

## **IAB BOARD OF DIRECTORS**

### **President's Report November 7, 2019**

By Patrick Dolan

At no time in the short history of the interactive industry has it been more evident that consumer trust is the lifeblood of digital media. The issues surrounding privacy are integral to this extremely challenging and complex consumer concern. As our industry races towards the January 1, 2020 rollout of the [California Consumer Privacy Act \(CCPA\)](#), the implementation of this act is changing the political landscape, driving a proliferation of even more state and federal consumer privacy regulation.

IAB and the IAB Tech Lab provide the industry with a unique combination of capabilities to help our members navigate the emerging regulatory regimes across the U.S. IAB's newly formed *Compliance & Privacy Unit* combines the legal, policy, and technical expertise necessary to address the multifaceted challenges to prepare for these new regulatory environments. The release of the draft [IAB CCPA Compliance Framework for Publishers and Technology Companies](#) is a first step in providing a roadmap for digital publishers and their supply chain partners for how to comply with California's data privacy legislation.

The rise of streaming video is another major trend in 2019. Leading media companies like Disney and Amazon have launched SVOD (Subscription Video on Demand) and AVOD (Advertising Video on Demand) platforms. According to the [IAB/PwC 2019 half year Internet Advertising Revenue Report](#), video advertising was a major contributor to growth, with spend climbing 36% year-over-year to \$9.5 billion of a record breaking \$58 billion in total U.S. digital advertising revenues for the first six months of 2019. IAB has worked with our members to facilitate growth in video platforms, bringing together the segment's leadership through our *Video Center of Excellence* and driving sales through the *IAB NewFronts* marketplace platform. Streaming video and audio content (also a major growth area according to the IAB/PwC report) are emerging as the main formats in which people are consuming media. IAB held the most successful *Podcast Upfront* to date in October 2019, with the participation of 14 industry leaders including major new entries into the market.

IAB again is deploying its unique combination of business and tech expertise to address safety in the digital media supply chain. Following the successful adoption of the [ads.txt standard](#) (Authorized Digital Sellers), already adopted by over 2.5 million domains, IAB Tech Lab has introduced two new technical specifications aimed at increasing trust in the supply chain, specifically on the supply-side of real-time bidding and programmatic buying. The first, [sellers.json](#), enables buyers to verify the entities who are either direct sellers of, or intermediaries in the selected digital advertising opportunity for purchase. The second, the OpenRTB SupplyChain object, allows buyers to see all parties who are selling, or reselling a given bid request. The OpenRTB Working Group finalized the specifications for industry adoption in July.

To help drive the industry forward, it remains critical to have the buyer in the conversation. IAB's effort to increase the number of brand members is in full swing. IAB has included 43 new brands to our member roster, including major multinational media buyers. Representatives of these brands have been added to Center of Excellence advisory boards, contributed to research projects, and served as key speakers at IAB events. The [Disrupting Brand Preference Study](#) released at VidCon in July 2019 is an example of the value that brand participation brings to the IAB.

The following initiatives, highlighted on the next page, represent IAB's most significant work since our last board meeting in June:



- Release of the *IAB CCPA Compliance Framework for Publishers and Technology Companies*
- Finalized new supply chain specifications: sellers.json and OpenRTB SupplyChain object
- Release of *Disrupting Brand Preference* study at VidCon
- *NewFronts West* and *IAB Podcast Upfront* marketplaces

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

### **Leading the industry response to CCPA and other state and federal privacy regulations and championing new privacy standards**

