing a one-stop shop for

thought leadership, innovation, research, and guidance for the digital video industry. The Video Center took over stewardship of the Digital Content NewFronts, which will next take place in 2015 over two weeks in late April and early May.

Recognizing Excellence in Video Programming

The 2014 **Digital Content NewFronts**, an eight-day event spotlighting the best in original digital video programming for marketers and media buyers, was a huge success. Attendance and attention reached an all-time high, with more than 12,000 attendees at 23 separate events. It was a historic event demonstrating and supporting the ascendance of digital video as a mainstream entertainment and information medium, increasingly on par with cable and broadcast television and with unique capabilities that will drive continued growth in ad revenues for this segment for the foreseeable future.

Within just three to five years, media buyers anticipate that original digital video will be as important to their businesses as TV. That was just one of the findings from the **Digital Content NewFronts Video Ad Spend Study**, conducted on behalf of IAB by Advertiser Perceptions early in 2014, quantifying the momentum in the video market among agencies and advertisers. Findings from the report about the convergence of interactive and TV also led to a **Digital Video Committee** joint meeting with the Advanced TV Advisory Board. Leaders from over 50 companies came together in the IAB Ad Lab to review recently completed and in-progress digital video initiatives at IAB and to set the direction for initiatives in 2015, including measurement and metrics, programmatic video, mobile video, creative best practices, ad-serving compliance and standards, and marketplace/buyer research and education.

For digital video to be successful, consumers need to have a privacy experience in video advertising similar to what they enjoy for display and mobile. To meet that need, the Ad Technology group, in partnership with the Digital Advertising Alliance, launched the **DAA AdChoices In-Stream Video Icon Working Group** with the mandate to offer viewers a consistent "opt-out" experience with the DAA "Forward I" icon and to create consistency across corresponding texts and links to policies and preference centers.

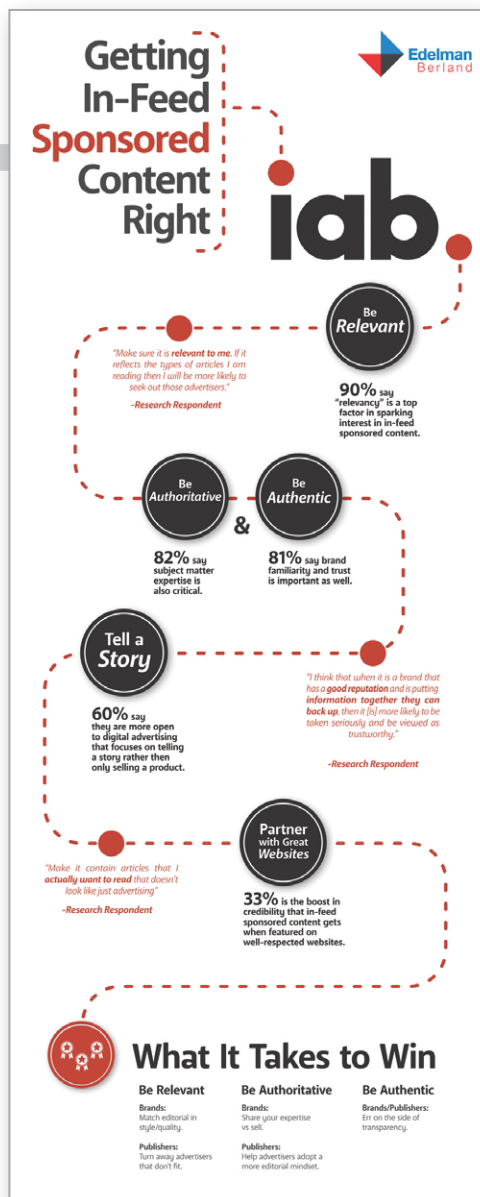## Building Native Advertising and Content Marketing Guidelines

In 2014, IAB focused on two major areas for addressing native advertising: understanding how consumers perceive and feel about in-feed sponsored content and how to serve appropriate disclosures for native advertising.

Actress and writer Mindy Kaling on stage at the Hulu NewFront

iab.

2014–2018 FIVE ENDURING PRIORITIES

Trustworthy Digital Supply Chain | Making Measurement Make Sense | Publisher Transformation | Moving Mobile Mainstream | Building Brands Digitally

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PUBLISHER TRANSFORMATION

Getting In-Feed Sponsored Content Right

Edelman Berland

Be Relevant
"Make sure it is **relevant to me.** If it reflects the types of articles I am reading then I will be more likely to seek out those advertisers."
—Research Respondent

90% say "relevancy" is a top factor in sparking interest in in-feed sponsored content.

Be Authoritative & *Be Authentic*

82% say subject matter expertise is also critical.

81% say brand familiarity and trust is important as well.

Tell a Story

60% say they are more open to digital advertising that focuses on telling a story rather than only selling a product.

"I think that when it is a brand that has a **good reputation** and is putting **information together they can back up**, then it [is] more likely to be taken seriously and be viewed as trustworthy."
—Research Respondent

Partner with Great Websites

"Make it contain articles that I **actually want to read** that doesn't look like just advertising."
—Research Respondent

33% is the boost in credibility that in-feed sponsored content gets when featured on well-respected websites.

What It Takes to Win

Be Relevant	Be Authoritative	Be Authentic
Brands: Match editorial in style/quality.	Brands: Share your expertise in set.	Brands/Publishers: Err on the side of transparency.
Publishers: Turn away advertisers that don't fit.	Publishers: Help advertisers adopt a more editorial mindset.	

IAB and Edelman Berland conducted a study, Getting Sponsored Content Right: The Consumer View, to understand how consumers perceive and feel about in-feed sponsored content.

IAB partnered with Edelman Berland to conduct a comprehensive study of 5,000 U.S. online news users to explore consumer perceptions of in-feed sponsored content ads. Titled **Getting In-Feed Sponsored Content Right: The Consumer View**, the groundbreaking report, the first large-scale study of its kind, was presented to a packed audience at the Edelman Berland offices in New York City in July. It showed that native advertising needs to be relevant, authoritative, and trustworthy in both the brand and the surrounding content to appeal to consumers. Relevancy

is the top factor that drives consumer interest in reading in-feed sponsored content, with the consumer's view of the brand itself determining the success of this type of native advertising. Brand familiarity and trust, as well as subject matter expertise, were also identified as critical in driving consumers' interest in sponsored content.

In December, the Content Marketing and Native Advertising Task Force groups held a Native Advertising Disclosure Workshop. More than a dozen companies shared how they are evolving their disclosure practices to ensure that consumers understand where the editorial on the page ends and advertisements begin. Laura Sullivan, Senior Staff Attorney, Division of Advertising Practices at the Federal Trade Commission, provided her insights during a fireside chat with Mike Zaneis, Executive Vice President, Public Policy and General Counsel at IAB. As evidenced by the more than 200 registrants, the industry as a whole has a strong desire to be proactive to ensure industry self-regulation in this area.

> **"** *Relevancy is the top factor that drives consumer interest in reading in-feed sponsored content, with the consumer's view of the brand itself determining the success of this type of native advertising.* **"**

User-generated content (UGC) is becoming another key component of content marketing. The **Content Marketing Task Force**, in conjunction with the Social Media and Native Advertising groups, held a User-Generated Content Town Hall at the IAB Ad Lab to discuss the various ways publishers, marketers, and agencies are deploying UGC in their marketing efforts and addressing some important legal considerations.

Now that nearly every social media platform offers paid content options, the IAB Social Media Committee, led by co-chairs Carine Roman of LinkedIn and Christine Cuoco of Twitter, published the **IAB Social Media Buyer's Guide**. It provides the industry with a framework for buying advertising on the leading social media platforms: Facebook, Foursquare, Instagram, LinkedIn, Pinterest, Tumblr, and Twitter. This one-stop resource is intended for agencies, marketers, and any company seeking to advertise on one or more of the major social media networks. The document will serve as the basis of future initiatives to help educate the industry on the social media ecosystem.

Demystifying Programmatic

Programmatic buying and selling is revolutionizing how the industry does business by providing a powerful combination of efficiency and effectiveness. A key concern however, is the lack of understanding and lack of dialogue among all stakeholders on resolving challenges in making programmatic work for publishers. To help members navigate this fast-changing landscape, the newly formed Programmatic Council focuses on bringing together publishers, buyers, and ad technology providers to discuss the major business issues in the evolving programmatic marketplace.

One of the key areas of focus for the Programmatic Council in 2014 was education. IAB created educational videos and blogs that achieved some of the highest views across all content in 2014 and held many town halls to educate members and share best practices. Topics ranged from video programmatic and retargeting to how programmatic was being used for specific audience segments such as Hispanic consumers.

The council expanded its geographic outreach by hosting the first Programmatic Summit in Los Angeles, which was attended by more than 500 members. It also held and published an international webinar in June involving IAB members from across the globe to update them on activities in the U.S. and in areas for cross-border collaboration.

