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How do you stay grounded when everything is changing? That's the question that we will all face in the coming year.

Nearly everyone is back to the office in some form or other, but it's not really clear how that will settle in the long term or how to best manage a hybrid workforce.

Commerce is at the beginning of a renaissance fueled by retail media networks and the promise of the emerging metaverse, but the future is still coming into focus.

While there are glimpses of stability in our politics, divisions are deep, and threats of violence remain. Worse, people on both sides of the aisle are seeking political advantage in fighting "big tech", and digital advertising inevitably gets dragged into that conversation. The complexity of state privacy legislation continues to present incredible compliance challenges for the industry.

In the face of all the instability, it's easy to understand why some people's instinct might be to hunker down and wait for more clarity.

But that's exactly the wrong thing to do. Instead, we must stay grounded and doggedly insist on making progress wherever and however we can. The one thing that hasn't changed—and will never change—is that the best way to predict the future is to create it. Now is the moment to let go of the comfort and ease of being virtual and get back in the game.

It's time to get back to conferences and events. The energy at IAB events this year has been incredible. This year proved all over again that getting together at a specific place and time, with a specific purpose, drives progress in a way that nothing else can. There's nothing quite like being in the room where it happens, and IAB is the "big tent" that brings the entire digital ecosystem together.

And as always, there's an enormous amount of work to be done. Let's be honest: The easy stuff always takes care of itself. IAB exists to tackle the hard stuff, and moving mountains takes time. What looks impossible, immovable, and intractable can change, but that's always the result of steady effort over the course of several years.

With streaming audio and video still growing in the double digits, we have the chance to accelerate that success and see what lessons can be applied to linear channels too. The metaverse is still wide-open territory that needs adventurous souls to explore it.

So much is unsettled, and that's not necessarily a bad thing: It means we can still influence where and how it develops.

The year ahead is what we are all willing to make of it. Stay grounded and let's keep pushing forward—together.

Yours respectfully,

David Cohen
Chief Executive Officer, IAB
2022 started as a year of great hope. People began to convene again in person. Buyers and sellers were back together. Our colleagues were back in the office, albeit just a few days a week. The “new normal” had started to set in.

In the second half of the year, however, uncertainty moved in. The war in Ukraine continues to put pressure on global supply chains and political polarization remains at dangerously high levels, even after the largely peaceful and uncontested midterm elections.

High inflation, the U.S. dollar’s rise against other currencies, and the stock market fluctuations are very real, and companies are responding with budget freezes and layoffs. It’s a challenging and unpredictable time.

With great challenges, however, comes great opportunities. Our industry is resilient. Digital remains an incredibly effective way to connect with consumers, and that’s not going to change anytime soon. Digital marketing is not a discretionary expense for today’s direct-to-consumer internet economy; it is a critical investment.

Which is why we’re focused on the work that helps advance the industry.

A thriving digital landscape is vital for the health of our industry and the global economy. IAB Members: In Their Words demonstrates the power of coming together as an industry—brands, agencies, platforms, publishers, and ad tech companies—to effect change.

Driving the Future of Privacy and Addressability

America is a decade or more behind the curve with federal data privacy laws and a patchwork of state regulations creates a worsening compliance nightmare. IAB is working diligently on our members’ behalf to advocate for a solution. National privacy legislation could help, but unfortunately, the American Data Privacy and Protection Act (as currently drafted) in Congress would severely restrict reasonable data use for almost any purpose, going further in some cases than even the European Union’s General Data Protection Regulation (GDPR).

Internet for Growth, an IAB initiative that represents hundreds of small businesses in all 50 states, wrote the bill’s sponsors that it could be devastating to coalition members, offering perspectives to improve the bill.

Meanwhile, the IAB Tech Lab has been focused on collaboration towards standards to achieve predictable privacy they trust, increased accountability and trust for the industry, and improved market innovation and competition.

The IAB Tech Lab continues to gather buyers (agencies and brands) and sellers (publishers) as a global initiative to re-architect how digital marketing works. The loss of third-party cookies and other identifiers will profoundly affect the digital media and marketing industry and the IAB Tech Lab has made real progress, developing a Global Privacy Platform (GPP) that promises to streamline technical privacy standards and to adapt to regulatory and commercial market demands across channels and geographies.
Additionally, in support of our privacy and addressability efforts for all our members, the IAB legal affairs team also hosted several events including a three-part State Privacy Law Summit, which included the release of the draft CPRA Compliance Framework, the IAB Public Policy & Legal Summit 2022, and a sold-out GDPR Insights session that covered critical legal issues. IAB also released a CPRA Toolkit and held a webinar with legal experts to walk our members through this practical checklist and accompanying compliance resources for the California Privacy Rights Act.

In December, IAB released the IAB Multi-State Privacy Agreement (MSPA), an industry contractual framework intended to aid advertisers, publishers, agencies, and ad tech intermediaries in EQORN[KPIYKVJUVGCVQRKXCE(NCYUV)]CV7KNNDGEQ in 2023 (in California, Virginia, Colorado, Connecticut, and Utah). The MSPA works together with the IAB Tech Lab’s Global 2TKXCE[2NCVHTOCWPKHQTORTKXCE(UKIPCNKPIURGKECVKQPVJC]V allows companies to communicate and honor consumer choices throughout the advertising ecosystem.

Together we are making meaningful progress on what a post-cookie world can look like but there is still much work to be done.

IAB Audience Connect 2022: Agencies and the New State Privacy Compliance Landscape | Michael Hahn, EVP, General Counsel, IAB and IAB Tech Lab; Gary Kibel, Partner, Privacy+Data Security Practice Group, Davis+Gilbert LLP; Justin Antonipillai, Founder and CEO, WireWheel

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Together we are making meaningful progress on what a post-cookie world can look like but there is still much work to be done.

IAB and IAB Tech Lab Co-operative help companies with new privacy laws and place consumer privacy at the forefront.

Evolving Digital Media in an Always-On Landscape

Last year, our industry experienced solid growth and TV and video were the biggest engines of that increase. The IAB Media Center is laser-focused on accelerating video and audio adoption in a cross-platform marketplace, quantifying the opportunity for brands and marketers in research like the 2021 Video Ad Spend and 2022 Outlook Report and the IAB U.S. Podcasting Advertising Revenue Study. IAB also brought together leaders for marketplaces like the NewFronts, and the Podcast Upfront, and the inaugural PlayFronts—a marketplace dedicated entirely to the advertising and partnership opportunities in the exciting and evolving gaming and esports industry.

In the streaming landscape, having the right content is critical, but for value every time they open an app will remain a core challenge K P +PV | K U | GCTHUTUVSWCT and the IAB Video Board examined how ad experiences, optimization, and measurement are key to driving publisher KPIs.

The IAB Brand Disruption Summit 2022 and Brand Disruption Report in October highlighted how hybrid, multichannel retail, and retail media networks are changing the game. And the IAB Video Leadership Summit 2022 earlier in the year convened leaders from across the converging TV and digital video ecosystem and illustrated that nearly every assumption for what the streaming and advanced TV space will become is up for grabs as new streaming services and platforms, omnichannel behaviors, privacy, and ecommerce imperatives are disrupting the equilibrium.

While video and TV have consumed the lion’s share of recent ad spend, audio is now in its second Golden Age, thanks to digital distribution and everywhere listening. Audiences are spending nearly 30% of their time consuming audio content, but brand investment in the space is still a fraction of that. The Audio Leadership Gathering in October succeeded in identifying the most important trends and exploring the implications of the changing content, technology, and measurement landscape.

IAB Brand Disruption Summit 2022: Navigating the Now | Fireside Chat with Aaron Sobol, Head of Media Investment and Partnerships, Unilever; David Cohen, Chief Executive Officer, IAB
The changes consumers embraced during the past several years were no flash in the pan and IAB and the Media Center continue to focus on decoding the evolution of the new media landscape and unlocking opportunity for our members.

Defining Next-Generation Measurement

Personalized advertising, measurement, and attribution are being reborn as our entire industry races towards a cookieless future. To help our members navigate this landscape, the IAB State of Data research, now in its fifth year, examines how changes in privacy legislation, the deprecation of third-party cookies and identifiers, and platform policies affect data collection, addressability, measurement, and optimization. This year’s report was released in two parts: in February, Part I focused on the Measurement Dilemma and in September, Part II was about Preparing for the New Addressability Landscape. After the release of each report, IAB hosted a State of Data Town Hall series with IAB experts and industry thought leaders to discuss the new addressability landscape, privacy legislation and compliance changes, and the PCPEK CNK OR CEV QPDWUK PGUU GU

AdAge PET Project: How Privacy and Utility Can Work Together in the Ad Ecosystem

As gaming is becoming a central part of the new media and measurement experience, the IAB Experience Center in collaboration with IAB Tech Lab and the Media Rating Council (MRC) released the Intrinsic In-Game (IIG) Measurement Guidelines in August. The IIG measurement guidelines are an update to the 2009 in-game ad measurement standards and address viewability, measurement, inactivity, and fraud with intrinsic in-game ads. These updates put the IIG standards on par with the rest of digital media.