One of IAB and IAB Tech Lab's top priorities is preparing the media and marketing industries for the January 2020 rollout of the CCPA. With enforcement of this new law only a few weeks away, IAB has been working with our 650+ member companies to build up what they need to comply with such a broad, comprehensive new regulatory regime. The IAB Privacy & Compliance Unit, which brings together cross-functional legal, public policy, and technical expertise from IAB and the IAB Tech Lab, has gathered over four months more than 350 experts from publishers, agencies, brands, platforms, advertising technology companies, and law firms, to develop a new [IAB CCPA Industry Compliance Framework](#), industry agreement, and technical specifications to help advertising stakeholders meet the requirements of CCPA and build industry compliance mechanisms to assist our members. The framework will provide consumers with greater clarity and control over the use of their data by enabling publishers and vendors to provide a more informative and consistent user experience. In turn, publishers, agencies, advertisers, and technology providers will benefit from increased consumer trust and industry accountability. To help member companies comply with the complex California regulation, the [IAB CCPA Compliance Framework for Publishers and Technology Companies \(Draft\)](#) along with [the technical specifications](#) was released for a 14-day public comment period to gather feedback from the industry – from October 22 until November 5, 2019 – and is now being finalized for release later this quarter. The compliance mechanism will advance consumers' privacy rights under the new California law, while enabling the tens of thousands of web publishers and intermediaries that comprise the open internet to continue to provide free advertising-supported content and services in the state.

IAB is dedicated to supporting the digital industry in navigating the challenges of this new statewide legislation. As the CCPA regulations are being finalized by the California Attorney General, [IAB has expressed some initial concerns on the proposed regulations](#) and will provide detailed feedback by December 6. IAB is also advocating for a federal level data privacy law as we want to avoid a patchwork of state laws on consumer privacy. However, it will take time so, in the meantime, IAB and IAB Tech Lab are helping our member companies get ready and offering educational support to encourage rapid marketplace adoption. To that end, IAB hosted two **CCPA Legal Summits** and a series of webinars for members on [CCPA, GDPR, Congress, and More: How IAB Helps You Navigate the New Regulatory and Privacy Landscape](#) to help prepare for the impact of CCPA, GDPR, and other regulations at the state, federal, and global level with over 1,000 participants. IAB has been a strong advocate for increasing consumer trust and transparency in the digital media and marketing landscape for more than 20 years, and this framework is another example of our commitment. IAB has corralled legal and public policy experts, as well as some of the best and brightest in ad technology, to create a critical tool in meeting CCPA's stringent guidelines for the benefit of both the industry and the consumers it serves.

Our work isn't finished with the CCPA either. The new Nevada online privacy bill took effect in October and is just one of a growing patchwork of state privacy laws that create consumer confusion and present significant challenges for businesses trying to comply. Despite a challenging political environment, numerous amendments IAB championed were approved by the State Assembly in September and IAB hosted a Town Hall in October to help our members navigate the new privacy proposals targeting the California election ballot in 2020. Through our Public Policy office and our [Privacy for America](#)

[coalition](#), IAB is working to spur a national conversation around privacy and to support the passage of federal legislation.

### **Completing the suite of tools and standards required to ensure the safety and transparency of the digital supply chain**

In addition to accountability, we need standards for our industry, and the IAB Tech Lab develops and guides technical specifications for the interactive industry. In June, the IAB Tech Lab announced the completion of version 1.0 of its **Data Transparency Standard** (available at <https://www.datalabel.org/>) and the launch of an affiliated [Data Transparency Standard Compliance Program](#). Similar to manufacturers being required to provide a nutrition label on packaged foods, the standard asks data providers to offer details that inform segment quality, addressing things like segment recency, provenance, and segmentation criteria. And to increase the transparency in the programmatic supply chain, the [sellers.json and SupplyChain object specifications](#) are now finalized and ready for full industry adoption. Combined with recent essential updates on technologies like OpenRTB 3.0, OpenDirect 2.0, AdCOM 1.0, app-ads.txt (the OTT and mobile app version of ads.txt for authorized digital sellers already implemented on over 100,000 apps) and more, the industry now has a full suite of technical standards, software, and services to drive the growth of an effective and sustainable global digital media ecosystem.