Finally, the council also reached a wide audience through a Programmatic 101 webinar, which was later expanded into a full one-day advanced training program on programmatic for direct sellers, which was run across the country in New York, Chicago, and San Francisco. The training was designed to give publishers a practical, hands-on understanding of how to implement programmatic. The program also included demos by technology platforms and interviews with buyers.
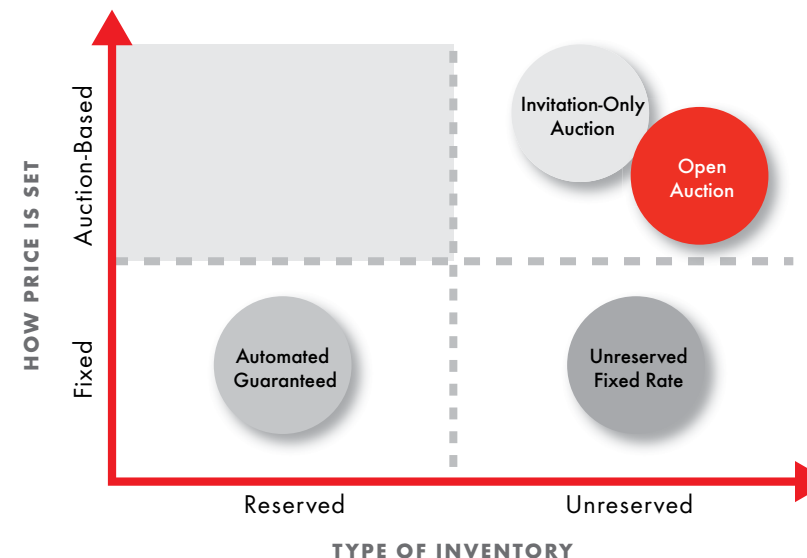
Leading the Way on Emerging Platforms

To promote games as an advertising medium driven by engaging content and cross-platform solutions, the IAB Games Committee published the **Games Advertising Ecosystem Guide** in December. Targeted to marketers and agencies, this guide provides a concise overview of

today's gamers, core game types, and advertising options. The Committee had a presence at such major industry events as Social Media Week and SXSW, and hosted a town hall with the Mobile Committee and Zynga in San Francisco called The Future of Mobile Games.

Digital audio programming is another rapidly expanding market segment for digital advertisers. While still relatively small, this market segment looks much the way digital video looked five to seven years ago—full of promise for growth. It's also fragmented, with no standardized way to track the delivery of audio ad units, whether an audio ad has

MAPPING PROGRAMMATIC TERMINOLOGY

Invitation-Only Auction

Open Auction

Automated Guaranteed

Unreserved Fixed Rate

HOW PRICE IS SET — Auction-Based / Fixed

Reserved   Unreserved

TYPE OF INVENTORY

played, or how much of that ad was played. In September, the Digital Audio Committee released the **Digital Audio Ad Serving Template (DAAST)**, a vital ad delivery standard that allows audio ads to be served across an array of players in environments that include mobile devices and in-car radios where access to a browser is limited or doesn't exist. In addition to DAAST, the Audio Committee is working to build awareness of digital audio's potential for impact on marketing objectives. In addition to best practices and standards development, the Digital Audio Committee hosted events to educate marketers and agencies on why digital audio should be included in media buys.

IAB MEMBERS

2014 Committees and Councils

IAB helps drive the industry forward through the efforts of nine committees and ten councils in various industry segments. Tapping into the brightest minds in the industry, these groups work together to develop solutions that improve the interactive advertising and marketing ecosystem for everyone.

IAB committees are based on specific platforms within the digital advertising medium. Committee members work together to prove platform value or simplify the processes with buying, selling, and creating interactive advertising.

IAB councils are based on a specific role within members' organizations. Council members share best practices and develop tools to improve efficiency, provide thought leadership and grow digital advertising.

Audio Committee
Mike Agovino, *Triton Digital*
Doug Sterne, *Pandora*

B2B Committee
Frannie Danzinger, *eXelate*
Hugh Wiley, *Bloomberg Businessweek*

Digital Video Committee
Suzie Reider, *YouTube*
Joey Trotz, *Turner Broadcasting System*

Games Committee
Jack Koch, *Electronic Arts*
Kym Nelson, *Twitch*

Local Committee
JB Sugar, *AOL*
Mary Eileen Weber, *Tribune Company*

Mobile Advertising Committee
Anne Frisbie, *InMobi*
Sol Masch, *Time Inc.*

Performance Marketing Committee
John Busby, *Marchex*
Dave Tan, *Google*

Social Media Committee
Christine Cuoco, *Twitter*
Carine Roman, *LinkedIn*

Tablet Advertising Committee
Ned Newhouse, *Condé Nast*

Ad Ops Council
James Deaker, *Yahoo*
Zach Putnam, *ABC TV Network*

Advertising Technology Council
Jonathan Bellack, *Google*
Jay Sears, *Rubicon Project*

CFO Council
Leah Rogerson, *PulsePoint*
Bennett Theimann, *Mocean Mobile*

Data Council
Khurrum Malikm, *Facebook*

Legal Affairs Council
Steve Hicks, *Ziff Davis, LLC*

Multicultural Council
Borja Perez, *Telemundo*

Programmatic Council
Bob Arnold, *Google*

Public Policy Council
Dave Morgan, *Simulmedia*

Research Council
Stephanie Fried, *Discovery Communications*
Dan Murphy, *Univision Communications Inc.*

Sales Executive Council
Brian Quinn, *Triad Retail Media*

New Membership Criteria: Empowering Digital to Thrive

Since IAB launched in 1996, the structure, processes, and relationships that make up the digital advertising industry have shifted radically. The line between buyers and sellers is dissolving and technology companies now play a vital role serving both interests.

To reflect these changes in the ecosystem, IAB announced a key change to the membership criteria: A widening of the criteria for full voting or General Membership, from only "sellers of interactive advertising inventory" to include companies that "sell, distribute, or optimize digital advertising or marketing programs." As a result, a number of current nonvoting or Associate Member companies will now be eligible to vote, serve on the IAB Board of Directors, and chair IAB committees and councils.

The IAB Board of Directors voted unanimously in favor of this change in IAB membership criteria, and the IAB General Members then overwhelmingly approved the expansion. This shift in membership structure will give many of the key

businesses that power the interactive advertising industry an increased role in setting the vision and strategy of IAB.

"The modifications to IAB governance put IAB in position to evolve in step with the constantly shifting interactive landscape," said Patrick Dolan, Executive Vice President and Chief Operating Officer of IAB. "The General Members ratified this restructuring to ensure that IAB can take the long view of industry needs and tackle challenges in support of the IAB mission to empower the media and marketing industries to thrive in the digital economy."

Lisa Milgram, who has overseen the IAB conference portfolio for the past five years, most recently as Vice President of Events, accepted the position of Senior Vice President of Membership Programs. In this new role, she will leverage that expertise, supervising the requirements of the more than 650 IAB member companies and organizing IAB work to fill those interests and fulfill those needs with a close eye on the programs the bureau develops for its members.

2014 Working Groups, Task Forces, and Advisory Boards

Working groups, task forces, and advisory boards directly address issues facing the industry. They provide solutions, influence, and thought leadership necessary to take on specific challenges from across the advertising ecosystem.

Accounts Receivable Working Group

Ad Effectiveness Studies Working Group

Ad Engagement Working Group

Ad Ops Advisory Board

Ad Ops Certification Advisory Board

Ad Technology Advisory Board

Advanced TV Advisory Board

Agency Advisory Board

Attribution Research Working Group

Audio Events Working Group

Compensation Working Group

Connected TV Technical Standards Sub-Working Group

Consumer Perception of Data Working Group

Consumer Protection Task Force

Content Marketing Advisory Board

Content Marketing Task Force

Creative Specs Database Revamp Working Group

Cross Platform Ad Effectiveness Research Working Group

Data Certification Working Group

Data Measurement Research Working Group

Data Primer 2.0 Working Group

Digital Advertising Automation Task Force

Digital Audio Ad Serving Template Working Group

Digital Audio Buyers Guide Working Group

Digital Out of Home Task Force

Digital Video Ad Format Standards Working Group

Digital Video Emerging Tech Focus Group

Digital Video Standards Working Group

Display Creative Guidelines Working Group

Emerging Innovation Task Force

Facial Recognition Privacy Task Force

Flex Ad Formats Task Force

Games Platform Status Report Update Working Group

HTML5 Best Practices Task Force

Mobile Ad Ops Working Group

Mobile Location Data Working Group

Mobile Measurement Task Force

Mobile Programmatic Buying Working Group

Mobile Research Working Group

Mobile Richmedia Ad Interface Definitions (MRAID) Working Group

Mobile Video Task Force

Multicultural Communication Working Group

Multicultural Research Compilation Working Group

Multicultural Research Working Group

Native Advertising Playbook - V2 Working Group

Native Advertising Task Force

Native Advertising Working Group

NewFronts Agency and Marketer Advisory Board

Open RTB & Real Time Exchanges Working Group

Podcast Working Group

Professional Development Advisory Board

Programmatic - Making Programmatic Work for Brands Working Group

Programmatic - Marketplace Education & Training Working Group

Programmatic - Standardization of Definitions, Terminology, and Best Practices Working Group

Programmatic Direct Task Force Sub Group

Research Advisory Board

SafeFrame Implementation Working Group

Social Media and Sports "Agency Event" Planning Working Group

Social Media Buyers Guide Update Working Group

Social Media Guidelines / WOMMA and MRC Working Group

Trustworthy Digital Supply Chain Task Force

TSC: Anti-Fraud Working Group

TSC: Anti-Malware Working Group

TSC: Education Working Group

TSC: Legal Working Group

User Generated Content Town Hall - Planning Working Group

IAB MEMBERS

Membership

We thank all our members for their support throughout the years. With their leadership and participation, the influence of IAB on the industry will continue to grow. To learn more about IAB membership opportunities, please visit iab.net/member_center.