In October, the IAB Tech Lab also launched the latest version of the Open Measurement Software Development Kit (OM SDK), which expands the scope of the OM SDK to bring consistent video viewability measurement signals to CTV environments. As one of the most widely adopted industry solutions, the OM SDK gives advertisers flexibility and choice in the XGTKECVKQPUONWWVKQPUHTQO their preferred providers. IAB is committed to addressing modern management’s expectation of more accountable marketing and media spend—and the challenges of delivering in

Supporting Trust and Transparency Across the Ecosystem

IAB and IAB Tech Lab are working tirelessly to ensure competition, innovation, and growth in the digital advertising industry. IAB Tech Lab’s Transparency Center, launched in the summer of 2021, is a centralized resource for metadata about participants in the ad tech ecosystem. This includes structured data from IAB Tech.CDURGEK ECVK QP AUTHORIZED Digital Sellers (ads.txt) and Sellers.json, for over 10 million websites, mobile apps on Apple and Google, and CTV apps on Roku and Amazon app stores, as well as newly added Audience Segment Metadata from companies that have adopted the Data Transparency Standard. These data sets reduce fraud by identifying unauthorized supply paths and then VCTIGV KPI PX GPVQT [HTQORCTVPGTUV] CVCFJ GTGVQURGEK compliance programs.

In addition, adoption of new standards like Seller Defined Audiences (that won the Adweek 2022 Readers’ Choice: Best of Tech Innovation of the Year Award) can be accelerated with the Transparency Center’s standardized taxonomy descriptions for audience segments. Originally, the Transparency Center was a resource that only IAB Tech Lab members could access—with this most recent release, these invaluable resources in the Transparency Center Data Explorer are now freely available.

Besides the core standards, the Tech Lab continued the education and awareness campaign for trust and transparency through a series of events that brought together industry experts throughout the year. For example, the IAB Tech Lab Summit 2022: Transcend in June was the premiere industry event bringing together the product development community in the ad industry to discuss identity, data and privacy, CTV, and programmatic foundation. And the Tech Lab also launched a working group dedicated to support integration of Privacy Enhancing Technologies (PETS) in digital advertising.
Advancing Talent Development, Sustainability, and the DEI Imperative

If we are to succeed and thrive as an industry, we also need to solve the looming crisis of talent and inspire the next generation of leaders. To that end, as part of the IAB Inclusion Institute and through the sponsored support of Meta, IAB produced an Inclusive Leadership Series designed to equip frontline managers and team leaders with the knowledge, skills, and tools to cultivate and nurture an inclusive culture in their teams.

As companies continue to struggle to recruit and retain employees, IAB is proactively creating industry-wide solutions to help organizations with their talent needs. IAB announced the launch of its digital media apprenticeship program, in partnership with American Apprenticeship Works (AAW), called IAB Accelerate: Digital Media Apprenticeships with three IAB member organizations participating: ENGINE, Experian, and Media Two.

The 2022 NewFronts and Podcast Upfront featured several presentations highlighting the growth and importance of minority-owned media, sponsored by IAB’s Inclusion Institute. The event featured principals from minority-owned media companies nominated by IAB agency members as companies they would like to see. The NewFronts presenters included Blavity, Black Enterprise, and Revolt Media. And the Podcast Upfridents presented included Café Mocha, Pod Digital Media, and They Call Us Bruce. Insights sessions and panels focused on the significance and strategic importance of diverse media and the communities of creators that are driving growth across the video and podcasting landscapes.

IAB was proud to support the international rollout of Ad Net Zero, the advertising industry’s response to the climate crisis to help our industry deliver on its full potential to build a more sustainable future.

IAB and our members are uniquely positioned to provide essential industry skills and knowledge and to proactively advocate for diversity, equity, and inclusion (DEI) in the workplace across our industry. We hope you will join us in these vital efforts.

The Opportunities Ahead

Our accomplishments in 2022 were meaningful, and our ambitions for 2023 are even more expansive.

That thinking informs the theme for the IAB Annual Leadership Meeting 2023: It Starts Here. We are at an inflection point with greater headwinds, familiar and unfamiliar challenges, and an abundance of new opportunities. We have been talking about big changes for a long time.

It’s time for us collectively to get off the sidelines and build the future we want.
Advancing Digital Video and Audio Evolution

Digital video and audio have completely reshaped the digital media experience. Addressing this new landscape, the Media Center serves as the cross-screen (omnichannel) umbrella under which the Video and Audio Boards live. It identifies vital supply chain issues related to cross-media transactions and discusses how best to create the frameworks for the brand, publisher, and tech partnerships that are needed to engage directly with consumers in an increasingly fluid and privacy-constrained marketplace.

Key accomplishments of the Media Center in 2022 include:

2022 IAB Newfronts – A premier event that brought together buyers and sellers in May and offered a first look at the latest digital content from the major publishers in media and entertainment as well as insights from key tech enablers.

Connected TV Ad Spend Expected to Hit $21.2 Billion in 2022, IAB Predicts

2022 IAB Video Leadership Summit – This agenda-setting event for leaders across the converging TV and digital video ecosystem convened over 100 senior industry stakeholders across the marketer, media, agency, and technology industries to generate actionable ideas for the industry.

After a 3-Year Wait, Buyers and Publishers Ready for In-Person NewFronts Return

IAB 2021 Video Ad Spend & 2022 Outlook – An in-depth study that provides a lens into the trends within the digital video market and offers guidance for buyers and sellers on how they can position and differentiate their video initiatives based on where the challenges and opportunities reside.

2022 IAB Video Leadership Summit

- Helen Lin, Publicis Media
- John M Lisko, Saatchi & Saatchi
- Brian Matthews, National Football League (NFL)
- Kevin McGurn, Vevo
- Kelly Metz, Omnicom Media Group
- Pooja Midha, Effectv
- John Muszynski, Spark Networks
- Peter Naylor, Netflix
- Marla Newman, Dotdash Meredith
- John Nitti, Verizon
- Mike O’Donnell, Vizio
- Stephanie Prager, Twitter
- Jay Prasad, LiveRamp

- Michael Reidy, NBCUniversal
- Laurel Rossi, Infillion
- Shelby Saville, Spark Foundry
- Jeny Schauer, Digital LBI
- Susan Schiekofer, GroupM
- Michael Scott, Samsung Ads
- David Spencer, General Motors
- Robin Triplett, The Coca-Cola Company
- Rema Vasan, TikTok
- John Vilade, Premion
- J arred Wilichinsky, Paramount
- Julian Zilberbrand, Paramount

Brian Albert, Google
Maureen Bosetti, Initiative
Bianca Bradford, Meta
Karen Brophy, Nexstar, Inc.
Danielle Brown, Disney Advertising Sales
Dan Brown, Amazon Ads
Philippe Browning, Snap
David Campanelli, Horizon Media
Tal Chalosin, Innovid
Jim Cowser, Voya Financial
Jennifer Crosby, Intuit
Michael Dorf, TelevistaUnivision
David Dworin, FreeWheel
Steve Ellis, Paramount
Carl Fremont, Quigley
Sean Galligan, Integral Ad Science
Ryan Gould, Warner Media
Marc Grabowski, Oracle Advertising & Customer Experience
Chris Hawk, Papa John’s Pizza
Chris Hock, Adobe
Karyn Johnson, Publicis Media
Katie J okipii, MelMinds
Hee Kyu Kim, Bank of America
J o Kinsella, InnovidXP
Robert Klippel, Spectrum Reach
J ennifer Kohl, VMLY&R
Michael Law, dentsu

AdAge

Adweek
2022 IAB Podcast Upfront – A must-attend event that gave brands exclusive “first-listen” access to the year’s most exciting releases, previews of creative opportunities, and insights.

Reports released during the IAB Podcast Upfront 2022:

**IAB Digital Audio Measurement Guide** – This guide highlights the basic pillars of digital audio and podcast measurement to educate buyers.

**IAB U.S. Podcast Ad Revenue Study** - This study, prepared by PwC, provides guidance for publishers and ad buyers.

IAB Audio Leadership Gathering 2022 – An invitation-only event that convened leaders around the most important and impactful trends and explored the implications of the changing content, technology, and measurement landscape with the goal of elevating and addressing core challenges facing the audio and podcasting industry.