The IAB Tech Lab also helped develop and guide technical specifications for the [IAB Europe Transparency & Consent Framework \(TCF\)](#). The TCF provides a common framework to facilitate compliance with data protection laws for every part of the advertising value chain, from publishers and technology companies to agencies and advertisers. In addition, the TCF ensures more user transparency and choice about the processing of their personal data. Released in August, TCF version 2.0 was developed based on feedback received in the previous 12 months from the market and EU member state data protection authorities (DPAs). The key changes in the new version are even more transparency and control for consumers, greater control for publishers, and enhanced accommodation of the GDPR's "legitimate interest" legal basis for processing personal data, including the right for consumers to object to this basis through the TCF, alongside consent.

### **Driving essential research and convening leadership events in the direct brand economy**

The relationship between consumers and brands has changed forever and IAB continues to bring brands into the room, specifically digitally native vertical brands, to spark conversations with functional experts at the forefront of the direct brands revolution. Released at VidCon U.S. 2019 in July, the [Disrupting Brand Preference Study](#) from IAB is a first of its kind study that shows that direct brand shoppers comprise 48 percent of all U.S. consumers. They are younger than incumbent brand-only shoppers, with 84 percent under 54 years old, and are likelier to have a household income of more than \$75,000. This study is an essential piece of research that sizes and clarifies who direct-brand consumers are and what drives their purchase decisions. We also continue to explore the effect of direct brand companies on video at events like the [IAB NewFronts West](#) in LA, the effect of influencers in the direct brand economy at the [Influencer/UGC Marketing Day](#) and the upcoming 2nd annual [Direct Brand Summit](#) on November 20, which will provide actionable advice and proven strategies focused on creating exceptional consumer experiences both on and offline.

### **Supporting innovation in key digital formats with essential audio and video marketplaces**

As part of our efforts to refocus the interactive industry toward truly inspiring creative, marketplaces like the IAB Digital Content NewFronts, the IAB Podcast Upfront, the Content Studio Showcase, and the IAB NewFronts West play a powerful role connecting media buyers and sellers of digital video and emerging media forms. The second [IAB NewFronts West](#) took place on September 11 and 12 in Hollywood,



California and the theme of this year's event was "Relationships Matter. Take A Stand." Attendees explored the many ways that brands are taking stands to build better relationships with a new generation of consumers. Now in its fifth consecutive year, the sold-out [IAB Podcast Upfront](#) has also been an essential driving force in elevating a rapidly-growing new medium by offering a marketplace that educates, raises awareness, and provides an opportunity for brands, media buyers, and digital audio content leaders to come together to strike valuable partnerships. Both marketplaces are a powerful reminder of the ability of innovative creative to win consumers' hearts and minds in novel new ways.

### **IAB Organizational Snapshot**

#### **Financial Management**

IAB ended the third quarter of 2019 with a net income of \$1.945 million which was 353% (or \$ 1.5 million) ahead of budget. This is largely the result of savings due to open headcount. There is also a delay in spending on research as most of our major studies will be released in the fourth quarter of 2019. There is a revenue shortfall of \$1.1 million or -5% versus the budget year to date, but we are 8% ahead of last year for the same period.

#### **Membership**

Recruiting new members is essential to IAB value to the digital economy and I am delighted to announce the addition of veteran digital industry sales and strategy leader Sheryl Goldstein to the role of Senior Vice President, Marketing and Member Investment. Since June, IAB added **43 new members** with an emphasis on companies that reflect emerging market opportunities and growth sectors for the interactive industry, as well as a focus on inviting more brands to join us (**14 brands** have joined since June). Below is a comprehensive list of members added since June 2019 (brands appear in bold):

#### **16 Handles**

##### **Aer Lingus Limited**

Akin Gump Strauss Hauer & Feld LLP  
AmeribaseDigital Powered by Lighthouse List Company