GENERAL MEMBERS

33Across
4INFO
5min Media
A&E Television Networks
Aarki
AARP
Abacast
ABC News
ABC TV Network
About.com
Absolute Punk
AccuWeather.com
Ad4Game
Adap.tv
AdColony
AddThis
Adform
adMarketplace
AdNear
AdoTube
Adslot
AdSupply
Adtegrity
AdTheorent
Advanstar Communications
Advertising Age
Adweek
Airpush
Aisle A
Allrecipes.com
Allvoices
ALM
Amazon
AMC
AMC Networks Digital
American City Business Journals
American Express Publishing
American Media, Inc.
Amobee* (formerly Adconion Direct)
Anyclip
AOL
AOL Platforms
Appia
Apple Inc. (iAd)
Appsnack
appssavvy
AT&T AdWorks
Audience Partners
Autotrader.com
BabyCenter
Batanga Media
Bazaarvoice
BBC Worldwide
BBN Solutions
Bizo
blinkx
BlogHer
Bloomberg
Bloomberg Businessweek
BrandAds
Brides Magazine
BrightRoll
Burst Media Corporation

BuzzFeed
Buzznet
Cablevision Media Sales
Cablevision Systems Corporation
CafeMom
Cars.com
Casale Media
CBS Interactive
CBS Local
Celebuzz
Channel Factory
Chegg
Chicago Tribune
Chitika
CIO
CMG Digital
CNN.com
Collective
Comcast Spotlight
Comedy Central
Complex Media
Computerworld
Concrete Loop
Condé Nast
Connexity
Conversant Media
Coupons.com
Cox Media Inc.
CPXi
Crackle
Crain Communications
CSO Online
Dailymotion
Dealer.com
Defy Media
Delivery Agent
Demand Media
Departures
Details Magazine
deviantART
Digital First Media
Digital Photography Review
Discovery Communications
DISH
Disney Interactive
Dominion Digital Media
Dow Jones & Company (Wall Street Journal)
Earth Networks
eBay
eBay Enterprise
Ebuzzing
Editorial Projects in Education
Electronic Arts
eMarketer
e-Miles
Entertainment Weekly
ESPN.com
Essence Magazine
Everyday Health
Expedia Media Solutions
Exponential
Facebook
FaceCake Marketing Technologies
FanIQ

Fast Company
Firefly Video
Flipboard
Flurry
Food & Wine
Forbes Media
Fortune
Foursquare
FOX News Channel
FOX Sports Interactive Media
Fyber
Gamut
Gawker Media
Genome from Yahoo
Goodway Group
Google
Grab Media
Gravity
GSN Games
GumGum
GunBroker.com
Hanley Wood
Harvard Business Review
Health.com
HealthiNation
Hearst Magazines Digital Media
HIMSS Media
Hipcricket
Hotels.com
Hotwire
Hulu
HyprMX Mobile
I-Behavior
IDG
IDG Consumer & SMB
IDG Enterprise
IDG Entertainment
IDG TechNetwork
Idolator
IFC
IGN Entertainment
iHeartMedia
IMDB
Impremedia Digital Inc.com
InfoWorld
InMobi
Innity
Interactive One
Investor's Business Daily
IZEA
Jivox
Jumpstart Automotive Media
Jun Group
Just Jared
Just Jared Jr.
Kargo
Kelley Blue Book
Kontera
LIN Media
LinkedIn
Local Corporation
Los Angeles Times
LSN Mobile
Luminate
Machinima

MailOnline
Major League Gaming
Maker Studios
MamasLatinas
Mansueto Ventures
Marchex
Martha Stewart Living Omnimedia
Martini Media
Mashable
Matomy Media
Media Rating Council
MediaCrossing
Mediative
Medula Network
Meebo Inc.
Meredith Digital
MeritDirect, LLC
Microsoft Advertising
Midroll Media
Millennial Media
MLB.com
Mobile Theory
MODE Media
Moguldom Media Group
Moko Social Media
MONSTER
Morningstar
Move, Inc.
MTV
Multiview
MySpace
MyWebGrocer
Namo Media
NASCAR
National Geographic
National Public Media
Nativo
Nature Publishing Group
NBCUniversal
NCC Media
Netmining
Network World
New York Post
New York Public Radio
News Corporation
News Distribution Network
Newsday
NextNewNetworks
NorthStar
NTENT
OneSpot
Opera MediaWorks
Optimatic
Optonline
Orange Advertising Network
Outbrain
OWN: The Oprah Winfrey Network
OwnerIQ
Pandora
Patch Media
PC World
People
People En Espanol
PGA TOUR
Phunware Advertising
Pictela

Pinsight Media+
PodcastOne
POPSUGAR
Prisa Digital
PROXi Digital
Publishers Clearing House Digital (PCHdigital)
PulsePoint
Purch
Q1Media
Radar Online
RadiumOne
Rakuten Marketing LLC
Reader's Digest Association Interactive
Real Media Group
Realtor.com
Remezcla
Resonate Insights
Revision3
Rhythm NewMedia
RMG Networks
Rodale
Rovi
Samsung Electronics
Scripps Networks Interactive
Selectable Media
SessionM
ShareThis
She Knows
Shiny Ads
Shopping.com
Showtime
Slacker
Slate
SN:Xchange
Socialite Life
Solve Media
Sony Pictures Television
sovrn
Specific Media
Spiceworks
SpinMedia
Spotify
SpotXchange
STEEL MEDIA
Stereogum
Strategy+Business
StubHub.com
Studio One
Summit Professional Networks
Sundance Channel
Swoop
Synacor
Taboola
Tafi Media
Tapjoy
TargetSpot
Targetwise
Technorati Media
Telemundo
Terra Networks USA
The Associated Press
The Christian Post
The Economist
The Huffington Post
The New York Times Company
The Superficial
The Wall Street Journal Digital Network
The Weather Channel
TheStreet.com
Thomson-Reuters
Time Inc.
Time Out America
Time Warner Cable Media
Townsquare Media
Transpera
Tremor Video
Triad Retail Media
Tribal Fusion
Tribune Company
TripAdvisor
Triton Digital
triviaBids
true[X] media

Trulia
TubeMogul
Tumblr
TuneIn
Turner Broadcasting System
Twitch
Twitter
UberMedia
Undertone
Univision Communications Inc.
Unruly
US News & World Report
USATODAY.com
Valassis
VertaMedia
Verve Mobile
VEVO
Viacom Media Networks
Vibrant Media
Videogum
Viewster AG
Viggle
VISIT FLORIDA
Vungle
Warner Bros. Media Research
Washington Post Digital
WatchTime
Westwood One
WEtv
Whitepages
WildTangent
WIRED
WorldNow
WWE
WWTDD
XappMedia, Inc.
Xaxis
Yahoo
Yahoo Contributor Network
Yahoo en Espanol
YP
YuMe
Ziff Davis, LLC
Zillow
ZUMOBI
Zynga

NEW GENERAL MEMBERS

AdFormics
Advance Digital Media Group
Adversal.com
Aniview
Audience Entertainment
BBM
Beachfront Media
Bidtellect
Blue Ant Media
BlueLink Marketing
BuySellAds
DIRECTV
Electric Sheep
EyeSee, Lda
Financial Times
First Look Media
GasBuddy.com
Heyzap
I-5 Publishing
Live Nation
Lonely Planet
Match Media Group
Mezzobit
MGID
Mirriad
MobileFuse
MobPartner
my6sense
Nexstar Digital
NinthDecimal
Onswipe
Outfront Media
PK4 Media

Podtrac
Refinery29
Roku
SK Planet
SmartyAds
StartApp
Supersonic
Taunton Interactive
Tego Media
The Daily News
The Madison Square Garden Company
Thinknear by Telenav
Titan Outdoor
URX
Utah.com
Vidcoin
Virool
Watchwith
X-Web Inc.