U.S. Podcast Advertising To Rise 47% This Year To $2.1 Billion: IAB, PwC

Podcasting Advertising in U.S. To Reach $4 Billion by 2024

IAB ALM 2022: Understanding the Omni Consumer Journey | Eric John, Vice President, Media Center, IAB; Sneha Thomas, Vice President, Product Management, Yahoo!; Shenan Reed, Senior Vice President, Head of Media, L’Oréal; Jen Soch, Executive Director, Specialty Channels, GroupM; Lisa Howard, Senior Vice President, Advertising, The New York Times

**2022 IAB Digital Audio Board**

Diana Anderson, Carat
Brian Berner, Spotify
Carter Brokaw, iHeartMedia
Anuj Chadha, Amazon Ads
Brittany Clevenger, BetterHelp
Kathy Doyle, Magna Global
Anne Frisbie, AdsWizz
Gina Garrubbo, NPR
Jennifer Hungerbuhler, Dentsu Aegis Network
Bob Hunt, Hearts & Science
Suzanne Irving, OMD
Sean King, Veritone One
Korri Kolesa, Verotonic
Ken Lagana, Audacy
Scott Porretti, Katz Media Group
Lauren Russo, Horizon Media
Chris Snyder, Cox Automotive
Jen Soch, GroupM
Andre Swanston, Transunion
Priscilla Valls, SXM Media
Christopher Yarusso, Publicis Media

**2022 IAB Digital Audio Board**

MediaPost

AXIOS

IAB Podcast Upfront 2022 | Sean Rameswaran, Host of Today, Explained, Vox Media Podcast Network; Gina Garrubbo, President & CEO, National Public Media

IAB Audio Leadership Gathering 2022 | Gayle Troberman, Chief Marketing Officer, iHeartMedia; Ryan Seacrest, Host, On-Air with Ryan Seacrest; Conal Byrne, Chief Executive Officer, iHeartMedia Digital Audio Group
With the loss of third-party cookies and other identifiers, IAB wants to ensure brands and publishers preserve the ability to communicate effectively with their customers and experience.

ANNUAL REPORT 2022

Navigating the Evolving Media Ecosystem: Measurement, Addressability, and Data

IAB Warns of Ad ‘Measurement Blackout’ Unless Industry Prepares For Loss Of Tracking Cookies

IAB Warns of Ad ‘Measurement Blackout’ Unless Industry Prepares For Loss Of Tracking Cookies
IAB Audience Connect: Find. Engage. Measure. Optimize. -
This event provided insights and actionable content for agency strategists, media buyers, planners, and marketers eager to successfully engage consumers, measure, and optimize media campaigns in a privacy-compliant manner within a rapidly changing advertising ecosystem.

Retail Media Network Committee - To align on advertising business needs, requirements, and standards, reduce friction in the buying and selling process, and encourage growth, creativity, and innovation, IAB created the Retail Media Network Committee to bring together retail media leaders including buyers, sellers, and ad tech solutions providers.

IAB Brand Disruption Summit 2022: Retail Media Network Showcase: The How, What, and Why of RMNs | David Cohen, Chief Executive Officer; Luke Kigel, Vice President, Walgreens Media and Head of Walgreens Advertising Group, Walgreens; Melanie Zimmermann, Vice President, Macy’s Media Network; Lex Josephs, Vice President, GM Sam’s Club MAP [Member Access Platform], Sam’s Club; Elizabeth Donovan, Global Head of Ad Revenue, Marriott International

Retail Media Day of Learning - Over the past two years, retail advertising spend totaling more than $50 billion in 2022. IAB hosted a Retail Media Day of Learning where attendees heard from leaders from the various sides of the Retail Media Network industry and learned how to make the most of RMNs to increase the effectiveness of their media budgets.

IAB There: Leveraging First Party Data: Turning Data Scavengers into Data Harvesters | Angelina Eng, VP, Measurement and Attribution, IAB; Amol Waishampayan, Chief Product Officer, FullThrottle

J ustin Antonipillai, WireWheel
Sara Badler, Dotdash Meredith
Keith Bryan, Best Buy
Rick Buck, WireWheel
Kevin Dean, Infutor
Maria DePanfilis, Hearts & Science

Chad Engelgau, Acxiom
Jay Goebel, The Trade Desk
Aimee Irwin, Experian Marketing Services
Gary Kibel, Davis & Gilbert LLP
Stephanie Martone, Meta
Kyle Maurer, Monster Energy
Mainak Mazumdar, Nielsen

Ram Padmanabhan, Havas Media Group North America
Cara Pratt, 84.51*
Asif Rahman, AccuWeather
Vijay Rao, Yahoo
Kelly Rich, Horizon Media
Dave Rosner, Audigent
Jorge Ruiz, TikTok

Michael Shoen, Neustar, a TransUnion company
Phil Schraeder, GumGum
Dan Taylor, Google
Sarah Travis, Roundel
Dana Tunks, BroadSign
Felix Zeng, IBM Watson Advertising

2022 IAB Audience Connect, What Will the Future of DCO Look Like in a Cookie-less World? | Jeffrey Bustos, Vice President, Programmatic+Data Center, IAB; Prema Talreja, Managing Director, Digital Activation, Crossmedia USA; Mebrulin Francisco, Global Head of Audience and Data Enablement, MediaCom; Roger Vasquez, Vice President, Creative Data and Ad Operations, Clinch; Dave Kersey, Chief Media Officer, GSD&M
The Experience Center focuses on emerging platforms and evolving consumer behaviors to help the industry future-proof. Key accomplishments of the Experience Center in 2022 include:

**IAB PlayFronts** - The inaugural IAB PlayFronts, which took place in April 2022, is a marketplace dedicated entirely to the advertising and partnership opportunities in the exciting and evolving gaming and esports industry. The 2022 IAB PlayFronts featured 30+ industry-leading speakers, more than 1,500 registrants and, nearly 700 attendees with a near even split of in-person and virtual attendance.

**Intrinsic In-Game (IIG) Measurement Guidelines** - The IAB Experience Center in collaboration with IAB Tech Lab, and the Media Rating Council (MRC) released the Intrinsic In-Game (IIG) Measurement Guidelines in August 2022. The IIG measurement guidelines provide an update to the 2009 in-game ad measurement standards and address viewability, measurement, inactivity, and fraud with intrinsic in-game ads. These updates put the IIG standards on par with the rest of digital media.
The Metaverse for Brands Guide - To help brands navigate emerging media channels, the Experience Center released *Metaverse for Brands Guide* to equip them with a framework for developing a realistic metaverse strategy. This guide orients brands on the opportunities when it comes to metaverse activations and outlines how leaders in the space are defining and measuring success.

20% Of Media Buyers Report Investing In The Metaverse

The Experience Center hosted the following IAB There episodes:

- **In March**, Cary Tilds, Chief Strategy and Operations Officer at Frameplay discussed how gaming has become the largest and fastest-growing form of entertainment, what it uniquely brings to the media industry, and what to expect at IAB PlayFronts.

- **In August**, Jonathan Stringfield, Vice President of Global Business Research and Marketing at Activision Blizzard discussed his new book, "Get in the Game" about the importance of understanding the unique ways consumers interact with games and virtual worlds and how marketers need to level up with gaming, esports, and emerging technologies to connect with these consumers.

IAB Executive Education Series Featuring dentsu

In August, the IAB Experience Center hosted an IAB Executive Education Series to bring attention to the ever-growing gaming and metaverse markets. The series featured member organizations that are making a meaningful impact in these emerging spaces: dentsu shared how ubiquitous gaming is and how it is affecting every aspect of entertainment from music to movies. Then Epic Games, Frameplay, and Landvault shared insights on safety compliance, powerful intrinsic in-game advertising, and examples of consumer engagement in the metaverse.