Analytic Partners  
Barstool Sports

##### **Brandless**

BritePool  
Cafe Media  
Channel Factory  
Confiant

Conviva

Datawallet

EmpireStreaming

Entercom Communications

Firefly

Frankfurt Kurnit Klein & Selz

Fylo

Gladly

**Hartsfield-Jackson Atlanta**

**International Airport**

HyperTV

Impact

Kelley Drye & Warren LLP

**Kinship**

Kustomer

**Lancer Skincare**

**L'Oréal**

Lucid

**Northwell Health**

NudgeTV

**Oars + Alps**

OneTrust

Oxford Road

**PepsiCo**

**Pfizer**

Samba TV

**SpineNevada**

Steereo

**Talking Rain Beverage**

**Company**

**The Hansen Company**

TVSquared

Vox Media Podcast Network

Woodwing

I am humbled and gratified that we continue to deliver value to the industry and our members. Our continued success would not be possible without the commitment from our IAB Board of Directors and our members.

Thank you for your ongoing support of this team and our efforts.

Respectfully,

Patrick Dolan  
President, IAB

## APPENDIX

### **Research and Resources**

#### **[CCPA Online Hub](#)**

The California Consumer Privacy Act will take effect on January 1, 2020 and will have a significant business impact on the digital advertising industry. The CCPA hub is a resource to educate IAB members and the broader digital advertising community about the key elements of the law affecting the media and marketing industries, and to provide information on the IAB Compliance & Privacy Unit's activities relating to the law including the IAB CCPA Industry Compliance Framework and technical specifications, which will assist participating companies in capturing and communicating CCPA-related consumer preferences to vendors and other companies involved in digital ad delivery.

#### **[IAB Internet Advertising Revenue Report](#)**

Digital advertising revenue continues to break records, reaching a landmark \$57.9 billion for the first half of 2019 – including \$29.9 billion in the second quarter and \$28 billion in the first quarter of 2019. The record-breaking total marks a 17 percent year-over-year increase from the first half of 2018. Advertising revenues delivered on mobile devices now make up 69% of total internet ad revenues, with a total of \$39.9 billion on mobile in the half year 2019, a 29% increase from the \$30.9 billion in the previous half year. Video advertising was a major contributor to growth, with spend climbing 36 percent year-over-year to a total of \$9.5 billion for the first quarter 2019. With the growing pool of cord-cutters and cord-nevers continuing to drive the expansion of connected TV, social video stories, and other forms of non-traditional video content have advertisers increasing their investment in CTV. That growth is also due in part to new digital-first, direct-to-consumer (DTC) brands or product lines that often do not appear in-store at all, driving advertisers and retailers to reach new customers via mobile. DTC brand ad buyers expect to spend more on their brand's digital video advertising, increasing their investment at a higher pace than incumbent marketers, an increase of more than 50% from last year.

#### **[IAB/PwC 2019 Podcast Revenue Study](#)**

Podcast revenue is on track to top an astonishing \$1 billion in 2021. To help our members better understand the market opportunity for podcasts, IAB released the third annual Podcast Revenue Study, a widely cited annual benchmark report on advertising activity in the podcast marketplace. IAB and PwC surveyed the 22 largest U.S. revenue-generating podcast companies and made forecast estimates inclusive of non-participating companies. This study revealed that year-over-year, self-reported ad revenue increased from \$257.4 million in 2017 to \$355.7 million in 2018, an increase of 34%.

#### **[Growing Programmatic DOOH: Opportunities and Challenges Benchmark Study](#)**

For programmatic digital out-of-home (DOOH) to realize its full potential, three key challenges must be overcome: more education, reduced fragmentation, and more standardization. To help our members understand this emerging medium, this IAB study, conducted by PwC UK, includes findings from interviews with senior industry executives across media companies, ad tech companies, and agencies to examine the current state of the DOOH market in the U.S. and Canada and the challenges that must be overcome for widespread adoption.