ASSOCIATE MEMBERS

[x+1]
Accordant Media
ActionX
Active International
AcuityAds
Acxiom
ADARA, Inc.
Addroid
AdFin
Ad-iD
AdJuggler
AdLarge Media
AdNation News
Adobe
Adometry
AdRoll
AdsNative
AdSpirit
Adswizz
ADTECH
AdTruth
Advertiser Perceptions
Adzerk
Affinity Express
Ahalogy
Akamai Technologies
Alliance for Audited Media (AAM)
Amobee
AppNexus
Archer Advisors
AudienceScience
Bartle Bogle Hegarty
BIA/Kelsey
Big Fish Games
Bionic Advertising Systems
BlackArrow
BlueCava
Bluekai
Booz & Company
BPA Worldwide
Briabe Mobile
Brightcove
BrightLine
Burt
CDK Digital Marketing
Celtra
Centro
Chango
Chartbeat
ChoiceStream
Cisco
Cleveland Clinic
Clipcentric
clypd
Cognitive Match
comScore
ConvertMedia
Core Audience
Crisp
Criteo
Crowdtap
Datalogix
DataXu

Deloitte & Touche, LLP
Dennoo
DeSilva + Phillips
Dieste
Digilant
Disqus
DoubleVerify
Drawbridge
Dstillery
Dynamix
Ebiquity
EngageClick
Enliken
Epom
Epsilon
Equinix
Ernst & Young
eXelate
Experian Marketing Services
Extreme Reach
eyeReturn Marketing
Eyeview
Factual
FatTail
Fiksu
Flashtalking
Flite
Forensiq
FreakOut
FreeWheel
GfK North America
Ghostery
GLO Gaming
Goldspot Media
Gridley & Company, LLC
GroupM
HIRO-Media
iCrossing
IHG
ImServices Group
Incient Labs Group LLC
Infinitive
Innovid
inPowered
InsightExpress
Integral Ad Science
Integrate
Intel
Invite Media
Iponweb
IPS
IRI
isocket
Jordan, Edmiston Group, Inc.
JW Player
Kantar Media North America
Ketchum
Kilpatrick Townsend & Stockton LLP
Klout
Krux
Lijit Networks
Liquidus
LiveIntent
LivePerson
LiveRail
LiveRamp
Loeb & Loeb LLP
Lotame
Magnetic
MarketShare
Markit On Demand
MarkMonitor
Maxifier
MaxPoint
MdotLabs
Mediabrix
Medialets
MediaMath
MediaOcean
Medicx Media Solutions
Merkle
Metamarkets
Millward Brown Digital
Mirror Image Internet
Mixpo

Moat
Mobilewalla
Mocean Mobile
Monotype
MoPub
Morpheus Media
Nanigans
NetSeer
NetSuite
Neustar
Newspaper Association of America
Nexage
Nielsen
Nuance
Ooyala
OpenX
Operative
Paradysz
Persado
PIVnet
Pixalate
PlaceIQ
PointRoll
Polar
PricewaterhouseCoopers
Proximic
PubMatic
Qualia Media
Quantcast
ReactX
Realvu
Research Now
ResponsiveAds
Revolution Messaging
Rich Relevance
Rocket Fuel
Rubicon Project
RUN
Sales Athlete Media Network
Salesforce Marketing Cloud
SapientNitro
SAS Institute
Scarborough Research
SeaChange
Semcasting
SET
Sharethrough
Signal
Simpli.fi
Simulmedia
Sizmek
Smaato
Smart AdServer
Sociomantic
Sojern
Speed Shift Media
Spendsetter
spider.io
Spongecell
SQAD
Sticky
StudioNow
Supercell
Szabo Associates, Inc
Tapad
TapCommerce
Teads Technology
Telemetry
The Center For Sales Strategy
The Estee Lauder Companies
The Integer Group
The Media Trust Company
The Trade Desk
Theorem
Time Warner Cable
TreSensa
TripleLift
TruEffect
TruSignal
TRUSTe
Turn Inc.
UBM Tech
Unilever

V12 Group
Varick Media Management
Vdopia
Verizon Wireless
Viant Inc.
Videology
Visible Measures
Visual IQ
Voltari
Webspectator
White Ops
Wiland
Winterberry Group
Worldata
xAD
Yext
YieldEx
ZEDO
Zenovia

NEW ASSOCIATE MEMBERS

Adaptive Audience
Adaptive Media
Adbase
Adcade
ADLOOX
AdYapper
AerServ
Altitude Digital
Are You a Human
Billups
Bonzai
BORN
Bounce.IO
Carambola
Clearstream.TV
Demandbase
DeviceAtlas by dotMobi
Distil Networks
DistroScale
Dun & Bradstreet
DWA Media
engage:BDR
Essence
Fetch
Fraudlogix
Fred & Associates
Fuisz Media
Futuresmedia
GeoEdge
GET IT Mobile
Havas Media
Haystagg
Hitokuse
Huddled Masses
INVISION Inc.
IPG Mediabrands
Manage.com
Media Thirst
MediaAdx
MediaLink
NEC VUKUNET
ONEcount
Outsourced Ad Ops
PadSquad
Pfizer
Pixability
PowerLinks Media
Rokkan Media LLC
RTBTECH
S4M USA
Social Reality
Sonobi
Sorenson Media
The Exchange Lab
VideoAmp
Videoplaza
Vidible
Vistar Media
VivaKi
XUMO
Zentrick
Zocalo Group
zVelo

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2014–2018 FIVE ENDURING PRIORITIES

Trustworthy Digital Supply Chain   Making Measurement Make Sense   Publisher Transformation   Moving Mobile Mainstream   Building Brands Digitally

MOVING MOBILE MAINSTREAM

The mobile marketplace is growing at full tilt, with triple-digit revenue growth for the third year in a row. Central to this growth are the many contributions of the IAB Mobile Marketing Center of Excellence, which placed emphasis on projects and initiatives to educate marketers and agencies: make mobile easier to buy, sell, and measure; reduce friction in the mobile supply chain; create a conducive public policy environment; and otherwise make mobile an increasingly mainstream and integrated part of the overall media landscape.

Under the leadership of Anna Bager, the IAB Mobile Center has continued its steady membership growth and now has 21 distinguished members on the Board of Directors. Further underscoring media industry interest in mobile, the IAB 2014 Mobile Marketplace Conference on April 7 was completely sold out.

Realizing the Full Value of Mobile

Inspired by the premium publishers, ad sellers, and ad technology members we serve, the IAB Mobile Center is on a mission to help advertisers unlock the full value of mobile advertising. Many advertisers are missing opportunities to connect with their audience by using desktop-only ad formats or skipping mobile buying altogether. **Make Mobile Work** is an IAB initiative that aims to foster adoption of HTML and the facilitation of cross-screen creative campaigns. Over the course of 2014, IAB hosted a series of four webinars aimed at educating marketers and agencies on the importance of integrating mobile into the creative, planning, and buying phases. The events featured presentations from IAB, AOL, and Google, and attendees received an HTML5 research study from Google.

> "The IAB Mobile Center is on a mission to make mobile an increasingly mainstream and integrated part of the overall media landscape."

Helping marketers understand how to use mobile effectively, the **IAB Mobile Road Show for Agencies & Brands, Spotlight on Location Data** kicked off last summer

IAB Mobile Road Show for Agencies & Brands spotlighted location data.

in Chicago and made stops in Austin, New York, and San Francisco to reach the local agency and marketer communities. Each show featured an all-star lineup of presenters offering specific examples of mobile and cross-media campaigns that leveraged location to reach relevant audiences and track success.

To cut through the varied and intricate mobile video landscape, the IAB Mobile Center released the **Mobile Video Buyer's Guide: Practical Advice for Video Advertising on Smartphones and Tablets** early in 2014. A simple and straightforward overview of the ins and outs of mobile video, it explains how mobile video is similar to and how it differs from desktop based digital video ads. This guide served as a foundation for mobile digital video activities throughout 2014, including an Agency Day focused on taking advantage of increasing video viewership on smartphones and tablets.

Pushing Improvements in Mobile Creative

Furthering its mission of educating the marketplace about the power of mobile advertising—and improving mobile creative—the IAB Mobile Center organized several industry events in 2014, including a town hall at the IAB Ad Lab titled **Dispatches from the Leading Edge of Mobile Creative**, which featured an update on IAB Mobile Rising Stars ad units as well as specific examples of creative executions that pushed the envelope for engaging and effective mobile advertising. The IAB Mobile Center is also taking an active role in shaping **Rising Stars Next** to determine future-proof IAB ad format standards in a world where content is fluid across screens.

To help mobile-rich media advertising scale more successfully and reduce friction in the mobile ad supply chain, the IAB Mobile Center's Mobile-Rich Ad Interface

Definition (MRAID) Working Group released a first set of **MRAID Best Practices**, guidance for creative designers and vendors supporting MRAID. It also finalized the IAB suite of official **MRAID v2 Compliance Test Ads**. These five ads, hosted on IAB.net, offer an objective yardstick for vendors to test and verify that their MRAID implementations are correct.