IAB PlayFronts Takeaways:

- Game Advertising Has Arrived — And Brands Are Playing Catch-Up

### 2022 IAB Games and Esports Marketplace Board

- **Itamar Benedy**, Anzu
- **Marty Berman**, LandVault
- **Casey Campbell**, Gameloft
- **Andrew Cassin**, Equativ
- **Yilun Gao**, Google
- **Gabrielle Heyman**, Zynga
- **Daniel Holland**, dentsu
- **Tommy Huthansel**, dentsu
- **J nel LaMontagne**, Triver
- **Aaron Lange**, Marketing Architects
- **Natrain Maxwell**, The Trade Desk
- **Clayton McLaughlin**, Labelium US
- **Jude O’Connor**, Bidstack
- **Christopher Outram**, Publicis Media
- **Ian Owen-Ward**, THECE
- **Leslie Petry**, Meta
- **Erin Shaefer**, Niantic
- **J ay Schiller**, Microsoft Advertising
- **Mike Sepso**, Vindex
- **Sarah Stringer**, dentsu
- **Jonathan Stringfield**, Activision Blizzard Media
- **Peter Szarka**, Neustar, a TransUnion company
- **Cary Tilds**, Frameplay
- **Mike Wann**, Super League Gaming
- **Bill Young**, Twitch

### 2022 IAB Augmented Reality (AR) Marketplace Board

- **RoseMarie Adamo**, Snap
- **Chris Barbour**, Meta
- **Ipshita Biswas**, Google
- **Tom Emrich**, 8th Wall
- **Tony Gemma**, Yahoo
- **Catherine Henry**, Media.Monks
- **Stan J oosten**, Procter & Gamble
- **Kendy Lau**, Sephora
- **Lauren Miyake**, Sephora
- **Erin Shaefer**, Niantic
- **Keith Soljacich**, Publicis Media
- **Rachel Weiss**, L’Oréal
- **J ason Yim**, Trigger
Consumer Privacy Takes Center Stage

We’re nearly two years into the current administration and the midterm elections have reshuffled priorities in Congress. But one thing remains the same: There is still a heightened scrutiny of how consumer data is used online by publishers and platforms. To guide IAB members, the IAB Public Policy Council and the IAB Legal Affairs Council tackled several key challenges IAB members confronted in 2022.

Proposed Ban on Behavioral Targeting Draws Opposition From IAB, Others

Supporting Data-Driven Advertising and Internet for Growth

Searching for revenue, or to score political points, state legislators across the country have been proposing new digital advertising taxes that unfairly target the digital advertising industry, would double-tax business income, increase advertising and other costs for businesses and consumers, and force more content and services behind paywalls. Working with its industry partners, IAB has argued that a first-of-its-kind law in Maryland violates federal law and the Constitution, which prevent states from discriminating against digital activity or regulating interstate commerce. In a victory for jobs and the economy, a Maryland state circuit judge recently agreed and struck down the law, sending a message that similar bills will face substantial legal challenges.

Early in the year, IAB issued an impassioned defense of the advertising and marketing industry against attacks on data-driven, customized advertising that powers the modern commercial ecosystem, which prevent states from discriminating against digital activity or regulating interstate commerce. In a victory for jobs and the economy, a Maryland state circuit judge recently agreed and struck down the law, sending a message that similar bills will face substantial legal challenges.

Internet for Growth

Hundreds of small businesses and creators across the country have joined Internet for Growth, a coalition that launched in January 2022 to promote the personal stories of innovators and entrepreneurs developing new products, reaching more customers, and building thriving enterprises, thanks to the ad-supported internet. More than 700 members of IAB, including marketers, have joined Internet for Growth to raise the voice of Main Street in the data protection and privacy debate. The coalition’s long-term goal is to ensure any legislation or regulation affecting the technologies they use incorporates their experience and perspective.

IAB Public Policy & Legal Summit 2022: The FTC During the Biden Administration | Jessica Lee, Partner, Co-Chair, Privacy, Security & Data Innovations, Loeb & Loeb; J Jessica Rich, Of Counsel, Kelley Drye & Warren LLP; J ulia Tama, Partner, Venable LLP; Yael Weinman, Associate General Counsel, Privacy, Verizon

IAB Audience Connect 2022: Agencies and the New State Privacy Compliance Landscape | Michael Hahn, EVP, General Counsel, IAB and IAB Tech Lab; Gary Kibel, Partner, Privacy+Data Security Practice Group, Davis+Gilbert LLP; Justin Antonipillai, Founder and CEO, WireWheel

AdAge | Why the FTC’s Consumer Data Collection Crackdown Puts the Entire Economy at Risk
The ad-supported internet plays a critical role in enabling competitiveness and empowering entrepreneurialism in communities across America—and more internet jobs were created by small businesses and individuals than by the largest internet companies, yet their voices often go unheard. Internet for Growth Y K N N K P L G E V creators’ and small businesses’ vital perspectives into the discussion.

Internet for Growth Small Business Panel with Rep. Debbie Lesko (AZ-08) | Digital Advertising Alliance Summit 2022 | Al Franco, Owner and Head Coach, Warzone Boxing Club; Celinda Damiana Cruz-Arce, Owner, Celly’s Sweets; Lartease Tiffith, Executive Vice President, Public Policy, IAB; Drew Ament, Owner & Managing Partner, Press1toTalk.com

Virtual D.C. Fly-In
To provide IAB’s Center of Excellence Board members with an opportunity to hear directly from key government stakeholders, decision-makers, and thought leaders about the legislative and political challenges and solutions that will be important to the digital media and marketing ecosystem, IAB hosted a D.C. Fly-In in June. Industry themes discussed during this virtual event included: the impact of the mid-term elections; how the patchwork of state laws will create compliance and legal challenges; risks we will face from a more aggressive FTC and FCC; and will Europe continue to create disruption and uncertainty in the digital advertising and media marketplace and will this set a trend.

Congressional Meetings
IAB and IAB Tech Lab took to Capitol Hill in October to meet with
E P O G U K Q P C N Q H E G U Q X G T U G K P F K I K V C N C F X G T V K U K P I O G F K C C P F technology policy. With Tech Lab CEO Tony Katsur in town, the IAB public policy team in Washington, D.C. guided policymakers through our industry’s most important issues, including data privacy and protection, promoting international trade, and fostering competition. Senators Maria Cantwell and Roger Wicker, as well as Representatives Cathy McMorris Rodgers and Frank Pallone, all heavily involved in crafting federal privacy legislation, now better understand the potential in Congress to help or hurt jobs and economic growth in the U.S., because of IAB advocacy work.

To augment IAB’s outreach and advocacy in Washington D.C. and state capitals, the Public Policy Team has added Erick Harris, a former Legislative Counsel in Congress, Y J O G G R G T K G P E G O R P C R K V Q N K K N P E W F G U L W F K E K T | PCPEK that provides services, tax, labor, and technology issues, and Virginia Poe, a former Legislative Aide to a U.S. Congressman and State Senator.
Nurturing Talent and Diversity to Accelerate Growth

Diversity is the engine of innovation. IAB strives to provide essential industry skills and knowledge and be the go-to industry resource for professional development and to proactively advocate for DEI in the workplace across our industry.

IAB Inclusive Leadership Training
As part of IAB's Inclusion Institute and through the sponsored support of Meta, IAB produced its Inclusive Leadership Series. This series was designed to equip team leaders with the knowledge, skills, and tools to cultivate and nurture an inclusive culture in their teams. IAB capped off its Inclusive Leadership Training throughout the year with an in-person session at Meta's Hudson Yards offices. Attendees shared their progress and outlined continued steps and strategies to foster inclusion in their teams.

IAB Accelerate: Digital Media Apprenticeship
Recognizing the challenge to recruit and retain employees, IAB is proactively creating industry-wide solutions to help organizations with their talent needs. The digital media apprenticeship program, IAB Accelerate: Digital Media Apprenticeship was formed in partnership with American Apprenticeships Work (AAW). In 2022, the program partnered with Big Village, Experian, Media Two, and NBCUniversal to provide apprenticeships in the data analytics program.

2022 NewFronts and Podcast Upfront Programming
Representation matters. The 2022 NewFronts and Podcast Upfront featured several presentations highlighting the growth and importance of minority-owned media, sponsored by IAB's Inclusion Institute. The NewFronts presenters included Blavity, Black Enterprise, and Revolt Media. And the Podcast Upfronts presenters included Café Mocha, Pod Digital Media, They Call Us Bruce. Insights sessions and panels focused on the significance and strategic importance of diverse media and the communities of creators that are driving growth across the video and podcasting landscapes.

Talent Development
People are the heart and soul of the interactive industry, and they need the right skills to succeed as our industry constantly evolves. IAB offered public training courses across topics including Privacy Law Essentials, Legal Issues in Influencer Marketing, Engaging Virtual Experiences, Inclusive Leadership, and Digital Fundamentals, and introduced two new courses: Commercial Contracting Issues in Digital Advertising and Practical Guidance for European Privacy Laws: GDPR, ePrivacy, and Beyond. IAB also released an updated Digital Media Sales Certification Prep Course available through elearning.

IAB There: IAB Inclusion Institute and Cannes Can: Diversity Collective - Paying It Forward | Carryl Pierre-Drew, EVP, Chief Marketing Officer, IAB; Adwoa Ayersu, Influencer Marketing Manager; Adrianne Smith, Chief Diversity and Inclusion Officer, FleishmanHillard and founder of the Cannes Can: Diversity Collective (CC:DC)

Stay tuned for additional course updates to our Digital 360 Suite and new courses in Retail Media, Gaming, Measurement, and Social Commerce & The Creator Economy.