#### **[Disrupting Brand Preference Study](#)**

The consumer motivation and brand journey and attitudes about brand loyalty have been forever changed. Released at VidCon U.S. 2019 in July, the Disrupting Brand Preference Study from IAB is a first of its kind study that shows that direct brand shoppers comprise 48 percent of all U.S. consumers. They are younger than incumbent brand-only shoppers, with 84 percent under 54 years old, and are likelier to have a household income of more than \$75,000. This study is an essential piece of research that sizes and clarifies who direct-brand consumers are and what drives their purchase decisions.





## **Standards and Protocols**

### **Data Transparency Standard and Compliance Program**

To advance data collection best practices, in June the IAB Tech announced the completion of version 1.0 of its Data Transparency Standard and the launch of an affiliated Data Transparency Standard Compliance Program. Similar to manufacturers being required to provide a nutrition label on packaged foods, the standard asks data providers to offer details that inform segment quality, addressing things like segment recency, provenance, and segmentation criteria. The goal is to establish minimum disclosure and transparency standards for any company that collects audience data for targeting, personalization, or measurement of digital advertising, and ultimately to encourage more informed data usage.

### **Building Transparency and Trust in Programmatic**

To provide buying platforms (DSPs) and intermediaries with transparency into the origins, paths, and legitimacy of ad inventory as it arrives on their front doors and after a thorough public comment period with OpenRTB Working Group feedback and review, the sellers.json and SupplyChain object specifications were [finalized this summer and are now ready for full industry adoption](#). And two-month ago, demand-side platform The Trade Desk gave an ultimatum to all ad exchanges, asking them to “use the sellers.json tool to show buyers whether they sell inventory directly from a publisher or a reseller, or get dropped as a partner and miss out on millions of dollars worth of ad spend the DSP bids in online auctions.” So far, a total of 123 exchanges, including 34 of the 50 most widely adopted, have shared a sellers.json file as of September 28, according to programmatic consultancy Jounce Media ([see full Digiday article](#)). To fight ad fraud and enable brand safety, ads.txt, the text file that publishers can place on their web server to list all the publisher’s authorized digital sellers of their inventory, has already been adopted by over 2 million domains. Similarly, app-ads.txt for OTT and mobile in-app advertising, launched more recently, has already been adopted by 60,000 apps and counting.

### **Proposal for Enhanced Accountability**

The open standards and the open architecture of the internet have fueled tremendous innovation over the last 20+ years, resulting in the digital services and conveniences we appreciate regularly. But open standards can also mean open data sharing — causing concerns around consumer privacy, data sharing, and security. We believe the best way to address these concerns, while retaining the value of open standards, is to work towards enhanced accountability to consumer privacy across our industry. To that end, in September the IAB Tech Lab released a [Proposal for Enhanced Accountability](#) which, among other things, outlines three ideas from our industry for building consumer privacy into the fabric of our ecosystem, and ascertaining real-time, privacy-compliant use of consumer identifiers: An encrypted, revocable token, tied to a joint accountability system, with a controlled container for ad delivery. And a previous blogpost on privacy on the internet explained [The Evolution of the Internet, Identity, Privacy and Tracking – How Cookies and Tracking Exploded, and Why We Need New Standards for Consumer Privacy](#). described how the internet, privacy, and tracking evolved based on open standards, and called for collaboration across industries to rethink the HTTP cookie as the only technical mechanism available for storing (and respecting) consumer privacy settings.

### **GDPR Transparency and Consent Framework**

The IAB Europe Transparency & Consent Framework (TCF) provides a common framework to facilitate compliance with data protection laws for every part of the advertising value chain, from publishers and technology companies to agencies and advertisers. The TCF ensures more user transparency and choice about the processing of their personal data. TCF version 2.0 has been developed under the stewardship of the IAB Tech Lab based on feedback received in the last 12 months from the market and EU member state data protection authorities (DPAs). Key changes in the new version are even more transparency



and control for consumers, greater control for publishers, and enhanced accommodation of the GDPR's "legitimate interest" legal basis for processing personal data.