Establishing Reliable Mobile Measurement

Discrepancies are not anything new to digital advertising. These still occur on the desktop, and IAB guidance is that players in the ad-serving process should be able to manage to a 10 percent discrepancy rate between the parties counting. In mobile, however, we have not yet achieved a predictable or reliably low discrepancy rate. To address this, the Mobile Ad Ops working group continued its investigation into mobile discrepancies in an effort to

At the Cannes International Festival of Creativity in 2014, Christine Cook, Head of Ad Partnerships at Flipboard, and David Doty, Executive Vice President and CMO at IAB, presented to a packed house in the Palais des Festivals.

IAB, Mobile, and the Cannes Lions Festival of Creativity

IAB put the spotlight on mobile and creativity for its starring role at the Cannes Lions International Festival of Creativity in 2014. Christine Cook, Head of Ad Partnerships at Flipboard, was joined by David Doty, Executive Vice President and CMO at IAB, to present **Art & Advertising—Small Size, Big Impact: When Beautiful Creative Meets Mobile Screens** to a packed house in the Palais des Festivals as part of the Art Meets Advertising Remix sessions. Randall Rothenberg, IAB President and CEO, hosted a cocktail party for members, agencies, and marketers to honor Silicon Valley visionary and investor Ron Conway. Also at Cannes Lions, IAB Mobile Center head Anna Bager moderated Tech Talk sessions in the Palais on mobile and video. Adding another dimension to the IAB presence in Cannes, we released the **IAB Digital Mixology Playbook**, a report on digital and mobile advertising for the alcoholic beverages industry, providing insight for beverage marketers, and building on the previous year's session by IAB at Cannes Lions on Liquid Creativity, which highlighted ad creative that spanned across media channels, using a variety of canvases to tell brand stories.

28 ANNUAL REPORT **2014**

2014–2018 FIVE ENDURING PRIORITIES

Trustworthy Digital Supply Chain   Making Measurement Make Sense   Publisher Transformation   Moving Mobile Mainstream   Building Brands Digitally

MOVING MOBILE MAINSTREAM

MOVING MOBILE MAINSTREAM

provide guidance to the market on how to properly manage them. The working group also surveyed members to gauge how the industry is dealing with this issue. The result was the updated paper **Mobile Discrepancies 2.0**, which outlines the major causes of mobile discrepancies and provides extended guidance on how to manage, troubleshoot, and prevent discrepancies in campaigns.

To look at the current science of mobile metrics and identify how the industry can deliver more reliable data to buyers and sellers of advertising, the Mobile Center hosted town halls on both the East and West Coasts on the State of Mobile and Cross-Media Audience Measurement. Most important, the IAB Mobile Center has begun working with the 3MS and the Media Rating Council (MRC) on Making Mobile Measurement Make Sense (4MS), which was a big theme at the IAB Mobile Marketplace Conference in 2014 and is likely to be top of mind in 2015 as well.

Creating a Conducive Public Policy Environment

Legislation and regulation continue to have the potential to impede the growth of the mobile advertising ecosystem. In May, members of the Mobile Center traveled to

Washington, D.C., for the third annual Mobile Fly-In. IAB was the sponsor of the Congressional Internet Caucus Advisory Committee's State of the Net—Wireless meeting. Members of the IAB Mobile Center Board were panelists at the event, and the conference was widely attended by congressional staff and key industry policy representatives.

Members of the IAB Mobile Center also convened on Capitol Hill to advocate on behalf of the mobile marketing industry. Members met with the U.S. Senate Judiciary Committee's counsels to discuss S. 2171, the Location Privacy Protection Act sponsored by Senator Al Franken (D-MN), and with members of the House Privacy Working Group to discuss mobile self-regulation and privacy. The Working Group included Reps. Marsha Blackburn (R-TN), Peter Welch (D-VT), Joe Barton (R-TX), Pete Olson (R-TX), Mike Pompeo (R-KS), Janice Schakowsky (D-IL), Bobby Rush (D-IL), and Jerry McNerney (D-CA).

Quantifying the Global Mobile Market

Mobile knows no borders, and the IAB Mobile Center continued to bolster IAB as a global organization. In the summer of 2014, the IAB Mobile Center released a comprehensive look at mobile's role in the 2014 FIFA World Cup. The report examined mobile's role in helping soccer fans keep up with and share their excitement about the games across 11 countries.

IAB MOBILE MARKETING CENTER OF EXCELLENCE 2014 BOARD OF DIRECTORS

airpush | AOL | facebook | factual. | Google | INMOBI | lin mobile

Microsoft | millennialmedia | The New York Times | OpenX | OPERA software | Spotify | Startapp

Tapjoy | Time Inc. | tribune | UNIVISION | PRECISION MARKET INSIGHTS FROM VERIZON | The Weather Channel weather.com | YAHOO!

IAB MOBILE MARKETING CENTER OF EXCELLENCE 2014 SUPPORTING MEMBERS

ADCADE | ADTRUTH A part of Experian | [a·mo·bee] | babycenter | cars.com | celtra | CONVERSANT

COXMEDIA GROUP | Crisp | FOURSQUARE | IDG | KARGO | MEDIALETS | NinthDecimal

onswipe | PANDORA | PlaceIQ | PubMatic | rhythm | session m | smaato

Thinknear by Telenav | TREMOR VIDEO | TURN | VERVE | VIACOM | XAXIS

Working with IAB Europe and IHS, the Mobile Center published the third annual analysis of global mobile ad revenue, finding that, on a global basis, mobile advertising yielded $19.3 billion in 2013. The IAB Mobile Center published **The State of the Mobile World**, the largest annual anthology of global perspectives from the network of global IABs, looking at the state of development, market opportunities, and needs in 30 countries.

Finally in November 2014, IAB and IAB China uncovered a mobile "drive time" opportunity important to advertising success on smartphones and tablets with Chinese consumers. The **IAB U.S. & China Mobile Report 2014** demonstrated how consumers' mobile use while commuting in China can be paralleled with premium commuter time radio in the U.S.

2014 MOBILE RESEARCH KEY FINDINGS

2014 WORLD CUP: A GLOBAL MOBILE PERSPECTIVE

• **Half of smartphone-owning soccer fans** across Australia, Brazil, China, Colombia, France, Ireland, Italy, Japan, Mexico, the United Kingdom, and United States **plan to use mobile devices to follow the World Cup**.

• 37% of soccer fans already positively interact with mobile ads daily and **68% are willing to pay for video** of game-related content on their phones.

Conducted by OnDevice Research and commissioned and sponsored by IAB, IAB Australia, IAB Brazil, IAB China, IAB Colombia, IAB France, IAB Ireland, IAB Italy, IAB Mexico, IAB U.K., and D.A. Consortium (Japan)

HISPANIC MILLENNIALS AND MOBILE

• Hispanic Millennials sometimes like—and even welcome—ads, as long as they are on their terms and their preferred timing. **66% say that they pay attention** to at least some ads on their phones.

• **21% of Hispanic Millennials** say that they have **followed a brand** on social media after seeing an ad (**27%** have done a **search**, and **23%** have tapped or **clicked on a mobile ad**).

Conducted by Pacific Ethnography

IAB U.S./CHINA MOBILE DATA USAGE STUDY

• **Chinese smartphone users are three times as likely** as their American counterparts **to interact with mobile ads** on a daily basis.

Conducted by GfK and produced in partnership with IAB China

U.S. VERTICAL INSIGHTS: RAISING THE CURTAIN ON MOBILE, ENTERTAINMENT – MOVIES, AND LIVE SPORTING EVENTS

• **90% of live entertainment seekers turn to mobile** after seeing ads for entertainment events on other channels.

• **85% of mobile sports fans turn to mobile** after seeing ads for entertainment events on other channels and **87% of moviegoers turn to mobile** after seeing ads for movies on other channels.

• **One in three** mobile sports fans and moviegoers **purchases tickets directly** through a phone or tablet.

Conducted by Pacific Ethnography

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IAB RESEARCH

The research produced by IAB helps guide and advance the digital media and advertising industry by delivering information that our members and partners need to build brands and business.

DIGITAL VIDEO

2014 ORIGINAL DIGITAL VIDEO STUDY

• **More than one in five** American adults **watches original digital video** each month, a **15% increase** from 2013, bringing the audience to **52 million per month**.

• **Flexibility of viewing** is cited as the **top driver for watching** "made for digital" content and is considered a key reason for consumers logging onto digital rather than tuning into traditional television shows.

Produced by GfK

DIGITAL TRENDS

IAB INTERNET ADVERTISING REVENUE REPORT

• Internet advertising revenues in the U.S. climbed to a historic high of **$12.4 billion** for the third quarter of 2014— **growth of 17%** over the same quarter in 2013.

Quarterly report prepared by PwC U.S.

AUTO SHOPPERS AND DIGITAL

• Auto purchase intenders are more likely to do online research for products before buying (96%), and are twice as likely to be **influenced by sponsored search** results than the general population.