Ad Lab Training
#UOPQHWHUTGVTGFWPGFVQVJGQHEG+#STGUVCTVGFKPRG7UQ training with two new programs in the Ad Lab. The Retail Media Day of Learning brought together leaders from the various sides of retail media to discuss with attendees how to approach their retail media strategy and effectively measure and optimize their spend. The Measurement & Attribution Workshop, in partnership with Prohaska Consulting, took attendees through current strategy and methodologies for measurement across channels, holistic and multi-channel attribution approaches, and applied measurement.
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. Major IAB research efforts in 2022 were focused on understanding the changing digital ecosystem, emerging technology, privacy and addressability, omnichannel shopping, and changing media consumption habits.

Digital Ad Revenue Jumped 35% in the U.S. Last Year, Biggest Gain Since 2006

Internet Advertising Revenue Report: Full Year 2021

Now in its 26th year, this report serves as the industry benchmark for digital advertising revenues in the U.S. Conducted by PwC, it provides an in-depth, analytical review of 2021 and puts forth thoughts on the key trends that industry leaders are focusing on in the near future and beyond. The report found that U.S. digital advertising experienced tremendous growth in 2021 with a 35.4% revenue increase year over year, which is the highest growth seen since 2006 and three times 2020's growth.

2H 2022 Flash Bulletin: U.S. Ad Investment Projections within the Current Macroeconomic Climate

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The IAB Research Team also supports the Centers of Excellence and provide critical research throughout the year, including:

- State of Data 2022 (Part I): The Measurement Dilemma
- State of Data 2022 (Part II): Preparing for The New Addressability Landscape
- 2021 Video Ad Spend & 2022 Outlook
- U.S. Podcast Advertising Revenue Report

The 2023 Outlook Survey was conducted by IAB to provide the digital ad-supported ecosystem with a forward-looking view into the spending marketplace (including both spend levels CPFUVTCKIKGUDPGKIRTQLGGEY by buy-side ad investment decision-makers, primarily at brands and agencies. It provides a view into overall spend as well as at the channel and category levels, a perspective on opportunities and strategies for growth, and insights into two key growing spaces: retail media networks (RMNs) and emerging technologies such as the metaverse, non-fungible tokens (NFTs), augmented reality (AR), etc.

Brand Disruption 2023: Four Key Disruptions Challenging Brands, Retailers, and the Digital Ecosystem

Each year, IAB releases a seminal brand report at the Brand Disruption Summit that explores how brands and retailers are innovating to address the market disruption driven by the rise of digital B2B platforms, changing media consumption habits, omnichannel shopping, and ongoing privacy legislation—disruptions that have been largely and dramatically accelerated by the RCPFGOKE69UGCDTHUTGROTVWJGUKZYJCPWNCVWFWKFGPVKGFHQW

IAB Buyers' Survey: CTV To Lead 2023 Ad Growth, At 14.4%, Linear To Dip to .3%

IAB Brand Disruption Summit 2022 | Chris Bruderle, Vice President, Research & Insights, IAB
IAB events are convening platforms for industry thought leadership. In 2022, thousands of media executives and digital influencers from around the globe attended our IAB events and conferences.

Kicking off the year from February 7-10, the IAB 2022 Annual Leadership Meeting (ALM) convened leaders from across the entire ecosystem for a mix of in-person, live-streamed, and virtual programming. The theme for 2022, “Vision and Decisions,” called upon industry leaders to commit to action, collaborate on a vision for the future, and make the decisions that are required to bring that vision to life for the entire advertising industry.

The Spring ushered in the IAB NewFronts: Stream On and IAB Podcast Upfront: Hear and Now. Additionally, IAB introduced the IAB PlayFronts, a one-of-a-kind marketplace that defined the gaming landscape, elevated the effectiveness of gaming, and demonstrated creative opportunities for brands.

IAB ALM 2022: A Fireside Chat with Dawn Ostroff | Stephanie Mehta, Chief Executive Officer, and Chief Content Officer, Mansueto Ventures; Dawn Ostroff, Chief Content and Advertising Business Officer, Spotify

IAB ALM 2022: Because Audio Matters to Everyone | Conal Byrne, CEO, iHeartMedia Digital Audio Group; Charlamagne tha God, Multi-Media Mogul, Radio Hall of Fame Inductee, and Bestselling Author

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IAB ALM 2022: ALM CMO Roundtable | David Cohen, Chief Executive Officer, IAB; Geoff Cottrill, Chief Marketing Officer, Topgolf; Kimberly Paige, EVP, Chief Marketing Officer, BET; Esi Eggleston Bracey, EVP and COO NA Beauty and Personal Care, Unilever; David Spector, Co-Founder and President, ThirdLove; Marc Toulemonde, Chief Digital and Marketing Officer, L’Oréal USA

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IAB PlayFronts 2022: Why NBCUniversal, American Eagle, and Anzu Are Going All In On In-Game Advertising | Krishan Bhatia, President & Chief Business Officer, NBCUniversal; Ashley Schapiro, Vice President, Marketing, Media, Performance and Engagement, American Eagle; Itamar Benedy, Co-Founder and Chief Executive Officer, Anzu

IAB PlayFronts 2022: Why NBCUniversal, American Eagle, and Anzu Are Going All In On In-Game Advertising | Krishan Bhatia, President & Chief Business Officer, NBCUniversal; Ashley Schapiro, Vice President, Marketing, Media, Performance and Engagement, American Eagle; Itamar Benedy, Co-Founder and Chief Executive Officer, Anzu

IAB NewsFronts 2022: Stream On and IAB Podcast Upfront: Hear and Now. Additionally, IAB introduced the IAB PlayFronts, a one-of-a-kind marketplace that defined the gaming landscape, elevated the effectiveness of gaming, and demonstrated creative opportunities for brands.

The fifth annual IAB Brand Disruption Summit 2022: Navigating the Now in October shed light on the best-in-class strategies developed by executives from the world’s most innovative brands, agencies, media, and consumer trends. And the IAB Public Policy & Legal Summit convened digital leaders to discuss how organizations can build a sustainable and consumer-centric media and marketing ecosystem.

IAB offered a mix of events both online and in person, with a hybrid model that offered industry-wide value, and which were widely acclaimed, an incredible testament to the resilience and adaptability of our industry.
IAB Events 2022:
IAB ALM 2022: Modern Brands and Marketplaces | Tina Sharkey, Growth Advisory Board Member, Gap Inc, PBS, Heyday & Havenly; Jenny Gyllander, Founder and CEO, Thingtesting; Reema Batta, Chief Marketing Officer, Heyday

NewFronts 2022: Twitter | Robin Wheeler, Vice President, U.S. Twitter Client Solutions, Twitter

IAB Brand Disruption Summit 2022: Mission Driven Content | Alissa Allen, Global Chief Strategy Officer, Mediabrands Content Studio; Devin Johnson, President, The SpringHill Company; Chris Karpenko, Executive Director, Brand Marketing, United States Postal Service; Melanie Washington, Senior Vice President, MediaLink

IAB Audience Connect 2022: Taking Risks and Redefining Media’s Potential for the Brand | Chris Bruderle, Vice President Research & Insights, IAB; Eddie Revis, Chief Marketing Officer, Magnolia Bakery

IAB PlayFronts 2022: Gaming the Media Ecosystem | Kelly Drake, Senior Director, U.S. Sales, Activision Blizzard; Jonathan Stringfield, Vice President, Global Business Research and Marketing, Activision Blizzard

NewFronts 2022: Amazon | Amy Poehler, Host

2022 IAB NewFronts: Snap | Peter Naylor, Vice President of Sales, Americas, Snap Inc.

IAB ALM 2022: Modern Brands and Marketplaces | Tina Sharkey, Growth Advisory Board Member, Gap Inc, PBS, Heyday & Havenly; Jenny Gyllander, Founder and CEO, Thingtesting; Reema Batta, Chief Marketing Officer, Heyday

NewFronts Agenda Set With ‘Stream On’ Theme for Event

IAB ALM 2022: A Fireside Chat with Kirk McDonald, CEO, GroupM North America
Technology Standards That Promote Global Innovation and Growth

To accelerate industry innovation and growth, the IAB Tech Lab is developing and helping companies implement global technical standards and solutions for digital advertising. IAB Tech Lab is comprised of digital publishers, ad technology firms, agencies, marketers, and other member companies. IAB Tech Lab focused on four pillars in 2022 that included continuing the Project Rearc work for identity, data accountability, consumer privacy, and addressability in a post-cookie world; connected television supporting CTV and cross-media video; security and fraud in programmatic supply chain; and foundational technologies through widely used standards. Key focus areas included work on the authorized digital sellers (ads.txt) anti-fraud specification, Open RTB (real-time bidding) for CTV capabilities, Open Measurement SDK for viewability and verification, and the VAST video specification.