### [SIMID Replaces VPAID to Improve Trust, Creativity, and Capabilities for Digital Video Ads](#)

The Secure Interactive Media Interface Definition (SIMID) is the latest release from the Digital Video Technical Standards Working Group. It is the last step in truly modernizing the video standards stack. Along with Open Measurement Interface Definition (OMID) and the Video Ad Serving Template (VAST) 4.2, it enables true cross-platform video advertising delivery, verification, and interactivity and replaces the Video Player Ad Interface Definition or VPAID. At the same time, it provides publishers the ability to add interactivity to video ads in a safe, secure, and predictable environment. The new stack also separates the different functions of media, verification, and interactive features in distinct executions creating a better user experience.

## **Learning & Development**

### [Digital Essentials for Lawyers & Public Policy Professionals](#)

To provide a much-needed in-depth introduction to the digital advertising ecosystem, on June 6, IAB hosted a comprehensive half-day workshop for legal and public policy professionals. The class sold out in record time, with 52 professionals attending. Due to high demand, IAB hosted an additional Digital Essentials course in [Washington, D.C.](#) in October and will hold another in [San Francisco](#) in November.

### [IAB Leadership Training: Media Sales](#)

To actively enable the emergence of new strong sales leaders in the industry, the IAB Education Advisory Board, comprised of fourteen top executives in the digital industry, architected this two-day leadership training for media sales. The highly interactive course featured live discussions with industry experts and peer networking opportunities while focusing on revenue-driving tactics and leadership skills.

### [Audio 360 Training](#)

To help buyers, marketers, and sellers understand the growing power of digital audio in the marketplace, IAB introduced the only course of its kind to focus solely on digital audio advertising.

### [Learning & Development Partnership with DMI](#)

As digital technologies continue to evolve, marketing organizations believe their workforces lack key technology and business skills needed to succeed. To increase the reach of digital media and marketing training for the interactive industry, IAB Learning & Development has established partnerships with the Digital Marketing Institute (DMI) and 212 NYC, to extend training and certification opportunities directly to their members.

## **Events**

### [Cross Cultural Marketing Day | June 13, 2019 | New York, NY](#)

To emphasize how programmatic advertising techniques, allow marketers to consider the entirety of a consumer's cultural journey and personalize messaging the IAB Multi-Cultural Council hosted the annual IAB Cross-Cultural Marketing Day with over 200 attendees. The event also featured a conversation about the intricacies of reaching an Asian American consumer audience.

### [IAB @ Cannes | June 17-21, 2019 | Cannes, France](#)

IAB's presence at the 2019 Cannes Lions International Festival of Creativity, included some strategic partnerships with Telaria and Wall Street Journal. IAB programmed a half-day of content entitled "**Disruptor Brands – The Next Wave New Partnerships, New Retail Models, New Stories, New**

**Patrick Dolan**  
President & COO  
Interactive Advertising Bureau  
116 E. 27th St. 7th Floor  
New York, NY 10016  
212.380.4717



**Growth**" which brought together leading disrupter brands including Bonobos, Hubble, Andie Swim, and many more. IAB and Wall Street Journal joined forces to program a session called "The Power of Storytelling through Data and Partnerships" with Randall Rothenberg, CEO, IAB and Bridget Davies, VP of Advertising & Marketing Activation, eBay Americas taking the stage.