• Auto intenders are 71% more likely to be **swayed by internet ads** for autos, 87% more likely by **email ads**, and 71% more likely by **social media**.

IAB report based on data from ProsperInsight

VIDEO AD SPEND STUDY

• **65% of agencies** and marketers planned to **increase spending** on digital video advertising in 2014.

• **Three out of four advertisers** foresee original digital programming starting to become **as important as TV** programming within the next three to five years.

Conducted by Advertiser Perceptions

IAB DIGITAL MIXOLOGY PLAYBOOK

• Drinking consumers are **heavier users of mobile devices** than the general population, and more than half of those consumers (55%) are also Millennials.

Whitepaper by IAB

PATH TO PURCHASE

HOLIDAY SHOPPING IN A CROSS-SCREEN WORLD

• Almost **two thirds** of U.S. **smartphone owners** have already or will research, shop for, or **purchase products** via their smartphone this holiday season.

• 68% of 18-to-34-year-olds and 62% of parents with children under 18 **make purchases on their smartphones**.

• **Men are much more likely than women** to go beyond browsing and research on their mobile devices to **make actual purchases** via smartphones (56% versus 45%).

Conducted by Harris Poll and produced in partnership with Precision Market Insights from Verizon

PUBLISHER TRANSFORMATION

GETTING IN-FEED SPONSORED CONTENT RIGHT: THE CONSUMER VIEW

• 90% of consumers **feel "relevancy" is a top factor** in sparking interest in in-feed sponsored content.

• Criteria such as **brand familiarity and trust (81%)** and **subject matter expertise (82%)** are also critical in driving news reading consumers' interest in sponsored content.

Conducted in partnership with Edelman Berland

MOBILE FIRST AND REACHING CONSUMERS ACROSS SCREENS

MEDIA MULTITASKERS AND PURCHASE INFLUENCE

• **44% of U.S. adults go online regularly** while watching TV and 82% do so at least occasionally.

• Regular media multitaskers are **more likely to notice** and be **influenced by media** that they are taking in on either screen.

IAB report based on data from ProsperInsight

2014–2018 FIVE ENDURING PRIORITIES

| Trustworthy Digital Supply Chain | Making Measurement Make Sense | Publisher Transformation | Moving Mobile Mainstream | Building Brands Digitally |

BUILDING BRANDS DIGITALLY

BUILDING BRANDS DIGITALLY

AB continued its focus on enabling brand advertisers to embrace the new digital media mix enthusiastically, but the challenge of measuring, executing at scale, and building great creative is still causing under-investment in digital. To address these issues, IAB is helping members on a number of fronts to lead brands through programs designed to make it easier to buy, create, deploy, and measure engaging digital advertising.

A Cross-Screen Canvas: Rising Stars

The Rising Stars program, designed to offer brand marketers canvasses across screens that enable creativity at scale, reached a key milestone when, at the 2014 IAB Annual Leadership Meeting, the Digital Video Rising Stars were added to the IAB Standard Ad Unit Portfolio. This marked the completion of an intense, multiyear process of rapid innovation. The portfolio is now 70 percent new, with over half of

> *The IAB Standard Ad Unit Portfolio is now 70 percent new, with over half of the legacy units retired and replaced with new formats designed to allow for rich interaction 'on the page' in display, mobile, and digital video.*

the legacy units retired and replaced with new formats designed to allow for rich interaction "on the page" in display, mobile, and digital video.

During the first quarter, IAB added to the growing body of research on the IAB Rising Stars ad units, publishing the results of the Mobile Rising Stars Ad Effectiveness Study as well as a survey of the evidence of effectiveness of Digital Video Rising Stars. The mobile findings mirror those of display, showing that consumers are twice as likely

to interact with a Mobile Rising Star ad than a standard mobile ad and have significantly higher brand perceptions after interacting with a Mobile Rising Star ad. The digital video data shows that when interactivity is added to video ads, interaction rates rise more than three times higher, there are significant increases in brand lift, and completion

rates improve. The cumulative effect of the four pieces of research on Rising Stars added to a growing awareness of the effectiveness of these ad units, as evidenced by eMarketer's April report **IAB Rising Stars Ads Outperform Standard Banners**, complete with charts culled from IAB primary research.

IAB also sought ways to engage in meaningful discussions and collaborate on specific initiatives in strategic markets such as Japan. As strong advocates for IAB standards and guidelines, D.A. Consortium announced its launch of IAB Mobile Rising Stars in Japan and conducted research into their effectiveness in that marketplace.

IAB Ad Unit Portfolio: The Evolution Continues

IAB Rising Stars are proving their worth to brand marketers every day by creating new desire and demand, increasing engagement and loyalty, and ringing the cash register. Despite this, the evolution of the standard ad unit portfolio is essential to keep pace with the expectations of consumers for ad experiences as natural and meaningful as the content they enjoy in the digital realm. Rising Stars Next is working to solve the new challenge and determine what's next for IAB standards in a world where content is fluid across screens and increasingly within ads. Leading this effort is the newly formed Ad Products Advisory Board, composed of buy- and sell-side executives who drive meaningful ad experiences as heads of ad products or ad

content at member companies and agencies. This board is influencing the industry broadly, setting the IAB ad product road map, including the ad product work of the Native Advertising Task Force and Programmatic for Brands Working Group. In addition to key member participation, digital leaders from GroupM, IPG, Publicis, and WPP are active partners.

The Digital Video Rising Stars were added to the IAB Standard Ad Portfolio, augmenting sight, sound, and motion with interactivity at scale.

IAB Rising Stars provide the canvas for the next generation of brand advertising.

Recognizing outstanding creative and technical achievements, the IAB MIXX Awards 2014 marked the 10th anniversary of this prestigious event.

IAB MIXX Awards: Recognizing Outstanding Achievement

For 10 years, the IAB MIXX Awards have been a beacon of where the industry is going. IAB leveraged the learnings from the most recent set of winners in a publication, sponsored by Microsoft Advertising, called **What Works and Why in Digital Advertising: Insights from the IAB MIXX Awards**. In May 2014, IAB MIXX Awards judges Jeff Benjamin, formerly Chief Creative Officer of JWT North America, Laurie Koehler, Consumer Campaigns Senior Marketing Manager of Intel Corporation, Nick Law, Global Chief Creative Officer at R/GA, and Lou Paskalis, Senior Vice President, Enterprise Media Executive of Bank of America, joined Randall Rothenberg and Stephen Kim, Vice President for Global Agencies at Microsoft, in the IAB Ad Lab to lead a conversation that went under the hood to look at award-winning campaigns for a packed house of brand marketers and agency executives from AIG, Cramer-

Krasselt, Goldman Sachs, Grey, GroupM, Leo Burnett, McCann Erickson, Ralph Lauren, Showtime, Saatchi & Saatchi, Wieden+Kennedy, and more.

Recognizing outstanding creative and technical achievements, the IAB MIXX Awards 2014 were held on September 30 during Advertising Week and marked the 10th anniversary of this prestigious and highly anticipated event. Leading interactive advertising professionals from brands and agencies from around the world attended. The creative honored in 2014 pushed the boundaries of interactive, illustrating the endless potential that digital offers marketers. The most prestigious IAB MIXX Award, the Best-in-Show prize, went to Chipotle Mexican Grill and Creative Artists Agency for their campaign "The Scarecrow." The event featured an additional honor to celebrate ongoing creativity among brands and agencies, recognizing American Express as the Most-Awarded marketer and DigitasLBi as the Most-Awarded agency

in the history of the awards program. In addition, three new categories were added to the IAB MIXX Awards competition to put the spotlight on critical trends emerging in the interactive marketplace: Data-Inspired Creative, Native Advertising, and IAB Rising Star Digital Video Ad.