How Standards Can Solve Data Clean Rooms’ Interoperability Issue

Key IAB Tech Lab accomplishments in 2022 include:

Security and Fraud Mitigation in Buying and Selling Ads

As part of its efforts to increase transparency in the advertising supply chain and reduce fraud, Tech Lab launched the latest update to ads.txt, version 1.1. This version of ads.txt introduces ‘ownerdomain’ and ‘managerdomain’ that bring more transparency to the sellers involved in any transaction.

The Best Practices for the Disclosure of Ad Fraud Attacks is a product of IAB Tech Lab’s Programmatic Supply Chain Working Group. It outlined practices and methods to enable collaboration across the industry when it comes to sharing and disclosing ad fraud incidents.

Where money goes, fraud follows and right now CTV is where the money is going. Ads.cert is a new protocol designed by the Security Foundations Working group that uses public cryptographic keys to sign and authenticate CTV inventory, specifically for Server-Side Ad Insertion (SSAI) use cases. The specifications are now finalized and ready for industry adoption. We are encouraging all ad tech participants in the CTV space—SSAI vendors, supply-side platforms (SSPs), demand-side platforms (DSPs), and measurement providers—to adopt them.

IAB Tech Lab Unveils New Working Group to Tackle Evolving Consent Frameworks

IAB ALM 2022 | A Fireside Chat with Neal Stephenson, Best-Selling Sci-Fi Novelist, Author of Snow Crash and Cryptonomicon; Anthony Katsur, Chief Executive Officer, IAB Tech Lab

IAB Audience Connect 2022: How Clean Are Data Clean Rooms? | Jing Suk, Managing Partner, Executive Director, Marketing Intelligence and Science, Wavemaker; Soumya Donkada-Martinez, Head of Digital, Media, and E-Commerce, Unilever North America; Allynson Dietz, Senior Director, Marketing Solutions, Neustar; Ted Flanagan, Chief Customer Officer, Habu; Shailley Singh, EVP, Product and Chief Operating Officer, IAB Tech Lab
Enabling Identity, Privacy, and Addressability in a Post-Cookie World

The Seller Defined Audiences (SDA) specification finalized in 2022 won the Adweek Readers’ Choice Award for Innovation of the Year. It allows publishers, data management platforms (DMPs), and data providers to scale first-party data responsibly and reliably without reliance on deprecated IDs and/or new, untested, non-standard technologies. It provides a conceptual foundation and technical scaffolding for publishers to transact on their first-party audience cohorts in the open programmatic ecosystem. It is designed to support ongoing innovation, growth, and open-market competition on top of a shared, flexible framework.

The Global Privacy Platform (GPP) is a unified global architecture to manage consumer privacy preferences according to local regulations. It will streamline technical privacy standards into a singular schema and set of tools that adapt to regulatory and commercial market demands across channels. The GPP was finalized and launched in September and is now ready for industry adoption. The solution currently supports the US Privacy, US State Signals, IAB Europe Transparency Consent Framework (TCF), and IAB Canada TCF consent strings.

The US State Signals will supersede the US Privacy Framework which has been used to date to manage consent signals from California, with respect to the CCPA.

Privacy Enhancing Technologies (PETs) are a new group of technologies designed to ensure private data is protected while being used and shared for various marketing and advertising use cases like audience activation, measurement, attribution and campaign analysis. The Tech Lab launched a working group dedicated to support integration of PETs in digital advertising focused on education and awareness of these technologies in the ecosystem.

The Tech Lab also became the new home of the open-source code repositories for Universal ID 2.0 (UID 2.0) as an industry standard for identity management and the Tokenization Framework.

The Content Taxonomy 3.0 update enables buyers and sellers to better understand contextual parameters of content. Launched by IAB Tech Lab in June, the new version includes a new structure to better support contextual buying for CTV, and expands the News category, to help sellers better monetize news content.
Supporting the Growth of Connected TV and Cross-Media Video

The digital video marketplace continues to grow with more streaming content delivered to connected televisions. The updated Digital Video and CTV Ad Format Guidelines addresses this challenge by incorporating TV requirements and cross-platform features. The guidelines provide common players and TV ratios, and also offers guidance on generating the multiple files needed to help improve "intelligent" creative selection in programmatic cross-screen placement.

The new version 2.6 of Open Real-time Bidding (Open RTB), a way of selling media that enables an individual advertising opportunity (ad impression) to be bid on in real-time, was updated for CTV with capability to match TV like buying. OpenRTB 2.6 includes features to support buying and selling of Ad pods or a group of ads in an ad. The specifications outline details like file size, resolution, bitrate, colorspace, and other technical specifications for common players and TV ratios, and also provides guidance on generating the multiple files needed to help improve "intelligent" creative selection in programmatic cross-screen placement.

Reliable and scalable measurement is essential to a healthy digital ecosystem and especially needed for high growth channel like CTV. The Open Measurement SDK (OM SDK) is one of the most widely adopted industry measurement solutions. It gives advertisers flexibility and choice in the verification solutions from their preferred providers by making it easier for publishers to integrate one SDK and enable ad verification with all verification vendors.

In October, Tech Lab launched the latest version of the OM SDK which expands the scope of the OM SDK to bring consistent video viewability measurement signals to CTV environments like tvOS from Apple and Android TV based devices.

Advertisers Turn to ‘Clean Rooms’ to Keep Consumer Data Private

The growth of streaming video and internet connected television sets has brought new challenges to the TV business and industry. The new device and delivery landscape for TV content, comprising of Ad Supported Video On Demand (AVOD), Free Ad Supported Television (FAST), Linear Addressable TV, Linear TV, requires revisiting the foundations and technologies for multiple common use cases.

IAB Tech Lab developed and announced a multi-year Advanced TV roadmap and creation of Advanced TV Commit Group to navigate and address the core challenges for TV industry namely universal addressability and finding a common currency; frame accurate ad insertion for seamless user experience across delivery channels; viewability verification; campaign audibility across channels; and programmatic enablement of sales across multiple channels.

Advanced Television: The Quest For Universal Addressability | A New Channel and an Age-Old Debate: Measurement | Shailley Singh, Executive Vice President, Product & COO, IAB Tech Lab; Davide Rosamilia, Director, Product Management, IBS; George Castrissiades, Vice President, CTV Product, iSpot.tv; Ben Kaplan, Vice President, Product Marketing, PubMatic

IAB Tech Lab Addressability System Design | Garrett McGrath, Senior Vice President, Product Management, Magnite
Advancing Foundational Technology and Transparency

IAB Tech Lab’s Transparency Center, launched in the summer of 2021, is a centralized resource for metadata about participants in the ad tech ecosystem. This includes crawling the web for Authorized Digital Sellers (ads.txt) and Sellers.json of over 10 million websites and apps including CTV apps, as well as newly added Audience Segment Metadata from companies that have adopted the Data Transparency Standard. These data sets reduce fraud by identifying unauthorized supply paths and then targeting inventory from partners that adhere to specific industry compliance programs. In addition, adoption of new standards like Seller Defined Audiences will accelerate with the Transparency Center’s standardized taxonomy descriptions for audience segments.

Originally, the Transparency Center was a resource that only IAB Tech Lab members could access—with this most recent release, these invaluable resources in the Transparency Center Data Explorer are now freely available.

SHARC, which stands for Secure HTML Ad Rich-media Container, supersedes two standards—SafeFrame for web and MRAID for mobile. It is a new standardized iframe that works in all environments and was released by IAB Tech Lab in December.

The IAB Tech Lab Summit and Events

The premiere industry event bringing together the product development community in the ad industry to discuss identity, data and privacy, CTV, and programmatic foundation the IAB Tech Lab Summit 2022: Transcend was hugely successful and well attended this year. IAB Tech Lab also hosted a series of events this year including intimate get-togethers and virtual webinars for members and the industry. In March, at Accelerating Data Transparency and Quality Standards for The Digital Supply Chain, IAB Tech Lab and Neutronian unpacked their recently announced partnership aimed at accelerating data transparency and quality standards for the digital supply chain. In May, at Privacy Enhancing Technologies (PETs) event of this three-part series that focused on why privacy-enhancing technologies are important for the sustainability of the ad-supported internet and held Advanced Television: The Quest for Universal Addressability in November.

Addressability System Designs, Moving from Strategy to Implementation - It’s Time to Build was a forward-looking event that brought practical education and advice to the market by showcasing tangible case studies, relevant debates about technical designs, and testing outcomes.

In addition, IAB Tech Lab hosted several events to accelerate industry standards implementation including the IAB Tech Lab Transparency Center webinar in July, the Open Measurement Enters CTV webinar and the Global Privacy Platform webinar in August and OpenRTB Specification Release Process Update webinar in November.