#### **[IAB @ VidCon](#) | July 10-13, 2019 | Anaheim, CA**

IAB made its presence known during the 10th annual VidCon. From an invite-only member experience to a packed room during our brand storytellers track, IAB fortified its position in the influencer marketing conversation and became the destination for digital advertising thought-leadership at VidCon. An intimate group of brand marketers, publisher members and agency partners joined IAB leaders for a full day of content including a behind-the-scenes tour of the expo floor, an exclusive chat with the head of VidCon and a private Q&A with YouTube's Neal Mohan. Additionally, IAB owned the Breakthrough stage during the last day of VidCon. We announced the release of our new [Disrupting Brand Preference study](#) and featured panels with creators LaurDIY and Rosanna Pansino, brand marketers from meUndies and Honda as well as an audience participation session about compliance.

#### **[Video Leadership Summit](#) | July 15-16, 2019 | Carlsbad, CA**

To help prioritize and solve industry-wide issues in the video space, each year in July the Video Center of Excellence hosts the Annual Video Leadership Summit, an invitation-only meeting that gathers leading industry stakeholders to address the key problems facing the video industry. This year the fourth annual summit took place on July 15 and 16 in Carlsbad, California where 80+ senior leaders from across the media ecosystem, including top OTT and broadcasting companies, top brands, and media buying and creative agencies, gathered to discuss this year's theme "Showdown in the Streamosphere." The theme refers to the battle for consumer's attention that's playing out with the launch of more and more ad-supported and subscription streaming services, and as programming, pricing, distribution, and monetization models continue to evolve. "It was hands down the most educational event I have attended," reported Laura Buchman, VP of Addressable and Audience Strategy at Telaria, while David Borstein, VP of Digital at Fox called it a "great couple of days. I found the summit very worthwhile."

#### **[Brand Councils](#) | July 18 & October 21 | New York, NY**

IAB held two Brand Councils in New York City in July and October, gathering between 25 and 30 brands each time for interactive discussions between DTC and incumbent brand marketers in an intimate setting. The July Brand Council was about the "**Frontiers of Performance Branding**," gathering speakers from Freshly, Function of Beauty, M.M. LaFleur, GoodMoose. Then brand marketers met to discuss the evolution of retail marketing, best practices, solutions, and trends to help grow their business during the October Brand Council, titled [From Showroom to Shop](#) with panelists from Burrow, Lovepop, L'Oréal, and Publicis Media.

#### **[Influencer/UGC Marketing Day](#) | July 22 | New York, NY**

To provide actionable guidance on influencer vetting, live streaming, user-generated content usage/effectiveness, disclosure, and the impact of influencers on the direct brand economy, in July IAB hosted the Influencer/UGC Marketing Day. The event was attended by over 140 brands and agency representatives and provided a forum for the industry to discuss marketing strategies and best.

#### **[NewFronts West 2019](#) | September 11-12 | Hollywood, CA**

Marketplaces play a powerful role connecting buyers and sellers and the IAB NewFronts West (the LA edition of the sold-out IAB Digital Content NewFronts in New York) is the premiere marketplace showcasing innovative digital video content. The second-ever IAB NewFronts West took place on September 11 and 12 in Hollywood, California and the theme of this year's event was "Relationships Matter. Take A Stand." Attendees explored the many ways that brands are taking stands to build better relationships with a new generation of consumers. There were 20+ sessions with high-profile



**Patrick Dolan**  
President & COO  
Interactive Advertising Bureau  
116 E. 27th St. 7th Floor  
New York, NY 10016  
212.380.4717



entertainment and industry executives including actress Jamie Lee Curtis, SoulPancake founder Rainn Wilson, Mattel's Lisa McKnight, and RYOT's Zeda Stone.

**[Data Responsibility Innovation Day](#) | September 19, 2019 | San Francisco, CA**

A deep dive into the technical, economic, and political future of the data supply chain, this IAB Tech Lab event on "Data Responsibility, The New Normal in a Consumer-Centric World" convened product, engineering and tech-savvy business leaders in San Francisco on September 19 to discuss the opportunities and challenges of data collection, activation, and omnichannel measurement within a rapidly shifting technology and policy environment.