IAB MIXX AWARDS JUDGES 2014

Jeff Benjamin – *formerly of JWT North America*
Lincoln Bjorkman – *Wunderman*
Brad Brinegar – *McKinney*
Ed Brojerdi – *kbs+ New York*
Andreas Combuechen – *Atmosphere Proximity*
Emma Cookson – *BBH North America*
John Costello – *Dunkin' Brands*
Alberto Ferrer – *Alberto Ferrer Consulting*
Jane Grenier – *Condé Nast Media Group*
Christian Haas – *Silverstein & Partners*
Jack Haber – *Colgate-Palmolive Company*
Jon Jackson – *Huge*
Kim Kadlec – *AOL*
Joyce King Thomas – *McCann XBC*
Laurie Koehler – *Intel Corporation*
Natalie Lam – *Razorfish*
Nick Law – *R/GA*

Michael Lebowitz – *Big Spaceship*
Robert Lund – *The Barbarian Group*
Andy Markowitz – *General Electric Company*
Richelle Parham – *eBay North America*
Lou Paskalis – *Bank of America*
John Piontkowski – *Microsoft Advertising*
Elizabeth Pizzinato – *Four Seasons Hotels and Resorts*
Suzie Reider – *Google~ YouTube*
David Roman – *Lenovo*
Antonio Ruiz – *The Vidal Partnership*
Ciro Sarmiento – *Dieste*
Alan Schulman – *SapientNitro*
Baba Shetty – *DigitasLBi*
Shiv Singh – *Visa*
Marla Skiko – *SMG Multicultural*
Jim Therkalsen – *Facebook Creative Shop*
Steve Wax – *Ladies & Gentlemen and Cooke&Co.*

Silicon Valley/Silicon Alley Tours

On the mission to encourage and influence leading agency creatives, media professionals, and brand marketers to engage with publishers, technologists, and venture capital firms, IAB brought 24 brand marketers and members of the IAB Agency Advisory Board to the West Coast in March for the **Madison Avenue Meets Silicon Valley Tour**. During the trip, the group met with Facebook, Pinterest, Salesforce, and Twitter, as well as Kleiner Perkins and Comcast Ventures, and took part in a discussion and dinner with angel investor Ron Conway. Mary Meeker, a legendary internet analyst and partner at Kleiner Perkins, presented her much-admired insights about the present and future of digital advertising. Representatives from several companies in which Kleiner Perkins has invested—including Flipboard, Shazam, InMobi, and Pixlee—talked to the group about their place in the ecosystem. IAB continued its bridge-building in November by hosting a two-day Silicon Alley Tech Tour of NYC with venture capitalists, startups, and incubators for ad world chiefs and brand marketers. Based on the Silicon Valley tour in March, the trip included deep dives with BuzzFeed, RebelMouse, MakerBot Industries and other portfolio companies from seed investment studio Lerer Hippeau Ventures. Both events were extremely well-attended, and IAB expects to curate more of these in the years ahead.

The Pinterest offices were one of the first stops on the Madison Avenue Meets Silicon Valley Tour.

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THOUGHT LEADERSHIP: EVENTS

Jared Leto
IAB MIXX

Sheryl Sandberg
Facebook
IAB MIXX

Katie Couric
Yahoo
IAB MIXX

Vivek Shah
Ziff Davis
IAB Ad Technology
Marketplace

Maurice Lévy
Publicis
IAB MIXX

Uniting Big Ideas with the People Who Bring Them to Life

AB events are convening platforms for industry thought leadership. In 2014, more than 7,000 media executives and digital influencers from around the globe attended more than 80 IAB events and conferences.

Ben Phillips
MediaCom
IAB Mobile Marketplace

Ann Lewnes
Adobe
IAB Annual Leadership Meeting

Natalie Lam
Razorfish
IAB MIXX Awards

Dawn Ostroff
Condé Nast Entertainment
IAB MIXX

Meredith Kopit Levien
The New York Times Co.
IAB Annual Leadership Meeting

Tim Armstrong
AOL
IAB MIXX

Bob Pittman
iHeartMedia
IAB Annual Leadership Meeting

Kevin Spacey
IAB MIXX

Randall Rothenberg
IAB
IAB Annual Leadership Meeting

Angelina Eng
Merkle
IAB Ad Operations Summit

Elizabeth Ross
BPN
IAB Cross-Screen Marketplace

IAB INTERNATIONAL: EXPANDING THE DIGITAL UNIVERSE

Overall, 2014 was a year of growth for the IAB Global Network, which is now 43 countries strong, across six continents, and serves to further the needs of hundreds of corporate members in such critical areas as policy, research, and education.

The international team, led by IAB Executive Vice President and CMO David Doty and Senior Director of International Alexandra Salomon, aimed to further the overall mission and priorities of IAB globally through:

• Expansion of the IAB brand in strategic markets
• Thought leadership
• Self-regulation and public policy
• Promotion of the IAB certifications program internationally

IAB China: Increasing Access

With the number of web users in China reaching a staggering 618 million, IAB formally licensed the Interactive Internet Advertising Committee of China (IIACC) to launch IAB China in February 2014, furthering its long-standing relationship with Chinese internet companies and IIACC Secretary General Chen Yong, a veteran of the Chinese internet marketplace. This new organization is an important new member of the global IAB network, leveraging the IAB brand and best practices to advance the industry's interests in a critical marketplace. This agreement sets the foundation for stronger ties between Chinese internet businesses and those across the globe, providing increased access in multiple directions.

In November, Doty travelled to China and was the sole non-Chinese judge of the China Advertising Great Wall Awards at the **China International Advertising Festival**, the country's leading ad festival. He addressed an audience of advertising professionals and government officials about privacy, measurement, technical standards, and other topics critical to IAB.

IAB South Africa: First IAB on the African Continent

Marking its first entry onto the African continent, in February, IAB announced that the Digital Media & Marketing Association (DMMA) had signed a license agreement to rebrand and establish itself as IAB South Africa. Based in Johannesburg and headed by Jarred Cinman, former Chair of the DMMA, the new IAB South Africa kicked off, already representing more than 96 local online publishers and 93 creative, media, and digital agencies. With the launch of IAB South Africa, there are now IABs on all the world's continents except Antarctica.

IAB Global Summit

The annual IAB Global Summit in October at the IAB Ad Lab in New York City brought together more than 100 participants from 33 countries for a global town hall. IAB leaders and influential members from creative agencies, ad tech companies, publishers, and media agencies from China, Europe, the Americas, and beyond converged for two days of discussions and idea-sharing on growing businesses in the age of disruption. Nick Law, Global Chief Creative Officer of R/GA; Linda Gridley, Partner and Co-Head of Digital Media Group at AGC Partners; and Amanda Richman, President of Investment and Activation at Starcom USA, were among the luminaries who spoke at the two-day event. The conversation set the agenda for the global network over the following months.

At the IAB Global Summit, several public announcements were made. **IAB: What Works & Why—Global Insights Report**, second in the What Works & Why series that IAB launched last year, provided insider perspectives from 20 top interactive creatives, marketers, and publishers about 17 advertising campaign case studies from 14 countries, spotlighting lessons on marketing and brand-building in the digital world.

IAB also released the **Global Legal Summaries**, the first online resource offering information and insights about regulatory and policy issues from countries. The report provides a qualitative picture of mobile diversity country by country, and is one of the most comprehensive views yet of the global mobile marketplace for publishers and advertisers.

Underscoring the importance of mobile on the global stage, the **2014 IAB State of the Mobile World** report was also unveiled at the Global Summit, with participation from 30 countries. The report provides a qualitative picture of mobile diversity country by country, and is one of the most comprehensive views yet of the global mobile marketplace for publishers and advertisers.

IAB Europe: Promoting Policy

IAB worked closely with IAB Europe in 2014 to broaden and deepen its policy engagement to address heightened regulatory scrutiny on privacy, including a broad

IAB distilled what works and why in digital advertising around the world in the IAB Global Insights Report, featuring 18 campaign case studies and insider perspectives from 20 top interactive creatives, marketers, and publishers.

reform of the EU's data protection rules, and to open up a new work track on intellectual property protection issues. IAB also worked with IAB Europe to deepen its working relationships with like-minded industry associations, including the World Federation of Advertisers and EU-level agency association EACA on ad misplacement, the Industry Coalition for Data Protection (ICDP) on the current data protection reform, and the European Publishers' Council and magazine and newspaper publishing associations on ad blockers and online behavioral advertising (OBA) self-regulation. Finally, IAB was instrumental in the formation of a transatlantic policy issues task force, led by IAB and IAB France, and including IAB Europe and various national IABs in the European network. It kicked off with the drafting of common principles on data transfer and how these could be applied usefully in the updating of the "Safe Harbor" regime.

In 2014, IAB Europe experienced a reinvigoration with the appointment of Townsend Feehan as Chief Executive Officer and a strong growth in membership, with 17 companies joining in the past 12 months. The future looks bright.

Japan, South Korea, India, and the Middle East

Finally, as the IAB brand continues to gain value globally, the organization is actively exploring the establishment of an IAB presence in strategic markets such as Japan, South Korea, India, and the Middle East. In August, IAB entered into a working collaboration with the Japan Internet Advertising Association (JIAA) to strengthen the ties between the Japanese digital marketing community and the worldwide interactive ecosystem. This cooperation will extend to exchanges on self-regulation, public policy, and privacy, as well as IAB ad format and technical standards. It will also open the door to co-branded research projects and discussion on a major thought leadership event in Tokyo.

IAB expects increased international activities in all these countries in 2015 and beyond to help consumers and advertisers have a reliably positive experience—and to help government entities understand which regulations can be good for the industry and to help promote responsible growth.