Advanced Television: The Quest For Universal Addressability | State of the Advanced TV Landscape Today | Anthony Katsur, Chief Executive Officer, IAB Tech Lab; Rich Guinness, Network Lead, Data Licensing & Strategy, VIZIO; Maribel Becker, Vice President, Addressable Partnerships, Paramount; Tom Sly, Vice President, Revenue Strategy, E.W. Scripps Company; Daniel Church, Head of Advanced TV Product, Beachfront; David Unsworth, Vice President of Technical Operations, Extreme Reach

IAB Tech Lab Launches Phase Two of Rearc With A New Privacy-Enhancing Tech Working Group

In addition, IAB Tech Lab hosted several events to accelerate industry standards implementation including the IAB Tech Lab Transparency Center webinar in July, the Open Measurement Enters CTV webinar and the Global Privacy Platform webinar in August and OpenRTB Specification Release Process Update webinar in November.
IAB supports members’ international agendas by leveraging the strength and collaboration of the IAB Global Network. The international team aims to further the overall mission of IAB and to serve the interactive ad industry globally by advancing global thought leadership, expanding the IAB brand into strategic markets, and encouraging self-regulation and public policy. In 2022, the IAB Global Network focused its efforts on an issue that profoundly affects the entire media and marketing ecosystem: digital transformation and consumer privacy and regulations.

IAB and IAB Tech Lab joined peers as thought leaders in the media and advertising community during the Cannes Lions International Festival of Creativity 2022 in June. IAB executives moderated conversations and spoke on panels about brand purpose, the cookieless future, the creator economy, digital transformation, diversity, equity & inclusion, and more with member companies and partners from Experian, HUMAN, Infillion, McKinsey, MediaLink, Meta, Oracle, SiriusXM Media, Teads, and The Wall Street Journal.

IAB CEO David Cohen also participated in the Ad Net Zero global initiative: “By 2030 Every Ad Will be a Green Ad,” pledging IAB’s commitment on stage at Cannes Lions to help our industry deliver on its full potential to build a more sustainable future.

Cannes 2022 | Ad Net Zero Global Group: Daryl Simm, Omnicom; Dagmara Szulce, IAA; Tamara Daltroff, EACA and Voxcomm; Emma Gould, IPG; Marla Kaplowitz, 4A’s; Arielle Gross Samuels, Meta; Stephan Loerke, WFA; Anna Lunley, dentsu International; Carla Serrano, Publicis Groupe; Stephen Woodford, Advertising Association; Lorella Gessa, Havas Group; David Cohen, IAB; Aline Santos, Unilever; Bob Liodice, ANA; Lorraine Twohill, Google; Lindsay Pattison, WPP; Melanie Burger, Sky

IAB CEO David Cohen also participated in the Ad Net Zero global commitment on stage at Cannes Lions to help our industry deliver on its full potential to build a more sustainable future.
At the end of November, executive leaders from across the IAB Global Network gathered in New York City to reconnect, share challenges, and reinforce the IAB international community’s collaborative relationship. The two and a half day IAB Global Summit included productive discussions focused on ways the IAB Global Network can work together to support the growth of the digital ecosystem around the globe. A key objective for the upcoming year is to establish structures and processes to make it easier for each international member to share information, advance global thought leadership, and coordinate public policy initiatives around privacy and other global regulatory issues.

For more information, visit iab.com/global/
Empowering and Connecting IAB Members

IAB’s mission is to empower the media and marketing industries to continue to thrive in the digital economy. IAB members are from leading media and technology companies, including brands and advertising agencies, and IAB added retail members in 2022 as well. These constituents now have equal board membership, Center of Excellence leadership, and access to legal and public policy resources. We thank all members for their support throughout the year.

GENERAL MEMBERS

Anheuser Busch InBev
Aniview
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Anzu
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AstraZeneca
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Backtracks
Bank of America
Barometer
Barstool Sports
Basis
BauBax
Bayer
BBC America
BD (Becton, Dickinson and Company)
Beachfront
Beaumonde
Believ
Bespoke Post
Best Buy
Bing Inc
Bidmind
Bidstack
BidEfect
Bigband
BigBrother
BigOven
BigOtto
BigPharm
BigStory
BigTile
Belfry
Benzinga
Bing
Bingify
Bingy
Blink
Blockboard
Blockgraph
Blomstream
Boltive
SOPCGF
Brandless
BroadSign
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Brooklyn Roasting Company
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Canoe Ventures
Canvas Worldwide
Capital One
Caskata
Celtra
Chairish
Chandni
Chipotle
Citigroup
City National Bank
Claratia
Clinch
Clipcentric
Clue Digital
CMET Media Group
Colgate-Palmolive
Column6
Common Sense Networks
Conde Nast
%QPC PV
Connatix Native Exchange
Codex Entertainment
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Crackle Plus
Cronetix Pharaceuticals
Crise
Cuebiq
DailyMotion
Dankads
Data Axle
DAI U.S.
Decide
DeepIntert
DeepPod
Del
Dentsu Holdings USA
Dermstore
DeviceAtlas
Digital3
Digi Labs
Diray Media
DIRECTV Advertising
Discovery Communications
DISH
Disney Advertising Sales
DisQQ
DMD Marketing Corp.
Dormify
Dotdash Meredith
DoubleVerify
Drum
Duration Media
Dynatrace
E & J Gallo Winery
Earlyleek
Eargo
EDO
Emotix
EMX by Big Village
Enthusiast Gaming
Equifax
Evonik
Eversana Intouch Media
Evidon
EX.CO
Expedia Media Solutions
F February
Finsta
Flock
Flock Digital
Flipboard
Fluent
Flywheel Sports
Fox Media
Fox
Frameplay
Fred Segal
Freestart
Freshly
FRVR
frvr
Future US
G
Game Golf
Gamesight
Gap
GeistM
General Motors Company
Genius
Genius
GenX
GeoEdge
Globen
Googletag
Google
Gray Line Worldwide
GRESSO
GSTV
GumGum
Haerfest
Hamilton Media
Harp College
*CTVUGN,F,CEM UQ#N,01
International Airport
HashTag Labs
Havas Media Group North America
H Code Media
Healthline Media
Heart
Hearst
Helen & Gertrude
Helix Sleep
Hiscox
HMETE
Hobo
Horizon Media
HP
Hubble Contacts
HUMAN
IBM Watson Advertising
HeartMedia
IHS Markit
Index Exchange
IPNKFQP
Influitive
Inmar Intelligence
InMarket
InMobi
Innity
Innovid
INNOVA
Insider Intelligence
Innovation
Integral Ad Science
Intel
Interactive Offers
INVID Technology
IPG Mediabrand
IPONWEB
IRI
IRIS.TV
iSpot.tv
Iubenda
Jackpocket
Jeer
Jest
Johnson & St. John
Julianna Rae
Jul Group
JST WATER
JW Player
Kabbage
Kargo
KERV Interactive
Kevel
KiddoTV
Kineseo
Klinik
Kochava
Kopari
Kotex
Kroger
L.Oreal
Labarium US
Lancer Skincare
LandVault
LATV
Leaf Group
Leatherman Tool Group
Lending Tree
LG Ads
Libsyn
Lightbox
LinkedIn
Liveness
LIVELY
LiveRamp
Loeffler Randall
Lone
Lowe’s
Lufthansa
Lynk
Made In Cookware
Madlife
Magellan AI
Magnite
Magazine
Market Engagement
Marketing Architects
Marla Aaron Jewelry
Marla Aaron
Marle
Marketing Architects
Mars Petcare
Mastercard
Mattel
Mattress Firm
Maximus Live
Media.net
Mediahub
MediaKind
MediaMath
MediaNews Group
Mediacom
Media Place Partners ad
Adtech Group
MediaRadar
MedixHealth
Meryl Diamond Ltd
Meta
Mezzetta Foods
MGID
Microsoft
Microsoft Advertising
Miq
Mirriad
MNT
Mobilewalla
Monster
Monster Energy
Montclair State University
Museum of the City of New York
Music Audience Exchange
NASCAR Digital Media
National Football League (NFL)
National Public Media
Nortonwide Marketing Group
NaviStone
NBCUniversal
Nectar
Netflix
New York Corporation
New York Public Radio
Nextar, Inc.
NextRoll
Niantic
Nisens
NormanKnow
North Carolina Cannabis Company
Northeast
Northwest Health
Nutrafood
Oas + Alps
Ocean Spray
Omnichannel Company
Octillium Media
Omnimic Media Group
OnTrust
OpenWeb
Oracle Advertising & Customer Experience
Orange142
On Appare Inc.
OnaTV
OTTera
Outbrain
Outshore
Ovation TV
Oviva Health
Pauvre
Paramount
Peach Goods
Peapod Digital Labs
Penn State University
2G R G T C O
Peru
Zitat
PGA TOUR
Phil
Pinterest
Pivotal
Piviot
Place Exchange
PlaceIQ
Playsensations.io
Plantage Products
Playwire
Plex
PodcastOne
Podtrac
Premion
COMMITTEES & COUNCILS

2022 IAB and IAB Tech Lab Committees, Councils, and Working Groups

IAB committees and councils are where industry functional leaders and subject matter experts share best practices and develop advanced research on burning industry issues. These groups include the brightest minds in the industry working together to develop solutions that improve the interactive advertising and marketing ecosystem for everyone.