**[Women Visionaries Townhall & #IAMRemarkable Workshop](#) | September 24, 2019 | New York, NY**

The sold-out September Women Visionaries Townhall focused on "Becoming an Authentic Leader" and provided some thought-provoking ideas and discussions with Kathy Kayse, Chief Media Outreach and Strategic Partnerships Officer at The Ad Council and Michelle Klein, Vice President, Global Business and Customer Marketing at Facebook. Topics included the challenges to enacting authentic leadership, how success as a leader is defined, and how leadership styles continue to evolve into the 21st century. The townhall was followed by a Google-backed, global initiative called [#IAMRemarkable, a workshop](#) to empower women and underrepresented groups to speak openly about their accomplishments in the workplace and to learn the importance of self-promotion in their career.

**[IAB Data Rockstars Awards Reception & Society of Digital Media Networking Event](#) | Oct 10 | NYC**

To raise awareness and visibility of the great work being done by data industry practitioners the IAB Data Center of Excellence and IAB Learning & Development honored key members as recipients of the 2019 IAB Data Rockstar and Rising Star Awards on October 10. This event brought together 200 + industry professionals to connect and celebrate the success of their peers.

**[Podcast Upfronts 2019](#) | October 16 | New York, NY**

Podcast ad revenues have increased by 53 percent over the past two years and are projected to top \$1 billion in 2021. The sold-out IAB Podcast Upfront has been an essential driving force in elevating this rapidly growing medium by offering a marketplace that educates, raises awareness, and provides an opportunity for brands, media buyers, and digital audio content leaders to come together to strike valuable partnerships. Now in its fifth consecutive year, the full-day event this October is the industry's premier digital audio content marketplace offering an insider's look at new and renewed original programming, including popular shows such as "Adulthood," "CNN's Boss Files with Poppy Harlow," "Conan O'Brien Needs a Friend," "How To!" with Charles Duhigg," and "NPR's Hidden Brain with Shankar Vedantam" to name just a few.

**[IAB Audio Day](#) | November 6 | Atlanta, GA**

For this invitation-only event in Atlanta, brands and agency marketers were invited to learn how to execute digital audio campaigns that are effective and efficient.

**Public Policy**

The growing patchwork of state privacy laws is creating consumer confusion and present significant challenges for businesses trying to comply. IAB policy efforts are focused on helping our member companies navigate the current regulatory reality.

**Championing CCPA Improvements**

Over the past six months, IAB led industry advocacy efforts to amend CCPA. In working with our member companies, sister associations, and our Sacramento-based consultants, IAB pushed for amendments to CCPA to reduce our members' compliance burdens while still delivering on the promise of enhanced

**Patrick Dolan**  
President & COO  
Interactive Advertising Bureau  
116 E. 27th St. 7th Floor  
New York, NY 10016  
212.380.4717



consumer protections for Californians. This advocacy effort included advertising campaigns in Sacramento newspapers, research on the economic impact of CCPA across California cities, an IAB lobbying day in Sacramento, and countless meetings between IAB's public policy team and key California lawmakers. Numerous amendments IAB advocated for passed through the State Assembly including an exclusion of employment information from the definition of "consumer," a modification of the methods that a business must make available to consumers to exercise their privacy rights, and greater flexibility for businesses to provide different user experiences based on consumer privacy preferences. IAB will continue to work with the legislature when they reconvene in January to pass additional common-sense amendments.

- [View webinar video recording on the IAB portal: CCPA, GDPR, Congress, and More: How IAB Helps You Navigate the New Regulatory and Privacy Landscape](#)
- [IAB Statement on Proposed CCPA Regulations](#)

### **Negotiating Congressional Privacy Reform**

IAB continues to offer comment and counsel on the House and Senate efforts toward drafting a comprehensive privacy bill. As senior Committee staff undertake what could be the final round of substantive changes to a bipartisan piece of legislation, IAB is being consulted more than ever on the pressure points and potential unintended consequences that affect the digital advertising ecosystem.