EXPANDING INFLUENCE

cnet
Ad blockers get ad-group exec's blood boiling (Q&A)

MediaPost
- So Close, You Can Almost See it: Viewability
- The Future of Mobile Ad Sales: Change, As Usual

THE WALL STREET JOURNAL.
- How the IAB Plans to Stamp Out Online Ad Fraud
- Most Major U.S. Publishers Now Sell Ads Programmatically

VARIETY
Digital-Video Ad Spending to Keep Eating into TV Budgets: Survey

ADWEEK
- Study: Auto Shoppers 71% More Influenced by Digital Ads—Mobile and video make big impact, says IAB
- Spirits Brands Have a Big Opportunity With Mobile Ads—IAB finds that drinkers are digitally savvy

ad exchanger
IAB: Search And Display Fuel $19.3B In Worldwide Mobile Ad Revenue

FAST COMPANY
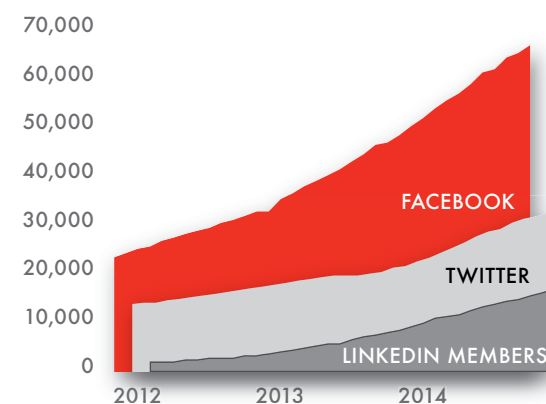Digital Players Buy into the Brand-Building Power of the Newfronts (But Are Brands Buying?)

NEW YORK POST
Native Advertising: News readers want good storytelling in advertisements
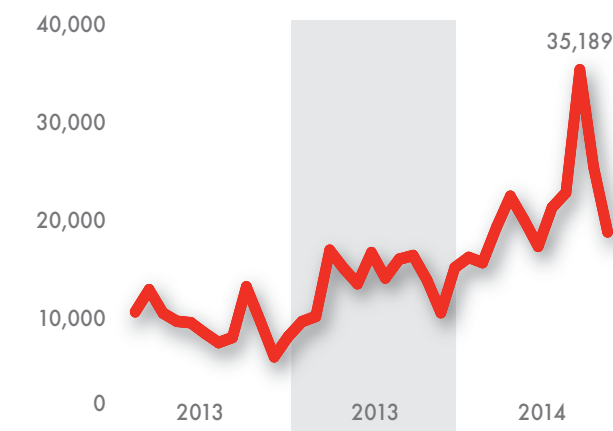
WWD
New IAB Study Rates Fashion Brands' Mobile Sites

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TWITTER FOLLOWERS, FACEBOOK FAN LIKES, AND LINKEDIN MEMBERS ALL UP IN 2014

STORYTELLING THROUGH VIDEO
IABTV VIDEO VIEWS UP IN 2014

35,189

THOUGHT LEADERSHIP ON PRESSING ISSUES
TOP IAB BLOG POSTS 2014

RANK	TITLE	VIEWS
1	Viewability Has Arrived: What You Need to Know to See Through This Sea Change	18,704
2	Top 10 Things You Need to Know about Programmatic but Were Too Afraid to Ask	5,042
3	Randall Rothenberg, IAB President & CEO, Sets Record Straight on Digital Banner Ads	3,537
4	The Future of Mobile Game Advertising	2,745
5	Successful Strategies for Using Mobile Location Data	2,363
6	Yahoo & 23 Rich Media Vendors Leading the Way on SafeFrame Globally	2,308

TOP-LINE PRESS RESULTS

TOTAL MONTHLY PRESS STORIES IN 2014 SET NEW RECORDS IN SIX OF THE 12 MONTHS

2012 2013 2014

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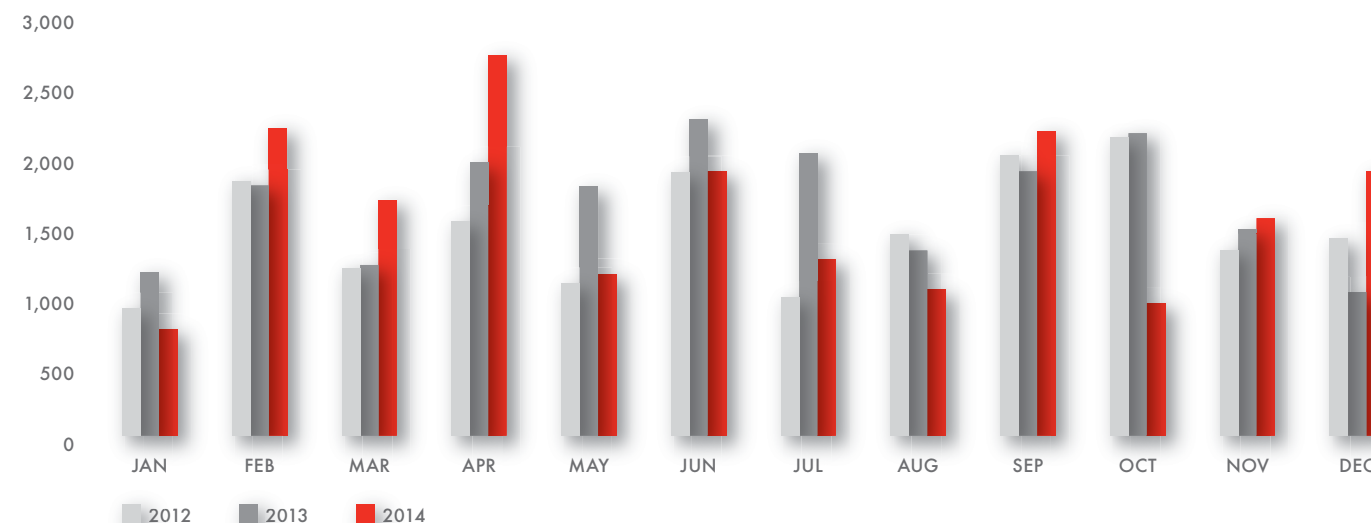
WHO IS IAB?

EXECUTIVE COMMITTEE 2014

Randall Rothenberg
IAB President and Chief
Executive Officer

Vivek Shah
Ziff Davis, LLC, Chairman

David Morris
CBS Interactive, Vice Chair

Bill Todd
Conversant Media

David Moore
Xaxis

Neal Mohan
Google

Rik van der Kooi
Microsoft Advertising

Curt Hecht
The Weather Channel

BOARD OF DIRECTORS 2014

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Collective

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Millennial Media

David Brinker
News Corporation

Ned Brody
Yahoo

Paul Caine
Bloomberg

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Jory Des Jardins
BlogHer, Inc.

Mark Ford
Time Inc.

Eric Franchi
Undertone

Michael Friedenberg
IDG Communications US

Joan Gillman
TWC Media

Eric Harris
BuzzFeed

Mark Howard
Forbes Media

Eric Johnson
ESPN

Neil Johnston
Cox Media Group

Meredith Kopit Levien
The New York Times Company

Seth Ladetsky
Turner Digital Sports

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Jean-Philippe Maheu
Twitter

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Pandora

Jacob Weisberg
The Slate Group

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Hearst Digital Media

EX OFFICIO

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The Interactive Advertising Bureau (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 programs. Together, they account for 86 percent of online advertising in the United States. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. The organization is committed to professional development, elevating the knowledge, skills, and expertise of individuals across the digital marketing industry. The IAB also educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Founded in 1996, the IAB is headquartered in New York City.

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INNOVATIVE... INSPIRING...IMPACTFUL

IAB 2015 EVENTS

IAB is the convening voice of the industry. Hear from and network alongside industry experts during all of our cutting-edge events.

ANNUAL LEADERSHIP MEETING
February 8 - 10, 2015 • Phoenix, AZ

IAB MOBILE MARKETPLACE
March 30, 2015 • New York

IAB ADVERTISING TECHNOLOGY MARKETPLACE
May 11, 2015 • New York

IAB VIDEO MARKETPLACE
June 8, 2015 • New York

IAB MIXX CONFERENCE
September 28 - 29, 2015 • New York

IAB MIXX AWARDS
September 29, 2015 • New York

IAB AD OPERATIONS SUMMIT
November 2, 2015 • New York

Find out more at **www.iab.net**.
For information on IAB sponsorship opportunities, contact
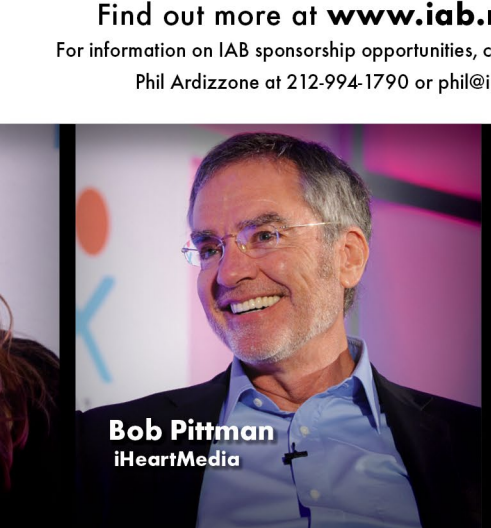Phil Ardizzone at 212-994-1790 or phil@iab.net

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In 2014, IAB propelled the industry forward and continued to invest in our digital future. We are extremely grateful for the dedication of all our constituents. As an industry, we are well positioned today for a prosperous 2015 and beyond.

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