COMMITTEES

Addressability & Measurement Committee
Advanced TV Committee
Audio Committee
Digital Video Committee
Retail Media Network Committee

COUNCILS

Agency Leadership Council
Brand Council
Chief Revenue Officer (CRO) Council
Legal Affairs Council
Public Policy Council
Publisher Council
Research Council
Talent Development Council

If you are interested in joining a committee, council or working group, please contact membership@iab.com

For more information on the IAB Committees and Councils, please visit https://iab.com/groups

For more information, visit: https://iabtechlab.com/working-groups/
2023 Events

IAB events are the convening voice of the digital marketing ecosystem. From intimate invitation-only roundtables and online interactive experiences to essential and industry-leading 1,500+ person conferences, each event brings together thought leaders and practitioners from across the industry. IAB and IAB Tech Lab will host a mix of in-person and virtual events in 2023.

JANUARY 22-24
IAB ANNUAL LEADERSHIP MEETING (ALM)
Marco Island, FL (In-Person Event)

MARCH 8-9
IAB PLAYFRONTS
New York, NY (Hybrid Event)

APRIL 3
IAB PUBLIC POLICY & LEGAL SUMMIT
Washington DC (In-Person Event)

MAY 1-4
IAB NEWFRONTS
New York, NY (Hybrid Event)

MAY 11
IAB PODCAST UPFRONT
New York, NY (Hybrid Event)

SUMMER
IAB VIDEO LEADERSHIP SUMMIT
New York, NY (In-Person Event)

JUNE 7
IAB TECH LAB SUMMIT
New York, NY (In-Person Event)

JUNE 29
IAB GAMING LEADERSHIP SUMMIT
New York, NY (In-Person Event)

OCTOBER 12
IAB AUDIO LEADERSHIP GATHERING
New York, NY (In-Person Event)

For information on sponsoring these events, please contact sponsorship@iab.com
Investing in IAB Members' Success

The financial state of IAB started and ended the year strong, allowing us to make investments to continue to fuel industry growth. Despite another year of uncertainty and economic headwinds, IAB was able to support the industry and deliver.

Events at IAB in 2022 are expected to bring in $5.8 million, higher than budgeted, despite many events being virtual and in-person. This was largely due to the addition of Audience Connect and the Audio Leadership Gathering in the fall.

Learning & Development revenue totaled $1 million versus $1.4 million budgeted, slightly softer than expected due to slow certification sales and low demand for Diversity, Equity, and Inclusion (DEI) programs.

IAB REVENUE STREAMS*

<table>
<thead>
<tr>
<th>Revenue Stream</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Dues</td>
<td>$17.9 million</td>
</tr>
<tr>
<td>Centers</td>
<td>$3.2 million</td>
</tr>
<tr>
<td>Events</td>
<td>$5.8 million</td>
</tr>
<tr>
<td>IAB Tech Lab</td>
<td>$8.2 million</td>
</tr>
<tr>
<td>Learning &amp; Development</td>
<td>$1 million</td>
</tr>
<tr>
<td>Other</td>
<td>$2.6 million</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$463 million</td>
</tr>
<tr>
<td>Centers</td>
<td>$212 million</td>
</tr>
<tr>
<td>Events</td>
<td>$67 million</td>
</tr>
<tr>
<td>IAB Tech Lab</td>
<td>$83 million</td>
</tr>
<tr>
<td>Learning &amp; Development</td>
<td>$15 million</td>
</tr>
</tbody>
</table>

* Projections based on unaudited 2022 financials
The IAB Tech Lab is expected to bring in a healthy $8.2 million in its seventh year of operation, compared to $7.2 million in 2021. Tech Lab expenses were up overall as well, related to employee costs and professional fees, but were offset by significant contributions to the Tech Lab's Privacy Enhancing Technologies (PETs) initiative.

Other bright spots in 2022 were our centers of excellence which saw several new members join their boards. Additional ongoing revenue streams in 2022 included initiatives such as sponsored research, member services, international licensing fees, and other fundraising programs. IAB invested these revenues received towards helping member businesses grow and excel. Funding was directed toward producing valuable third-party research and tools for building brands in digital media.

**FINANCIAL KEY INDICATORS FOR 2022**

<table>
<thead>
<tr>
<th>REVENUE</th>
<th><strong>2022 PROJECTED</strong></th>
<th><strong>2022 BUDGET</strong></th>
<th>$ VAR</th>
<th>% VAR</th>
<th>2021 ACTUALS</th>
<th>% VAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEMBERSHIP DUES</td>
<td>$17,941,902</td>
<td>$16,789,000</td>
<td>$1,152,902</td>
<td>7%</td>
<td>$16,490,102</td>
<td>9%</td>
</tr>
<tr>
<td>EVENTS</td>
<td>$5,860,294</td>
<td>$5,490,000</td>
<td>$370,294</td>
<td>7%</td>
<td>$4,984,724</td>
<td>18%</td>
</tr>
<tr>
<td>EXPERIENCE CENTER</td>
<td>$875,085</td>
<td>$800,000</td>
<td>$75,085</td>
<td>9%</td>
<td>$787,000</td>
<td>11%</td>
</tr>
<tr>
<td>MEDIA CENTER</td>
<td>$1,705,000</td>
<td>$1,680,000</td>
<td>$25,000</td>
<td>1%</td>
<td>$1,545,000</td>
<td>10%</td>
</tr>
<tr>
<td>PROGRAMMATIC+DATA CENTER</td>
<td>$627,000</td>
<td>$775,000</td>
<td>$(148,000)</td>
<td>-19%</td>
<td>$577,500</td>
<td>9%</td>
</tr>
<tr>
<td>LEARNING &amp; DEVELOPMENT</td>
<td>$1,021,064</td>
<td>$1,410,208</td>
<td>$(389,144)</td>
<td>-28%</td>
<td>$1,242,381</td>
<td>-18%</td>
</tr>
<tr>
<td>*TECH LAB</td>
<td>$8,221,000</td>
<td>$7,536,000</td>
<td>$685,000</td>
<td>9%</td>
<td>$7,224,354</td>
<td>14%</td>
</tr>
<tr>
<td>OTHER</td>
<td>$2,629,048</td>
<td>$3,244,130</td>
<td>$(615,082)</td>
<td>-19%</td>
<td>$1,278,883</td>
<td>106%</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$38,880,393</strong></td>
<td><strong>$37,724,338</strong></td>
<td><strong>$1,156,055</strong></td>
<td>3%</td>
<td><strong>$34,129,944</strong></td>
<td>14%</td>
</tr>
</tbody>
</table>

| COST OF GOODS SOLD       | $5,625,215         | $5,407,641     | $217,574 | 4%   | $4,009,003   | 40%   |

| **GROSS PROFIT**         | **$33,255,178**    | **$32,316,697** | **$938,481** | 3%   | **$30,120,941** | 10%   |

| EXPENSES                 | $32,836,530        | $31,668,156    | $1,168,374 | 4%   | $26,537,370  | 24%   |

| **NET INCOME**           | **$418,648**       | **$648,541**   | $(229,893) | -35% | **$3,583,571** | -88%  |

* Excluding IAB revenue share

**Projections based on unaudited 2022 financials**

The IAB Tech Lab's bonus pool at 100% by year end.

Additional ongoing revenue streams in 2022 included initiatives such as sponsored research, member services, international licensing fees, and other fundraising programs. IAB invested these revenues received towards helping member businesses grow and excel. Funding was directed toward producing valuable third-party research and tools for building brands in digital media.
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About IAB
Interactive Advertising Bureau
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The Interactive Advertising Bureau empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 700 leading media companies, delivering, and optimizing digital ad marketing campaigns. The VTCFGTQWRFNFEUTVKVCECTNGCDEUTQPKPQVGTCEVXKXGCF while also educating brands, agencies, and the wider business EQWOPKTVQPVJKORQTVCEQHFKIKVCNOCTMGVKPI+PCH with the IAB Tech Lab, IAB develops technical standards and solutions. IAB is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public RONKEOHEGPK9CJUPKIVQP&%VJGVTCFGCUXQEKCVKQPCFX for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, IAB is headquartered in New York City.

IAB Tech Lab Mission
Engage a member community globally to develop foundational technology and standards that enable growth and trust in the digital media ecosystem.